

# Broadcasting Dec 12

## Well Done, Al Flanagan



"A station has to operate with pride," Gannett Broadcasting Chairman Alvin G. Flanagan has frequently advised his associates. "If you have the people and they have the tools they need and the pride and guts it takes, the rest is just plain hard work."

Throughout his outstanding career of 45 years in broadcasting, Al Flanagan has provided the pride, the tools and the guts to lead and inspire his colleagues in the pursuit of excellence.

Al Flanagan retires from daily duties at Gannett Broadcasting at the end of 1983. His colleagues salute him for his many achievements and for those he has inspired in them.

They will miss him. And so will the audiences of Gannett broadcasting stations in Atlanta, Boston, Chicago, Cleveland, Denver, Detroit, Los Angeles, Minneapolis-St. Paul, Oklahoma City, Phoenix, St. Louis, San Diego and Tampa.

But Al Flanagan leaves more than a legacy of appreciation for past achievements. He has provided the tools of planning, organization and a new generation of leadership which, together with more hard work, will lead to continued growth—in appeal to audiences, success for advertisers and service to communities.



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53rd Year 1983

Cable Week West  
Metromedia's big deal  
Wussler At Large

# THE PURSUIT C

**E**xcellence in journalism is a daily goal, rigorously pursued and seldom fully attained.

That pursuit flourishes in an atmosphere of sustained and painstaking effort by individuals and entire news staffs to provide readers, viewers and listeners with the most accurate, complete and sensitive news coverage possible.

Editor Charles Overby of the Jackson, Miss., newspapers, which won Pulitzer Prize and Best of Gannett honors this year, put it this way: "There are no special bells or whistles, no massive infusions of manpower, no tour de force masterpieces... just plain vanilla community journalism, a basic commitment to thorough and consistent news and editorial coverage..."

The winners of the 1983 Best of Gannett competition are recognized on these pages for their pursuit of excellence during the year—in news coverage, in public service and community leadership.

The Best of Gannett winners were selected by independent professionals who weighed the best efforts of journalists at all Gannett newspapers and broadcasting stations and bestowed the BEST accolade on their efforts.

All in Gannett salute the winners of the 1983 Best of Gannett competition for the honor they do themselves, for the pride they bring to their group and for the inspiration they offer their colleagues.



## BROADCAST JUDGES



**Ed Planer**  
Vice President-News, NBC  
*Television Judge*



**Frank Mankiewicz**  
Executive Vice President,  
Gray and Co.  
*Radio Judge*



**Meredith Brokaw**  
Director,  
Gannett Co., Inc.  
*Community Leadership Judge*



**Jessica Savitch**  
Political Correspondent, NBC,  
*Television Judge\**



**R. Peter Straus**  
Chairman,  
Straus Communications  
*Radio Judge*



**Vernon Jordan**  
Lawyer and Former Presiden  
National Urban League  
*Community Leadership Judge*

*\*Ms. Savitch participated shortly before her tragic death.*

## NEWSPAPER JUDGES

**Ann Blackman**  
National News Reporter,  
The Associated Press  
*News Judge*

**Julius Duscha**  
Director, The Washington  
Journalism Center  
*News Judge*

**Christine Harris**  
Director of the Consortium for  
the Advancement of Minorities  
in Journalism Education  
*News Judge*

**Charles Rowe**  
Editor and Co-Publisher,  
The Free Lance-Star  
Fredericksburg, Va.  
*News Judge*

**Richard Smyser**  
Editor, The Oak Ridger  
Oak Ridge, Tenn.  
*News Judge*

**Michael Ogden**  
Retired Editor, The Provident  
Journal-Bulletin  
*Public Service Judge*

**Dorothy Ridings**  
President, League of Women  
Voters of the U.S.  
*Public Service Judge*

# EXCELLENCE

## BEST OF GANNETT 1983: BROADCASTING

**9KBT  
DENVER**

Outstanding Achievement  
by a Television Station  
Best Public Service Programming  
Best Spot News Coverage  
Best Investigative Reporting



**John Fosholt and Ward Lucas**  
KBTV, Denver

Outstanding Achievement  
by Individuals

**WGC  
AM-FM**

Chicago  
Outstanding Achievement  
by a Radio Station  
Best Radio Feature Series (co-winner)  
Special Citation for Spot News Coverage

**KPNX-TV, Phoenix**  
Best General Reporting

**WXIA-TV, Atlanta**  
Best Medical News Reporting

**Gannett News Service/Radio**  
Best Radio Spot News Coverage

**KSD-AM, St. Louis**  
Best Radio Public Service

**KSDO-AM, Los Angeles**  
Best Radio Feature Series  
(co-winner)

**KPRZ-AM, Los Angeles**  
Best Radio Newscast

**KIIS-FM, Los Angeles**  
Best Radio Public Affairs Series

## BEST OF GANNETT 1983: NEWSPAPERS

### *OUTSTANDING ACHIEVEMENTS*

By a Newspaper  
**The Clarion-Ledger**  
**Jackson Daily**  
**News**  
Jackson, Miss.

By an Individual  
**Sharen Johnson**  
Gannett News Service

By a Writer  
**Charles Bowden**  
Tucson Citizen

By a Newspaper for Community Leadership  
**Palladium-Item**  
Richmond, Ind.

By a Newspaper for Public Service  
**Times-Union**  
Rochester, N.Y.

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\*Source: NII/NAC audience estimates, Special Report for 2 weeks ending October 23, 1983, subject to qualifications available upon request.

# Broadcasting Dec 12

**A status report on cable programming** □

**Kluge & co. make a private offering for Metromedia** □

**At Large with Bob Wussler** □ **Grossman to NBC News** □

**GROWING UP** □ Cable programming services take center stage at conference which will look at the growing pains of that side of the industry. **PAGE 31.**

**GOING PRIVATE** □ Four Metromedia executives make buyout proposal to take company private. Limited partners include major financial, programming and sports world figures. **PAGE 33.**

**TV 1990** □ BBDO says that by the end of the decade, network viewing share will be eroded by cable and other media to 65%. **PAGE 35.**

**GOING COMMERCIAL** □ Grossman leaves PBS to become successor to NBC News President Reuven Frank. **PAGE 36.**

**CUTTING THE LINE** □ ABC-TV affiliate board, meeting in Hawaii, is told *Nightline* will be cut to half hour in hopes of increasing affiliate clearances. **PAGE 37.**

**STEPPING DOWN** □ Bresnan relinquishes CEO job at Group W; Westinghouse's Murray takes over. **PAGE 38.**

**EYE ON PROGRAMING** □ In an interview with BROADCASTING editors, Bob Wussler, veteran of both the broadcast and cable worlds, assesses the state of cable programming on the eve of the National Cable Programming Conference. **PAGE 43.**

**CALIFORNIA DREAMING** □ NCTA's programming conference and the Western Cable Show open their doors this week in southern California. **PAGE 66.** Agendas for the two conferences begin on **PAGE 68.** A rundown of hardware and software suppliers at the Western Cable Show begins on **PAGE 74.**

**PRIME TIME MOVES** □ CBS signs off *Goodnight, Beantown*; NBC sends *Bay City Blues* to the showers. **PAGE 88.**

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**SPACE HOOKUP** □ USIA shows off its latest high technology for international press conference. **PAGE 92.**

**AM APPLAUSE** □ Broadcasters favor proposal to expand power of nighttime AM's. **PAGE 92.**

**INITIAL INDICATIONS** □ NTIA study recommends Orion and ISI be limited to providing sale or use of transponders to end users. **PAGE 104.**

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# All About US

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## Glowing tube

Television viewing in average American household passed major milestone in November, when number of hours spent daily with TV set on reached annual average of slightly more than seven hours. According to A.C. Nielsen, viewing levels have been up over comparable year-ago figures for past consecutive 10 months, hitting highest level in November, when average household tuned in seven-and-one-half hours daily. Seven-hour annual average is for 12 months ending Nov. 20 and is up 3% from average previous years of six hours, 48 minutes.

## Delicate drop-ins

FCC won't act on VHF drop-in proceeding this year after all (BROADCASTING, Oct. 31). Mass Media Bureau had completed work on item earlier this year, but engineering staff was split on effects of interference. So bureau told commissioners it would write item way they wanted it to. Word is that Commissioner Henry Rivera was for getting at least some new VHF's out there, and Commissioner James Quello was opposed. Chairman Mark Fowler and Commissioner Mimi Dawson recommended that staff take "harder look" at possible sites for drop-ins on case-by-case basis. Bureau is expected to have results by end of January.

## Possible grounding

Orion Satellite Corp. may throw in towel if reports concerning work of National Telecommunications and Information Administration staff prove out. Reports deal with staff's draft of position parent Commerce Department might take in connection with executive branch study of policy implications of emergence of communications satellite companies that would compete with International Telecommunications Satellite Organization. And one aspect is particularly troublesome to Thomas McKnight, president of Orion—word that NTIA staff believes Intelsat Agreements would require U.S. to coordinate applications with Intelsat to insure not only that they were technically compatible with Intelsat but also that they would cause no economic harm to it.

Orion has maintained that such coordination is not required. If reports are true, McKnight said, "it might be

necessary to reconsider our position," given antagonism toward Orion that Intelsat officials have expressed. Officials of other applicant, International Satellite Inc., declined comment on reports.

## Action on N Street

Search to find new senior vice president for radio at National Association of Broadcasters is under way. Top candidate seems to be NAB's Northeast regional manager, David Parnigoni, whose selection is being pushed by John Summers, executive vice president and general manager. Also running is Frank Scott, director of programs, Voice of America, and former general manager of WRC(AM) Washington. For other major vacancy, chief lobbyist, NAB has narrowed choices to James Range, legislative counsel to Senate Majority Leader Howard Baker, and David Clanton, former Federal Trade Commissioner ("Closed Circuit," Nov. 28).

There's also talk at NAB of eliminating present membership department and splitting its function between radio and television departments. Fate of Larry Tierney, vice president, membership, is unclear.

## No conflict

FCC this week is scheduled to rule that Section 315 of Communications Act, which prohibits broadcasters from censoring appearances of legally qualified candidates, doesn't mean broadcasters have to air obscenities. Commission is expected to say that Congress had not intended Section 315 to supersede criminal code, which is where federal statute against broadcasts of obscenity resides. Issue was raised because Larry Flynt, publisher of *Hustler* who announced candidacy for Republican presidential nomination, has said he would use clips from X-rated movies in campaign commercials (BROADCASTING, Nov. 21).

## Twin city deal

Definitive agreement will be announced this week for \$14.5-million sale of WFBT-TV Minneapolis. Reported buyer is Ivan Boesky, who owns New York investment and arbitrage house and who is also buying controlling interest in KGMC-TV Oklahoma City (see page 137). Independent station carries "family" and religious programming, accepting no alcohol or tobacco advertising.

## Gang of games

Telepictures Corp. plans to make bid this week to become first television syndicator with five first-run strips in national distribution simultaneously. Company plans to announce first-run syndication revival of former ABC-TV game show, *Let's Make A Deal*, to be produced and hosted by its original producer/host, Monty Hall. Company is said to be close to first group sale of *Let's Make A Deal*, possibly to NBC owned and operated stations. Game show joins four other Telepictures strips, *People's Court*, *Love Connections* and *Newscope*, all airing now, and *Rituals*, half-hour soap set to premiere next fall. Chronicle Broadcasting became latest group to sign for *Rituals* last week, bringing coverage of U.S. television homes close to 40%. *Let's Make A Deal* brings total of game shows to be offered for first-run syndication next fall to 11—many of which are revivals of shows formerly offered by networks.

## Ads in public system

Staff of Congressman Al Swift (D-Wash.) is developing legislation that would implement recommendations made by Temporary Commission on Alternative Financing for Public Telecommunications, congressional task force created in 1981 to find supplemental revenue sources for public broadcasting (BROADCASTING, Sept. 26). TCAFPPT recommendations, to permit enhanced underwriting on public television, among other things, could end up as amendment attached to Corporation for Public Broadcasting authorization bill which comes up for renewal in spring.

## Closer to vest

Due to new corporate policy, imposed last week in wake of shareholder approval of Time Inc. spinoff of forest products division, subsidiary of Home Box Office is no longer allowed to update subscriber and affiliate numbers for pay services HBO and Cinemax upon request. Those figures will now be released simultaneously with parent Time Inc.'s quarterly earnings reports. With forest products division all but spun off and video group contributing more than 60% of company's operating profits, corporate policymakers do not want to run afoul of Security and Exchange Commission's disclosure rules, reasoning that subscriber counts could be used to forecast earnings.





# HART TO HART

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## CNN whips nets?

The Cable News Network does a better job of covering business and economic news than the broadcast networks. So says a study scheduled for release today (Dec. 12) by the Media Institute.

Moreover, the Media Institute said a survey revealed that CNN journalists were closer in attitude to a group of corporate executives than an earlier survey had revealed 240 of the "media elite" print and broadcast journalists to be. At the same time, the institute said ABC "substantially outperformed" CBS and NBC.

The study, "CNN vs. the Networks: Is More News Better News?," compared CNN's two-hour weekday news show with the half-hour evening news programs on ABC, CBS and NBC, and attempted to measure balance, sensationalism, depth of coverage and news priority. On the whole, CNN's business and economic news coverage was said to be more balanced and less sensational. The networks won points for covering topics in more depth, and both CNN and the networks gave economic and business news about the same priority.

"Because CNN surpassed network averages in two important categories, balance and sensationalism, the study concludes that the business and economic coverage of CNN's nightly news program was generally superior to the average of comparable network coverage," the institute said.

Among the differences the study found was that CNN relied on a wider variety of sources than the networks, and that the first sentences of CNN's lead stories were judged less sensational.

"The study concludes CNN's coverage was indeed better, but not necessarily because CNN had more news time available,"

the institute said. "Balance and sensationalism, the areas in which CNN excelled, have little or no relation to newscast length, so it is likely CNN's superior performance was due to other factors, such as editorial judgments," the institute said.

Of the three networks, ABC devoted the most time to business and economic news, relied more on informed sources and spent more time discussing the implications of the stock-market rally, the institute said.

## Guilt by association

The Massachusetts Cable Commission revoked the cable franchise of Rollins Cablevision for Danvers, Mass., alleging that Rollins created a "climate for abuse" and failed to investigate a company official's possible role in a bribe attempt.

"Rollins was more concerned with protecting its corporate image" than in investigating the role of Peter de Marco, an equity owner of Rollins Cablevision of Massachusetts, the commission charged.

Tim Crow, secretary of the Atlanta-based MSO, issued a statement vowing that Rollins would "vigorously pursue all legal remedies available to it to overturn the decision." The statement says that the commission's conclusions are "factually and legally incorrect" and that the commission improperly substituted its own judgment of Rollins's corporate character for that of the Danvers selectmen. Rollins has denied knowledge of or participation in the activities of Charles O'Donnell, a lawyer and former assistant district attorney hired to represent Rollins in its bid to win the 8,000-home Danvers franchise.

O'Donnell, in December 1981, received an 18-month prison sentence for offering a \$50,000 bribe to John Webb, chairman of

the Danvers Board of Selectmen, to assure Rollins would get the franchise. Webb reported the bribe attempt to the FBI, which asked him to record his conversations with O'Donnell. Key testimony against O'Donnell came from the tapes.

The commission said the bribe attempt was made in a "climate for abuse created by the exorbitant contingent fee agreement (with O'Donnell) without proper supervision." It noted that de Marco testified at the O'Donnell trial that O'Donnell was never asked by Rollins about any involvement he might have had with the attempted bribe. As a result, the commission said, de Marco's "character" disqualifies Rollins from continuing to hold the Danvers franchise.

## Penetration percentages

Nielsen's November estimate puts cable penetration at 40.5% of U.S. households, or about 34,114,000 homes. That's up more than 1% than the previous reading, issued in July, which pegged cable penetration at 39.3%, or almost 33 million TV households.

## Branching out

HBO is quietly talking to syndicators about distributing to television stations some of the theatrical features, made-for-cable movies and regular series programming for which it holds rights. The library of theatrical titles for which the pay cable service holds other-than-cable rights is believed to be substantial. Although HBO is reported to be interested in dividing the load over more than one syndicator, Metromedia is speculated to be a "principal" ally in the new venture. HBO Enterprises, the arm charged with "ancillary" program sales, could be the division with the duty, according to sources. The agreement with Metromedia would go beyond a previous announcement of a Metromedia deal to distribute on an ad hoc network basis eight HBO made-for-cable movies.

## Showtime for the deaf

Showtime's production of *A Talent for Murder*, starring Laurence Olivier and Angela Lansbury, and its series, *Faerie Tale Theater*, will be closed-captioned for the hearing impaired. According to Showtime, it is the first and only pay television network to present closed-captioned programming.

*A Talent for Murder*, which is set to debut next January, is being captioned by the National Captioning Institute under an agreement with Tribune Cable. *Faerie Tale Theater* is being captioned by NCI with the cooperation of CBS/Fox.

The NCI-Tribune agreement has resulted in a string of closed-captioned presentations on the network, including "An Officer and a Gentleman," "Reds," "Rocky III," "Poltergeist," "My Favorite Year" and "Firefox." Through another arrangement, Showtime has presented closed-captioned versions of "Chapter Two," "The China Syndrome" and



**String that cable.** Tribune-United Cable of Montgomery County (Md.) has begun construction of a three-hub system that will ultimately reach 220,000 homes in the sprawling Washington suburb. On hand to launch the build by pulling cable through the first utility pole: John Schmuhl, vice president and general manager, Tribune-United; David Scull, president, county council; Charles W. Gilchrist, county executive, and Viola Hovsepian, Rockville (Md.) city council member.

"Close Encounters of the Third Kind" and a smattering of children's and family-oriented programming.

In other Showtime programming news, it announced that production has resumed at 20th Century-Fox Television on 12 new episodes of *The Paper Chase*, the one-hour dramatic series that originally aired on CBS-TV during the 1978-79 season, was picked up by PBS and then re-emerged on Showtime last year.

## Backyard battle

Multimedia Cablevision Inc. and AirCapital Cablevision Inc., a subsidiary that operates a cable system in Wichita, Kan., has brought a piracy case against a local dealer of backyard earth stations. In the suit, filed in the U.S. district court in Wichita, Multimedia and AirCapital allege that Starlink Communications Group Inc. encouraged its customers to use their dishes to intercept cable television programming in violation of Section 605 of the Communications Act and federal copyright laws. The suit also claims Starlink's activities interfered with the plaintiffs' contractual relationships with subscribers, local franchising authorities and program suppliers.

## L.A. update

United Cable Television Corp. has received tentative approval from a Los Angeles city commission for its \$200-million purchase of the 300,000-home CommuniCom cable franchise and extension of that franchise until

until Dec. 31, 1993. The recommendation now goes to the city council. CommuniCom's current franchise agreement is scheduled to expire in 1987. CommuniCom is being bought from the Wyoming-based Nielson Enterprises.

Meanwhile, the Los Angeles county board of supervisors has approved a 15-year extension for Group W Cable to continue cable service in the unincorporated areas of Marina del Rey and West Hollywood, both California. The system, serving about 5,000 subscribers in a 30,000-home area, must expand its capacity from 29 to 54 channels over the next 18 months as a condition of the renewal.

## Spreading

WorldCom, the Culver City, Calif., producer of *Hollywood Weekly*, a 30-minute weekly cable TV series devoted to current and upcoming motion picture attractions, has scheduled expansion of the program into regional interconnected cable networks in six major markets by the second quarter of 1984. The company is a division of C.A.S. Systems, an affiliate of MCA Inc., and has been distributing *Hollywood Weekly* to five southern California cable systems since Nov. 25. Expansion is scheduled in systems serving New York, Chicago, Philadelphia, Miami, Dallas, and San Diego, according to WorldCom. Studios providing trailers, film excerpts and other material for the series include Columbia, Paramount, 20th Century-Fox, Warner Brothers, Universal, MGM/UA and Embassy Pictures.

## Hands off cable

Logically and constitutionally, the FCC "has no authority whatever to regulate cable," argues Ithiel de Sola Pool in his new book, "Technologies of Freedom." The MIT professor and communications scholar sees no justification for crossownership restrictions, which he calls at odds with the First Amendment tradition of no government authority over the media.

In the 299-page book (\$20, Belknap Press), de Sola Pool sees no reason why laws that govern print can't govern cable equally well. But he thinks cable operators must either provide leased and nondiscriminatory access channels or face the probability that the government will mandate them. "To look for cable to be as sensitive to First Amendment considerations as to prevent access usage" requirements is probably unrealistic, he writes.

De Sola Pool terms the spectrum scarcity argument under which broadcasting has been regulated an "illusion." Licensing has been the cause, not the consequence, of scarcity, he believes—and the whole problem could have been avoided had spectrum assignments been leased, sold or auctioned for a market price. In such a free broadcast market, he maintains, groups that can't afford a station would be able to buy time on someone else's.

The author concludes that although bureaucrats' desire to regulate emerging technologies is cause for concern, the "pliancy and profusion" of the new media is cause for optimism.

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## DELTA AIR CARGO. READY ALL-AROUND.

A television news commentary from Jim Snyder, Post-Newsweek Stations, Washington

## Looking into the future of television news

The old saying, "The more things change, the more they remain the same" applies to broadcast journalism too. At least I think so after 35 years of exposure to predictions and wise observations about the state of our business. When I try to look down the road now, I find it helps to remember all the questionable wisdom I have heard before.

In the early 1950's almost everyone said radio was dead. In 1962, a top executive of Group W gave me a personal lecture that the advertising community would never accept expansion of the 11 o'clock news from 15 minutes to a half-hour.

In 1964, when the networks expanded their nightly TV news to a half-hour, a lot of the still-young experts worried in public that they might not be able to come up with enough news to fill thirty minutes.

In the late 70's, an NBC executive made speeches about how anchormen were fading away. Magazine shows, he said, were the wave of the future.

Other things come to mind—the conventional wisdom that either NBC News or ABC News would become number one in nightly news because CBS couldn't possibly replace Walter Cronkite adequately. And there was the news consultant who declared three years ago that "content is in this year."

And let us not forget all those predictions of the inroads of cable news into local network news ratings and the bundles of money to be made supplying programs for cable systems.

When I am asked what I think is going to happen in TV news, I answer it with my predictions for 1990—much will change, but a lot will stay the same. For example:

- The network news organizations will still be the most powerful broadcast news organizations in the country. Don't ask me who will be first, second or third, or if there will be a fourth, but the network news organizations will still be the valuable national resources they now are. By 1990, at least one of the networks will have stopped belittling its affiliates as money grabbers and will have instituted an hour-long prime time newscast that will be getting good ratings. There will be at least two, maybe three, cable networks, but they will have made only token gains against the broadcast network news audiences.

Local stations will still be prospering, especially those that stay calm and devote a large percentage of their time, money and energy to doing first-class local news programming.

By 1990, more people will be working in broadcast news than at any time in our history. They will be working with the full protection of the First Amendment, no longer subject to any governmental fairness doctrine.



Jim Snyder has been vice president of news for the Post-Newsweek Stations since 1969. His 35-year career in broadcasting has also included time with Group W and CBS News. He has been a writer, reporter, producer and radio and TV news director.

Broadcast journalists will not be in short supply since there will always be an abundance of smart, idealistic, ambitious citizens who are drawn to journalism. Incidentally, 1990 polls will show more than 60% of the population unaware that the First Amendment applies to broadcasters, with 70% in favor of repealing it. At the annual meeting of Sigma Delta Chi, the Radio-Television News Directors Association and the American Newspaper Publishers Association, there will be panel discussions about the growing antimedia sentiment in the nation.

By 1990, the news bureaucracy at the networks, the cable news organizations and some local stations will have gotten worse... in 1990 alone, 14 doctoral dissertations will be done on the alarmingly low percentage of broadcast journalists actually involved with collecting and reporting the news. There will be much talk of the processors—the news bureaucrats who merely recycle the news. (When Satellite News Channel closed down, it had to release 350 employees of the Stamford, Conn., headquarters and main studios. Of that 350, only five were reporters—the rest were processors.)

By 1990, local TV news director longevity will have increased. Now the average local TV news director has been in his job about two years. By 1990, station management will be promoting the belief—a favorite of mine—that news-directors should be left to work in peace, to grow in the job, to develop that perspective that comes with having been around the news-judgment track more than a few times.

Local management will also have turned away from the practice of promoting news directors to assistant managers, where they disappear into a sea of paperwork. One of Snyder's laws is: "If you have a good news

director, don't promote him—raise his salary, offer to mow his lawn, let him hire another camera crew, whatever it takes to keep him happy and alert."

What else is there to do at a local TV news operation in the next few years with the technology getting better and better, and the satellites more accessible, and the audience research getting more exotic by the minute?

I recommend local TV stations be guided by what I call ancient and venerable truths.

- Local news viewers are loyal, hard to fool and slow to change. They do not like to be disturbed. If you keep changing your news personnel, especially if the changes are not obviously for the better, the audience gets nervous and begins to wonder if they are not missing something on the other local news programs.

- Your answer to the charge, "There is too much depressing news on TV," cannot be an effort to sugarcoat the world; you are providing a service by reporting to your viewers what is happening in the world around them. Good, honest reporting, courageous investigative reporting and, yes, documentaries, are a vital part of that service and will never be passe.

- Viewers want to perceive your news staff as a team of people who enjoy one another and what they are doing. They want and expect that staff to know and understand their concerns.

- Viewers want you to be accurate and fair and courageous. They will cheer your efforts at courageous journalism, but only if you demonstrate you are accurate and fair. They think more of you if you have the good sense to admit when you are wrong.

- There are no quick solutions to news ratings problems. The race always goes to the well-organized, the patient and the compelling—backed by thoughtful management.

- Good local news operations do valuable things no one else can do.

- You must stay abreast of the technology available. Viewers see electronic wonders everywhere they turn. They expect the local news to be equally impressive.

- Viewers appreciate follow-up stories. They always complain that too often station news does not tell what happened later on in situations.

- Not all ex-newspaper reporters make good television journalists. Those who do succeed have the wit to master television tools.

- Promotion is absolutely necessary if a good news operation is to prosper. News directors should walk that extra mile to encourage effective promotion directors.

I can't imagine any technological breakthrough, government regulation, financial upheaval or management conference that will make all of the above outdated or inaccurate. □

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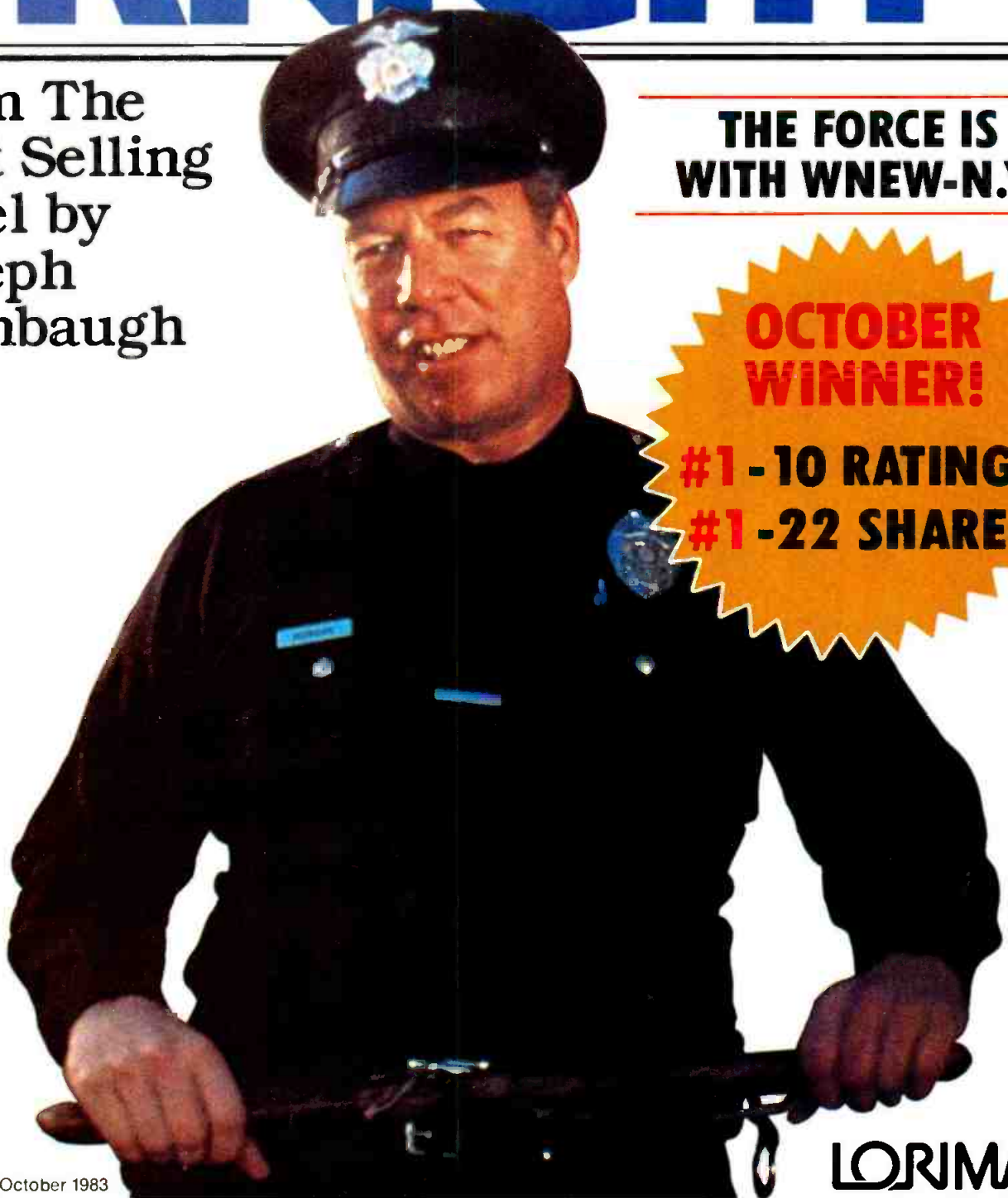
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## TV ONLY

**Cinzano** □ Wines will be promoted in three-week flight beginning today (Dec. 12) in 14 markets. Spots will appear in early and late fringe and prime time. Target: adults, 25-49. Agency: Foote Cone & Belding, New York.

**News America Publishers** □ *Star* tabloid will be promoted in 50 markets beginning Dec. 20 for 10 weeks. Spots will air in early and late fringe, daytime and news. Target: women, 18-49. Agency: Independent Media, New York.

**Osterman Jewelers** □ Cocktail rings will be promoted in four-day pre-Christmas flight beginning Dec. 19. Spots will air in eight markets during daytime, early and late fringe and prime time. Target: adults, 25-49. Agency: Stone & August, Birmingham, Mich.

**Borden's** □ Lite-Line potato chips will be highlighted in TV effort to begin in 20 markets in mid-January, lasting for two to six weeks, depending on market.

Commercials will be scheduled in daytime, early and late fringe and weather programing. Target: women, 25-54. Agency: McDonald & Little, Atlanta.

**Roses Stores** □ Various products will be spotlighted in a first-quarter, eight-week flight in 13 markets. Commercials will air in all dayparts. Target: adults, 25-49. Agency: Dusenbury & Alban, Durham, N.C.

**Conde Nast** □ *Vanity Fair* magazine will be promoted in 15-market campaign scheduled for Jan. 9 through March 25. Spots will air in early and late fringe. Target: adults, 35-plus. Agency: Rapp & Collins, New York.

**Newsweek Inc.** □ Four-week campaign promoting magazine will begin Jan. 2 in 12 markets, including top 10. Commercials will air in early and late news and prime time. Target: adults, 25-49. Agency: in-house, New York.

**Business Week** □ Publication will be spotlighted in three-month campaign

beginning Dec. 26 in 25 markets. Commercials will run in early and late fringe, late night and weekends. Target: adults, 25-49. Agency: Rapp & Collins, New York.

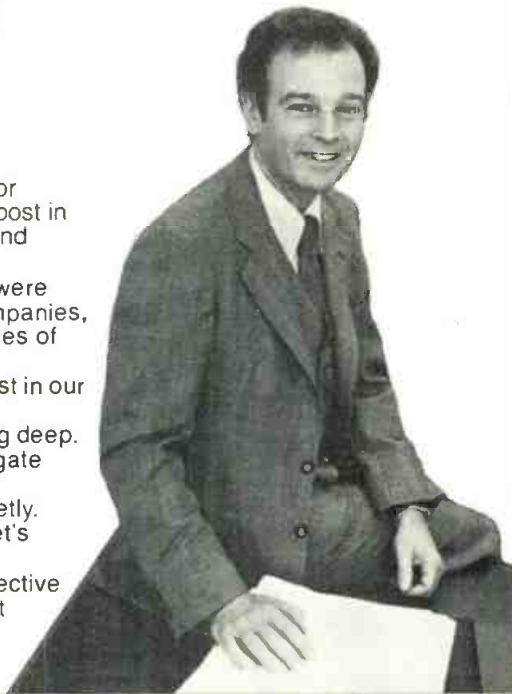
**Mars** □ Twix, Milky Way and Mars candy bars will be promoted in flighted campaign for 1984 beginning Dec. 26. Initial spots will run for four to six weeks, depending on market. Campaign will then go on hiatus for four weeks and then return for a repeated four-to-six week schedule. Dayparts bought include early fringe and prime access. Target: teen-agers. Agency: D'arcy MacManus & Masius, New York.

**Weight Watchers** □ Weight reduction classes will be promoted in 24 markets beginning Jan. 1 for three weeks kicking off flighted campaign scheduled throughout 1984. Markets include Atlanta and Macon, both Georgia, and Philadelphia, where Weight Watchers will be highlighting opening of new franchises. Commercials will appear in day, late fringe and prime. Target: women, 35-54. Agency: Stone & August, Birmingham, Mich.

**Chanel** □ Pre-Christmas campaign begins today (Dec. 12) for Chanel No. 5 and Chanel No. 19 perfumes and Chanel for men cologne. Commercials for No. 5 will air in 30 markets and No. 19 and cologne will be promoted in approximately 20 markets. Schedule will run in early and late news, late fringe and late night programing for three weeks. Campaign is supported with prime time network and print buys.

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## Rep Report

To Masla Radio: KELI(AM) Tulsa, Okla., from Hillier, Newmark, Wechsler & Howard; KOOO(AM)-KESY-FM Omaha, from Selcom; KRIX(FM) Brownsville, Tex., from McGavren Guild.

□

To Weiss & Powell: KTEZ(FM) Lubbock, Tex., from Christal Radio; WBUD(AM)-WKKW(FM) Trenton, N.J. (no previous rep).

□

KYST(AM) Houston: To P/W Radio (no previous rep).

□

KHEQ(FM) Kansas City, Mo.: To Hillier, Newmark, Wechsler and Howard from Eastman Radio.



# ★ BENSON ★ IN '84

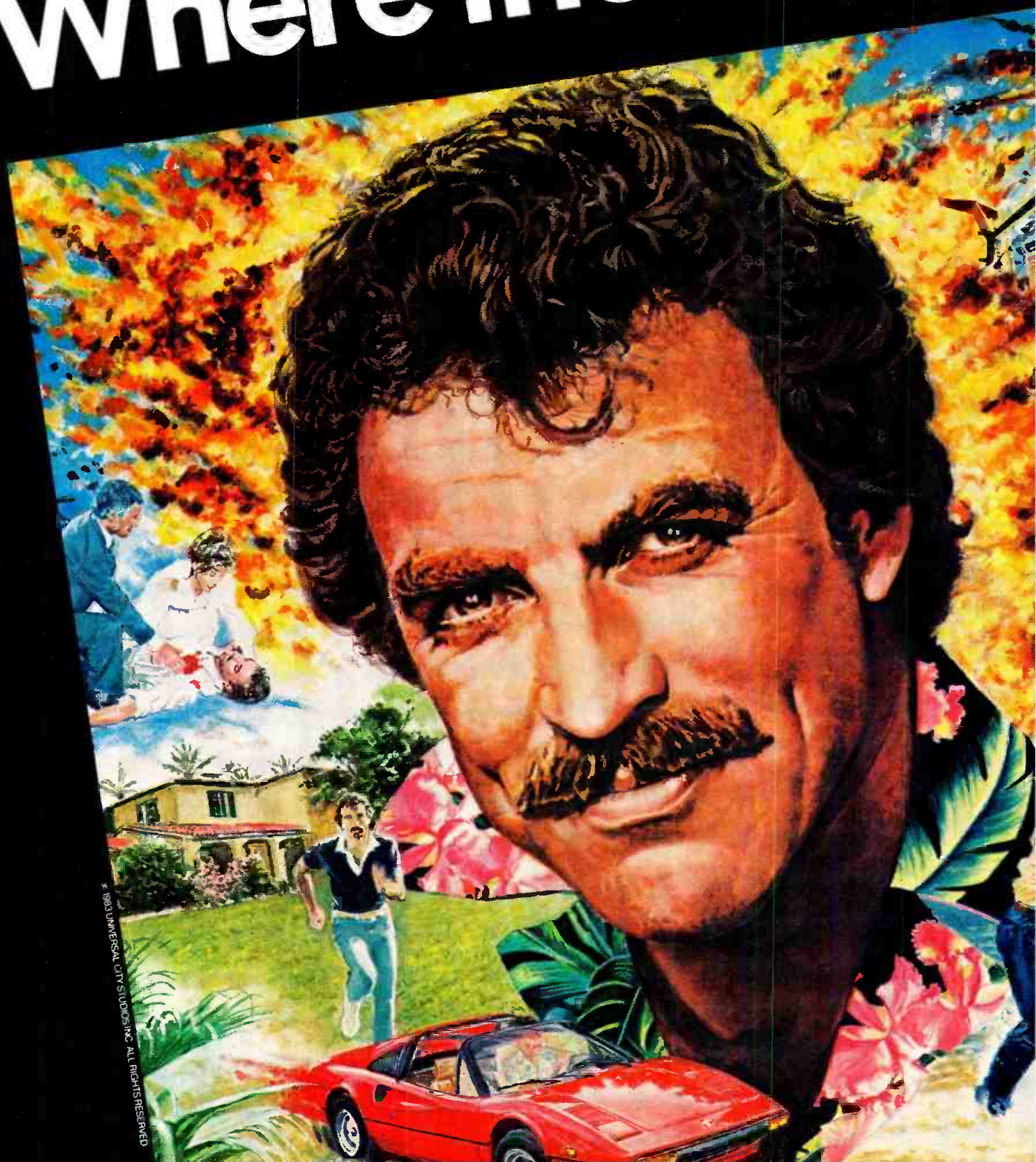
## A MAN FOR ALL PEOPLE.

BENSON appeals to men, women, teens and kids. Robert Guillaume stars. Available now for Fall '84.

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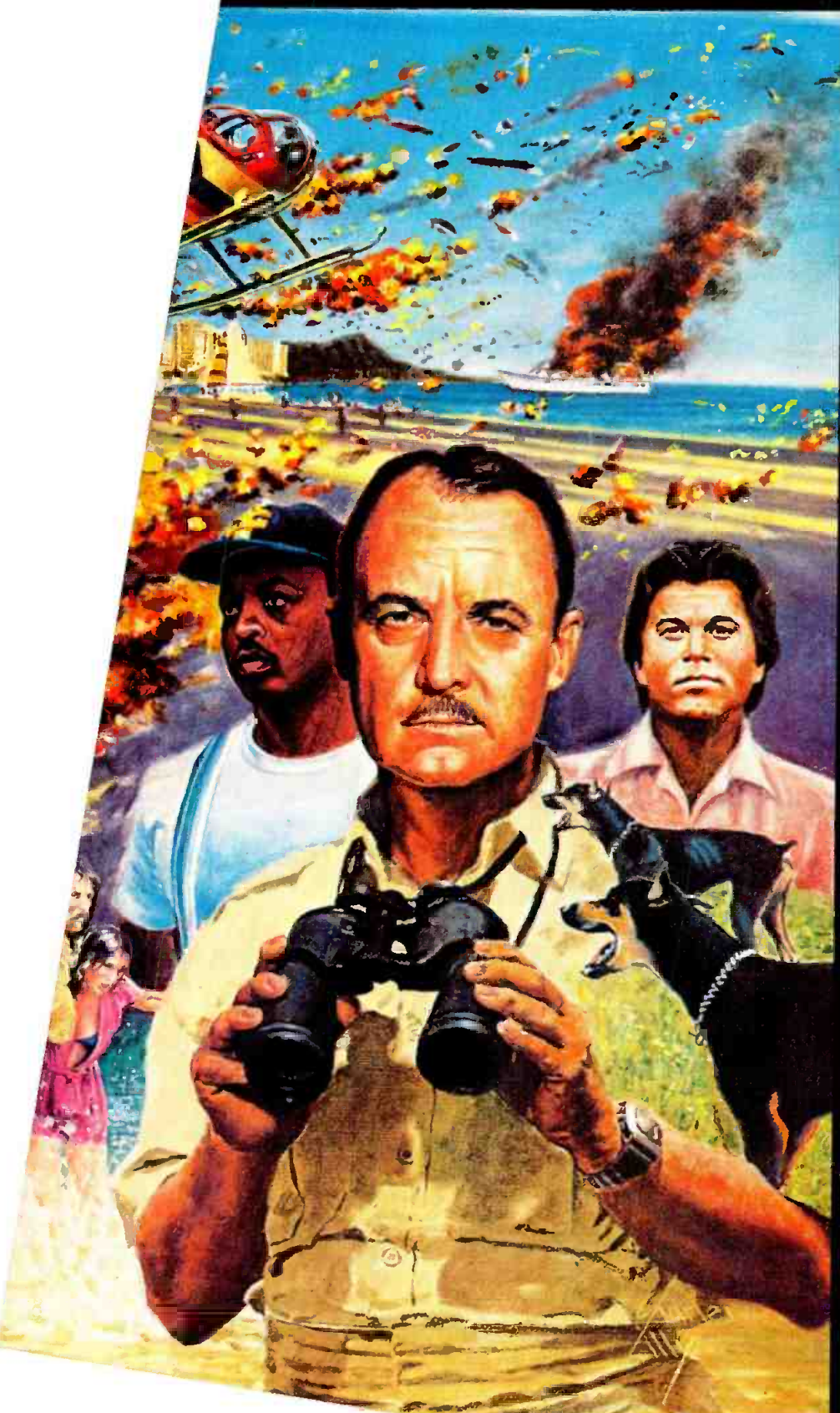


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## Advantage

**Spot TV's upward climb.** National and regional spot TV spending in first nine months of 1983 rose by 11.3% over comparable period of 1982 to \$2,566,522,600, according to Television Bureau of Advertising. Using data supplied by Broadcast Advertisers Reports, TVB said largest percentage gain by category was achieved by office equipment, stationery and supplies, which rose 41% to \$39,912,000. Other classifications with substantial percentage gains for first nine months were household equipment and supplies, up 31% to \$114,833,500 and consumer services, up 29% to \$119,763,500. GTE Corp. registered largest percentage gain by single advertiser, up 361% to \$16,664,000, followed by Sterling Drug, up 82% to \$22,308,600 and Ford Motor Co., up 66% to \$17,440,000.

**Afternoon delight.** NBC-TV believes it has something to crow about regarding its daytime programing and last week invited advertisers and agencies to share its euphoria. NBC-TV told its guests that its daytime audience has been growing for past two years, increasing from 15 Nielsen share in April-June 1982 to 18 share in October-December 1983. And what's more, according to NBC, increase has not been limited only to homes, but to vital audience of young women, 18-plus and women, 18-49. Presentation and celebration were attended by representatives of 200 advertisers and agencies, including Ralston-Purina, General Foods, Grey Advertising, BBDO and Y&R. NBC executives who spoke briefly about daytime ratings surge included Bob Blackmore, senior vice president, NBC-TV; Steve Sohmer, senior vice president, NBC Entertainment and Diane Seaman, vice president, daytime sales, NBC-TV.

**Lobster catch.** Backer & Spielvogel, New York, has been selected as agency for Red Lobster Inns of America Inc., Orlando, Fla. Effective next Jan. 4, Backer replaces D'Arcy-MacManus & Masius, which has had account since 1976. Red Lobster is active broadcast spender and is expected to invest about \$30 million in television and radio. Carl Spielvogel, board chairman, noted that five-year-old Backer & Spielvogel will be billing over \$400 million.

**Blair's new suite.** John Blair & Co. is moving its executive offices and New York operations of its divisions and subsidiaries to 1290 Avenue of Americas, effective Dec. 19. New telephone number will be (212) 603-5000. New offices will house Blair Television, Blair Radio, Blair Entertainment, John Blair Marketing and Blair Owned Stations Division.

Target: upscale adults, fragrance giftgivers. Agency: Doyle Dane Bernbach, New York.

**Colgate-Palmolive** □ Four clothing detergent products will be highlighted in 1984 flighted campaign beginning Jan. 9 for four weeks. Spots will air in top 25 markets in early and late fringe. Target: women, 18-49. Agency: Foote Cone & Belding, New York.

### RADIO ONLY

**Bennigan's Tavern & Restaurant** □ Restaurant chain will be promoted in six-week flight scheduled to begin in late December in 50-plus markets, including Atlanta, Chicago, Denver, Detroit and Louisville, Ky. Spots will air in all dayparts. Target: adults, 18-35. Agency: N W Ayer, New York.

**Family Fitness Centers** □ Weight loss programs will be promoted in 16-week campaign beginning in early January in Boise, Idaho, and Seattle, Spokane and Yakima, all Washington. Spots will air in all dayparts. Target: adults, 25-49. Agency: Evergreen Media Inc., Edmonds, Wash.

**Victoria Station** □ Restaurant chain's new menu will be highlighted in early January for two to three weeks in 57 markets. Commercials will air in all dayparts. Target: adults, 25-54. Agency: Doyle Dane Bernbach, San Francisco.

### RADIO AND TV

**K-G Men's Store** □ One-week flight will begin Dec. 15 in 33 television markets, including Seattle, El Paso and Palm Springs, Calif., and Kansas City, Mo., and six radio markets. Commercials will be carried on radio in all dayparts and on TV in sports, news and fringe times. Target: men, 18-34. Agency: Lundy-Waterman, Denver.

**Martha White Foods** □ Pizza crust will be promoted in 10-week campaign beginning Jan. 2 in 35 markets. Spots will air in daytime, early and late fringe and prime time in TV and in all dayparts in radio. Beginning Feb. 6, boil-in-bag grits will also be highlighted. Eight-week campaign will air in 28 markets in daytime, early and late fringe, news and prime time. Target: women, 25-plus. Agency: Eric Ericson Advertising, Nashville.

**Pioneer Seed and Corn** □ Identity campaign, "Pioneer days," will begin in early January in 40 TV markets and more than 100 radio markets, including those in Nebraska, Colorado, Kansas, Wisconsin, Illinois, Iowa and Mississippi. Spots will air in news, sports and some prime. Target: farmers. Agency: CMF&Z, Cedar Rapids, Iowa.

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## This week

**Dec. 11-12**—National Cable Programming Conference, sponsored by *National Cable Television Association*, featuring presentation of Awards for Cablecasting Excellence. Event precedes Western Cable Show (see below). Biltmore hotel, Los Angeles.

**Dec. 13**—Business/media luncheon sponsored by *The Media Institute*. Speaker: Dr. Richard L. Leshner, president, U.S. Chamber of Commerce. Mayflower hotel, Washington.

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

**Dec. 13-15**—*Washington Journalism Center's* Conference for Journalists, on "The Economic Outlook for 1984." Watergate hotel, Washington.

■ **Dec. 14**—*Capital Press Club* "Welcome Back" reception honoring ABC News Correspondent Max Robinson. International Club of Washington, Washington.

■ Indicates new or revised listing

**Dec. 14**—*American Women in Radio and Television, Washington chapter*, general membership meeting. National Association of Broadcasters headquarters, Washington.

**Dec. 15**—Deadline for reply comments on *FCC* proposal to permit Class IVAM stations to increase nighttime power to 1,000 watts. FCC, Washington.

■ **Dec. 15**—*Washington chapter, National Academy of Television Arts and Sciences*, luncheon. Topic: "An Inside Look at Grenada." Blackie's House of Beef, Washington.

## Also in December

**Dec. 19**—Deadline for comments on *FCC* proposal to reexamine need for rule of sevens, which limits broadcast ownership to seven AM's, seven FM's and seven TV's (no more than five VHF's). FCC, Washington.

**Dec. 27**—Deadline for reply comments on *FCC* proposal to award women preference in lotteries for mass

media services. FCC, Washington.

**Dec. 30**—*FCC* deadline for comments on proposed rulemaking on use of aural subcarrier in TV baseband. FCC, Washington.

## January 1984

**Jan. 4**—Deadline for submitting papers for *National Cable Television Association* technical sessions during association's annual convention in June. Papers should be sent to Wendell Bailey, vice president for science and technology, NCTA, 1724 Massachusetts Avenue, N.W., Washington, 20036; (202) 775-3637.

**Jan. 5**—*FCC* deadline for reply comments in TV deregulation proceeding. FCC headquarters, Washington.

■ **Jan. 6**—Deadline for entries in 21st annual National Student Production Awards competition, sponsored by *Alpha Epsilon Rho, National Broadcasting Society*. Information: David Smith, department of telecommunications, Ball State University, Muncie, Ind., 47306; (317) 285-5232.

**Jan. 8-10**—*California Broadcasters Association* mid-winter convention. Sheraton Plaza hotel, Palm Springs, Calif.

**Jan. 8-11**—*Pacific Telecommunications Council's* sixth annual Pacific Telecommunications Conference, PTC '84. Sheraton-Waikiki hotel, Honolulu. Information: 1110 University Avenue, Suite 303, Honolulu, 96826; (808) 949-5752.

**Jan. 10**—*New York Market Radio Broadcasters Association* radio sales seminar. Grand Hyatt hotel, New York. Information: (212) 935-3995.

■ **Jan. 10**—*New York chapter, American Women in Radio and Television*, seminar, "Advertising Trends Projections." Clairol headquarters, 345 Park Avenue, New York.

**Jan. 11**—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Julius Barnathan, president, broadcast operations and engineering, ABC, on 1984 winter Olympics. Copacabana, New York.

**Jan. 11-13**—*Arbitron Television Advisory Council* meeting. La Costa hotel and spa, Carlsbad, Calif.

**Jan. 12-13**—*Virginia Association of Broadcasters* winter meeting and legislative reception. Richmond Hyatt, Richmond, Va.

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

**Jan. 15**—Deadline for entries in Champion Media Awards for Economic Understanding, of *Amos Tuck School of Business Administration at Dartmouth College*, and sponsored by *Champion International Corp.* Information: Jan Brigham Bent, Dartmouth College, Hanover, N.H., 03755.

**Jan. 15**—Deadline for entries in *American Women in Radio and Television's* Commendation Awards. Information: AWRT, (202) 296-0009.

**Jan. 15-20**—*National Association of Broadcasters'* winter board meeting. Westin Wailea Beach hotel, Maui, Hawaii.

**Jan. 16-20**—*National Association of Broadcasters* board meeting. Palmas Del Mar hotel, Humacao, Puerto Rico.

**Jan. 17**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

**Jan. 17**—*Pennsylvania Association of Broadcasters* radio and TV sales seminar. Sheraton Jetport hotel, Allentown, Pa.

**Jan. 17**—*Southern California Cable Association* meeting. Speaker: Ron Castell, Satellite Television Corp. Airport Hilton, Los Angeles.

**Jan. 17-19**—39th annual Georgia Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. Hilton hotel, Macon, Ga.

**Jan. 18**—*Pennsylvania Association of Broadcasters*

## Major Meetings

**Dec. 11-12**—*National Cable Television Association's* National Cable Programming 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 1-3, 1984**—15th annual Country Radio Seminar, sponsored by *Organization of Country Radio Broadcasters*. Opryland hotel, Nashville.

**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 24-29, 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 20-23, 1984**—*Broadcast Financial Management Association* 24th annual conference. Grand Hyatt, New York. Future conferences: May 12-15, 1985, Chicago; May 18-21, 1986, 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; June 17-20, 1987, Peachtree Plaza, Atlanta; June 22-25, 1988, Bonaventure, Los Angeles; June 22-25, 1989, Renaissance Center, Detroit.

**Aug. 26-29, 1984**—*National Association of Broadcasters'* Radio Programming Conference. Atlanta Hilton and Towers, Atlanta. Future conference: Aug. 25-28, 1985, Opryland hotel, Nashville.

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

**Sept. 16-19, 1984**—*National Radio Broadcasters Association* annual convention. Westin Bonaventure hotel, Los Angeles.

■ **Oct. 28-Nov. 2, 1984**—*Society of Motion Picture and Television Engineers* 126th technical conference and equipment exhibit. New York Hilton.

**Nov. 7-9, 1984**—*Television Bureau of Advertising* 30th annual meeting, Hyatt Regency, Chicago. Future meetings: Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

**Nov. 11-14, 1984**—*Association of National Advertisers* annual meeting. Camelback Inn, Scottsdale, Ariz.

■ **Nov. 18-21, 1984**—*AMIP '84, American Market for International Programs*, second annual program marketplace, organized by Perard Associates with MIDEAM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach.

■ **Dec. 5-7, 1984**—*Radio-Television News Directors Association* international conference. San Antonio Convention Center, San Antonio, Tex.

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## Stay Tuned

A professional's guide to the intermedia week (Dec. 12-18)

**Network television** □ PBS: (check local times) *Healthier Babies—The Genetic Era\**, Thursday 9-9:30 p.m.; CBS: *Cook & Peary: The Race to the Pole* (special), Tuesday 9-11 p.m.; ABC: *Perry Como's Christmas in New York*, Saturday 10-11 p.m.; NBC: *Mac Davis Special: The Music of Christmas*, Saturday 8-9 p.m.

**Cable** □ The Nashville Network: *Loretta Lynn's Christmas Card*, Saturday 9-10 p.m.; Showtime: *The Flying Karamazov Brothers* (special), Sunday 10-11 p.m.; Arts: *Great Orchestras of the World\**, Thursday 9-10 p.m.; WTBS: *NCTA Ace Awards*, Monday 9:05-10:05 p.m.; HBO: *Eighth Annual Young Comedians Show*, Friday 10-11 p.m.; *Kenny Loggins in Concert*, Saturday 10-11 p.m.

**Museum of Broadcasting** □ (1 East 53d Street, New York) *Fred Astaire: The Television Years*, 25 hours of dance specials, now-Jan. 28; *A Tribute to Burr Tillstrom (Kukla, Fran & Ollie)*, now-Jan. 7, 1984; *The Arts on Television*, nine weekly/biweekly seminars, 12:30-2 p.m., now-Jan. 17; *Dance on Television*, seminar, Tuesday, 12:30-2 p.m.

\*indicates a premiere episode



Loretta Lynn on TNN

radio and TV sales seminar. Marriott Inn, Harrisburg, Pa.

**Jan. 18**—New York chapter, *National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Robert Wussler, executive VP, Turner Broadcasting System. Copacabana, New York.

**Jan. 18**—Deadline for reply comments on FCC proposal to reexamine need for rule of sevens. FCC, Washington.

**Jan. 18-20**—Texas Cable TV Association annual convention and trade show. San Antonio Convention Center, San Antonio, Tex.

**Jan. 19**—Pennsylvania Association of Broadcasters radio and TV sales seminar. Howard Johnson Motor Lodge, Monroeville, Pa.

**Jan. 20-22**—Colorado Broadcasters Association 35th annual winter meeting and awards banquet. Sheraton Denver Tech Center, Denver.

■ **Jan. 23-27**—MIDEM '84, international record and music publishing market and international radio program market. Palais des Festivals, Cannes, France. Information: Harvey Sesiowski, Perard Associates, 100 Lafayette Drive, Syosset, N.Y., 11791; (516) 364-3686.

**Jan. 24-26**—Washington Journalism Center's conference for journalists, "Health Care: Economic and Ethical Issues." Watergate hotel, Washington.

**Jan. 25**—New York chapter, *National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Bruce Johnson, president, Hearst/ABC/Viacom Entertainment Services (HAVES). Copacabana, New York.

**Jan. 25**—New Jersey Broadcasters Association semiannual sales seminar. Holiday Inn, North Brunswick, N.J.

**Jan. 27-29**—Florida Association of Broadcasters annual midwinter conference. Ponce de Leon Lodge, St. Augustine, Fla.

**Jan. 28-31**—Radio Advertising Bureau's managing sales conference. Speakers include John Naisbitt, author of *Megatrends*; Dr. Norman Vincent Peale, author and lecturer, and Richard DeVos, co-chairman, Mutual Broadcasting System, and president, Amway Corp. Amfac hotel, Dallas-Fort Worth Airport.

**Jan. 29-Feb. 1**—National Religious Broadcasters 41st annual convention. Theme: "Christian Media Facing the Issues in 1984." Sheraton Washington, Washington.

**Jan. 30**—Deadline for reply comments on FCC proposed rulemaking on use of aural subcarrier in TV baseband. FCC, Washington.

**Jan. 31**—Deadline for entries for 1984 *American Women in Radio and Television* Commendation awards.

**Jan. 31**—Deadline for entries in 16th annual Robert F.

Kennedy Journalism Awards for outstanding coverage of the problems of the disadvantaged, sponsored by Robert F. Kennedy Memorial. Information: Caroline Croft, (202) 628-1300; 1031 31st Street, N.W., Washington 20007.

## February 1984

**Feb. 1**—New York chapter, *National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: James Jimirro, president, Disney Channel. Copacabana, New York.

**Feb. 1**—Deadline for entries in Gavel Awards, sponsored by *American Bar Association*, recognizing media contributions toward increasing public understanding and awareness of American legal system.

**Feb. 1-6**—International Radio and Television Society annual faculty/industry seminar and college conference. Harrison Conference Center, Glen Cove, N.Y.

**Feb. 2**—International Radio and Television Society newsmaker luncheon, featuring three network entertainment division presidents: Brandon Tartikoff, NBC; Bud Grant, CBS, and Lewis Erlicht, ABC. Waldorf-Astoria, New York.

■ **Feb. 5**—Deadline for entries in "Mark of Excellence" contest, recognizing student reporters, editors, broadcasters, cartoonists and photographers, sponsored by *Society of Professional Journalists*, *Sigma Delta Chi*. Information: Virginia Holcomb, 840 North Lake Shore Drive, Suite 801W, Chicago, 60611; (312) 649-0224.

**Feb. 5-7**—Louisiana Association of Broadcasters annual convention. Hilton hotel, Baton Rouge.

**Feb. 7**—West Virginia Broadcasters Association sales seminar. Sheraton-Lakeview Resort, Morgantown.

## Errata

**Barbara Love** has joined WRTV(TV) Indianapolis as education reporter, not Bob Gamble, as reported in "Fates and Fortunes," Nov. 21. Gamble is news director for station.

□

**Renck, Levy & Co.**, New York-based investment firm, was co-manager of New Orleans television limited partnership offering (see "Bottom Line," Nov. 21).





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■ **Feb. 7**—New York chapter, *American Women in Radio and Television*, seminar, "Computers and the Communications Field." Clairol headquarters, 345 Park Avenue, New York.

**Feb. 7-8**—*Arizona Cable Television Association* annual meeting. Phoenix Hilton hotel, Phoenix.

**Feb. 8**—*Broadcast Pioneers* "Mike Award" dinner. Hotel Pierre, New York.

**Feb. 8**—*West Virginia Broadcasters Association* sales seminar. Charleston Marriott, Charleston, W. Va.

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

**Feb. 10-11**—18th annual *Society of Motion Picture and Television Engineers* television conference. Queen Elizabeth hotel, Montreal. Information: (914) 472-6606.

**Feb. 14**—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

**Feb. 15**—Deadline for entries in *Broadcasters Promotion Association's* International Gold Medallion Awards competition, recognizing "excellence in the marketing of electronic communications." Information: Dr. Hayes Anderson, Department of Telecommunications and Film, San Diego State University, San Diego 92182; (619) 265-6570.

■ **Feb. 15**—Deadline for entries in Wilbur Awards, honoring excellence in "presentation of religious values by radio and television stations and producers, sponsored by *Religious Public Relations Council*. Information: Martin Neeb, Pacific Lutheran University, Tacoma, Wash., 98447.

**Feb. 16-19**—"Communications and the New Technologies," 13th annual communications conference. *Howard University*, Washington.

**Feb. 21-23**—*Washington Journalism Center's* Conference for Journalists, "Sports Issues 1984: Pros, Colleges, Olympics." Watergate hotel, Washington.

**Feb. 23**—*National Association of Broadcasters* nationwide teleconference on political advertising. Subjects to include equal opportunities for candidate advertising, lowest unit charge and federal access requirements. Teleconference to be held in 25-30 locations. Information: NAB, (202) 293-3500.

**Feb. 28**—*International Radio and Television Society* Gold Medal banquet. Waldorf-Astoria, New York.

## March 1984

**March 1-3**—15th annual Country Radio Seminar, sponsored by *Organization of Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

**March 5**—*Society of Cable Television Engineers* ninth annual spring engineering conference. "System Reliability Revisited," during SCTE convention (see below). Opryland hotel, Nashville.

**March 5-7**—*Society of Cable Television Engineers'* "Cable-Tec Expo '84," second annual convention and trade show. Opryland hotel, Nashville.

**March 6**—*Pennsylvania Association of Broadcasters* Congressional/Gold Medal reception-dinner. Washington Hilton, Washington.

**March 7-10**—*American Association of Advertising Agencies* annual meeting. Canyon, Palm Springs, Calif.

**March 13**—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

**March 13-15**—*National Association of Broadcasters* state association presidents and executive directors conference. Marriott hotel, Washington.

**March 14**—*New York Market Radio Broadcasters Association* ninth annual "Big Apple Radio Awards." Sheraton Center hotel, New York.

**March 14-16**—*Arkansas Cable TV Association* annual convention and trade show. Excelsior hotel, Little Rock, Ark. Information: Floyd White, (501) 898-2626.

**March 22-23**—*Georgia Cable Television Association* 16th annual convention. Ritz-Carlton Buckhead, Atlanta.

**March 27-28**—*Cabletelevision Advertising Bureau*

annual advertising conference. Sheraton Center, New York. Information: (212) 751-7770.

**March 27-28**—LPTV West '84, West Coast conference and exposition for low power TV, sponsored by *National Institute for Low Power Television*. Disneyland hotel, Anaheim, Calif. Information: John Reilly, (212) 966-7526, or Don DeKoker, (203) 852-0500.

**March 28**—*International Radio and Television Society* "newsmaker" luncheon. Speaker: Grant Tinker, chairman and chief executive officer, NBC. Waldorf-Astoria, New York.

**March 30**—Presentation of ninth annual Commendation Awards, by *American Women in Radio and Television*. Waldorf Astoria hotel, New York.

## April 1984

**April 4-8**—*Alpha Epsilon Rho, National Broadcasting Society*, 42d annual convention, "Prospects '84." Universal Sheraton hotel, Los Angeles.

**April 4-6**—*Indiana Broadcasters Association* spring conference. Clarksville Marriott Inn, Clarksville, Ind.

**April 8-10**—*West Virginia Broadcasters Association* spring meeting. Oglebay Park, Oglebay Lodge, Wheeling, W. Va.

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

**April 8-15**—International Public Television Screening Conference, INPUT '84, hosted by *South Carolina Educational Television Network*. Francis Marion hotel, Charleston, S.C.

**April 16-18**—Videotex '84, organized by *London Online Inc.* Hyatt Regency, Chicago. Information: (212) 279-8890.

**April 19-20**—*Ohio State University's School of Journalism* symposium, "Reporting Public Affairs in the Year 2004." Fawcett Center, OSU campus, Columbus, Ohio.

**April 23-26**—Twelfth annual *Telecommunications Policy Research Conference*. Airlie House, Warrenton, Va.

**April 23-29**—*Pennsylvania Association of Broadcasters* annual spring convention. Sheraton Mullet Bay Resort, St. Maartin, Netherlands Antilles.

**April 24-29**—20th annual *MIP-TV (Marche Internationale des Programmes)*, international TV program market. Palais des Festivals, Cannes, France.

**April 25**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

**April 29-May 2**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas.

**April 25**—*Broadcast Pioneers* George Foster Peabody Award luncheon. Hotel Pierre, New York.

## May 1984

**May 1**—*Broadcast Pioneers* annual breakfast. Las Vegas Hilton. Las Vegas.

**May 4-6**—*Illinois News Broadcasters Association* spring convention. Holiday Inn Mart Plaza, Chicago.

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

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

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

**May 20-23**—*Broadcast Financial Management Association* 24th annual conference. Grand Hyatt, New York.

**May 30-June 2**—*American Women in Radio and Television* annual convention. Palmer House, Chicago.

## June 1984

**June 10-15**—*Broadcasters Promotion Association/Broadcast Designers Association* annual seminar. Caesars Palace, Las Vegas.

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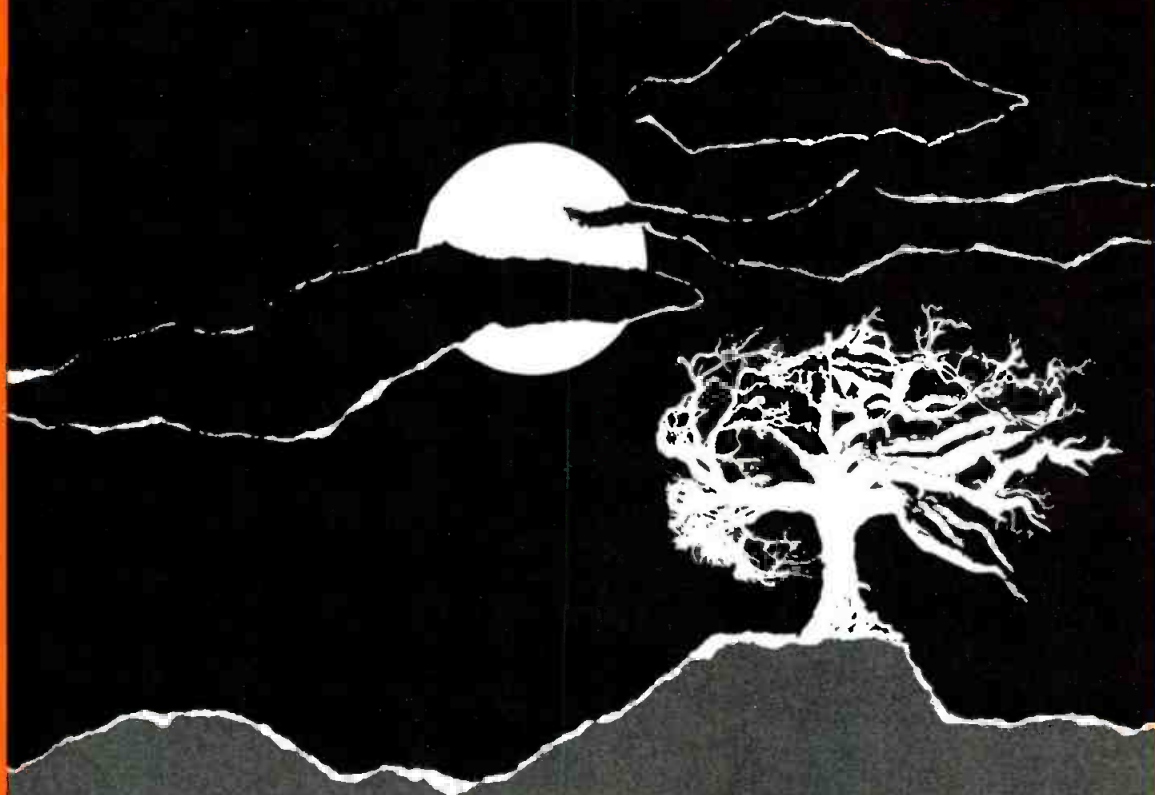
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# Broadcasting Dec 12

Vol. 105 No. 24

TOP OF THE WEEK

## Focus on programming as cable gathers on West Coast

**NPCPC, Western Cable Show are magnets for pre-Christmas assembling of the clans; cautious approach to new ventures is order of the day**

A determined band of cable television entrepreneurs—both of the operator and programming variety—will trek westward this week to compare notes on where their industry stands, and whither it is tending. Their forums: the National Cable Television Association's National Cable Programming Conference in Los Angeles, and the California Cable Television Association's Western Cable Show in Anaheim. The conclusion with which they're likely to come away: that cable is in another of its periodic retrenchments, in terms of new program ventures, while the medium catches up with past ambitions and gets ready to spawn new ones.

By now, much of the initial excitement of cable programming has subsided—and, indeed, much of its glitter has faded. In their place, this year, there is a greater awareness of the problems that plague the business, as reflected in the agendas of both of this week's conferences (see page 66).

The pay programmers have traditionally had trouble keeping subscribers and maintaining a flow of fresh high-quality programming. And the advertiser-supported side of the business has devolved to a survival-of-the-fittest test. Even though some services have perished, there still seem to be too many services chasing too few advertising dollars.

With the problems clearly exposed, programmers will have ample opportunity to solve them, although it's unlikely that anyone will wade in with any major new service in the foreseeable future. Some of the weaker services have dropped out and the cable universe continues to expand at a rapid pace. According to the latest Nielsen figures, cable operators have been adding subscribers at a rate of 400,000 a month over the past year. The total now stands at 34.1 million or 40.5% of all television homes. This enormous expansion is reflected in the growth of the program services over the past

### Basic cable programming status report

Service	Systems	Subscribers (Dec. 1983)	Subscribers (May 1982)	Per cent change
ESPN	7,074 *	28,500,000	15,382,271	86%
WTBS	5,717	27,654,000	20,375,000	36%
CBN Cable	3,900	23,000,000	14,600,000	58%
CNN	4,186	22,626,000	11,815,650	91%
USA	3,600	21,000,000	10,000,000	110%
MTV	2,000	17,600,000	4,000,000	340%
Nickelodeon	3,000	17,600,000	7,700,000	129%
C-SPAN	1,200	16,000,000	10,500,000	52%
Lifetime **	1,602	16,000,000	—	—
Cable Health	1,315	14,000,000	—	—
ARTS	1,936	12,500,000	6,500,000	92%
Nashville Network	1,300	11,245,000	—	—
WGN	4,200	10,900,000	7,000,000	56%
Satellite Program Network	460	10,440,000	4,366,883	139%
Weather Channel	1,000	10,000,000	2,500,000	300%
Daytime	734	10,000,000	4,864,600	108%
MSN-Information Channel	521	8,685,000	4,100,000	112%
CNN Headline	891	8,330,000	1,100,000	657%
PTL Club	825	8,100,000	5,200,000	56%
WOR	1,055	6,200,000	4,864,000	28%
Black Entertainment TV	240	5,200,000	9,100,000	-57%
Learning Channel	474	3,913,000	1,500,000	161%
Trinity Broadcast Network	290	3,350,000	1,202,478	177%
National Jewish Network	165	3,200,000	1,850,000	73%
Eternal Word TV Network	104	1,628,000	320,000	409%
National Christian Network	108	1,434,353	318,000	351%
Genesis StoryTime (on CBN subcarrier)	1	6,000	—	—

### Pay cable programming status report

Service	Systems	Subscribers (Dec. 1983)	Subscribers (May 1982)	Per cent change
HBO	5,200	13,500,000	8,500,000	59%
Showtime	2,900	4,750,000	3,000,000	58%
Cinemax	2,000	2,700,000	1,500,000	87%
Movie Channel	2,700	2,600,000	2,200,000	19%
Playboy	320	577,000	—	—
Disney	1,136	531,000	—	—
HTN Plus	400	250,000	155,000	61%
Bravo	101	155,000	—	—
Galavision/SIN	160	120,000	100,000	20%
Spotlight ***	237	750,000	300,000	117%

### Pay-per-view programming status report

Service	Systems	Subscribers (Dec. 1983)	Subscribers (May 1982)	Per cent change
PPV Associates	250	7,600,000	—	—
Don King Sports & Enternmt	9 *	500,000	—	—

\* Includes other pay TV outlets.

\*\* Combination of CHN and Daytime as of Feb. 1.

\*\*\* To be shutdown Jan. 31.

18 months (see chart).

And before long, cable programmers may be able to expand into a virgin market. Home Box Office, the pre-eminent pay programmer, is trying to interest the industry in direct broadcast satellites, which can serve millions of homes that will be forever beyond the reach of cable (BROADCASTING, Nov. 21).

That the cable programming business is a tough one is evident from the services have failed (CBS Cable, The Entertainment Channel, Spotlight and Satellite News Channel) or that have never gotten out of the starting block (UTV Cable Network, Satellite News Channel II).

And there is further evidence: To strengthen their positions in the hostile market, programmers are forming joint ventures and merging their services. The best examples are the partnership of Viacom, Warner Communications and Warner Amex Satellite Communications to jointly operate Showtime and The Movie Channel and the merger of Hearst's and ABC Video's Daytime with Viacom's Cable Health Network. In addition, the big media companies, particularly the ones that have already gotten burned, are steering clear of cable programming. Even Time Inc., the parent of cable programming's greatest success story, Home Box Office, shut down its developing teletext service in the face of the uncertain market. But perhaps most telling is the fact that only Home Box Office, Showtime, Turner Broadcasting's superstation WTBS(TV) Atlanta, and a handful of others are making money. And only HBO and WTBS are making a lot of money.

Pay programmers, from HBO to The Playboy Channel, suffer from churn, the loss of subscribers each month for one reason or another. A certain amount of churn—perhaps 3% or 4%—is tolerable and inevitable (subscribers move from place to place). But in many systems the churn rate is much higher than that and cause for concern. According to Rod Warner, The R Corp., a marketing consultancy, as the major new-builds near completion, the churn problem can no longer be hidden.

The question is: Is it the product or is it the marketing that causes churn? The programmers, of course, point to the cable operators and how they market (or fail to market) their services. The value of Showtime and The Movie Channel is "very high," said John Sie, senior vice president, sales and planning, Showtime/The Movie Channel. If penetration is low or churn high in a particular market, it is due to "poor marketing and a lack of packaging." Warner agreed that the product of all the pay services is essentially good, and can be sold with minimum churn if marketed properly. "Talk to any cable operator who is having a tough time selling a service and he'll tell you it's the product," he said. "The product is the scapegoat."

But, in fairness to the cable operators, there are identifiable problems with the product. The bane of the service is duplication, which stems from a persistent shortage of high-quality programming. There are only so many movies produced a year, and a lot of hours to fill on any one of the pay movie

services. According to Warner, subscribers are delighted by HBO and its movies for the first two months. But in the third or fourth month, just as they are about to pass final judgment on the service, he said, they are fed repeats of movies they saw during the first month. Unless subscribers are forewarned, he said, the repeats could cause them to cancel.

Another indication of possible viewer dissatisfaction with pay television is the latest Nielsen ratings for HBO—the only pay service measured by Nielsen—in cable homes. In prime time, HBO ratings have been down for about a year. Its average rating in September 1983 was 9.9 as compared to 11.1 in September 1982.

The basic cable services are suffering from a glut of advertising time. The surplus is currently industrywide, depressing prices and revenues in broadcasting as well as cable. The broadcast networks were slashing prices 25% last month to sell out their fourth-quarter scatter inventories (BROADCASTING, Nov. 14). And when business is bad for broadcasting, it's worse for cable.

Most large advertisers have accepted "to one degree or another" that they need cable, said Gerry Hogan, vice president, sales, Turner Broadcasting System. They purchased spots on cable networks to recover all the homes the broadcast networks have lost to their cable counterparts. (The networks' overall share is 81, but their share in cable homes is just 58.) However, those advertisers see cable as a supplementary or secondary buy, he says. So when supply outstrips demand on the broadcast side, he said, "negotiations with them are a lot tougher."

Because the big advertiser-supported services sell on the same cost-per-thousand basis as broadcasters, according to Lloyd Werner, senior vice president, sales and marketing, Group W Satellite Communications, they are subject to the same ups and downs. And because those services are fourth on advertisers' lists (behind broadcast networks, spot and syndication), he said, "anytime there is a budget cut it is coming out of cable."

Television's spot surplus is particularly acute in national sports programming, Hogan said. WTBS, USA Cable and ESPN are knocking heads with each other and with the broadcast networks to grab the sports advertising dollars.

To compensate for the shortfall in advertising revenues, most basic networks are raising their monthly per-subscriber charges. ESPN is increasing its basic charge from 10 cents to 14 cents on affiliate contracts negotiated after the first of the year. And TBS is taking advantage of its cable news monopoly (just as cable operators took advantage last summer of the cable news competition) to boost the average fee for CNN and CNN Headline News from seven or eight cents to around 15 cents.

The good news is that big advertisers are continuing to spend money on cable networks as their audiences grow. According to figures released by the Cabletelevision Advertising Bureau, nine of the top 10 advertisers on CNN, ESPN, USA and WTBS have

greatly increased their spending on the services this year. Anheuser-Busch, for instance, went from \$6.7 million in 1982 to \$13.6 million in the first nine months of 1983.

But the programmers are not entirely dependent on the operators. As each of them is finding out, there are other media. And the one that has aroused the most interest is direct broadcast satellites. For the last several months, HBO has been trying to mobilize the entire cable industry to package and offer a low-power DBS service via the Galaxy I satellite.

HBO has been trying to convince the cable programmers with transponders on Galaxy I, which includes most of the major players, to move their primary feeds to the bird and agree on a common scrambling system. Since the satellite is powerful enough to deliver television to four-foot or six-foot dish antennas, the programmers can use it not only to reach their cable affiliates, but also to reach homes and multiunit buildings not served by cable. And since their programming would be scrambled, they would be able to charge the homes and buildings to receive their feeds. They would be in the DBS business.

The other factor in HBO's DBS scheme is the cable operator. HBO and the cooperating programmers must convince operators to handle the most difficult part of the business: the installation and maintenance of the small earth stations. Speaking last week before the southern California chapter of Women in Cable, Frank Biondi, president and chief executive officer of HBO, said he has received "enormously enthusiastic response from cable operators" about their possible involvement in the service.

The technological questionmark is the scrambling system. HBO had intended to scramble its satellite feeds using M/A-COM Linkabit Inc.'s VideoCipher, but the system proved much too costly and was more secure than necessary. As a result, HBO has scrapped its plans to roll out the system starting on the West Coast. Instead, it will test a variation of VideoCipher that will be less secure than the original version, but will have the low-cost decoders that are critical for a DBS service.

Beginning in January, HBO will scramble the East Coast feeds of HBO and its sister service, Cinemax, on Galaxy I and install the new descrambler at more than 500 cable affiliates on the East Coast. If all goes well, HBO will negotiate to buy two descramblers (a primary and a backup) for each of its affiliates "in good standing."

The one snag HBO has hit so far is disagreement with the motion picture studios over whether the network holds the DBS rights to its licensed films. HBO says it does; the studios say it doesn't. Biondi said that HBO would be ready to announce its decision on "commencement" of a DBS service "when we have the [film] rights."

Biondi also admitted that not everybody at corporate headquarters is convinced the scheme is a viable one. "The people at Time Inc. are from Missouri," he said. "They say, 'Show me.'" □



# Billion-dollars-plus buyback at Metromedia

**Kluge and key executives offer to take company private for some \$40 a share; Bennett, Duncan Subotnick are inside principals; outside investment group will include show business/media luminaries Davis, Lear, Ross, Murdoch, Perenchio, Cooke, Klein**

Metromedia took a step toward the 21st century last week. In a blink of an eye, the company positioned itself to take advantage of almost every conceivable avenue open to it in the field of communications. It did so by formally aligning itself with some of the biggest names in entertainment, business and sports. By making a bid to take the company private, Metromedia President John W. Kluge has also paved the way to go further and faster in the business of entertainment and telecommunications than he could go as a publicly held corporation.

That was the feeling among Metromedia watchers last week who were taken by surprise at the Dec. 7 announcement of a leveraged buyout proposal that included Kluge

and three other senior executives of the company, along with a venture capital firm consisting of Rupert Murdoch, Steven Ross's Warner Communications, 20th Century-Fox owner Marvin Davis, television producers Norman Lear and Jerry Perenchio and football team owners Jack Kent Cooke and Gene Klein, among others.

In a proposal that analysts say gives new meaning to the term leveraged buyout, the group made a bid last week to buy Metromedia in a transaction valued at \$1.5 billion.

Although \$100-million deals have recently become a regular occurrence in the industry, this one surpasses all records—many of which have been set by Metromedia.

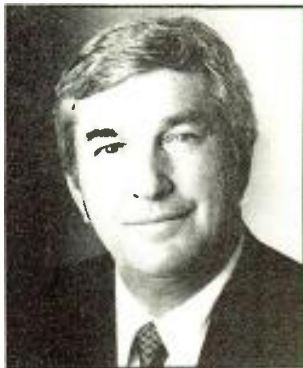
The proposal submitted to Metromedia's board of outside directors calls for four of the company's top executives—Kluge and three senior vice presidents: Robert M. Bennett, George H. Duncan and Stuart Subotnick—to team up with a new venture capital firm call Boston Ventures Limited Partnership in offering \$30 cash and a \$22.50 subordinated discount debenture for each share of Metromedia's common stock.

And the members making up Boston Ventures Limited Partnership are a blue chip list of investors. Those with limited partnership interests in BVLP include newspaper owner and DBS hopeful Rupert Murdoch (through his News America Publishing Corp.), who contributed \$10 million; Warner Communications Inc. (of which Murdoch now owns 6.7%), and which also contributed \$10 million; Embassy Communications owners Norman Lear and Jerry Perenchio (Lear: \$2.5 million; Perenchio: \$3.5 million); Washington Redskins owner and former Teleprompter owner Jack Kent Cooke, San Diego Chargers owner Gene Klein, and Denver oilman and 20th Century-Fox owner Marvin Davis (\$2.5 million each). In addition, Cincinnati-based American Financial Corp.; Pacific Theaters Corp., Los Angeles; Westpool Investment Trust PLC, London, and Henderson, Nev.-based First Cities Securities Inc., were among others that together raised \$72 million.

The general partner in BVLP is Boston Ventures Company Limited Partnership, which consists of five former executives



Kluge



Bennett



Duncan



Subotnick

**John Warner Kluge, 68.** Born: Chemnitz, Germany. Arrived in U.S. at age of 8, family settled in Detroit. Won four-year scholarship to Columbia University, studied economics, graduated in 1937 at 23. Returned to Detroit, joined Otten Brothers Co., paper converters. Within four years, vice president and principal. Joined Army as private, 1941. Assigned to military intelligence rose to captain. After service, moved to Washington, and with partner put *WGAY(AM)* Silver Spring, Md., on air. In 1947, moved to Boston and formed New England Fritos Corp. to manufacture and sell Fritos and Cheetos snack products in New England. Back to Washington, 1951, formed own food brokerage firm. In 1959 he bought controlling interest in Metropolitan Broadcasting Corp., becoming chairman and president. MBC, which owned *WTTG(TV)* Washington, *WNEW-TV* New York and four radio stations, had been spun off from Allen B. DuMont Laboratories in 1955. Kluge took company public and in 1961, after acquisition of Foster & Kleiser outdoor advertising firm, stockholders voted to change name to Metromedia to reflect company's expansion into diverse media in major metropolitan markets.

**Robert M. Bennett, 56.** Educated at University of Southern California, University of California at Los Angeles. Started as salesman at Metromedia's *KTTV(TV)* Los Angeles, 1952. Became sales vice president there in 1958. Moved to Metromedia's *WTTG(TV)* Washington as vice president and general manager (1966 to 1969), to *WNEW-TV* New York in same capacity (1969 to 1971). Joined Boston Broadcasters Inc. which won channel 5 in Boston in comparative hearing with licensee, *Boston Herald-Traveler*. Station became *wcvb-TV*, ABC affiliate, and Bennett its vice president and general manager. Made big push in local programming. Bennett promoted to executive vice president at *wcvb-TV* in 1976, president in 1979. Oversaw BBI Communications and syndicated series, *The Baxters*, and ABC special, *Summer Solstice*. BBI sold *wcvb-TV* to Metromedia in summer of 1981 for then record price of \$220 million, and Bennett returned to company with which he started his career. When office of the president was formed in March 1982, Bennett was appointed senior vice president, broadcasting and production. Now prime mover behind Metromedia's venture into first-run syndicated programming, including *Thicke of*

*the Night, Too Close for Comfort* and upcoming *On Stage America*.

□

**George Duncan, 52,** senior vice president—telecommunications. Old Metromedia hand, joined Metropolitan Broadcasting Corp. in 1958 as account executive after service with Avery-Knodel, station rep. Promoted to vice president and general manager of *WNEW-FM* New York, 1966. Successively executive vice president, then president, radio division, vice president, operations, with companywide responsibilities, senior vice president, operations, in newly established office of the president. Regarded as personal friend of Kluge.

□

**Stuart Subotnick, 41.** Earned law degree from Brooklyn Law School, 1968; master's from New York University, 1974. Joined Metromedia as tax manager in 1967. Successively assistant controller-director of taxation; vice president, taxation; vice president, finance; senior vice president, finance. Piloted company in "safe harbor" lease transactions and streamlined Metromedia's cash management system.

from the First Bank of Boston led by William F. Thompson, a former executive vice president at First Bank and a major force in motion picture financing.

Metromedia would not describe the structure of the company that would take Metromedia private, other than to say it would be a new corporation to be merged into Metromedia with Metromedia being the surviving corporation. How much interest BVLP and the four Metromedia executives propose to own was not stated, but a Metromedia spokesperson termed BVLP's share as "small."

At present, Kluge owns 7,216,000 shares, or 25%, of Metromedia's 28.6 million common shares outstanding, according to the company's last proxy statement and adjusted for the 10-to-1 stock split last August. The proxy statement also reports that Subotnick owns 17,500 shares, Duncan 10,000 shares and Bennett zero. In addition, the proxy said that Kluge had an option for 1,350,000 shares, which he exercised in purchasing 650,000 (at \$11.50 per share). And Bennett, Duncan and Subotnick had op-

from \$858 million to \$723 million. The balance of the \$1.45 billion includes a refinancing of about \$550 million in debt and financing of "post-merger operations," Metromedia said.

In addition, Metromedia said between \$125 million and \$150 million of the financing could be raised through the private placing of preferred stock. It is not known how much of the BVLP group's \$72 million will be applied to its venture with Metromedia. Metromedia only stated that it has had discussions with a "major New York bank and that the buyers are confident of their ability to raise the funds." Although Metromedia would not identify the bank, Manufacturers Hanover is Metromedia's agent and banking sources said it could be "safely assumed" that Manufacturers Hanover could lead a syndicate in arranging the financing. One banker estimated raising \$1.45 billion would take a syndicate of "at least" 10 banks.

Leveraged buyouts are employed for a variety of reasons, but typically occur when a party—either management or an outside group—wants to assume control of a busi-

ness. Metromedia next year, which they add could barely cover the interest payments on such a loan. Richard J. MacDonald, an analyst at First Boston Corp., estimated that Metromedia's operating income would be between \$140 million and \$150 million next year, which would "cover them by the skin of their teeth," and almost equal the interest charge on \$1.45 billion—assuming a low 10% interest rate.

When asked why Kluge decided to take the company private, most analysts come down on the side of timing. Over the past year, Metromedia's stock price has slid from a high of \$57 per share to a recent low of almost \$20 per share before Thanksgiving, and while the stock was hovering around the low end, analysts believe Kluge decided to act.

Although some contend that Kluge had a plan to take the company private for some time (they point to the company periodically buying back its own shares) analyst Dennis Liebowitz of Donaldson, Lufkin, Jenrette is one who thinks "it was a direct response to the stock price." As evidence, Liebowitz



David



Murdoch



Cooke



Lear



Perenchio



Thompson

nesses for 25,000, of which Duncan exercised 65,000, Subotnick 3,000 (at \$16 per share) and Bennett none.

According to the proposal, each share of Metromedia common stock would be swapped for \$30 cash and \$22.50 principal amount of a new issue of subordinated discount debentures. The new debentures would mature 14 years after issue, but would not pay interest until the sixth year, and then at a rate of 16% per annum, paid twice a year. The debentures would have the benefit of a sinking fund beginning in the 10th year in an amount to be determined. Metromedia would redeem them at any time at their principal amount.

Since the new subordinated debentures would not pay any interest until the sixth year, Metromedia said "it is expected that their market price would be substantially less than their principal amount." Analysts put their market value at between \$10 and \$12 per debenture.

Metromedia said \$1.45 billion would have to be raised to finance the buyout. As part of the proposal, the four Metromedia executives agreed to contribute \$4.5 million of their own shares toward the purchase. That would cut the cash payment for stock

business without putting up substantial amounts of its own money. The party will borrow or raise the money it needs to make the acquisition from various sources (banks, venture capital funds, limited partnerships) and pledge the assets of the company it is acquiring as collateral against the loan. Recently, this technique has become popular in station trading (BROADCASTING, Nov. 14).

It remains a question, however—assuming the financing is successfully obtained—how the Metromedia buyers could pay off the enormous debt they would assume. "The company is drowning in debt," noted Smith Barney media analyst Ed Atorino. Last month, Metromedia applied about \$125 million it recorded from the sale of some of its real estate assets to a limited partnership headed by Blythe Eastman Paine Webber to the reduction of its \$681-million debt, reducing its debt load to about \$550 million, analysts said. Metromedia then leased back the real estate, upon which most of its broadcast facilities are located, along with an option to repurchase the assets after 20 years at fair market value.

But analysts expressed puzzlement at how the buying group could pay off a \$1.45-billion debt given the estimated cash flow of

cited Bennett's being recalled overnight to New York from Hawaii where he was attending an ABC affiliate meeting, the hiring only 10 weeks ago of a new investor relations director and mergers pending for Florida cellular mobile telephone franchise applications that involve stock swaps. But as far as the stockholders are concerned, Liebowitz said, he's "not so sure it was a great bargain." Discounting the \$22.50 debenture by over half, Liebowitz estimates management is really offering something on the order of \$40 per share—"that's probably less than the value of the broadcast properties."

Most analysts last week seemed to be lining up around the \$40-per-share estimate. Several suggested that to help pay off the debt the buyers will incur, they could sell some of the assets. At this time, most of Metromedia's assets lie in its 13 radio stations and seven television stations. Last year it sold the outdoor structures, related site leases and working capital of its Foster & Kleiser outdoor advertising division to a limited partnership for \$485 million, although it retained the company, much of its assets and many of its employees (later, Metromedia came under criticism in a *Barron's* article which contended that it employed

## BBDO predicts network shares will drop to 65%

"highly creative" accounting procedures in recording the transaction on its books. And since the company sold the real estate under its broadcast properties, analysts noted, the company has little else in the way of hard assets. Brokers point out that a sale of even one of Metromedia's major-market television stations could bring in a sizable sum. They point to recent sales of KTLA(TV) Los Angeles for \$245 million and the valuation of Corinthian's KHOU-TV Houston at \$342 million—both markets where Metromedia owns TV's—as examples of what some of their properties could be worth. However, a Metromedia spokesman said no asset sales are being contemplated.

Others think that Kluge has let it be known that the company is up for sale and would entertain bids from the next highest bidder. Attention then focuses on who the likely suitors might be. One broadcaster with leveraged buyout experience suggested it would have to be another company of a pretty tall order, and one that either has a history associated with broadcasting or a desire to expand into that area. He pointed to MCA, Gulf + Western, Coca-Cola and American Express as logical candidates.

Smith Barney analyst Ed Atorino, who said he's one of the few analysts actually to have held an extensive conversation with Kluge in several years, said Kluge envisions Metromedia as a broadly based telecommunications company by the end of the 1980's, and that this is where he believes the future lies.

And others believe that Metromedia last week sowed the seeds of its fourth network. If Kluge does not have the production companies on board, he at least has their principals in the form of limited partnership interests. Although limited partnership interests by definition do not exert control, just the fact that such prominent names in the production community are all part of the same group is noteworthy in itself.

On Monday, Dec. 5, Metromedia asked the New York Stock Exchange to halt trading of the stock pending an announcement. On Friday, before the stock closed at \$24.50 per share. When trading was resumed Tuesday, Dec. 6, after a second delay, the stock closed at \$34.375, up \$9.875. As of close Thursday, Dec. 9, the stock was at \$35.25, causing some analysts to speculate that the bid, as constituted, would never come off.

Metromedia said the proposal to go private would be considered by a committee of its outside directors (all four of the Metromedia senior executives also sit on the company's board). The outside directors have retained Lehman Brothers Kuhn Loeb Inc. as their financial adviser. The standard procedure in buyouts is that interested parties on the board abstain from decisions, and outside directors take over. Metromedia's outside directors are John P. Crisconi, president, Philadelphia Motor Car Co.; Thomas T. Goldsmith Jr., consulting physicist; John C. Griswold, director of various companies; Jane Pickens Hoving, member of various civic boards; Warren H. Lasher, consultant; John P. Lomenzo, attorney, and James H. Manges, managing director, Lehman Brothers Kuhn Loeb Inc. □

### Despite this year's rise in viewers for networks, agency predicts that by 1990 cable, along with other media, will erode network audience levels

By 1990, the three networks combined will typically attract no more than 65% of available television homes in prime time, according to a new study by a major advertising agency, BBDO Inc., New York. Although the networks have all but stopped the steady erosion of their audience shares during the first nine months of 1983, BBDO maintains the inevitable growth of cable, independent TV and newer media along with the spiraling cost of programming, will stymie any efforts to prevent the erosion from picking up speed again.

During the first half of 1983, the combined, three-network rating rose from a 1982 average of 49.9 to 50.1 while the rate of decline in network shares "subsided," said BBDO, and in the third quarter, network shares actually increased, although slightly, for the first time since 1977.

"Some within the industry are viewing these near-term results as long-term predictors of renewed network stability," said BBDO. "They point to the ability of the networks to provide highly appealing programs in the form of specials and mini-series, the inability of the pay services to continue to offer strong movie packages and a slowing of the growth of independent stations, which have siphoned a sizable chunk of audience away from the networks."

Although the 1984 Olympics and election events "may cloud the issue," the networks' current competitive advantage is only temporary, said BBDO. "Yesterday's average program rating of 17-18 will become tomorrow's 13-14 and today's audience share of 78% will drop to 65%, a level not too far above the networks' current 60% share of viewing in pay cable homes."

Using A.C. Nielsen figures, BBDO estimates that pay cable penetration will rise a hefty 117% by 1990, from a current 23% of U.S. TV households to 50%. The total percentage of cable households will rise from 39% to 65%, while that of basic-cable-only homes will decline from 16% to 15% and noncable homes from 61% to 35% by 1990.

"This does not bode well for the networks because their share of the television pie is considerably lower among pay subscribers," said BBDO. "All other factors being equal, cable growth alone could reduce the total U.S. network share from a current 78% to 72% by 1990." During the 1982-83 season, the three-network share of audience stood at 62% in pay cable homes, 74% in basic-only homes, 85% in noncable homes and 78% in all U.S. TV homes.

The growth of independent television will likely subside as the number of station sign-ons decreases, and as distant signal importation reaches saturation in smaller markets, said BBDO, but the growth of barter-syndi-

cated programs and specials promises to keep independent stations as important competitors to network TV.

"Advertiser interest [in barter syndication] stems from a desire to keep network pricing in line and an approximate 20% efficiency advantage associated with syndicated purchases," said BBDO. "Industry projections place barter sales at \$1 billion by 1990, a threefold increase over the 1982-83 level of \$300 million."

Along with increased advertiser and station interest in barter syndication is a "growing array" of original prime time programming available to independent stations, from the "still active Operation Prime Time" to newer ad hoc networks being planned and executed, that will attract growing numbers of viewers to independent stations in the coming years, said BBDO. "By 1990, we estimate that independent station viewing will represent almost one-quarter of the total time spent watching television."

Helping the networks attract viewers back to prime time in 1982-83 were expensive mini-series and specials, such as ABC-TV's *Winds of War* and the final episode of the CBS-TV series *M\*A\*S\*H*, which, despite the ratings boosts they provided, were extremely costly to produce and expensive as vehicles for advertisers, noted BBDO. Meanwhile, regularly scheduled programs continued to decline in audience, if to a lesser degree than previously. For example, regularly scheduled network programs declined from an average 18.5 rating/28 share in January/March 1981 to 16.9/26 for the same months in 1983.

"Increasingly aggressive programming competition from nonnetwork sources will place restraints on the networks' ability to retain audience share," said BBDO. "Advertiser-supported syndication and OPT activity are both examples of heretofore infrequent threats to network dominance—threats because they will act as (1) a cash drain as advertisers reroute their budgets; (2) an audience drain as people exercise increased viewing options, and (3) an affiliate drain as some stations choose to carry alternative programming."

"The fact is that viewers are becoming increasingly aware of options available to them. . . entrepreneurs are aware of the possible profits to be gained from new video ventures and advertisers are beginning seriously to search for cost-effective solutions to inflated budgets," said BBDO. "The combined effects of pay cable growth, independent station maturation, new programming ventures and competition from other technological offerings will serve to fragment an audience once owned by the 'big three' and create the equivalent of a fourth network."

"This is not meant to imply that the networks are doomed or represent poor advertising potential," concluded BBDO. "Rather, they will remain important, but not exclusive, national options for advertisers." □

## A man for all media at NBC News

**PBS chief Grossman tapped to succeed Frank as president of news division; it will mark return to private sector after stellar career in developing public network; search team formed to find successor**

*Lawrence K. Grossman, president and chief executive officer of the Public Broadcasting Service since 1976, has been named president of NBC News. He will succeed Reuven Frank, now in his second tour in that post, in late February 1984. Frank, who turned 63 last week, will remain in charge of network political coverage of the party conventions next summer, then return to producing news programs for NBC. Frank last served as president of the news division from 1968 to 1973. As for PBS, it hopes to find a replacement for Grossman in time for the PBS annual meeting, scheduled for March 28-April 1, 1984, in Washington. A five-member search committee has been formed, headed by Dallin H. Oaks, PBS board chairman, and including the board's two vice chairmen, Henry L. J. Cauthen and Stanley J. Evans; David O. Ives, chairman of the board of the National Association of Public Television Stations, and Suzanne Weil, senior vice president of programming for PBS.*

*Following is a portrait of the man in the news last week, as he contemplated leaving the labor of love that had occupied him for almost eight years, and as he prepared to take on one of the three most important information responsibilities in the country.*

Lawrence K. (Larry) Grossman, bearded and in shirt sleeves, was sitting in his office at PBS headquarters in Washington last week, looking relaxed and comfortable as he once again contemplated his role as a man between two worlds. After more than seven years as president and chief executive officer of PBS, Grossman, at 52, was preparing to move on to the presidency of NBC News. It was a job for which he seemed not obviously destined, in terms of experience. Seven years ago, he had been a New York advertising man (that's *advertising*, in New York; a man can't get more commercial), when he was tapped for the post in *noncommercial* broadcasting he is now leaving. Since then, it is generally agreed, he has made Ralph Rogers, then PBS chairman, look like an excellent judge of talent.

Now, it is Grant Tinker, NBC chairman and chief executive officer, whose judgment in hiring Grossman will be subject to second guessing. For Tinker, there was no sophisticated talent search involved. The decision emanated from somewhere in his gut. He has known Grossman for 20 years, since the days when both were vice presidents at NBC—Tinker in charge of programming and Grossman, advertising. And Tinker last week said he had considered no one else as a replacement for Reuven Frank, who had informed him several months earlier of his intention to retire. "Larry," he said, "was my

first and only choice for the job."

Tinker made his first approach to Grossman in a meeting in Tinker's office, in mid-November. In the next few days, Grossman talked to Frank and Robert E. Mulholland, NBC president and chief operating officer, as well as PBS Board Chairman Dallin H. Oaks, whom he regards as "a wise man." Then, on the evening before Thanksgiving—eight years to the day after Ralph Rogers, at a meeting in Boston, asked Grossman to become president of PBS—Grossman and Tinker, over dinner in New York, reached the agreement that was announced on Wednesday. "It was," Grossman said last week, "a painful choice for me. I don't know of any other job I would leave public broadcasting for." He sees public broadcasting as going "straight up," and, he says, he had expected to be part of that future.

Grossman's lack of experience in news—a fact that made the selection a stunning surprise to many—was to Tinker and others in the NBC organization generally irrelevant.



Grossman

Tinker saw Grossman as having made PBS "an important institution in our country." Frank expressed confidence in the appointment. "I know how he sees things and what his values are," he said. The stars of the NBC News organization—Tom Brokaw, anchor of the *Nightly News*, and John Chancellor, the commentator on that program—told Grossman they were comfortable with his appointment. And lesser lights in the organization saw the appointment as providing the news division with the administrative and organizational skills they feel it is lacking. There also was a feeling of relief regarding

what one high-level producer called "the orderly" manner in which the succession was handled. It wasn't, he noted, a case "of firing someone on Friday and bringing someone else in on Monday and saying, 'fix it,'" as has on occasion been the case in the past.

For all of that, news staff members are holding their enthusiasm in check. As another producer noted, "We've gone through five news presidents in seven years. People around here have learned to adopt a wait-and-see attitude. Let's give him a chance to do a good job."

Grossman has reason to be well aware of the mortality rate among NBC News presidents. One of those who held the job in the recent past is now a colleague of his—Lester Crystal, who is executive producer of the *MacNeil/Lehrer Newshour*.

Grossman turns aside questions regarding plans he might have for changes at NBC News. It would be "premature and immature" to discuss such matters, he said. His only comment in that connection is a negative one. No, he has no intention of moving into NBC News with a new team. That, he says, is not his style. And he makes no secret of his need for on-the-job training; he is clearly delighted that Frank will be around during the learning process. "We have a civilized opportunity for a transition from Frank to me."

While he makes no pretense of having a strong journalistic background, neither does Grossman make any apologies for the lack of one. He says he has been "steeped" in journalism for years. As a young advertising executive with CBS in the 1950's he worked closely with Edward R. Murrow and Fred Friendly. Later, at NBC, he worked with a network president for whom news was "an all-consuming passion," the late Robert Kintner. And at PBS, he has helped move public broadcasting into the front ranks of broadcast journalism, in presiding over the expansion of the half-hour *MacNeil/Lehrer* broadcast to an hour, the first hour-long evening news program on a TV network, and in helping originate the highly regarded series, *Vietnam: A Television History*, as well as the *Frontline* documentary series.

Besides, hiring someone without a journalistic background as a news chief is hardly unprecedented. Roone Arledge, who was Grossman's classmate at Columbia, class of '52, was president of ABC Sports before becoming news president as well. And Richard Salant, a lawyer, became president of CBS News and guided it during some of its most illustrious years.

But with Grossman, it would, in any case, be a mistake to regard experience too narrowly. "If there was one strength I brought to public broadcasting," he says, "it was my commercial background—my feeling for organization and common sense and getting the job done." Grossman had had his own advertising and production company, Lawrence K. Grossman Inc., in New York, from 1966 until he became president of PBS. And over the past seven years, he helped develop

an organization he said was "fractious" and "disorganized" and in poor financial shape into one that is coherent and financially stable and operating on a sound businesslike basis. (Most of PBS's funds come from member stations for services they choose to buy.) Indeed, PBS stole a march on the commercial system in establishing the first nationwide system of distributing programming by satellite. ("The satellite distribution," Grossman says, "helped eliminate some of the craziness from the organization.") And the system that was created out of a felt need to instruct children developed, under Grossman, an adult learning service that now provides television courses for credit that are taken by more than 100,000 students.

Now, in returning to commercial television, Grossman says, he will take with him "the public interest and the idealism of public broadcasting."

There is also, in the generally quiet-spoken Grossman, an inner toughness and confidence that permit the self-mockery of a tapestry on a wall in his office that bears the message, "How programs are chosen: Fear. Politics. Pressure. Favoritism."

The spinelessness the tapestry suggests was not evident in the advertising executive who in 1969 helped organize an applicant, Forum Communications Inc., to challenge The Tribune Co.'s WPIX Inc. for its license to operate on channel 11 in New York. That contest ended 10 years later in an agreement under which Forum was paid more than \$9 million (none of which, other than his original investment of \$16,000 and expenses, went to Grossman, who had severed connections with Forum when he joined PBS). Then, too, there is the example of *Death of a Princess*, the PBS program concerning the love affair of a Saudi Arabian princess and her commoner lover that ended in the beheading of the princess. Plans to broadcast the docudrama, in 1980, generated a storm of controversy, with the Saudi government and members of Congress, even Mobil Oil, a major contributor to public broadcasting, calling on PBS not to air the program. The State Department also entered the fray, with a letter suggesting that PBS consider the issues involved. And a number of court suits were filed in a vain effort to bar the broadcast. But PBS stood firm, and the program provided it with the highest overnight ratings to that time.

The incident cast Grossman in a hero's light. He had shown that a public broadcasting system dependent on governmental good will need not knuckle under to governmental pressure. In his reply to the State Department's letter, Grossman had said, "We believe...that a free society requires open and candid discussion of issues so that an informed public may make rational judgments." He said PBS was offering the program—and a follow-up one-hour discussion of questions raised in it—as part of public television's "ongoing examination of the major issues in the Islamic world."

That would seem, as well, a becoming attitude with which to face the fear, politics, pressure and favoritism that go with the territory at 30 Rockefeller Plaza. □

## ABC cuts back 'Nightline'; adds three 30's

**Network tells affiliates board in Hawaii that clearance problems have led to shortening to half hour; starting next month stations will get additional prime time ad slots**

The board of governors of the ABC Television Affiliates Association, along with a few past members and chairmen, met ABC management at the Mauna Lani Bay hotel in Hawaii last week, where the network announced that *Nightline* would be cut back to a half-hour beginning Feb. 20 and that the network would give affiliates three additional 30-second spots in prime time beginning next month.

The *Nightline* move, rumored for weeks, was made in an attempt to reduce the number of delayed broadcasts and nonclearances by affiliates, which are hurting the program's ratings and profitability. Only 176 of the 210 ABC affiliates carry *Nightline* to begin with, providing coverage to 93.2% of the nation. But 58 of those carrying the program have been delaying the broadcast to run profitable off-network reruns immediately after their local late-night newscasts. As a result, *Nightline*'s ratings have dropped significantly since the program was expanded to one hour in April. For the week ended Nov. 20, the program averaged a 5.1 rating compared to a 5.7 earlier in the year.

David Burke, vice president, ABC News, also noted that research indicated that view-

ers of the program were in many cases "unwilling to commit themselves to a full hour of news at that time period."

With the reduction, the network is really putting the hard sell on affiliates to carry the program live. In fact, ABC Chairman Leonard Goldenson told those attending last week's affiliates' board meeting that "there comes a time when [affiliates] should look beyond the bottom line," and that *Nightline* represented such an occasion. He told the affiliate board members that he would "personally meet with the ownership" of ABC affiliates if that was what it would take to convince them that *Nightline* should be carried live.

Although *Nightline* anchor Ted Koppel could not be reached for comment, Burke said that he "understands the decision" and is "somewhat enthusiastic" about it, accepting the argument and need for a greater *Nightline* audience.

The combination of the announced decision and Goldenson's pitch had the desired effect on five stations (and one satellite) which committed to carry *Nightline* live at the meeting. According to an ABC spokesman, they were: WRTV(TV) Indianapolis; WQAD-TV Moline, Ill.; WDAY-TV Fargo, N.D., and its satellite WDAZ-TV Grand Forks, N.D.; KCAU-TV Sioux City, Iowa, and WAKR(TV) Akron, Ohio.

The decision to give affiliates three more spots starting in January brings the total to 70 prime time spots. Three new ones will come from network promotional time or openings and closings of programs.

The board adopted three formal resolutions, commending Koppel for his "outstanding ability to communicate with the

## Group W, Pollin sign sports pact

Group W Satellite Communications last week finalized agreements with several Washington metropolitan sports teams to establish a regional pay sports network. The deal's price was not revealed, but sources say during earlier negotiations between the teams and Metro Sports, a Bethesda, Md.-based sports syndicator, the broadcast rights ranged from \$3 to \$4 million for the first year.

Group W forged ahead with its plans to establish the "Home Team Sports" network despite setbacks on other fronts ("Closed Circuit," Nov. 21) and signed contracts with the Baltimore Orioles (baseball) and Washington Bullets (basketball) and Capitals (hockey) to broadcast roughly 350 live sporting events.

Scheduled to premiere April 4, 1984, the Home Team Sports networks will broadcast 80 Orioles, 45 Bullets and 45 Capitals games. Abe Pollin, owner of the Bullets and Capitals, said the formation of the network was "long overdue," and will "provide sports fans in the region with a fantastic package."

Baltimore Orioles owner Edward Bennett Williams also spoke enthusiastically about the deal. Williams said he expects the network to do well, since the team won the World Series. The network will be carried on cable systems in Maryland, Virginia, North Carolina, Pennsylvania, Delaware and West Virginia, with a total subscriber count of 1.9 million.

Bill Aber, former general manager of Group W's Satellite News Channel's Washington bureau, has been chosen to head the regional sports network. Aber says the network will offer at least one and sometimes two major events each weeknight with more scheduled for weekends. The games are tentatively scheduled to air from 6:30 p.m. to 1 a.m. weekdays and from noon until 7 p.m. on weekends.

Group W had planned six regional sports networks: Detroit, Milwaukee, Chicago, San Francisco, Washington, Seattle. All but Washington and Seattle have been scrubbed.

American people," as exemplified in the *Viewpoint* program that followed last month's showing of *The Day After*; a resolution commending Brandon Stoddard, president of ABC Motion Pictures, for his efforts (and the network's support) related to *The Day After*, and a resolution affirming support for the shortened version of *Nightline* and a commitment to strengthen station clearances.

Elton Rule, who was succeeded by Fred Pierce earlier this year as president and chief operating officer of ABC Inc., was to be honored at a banquet wrapping up the meeting last Thursday evening.

The network also said it was implementing a co-op advertising plan for *Nightline*. Affiliates promoting local late-night news shows with *Nightline* in the same campaign will be reimbursed for 50% of the costs of the campaign by the network. □

## Bresnan steps aside, Murray in

**Westinghouse executive to take over Group W Cable subsidiary**

William Bresnan, chairman and chief executive officer of Group W Cable, last week relinquished the position of chief executive officer. The role was assumed by Harry F. Murray, who has been with parent Westinghouse Electric Corp., since 1951, most recently as vice president, pension investments and investor relations.

When Group W purchased MSO Teleprompter in 1981, Bresnan told Daniel Ritchie, chairman and chief executive officer of Westinghouse Broadcasting & Cable, that he would leave the company after the management transition was completed. That transition is "virtually done," said Bresnan, although he will stay on, retaining the title of chairman, to assist Murray in his switch to Westinghouse's broadcasting and cable subsidiary. Although he has been a member of the liaison committee between the parent and Westinghouse Broadcasting & Cable, Murray has no hands-on experience in the cable industry.

The transition plan called for the establishment of six regional offices, each headed by a vice president; the installation of a new president and chief operating officer, now Burt Staniar, who has held that office for about a year and will continue in that role

**New name.** Media General Inc. has announced it is changing the name of its William B. Tanner Co. to Media General Broadcast Services Inc. and bringing in new management to run the show. "A new name; a new management team; a new dedication to professional service... and the reputation of Media General Inc. behind it," the company is saying in promotional material. "It's more than a new name. It's an entirely new attitude and approach to service."

Under the new regime, James A. Linen IV, the Media General senior vice president who has been serving as acting president of the Tanner Co., will be chairman and chief executive officer, and L. Donald Robinson, former president and chief executive officer of Independent TV Sales, a Katz TV subsidiary, will be president.

The FBI raided William B. Tanner Co. headquarters in Memphis earlier this year (BROADCASTING, Aug. 22) amid allegations that the company had been handing out kickbacks to clients, and that William B. Tanner, then company president, had engaged in a variety of scams to divert millions in company funds from official books and into his own pockets. Subsequently, Tanner, who denied the charges, was granted a leave of absence from his executive positions with the company (BROADCASTING, Sept. 5).

The FBI's investigation is still said to be ongoing. Media General's own investigation of the charges is expected to be wrapped up by the middle of January.

under Murray, and the acquisition of franchises with at least 700,000 households, all of which has been accomplished.

With that in mind, Bresnan said, "I felt it was a good time" to relinquish the office of chief executive officer. Bresnan says his future plans will probably include ownership of some cable systems and perhaps Muzak franchises as well. Musak was acquired by Group W when it purchased Teleprompter. Bresnan will finance those operations in part with earnings he derived from the Teleprompter merger. Twenty-five years ago he founded the company, later absorbed by Teleprompter, that built the cable system serving Rochester, Minn. Bresnan, in the process, acquired what he says is "a small percentage" of Teleprompter stock.

During the rest of his tenure at Group W, Bresnan will spend time lobbying for cable legislation and represent the cable MSO on the NCTA board. He also will continue to oversee franchise negotiations for the company in the Chicago area.

As to the choice of Murray to succeed him, Bresnan offered that "Dan [Ritchie] had the idea of Harry for some time." His qualifications, Bresnan added, despite his lack of direct cable experience, are his "wealth of management experience and business acumen."

Murray, meanwhile, is already immersing himself in the ins and outs of the industry, and will attend the Western Cable Show this week. "It's an interesting business with real opportunities," he said. "I think I can contribute something and I welcome the opportunity." □

## Gergen leaving White House

As director of communications for the Reagan White House for the last three years, David R. Gergen had the job of helping to present President Reagan in the most favorable light. To be effective, it was essential that he win and retain the confidence of the White House press corps. To a considerable degree, he succeeded, no small feat considering the growing antipathy between the press and the Reagan administration. But after three years in the Reagan White House—tacked on to four earlier ones in the Nixon and Ford White Houses—Gergen is leaving, to teach and to write.

Gergen, 41, will depart in mid-January to join the Institute of Politics at Harvard University's John F. Kennedy School of Government. He will also return for service at the American Enterprise Institute, a conservative think tank in Washington.

Gergen's post will be eliminated, the functions divided between two other White House aides. Presidential assistant Richard Darman will assume the speechwriting and research responsibilities now entrusted to Gergen, and Deputy Chief of Staff Michael Deaver, the communications planning job. White House Deputy Press Secretary Larry Speakes remains as chief spokesman for the administration.

Gergen has been quoted as saying his departure was prompted by his feeling that it is "time for a change," that he has largely achieved his goal of helping to establish a successful presidency and that his job is becoming "repetitive."

There are also reports he has become dismayed by the Reagan administration tactics designed to clamp down on the flow of information to the public—including the Justice Department investigation of leaks, efforts to require government officials with access to top-secret information to pledge themselves to submit all material they publish after leaving government service to government censorship, and restrictions on press coverage of the U.S. invasion of Grenada. However, Gergen has been talking of leaving for about a year. □



Bresnan



Murray

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## NEW YORK (WNBC-TV, SAT. 7:30).

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Number One in time period! 1-point to 9-point share lead over six other stations. Rating up 1.6 points over September premiere.

10.5/19

## CHICAGO (WMAQ-TV, SAT. 6:00).

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Source: NSI, 11/19 and 9/24. Overnight estimates subject to limitations of rating service.

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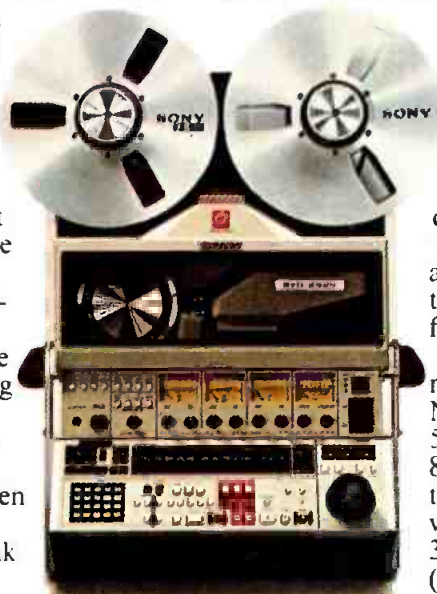
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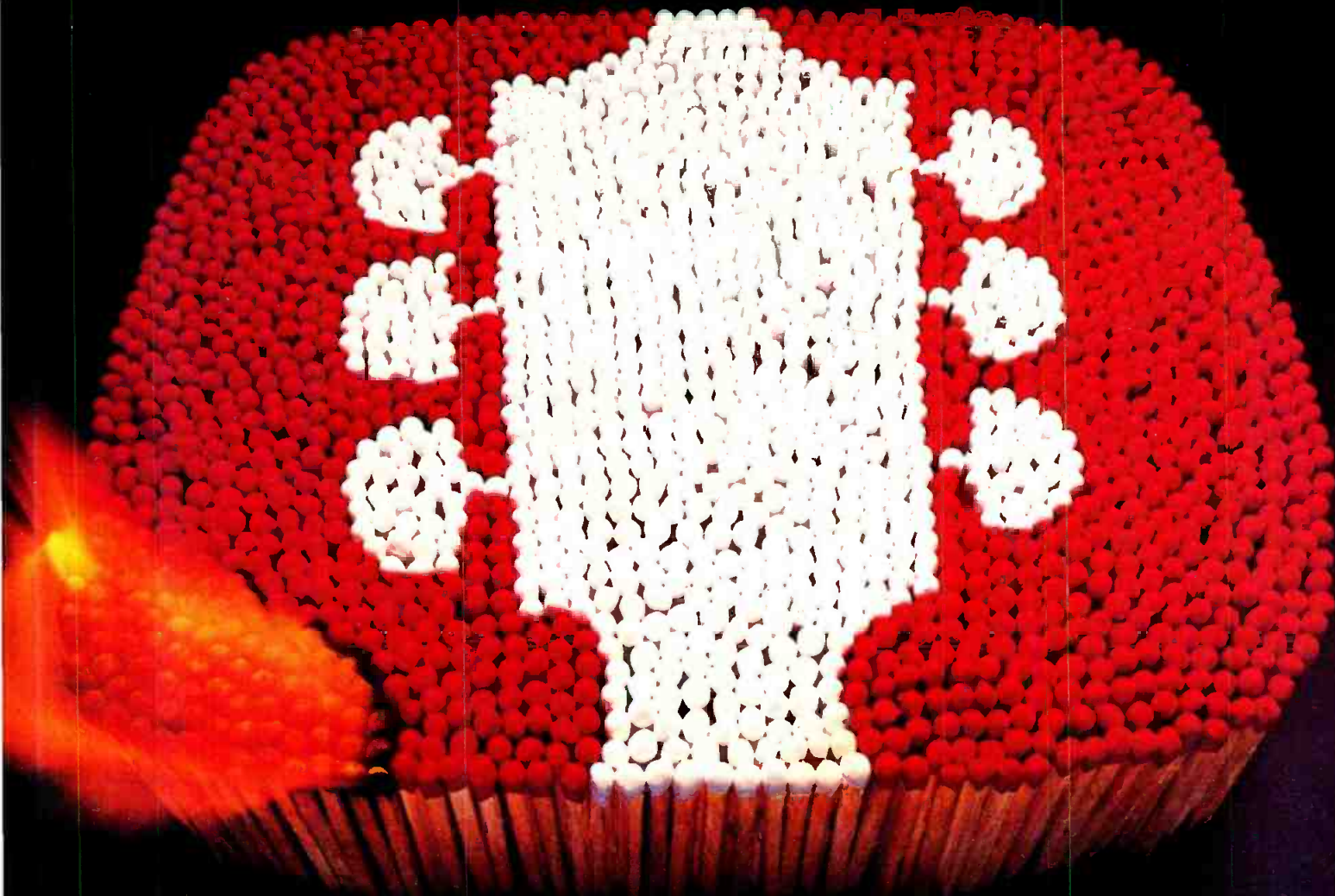
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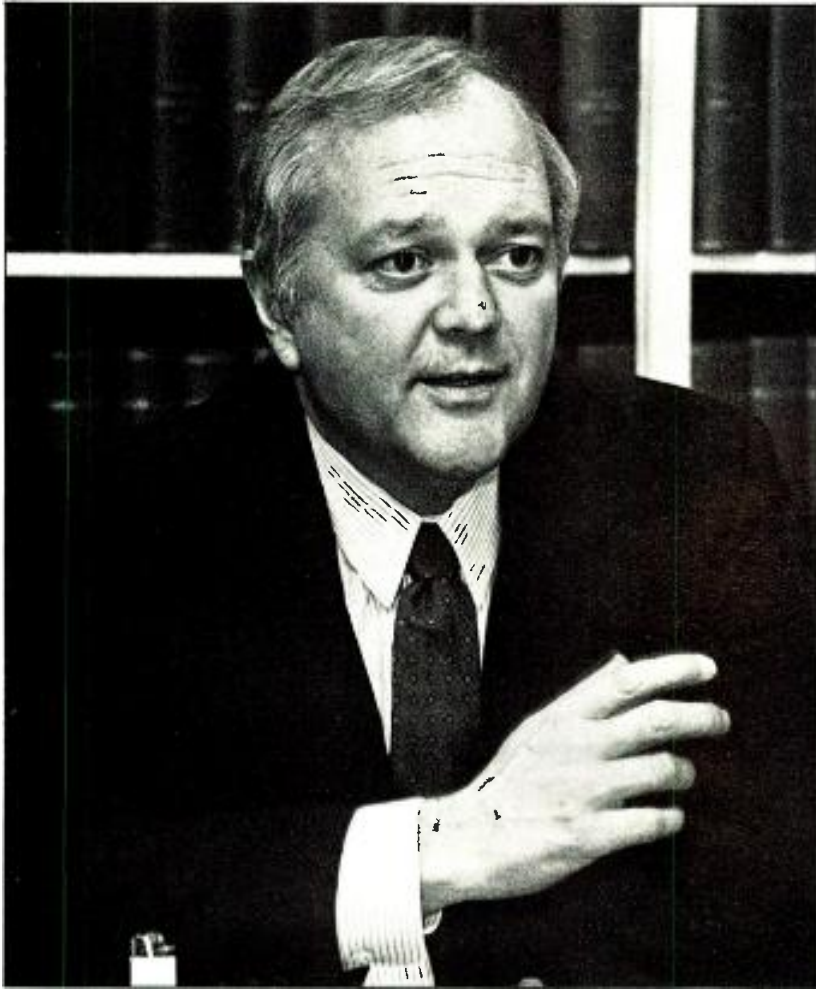
The hottest country entertainment on television is the hottest cable service in America:  
The Nashville Network. Put The Nashville Network on your system. See  
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**THE NASHVILLE**



*Robert J. Wussler has seen it all—or at least most of it. The executive vice president of Turner Broadcasting System is responsible for the signal of the nation's largest independent television station (WTBS[TV] Atlanta) and at the same time has reporting to him the nation's only 24-hour cable news operation (CNN). Before he cast his professional lot with Ted Turner he had a distinguished and broad-gauged career in more conventional broadcasting that embraced journalism at CBS News, station operation at WBBM-TV Chicago and the presidencies, successively, of the CBS Television Network and CBS Sports. Thus the perspective Bob Wussler brings to the subject of cable programing, which he discussed with BROADCASTING editors on the eve of the National Cable Programing Conference.*

**“You gotta know when to hold ’em,  
Know when to fold ’em,  
Know when to walk away,  
Know when to run.”**

It seems to us that the curve of cable programing is down, or is trending down. And that seems a temporary phenomenon, do you think it's going to turn around?

Well, I think there's been a definite shaking out of the cable programing business; I think it's the same thing that happened on the cable operating side.

There is an awakening to the facts. I think we've gone through a watershed time, and that we've probably bottomed out or flattened out, and now I think the outlook is pretty good.

You know, this is a tough business. And I don't mean just the cable business, but the movie studio business and the broadcasting network business. It's not what it was during my years at CBS. In the average cable home, which is close to half of America, you've got

20 to 22 channels. Back in 1974 and 1975 there were five places to go; there were ABC, CBS, NBC, some kind of an independent, and public broadcasting. And now you've got four times that amount in the average household.

**You mean the average cable household?**

Yes, but it's also a precursor of what's to come in the other half, or the other 25%.

**You say it's bottomed out. Does that mean we're not going to see any more failures?**

I don't think so I think those that were doomed to fail, or very marginal, I think they've gone by the wayside now. The guys who are left, one way or another, are going forward.

For example, whether it's ESPN or something else, I think there is money to be made in sports. But you've got to be very, very careful—and I'm not sure that you can do Australian rules football or rugby. And I think there is money to be made in the news business.

**What's going to happen when all these sports are gobbled up by the regional pay networks?**

Well, I'm not sure that you're going to have a regional pay network

in all parts of the country; I think you'll have regional pay networks in certain parts of the country.

There are different kinds of sports. There are what I call the major league nighttime sporting events, which people will pay for. And then there is a second level of sports—such anthologies as *Wide World of Sports*, the old *CBS Sports Spectacular*, *NBC Sports World*—those kinds of things that a national sports organization can probably do well with, with maybe a small mix of national major league sporting events, that is either shared with a local outlet or with a number of local and regional pay sports.

You know, we're going to see a lot of evolution—we're going to see a lot of circles. And just because things go away for two, three or four years, that doesn't necessarily mean they won't come back to where they once were.

**Well, you say that people are becoming aware of the "facts that be," the new facts. What are those "facts?" What are those hard realities?**

Well, the hard reality is the fact that basic cable ratings are way up. Now we're fractionalizing each other. But if you look at the daily Nielsen spread sheet, it shows CNN, WTBS, ABC, NBC, CBS, all others, and cable-originated. And the only column that really goes up is "cable-originated." Cable originated ratings have done exceptionally well in 1983.

**What does that include?**

That includes USA, ESPN, CBN, WTBS, CNN, CNN Headline News and perhaps five or six others.

**Well, you're saying then that the hard reality is that cable's competition is making it hard on conventional broadcasting?**

I don't want to say there's an embarrassment of riches, but there are, in the average cable household, 22-24 channels, and an awful lot of viewing is going to cable-originated programming. Much more than six months ago or a year ago, two years ago. But there are so many cable channels, that if you get a half a rating point here and a point and a quarter of a rating point there, it all adds up. I mean, cable originated programming is doing 10 rating points a day. And I'm not talking about the pays now; this is separate from that.

**What does it take to change the environment to the point that new basic cable services can be greater or more viable?**

Greater? I think it's fairly simple. We've got to get the base up. Cable can't live with a 42% wiring of this country. We've got to get it up to 60% and 70%, and then within the wired portion, we've got to go back and get those houses that are passed by and not wired—we've got to get those people to subscribe.

That's a very important thing. So that when a cable programmer can get 2% or 3% of the audience, it's a more meaningful figure—it's a figure that the potential cable advertiser is going to take a look at and say, "Gee, that's 750,000 homes. That's a meaningful number for me. I'm willing to put some money into that. I'm willing to look down and say, all right, that's going to be worth \$2.75 a thousand." And you multiply it out and you put the six commercial minutes in for the half hour, and all of a sudden, that guy—who today is getting 250,000 homes or less—is now getting three times that audience of 750,000 homes, and he can afford to buy some programming."

Most cable operators today can't afford the programming they have. They can deficit finance, but only up to a limit. Eventually, you've got to say, "But where's my return?"

The audiences have been too small. There aren't enough homes wired, there aren't enough people out there looking at enough things at enough times in order to make the national advertisers—Procter & Gamble, General Foods, the auto manufacturers in Detroit—to make those kinds of people pay attention.

**What is the threshold number? Is it a matter of rating points? It used to be 30%.**

Well, that "threshold number" seems to elude us all.

I think there was a market at 30%. The problem was that there were so many programming networks around at the time, and the

advertisers said, Gee, I don't want to be in the experimentation business anymore; I did that with Turner and I did that with ESPN early on. If I want to be in the cable business, I can go put my stuff on where I at least have a 20 million homes upside or a 25 million homes upside, and I don't want to be content with somebody that has five million or six million."

That was great when WTBS was four million or six million, and when CNN had two million potential homes, and advertisers were experimenting; they were learning and they wanted to learn for the future. But then all of a sudden, there were four or five services that had better than 10 million or better than 15 million—and the advertiser said, "Wait a minute, I used to spend my money on four million home services, I'm not going to spend my money there." That was the thing that really hurt us on CNN—almost more than anything else.

**Your implication is that there is hardly room for what we have, let alone room for anything else.**

I don't think there's any room at this point or in the foreseeable future for any more imitative services. I do think there are probably some other services out there that haven't been done.

Now I don't think that music has been overexposed or exploited. MTV is one form of music, but you can listen to your car radio tonight and hear 18 stations that offer music. Now I don't want to see 18 music channels but I do think that there are other forms of music. And I think that as cable gets bigger you might even be able to do something in the classics.

I also think there's more that can be done in the informational or news adjunct kinds of things. For example, I think there's probably a talk channel out there; not now, but down the road apiece. I think there's probably a home educational or bedside companion kind of network out there. Almost a revolving stage kind of thing, you know. I've always thought that would go.

**Didn't the information services sort of thing take a jolt when Time said it wasn't going to pursue the teletext business?**

I don't think that is a business. You know, you've got to train people to do things. And radio helped train people into the network experience, and the networks trained people to look at television a lot. There's been no training ground for teletext or viewdata at this point. I think they are both very viable things years down the road, 15 years down the road. But I don't see those kinds of things right now because they're specialty devices. Those are all things that will make money for some people after 1990. But I don't think they're going to make any money for people before that.

We've got to get the basic cable business in order and we've got to see what kind of shakeout there's going to be in the pay business. We've all got to see that pay-per-view is a viable thing because it's going to help the operator, and if that helps the operator, it's going to help both regular pay and basic. That's the five-year plan I would lay out for the cable industry.

**To pursue pay-per-view?**

I'm a big believer in pay-per-view. I think there will come a day—a long time from now, but probably within this decade—when we'll go home in the evening and be able to push a button on a cable system and a menu board for that night will come on with a number of choices. I call it the "\$1.98 pay-per-view," although knowing how the economics change in this country, it'll probably be \$3 or \$4. But in any event it will be well under \$10.

You'll be able to watch a sporting event or a motion picture that's been around for maybe six weeks or three months, or you'll be able to watch a cultural event. I think that there is a large business out there—but we can't get to that point until we have a greater penetration of the total country as a whole, and get the kind of hardware that the industry needs. But I think that's going to come true before 1990.

**What kind of penetration will we have at that point?**

Generally, I'd say the 70% range, although I suppose that depends



Anyone can play games with numbers,  
but here's the bottom line:

**This year,  
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We bring you  
the music  
that brings in your audience.

upon the availability of certain electronic parts, and whether it's a copper business or whether it's going to be an electrode business, or whether there is some kind of energy crisis that none of us knows about now. I think we're looking at a 70% penetration figure in 1988. If you have 100 million households, which is about where America is going to be, you'll have about 70 million—or something less than double where we are today.

#### Receiving how many channels?

There will be a place on the box, I think, for between 50 and 60 channels. I think that in reality there will be, in terms of national channels, about 30—one or two of those being a regional sports channel, which may have some commonality.

#### So what is the message you will offer those who attend the National Cable Programing Conference? Hang in there until 1988?

That's part of it. Part of it is that we've got to continue to train the audience that is there, we've got to continue to tell people that cable is a reality, that 42% of America is wired today, and that number is going to continue to grow. Maybe not as high as some cable operators would like to see it grow, but it's going to continue to grow, probably at a minimum of 250,000 homes per month, and perhaps more than that.

And, we've got to remind people that there are some very worthwhile things on various channels. Cable has got a good story to tell. Nobody is trying to pretend that it's the greatest story in the world, but it's got a darn good story to tell.

Yes, we've lost SNC and the Entertainment Channel and CBS Cable, but if I look back in the broadcast business, as a youngster, I can remember a DuMont network being in existence, and it died. And I can remember the great plans for WNTA New York, and that went away.

All industries go through growing problems, and I think the growing problems are condensed today because of the great time warp that we're in. Things get done so much faster nowadays than they did in the forties or fifties.

#### But is there reason to be concerned?

Yes, over duplication of programing. We all have got to have a different look if there are going to be 10, 12, 15 different channels. We've got to differentiate those channels; there's got to be cooperation with the operator. In many instances, the operator is going to

have to support certain basic cable channels to the tune of two to five to 10 cents per home per month, or more. But there is precedent within this business for that.

**And there is precedent in broadcasting for the money to go the other way.**

If the cable program operators were making that kind of money you could make that argument, but no cable programing operator is making that kind of money.

**You often sense some antagonism between cable operators and cable programers.**

Often! *Most* of the time. But that's a natural thing; it's like the networks and their affiliates. It goes up and down. And it's just like ABC announcing that it's going to hold the line on programing costs for next year. We went through that same exact battle at CBS in 1972. Bob Wood, the network president, stood up before the entire west coast programing operation and said, "I'm not going to give you any increases next year. If I'm paying you \$265,000 for a half-hour show this year, I'm going to pay you \$265,000 for that half hour next year." Well, that show is now costing CBS \$520,000. You know?

**But is there now reason for concern that the momentum seems to be out of the game?**

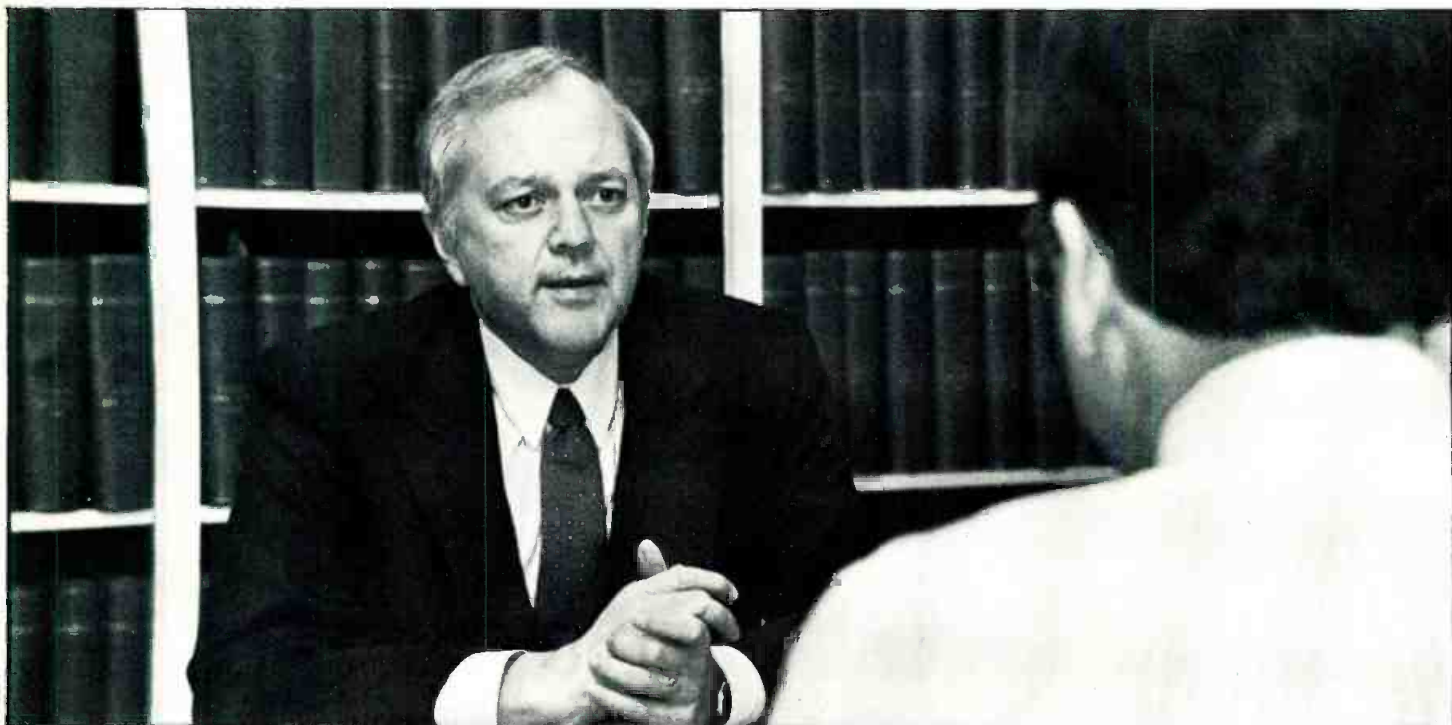
I don't think the momentum is out of the game, although I certainly think the bloom is off the rose. But all you have to do is come to a couple of cable conventions and see that there's still enough money around and there are still enough young people around to execute all the ideas people can dream up.

No, there's still a lot of momentum around, even if it's not the gold rush.

One of the reasons we have this particular convention is that the NCTA and those of us on the programing side feel that at least once a year we've got to knock on doors or knock on heads or knock on the table and say, "Yes, this is a business that's driven by copper wire and funny black boxes, tied into television sets that have been around for a long time. But programing is still important. Are the jokes funny? Will Cinderella make me cry?"

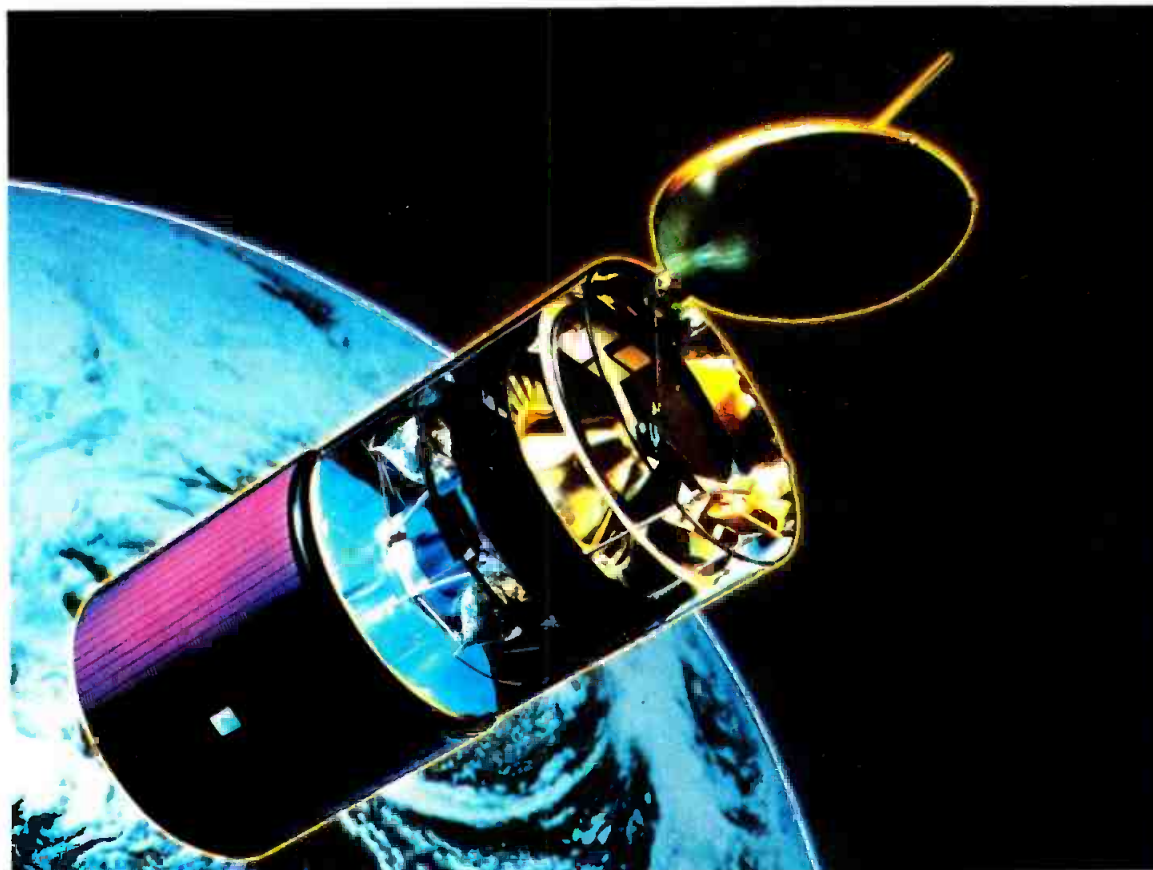
And whether it's the basketball going through the hoop or the guy pitching the no-hitter, it's still what kind of programing are you going to put on there?

Now this industry hasn't reached the sophistication yet where the



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operator says, "Well I'm going to make Channel 27 all news, Channel 28 all sports, Channel 29 all weather, Channel 30 all religion, and 31 and 32 and so forth. At some point he will.

Our purpose is to remind operators and program networks within the cable business that they are in one industry and that there are a number of problems that they share—and that at some point in the future, all cable operators will be much more interested in programming than they are today because they have other problems right now.

**Just to return to this thing about a lack of momentum, isn't the eventual success of the cable industry dependent upon an ever increasing number of channels? And if at some point it appears that the number of channels is not important any more, that there just isn't any more programming, are you not then vulnerable to another medium, particularly direct broadcast satellite?**

Yes; I think you have a very good point there. However, as we look at the future of DBS, it would appear that for the foreseeable future of let's say, 10 years, DBS probably is going to be limited to 10 channels, six channels in any one given area. Now there are some exotic systems on the drawing boards, but they are very expensive. In order to get those 10 and 12 channel systems in one area, you really have to put a tremendous amount of money into a launch vehicle and into the payload. Because what you lose on the ground, you've got to have topside.

If you look at some financial curves, cable is still a terrific buy for the future. If this country weren't 40% wired—if, for example, the country were only 10% or 15% wired today, I would completely agree with you. But we do have 40% of the country wired and we're well on the way to 50%—it's less than a year and a half away from now.

The other thing is that it would appear that in the same 10-year profile, DBS may be a five million, maybe an eight million home operation. And we have learned from the hard wars of cable that that is not a business. You can't go out and program for eight million homes differently; you can take what you've already got on cable and put it in those eight million homes, but you can't go out and start a new cable channel.

**What about pay programming? Is there a different profile than in basic pay or in basic programming?**

Oh. I think so. I think the three forms—pay-per-view, pay, and basic—relate to one another, and even have to work together because of the ultimate promotional necessities. That's why we think we're quite valuable in any relationships in the future because of our ability to promote a pay channel or pay-per-view event. We think that because of WTBS and CNN, and the Headline Service, that we're very valuable in a function like that. But of course the pay business is different.

Pay really is much more narrowcasting than basic is. Basic can't get too narrow because basic needs numbers to satisfy the advertiser to put money back into the channel. Whereas pay has a much better opportunity of doing narrow, because there you're dealing with operator and the viewer. I think Bravo is a very good example of something that, with 150,000 homes, continues to scrape away at it, and they seem to be making it work.

**I'd like to ask a broad question that takes advantage of your background, the assets that you bring to the party and all the experience you've amassed in so many parts of the medium. From your unique perspective on the television media, how do you see all these pieces fitting together as time marches on?**

I think that something significant has been accomplished in the last seven or eight years. I think that we've taken what was, in effect, a monopoly of three networks and have expanded it into a multiplicity of media opportunities. We all lived through about 15 years—roughly, from 1965 to 1980—when the networks gave you the same kind of thing, pitted against one another. It was half hour sitcom against half hour sitcom, it was hour lawyer show against hour doctor show.

If for nothing else, we have now entered into a world where there are no longer just those three—you don't have that limitation to the television set.

The marketplace adapts, and this marketplace is adapting. We're going through a tough one because of the foreshortening of time. Instead of doing all this in a generation, somewhere between 20 and 33 years, we're going to do it about three times in a generation. I always thought it would be great if television could have gone from three channels to eight channels to 12 channels. It was probably unfortunate—because we can't control those kinds of things in this country—that we went from three to 23. And even that wasn't good enough.

**Do you foresee a time when cable could be the dominant television medium in the country?**

I don't think there will be a dominant television medium in the country beyond 1990. I think that it will be like your magazine stand or like your book rack here; I think there will be a number of different sources that people will go to.

**Are advertisers taking as much advantage of the cable medium as they might?**

No, I don't think so. I think General Foods and Procter & Gamble and Anheuser-Busch have all done a very good job, but there are a lot of other big advertisers who have resisted, who haven't had the need, who haven't had the money, or their agencies haven't had the inclination. And—let's face it—cable is more work for the advertiser and his agency.

**When you're looking at the big picture, you think that broadcasting has hit a plateau or is going to shrink. Is there any way that could expand? Perhaps into a fourth network?**

I don't think so. I think the record will bear me out that there's been a trend—and I won't even call it a slide—since 1975 or 1976 to have ever lower audience shares for network programming. Not so much because any of these other things are so great but just because of the amount of competition.

You put a half decent movie on HBO at 8 o'clock and it's going to hurt the 8 o'clock network shows. The audience is finite, ultimately; I mean, we're playing with 83.6 million homes, but we're going to be playing with 100 million homes, and I think that because of the amount of activities and the amount of things that technology has done, I just don't think the networks can ever again expect to have those consistent 40 shares. It's almost unusual to see numbers in the 30's.

So I don't think so; I think that because of the rise of independents, because of cable, because of DBS, because of the videocassette recorder, and our various life styles, I don't see broadcasting becoming more powerful.

And the other thing is, I don't think that broadcasters have to worry about getting bigger again; I think they have to worry about getting smaller and how they're going to manage being smaller.

**Could we divert you for a moment from the world view to the parochial view of Turner Broadcasting? How's business?**

Our business is good—not great. We, along with all of the other telecasters around, have suffered through a fourth quarter that we thought was going to be terrific, and while it's been up from last year's fourth quarter, it has not been a great one.

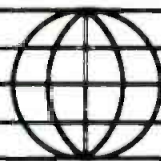
We are going to have, for us, a good year. Our bottom line for our company should be somewhere in excess of \$10 million. We will be in the profit line for the first time in some time. Last year we lost \$3 million, the year before we lost \$17 million. So...

You know, Ted Turner has \$120-125 million invested in those two things. He's never made any money on it. But by 1985-1986 we should begin to see some hard black ink—which we kept thinking we would see a year ago.

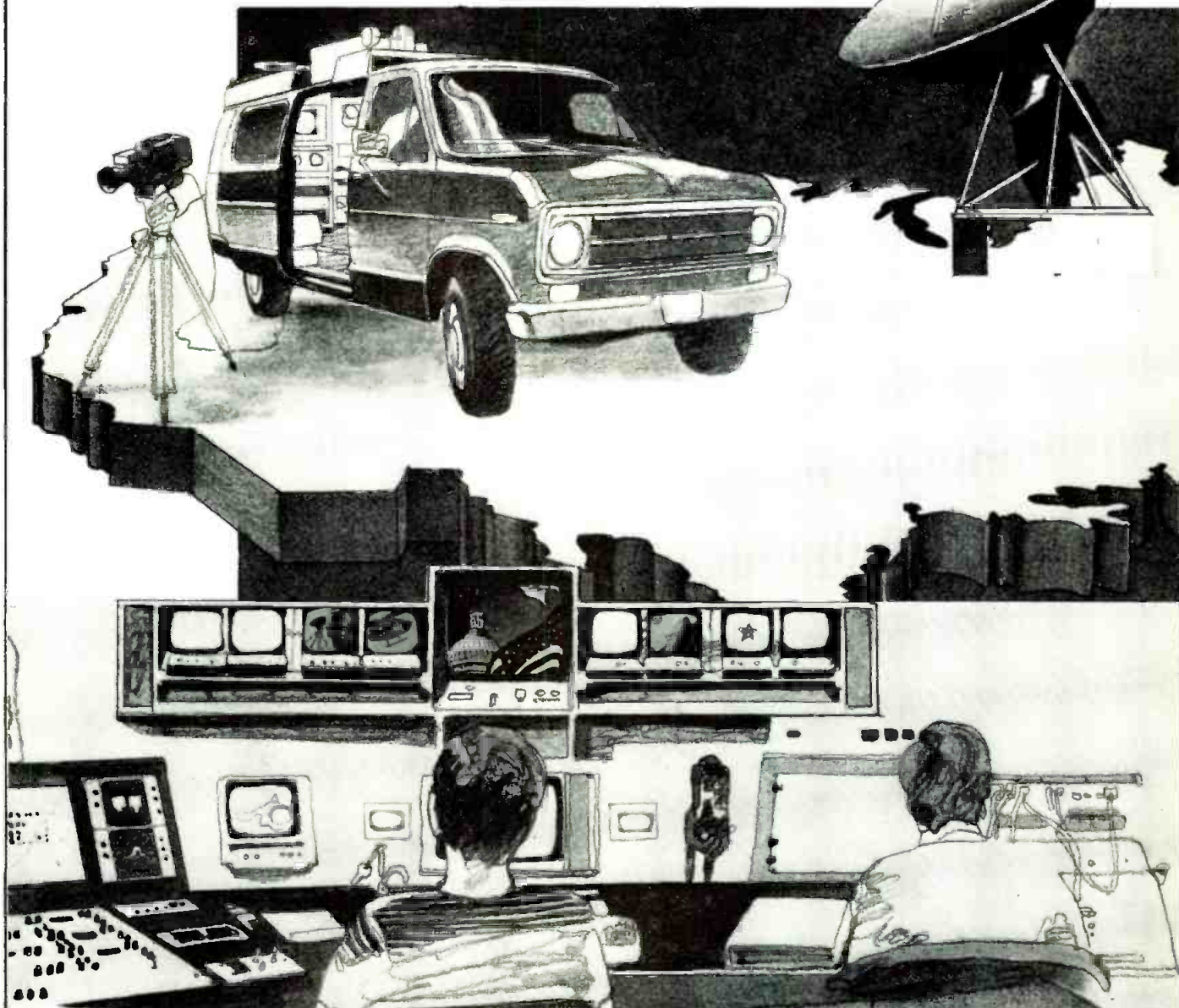
**Do you think you're still on the leading edge?**

Oh, I think so. There's no question that we have become a more conservative company. But having said that, there's no question that we're still out there in Europe, we're out there in Australia, in terms

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Our stories and features originate in some of the best producing television stations anywhere. They prove themselves in tough markets like Boston, Salt Lake City, and Atlanta. They'll give you the same exceptional results.

## **LPN LOOKS GOOD NO MATTER WHERE YOU SIT.**

You want material to serve a variety of needs. Programming which is designed to be equally useful to news directors, program directors and local producers alike.

Our stories can be used throughout your local programming schedule. Use them in morning

talk shows, magazine formats, public affairs programs and your noon, early and late news. Our reel can even be made into a locally produced program of its own.

We'll even take care of some of the editing for you. Most of our stories are offered in long and short versions to meet specific programming needs quickly and easily.

## **LPN MAKES QUALITY PROGRAMMING AFFORDABLE.**

You want to be able to balance your desire for quality programming against the costs of producing it. You may not have the time to produce, or budget to air, an award winning series or feature every week. With LPN, you do.

We help you defer some of the costs of producing exciting stories and features. We share both the expenses and the rewards of excellent local programming.

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You'll receive our service weekly via your choice of tape or satellite transmission on Westar 4. Each of our weekly reels is comprised of 10 to 12 stories in 5 or 6 subject areas.

Accompanying our reel will be corresponding printed support materials, including timing, story synopses and background research.

## **GIVE US A CALL.**

If you're ready to take your seat with LPN, call George Back at (212) 696-1812, David Fox at (212) 532-2684 or Joan Marcus at (213) 937-1254. We'll send you a demo cassette of LPN programming.

Or if you would prefer a word of mouth recommendation, call any of your associates at our member stations.

They'll tell you that LPN looks good no matter where you sit.



# WITH THE HEIGHT OF THE IN AMERICA.



of CNN and WTBS, in terms of programing. We wish we had more money for program development, but you can't have everything.

**Could you be a little more specific about what you referred to as a "five-year plan."**

I think the cable industry—and by that I include the cable operator and the cable programmer—has got to right itself in 1984, it's got to get its penetration levels up in 1984-85-86, and as many aspects as possible have to be profitable in 1987-88.

**And then cable can go back and plunge again?**

Then we can go back and start talking about all those little tiny networks that want to do five hours a day or 12 hours a day or 24 hours a day of highly specialized programing. Because then there will be enough base out there, so that if they can get 100,000 people to pay for it, or if they can get 500,000 people to look at it, an advertiser will be interested.

Then it will be much more like the magazine business. But we started off thinking that this was the magazine business, when it was probably more like the radio business—and that's where the bust came from.

**Where do you see the broadcast media tending in the last part of this decade?**

I think the broadcast networks will continue to be very strong. They will still be the cheapest way to mass market a product. Even if they average only a 17 to 20 share, there will still be enough national package advertisers and national advertisers in general who are still going to say, "Well, it's expensive, it's going to cost me \$9 a thousand, but I can't possibly get to those people unless I spend that \$9 a thousand."

Also, I think there's going to be a greater emphasis on local broadcasting. As print continues to have its problems—until it finds a way to get into your home without being delivered by truck to a dropoff point and then to a kid or somebody in a station wagon who throws it on your front steps—I think that local television will really begin to get that enormous retail dollar that people thought they would get in the sixties, and they started to get a little in the seventies, and now they're really starting to get it in the eighties.

Newspapers still far outweigh the expenditures on the income side

from the retailers, but television is beginning to catch up, and that's going to be a great bonanza for the local station.

And that station is going to be able to choose his programing. He may have a network affiliation and he may have another affiliation with somebody in Hollywood—a motion picture studio—which instead of bringing him an occasional hour brings him four hours a week. And because of the satellite, delivery is far less of a problem than it used to be, and as a result the station is not totally wedded to that network in New York. Or, if he wanted to do something like ABC's Tele 1st, the studio simply buys a transponder, or makes a deal with Robert Wold or somebody and says "I want to buy one of your unused transponders from midnight to 6 a.m., Eastern time, and I'll buy it from you every night—I'll give you a great deal." You can buy that kind of time for \$400 an hour and it'll reach every home in America.

The networks will still do fine, but their clearance levels may go only to 80%, instead of 94% or 95%. And their share of the pie will go from 78 down to 60 or 78 down to 50, something in that area. But they will still do well.

**How far do you see the cable medium growing? How high is up?**

Well, I don't think there is any limitation. If we had had this conversation six years ago, none of us could have predicted the enormous success of HBO or the competitive nature of WTBS. Similarly, it's difficult for us today to anticipate the ultimate shape of things. Or the size.

It's a tough business to get into today, because there are channel capacity problems. I don't want to belittle that—you've got to have deep pockets going in—you've got to have between \$50 million and \$100 million or more. That limits the players. And the negative experience of the last couple of years on the part of four or five channels will limit those conservative organizations that have those kinds of funds to risk.

But, you know, there are other Ted Turners out there, there are other risk takers, corporate and otherwise. And as soon as this shakeout settles down, I think you'll see a couple of people come back into the business. It's not going to settle down for a while—1984 is a year to say, "Let's batten down the hatches and let's get the water out of the bottom of the boat"—but I think if we can get through 1984 and into 1985, I think the future is positive. ■

## Cable's 1983 programing potpourri

The cable programing industry continues to grow in both number of subscribers and services. The past 18 months have been a period of growth, for the most part (see "Top of the Week"), as more subscribers come on line and cable penetration increases. The following capsules illustrate what has and will be happening to many of the services as they head into 1984.

**The Entertainment and Sports Programing Network** still projects that it will break even in September 1984. A company spokesman declined to discuss the network's revenue picture but estimates are that revenues will total approximately \$42 million for 1983, about twice last year's figure. Although most of the network's revenue comes from advertising sales, ESPN does charge a carriage fee. Operators still under original contracts negotiated prior to 1982 are paying 10 cents per subscriber. The fee will increase to 13 cents Jan. 1.

**Spotlight**, the pay movie service owned by Storer, Cox, Times Mirror and Tele-Communi-

nications Inc., continues negotiations with several competing pay services (including HBO and Showtime) for the right to absorb the channel's 750,000 subscribers. Although Spotlight officials refuse to comment on the reports, company sources say the service will be discontinued on Jan. 31, 1984, no matter what the outcome of negotiations ("Closed Circuit," Oct. 31).

The cable industry's three big superstations—**WTBS-TV Atlanta**, **WGN-TV Chicago** and **WOR-TV New York**—continued to grow in 1983, despite the Copyright Royalty Tribunal decision in the fall of 1982 to increase the copyright fees cable operators must pay to import the independent stations via satellite or microwave.

United Video Inc., which distributes WGN-TV, reports that viewership has risen from 9.5 million before the CRT increase to 10.9 million at last count two months ago. According to Robert Price, senior vice president, United Video expects to grow with the cable industry, capturing about one-third of all homes that hooked up to cable. United Video charges 10 cents per subscriber per

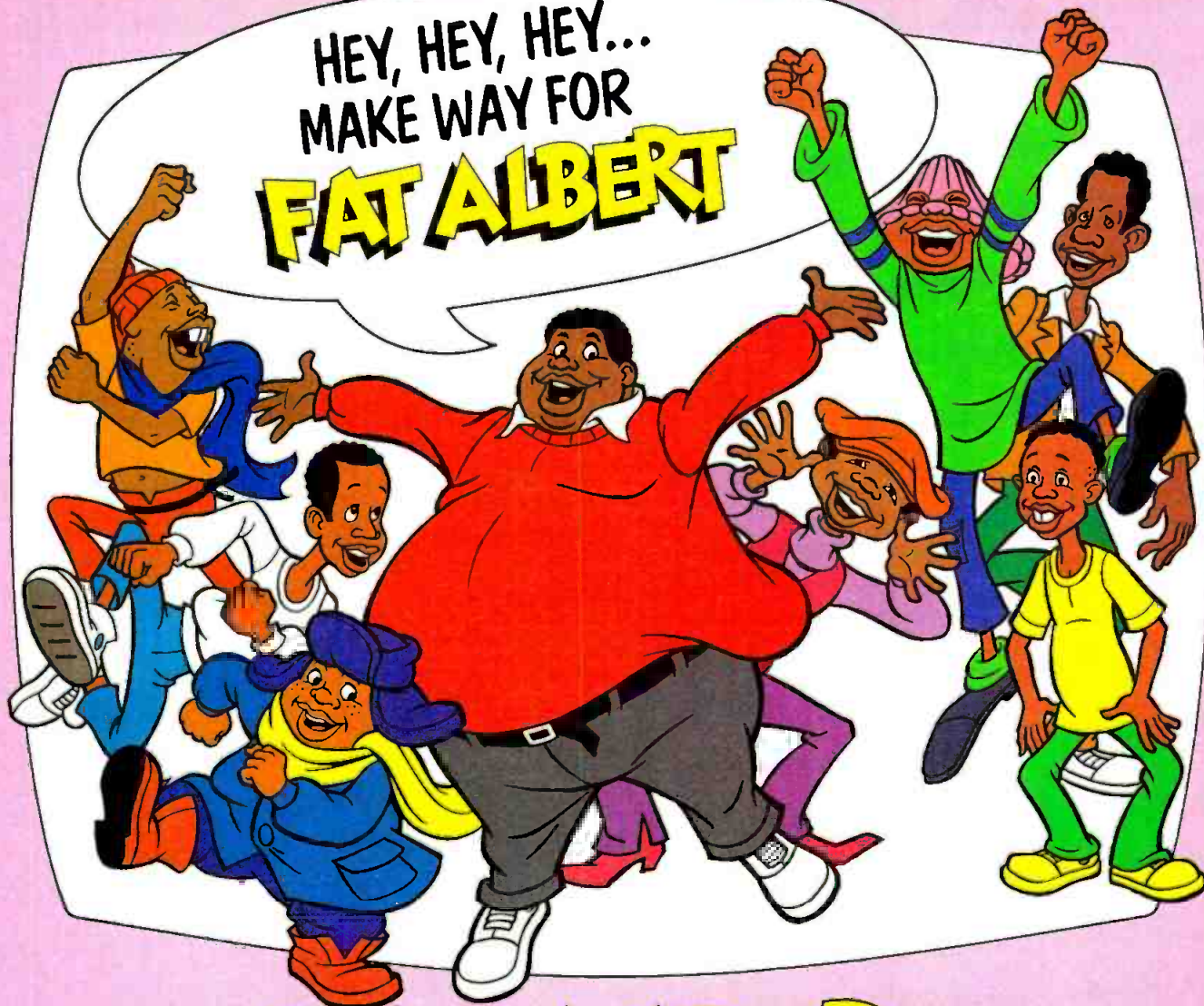
month for its service, Price said, but large-system, large-MSO and prepayment discounts bring the average charge down to about seven cents.

One of the WGN-TV's big attractions is National League baseball. It broadcasts games of the Chicago Cubs, and Price was hopeful that the team's current owner, The Tribune Co., would begin pouring money into the team, make the perennial loser a winner and increase the appeal of the team and the station.

Eastern Microwave Inc., distributor of WOR-TV, has yet to recover all the 800,000 homes it lost as a result of the CRT hike. Eastern Microwave's Gil Korta said viewership now stands at 6.2 million homes, around 100,000 fewer than at this time last year. But with a big push at the Western Cable Show, he said, Eastern Microwave hopes to replace the last of its lost subscribers by the end of the month.

The New York superstation has more sports than ever, Korta said, broadcasting some 350 live events each year. The teams include New York Rangers, New York Islanders and New Jersey Devils (hockey); the

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Filmation is producing 50 new half-hours to go with 40 of the best episodes from its CBS run. The result: 90 top quality shows, exclusive to syndication, for daily stripping beginning in September 1984.

Very funny. Very warm. Very much a winner.

Fat Albert and the Cosby Kids will make your station THE station for children's programming in your market. And earn you the thanks of the kids, their parents - and advertisers as well.

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At USA, we think 24 hours of sports is terrific. But at 2 PM, Reggie Jackson hitting a home run when no one is home is not so terrific.

Instead we run a game in prime time when there are spectators to watch.

And rock music hits a high note in any schedule. But "The Cars" rocking away at 11 AM seems more like an accident. So we rock late at night when someone's there to listen.

In fact, we've programmed every single moment of the day to appeal to the people who are home at the time. In other words, we give you 24 hours of audience.

You've always called them subscribers. But a subscriber who isn't part of an audience isn't happy. And an unhappy subscriber is a potential disconnect.

That's why we program for women at a time when they're home. Daytime. We start the morning with shows like "Alive and Well" to exercise the body and follow with "Sonya" to exercise the mind.

Then mornings and afternoons after school, we feature "Calliope" and "Cartoon Express" expressly for kids.

And, in prime time, we offer prime sports for men. We have exclusives on NHL Hockey and Major League Baseball. All live.

Then late at night we have cult entertainment on "Night Flight" and rock and roll night club acts on USA "Hot Spots" for teens and young adults.

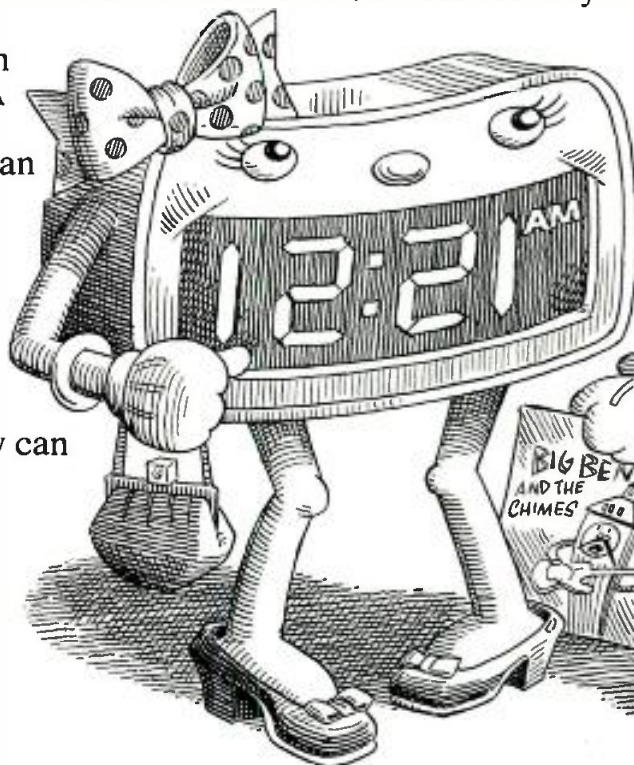
That way, no matter what the time, we give you an audience that's changing with it.

It's an idea that's made the USA Cable Network the one network that's getting a sitting ovation.

And a family audience that's applauding your programming is a family that'll keep on subscribing.

So if you're ready to add a 24 hour audience to your cable schedule, call us.

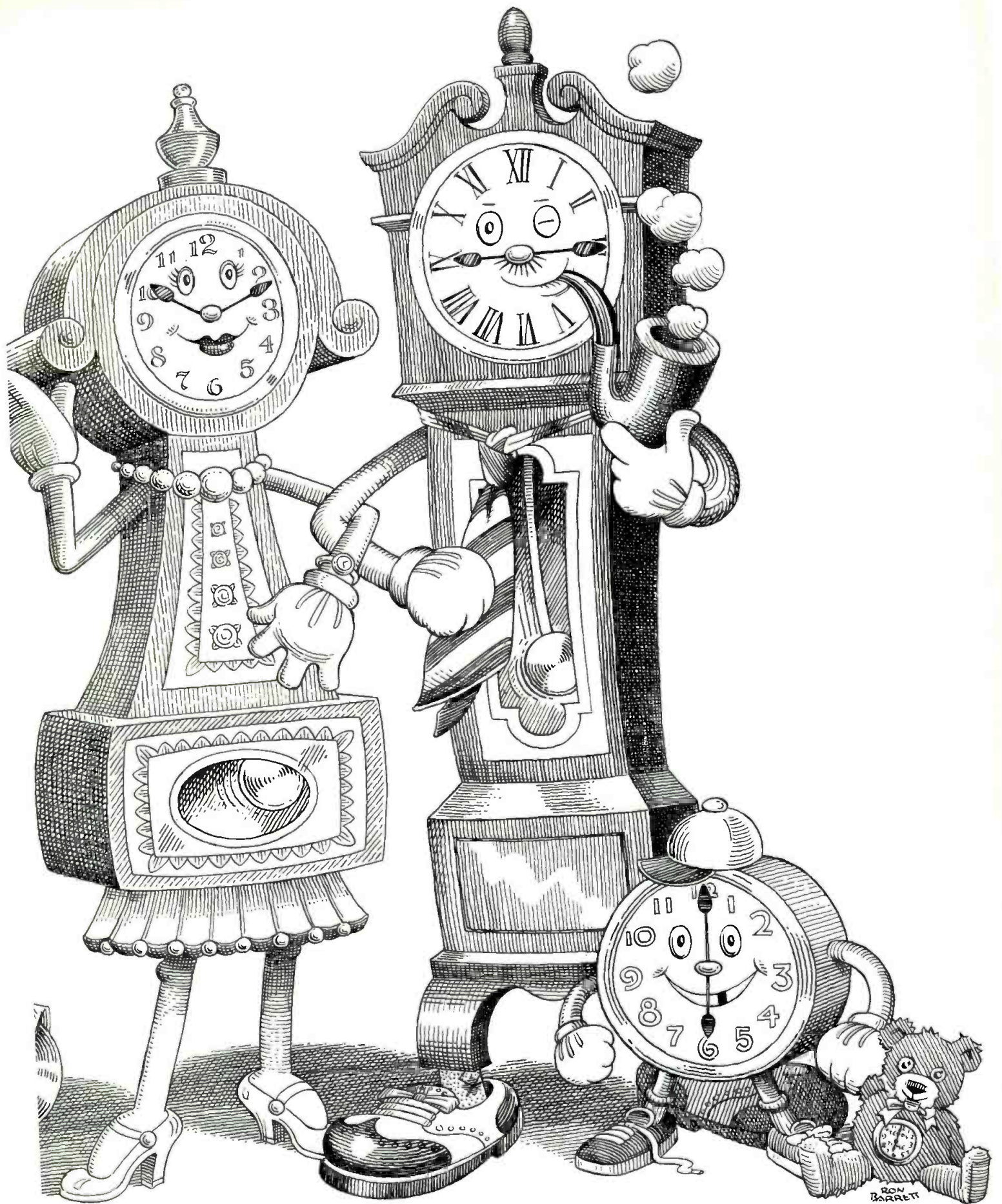
After all, we're the one cable network the family can be at home with. No matter what time they're home.



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**WE FEATURE A 24 HOUR AUDIENCE**





New York Cosmos (soccer); New York Knicks and New Jersey Nets (basketball), and New York Mets (baseball). The station also broadcasts more than 50 hours of movies each week, he said.

The CRT increase did not have quite the impact on WTBS, which is marketed by its owner, Turner Broadcasting System Inc., as it did on the other superstations. According to TBS's Nory Lebrun, the superstation suffered an immediate loss of about 350,000 viewers, but they were quickly replaced and growth in 1983 "has been right on target." In most new builds, he said, the service "is as close to a cable must-carry as you can get." The service is the biggest in the business: 5,717 systems and 27,654,000 homes—and one of the few making money.

The centerpiece of WTBS's programming is the games of the Atlanta Braves (baseball) and the Atlanta Hawks (basketball). TBS owns both franchises. The superstation has been helped, as has TBS as a whole, by the Braves' on-field success over the past two years. They made the playoffs in 1982 and narrowly missed making them this year.

The USA Cable Network, which has 3,600 affiliates and 21 million subscribers, has started to mix other types of programming into its prime time lineup, which has traditionally emphasized sports. But spokesman Barry Kluger rejected the idea that the network is drifting out of sports programming. "We will bid aggressively for the sports contracts when they come up," he said.

Among the new nonsports programming that will be premiering in January: *Bewitched*; *The Cover Story*, a one-hour celebrity interview show; *The Great American Home-maker*, a half-hour of tips on various aspects on home management; *Pumpkin Creek*, a new children's program from Taft Broadcasting, and *Celebrity Chef*, a half-hour show with a celebrity cook.

Under the guidance of Andrew Besch, vice president, marketing, and Diane Sharon, director of affiliate marketing, USA will once again do its own marketing beginning Jan. 1. Home Box Office, under contract from USA, has been handling the marketing chores.

Next year will be a watershed for the Cable Satellite Public Affairs network. It will cover

its second presidential campaign and has plans for a second network. It has already begun covering candidates at selected events and will continue next year with the state caucuses and live coverage of both the Republican and Democratic conventions. C-SPAN crews will be on the road covering the candidates and will hold live call-in shows from the sites of campaign appearances. C-SPAN plans to have its second network up and running next year on the Galaxy satellite. It will simulcast until it gains access to Senate television coverage.

Black Entertainment Television is rebuilding its subscriber base after last year's switch to Westar V. The service, which dropped from 9.5 million to 2 million subscribers, now stands at 5.4 million. BET reports it did not lose advertisers with the drop, and now has 35 advertisers. BET's most recent programming additions include its music video show, *New Video Soul*, and a call-in show, *A Conversation With*, both of which debuted in September.

Lifetime, the basic service resulting from the merger of the Cable Health Network and Hearst/ABC's Daytime, will launch Feb. 1. The new service will be transmitted from Satcom III-R, transponder 17, now used by CHN. Lifetime executives expect to have 1,602 systems reaching 16 million subscribers receiving the service at launch. By the end of 1984, they hope to have 24 million subscribers. Lifetime will draw on the more popular programming of Daytime and CHN as well as new fare. The presidency of the service remains open. Bruce Johnson is "designated" president of Hearst/ABC-Viacom Entertainment Services Inc. (HAVES), the joint venture with day-to-day control over Lifetime, but he has announced he will not accept the permanent presidency.

Turner Broadcasting System's Cable News Network and CNN Headline News are wasting no time capitalizing on the demise of Satellite News Channel (TBS purchased the competitor for \$25 million and shut it down). With SNC dead for less than a month, TBS has notified cable operators that the average per-subscriber per-month charge for the services would be raised from about seven cents to 15 cents. The additional revenue

should allow TBS to recover the \$25 million it paid for SNC and, eventually, put the two news services into the black. Together, they are expected to lose \$15 million-\$16 million this year.

The health of the two news services is also improved by the absorption of 4.4 million former SNC homes. CNN picked up 1.7 million of them; CNN Headline, 2.7 million. According to the latest Nielsen figures by way of TBS, CNN reaches 22,626,000 and CNN Headline, 8,330,000. TBS officials point out, however, that those numbers may not yet include all the former SNC homes.

Spanish International Network Inc. will not have new affiliate and subscriber counts for its GalaVision Spanish-language pay television service until next month. But according to the June numbers, the service has 160 affiliates and 120,000 subscribers. According to Juanin Reid, head of programming for GalaVision, the channel continues to offer its subscribers a variety of programming, including movies, soap operas, musicals and sports.

SIN Television Network, GalaVision's advertiser-supported co-owned service, now has 220 cable affiliates. But Susan Catapano, head of SIN Television affiliate relations, said there is no breakout available on how many homes the affiliates reach. However, she said, most of the 27.2 million potential viewers are reached through 10 full-service and 11 LPTV stations. Unlike most cable networks, SIN compensates its cable affiliates. According to Catapano, SIN will pay cable affiliates a monthly fee for each of its Spanish-surname subscribers. The fee gradually increases over the first year, she said, and levels off at 10 cents per subscriber, per month.

The Disney Channel has broken all its subscriber projections to date, and totals 531,000 subs since its April launch. It will begin the switch to Galaxy I in January, simulcasting both there and on Westar V until the latter's contract runs out. The service expects to break even in mid- to late-1985 when it reaches 2 million subscribers.

Disney is in the midst of its largest marketing campaign, a Christmas promotion using direct mail, local media and cable program guides with new subscribers receiving a free Mickey Mouse toy. The \$500,000 campaign is said to reach 6.8 million or 75% of all the basic homes on the 1,136 systems that carry Disney.

On the programming front, the channel is working on its second movie, *Gone Are the Days*, with Harvey Korman. New series in production that will air next year along with *Days* include *Steve Allen Music Rooms*, and a children's show, *Five Mile Creek*. One statistic Disney is promoting to demonstrate the appeal of the service is that 20% of all subscribers have no children.

The PTL Club, now in 8.1 million homes, is making changes on the technical, marketing and programming fronts. It converted to stereo last month, the first religious service to do so, it claims, and it will be debuting a new

## Cable TV's audio ancillaries

	Total systems	Total subs	Cost per sub, per month
Bonneville's Easy Listening	N/A	N/A	2 cents (basic) 20 cents (premium)
Cable Jazz Network ***			5 cents
The Jazz Network	13	765,000	free
Seeburg's Lifestyle (easy listening)	250	2,000,000	14 cents
Love Sounds (contemporary Christian) ***			3 cents
Moody Bible (contemporary Christian)	26	369,580	free
Nice and Easy (easy listening) ***			3 cents
SCAN (8 services)	22	124,000	2 cents
Satellite Radio Network (religious)	35	300,000	free
WFMT(FM) Chicago (classical)	281	1,000,000	2 cents

\*\*\* To be launched this month



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“Wheel of Fortune” wins an average 71% bigger audience than stations’ previous access strip programming!

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That’s what Arbitron discovered when it surveyed 15 markets where “Wheel” plays as a new access strip. Arbitron shows substantial rating increases in everyone of the 15 markets!

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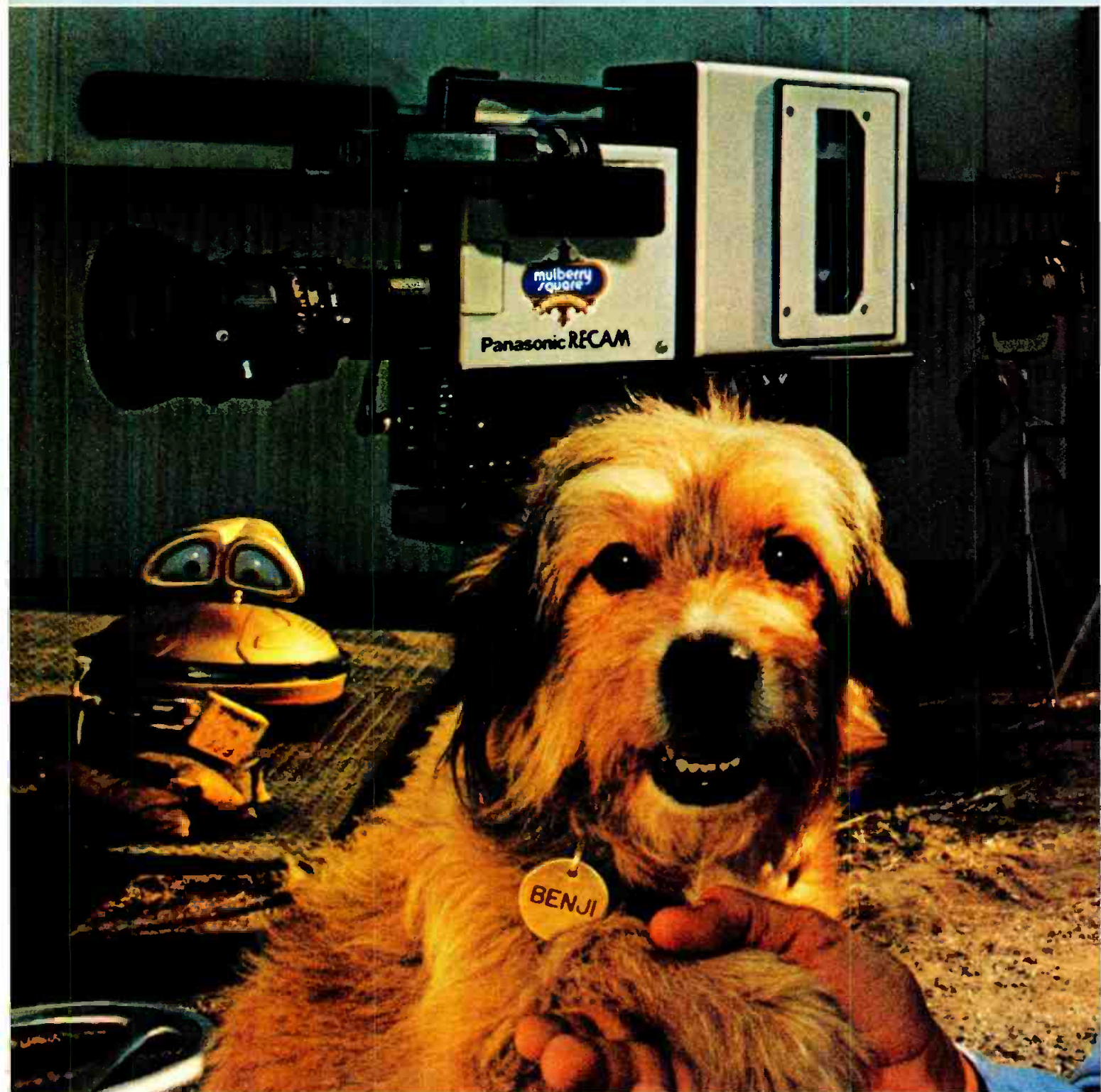
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On Saturday mornings, children all over America are being entertained by a unique new CBS-TV series, "Benji, Zax and the Alien Prince." What makes this show unique is more than a lovable dog. It's the fact that this Mulberry Square Productions project is the first network series

entirely shot and edited on ½-inch tape. And the system they selected was Panasonic Recam.

One of the reasons Joe Camp selected Recam is its incredible YIQ M-Format picture quality. Another reason is its portability. It makes changing scenes and locations fast

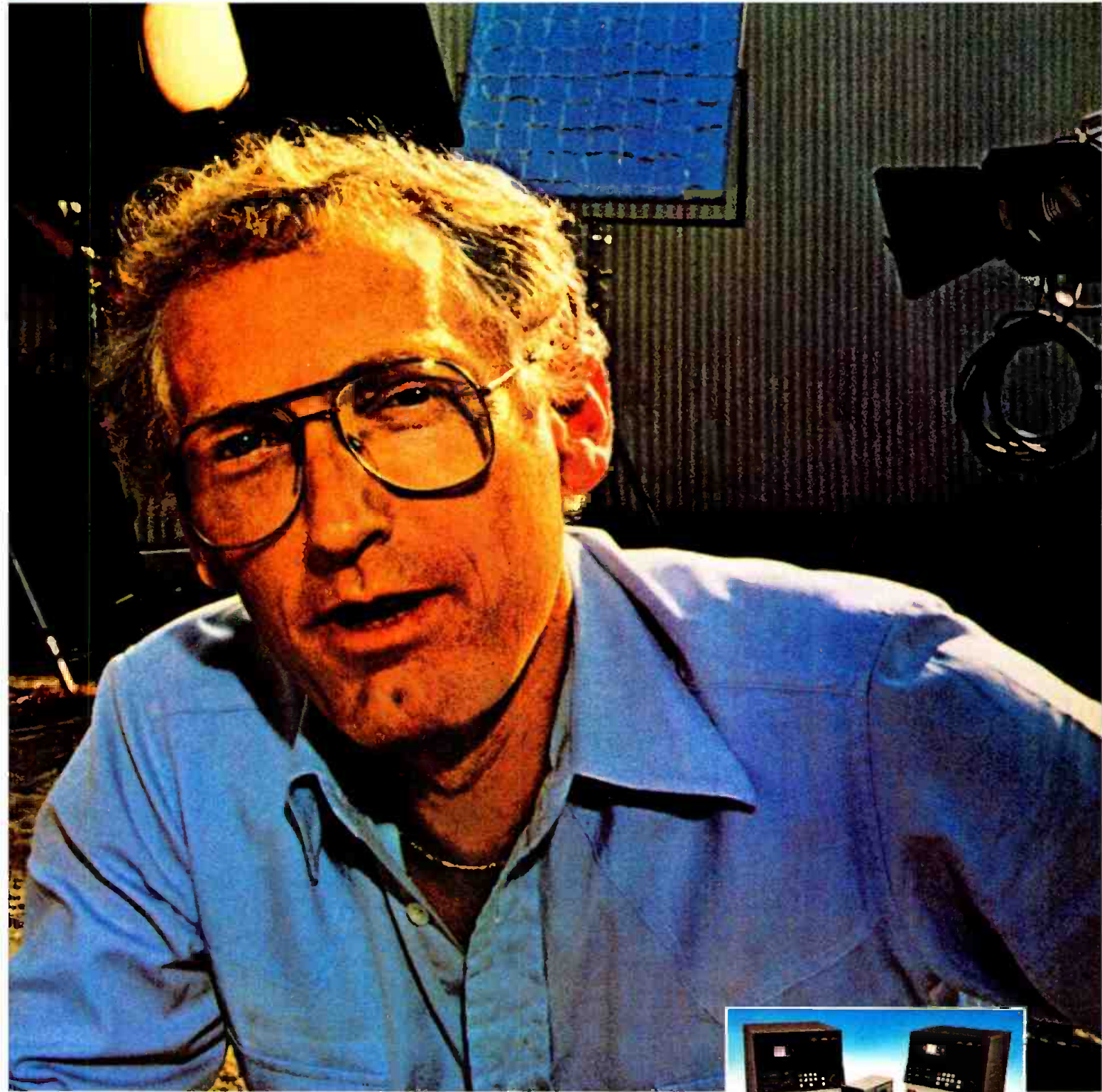
and easy. And that's important on a tight production schedule.

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# new Benji TV series possible."

Joe Camp, *Creator of Benji.*



Sports to record their momentous ascent of Mt. Everest for "The American Sportsman!" And by the producers of the epic science-fiction film "Dune" to record "The Making of Dune" for TV broadcast in 1984.

You can see "Benji, Zax and the Alien Prince" on Saturday mornings.

But you can see Recam right now. Just call your nearest Panasonic regional office:

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Midwest: (312) 981-4826

Southeast: (404) 925-6835

Southwest: (214) 258-6400

West: (714) 895-7200



**Panasonic**  
AUDIO-VIDEO SYSTEMS DIVISION

on-air logo on Jan. 1. By then it will have increased its weekly live programming from 15 to 20 hours. New programming set for next year includes a women's talk show, *The Real World of Tammy Faye* (wife of PTL Club host Jim Bakker); a top 10 Gospel hits show for teen-agers, *More than a Song*; a Christian music video show, *Sound Effects*; a show on prophecy, *Prophecy Digest*; an exercise show, *Shape Up*, and what is described as a *Saturday Night Live*-type show with humor and sketches entitled *Nightlive*, with Todd Fisher, son of Debbie Reynolds as host.

□

The **CBN Cable Network** is busy spreading the word of its switch from religious to family programming. It lists 23 million subscribers on 3,900 systems and 110 advertisers. CBN "is in the black," according to a press spokesman, and is reviewing a move to Galaxy I. New shows set for next year include two health and fitness shows, *Fit for Life* (with Pam Carter, sister of Lynda Carter) and *Alive!* (with former *Wheel of Fortune* hostess Susan Stafford); *Blondie*, a syndicated comedy, and four former network series: *Timmie and Lassie*, *The Best of Groucho Marx*, *The Rifleman* and *Alias Smith and Jones*.

□

A fee to cable operators will ring in the New Year at **The Weather Channel**. On Jan. 1, affiliates in Nielsen markets 1-15 will be charged 3 cents per subscriber; markets 16-50, 4 cents, and markets 51 and above, 5 cents. A spokesman said the service has had some negative feedback from smaller cable operators, but that the company needs the increase to get closer to profitability, expected "within the next three years." A total of 55 advertisers are signed for next year. The service, under the leadership of John Wynne, president, who is also president of parent Landmark Communications broadcast and video entertainment division, is in the midst of mapping out the changes it will undertake next year. Wynne arrived after last summer's corporate infighting between Landmark and WC President John Coleman. Morale "is remarkably well," a spokesman said, adding employees were "over the trauma" of last summer (BROADCASTING July 11 et. seq.).

□

The Southern Baptist Radio and Television Commission said its **ACTS Satellite Network** (American Christian Television System) is already at the eight million homes mark in system commitments although the service won't be on-air until next May. The service will deliver "16 hours of original family Christian entertainment each day."

Cable MSO's signed include ATC, Group W, Storer, Cox, Telecable, Heritage, TCA Cable, Daniels & Associates, Vision Cable and Metrovision. ACTS hopes to have 16 million subscribers on line at its launch and has sent out 300 regional consultants to woo cable operators to take ACTS and help establish local promotional campaigns. Bill Nichols, director of broadcast services for the SBRTC, said 25% of the programming "will be directly religious." The service will have a talk show; a call-in counseling program; music, drama and variety specials; informa-

tional programming, and a daily children's programs.

The service will be delivered free to operators, with funding to come from the Southern Baptist Convention and private donations. Cable won't be ACTS only distribution method; the service has construction permits for two low-power and four full-power television stations.

□

A new title, **The Learning Channel**, has made the former Appalachian Community Service Network a "much more saleable product," says Judy Baluee of ACSN. The adult education service, which runs 10 hours weekdays, will increase its weekend programming from 7 to 10 hours in January. ACSN is a nonprofit corporation, but is beginning to experiment with advertising related to the programming in which it is placed.

**Genesis StoryTime**, a subsidiary of Genesis Research Corp., Winnipeg, was launched Oct. 31, although the necessary headend equipment for affiliates won't be available until this week and systems will not begin offering the service until Jan. 1. StoryTime is a 24-hour "electronic children's storybook" (BROADCASTING, Nov. 14). The service will use Telidon videotex and computer-generated graphics to illustrate stories. Genesis has acquired the rights to 200 stories. ACI Corp., Tulsa, Okla., will market the service in the U.S. Its first signing came last week: a Group W Cable system in Lake View, Tex., with a 6,000 subscribers.

□

The **Nostalgia Channel**, a proposed advertiser-supported service introduced at the Atlantic Cable Show, has signed a transponder agreement with Western Union for a transponder on Westar V. The channel proposes 24 hours of classic films, vintage television shows and some original programming (BROADCASTING, Nov. 7). Officials hope to launch next spring and are claiming commitments from cable systems serving 10 million subscribers, including 30 MSO's. A pre-launch test on several UHF stations in California will take place this week during the Western Cable Show.

□

Another programming service, **The Silent Network**, plans to launch on Feb. 2. Its programming, two hours weekly, 6 to 8 p.m. Thursday, is designed for the hearing impaired. Programming will be accompanied by voice, sign and open captioning. The service will be advertiser-supported, with a spokesman saying negotiations with major advertisers and those selling deaf products are on-going. The five shows include a celebrity talk show, *Off Hand*; an aerobics show, *Aerobisign*; a teen-age sexuality show, *Handle With Care*; a musical show, *Musign*, and a musical variety show with a deaf dance troupe. Launch commitments at present total 5.2 million homes on 256 systems. The Silent Network will use Comstar D IV, transponder 9H.

□

One of the newest cable services—it debuted on Westar V on Nov. 1—is the quasi-religious **University Network**. The **UN-Channel**,

as it is being promoted, is a showcase for W. Eugene Scott, head of the Faith Center Church in Glendale, Calif., and the Westcott Christian Church in Oroville, Calif. According to Joseph Cortes, vice president of the churches, the 24-hour-a-day service features Scott "teaching" his philosophy which intertwines archeology, anthropology, the Bible, biblical languages, the solar system and the pyramids. Cortes said Scott appears live three hours a night (8-11 p.m. Pacific time) Monday through Saturday and "all day Sunday." The rest of the time is filled with tapes of Scott's teaching, Cortes said.

Through its transponder, which it leases for around \$150,000 a month from Netcom Enterprises, Cortes said, the UN-Channel reaches 25 cable systems and around 300,000 homes. The UN-Channel, which is supported by viewer donations, he said, has had to pay for carriage on some of the systems. Cortes hopes to greatly expand the service's cable reach. "We're really pushing it," he said. "We want to be everywhere."

The move to the satellite was necessary if Scott is to continue to receive wide television exposure. For a variety of reasons, including allegations of fraudulent fund raising, the FCC has revoked Scott's license for KHOF-TV San Bernardino, Calif., and in initial decisions, has recommended taking away his license for KVOF-TV San Francisco. To avoid losing WHCT-TV Hartford, Conn., Scott has sold the station under the FCC's distress-sale policy. The FCC has yet to approve the sale.

□

The **Eternal Word Television Network**, the four-hour daily Catholic programming network, is bringing back next January its *Mother Angelica Live* call-in program, originally run on Tuesday, Wednesday and Thursday in October. The format of a different guest each night will continue.

□

Music video has also caught on at the **Satellite Program Network**. The life style, informational and how-to service ditched its morning programming and is now running a MOR music video show, *The Music Channel*, from 5 a.m. to noon, with artists such as Dolly Parton, Al Jarreau and Michael Jackson. SPN's Shelly Browne reports a beefed-up sales and marketing team has helped the network jump from 8.7 million subscribers to 10.4 million in the past two months. Successful programming on the service includes *American Baby*, in which, Browne says, is always sold out, and its personal computer and microwave cooking shows.

□

Pay-per-view programming on cable has almost exclusively been boxing events. Both **PPV Associates** and the **Don King Sports and Entertainment Network** produce once-a-month boxing cards and send them to the affiliates and homes listed in the chart. Both also distribute major single boxing events. With Don King promoting next year's musical tour of the Jackson family, which will include Michael Jackson, the possibility of a Jacksons P-P-V concert exists.

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Los Angeles' Biltmore hotel, site of NCTA's programming conference



Anaheim's Convention Center, site of the Western Cable Show

## Cable's big week in California

### NCTA's programming conference and Western Cable Show on the bill in L.A. and Anaheim

The cable industry will get a chance to take a hard look at itself this week as it convenes in Los Angeles and Anaheim, Calif., for the National Cable Programming Conference and the Western Cable Show. Through the many scheduled panel sessions, cable operators and programmers will have an opportunity to evaluate events since their last major gathering—the National Cable Television Association convention in Houston in June—and adjust their business thinking to accommodate them.

And both shows, particularly the Western Cable Show, which features an extensive exhibition of hardware and software suppliers, will give attendees a chance to do face-to-face business.

The NCTA-produced NCPC, which started yesterday (Dec. 10) at the Biltmore hotel in downtown Los Angeles, focuses on cable programming. Its agenda covers developments in pay television, the explosion in sports programming, what viewers want or think they want, the First Amendment rights of the industry, who pays for cable programming, the music video rage and the future of cable programming.

According to Char Beales, NCTA's vice president of programming and marketing, more than 800 are expected to attend the programming meeting, about half as many as showed up last year. She cited two reasons for the decline: the conference is scheduled on a weekend just two weeks before Christmas and the leasing of hotel suites by cable networks for signing up cable affiliates and meeting with program suppliers has been dropped.

Organizers of the NCPC have set aside time for the Council for Cable Information, represented by Daniel Ritchie, chairman of CCI and chairman of Westinghouse Broadcasting and Cable, and Kathryn Creech, president of CCI, the consortium of opera-

tors and programmers, to present its current strategy for its national image-building campaign for the industry. They will announce the selection of the McCann-Erickson advertising agency to develop and execute the campaign.

The highlight of the NCPC will be presentation of the Awards for Cable Excellence (formerly the Awards for Cablecasting Excellence). The two-part production will be held at the Cocoman Grove in the Ambassador hotel.

Some of the programming and craft awards will be presented during a one-and-one-half-hour ceremony. The rest of the programming and craft awards and the performance awards will then be given out in a two-hour ceremony being produced by Dick Clark Co. and being televised nationally at 3:05 p.m. NYT by superstation WTBS(TV) Atlanta. The televised ceremony will feature entertainment by the rock group Quarterflash, singers Lou Rawls and Charly McLain and slapstick comedian Gallagher.

Tomorrow morning (Dec. 13), most of the NCPC attendees will make the hour's drive south to the Anaheim convention center for the start of the three-day Western Cable Show, the annual convention of the California Cable Television Association. There, they will join some 11,000 other cable operators, programmers and providers of hardware and services to the industry. According to organizers, the exhibition will be bigger than ever: Some 270 companies have purchased more than 325,000 square feet of space on the convention center floor.

The attendees will be welcomed at a general session—"Cable: The Quality Connection"—tomorrow afternoon. It features Anna Marie Hutchison, Eagle North Communications (moderator); Gerald Levin, Time Video, and Marc Nathanson, Falcon Communications.

The FCC will have its own panel session, "Looking at the Future," on Wednesday afternoon, with James McKinney, Bill Johnson and John Wong from the Mass Media

Bureau and Randy Nichols and Dan Brenner from the chairman's office.

Reflecting industry concern about the subject, two panel sessions will focus on the relationship between cable and telephone. "Telco/Cable 101: Introducing the Issues" will be taught by Dale Hatfield, former deputy director of the National Telecommunications and Information Administration, and others.

"Will the Bell Toll for Thee? Telco and Cable in the 80's" will feature Paul Kagan, Paul Kagan Associates; Edward Allen, Western Communications; John Bryson, Morrison and Foerster; Al Boschulte, Pacific Telephone, and Brian Thompson, MCI.

The luncheon speakers are Daniel Schorr of CNN(Wednesday) and NCTA President Thomas E. Wheeler (Thursday). Wheeler's speech on the need for federal cable legislation will be foreshadowed by a Wednesday panel—"H.R. 4103: Pitfalls on the Road to Passage."

Wednesday in Anaheim will also be devoted to technical sessions. Leading the list of sessions there is one on multichannel television, moderated by William Riker of the NCTA. Other sessions focus on microwave frequency coordination, two-degree spacing, theft of service, rebuilds and retrofitting, digital encrypted audio, feed forward vs. conventional amplifiers and 550 mhz systems.

The closing general session, "2001: A Cable Odyssey," will include Burt, Harris, Harris Corp.; Raymond Joslin, Hearst Cable Communications, and Burt Stanier, Group W Cable.

The CCTA's annual banquet and dinner will be held Thursday evening in the ballroom of the Disneyland hotel. Comedian Mark Russell will provide the entertainment.

The agendas for the programming conference and the Western Cable Show appear on page 68. A list of exhibitors at the Anaheim Convention Center for the latter convention begins on page 74. □

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# National Cable Programming Conference

Sunday, Dec. 11

**Registration.** 8 a.m.-5:30 p.m.

**Continental breakfast.** 9-10 a.m. Biltmore Bowl.

**General session.** 10-11:30 a.m. Biltmore Bowl. *Pay TV: What's New Versus What's Needed.* Moderator: Chris Curle, Cable News Network. Panelists: Frank Biondi, HBO; Mike Weinblatt, Showtime; Jim Jimirro, Disney Channel; Paul Klein, Playboy Channel; John Charlton, Warner Amex Cable Communications; John Gault, Manhattan Cable.

**General session.** 11:45-12:45 p.m. Biltmore Bowl. *Sports: The Programming Game.* Moderator: Edward Bleier, Warner Bros. Television. Panelists: Edward Bennett, Viacom Cablevision; Charles Fruit, Anheuser-Busch; William Grimes, ESPN; Kay Koplovitz, USA Cable Network; Joe Smith, Warner Amex Home Sports Entertainment.

**General session.** 2-3 p.m. Biltmore Bowl. *The Viewers' Voice.* Moderator: Mel Harris, Paramount Video. Panelists: Robert Alter, Cabletelevision Advertising Bureau; Paul Lenberg, ASI Market Research; Burton Stanier, Group W Cable.

**General session.** 3:15-4:30 p.m. Biltmore Bowl. *The Video Beat.* Moderator: Robert Pittman, Warner Amex Satellite Entertainment Co. Panelists: Simon Fields, video producer; Mick Fleetwood, Fleetwood Mac; Robert Johnson, Black Entertainment Television; James Mazza, Capitol Records; Mickey Shapiro, M.R.S. Enterprises.

**Special report.** 4:45-5:30 p.m. Biltmore Bowl. *Council for Cable Information.* Kathryn Creech, CCI president; Daniel Ritchie, Group W Broadcasting & Cable, and CCI chairman.

Monday, Dec. 12

**Registration.** 8 a.m.-1 p.m. Biltmore Bowl.

**Continental breakfast.** 8-9 a.m. Biltmore Bowl.

**General session.** 8:30-10 a.m. Music room. *Breakfast with the Congressmen.* Moderator: Monroe Rifkin, Rifkin and Associates. Panelists: Representatives Wayne Dowdy (D-Miss.), Edward Markey (D-Mass.), Mike Oxley (R-Ohio), Robert Whitaker (R-Kan.).

**General session.** 9-10 a.m. Biltmore Bowl. *The Challenge of the First Amendment.* Moderator: Sandi Freeman, Cable News Network. Panelists: Ralph Baruch, Viacom; R. John Cooper, Time Inc.; Christine Hefner, Playboy Enterprises; Senator Robert Packwood (R-Ore.).

**General session.** 10:15-11:15 a.m. Biltmore Bowl. *Programming Costs: Who Bears the Burden?* Moderator: Dr. Sonya Friedman, USA Cable Network. Panelists: Phil Guarascio, Benton & Bowles; Raymond Joslin, Hearst Cable Communications; Alan Landsburg, Alan Landsburg Productions; Dr. John Malone Jr., Tele-Communications Inc.; Terrence McGuirk, Turner Broadcasting System.

**General session.** 11:30 a.m.-12:30 p.m. *Future View: Who'll Call the Shots?* Moderator: Don Farmer, Cable News Network. Panelists: Andre Blay, Embassy Home Video; Gerald Levin, Time Inc.; Ted Turner, Turner Broadcasting.

**Champagne reception and preliminary ACE awards presentation.** 3:30-5 p.m. Embassy ballroom, Ambassador hotel.

**ACE Awards telecast.** 6:05-8:05 p.m. Coconut Grove, Ambassador hotel, with dinner dance following in Embassy ballroom.

# Western Cable Show

Tuesday, Dec. 13

**Welcome session.** 1-2:30 p.m. Welcome by Spencer Kaitz, California Cable Television Association president. Keynote panel: *Cable: The Quality Connection.* Moderator: Anna Marie Hutchinson, Eagle North Communications. Panelists: Gerald Levin, Time Video; Marc Nathanson, Falcon Communications.

**Four concurrent sessions.** 2:45-4 p.m. Room 3. *Facing the Future: Making the Urban Franchise Work.* Moderator: David Ochoa, Buenavision Cable TV. Panelists: Tom LaFourcade, Falcon Communications; Fred Dressler, Mile Hi Cablevision; Robert McRann, Cox Cable.

*Whose First Amendment.* Room 4. Moderator Tracy Weston, attorney. Panelists: Henry Geller, Washington Center for Public Policy Research; Harold Farrow, Farrow, Schildhouse, Wilson and Rains.

*Packaging Cable: Reports from the Trenches.* Room 2. Moderator: Larry Miles, Times Mirror. Panelists: Jerry Maglio, Daniels & Associates; Paul Lenberg, ASI; Mark Greenberg, Prime Cable; Doug Jarvis, Jack Barry Cable TV.

*Congress Views Cable.* Room 6. Moderator: Brian Lamb, C-SPAN. Panelists: Representatives Dan Coats (R-Ind.), Thomas Luken (D-Ohio), Al Swift (D-Wash.), Edward Madigan (R-Ill.).

Wednesday, Dec. 14

**Three concurrent sessions.** 9-10:15 a.m. *Don't Waste Your Time: Making Local Advertising Work.* Room 3. Moderator: Bob Alter, CAB. Panelists: Art Breyfogle, Fresno Cable TV; Virginia Westphal, Viacom; Richard Radford, Group W Cable; Mitzi Lehano, Oceanic Cable.

*Tracking the Golden Geese: Finding Future Revenue Sources for Cable.* Room 2. Moderator: Allen Gilliland, Gill Cable. Panelists: Gustave Hauser, Hauser Communications; Fred Vierra, United Cable; Ted Rogers, Rogers Cablesystems. Reactor: Steven Rosenberg, Paul Kagan Associates.

*Learning by Number: Research Opportunities for the Cable Operator.* Room 4. Moderator: Richard Zackon, CAB. Panelists: Pete Gatseos, ATC; Hazel Kahan, Warner Amex Cable Communications; Michael Allen, Rogers Cablesystems.

**Three concurrent sessions.** 10:30-11:45 a.m. *Upgrade: Anatomy of a Rebuild.* Moderator: Edward Allen, Western Communications. Panelists: Cynthia Erler, Viacom; Gary Hokenson, Cox Cable; Jim Ramo, Long Beach Cablevision; Jack Biggins, utility relations consultant.

*Training and Managing Your Marketing Personnel.* Room 4. Moderator: Andi Belloff Arrick, Viacom. Panelists: Cynthia Weintraub, Tele-Communications Inc.; Judy Kulis, Falcon Communications; Pat Soley, United Cable; Gary MacGregor, Tribune Cable Communications.

*The Technological Future in Nontechnical Terms.* Rooms 5, 6. Moderator: Benito Forte, Nortabene Communications. Panelists: Israel Switzer, Media General; David Willis, TCI; Gill Tash, Times Mirror; Rick Clevenger, Cox Cable.

**Wine tasting reception.** 11:45 a.m.-12:30 p.m. Room 1.

**Luncheon.** 12:45-2:15 p.m. Grand ballroom, Marriott hotel. Speaker: Daniel Schorr, Cable News Network.

**Four concurrent sessions.** 2:30-4 p.m. *Hands Across the Water: The Expanding International Cable Marketplace.* Room 6. Moderator: Neil

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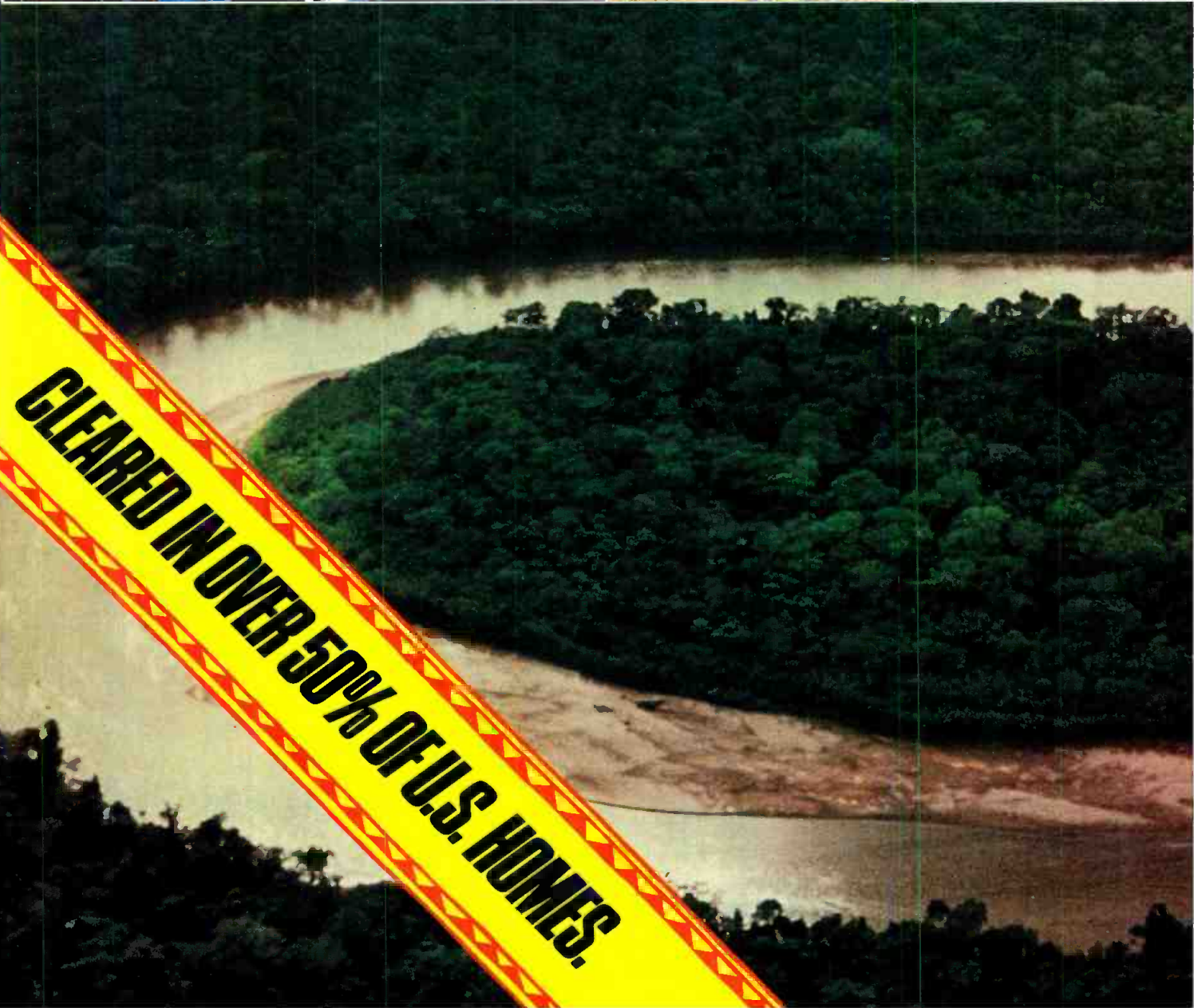
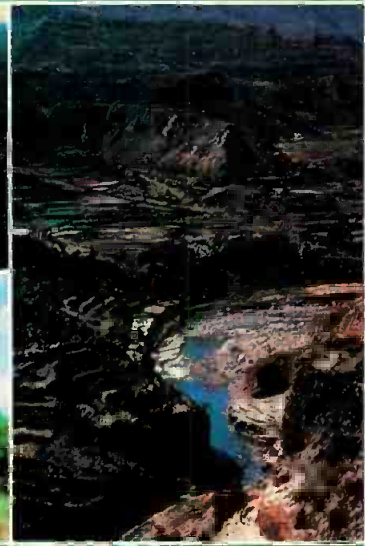
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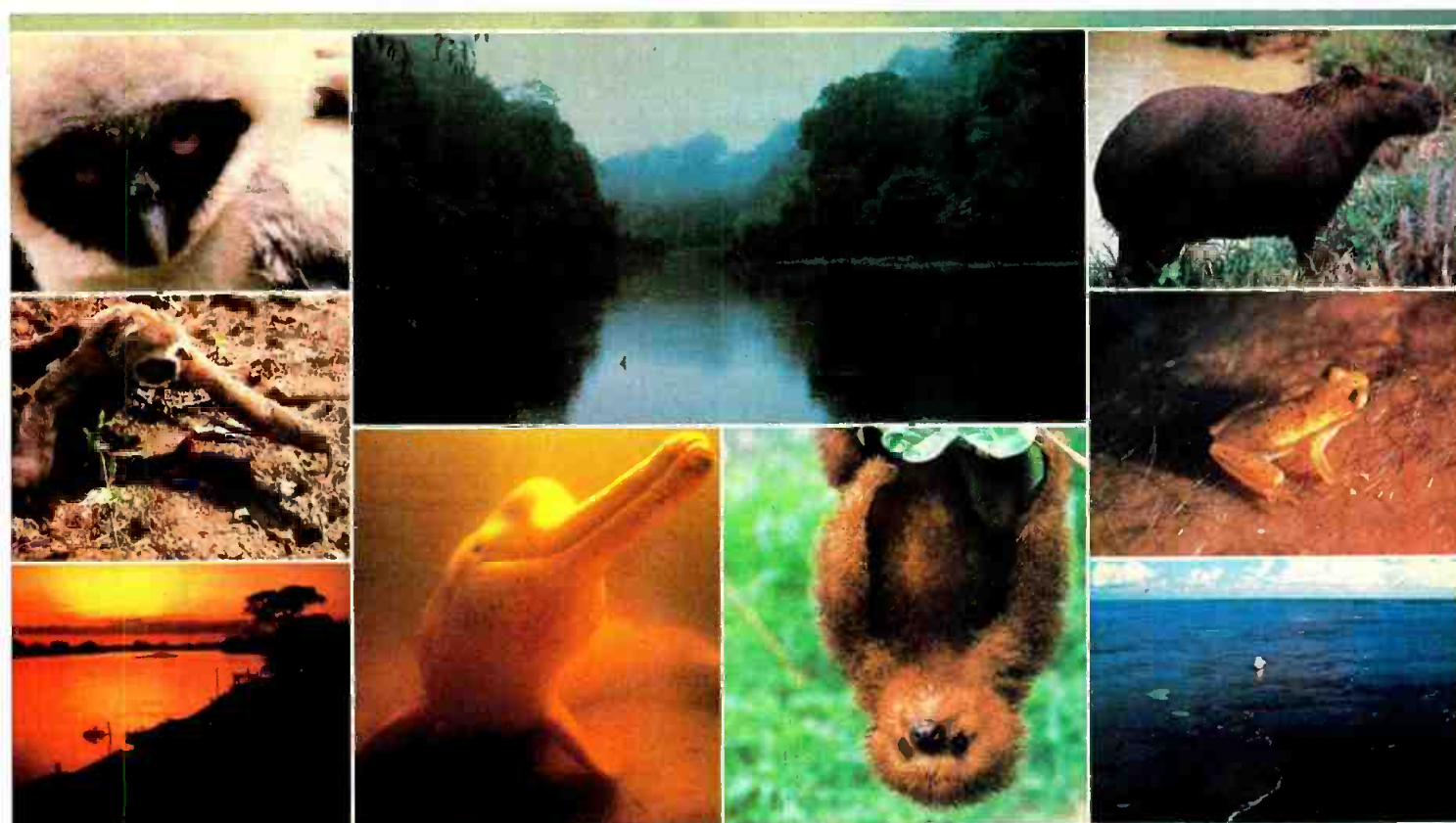
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McHugh, Viacom World Wide. Panelists: Patrick Whitten, Technology Research Ltd.; Kevin Morrison, Central Independent Television; Bruce Fireman, Charterhouse Japhet PLC.

**Right on Target: Marketing to Specific Audiences.** Room 4. Moderator: Charlie Townsend, United Cable. Panelists: Steven Ste. Marie, Viacom Cable; Tom Willett, Continental Cablevision. Reactor: Nicolas Furlotte, *Cable Marketing*.

**HR 4103: Pitfalls on the Road to Passage.** Room 5. Moderator: Ed Merlis, NCTA. Panelists: Representatives Cardiss Collins (D-Ill.), Mickey Leland (D-Tex.), Howard Nielson (R-Utah), Bill Richardson (D-N.M.).

**Telco/cable 101: Introducing the Issues.** Room 3. Presenter: Dale Hatfield, former deputy director, National Telecommunications and Information Administration.

**General session. The FCC Connection: Looking to the Future.** Participants: James McKinney, Bill Johnson, Steve Ross and John Wong, Mass Media Bureau; Dan Brenner and Randy Nichols, chairman's office.

## Thursday, Dec. 15

**Cablepac breakfast.** 7:45-9 a.m. *Two Perspectives: Which Party Will Control Congress and the Presidency in 1984?* Marina ballroom, Disneyland hotel. Moderator: Spencer Kaitz, CCTA. Panelists: Representative Thomas Daschle (D-S.D.), Senator Richard Lugar (R-Ind.).

**Four concurrent sessions.** 9-10:15 a.m. *It Still Doesn't Grow on Trees: Raising Capital in the 80's.* Room 4. Moderator: Rick Michaels, Communications Equity Associates. Panelists: William Egan, Burr, Egan, Deleague; Brenda Dugan, National Westminster Bank U.S.A.; Bernard Schotters, TCI; James Ackerman, Becker Paribas.

**Developing People Power.** Room 3. Moderator: Dwight Tierney, Warner Amex Communications. Panelists: Katie Lee, McCaw Communications; Rosie Perdew, Falcon Communications; Dan Donohue, Colony Communi-

cations.

**Setting the Stage for Franchise Renewal.** Room 2. Moderator: Jeanne Spinner, Times Mirror. Panelists: Lynn Yeager, Viacom; Chris Forgey, Warner Amex Cable Communications; John Evans, Arlington Telecommunications; Malcolm White, Colony Communications.

**Marketing for Greater Retention: Keeping Your Subscribers Turned On and Tuned In.** Rooms 5, 6. Moderator: Richard Maul, Western Communications. Panelists: Cynthia Winning, Capitol Cities Cable; Alex Papagan, Colony Communications; Gretchen Frank, Rogers Cablesystems.

**Three concurrent sessions.** 10:30-11:45 a.m. *To Thine Own Self Be True: Creating Cable Images We Can Live With.* Room 3. Moderator: Kathryn Creech, Council on Cable Information. Panelists: Linda Beech, Televents; Geri Duckworth, Monterey Peninsula TV Cable.

**Distributing Local Programing For Fun and Profit.** Room 4. Moderator: Kathleen Schuler, Service Cable Television. Panelists: Brian Owens, Valley Cable Television; Larry Namer, Cable Communications Unlimited; Gene Linder, ATC.

**Will the Bell Toll for Thee? Telco and Cable in the 80's.** Room 2. Moderator: Paul Kagan, Paul Kagan Associates. Panelists: Edward Allen, Western Communications; John Bryson, Morrison and Foerster; Al Boschulte, Pacific Telephone; Brian Thompson, MCI.

**Wine tasting reception.** 11:45 a.m.-12:30 p.m. Room 1.

**Luncheon.** 12:45-2:15 p.m. Grand ballroom, Marriott hotel. Speaker: Thomas Wheeler, NCTA.

**Closing general session.** 2:30-4 p.m. *2001: A Cable Odyssey.* Orange County room. Moderator: Paul Maxwell, *Multichannel News*. Panelists: Burt Harris, Harris Cable Corp.; Raymond Joslin, Hearst Cable Communications; Burt Staniar, Group W Cable.

**Reception and dinner.** 6:30-midnight. CCTA annual banquet with comedian Mark Russell. Grand ballroom, Disneyland hotel.

## Exhibitor list

The following is a list of exhibitors for the Western Cable Show at the Anaheim Convention Center. An asterisk denotes a new product.

**ACTS Satellite Network** 1360  
6350 West Freeway, Fort Worth 76150

Family Christian programing. **Staff:** Dr. Jimmy Allen, Luke Williams, Ron Dixon, Bill Nichols, Lloyd Hart, Beth McChesney, Jerry Jones, Howard Whiteley, Mike Wright, Paul Brown, Bonnie Sparrow, Greg Warner.

**ADT Security Systems** 904B

One World Trade Center, New York 10048

**Staff:** Robin Weber.

**Advance Industries** 787

2301 Bridgeport Dr., Sioux City, Iowa 51102

Manufacturer and installation of towers and pre-assembled equipment. **Staff:** Manuel Camposano, Richard Jacobs.

**Allied Steel & Tractor Products Inc.** 990

5800 Harper Rd., Solon, Ohio 44139

Hole-Hog trenching device. **Staff:** Gregory Smith, Thomas Murphy, Allen Springer.

**Alpha Technologies** 755

1305 Fraser St., D-6, Bellingham, Wash. 98226

Fast transfer CATV power supplies batteries supervisory system and remote status monitoring, AP 880 series modular standby supplies\*. **Staff:** Fred Kaiser, Johan Dooyeweerd, Randy Pattison, Bob O'Hara, Les Forwood, Steve Miller, Gerry Quinn, Mitch Anderson, Al Laughlin, Elk Ebert.

**AM Cable TV Industries** 1340

Box 505, Quakertown, Pa. 18951

Construction services and off-premises addressability featuring tier guard system. **Staff:** Dennis Anelli, John Dieckman, Leo Borin, Lindsay Miller, Roy Dietrich, Jim Emerson, Bill Ross, Mac Qurashi, Lee Zernick, Bob Dickinson, Mike Quelly, Steve Jackson.

**Andrew Corp.** 222

10500 W. 153d St., Orland Park, Ill. 60462

4.5-meter earth station antenna, concrete equipment shelter, heliastax coaxial cable and waveguides. **Staff:** Ken Anderson, Tom Charlton, Tom Giab, Bob Janda, Jim Limanowski, Carl Van Hecke, Gary Dorsay, Vern Killion.

**Anixter Communications**

4711 Golf Rd., Skokie, Ill. 60076

**Antenna Technology Corp.** 528, 29,

8711 E. Pinnacle Peak Rd., C-103, Scottsdale, Ariz. 85255

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HOLLYWOOD: 213/464-6131; NEW YORK: 212/930-7500; ROCHESTER: 716/254-1300; SAN FRANCISCO: 415/928-1300;  
WASHINGTON, D.C.: 703/558-9220; MONTREAL: 514/761-3481; TORONTO: 416/766-8233; VANCOUVER: 604/926-7411

Seven-meter earth station\*. **Staff:** Lloyd Bonner, Eric Schechter, Gary Hatch, Al Libby, Scott Grone, Peter Nelson.

**Arko Equipment** 384, 43, 44  
19062 E. San Jose Ave., Industry, Calif. 91748

Personal lift trucks. **Staff:** Larry Borson, Kenny Arnell, Dale Berryman, Wayne Harris, Doug Arnell.

**Armex Cable Corp.** 217  
2700 E. Nine Mile Rd., Warren, Mich. 48091

Cable connectors and hardware. **Staff:** Leslie Day, Michael Bailey, William Orley.

**Arthur Anderson & Co.** 204  
911 Wilshire Blvd., Suite 220, Los Angeles 90017

**Associated Press** 740  
50 Rockefeller Pl., New York 10020

Cable news wire.

**AT&T Information Systems** 340  
333 S. Beaudry Ave., Los Angeles 90017

**Augat Broadband Communications** 975  
Box 111, Horseheads, N.Y. 14845

**Avantek** 1190  
3175 Bowers Ave., Santa Clara, Calif. 95051

TVRO equipment, LNAs, LNC's, associated earth station components, test instruments, digital signal level meter, sweep test system and cable fault analyzer. **Staff:** Don Smith, Bill Le Doux, Rob Corrao, Rich Finney, Bill Emery, Rich Davis, Steve Snyder, Ed Vega, George Sears, Bill Bailey.

**Belden** 515  
2000 Hwy. 27 South, Richmond, Ind. 47374

**Staff:** Bill Donahue, Phil Pennington, Paul Miller, Sam Abernathy, Jim Krabec, John Duffin, Rick Webber, Brad Scherer, Steve Groz, Kanda Kelly.

**Birdview Satellite Comm.** 206  
Box 963, 908 West Chestnut, Chanute, Kan. 66720

Multiple stereo receiver satellite receiving system. **Staff:** Mike Bremer, Gary Spears, Craig Woods, Chuck Burgess, Bob Summerville, Craig Gorky, Jan Mendoza.

**Black Entertainment Television** 1050  
1050 31st St., NW, Washington 20007

**Black Tie Network** 1117  
217 E. 28th St., New York 10016

Producer, marketer and distributor of pay-per-view events. **Staff:** Bruce Brandwen, Howard Burkat, Lisa DeBenedictis, Elizabeth Belleau, Jondi Whitis, Gordon Howard.

**Blonder-Tongue Laboratories** 514  
One Jake Brown Rd., Old Bridge, N.J. 08857

Heterodyne SAW filter modulator\*, custom CATV headend products. **Staff:** Isaac Blonder, George Bahue, Jim Fitzpatrick, Glenn Stawicki, Chuck Fitzer, Martin Siskel, Mike Borick.

**Brad Cable Electronics** 1181

Box 739, 1023 State St., Schenectady, N.Y. 12301

Converter sales and repair, descrambler, seven-channel block converter, converter part sales. **Staff:** Robert Price, Don Sloan.

**Broadband Engineering** 975  
211 Commerce Ln., Jupiter, Fla. 33458

**Broadcasting Magazine** 1285  
1735 DeSales St., NW, Washington 20036  
News magazine of the Fifth Estate.

**Burnup & Sims** 640  
Box 756, Lithonia, Ga. 30058

**Staff:** Robert Long, Larry Wallace, Mike Gepford, Deno Jones.

**Burroughs Corp.** 1250  
Burroughs Pl., Rm. 2F68, Detroit 48232

**Business Systems** 1480  
2720 Wade Hampton Blvd., Greenville, S.C. 29615

Cable management system, in-house interactive computerized billing and customer service system with addressable converter interface. **Staff:** Larry Edwards, Jack Sunderman, Jann Ratts, Don Strobeck, Lee Maynard.

**C&C Cable TV Enterprises** 1116  
1707 Rte. 130 South, Burlington, N.J. 08016

Aerial and underground construction and installation, splicing, balancing and direct sales. **Staff:** David Cihocki, James Cihocki, Richard Cihocki, Larry Whitehead.

**C-2 Utility Contractors** 602  
3698 Franklin Blvd., Box 683, Eugene, Ore. 97440

**C-COR Electronics** 635  
60 Decibel Rd., State College, Pa. 16801

**Cable Call Corp.** 381  
10324 S. Dolfield Rd., Owings Mills, Md. 21117

On-line home security systems. **Staff:** Dennis Pushkin, Seth Kittay, Mike Kovens, Steve Knepper.

**Cable Communications Media** 988  
203 E. Broad St., Bethlehem, Pa. 18018

**Cable Credit Inc.** 808  
1762 Jay Ell, Richardson, Tex. 75081

Nationwide retention and recovery collection agency. **Staff:** Richard Cohen, Paul Poulin, Al Martinez.

**Cable Exchange** 1210E  
Box 4094, Englewood, Colo. 80155

Exchange holdings line of local origination studio equipment including routing switchers\*, video\*, pulse\*, subcarrier and audio DA's\*, RF signal descramblers\*. **Staff:** Hal Bjorklund, Esther Bjorklund, Kim Akiyama, Bill Kennedy, Ed Buchmann.

**Cable Graphic Sciences 1350C and D** 2939 Larkin Ave., Clovis, Calif. 93612

Graphic character generator systems\*, local advertising consulting and sales. **Staff:** Ken Doyle, Gloria Doyle, Kelly Wilcox, James Wilson Jr., Kathy Drugala.

**Cable Safety Systems** 802

20305 McKean Rd., San Jose, Calif. 95120

Stand-by power battery vent systems and maintenance kits, 85 amp stand-by batteries, vault pumps. **Staff:** Norm Bennett, Tab Wilson, Jean McCaskey, Roy McCaskey, Bill Culbertson.

**Cable Spinning Equipment** 715  
3100 Topeka Ave., Topeka, Kan. 66601

Aerial plant construction equipment including cable lashers, placing equipment and lashing wire. **Staff:** Wendell Dietrich, John Innes, Harry Taute, Greg Peterson.

**Cable TV Supply** 405  
5933 Bowcroft St., Los Angeles 90016

**CableBus Systems** 1060  
7869 S.W. Nimbus Ave., Beaverton, Ore. 97005

Security systems. **Staff:** Pat Robison, Patrick Dennis, Dave Park, Karl Hoffman, Charles Sleeper.

**CableData** 505  
Box 13040, Sacramento, Calif. 95813

**Staff:** Bob Mathews, Ray Matteson, Dennis Flynn, Barry Hyne, Maggie Wilderotter, Jerry Nelson, Jack Szlack, Bob Noren, Karl Weiss.

**Cablefacts** 985  
Box 11908, Lexington, Ky. 40578

**Cableshop** 900K  
1370 Main St., Waltham, Mass. 02154

Cableshop advertising service. **Staff:** Susan Robinson, Jennifer Wood, Ellen Wedner, Richard Koski.

**Cablewave Systems** 814  
60 Dodge Ave., North Haven, Conn. 06743

Microwave parabolic antenna, 18 ghz\* elliptical waveguide, low loss foam dielectric coaxial cable\*, air dielectric coaxial cable. **Staff:** Wally Brooks, Vern Hedges, Marv Williams.

**Cadco** 905B  
2701 National Cr., Garland, Tex. 75041

**Cambrian Compsult (GROK)** 385, 86  
249 Cedar St., Sudbury, Ont.

In-house computer systems. **Staff:** Richard Scott, Dennis Duhalme.

**Catel/Tomco** 760  
4800 Patrick Henry Dr., Santa Clara, Calif. 95054

**CATV Services** 780  
3270 Seldon Ct., Suite 5, Fremont, Calif. 94539

**CBA Inc.** 383  
1770 W. Berteau St., Chicago 60613

**Staff:** Frank O'Donnell, Ettore Zuccarino, Craig Allison.

**CBN Cable Network** 830  
CBN Center, Virginia Beach, Va. 23463

**CCS Cable** 1040  
Box 14710, Phoenix 85063

Coaxial cable. **Staff:** Bill Terrill, Bill Adams, Dick MacMillan, Duane Crist.

**Century III Electronics** 310  
610 Neptune Ave., Brea, Calif. 92621

**Channell Commercial Corp.** 855  
620 W. Foothill Blvd., Glendora, Calif.  
91740

Pedestals\*, air and water tight enclosures\*, low profile amplifier housing\*.  
**Staff:** William Channell Jr., Robert Baxter, Gary Zuk, Steve Roby, Norm Bennett, Bob Abrahams, Bruce Rawlings, Randy Diggelmann, Mike Hummel.

**Channel Master Satellite Systems** 960  
Industry Dr., Oxford, N.C. 27565

52-channel CARS band microwave transmission system, digital 60-channel set-top converters. **Staff:** Richard Derrenbacher, Marshall Turner, Steve Dozier, Randy Karr, Ricky Klein.

**Channelmatic** 1420A  
821 Tavern Rd., Alpine, Calif. 92001

**Chapman Associates**  
Verre Center, Suite 206, 1835 Savoy Dr., Atlanta 30341

Information and promotional material on brokering, appraising and financing of cable systems. **Staff:** John Emery, Corky Cartwright, Elliot Evers, David LaFrance, Tom Linder, Martin LoMonaco, Greg Merrill, George Sitts, Ray Stanfield, Peter Stromquist.

**Coaxial Analysts** 1240  
333 Logan St., Denver 80203

Mapping and graphics integrated computer. **Staff:** Terry Hulseberg, Jeff Gutfreund, Bob Fanch, Ross McPherson, Steve Fante, Ed Cook, Ellen Keralla.

**Colormax Electronic** 900  
180 Northfield Ave., Edison, N.J. 08837

**Commco Construction** 1345  
106 W. Monseratte, Box 1480, El Campo, Tex. 77437

Turnkey cable construction equipment and services. **Staff:** Robert Wilkins, Tom Soulsby, Dave Dillon, Don DeThuin, Herb Jackson.

**Communications Equity Associates** 955  
5401 W. Kennedy Blvd., Suite 851, Tampa, Fla. 33609

Investment banking services, merger and acquisitions, brokerage, financial consulting, debt and equity financing. **Staff:** J. Patrick Michaels, Harold Ewen, Don Russell, Tom MacCrory, Jay Dugan, Brian Sweeney, John Long, Ed Frazier, Mark Sena, Beverly Harms, Pep Shappee.

**Compucon** 600  
Box 401229, Dallas 75240

Engineering services, interference analysis, coordination, MMDS system services, market research services, FCC license application preparation. **Staff:** Becky Shipman, Philip Lindsley, Gary Lopez.

**Computer Utilities of Ozarks** 1399  
Box 1062/103C Industrial Pk., Harrison, Ark. 72601

**Computerized Telemarketing** 1280C  
1 State St. Plaza, New York 10004

Interactive telemarketing services. **Staff:** Bill Harvey, James Bell, Victoria Kausman.

**Comsearch** 9001  
11503 Sunrise Valley Dr., Reston, Va. 22091

Headend protection from LPTV interference, frequency coordination, interference analysis and measurements, troubleshooting for satellite earth stations, CARS band frequency assignment and path surveys, FAA interference studies. **Staff:** Harry Stemple, Jim Fitzgerald, Kurt Oliver.

**ComSonics** 1075  
Box 1106, Harrisonburg, Va. 22801

**Staff:** Wayne Bruffy, Cindy Tasker, David Hinkle, Glen Shomo, Mark Barber, Carl Hensley.

**Comtech Data Corp.** 1085  
350 N. Hayden Rd., Scottsdale, Ariz. 85257

**Control Technology** 1180  
1881 State St., Garland, Tex. 75042

20 amp uninterruptible standby power supply. **Staff:** Stan Johnson, Bob Sigler, Tom Reed, Chuck Turner.

**Country Music Television** 535  
30 East 40th, New York 10016

Country music television programming service. **Staff:** Jim Cavazzini, Joe Corazzi, Joe Curl, Glenn Daniels, Jane Bartell.

**Credit Protection Association** 1425A  
Box 802068, Dallas 75380

Collection and converter recovery. **Staff:** Nate Levine, Bruce Martin, Doug Bridges, Chris Ashworth, Diane Evans, Bill Green.

**Daniels & Associates** 840  
2930 E. Third Ave., Box 6008, Denver 80206

Acquisitions and investment services. **Staff:** Bill Daniels, John Saeman, Tom Marinkovich, Phil Hogue, Bob Holman, Hugh McCulloh, Tim David, Jay Busch, Lana Ritzel, Pat O'Brien, John Muraglia, Gary Zimmerman, Ted Taylor, Bruce Dickinson, Brian Deevy, Cynthia Baker.

**Data Acquisition Services** 454  
1665 S. Rancho Sante Fe Rd., San Marcos, Calif. 92069

Communicator talking information system\*. **Staff:** Ken Ravazzolo, Joyce Drumheller, Jonathon Custer, Rick Sipes.

**Delta Benco Cascade** 890  
124 Belfield Rd., Rexdale, Ont. M9W 1G1

**Diamond Communication Products** 705  
500 North Ave., Garwood, N.J. 07027

Poleline, drop and dual system hardware, flush mount and above ground fiberglass pedestals. **Staff:** Dick Reese, Don Clark, Tony DiPace.

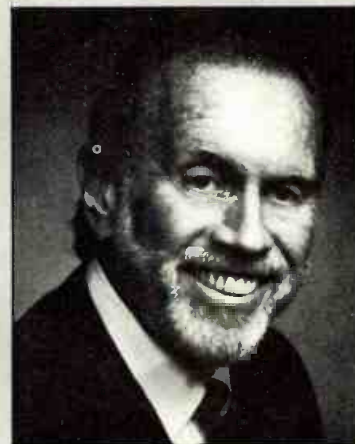
**Digital Video Systems** 510  
716 Gordon Baker Rd., Willowdale, Ont. M2H 3B4

**Disney Channel** 870  
4111 W. Alameda, Burbank, Calif. 91505

Premium pay service of family programming. **Staff:** Jim Jimirro, Angela Schapiro,

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General Manager

**XETV Channel 6**  
**San Diego**



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**Di-Tech** 145  
48 Jeffry Blvd., Deer Park, N.Y. 11729

**Ditch Witch** 920  
Box 66, Perry, Okla. 73077

**Dow Jones & Co.** 625  
Box 300, Princeton, N.J. 08540

Dow Jones Cable News service and two-way interactive news retrieval service. **Staff:** Richard Stickney, Doris Runyon, John Austin, Frank Nini, Bob Hollis, Yvonne Valenti, Allen Grossman.

**Drop Shop** 526, 27  
Box 284, Roselle, N.J. 07204

**Staff:** David Wank, Dan Parsont, Lewis Lubell, Ric Charel.

**Durnell Engineering** 922  
Hwy. 4, South, Emmetsburg, Iowa 50536

Dur-A-Lift aerial personnel lifts. **Staff:** Gordon Kuivanen, Beth Kuivanen, Vince Lirocchi, Tony Lirocchi, Buzz Carey, Joe Higgins, Bob Snedden, Mike Frizzell.

**B.E. Duval Co.**  
29619 Western Ave., San Pedro, Calif. 90732

**Staff:** Carl Rodney, Glenn Duval, Jeanine Kranich, Ben Duval, Phillip Pong, Werner Krajicek.

**Eagle Comtronics** 880  
4562 Waterhouse Rd., Clay, N.Y. 13041

**Eastern Microwave** 1030  
3 Northern Concourse, Syracuse, N.Y. 13221

**Staff:** Arthur Perkins, Gil Korta, Ann Marie Russell, Diane Yankulovich, Sam Morse, Tracy Snell, Laurie Prouty, Linda Balestra.

**English Enterprises** 1070  
Box 6494, Orlando, Fla. 32853

**ESPN** 440  
355 Lexington Ave., New York 10017

Sports programming, "Season Ticket" ACC pay TV package and Business Times on ESPN. **Staff:** Bill Grimes, Scotty Connal, Roger Werner, Roger Williams, Chip Harwood, Jim Ballard, Al Wieder, Michael Fleming, Darrel Scott, Charlie Mills, Dave Ebers, Shirley Saito, Joan Wright, Mike Nickerson.

**Eternal Word Television Network** 218  
5817 Old Leeds Rd., Birmingham, Ala. 35210

Catholic cable programming network. **Staff:** Tracee Crew, Virginia Dominick, Matt Scalici, Chris Harrington.

**Financial News Network** 445  
600 Madison Ave., New York 10022

Ad-supported cable business and financial news network. **Staff:** Arnie Rosenthal, Chris Taylor, Peter Mondics, John Fagan.

**First Data Resources** 1445  
7301 Pacific St., C-14, Omaha 68114

**Staff:** Jim Moats, Dick Abramson, Tom Baber, Jay Oxton, Bob Thompson, Chris

Boone, Matt Gates, Lee Kuhn, Mike Liddy, Jeff Bane.

**Fishe! Co.** 1460  
1170 Kinnear Rd., Columbus, Ohio 43212

**Fort Worth Tower** 1080  
1901 S. Loop 820 S., Box 8597, Fort Worth 76112

**Staff:** Tommy Moore, Betty Moore, Fred Moore, Carl Moore, Roy Moore.

**Gamco Industries** 1035  
19 Walnut Ave., Clark, N.J. 07066

**Staff:** Fred Whiting, Sheila O'Sullivan, Robert Mayes.

**Games Network** 1330  
637 S. Lucerne, Los Angeles 90005

**Gen-Co (Honeywell)** 905C  
9925 Commerce Ave., Tujunga, Calif. 91042

Honeywell motor generators. **Staff:** Bob Hunter.

**General Cable Co./apparatus div.** 1185  
5600 W. 88th Ave., Westminster, Colo. 80030

Aerial lifts. **Staff:** Jim McLean, Roger Holmlund, Van Walbridge.

**General Cable Co./cable div.** 1260  
One Woodbridge Ct., Woodbridge, N.J. 07095

**General Electric Co.** 935  
Box 17, Portsmouth, Va. 23705

Comband techniques for bandwidth compression. **Staff:** Bruce Campbell, Scott Cutler, Ron Hess, Paul Luck, Ron Polomsky, Jacques Robinson, Fran Scricco, Phil Stanley, Tom Tucker, Hugh Willard.

**General Instrument/Jerrold div.** 500  
2200 Byberry Rd., Hatboro, Pa. 19040

Converter products, cable security systems, amplifiers, Jerrold Century III feed-forward products, taps and passives, headend equipment, MetroNet data products, impulse pay per view demonstration, off-premise addressable system. **Staff:** Steve Wagner, Ken Bradford, Norm Miller, Mark Bollin, Donna Stone.

**Genesis Cable StoryTime** 701  
1036-167 Lombard Ave., Winnipeg R3B 0V3

Children's programming. **Staff:** Arthur Doerksen, Gregory Stetski, David Epp, Bob Flynn.

**Gilbert Engineering** 616, 17  
Box 23189, Phoenix 85063

Coaxial connectors, grounding blocks and jumper cables. **Staff:** Robert Spann, Rex Porter, Jim Moulin, Don Arndt, Larry Massaglia, Robert Hayward, Dave Smith, Bill McDade, Scotty Flink, Ron Stoneburner.

**Gill Management Services** 965  
2050 Bering Dr., San Jose, Calif. 95131

**Group W Satellite** 300, 400  
41 Harbor Plaza Dr., Stamford, Conn. 06904  
Nashville Network.

**Hamlin USA** 605  
13610 First Avenue South, Seattle 98168

Addressable encoder\*, standalone addressable descrambler\*, baseband addressable scrambling system\*, 58-

channel converters, electromechanical converters, programable scrambling and descrambling system. **Staff:** Jim Forgey, Don Kirk, Tom Minami, Ray Pastie, Bart McKay, John Vanderbeck, Gaylord Hart, Dave Nelson, Bill Kirk, Victor Moore, Eiko Kondo.

**Harbor Utility Service Body** 540  
255 Voyager, Brea, Calif. 92621

Utility service body\*. **Staff:** Wayne Rumbles, Yvonne Rumbles, Doug Page, John Hargrave, Doug Anderson, Kim Howe, Julie Hargrave, Scott Rumbles.

**Harris Corp.** 350  
Box 1700, Melbourne, Fla. 32901

Earth stations, cable equipment.

**Hearst/ABC Viacom** 730  
555 Fifth Ave., New York 10017

Cable Health Network, Lifetime.

**Home Box Office** 1120  
1114 Avenue of Americas, 11-37, New York 10036

**Home Theater Network** 815  
465 Congress St., Portland, Me. 04101

Family-oriented premium programming service. **Staff:** Marcia Babb, Duncan Harvey, Sheila Iosty, Kathryn Peterson, John Schramm, Jerry Smith, Milt Underwood.

**Hughes Aircraft** 620  
Box 2999, Torrance, Calif. 90509

**Hughes Communications** 1230  
Box 92424, Los Angeles 90009

**IBM** 1355  
2101 Corporate Blvd., Boca Raton, Fla. 33432

**Industrial Van & Truck Interiors** 1096  
10917 Fawcett Ave., S. El Monte, Calif. 91733

Utility and safety equipment for installation and service of cable and mini-vans and wagons\* for corporate and sales/service representatives. **Staff:** John McCormack, Steve Kloessner, Rose Marie Alvarez, Robert Aguinaga, Peter Zwolinski, Frank Mendoza, James Howat, John Dawson, Henry Carranza, Ed Jones.

**Intercept Corp.** 725  
220 Entin Rd., Clifton, N.J. 07014

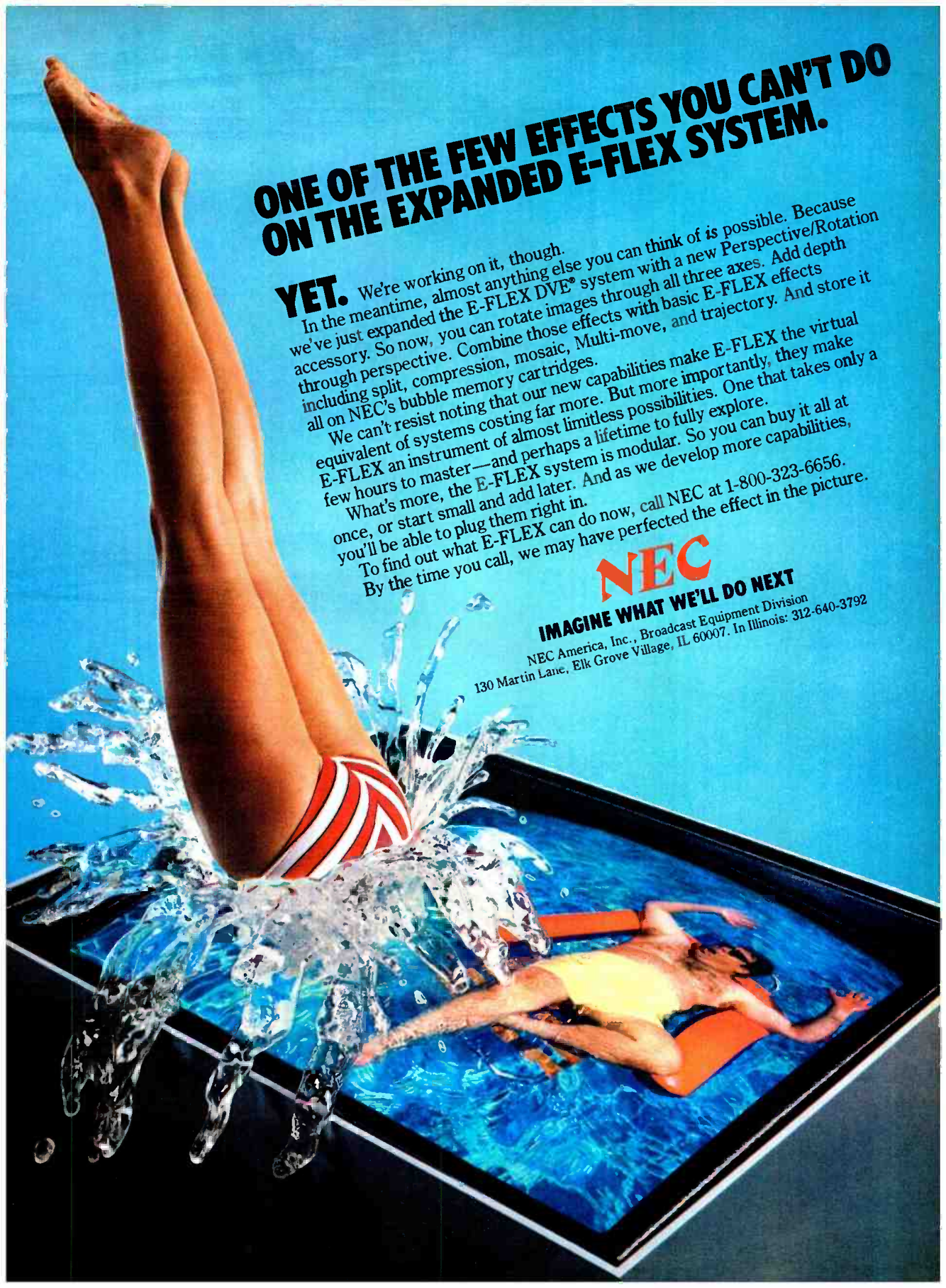
**Staff:** Peter Ramsden, Dominic D'Alfonso, George Abdelmessieh.

**Just For Listening** 980  
5900 Roche Dr., Suite A, Columbus, Ohio 43229

Pay cable stereo audio service. **Staff:** Margaret Durborow, Louis Durborow, Bill Randall, Ed Ockenden, Myron Leff, Larry Squicciarini, Nancy Norris, Leo Murray, Tony August, Joannie Himes, Carol Forsythe, Diane Bartosic, Ken Beck, George Gummer.

**JVC Co. of America** 360  
41 Slater Dr., Elmwood Park, N.J. 07407

Single- and three-tube color cameras, VHS and three-quarter-inch videocassettes recorders/players, editors color monitors/receivers and accessories. **Staff:** Gary Horstkorta, Logan Enright.



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**Kanematsu-Gosho 1375**

1 World Trade Center, Suite 4811, New York 10048

Two-way addressable baseband converter and related computer and headend equipment manufacturer. **Staff:** Ken Ogiso, H. Takido, Terry King.

**Katek 452**

215 Wood Ave., Middlesex, N.J. 08846

Converter repair. **Staff:** Ron Katz, George Fenwick, Lee Stump, Bobbie Munroe.

**Klein & 720A**

1111 S. Robertson Blvd., Los Angeles 90035

**KMP Computer Systems 785**

703 Central Ave., Los Alamos, N.M. 87544

In-office computerized billing and management system with bookkeeping and word processing capabilities. **Staff:** Eldon Pequette, Randy Provan, Janice Pequette.

**KSCI-Ch. 18-Global TV**

1954 Corner Ave., Los Angeles 90024

Syndication of Spanish television programs. **Staff:** Glenn Genhard, David Fraser, Michael Adachi, Paul Niedermeyer, Julie Stoddard, Manuel Cervantez.

**Lance Industries 807**

13001 Bradley Ave., Sylmar, Calif. 91342

MDS, STV antennas, video control center, package telephone, TV and video accessories, masting and telescoping, TV rotor wire, bulk hardware and guy wire. **Staff:** Milton Mann, Richard Mann, Joe Barris, Jerry Updyke, Lance Mann.

**LDM/Burroughs 1250**

529 S. Second Ave., Covina, Calif. 91723

Subscriber management system. **Staff:** Ricardo Brutocao, Heather Gilbert, Lynn Payne-Malat, Nancy Taylor, Mike Michalek.

**Leaming Industries 789**

180 McCormick Ave., Costa Mesa, Calif. 92626

Stereo processors for cable programming services, studio line stereo system\*. **Staff:** Frank McClatchie, Keith Rauch, Jim Leaming, Robert Leaming, Ralph Sommerfeldt.

**The Learning Channel 1118**

1200 New Hampshire Ave., NW, Washington 20011

Educational programming, which will expand weekend hours to 4 p.m., and introduction of *Weekend Business Report*. **Staff:** Hank Schlenker, Lenda Washington, John McLaurin, Judy Ballangee.

**Lectro/Capscan/Control Com 640**

3781 N.E. Expwy., Suite 140, Atlanta 30340

**Staff:** Mason Hamilton, Don Pisarcik, Gene Johnson, Jim Forbes, Gene Moon, Gary Campbell, Bob Featherstone, Steve Fudge, Pat Ryan, Dave Crawford, Billy Geary, Rick Morrison, Don Dufford, Jim Crocker, Chuck Trautner.

**Lemco Tool 601**

R.D. #2, Box 330A, Cogan Station, Pa. 17728

**Lindsay America 618-19**

1051 Clinton St., Buffalo, N.Y. 14206

Fully-interactive trunk amplifiers, line extenders, actives and passives, apartment house amplifiers, series taps, antennas. **Staff:** David Atman, Ben Rhodes, Fred Gibson, Dan Kolis.

**Linear Security Products 736**

Box H-170, Inglewood, Calif. 90306

Wireless residential security transmitters, receivers, motion detectors, alarm controls. **Staff:** George Lippert, Mike Malec, Stan Houston, Pete Lopez, Everett Bell.

**Lode Data Corp. 700**

6450 E. Hampden Ave., Denver 80222

Portable computerized cable design system\*. **Staff:** Joe Hooker, John Rogers, Alan Grandbois, Trygve Lode.

**LRC Electronics 975**

901 South Ave., Horseheads, N.Y. 14845

**M/A-COM MVS 930**

63 Third Ave., Burlington, Mass. 01803

Cable and point-to-point FM microwave equipment, both fixed and portable. **Staff:** Maureen McCaffrey, John Delisslo, Duke Brown, Al Gillingham, Erik Stromsted, Gary Atkins, Joe Burke.

**M/A-COM Comm/Scope 930**

Box 1729, Hickory, N.C. 28603

Coaxial cable, network coaxials for computer interconnect, plenum cable and other specialty cables. **Staff:** Frank Drendel, Bill Barbour, Frank Logan, Gene Swithenbank, George Gilbert, Ed Foust, Sarah Hanks, Mark Manning, Stan Vonfeldt.

**M/A-COM Prodelin 930**

Box 1729, Hickory, N.C. 28603

Prodelin commercial, SMATV, home satellite antennas and systems. **Staff:** Dale Sherrill, Harry Matthews, Dave Bondon.

**M/A-COM Linkabit 930**

3033 Science Park Rd., San Diego 92121

Videocipher scrambler-descrambler system. **Staff:** Steve Hutchinson, Paula Coxon.

**M/A-COM Prodelin 930**

Box 100, Penney Rd., Claremont, N.C. 28610

**Magnavox CATV Systems 765**

100 Fairgrounds Dr., Manlius, N.Y. 13104

Sub-split and mid-split trunk and line extenders, amplifiers, status monitoring, trunk and bridge switching, passives, headend products, tap series, addressable converter with cryptic encoding, high-performance amplifier. **Staff:** R.P. Roscher, C.R. Mullen, B. Blingham, W. Mostert, J. Staiger, D. Ristau, R. Finnerty, R. Townsend, S. Loose, K. Weil, C. Young, L. Richards, H. Longware, T. Robinson, R. Rowland.

**Magnicom Systems 1240A**

1177 High Ridge Rd., Stamford, Conn. 06905

In-house subscriber processing and business control system, marketing decision support module. **Staff:** J. Neil Smith, James Lang, Alfred Merriitt, George Pupala, Rick Devine, Andrew Ratoff, Mike Bernard.

**Malarkey-Taylor Associates 775**

1301 Pennsylvania Ave., NW, Suite 200, Washington 20004

Cable communications financial, management and engineering consultants. **Staff:** Archer Taylor, Robert Jones, Gary Hurvitz, Judy Bean, Jim Wilson.

**Matthew Bender & Co. 900F**

235 E. 45th St., New York 10017

Legal and tax book publishers. **Staff:** Michael Cook, Al Escobar, Roy Bleiweiss, George Bearese.

**MCI Communications 1315**

1133 19th St., NW, Washington 20036

Future of long-distance telecommunications via cable. **Staff:** Mark Welton, Steve Ross, Pamela Alexander.

**Media America Entertainment 803**

Box 1662, Orem, Utah 84057

**Micro Constructors 905D**

226 N. 4th St., Steubenville, Ohio 43952

Cable construction, strand mapping, installations, consulting and fiber optic services. **Staff:** Al Starr, Don Robinson.

**Microdyne Corp. 810**

Box 7213, Ocala, Fla. 32672

12 ghz video terminal with 1100 BDC-12 Ku downconverter and 110 DCR-12 downconverter receiver\*, 1100 LPR video receiver, satellite receivers, modulators, prime-focus antennas. **Staff:** Earl Currier, Tom MacAllister, John Gelfer, Dianne Giansante.

**Microflect Co. 1180A**

3575 25th St., SE, Salem, Ore. 97302

Guyed and self-supporting towers, waveguide and coax supporting material for system protection and passive repeaters for difficult microwave shots. **Staff:** Gary Ryder, Stan Kidwell.

**Midwest Corp. 380**

One Sperti Dr., Edgewood, Ky. 41017

Harris delta gain satellite antennas. **Staff:** David Barnes, John Laughmiller, Roy Williams, Dewey Blankenship, Pete Rightmire.

**Miralite Corp. 800**

4050 Chandler, Santa Ana, Calif. 92704

**Modern Talking Picture Service 900B,C**

5000 Park St., St. Petersburg, Fla. 33709

**Mood Channel 453**

2590 Glen Green, Los Angeles 90068

One-hour long mood programs with natural sound including Romantic Fireplace, Pacific Sunset, Lumia Lights, Mountain Morning, Marina Sailboats, The Aquarium, Ocean Waves and Lumia Two. **Staff:** Steve Siporin, David Friedman, Carol Friedman, Nickolal Alexandrov.

**Motivational Marketing Sales 788**

2125 S. Valentia, Suite D, Denver 80231

**Motorola Semiconductor Product 1447**

725 S. Madison Dr., Tempe, Ariz. 85281

**Music Group 1350A**

1331 S. Denver, Tulsa, Okla. 74119

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**KHOU-TV**  
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WFMT Fine Arts Radio, The Comedy Channel, Rhythm & Blues, The Rock Channel, Nationality Broadcast Network, Broadway/Hollywood, Country/Western, Big Bands, 50's and 60's. **Staff:** Jim Trecek, Steve Olsen, Russ Bateson, Bob Johnson.

**Mycro-Tek 370**  
Box 47068, Wichita, Kan. 67203

**Nationwide Cable Rep 1095**  
A.M. Pena Bldg., 27801 Euclid Ave., Euclid, Ohio 44132

Cable rep. **Staff:** Ted Stepien, Richard Martan, Gene Gurda.

**Northern CATV Sales 703**  
Box 6729, Syracuse, N.Y. 13217

Pay TV security devices, Arcom traps and EEG parental locks, Norcom passives, Microcom microverters and Videotek monitors. **Staff:** Andrew Tresness, Darcie Elmer, John Jung.

**Oak Communications 525**  
16935 W. Bernardo Dr., Rancho Bernardo, Calif. 92127

Sigma One addressable baseband converter/decoder and Sigma encoder\*, other addressable converters/decoders and operating software, 300 and 400 mhz converters and converter/decoders. **Staff:** Chuck Radloff, Mike Shaughnessy, Ed Joseph, Paul Devermann, Doug Howe, Loris Thacker, Lou Roels, Tony Wechselberger, R.J. Smith, Dick Strabel, John Golbeck, Tom Munn, Chris Tinney, Karen Whatley.

**Octagon-Scientific 905E**  
476 E. Brighton Ave., Syracuse, N.Y. 13210

450 mhz Roman converter line. **Staff:** Dan Mezzalingua, Peter Warburton, Dominick Maio, Martin Zelenz, Stephanie D'Agostino, Theresa Murphy.

**OEM Sales 213**  
8230 Haskell Ave., Van Nuys, Calif. 91406

**On Cable Magazine 1310**  
25 Van Zant St., Norwalk, Conn. 06856

**Pacific Telephone 1308**  
444 Market St., San Francisco 94111

**Perfect TeleMarketing 900A**  
841 Chestnut St., Philadelphia 19107

Telemarketing services. **Staff:** Franklin Kavalier, Ron Davis.

**Phasecom Corp. 630**  
6365 Arizona Cr., Los Angeles 90045

Trunk audio override, off-air phaselock modulators, transverter redundancy system for voice and data on cable, PAL standard equipment, low cost multichannel video message, generator, frequency agile modulator, satellite receivers. **Staff:** Bert Rosenblum, Harry Linden, Earle Davis, Brad Anderson, Arie Zimmerman, Charles Quick, David Carmichael, Deba Keasler, Patrick Court.

**Pico Products 1390**  
103 Commerce Blvd., Liverpool, N.Y. 13088

Outdoor terminal addressable system, traps and filters, encoders/decoder systems, satellite reception and distribution

systems. **Staff:** Bud Hitchcock, George Knapp, Bill Pearson, Jim Milne, Jim Mead, Jim Quigley, Jim Lewis, Peter Petrus, Ray St. Louis, Bill Hanscomb, Elmer Pegram, Gil Hodges, Irene Burke, Bob Greiner, Bob Kelley.

**Pioneer Communications 1280**  
2200 Dividend Dr., Columbus, Ohio 43228

Cable converters, one- and two-way addressable terminals and systems, interactive systems and premium audio converters. **Staff:** John Lanpher, Tom Calabro, Ed Kopakowski, Bill Kennedy, LaWonne Thorn, Michael Hayashi, Linda Arnold, Larry Brown.

**Pleasure Channel 655**  
1940 S. Cotner Ave., Los Angeles 90025

**Staff:** Norman Smith, Lionel Mathieu, Walter Gernerf, Steve Harding, Nanette Merriman, John Porter, Jim Hurtt, Russell Hampshire, Larry Namer, Dick Brooks, Jerry Nieves, Bob Curtis.

**Poleline Corp. 612**  
20 Antin Pl., Bronx, N.Y. 10462

Prewire apartment house boxes and security enclosures, combination coring and stripping tool, heat shrink tubing, installation materials, security equipment, aerial construction equipment, ladders, tools, test and measuring equipment, cable and accessories. **Staff:** Bud Campbell, Mike Soloman, John Bower, Mike Ewing, Greg Gappa.

**Portac 991**  
108 Aero Camino, Santa Barbara, Calif. 93117

**Portavideo International 1055**  
3325 W. Catalina Dr., Box 11296, Phoenix 85061

Videocassette player. **Staff:** Ted Thrush, Greg Hill, Gary Hill, Charles Vandenburg, W.H. Voyles.

**Precise Mfg. 1000A**  
2143 E. Fifth St., Tempe, Ariz. 85281

**Premium Channels 1065**  
1265 Sunrise Hwy., Bayshore, N.Y. 11706

**Production Products Co. 455**  
133 W. Seneca St., Manlius, N.Y. 13104

500 mhz aluminum and brass connectors. **Staff:** Andrew Szegda, David Hayes, Ed Manley.

**Professional Education Network 904F**  
311 W. Superior, Suite 301, Chicago 60610

Premium programming service for lawyers, CPA/accountants, doctors and other professions requiring continuing education\*. **Staff:** Bob Levy, Karie Storm, Will Tieman.

**PTL-The Inspirational Network 904**  
Charlotte, N.C. 28279

Christian programming network. **Staff:** Jack Hightower, Les Marple.

**PTS Corp. 804**  
5233 S. Hwy. 37, Bloomington, Ind. 47401

Converter repair service centers nationwide. **Staff:** Jim Church, Jeff Hamilton, Gary Wilson, John Rollison.

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**Staff:** Paul Rhodes, Earl Gilbert, Lanny Gilbert, Larry Focazio, W.E. Pequignot, Jan Scott.

**Quanta Corp.**

2440 S. Progress Dr., Salt Lake City 84119

Multichannel information display systems, teleproduction graphic titlers. **Staff:** Rex Davis, Joe Hering, Laura Luncelord, Mike Cannon, Gary Montgomery.

**RAC Construction** 704  
4341 E. LaPalma Ave., Anaheim, Calif. 92807

**Rainbow Programing Services** 940, 45  
100 Crossways Park West, Woodbury, N.Y. 11797

Bravo and Playboy Channel. **Staff:** Art Baer, Que Spalding, Earl Spencer, Pam Euler, Debra Lieberman, Sandy McGovern, Sally Jacoby, Katie McEnroe

**Raustin** 205  
1153 Vanderbilt Cr., Manteca, Calif. 95336

**Staff:** Phil Vallejo, Mark Hansen, Sam Austin, Lloyd Wilhite.

**RCA American Communications** 935  
400 College Rd., East, Princeton, N.J. 08810

RCA American satellite distribution services for cable industry. **Staff:** Harold Rice, John Thiesing, Dave Cornell, Bruce Lazarus, Gerry Kaplan, Lou Donato, James Tietjen, Anne Schmitt, Guy Lewis, Rick Boyland, Carl Cangelosi, Dennis Elliott, John Williamson, Pat Curtain, Don Reinert, Wade Hansen, Ron Ritter, Warren Reiks, Dennis Donnelly, Ron Jones, Mike Mulcahy.

**Reliable Electric** 638, 39  
11333 Addison St., Franklin Park, Ill. 60131

Standby power, pedestals, security apartment closures, poleline hardware. **Staff:** John Muntean, Mike Loran, Roy Clingman, Rick Siemens, Dick Schwob, Bob Plow, Bill Gamble.

**Reuters** 825  
80 Broad St., New York 10004

Cable news wire.

**Ripley Inc.** 216  
46 Nooks Hill Rd., Cromwell, Conn. 06416

Cable preparation tools include jacket strippers, coax cable strippers, coring tools, combination core/strip tools, hex crimp tools, conductor cleaners and accessories. **Staff:** Robert Clark, H. Thamer.

**RMS Electronics** 615  
50 Antin Pl., Bronx, N.Y. 10462

Standby power supply, inverter power supply, AC regulated power supply, 450 mhz line splitters and directional couplers, 450 mhz multitaps, scramble/descramble pay TV system, converters, matching transformers, nonpower passing hybrid splitters and directional couplers, wall plates and taps, house amplifiers, attenuators, antenna/cable switches, connectors, hardware and tools. **Staff:** A. Fink, D. Edelman, K. McMahan, R. Perez, L. Heller, G. Diefes, R. Oberman.

**Rockwell International** 1280A  
Box 10462, Dallas 75207

Video transmission systems. **Staff:** T. Noble, B. Shurtleff, W. Moore, S. Marshall, D. Riddle, R. Bolling.

**SAL Cable Communications** 1365  
9200 Eton Ave., Chatsworth, Calif. 91311

**Satellite Syndicated Systems** 1090  
8252 S. Harvard, Tulsa, Okla. 74137

Keyfax teletext magazine, Satellite Cable Audio Networks and WTBS(TV) Atlanta. **Staff:** Edward Taylor, Selman Kremer, R. Smith, Phyllis Veters, Terri Johnson, Karla Mumma, Thelma Smith.

**SaTV/TEST** 1290  
16130 Stagg St., Van Nuys, Calif. 91409

Twin wire video transmission system, infrared multichannel links, multiter scramble addressable system, positive scramble system. **Staff:** Curt Howard, Bob DeCrevecoeur, Bruno Rist, Raul Balderas, Lee Weiss, Jim Williams, Ted Goldberg, Albert Casanova, Austin McPheeters.

**Scientific-Atlanta** 510  
Box 105027, Atlanta 30348

**SelectTV** 636, 37  
4755 Alla Rd., Marina del Rey, Calif. 90292

24-hour movie service with nightly adult programing tier. **Staff:** Rene Aiu, Rhonda Riger, Gary Bryant, Ken Karpman, Pietro Valdoni, Sam Tagliavore, Lee Kirbach, Dick Whitson.

**Sharp Electronics Corp.** 1410  
10 Sharp Pl., Paramus, N.J. 07652

Diode gun plumbicon camera, three-tube prism optic saticon camera, 13-inch color broadcast monitor\*. **Staff:** Bob Garbutt, Neil Kobu, Bruce Pollack, Ron Colgan, Bob McNeil.

**Showtime/The Movie Channel** 1020  
1633 Broadway, New York 10019

Pay programing services. **Staff:** Mike Weinblatt, John Sie, Robert Catlin, Ron Bernard, Greg Nathanson, Susan Denison, Jack Heim, Fred Schneier, Peter Chernin, Jim Miller, Brad Johnson, Stu Ginsburg, John Burns, Stephen Schulte.

**Siboney Communications** 220, 21  
3251 W. Story Rd., Irving, Tex. 75062

**Signal Vision** 450B  
22732 B Granite Way, Laguna Hills, Calif. 92653

Installation and underground construction equipment, high security apartment service box\*. **Staff:** Neil Phillips, Brian Dickey, Tony Shumaker, Richard Nensel.

**SIN/Galavision** 842  
250 Park Ave., New York 10177

**Staff:** Bill Stiles, Andrew Goldman, Fred Landman, Susan Catapano, John Figueroa, Eddie Dominguez, Carmen Rodriguez, Starrett Berry, Juliet Giamartino, Juanin Reid.

**Sony Corp. of America** 1270  
Sony Dr., Park Ridge, N.J. 07656

**Sports Time Cable Network** 850

900 Walnut St., Rm. 340, St. Louis 63102

**Standard Communications** 904D  
Box 92151, Los Angeles 90009

**Strand Century** 905A  
18111 S. Sante Fe Ave., Rancho Dominguez, Calif. 90221

Mantrix 2 control console, dimmer packs, six- and eight-inch Strand Century fresnels, location kits. **Staff:** Harry Forman, Bob Schiller, Brigid Menke, Susan Dandridge, Michael Frankel.

**Sun Software** 904C  
1558 E. Katella Ave., Anaheim, Calif. 92805

**Supra Products** 801  
Box 3167, Salem, Ore. 97302

Locks for cable enclosures\*, wallplates, lock boxes for key storage. **Staff:** John Howells, Dave Brown, Ellie Goward.

**Synchronous Communications** 1045  
1701 Fortune Dr., Suite O, San Jose, Calif. 95131

**Taft Broadcasting Co.** 904A  
81 Canal St., Boston 02114

Lease of occasional use time on transponder 12X, Westar V, production facilities and downlinks. **Staff:** Jack Morse.

**TCS Cable** 450, 51  
6420 Richmond Ave., Suite 540, Houston 77057

**Tele-Wire** 710  
7 Michael Ave., E. Farmingdale, N.Y. 11735

**Telease** 1312  
1875 Century Park East, Suite 930, Los Angeles 90067

**Telecrafter Corp.** 906A  
12596 W. Bayaud Ave., Suite 300, Lakewood, Colo. 80228

**Teledac** 215  
1575 Taschereau Blvd., Longueuil, Quebec J4K 2X8

Character generators with software packages for program guides. **Staff:** Martin Chouinard, Jean Louis Chouinard, Pierre Simon.

**Telpar** 214  
4132 Via Balboa, Addison, Tex. 75001

**Telstar Corp.** 535  
8500 Wilshire Blvd., Suite 815, Beverly Hills, Calif. 90211

**TEST Inc. (see SaTV)** 1290

**Texscan Corp.** 410  
3855 S. 500 West, Salt Lake City 84115

**Staff:** Carl Pehlke, Jim Luksch, Raleigh Stelle, Tom Holder, Charlie Auer, Gary Adams, Gary Campbell, Dennis Lamb, Bob Shannon, Dick Taylor, Bob Freedlund, Terry Godwin, Lynn Harrison, Gerry Goldman.

**Time Manufacturing** 1450  
7601 Imperial Dr., Waco, Tex. 76710

**Times Fiber Communications** 1010  
358 Hall Ave., Wallingford, Conn. 06492

Coaxial trunk, feeder and drop cable, mini-hub switched network cable systems, fiber optic cable and connectors. **Staff:** Larry DeGeorge, Bruce Brown,

Dean Taylor, Richard Taylor, John Holobinko, David Massaglia, John Patterson, Carroll Oxford, George Bell, Alan Kent, Marty deAlminana, Tom Chivari, Don Keene.

**Tocom** 2125  
Box 47066, Dallas 75247

**Staff:** Dick Kolarik, Sid Prothro, Carl Weidman, Sandra Rogers, Wayne Burress, Matt Aden, Bob Beeman, Bonnie Bratby, John Cummings, Carl Schoeneberger, John Campbell, Mike Corboy, John Nolen, John Fullingim, Mike VanHooser.

**Toner Cable Equipment** 511-13  
969 Horsham Rd., Horsham, Pa. 19044

Headend equipment, character and video graphics generators, standby power supplies, distribution equipment, multi-taps, antennas, earth stations, tower and apartment house security cabinets, in-house computer system, downlinking capabilities. **Staff:** Steve Deasey, Mike Greninger, BJ Toner, Ray Raymer, Judy Spurgeon.

**Touche Ross & Co.** 903  
225 Peachtree St., Atlanta 30343

Management consulting, audit and tax services. **Staff:** Danny Corbett, Ed Ruzinsky, Ken Hagstrom.

**Trinity Broadcasting Network** 820  
Box A, Santa Ana, Calif. 92711

24-hour religious programming. **Staff:** Stan Hollon, Frank Prainito, Paul Crouch, Suzanne Wilson, Marge Miller, Terry Hickey, Ben Miller.

**Triple Crown Electronics** 885  
4560 Fieldgate Dr., Mississauga, Ont. L4W 3W6

Channelizer satellite receiver and TV channel modulator, 450 mhz amplifiers\*. **Staff:** Charles Evans, David Emberson, Ben Duval, Glen Duval, Carl Rodney.

**TRW Semiconductor** 750  
14520 Aviation Blvd., Lawndale, Calif. 90260

**Turner Broadcasting** 330  
1050 Techwood Dr., NW, Atlanta 30318

WTBS(TV), CNN and CNN Headline News.

**TV Guide** 1335  
4 Radnor Coporate Center, Radnor, Pa. 19088

**TV Host** 906C  
3935 Jonestown Rd., Harrisburg, Pa. 17109

Cable program guides. **Staff:** David Stefanic, Frank Dillahey.

**TVSM** 921  
911 Fox Pavilion, Jenkintown, Pa. 19046

Program guides. **Staff:** Neil Heller, Allen Turner, Marci Levine, Irv Kalick.

**T.V. Watch** 1320  
1819 Peachtree Rd., NE, Suite 707, Atlanta 30309

**Staff:** Hal Butts Jr., Dennis Campo, Patricia Coe, Paula Horne, Bill Goodwyn, Dan Bostwick, John Brady, Richard Eidson, Stu Bodow, Randy Potter, Joe Brunner,

Dan Burson, Bob Metz, Jay Poyner, Jean McRae.

**U-Tel CATV Products** 735  
2900 E. La Jolla Rd., Anaheim, Calif. 92806

**United Press International** 1350B  
13900 Midway Rd., Dallas 75234  
Cable news wire.

**United Scientific** 760  
4800 Patrick Henry Dr., Santa Clara, Calif. 95054

Mini-headend multichannel processing system, transmission systems for fiber optics, audio descrambler. **Staff:** Frank Genochio, Tom Olson, Dick Old, Stan McKelvie, John Petter, Dan Lusk, Al Johnson, Jerry Lindholm, Berry Lar Rieu, Jim McLane.

**United Video** 610  
3801 S. Sheridan, Tulsa, Okla. 74145

WGN-TV Chicago, electronic program guide. **Staff:** Roy Bliss, Bob Price, Virgle Smith, Ashley Flournoy, Terri Sontag, Chris Bourne, Julie Renner, Rebecca Woods, Anne Tarbel, Joan Rickett, Leanne Knowles, Jeff Treeman.

**UNR-Rohn** 212  
Box 2000, Peoria, Ill. 61656

**Staff:** Gene Francis, Don Werner, Ron Kemp, Bill Wallace.

**USA Cable Network** 1430  
208 Harristown Rd., Glen Rock, N.J. 07452

24-hour ad-supported service with women's, sports, children's and music entertainment for youth. **Staff:** Kay Koplovitz, Jeff Lawenda, Dave Kenin, Andy Besch, Steve Brenner, Barry Kluger, Monia Joblin, Mary Lou Brown, Stu de Lima, John Silvestri, Jim Zrake, Bill Parish, Diane Sharon.

**Utah Scientific** 382  
1685 W. 2200 South, Salt Lake City 84119

Master control switchers\*, audio distribution amplifiers\*, audio and video routing switchers and machine control systems.

**Staff:** Gary LaMunyan.

**VC III Cablevision**  
13402 Wyandotte St., N. Hollywood, Calif. 91605

**Staff:** John Hanley, Steve Dionis, Maggie Reiner, Mike Williams, Brian Turken.

**Video Data Systems**  
205 Oser Ave., Hauppauge, N.Y. 11787

Single and multichannel news, weather and graphics information systems. **Staff:** Steve Seiden, Dave Allen, Bob Hall, Mike Watson, Kris Leatherwood.

**VideoLink** 900H  
13038 Saticoy St., N. Hollywood, Calif. 91607

Remote control extension system\* for infrared remote VCR's, videodisks, cable or satellite receivers, switching devices, enhancers, stabilizers, cables, connectors, covers. **Staff:** Herb Seymour, Tom Anderson, Marjorie Webster, Mike Robbins.

**Videomedia** 900J  
211 Weddell Dr., Sunnyvale, Calif. 94089

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Program Director

**WLS-TV**  
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170 Eileen Way, Syosset, N.Y. 11791

Drop and ground materials, 450 mhz passive devices, poleline hardware, tool and safety equipment, security devices, protective meter/instrument cases, MTV stereo adapter kit, high security apartment boxes, digital multimeters. **Staff:** Abram Ackerman, Rich Fevola, Tony Pasanasi.

**Vitek Electronics** 975  
4 Gladys Ct., Edison, N.J. 08817

**Warner Amex Satellite Entertainment** 915  
1211 Avenue of the Americas, New York 10026

Music Television, The Movie Channel.

**Wavetek Indiana** 780  
Box 190, Beech Grove, Ind. 46107

**Weather Channel** 320  
2840 Mt. Wilkinson Pkwy., Suite 200, Atlanta 30339

24-hour weather programming service.

**Wegener Communications** 1170  
150 Technology Park, Norcross, Ga. 30092

**Staff:** Bob Placek, Peggy Placek, Heinz Wegener, Ned Mountain, Jon Thrasher, Susan Copeland.

**Western CATV Distributors** 844  
3430 Fujita Ave., Torrance, Calif. 90505

CATV, MATV and TVRP cable products, engineering support services and equipment repair. **Staff:** Bill Ewing, Allen Lipp, Bob Vallerand, Bill Moore, Tom Robinson, Phil Glade, Pam Martin, Jim Greenhaw, Eric Patterson, William Moore, Steve Roberts, Ed Cooper, Don Beaupre, William Schweizer, Chris Ewing.

**Wilk Power & Video** 1475  
16255 Ventura Blvd., Suite 1001, Encino, Calif. 91436

**Staff:** L. Spitzer, D. Isherwood, G. Newman, T. Hamilton, G. Kopetski.

**Winegard Co.** 970  
Box 329, Montgomeryville, Pa. 18936

**World Video Library** 1370  
520 Fort Worth Club Bldg., Fort Worth 76102

**Zenith Radio Corp.** 860  
1000 N. Milwaukee Ave., Glenview, Ill. 60025

Z-TAC addressable baseband converter/decoder, Z-View two-way cable systems, teletext decoders. **Staff:** Jim Faust, Gordon Kelly, Bill Thomas, Semir Sirazi, Tom Rossen, George Green, Chick Eissler, Dick Collie, Cathy Morgan, Tom Rossen, Andy Bellavia, Mike Long, Greg Woodsum, John Lund, Bob Cunningham, Barry Hardek, Mike Adams, Greg Williams, Vito Brugliera.

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## CBS, NBC make programming moves

### 'Goodnight, Beantown' and 'Bay City Blues' canceled

CBS-TV's *Goodnight, Beantown* and NBC-TV's *Bay City Blues* became the latest of the fall prime time network series to be canceled last week as CBS announced major changes to its lineup, effective in January, and NBC, which is expected to announce more changes this week, continued to address problems in its schedule.

In a surprise move, CBS announced it is eliminating its Saturday night movie, replacing it with two, hour-long adventure series, *Airwolf*, from Universal Television in association with Belisarius Productions, and *Mickey Spillane's Mike Hammer*, from Jay Bernstein Productions in association with Columbia Pictures Television. *Airwolf*, loosely based on the feature film, "Blue Thunder" and starring Jan Michael Vincent, Ernest Borgnine and Alex Cord, will have a special two-hour premiere on Sunday, Jan. 22, and begin airing in its regular 9 p.m. time period the following Saturday (Jan. 28).

*Mickey Spillane's Mike Hammer*, starring Stacy Keach and based on Spillane's best-selling detective novels, also will have a special two-hour preview, on Thursday, Jan. 26. *Whiz Kids*, a one-hour series that moved from 8 p.m. Saturday to 8 p.m. Wednesday shortly after its premiere this fall, will return to its original slot starting Saturday, Jan. 7.

Replacing *Whiz Kids* on Wednesday will be two new half-hour comedies, *Domestic Life*, from Forty Share Productions in association with Universal, and *Empire*, from Humble Productions and MGM/UA. Steve Martin is executive producer of *Domestic Life*, which stars Martin Mull as a television news reporter whose regular segment, "Domestic Life," is nothing like his own home life with his family: a genius 10-year-old son, Harold, played by Christian Brackett-Zika, and wife, Candy, played by Judith-Marie Bergen. *Empire*, starring Dennis Dugan, Patrick Macnee, Maureen Arthur and Christine Belford, centers on the cutthroat

world of a giant corporation with the operating philosophy, "anxiety breeds excellence." Both new series premiere Jan. 4.

*Alice*, which has provided a lackluster leadout for CBS's *60 Minutes*, will move from 8 p.m. to 9:30 p.m. Sunday, starting Jan. 29, replacing the canceled *Goodnight, Beantown* which premiered on the network last March as a spring replacement series. *Goodnight, Beantown* averaged a 16.2/24 season-to-date, failing to maintain the 17.9/26 of its lead-in, *The Jeffersons*. *Alice* has averaged a 16.6/24 in a steep dropoff after *60 Minutes*' 24.2/37.

Replacing *Alice* at 8 p.m. will be another new half-hour comedy, *Four Seasons*, produced by Alan Alda and Martin Bregman with Universal Television. It continues the story of the feature film of the same name. *Four Seasons* premieres Sunday, Jan. 29, in a special one-hour episode, from 8-9 p.m. CBS will present "Four Seasons," the film, on Monday, Jan. 23, at 9 p.m.

CBS's Sunday-night average has been down about a share point and less than one rating point so far this season from its performance last season, but stronger competition from ABC-TV and NBC-TV have caused the network, once almost unbeatable on Sunday nights, to lose the night to ABC several times this fall.

Although NBC's *Bay City Blues* has been on hiatus since its fourth outing this fall due to extremely low ratings, its cancellation came as a surprise. NBC, which is thought to have paid between \$825,000 and \$900,000 for each of the eight episodes produced, had high hopes for the series, produced by *Hill Street Blues* producer Steven Bochco and MTM Enterprises. Currently replacing it in its 10 p.m. slot on Tuesdays is *For Love and Honor*, a series moved from NBC's Friday-night lineup earlier this fall. NBC is also considering experimenting with another new series, *Yellow Rose*, now airing Saturday at 10 p.m., on Tuesday at 10 p.m.

Commenting on the cancellation of *Bay City Blues*, Bochco said the show failed to develop a loyal, core audience that kept

coming back each week, until it finally fell to last place in the ratings. The program's concept "was a long shot from the beginning," said Bochco, but "I sincerely hope it failed because of something we were doing and not because sports—a wonderful metaphor for life—cannot form the basis of a successful show."

In addition to canceling *Bay City Blues* last week, NBC announced it has signed actress Jane Russell to play her first television series role. She will appear in *Yellow Rose* as Rose Hollister, long-lost mother of Chance, beginning in January. □

## Meter readings

The November sweeps by Nielsen and Arbitron produced no major upsets in the local news races in the rating services' metered markets—except in New York, where both services recorded turnarounds (BROADCASTING, Dec. 5). Following are capsule summaries of the activity in those metered markets.

### New York

In New York, WCBS-TV swept from third place a year ago to first place at 6 o'clock and from second to first at 11 o'clock in the Nielsens, with ratings and shares of 8.8/17 and 11.1/22 respectively, while WNBC-TV moved from third to first at 6 o'clock (7.5/14) and from second to first at both 11 (11.1/23) and 5 o'clock (7.3/16) in the Arbitrons—and also held onto first place at 5 o'clock in the Nielsens ("In Brief," Dec. 5).

In access time in New York, *Family Feud* on WNBC-TV continued to rule, and independents placed second, fourth and sixth in both services. In the Nielsens, *Family Feud* had 15.8/27, followed by *All in the Family* on WNEU-TV with 9.4/16, *Entertainment Tonight* on WABC-TV with 8.5/14, *Benny Hill* on WOR-TV with 7.7/13, the locally produced *2 on the Town* on WCBS-TV with 6.3/11 and *Action News* on WPIX-TV with 3.6/6.

In the New York Arbitrons, the access time numbers were different but the order of finish was the same. *Family Feud* was on top with 13.7/23, followed by *All in the Family* at 12.5/21, *Entertainment Tonight* at 9.3/16, *Benny Hill* at 8.4/14, *2 on the Town* at 5.3/9 and *Action News* at 5.1/19. □

### Los Angeles

KABC-TV remained dominant during key time periods in the Los Angeles market during November, according to preliminary ratings reports, although some erosion was seen in a few areas, with KNBC(TV) showing improvement in Arbitron rankings and KNXT(TV) placing second in most key day-

**Award winners.** The International Film & TV Festival of New York has presented awards for outstanding television programs and commercial productions.

In the TV program area, grand awards were given to CBS News for *CBS Reports: The Plane That Fell From the Sky*; to Home Box Office in the entertainment classification for *Not Necessarily the News*; to NBC for "1983 Program Promotion Spots" and KABC-TV Los Angeles for public service programs for *L.A.: Above and Below*.

In the advertising competition, gold awards were presented to Lord, Geller, Federico, Einstein, New York, shared with production firm Hagmann, Impastato, Stephens & Kerns, Studio City, Calif., for "Hats" for IBM; to Campbell-Ewald, Warren, Mich., shared with Robert Abel & Associates, Hollywood, for *Never Before* for General Motors; to Saatchi & Saatchi Compton, London, for "The Exaggerated Disappointment" for British Airways and to Ogilvy & Mather, New York, for *It's Your Bridge*, a public service announcement for the Brooklyn Bridge centennial.



**Open solicitation.** The Corporation for Public Broadcasting chose 16 television projects to receive \$2 million in funding in its first round of the \$6-million "Open Solicitation" initiative. CPB received 402 proposals that were considered in three program areas—children's, news and public affairs and cultural. Recipients of the awards include three projects by public television stations and 13 by independent producers. Seven projects, "representing almost a third of the funds," are by or about minorities, CPB said. Among the awards are: *Native Land: Sagas of the Indian Americas*; *Lily Tomlin: Live from Lincoln Center*, and *Woody Guthrie: A Musical Biography*.

parts according to Nielsen. Among VHF independents, KTLA(TV) continued its solid lead, although KCOP(TV) remains strong with youth-oriented fare in early fringe. KTTV(TV) showed strength among the independents from 6-7 p.m. with off-network series. In prime access (7:30-8 p.m.), according to preliminary Nielsen ratings, KABC-TV's *Eye on L.A.* received an 11 rating and 18 share, followed by *2 on the Town* on KNXT with 11/17, KNBC's *Family Feud* with 8/14, KTLA with *Laverne and Shirley* at 8/13, KTTV's *M\*A\*S\*H* with 7.4/12, *People's Court* on KCOP at 6.7/11, and *Soap* on KHJ-TV with 4/6. From Arbitron, the ratings were: KABC-TV 10/16, KNBC and KTLA both at 9/14, KNXT 9/13, KCOP 7.5/12, KTTV 7.4/12, and KHJ-TV 3.3/5. In late news (11-11:30 p.m.), KABC-TV led in both Arbitron and Nielsen ranking, showing 10/16 and 11/18 respectively, with KNBC ranked second by Arbitron 9/14 and third in Nielsen numbers, 8/14. KNXT received a 9/13 Arbitron rating and 11/17 Nielsen rating. In prime time (10-11 p.m.) independent news, with only Arbitron available late last week. KTLA showed 6/12, followed by KTTV with 2/4, and KCOP with 2.5/5 for local and 1/2 for Independent Network News. KHJ-TV, from 9-10 p.m., had a 2 rating, 3 share. Arbitron and Nielsen gave KABC-TV a clear lead in all fringe news periods from 4:30-7 p.m., but the service disagreed on who ranked second.

### Chicago

In Chicago, WBBM-TV widened its lead over the other two network owned and operated stations in Nielsen at both 6 p.m. and 10 p.m., while also posting gains in Arbitron in those time periods. WGN-TV remains ahead of rival independent WFLD-TV in most of early fringe and at 9 p.m., but finished behind WFLD-TV's reruns of *M\*A\*S\*H* at 10 p.m.

In the 6 p.m. news race, WBBM-TV averaged an 11.4/19 in Nielsen, up from a 10/17 a year ago and well ahead of WMAQ-TV's 8.5/15 and WLS-TV's 6.5/11. Arbitron showed WBBM-TV first (10.3/18), followed by WLS-TV (8.4/15) and WMAQ-TV (7/13). WBBM-TV was up in both services, WMAQ-TV was down in Arbitron and up in Nielsen and WLS-TV was down in both from ratings for November 1982.

WBBM-TV was also in first place in the early evening news race, capturing an 11.4/19 Nielsen and a 10.3/18 Arbitron, compared with an 8.5/15 and 7/13 for WMAQ-TV and a 6.5/11 and 8.4/15 for WLS-TV. Again, WBBM-TV was up in both services, and WMAQ-TV was down in Arbitron and up in Nielsen, while WLS-TV was down in Nielsen and up in Arbitron.

At 10 p.m., WBBM-TV, up again in both services, averaged a 19.1/32 and a 17.4/30

to WMAQ-TV's 12.3/20 and 13.2/23 and WLS-TV's 13.2/21 and 13.1/23. WMAQ-TV was up in Nielsen and down in Arbitron, while WLS-TV was down in Nielsen and up slightly in Arbitron.

WGN-TV's 9 p.m. news averaged a 7/10 in Nielsen and a 6.3/9 in Arbitron, outperforming a 4.7/6 and a 3.9/6 for *Benny Hill* on WFLD-TV. The news ratings stayed the same in Nielsen and dropped slightly in Arbitron, while those for WFLD-TV's programming went up in both services from those captured last November for *CNN Headline News*.

At 10 p.m., WFLD-TV averaged a 9/14 in Nielsen and a 7.1/12 in Arbitron for *M\*A\*S\*H*, both on par with, or higher than, ratings for the same show in the same time period last November, while *Soap* on WGN-TV fell in both services, from a 10/16 to a 7.5/12 in Nielsen and from an 8/13 to a 5.2/8 in Arbitron.

### Philadelphia

It was a familiar story in Philadelphia—the Capital Cities-owned ABC affiliate, WPVI-TV, dominated the local late afternoon, early evening and late night newscasts, according to Nielsen. During the 5 p.m. to 6 p.m. newscasts, WPVI-TV maintained an average 15 rating/30 share, compared to Group W's KYW-TV's 5/11 and CBS-owned WCAU-TV's 9/18. In the 6 p.m. to 6:30 p.m. newscast, WPVI-TV advanced to 18/33 while KYW-TV dropped to 5/8 and WCAU-TV dropped to 9/16. From 7 p.m. to 7:30 p.m., when all three affiliates run syndicated programming, WPVI-TV stayed out front with *Tic Tac Dough* (17/29), while WCAU-TV's *Entertainment Tonight* recorded 8/15 and KYW-TV's *People's Court* scored 8/14. In the next half hour, WPVI-TV recorded 19/32 with *Wheel of Fortune* and KYW-TV moved into second place with *Evening Magazine* at 10/16, as WCAU-TV fell behind with *Family Feud* at 8/13. At the 11 p.m. local newscast, WPVI-TV recorded 17/36, WCAU-TV 12/25 and KYW-TV 10/21.

### San Francisco

Holding steady in the 6-7 p.m. local news slot, according to Nielsen, is CBS affiliate KPX(TV) with a 12 rating/23 share, while ABC-owned KGO-TV continues to top the time period in Arbitron, pulling a 12/22 to KPX's 11/20. In Nielsen, KGO-TV landed second at 9/17, followed by KTVU(TV)'s *Three's Company* and *Laverne and Shirley*, which, combined, posted an 8/16. Finishing fourth in both services is NBC affiliate KRON-TV's *Newscenter 4*, registering a 5/10 Nielsen and 4/8 Arbitron.

At 11-11:30 p.m., KPX remains on top with its *Eyewitness* newscast, finishing with an 11/29 Nielsen and 10.5/30 Arbitron.

# woman to woman

**"woman to woman" is certainly a step in the right direction for commercial daytime television...it is handled with intelligence. And it beats a steady diet of game shows."**

John O'Connor, New York Times

**"woman to woman" looked very promising in its debut...it's the classic coffee klatch but the truth is the men may have the most to learn by listening."**

Lee Margulies, Los Angeles Times



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KGO-TV's *Channel 7 News at 11* placed second in both Nielsen (8/22) and Arbitron (9/26). Following in third place is KRON-TV's *Newscenter 4's* late night broadcast, which had a 6/17 Nielsen and 5/14 Arbitron.

Not to go unnoticed is KTVU's 10 p.m. newscast, which finished with a 7/14 Nielsen and 6/11 Arbitron.

In prime time access—7:30 p.m.—8 p.m.—KPIX's *Evening Magazine* holds onto first place in Nielsen with a 12/22, with KTVU's reruns of *WKRP in Cincinnati* leading the pack in Arbitron with a 13/22. KTVU is second in Nielsen with an 11/20, while KPIX holds that position in Arbitron at 11/19. On a slight decline from last fall is KGO-TV's *People's Court*, which slipped from 10/18 a year ago to 9/16 in Nielsen and, more dramatically, from a 14/23 first-place finish in Arbitron last fall to 10/17 during November.

WXYZ-TV Detroit remained in front in the early news period (5-7 p.m.), amassing a 14.0/27.5 Nielsen and a 16/27 Arbitron. The Nielsen figures were somewhat lower than those of the comparable period last year when WXYZ-TV reached the 16/30 mark. Comparison cannot be made with Arbitron since that metered service did not begin in Detroit until this past September.

The two other network affiliates in Detroit, NBC's WDIV(TV) and CBS's WJBK-TV carry their news in the 5:30-6:30 p.m. slot. In second position, according to Nielsen, was WDIV, with a 10/20, trailed by WJBK-TV with a 6/12. The Arbitron figures for this fall gave WJBK-TV an 8/13 and WDIV a 12/21. Similarly, WDIV's 1983 Nielsen rating in the

5:30-6:30 p.m. slot was slightly higher than for last fall while WJBK-TV's was slightly lower.

In late news at 11 p.m., WXYZ-TV also trounced its competitors with a 16/31 Nielsen and a 19/34 Arbitron, while the other two rivals were virtually in a tie—WDIV with a 12/23 Nielsen and 14/24 Arbitron and WJBK-TV with a 12/23 Nielsen and a 14/25 Arbitron. In last year's Nielsen derby, WXYZ-TV had an even higher rating and share—18/34. WDIV slipped a trifle this year from last fall's 13/25, and WJBK-TV edged up from 10/20.

In the 7:30-8:30 p.m. access period, WDIV took honors with *Wheel of Fortune*, with a 20/32 Nielsen and a 20/30 Arbitron. *Wheel* increased its Nielsen rating by five points and easily defeated all of its competitors in the time period.

## It's CBS six days a week

CBS took first place for the seventh time this season, winning week number 10 with its biggest 1983-84 victory to date—a 21 rating and a 32 share of the national television audience, according to Nielsen, compared to ABC's 16.5 rating/25 share and NBC's 14.5/22. With six of the week's top 10 programs, CBS was helped measurably by the two-part Kenny Rogers movie, *The Gambler*, which outperformed runner-up NBC on Monday night by more than five rating points and on Tuesday night by more than seven points.

CBS won six of the seven nights for the week ended Dec. 4, losing only Wednesday to ABC. CBS had the top four programs, with the second half of *The Gambler* on Tuesday night the week's highest rated program at 29.6/45, followed by Monday's first half at 29.4/42.

Wednesday was an especially good night for ABC, where seventh-ranked *Dynasty* did its best performance in six weeks with a 24.4/36, a good lead-in for *Hotel*, which reached a five-week high at 22.3/37, and tied for 10th place for the week. It was also a night during which NBC managed a consistent second place on the basis of its regular series programming with a 23 share, compared to CBS's 20.

The level of homes using television (HUT) for the week rose 2% over the same week last year, from an average 64.6 to 65.6. The combined rating and share of the three networks were 52/79, compared to 51.7/80 for the same week a year ago.

Season-to-date averages put CBS in first place with 18.4/29, ABC following with 17.6/28, and NBC trailing at 15.2/24. In the evening news races, CBS scored 14.3/24, compared to ABC's 12.2/21 and NBC's 11.7/20.

On Thursday night, *Magnum, P.I.* clobbered *20/20* on ABC and *Gimme A Break* and *Mama's Family* on NBC. In the 9-11 period,

ABC's NFL football special (Los Angeles Raiders vs. San Diego Chargers) lagged behind NBC's *We Got It Made*, *Cheers*, and *Hill Street Blues* and farther behind CBS, which carried that period with eighth-ranked *Simon and Simon* (24/60) and 12th ranked *Knots Landing* (20.6/33).

CBS again dominated Friday night, as third-ranked *Dallas* (26.6/42) and ninth-place *Falcon Crest* (23/38) kept comfortably ahead of ABC's *Lottery* (12.6/20) and *Matt Houston* (12.8/21). NBC's *Friday Night Movie*, *Looker*, recorded an 8.4/13.

On Saturday night, *Rudolph the Red-Nosed Reindeer* brought some cheer to CBS as it beat out *T.J. Hooker* on ABC and *Diff'rent Strokes* and *Silver Spoons* on NBC. In the 9-11 slot, CBS held the lead with its *Saturday Night Movie*, *Quarterback Princess* (19.1/31), but was challenged by ABC's *Love Boat* (19.1/30) and *Fantasy Island* (14.5/24). NBC's *Manimal*, which played opposite *Love Boat*, recorded a 10.1/16, followed by *Big Bad John* (9.9/16).

On Sunday, ABC's *Ripley's Believe It or Not* (15.1/22) tied with its Nov. 20 broadcast for its highest-rated showing this season, but still was no match for the week's fourth-place *60 Minutes* (26.3/39). ABC's *Hardcastle and McCormick* (17.7/25) marginally won the 8-9 period against CBS's *One Day at a Time* (17.5/25) and NBC's *Knight Rider* (15.7/23). The *ABC Sunday Night Movie*, an ABC Theater Presentation called *Heart of Steel* (17.8/27), could not keep up with CBS's regular lineup, except for a brief slip recorded by *Goodnight, Beantown*. Although NBC's special salute to television entertainment at 9-11 underperformed (14.7/23), its special, *Johnny Carson's Greatest Practical Jokes*, won the Monday 8-9 slot hands down with a 25.1/34—the fifth-ranked show of the week.

Rank □ Show □ Network □ Rating/Share

1.	The Gambler-Part 2	CBS	29.6/45
2.	The Gambler-Part 1	CBS	29.4/42
3.	Dallas	CBS	26.6/42
4.	60 Minutes	CBS	26.3/39
5.	Johnny Carson Special	NBC	25.1/34
6.	A Team	NBC	24.5/35
7.	Dynasty	ABC	24.4/36
8.	Simon & Simon	CBS	24.0/36
9.	Falcon Crest	CBS	23.0/38
10.	Hotel	ABC	22.3/37
11.	Magnum, P.I.	CBS	22.3/24
12.	Knots Landing	CBS	20.6/33
13.	Fall Guy	ABC	20.6/31
14.	Jeffersons	CBS	20.4/29
15.	Quarterback Princess	CBS	19.1/31
16.	Love Boat	ABC	19.1/30
17.	Hill Street Blues	NBC	19.0/30
18.	Trapper John, M.D.	CBS	18.3/30
19.	Dukes of Hazzard	CBS	18.1/30
20.	Benson	ABC	17.9/30
21.	Goodnight, Beantown	CBS	17.9/26
22.	Heart of Steel	ABC	17.8/27
23.	Girls—White Orchid	NBC	17.8/25

Rank □ Show □ Network □ Rating/Share

24.	Hardcastle & McCormick	ABC	17.7/25
25.	Scarecrow & Mrs. King	CBS	17.6/24
26.	One Day At A Time	CBS	17.5/25
27.	Webster	ABC	17.3/28
28.	Facts of Life	NBC	17.3/26
29.	Rudolph Red-Nosed Reindeer	CBS	17.2/27
30.	Cheers	NBC	16.9/25
31.	Rodney Dangerfield Show	ABC	16.9/24
32.	NFL Monday Night Football	ABC	16.8/26
33.	Real People	NBC	16.5/25
34.	Family Ties	NBC	16.1/24
35.	A Team Special	NBC	16.0/23
36.	Mama's Family	NBC	15.9/24
37.	Gimme A Break	NBC	15.8/24
38.	Mississippi	CBS	13.8/23
39.	Knight Rider	NBC	15.7/23
40.	T.J. Hooker	ABC	15.6/25
41.	Ripley's Believe It Or Not	ABC	15.1/22
42.	That's Incredible	ABC	14.8/21
43.	Here's TV Entertainment	NBC	14.7/23
44.	Fantasy Island	ABC	14.5/24
45.	Three's Company	ABC	14.5/21
46.	Diff'rent Strokes	NBC	14.4/23

Rank □ Show □ Network □ Rating/Share

47.	We Got It Made	NBC	14.3/21
48.	L.A. Raiders vs. San Francisco	ABC	14.0/25
49.	An Uncommon Love	CBS	13.5/21
50.	Silver Spoons	NBC	13.5/21
51.	Oh Madeline	ABC	13.5/20
52.	Matt Houston	ABC	12.8/21
53.	Lottery	ABC	12.8/20
54.	Whiz Kids	CBS	12.4/19
55.	St. Elsewhere	NBC	12.3/20
56.	Hart to Hart	ABC	11.8/19
57.	Football Post-Game Show	NBC	11.3/18
58.	Remington Steele	NBC	11.2/18
59.	20/20	ABC	11.2/17
60.	Manimal	NBC	10.1/16
61.	Big Bad John	NBC	9.9/16
62.	Jennifer Slept Here	NBC	8.9/14
63.	Looker	NBC	8.4/13
64.	Mr. Smith	NBC	8.3/14
65.	First Camera	NBC	5.1/8

\* Rating represents average of game runover plus 4-minute post-game show

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## USIA showcases 'Euronet'

**Agency's satellite communications system connects Reagan with Kohl and astronauts with reporters**

The United States Information Agency is going high tech.

And last week the agency strutted its stuff with a live satellite hookup linking President Reagan at the White House with West German Chancellor Helmut Kohl in Athens, Greece, at a meeting of European leaders. It also linked the orbiting space-shuttle astronauts with reporters in seven European cities.

The space-age links for the international press conference worked out fine. The show came to an earlier-than-expected halt, however, when, according to USIA officials, AT&T terrestrial facilities, part of the non-space-age technology being used, blew out.

How much the event contributed to the world's knowledge was unclear. Reagan and Kohl made the usual diplomatic observations. And European reporters buffeted the weightless astronauts with heavyweight questions like, "Do you feel safe up there?" Or: "What are you bringing your children for Christmas?" And: "Could you please give Britain a wave?"

USIA wanted to call attention to its agency's Euronet—a two-way audio, one-way video system used to transmit the show back and forth overseas. Euronet has been linking, via satellite, USIA's Washington production studios with seven U.S. embassies in Europe (London, Paris, The Hague, Brussels, Bonn, Geneva and Rome) since early last month.

USIA officials contend that Euronet is a first step. The agency wants to be able to transmit video via satellite all over the world. "We want the capability to go anywhere we want at any time," said Alvin Snyder, director, USIA Television and Film Service.

According to Snyder, the hoped-for system would enable the agency to hold video

conferences around the world. With the appropriate hardware in place, the agency, which is working on a scrambling system with the Department of State to insure the security of its transmissions, also will be able to communicate directly with missions, transmitting material that it now sends by diplomatic pouch.

Richard Levy, deputy director of the USIA Television and Film Service, said the service was "one of the most effective returns on investment the agency has." He added that the agency plans to launch a similar service to Latin America, Amnet, within the next two or three weeks.

Thus far, Euronet "video dialogues" have featured Jeane Kirkpatrick, ambassador to the United Nations; James Michel and Craig

Johnstone, deputy assistant secretaries of state for inter-American affairs; Kenneth Adelman, director, U.S. Arms Control and Disarmament Agency; Richard Burt, assistant secretary of state for European affairs; Hans Mark, assistant administrator of the National Aeronautics and Space Administration, and Malcolm Baldrige, secretary of commerce.

"Short of a personal visit to Europe, Euronet is the most effective tool we have for our opinion leaders and senior officials to reach their counterparts," USIA said in its literature.

In a press release, USIA said response to last week's video event had been "enthusiastic." All 27 member countries of the European Broadcasting Union network carried five-minute segments of the program on their evening newscasts, USIA said. □

## Broadcasters favor plan to increase power of some AM's

**Comments at FCC support idea to raise nighttime power of Class IV's to maximum 1 kw**

The FCC's proposal to permit Class IV AM stations to increase nighttime power from a maximum of 250 w to 1 kw has drawn a round of applauding comments at the FCC.

The National Association of Broadcasters said there was no technical reason not to grant Class IV's a fourfold nighttime power increase—an authorization that would permit most of them to offer 1 kw at night. "With international agreements now being finalized, no reason exists for delaying the institution of increased power, and with a minimum of licensee paperwork."

Said the National Radio Broadcasters Association: "Class IV licensees should be permitted to improve their nighttime service and... they should be permitted to do this in the way which the commission has pro-

posed, i.e., with an across-the-board power increase." The Association for Broadcast Engineering Standards Inc. agreed.

Broadcast Management Inc., licensee of KDGO(AM) Durango, Colo., Camelot Communications Inc., licensee of WRAW(AM) Reading, Pa., Pacific Broadcasting Co., licensee of KDB(AM) Santa Barbara, Calif., and WSDR Inc., licensee of WSDR(AM) Sterling, Ill., urged that streamlined application procedures be adopted for both types of Class IV's "to prevent any further delay in the implementation of this long overdue improvement."

KLOO Inc., BBS Communications Inc., Gilmore Broadcasting Corp., The Marion Broadcasting Co., Broadcasters and Publishers Inc. and Radio South Inc. said the FCC should reconsider its decision not to allow Class IV stations to increase antenna height. "Increased antenna height, even when combined with increased power, will not produce additional skywave interference and, therefore, will not allow some stations to prosper at the expense of others. Rather, increased antenna height could provide substantial gain to the public in terms of groundwave service at night, while suppressing the level of skywave interference to that service."

WEEX Inc., licensee of WEEX(AM) Easton, Pa., also urged the FCC to consider changes involving increased antenna height. "Both increased nighttime power and increased antenna height would allow Class IV stations to improve their service to their respective communities, without creating interference to other stations."

Summit Communications, licensee of Class IV KXXY(AM) Oklahoma City, Okla., also urged the FCC to expedite authorizations. "Where no construction is required, the commission should only require the sta-

**Microwave adjustments requested.** The National Association of Broadcasters and the National Cable Television Association have each asked the FCC to reconsider, in part, the commission's order providing spectrum for the private microwave operators who may be displaced by direct broadcast satellite service (BROADCASTING, Sept. 19).

NAB asked that the commission "clarify" the extent to which mobile electronic newsgathering units operating, or intending to operate, at 13 ghz are required to coordinate use of their frequency with fixed users, and whether the FCC, in giving mobile ENG secondary status in most of the 13 ghz band, intended to foreclose future use of the band by mobile ENG units. The NAB also recommended that the commission designate 13.15-13.25 ghz to be primarily for mobile ENG users. If the commission did that, NAB said, it should "grandfather" existing fixed stations operating in that band. NAB said the FCC should retain the secondary status of mobile ENG at 12.7-13.25 ghz and adopt the same frequency coordination procedure now in effect for the 2 and 7 ghz bands for 13.15-13.25 ghz.

NCTA asked that the channelization plan for the 18 ghz band be modified so that all the 6 mhz bands that can be used by cable systems would make up a single, contiguous block. "Such a plan would result in much more efficient and less costly use of the 18 ghz band by cable systems while only minimally affecting other present and potential users," NCTA said.

# MOBIL SHOWCASE NETWORK PRESENTS A SEASON OF STARS

## The Programs

**KING LEAR**

January 25

International Emmy  
Award Winner

**TWO BY FORSYTH**

March 28

**A VOYAGE ROUND  
MY FATHER**

April 19

International Emmy  
Award Winner

## Actors

Laurence Olivier,  
Colin Blakely, Anna Calder-  
Marshall, John Hurt,  
Jeremy Kemp, Robert  
Lang, Robert Lindsay,  
Leo McKern, Diana  
Rigg, David Threlfall,  
Dorothy Tutin

Cyril Cusack, Dan  
O'Herlihy, Milo O'Shea,  
Gayle Hunnicutt

Laurence Olivier  
and Alan Bates

## The Hosts

Peter Ustinov

Frederick Forsyth

Peter Ustinov

WNEW, New York (Independent)  
KTTV, Los Angeles (Independent)  
WGN, Chicago (Independent)  
KYW, Philadelphia (NBC)  
KPIX, San Francisco (CBS)  
WBZ, Boston (NBC)  
WDIV, Detroit (NBC)  
WTTG, Washington, D.C. (Independent)  
KTXA, Dallas (Independent)  
WUAB, Cleveland (Independent)  
KRIV, Houston (Independent)  
KDKA, Pittsburgh (CBS)  
WCIX, Miami/Ft. Lauderdale (Independent)  
KCPQ, Seattle/Tacoma (Independent)  
KMSP, Minneapolis/St. Paul (Independent)  
WXIA, Atlanta (NBC)  
WFTS, Tampa/St. Petersburg (Independent)  
KPLR, St. Louis (Independent)  
KWGN, Denver (Independent)  
KRBK, Sacramento (Independent)  
WTTV, Indianapolis (Independent)  
WJZ, Baltimore (ABC)  
WTNH, Hartford/New Haven (ABC)  
KPTV, Portland, OR (Independent)  
KAET, Phoenix (PBS)  
XETV, San Diego (Independent)  
WCET, Cincinnati (PBS)  
WXIX, Cincinnati (Independent)

WSMV, Nashville (NBC)  
WITI, Milwaukee (CBS)  
KSHB, Kansas City (Independent)  
WOFL, Orlando/Daytona Beach (Independent)  
WPCQ, Charlotte (NBC)  
WVUE, New Orleans (ABC)  
WUTV, Buffalo (Independent)  
WCMH, Columbus, OH (NBC)  
WLOS, Greenville/Spartanburg/Asheville (ABC)  
WZZM, Grand Rapids/Kalamazoo (ABC)  
WTTO, Birmingham (Independent)  
WPTY, Memphis (Independent)  
WPTF, Raleigh/Durham (NBC)  
KOKH, Oklahoma City (Independent)  
KUTV, Salt Lake City (NBC)  
WAVE, Louisville (NBC)  
WSBE, Providence/New Bedford (PBS)  
KLRN, San Antonio (PBS)  
WHRO, Norfolk/Portsmouth/Newport News (PBS)  
WVAH, Charleston/Huntington (Independent)  
WGAL, Harrisburg/Lancaster/Lebanon/York (NBC)  
WDAU, Wilkes-Barre/Scranton (CBS)  
WTEN, Albany/Schenectady/Troy (ABC)  
KJRH, Tulsa (NBC)  
WTVH, Syracuse (CBS)  
WEAR, Mobile/Pensacola (ABC)  
WMTW, Portland/Poland Springs, ME (ABC)  
KLRU, Austin (PBS)

We are proud to be associated with these stations and congratulate  
SFM Media Corporation for arranging their participation.

**Mobil Showcase Network**

tion contemporaneously to notify the commission of the tower increase."

Hickory Hill Broadcasting Co., licensee of Class IV WTWA(AM) Thompson, Ga., said in cases where no construction is required "a

notice procedure for increasing a Class IV station's nighttime power to its daytime power limits is appropriate."

REO-CAP Inc., licensee of Class IV WFKY(AM) Frankfort, Ky., said it supported

the FCC's proposal to consider the nighttime upgrades as "minor changes, not subject to cut-off procedures, so that they may receive prompt consideration and grant as soon as the contemplated rule change is made." □

## In Sync

### Teletext computes

In what is believed to be the first offering of its kind, KSL-TV Salt Lake City is offering home-computer users telephone access to its 50-page teletext magazine, *Teletext-5*, first launched on June 15, 1978. By using home computer terminals, viewers don't need a separate teletext decoder.

"Any kind of home computer can use the service," explained William Loveless, vice president of engineering for the Bonneville International station, "providing it has a modem [telephone coupling device] and terminal software."

The only difference between the computer-accessed and decoder-accessed magazine is an absence of graphics on the former. *Teletext-5* is available to users, without passwords, by dialing (801) 237-1521.

According to Loveless, about 200 users have been dialing into the magazine since it became accessible Sept. 9. In-house technology allows KSL-TV to count the times each of the 17 categories is reviewed or printed at a later time. Menu categories include news reports, classified advertising, weather, sports, humor, consumer features and computer news.

"It's a generic service," Loveless emphasized, and no special software is required. Two speeds—300 and 1,200 baud—are offered, "and a 40-character line." The system relies on the World System Teletext Standard (formerly known as Ceefax) transmitted on lines 15 and 16 of the vertical blanking interval. Reports are updated from 9 a.m. to 4 p.m., but the magazine is available 24 hours a day.

"It is believed the dial-up service involves a group which will be representative of teletext users in the next few years," pointed out *Teletext-5* General Manager Paul Evans. "Not only does it identify the viewer's interest relative to specific categories of information and news. It serves as a testing ground to determine the most effective text presentation respective of format and content."

### Tek gets its share

Harris Corp., which is supplying the hardware for the Comsat General-NBC satellite system, has awarded a contract in excess of \$2 million to Tektronix for between 170 and 200 110-S frame synchronizers, which will be incorporated into the system's earth stations. The satellite system is being created by Comsat General, under contract to NBC, primarily to distribute the network's programming to its affiliates. Harris is one of Comsat General's subcontractors. Tek will begin shipping the units to Harris early next year.

Tektronix has a chance to double its con-

tract. At the request of Harris and NBC, Tek is developing a scrambling system for the satellite system that would use modified versions of the 110-S as a descrambler. Since each frame sync contains a frame store, he said, converting them to descramblers is "a fairly economical thing to do." Negotiations about supplying the second box are "still in the talking stage," he said, but because the order would be a large one and because it could propel Tek into the encryption business, the company is "considering it very seriously."

### In one pocket . . .

After lengthy federal investigation and several months of negotiations, Tektronix has agreed to pay the federal government \$5 million to settle a Justice Department complaint against the firm. According to Assistant Attorney General J. Paul McGrath, the settlement closes the book on allegations that the firm "failed to disclose complete price and discount information about its relations with other customers" in attempting to win contracts from the General Services Administration, which makes most purchases for civilian federal agencies. The settlement covers contracts for the years 1977 to 1983. Tektronix also agreed to internal reforms designed to head off a repetition of the situation.

### Sunshine net

Microdyne announced last week it has received a \$1-million contract to supply earth stations to Florida Network Inc. for its two-channel satellite distribution system. Under the agreement, the Ocala, Fla., satellite equipment manufacturer will install a five-meter uplink at the network's flagship station, WKIS(AM) Orlando, and fifty 12-foot downlinks at network affiliates throughout the state. Microdyne will also supply a transportable uplink.

According to Microdyne, The Florida Network, which is a subsidiary of group broadcaster Susquehanna Broadcasting Co., has also purchased two 10 dbw SCPC audio channels on Westar VI, the Western Union bird slated for launch next month. The network is expected to be fully operational by March 1984.

Microdyne said it installed a similar network for Georgia Radio News Service earlier this year.

### Not to worry

One of the big questions facing Joel Alper as he settles into his new job as president of Comsat's World Systems Division, which oversees the corporation's participation in Intelsat and Inmarsat, is whether the federal government will allow independent, privately-owned satellite systems to compete

with Intelsat. At a meet-the-press luncheon in Washington, however, Alper was sanguine the federal government would turn thumbs down on would-be Intelsat competitors. "I am fairly confident that the U.S. is going to stick to its commitments. Let's say I'm smiling."

Concern about competitive systems is not academic. Two companies—Orion Satellite Corp. and International Satellite Inc.—have asked the FCC for permission to launch trans-Atlantic satellite systems. As other Comsat and Intelsat officials have predicted before, Alper said such competition for lucrative North Atlantic traffic would harm Intelsat financially, causing increases in Intelsat costs on less heavily used "routes." "The impact would be most unfortunate" for many countries, especially those for which the Intelsat system is the most important means of telecommunications.

### Wash-and-wear ENG

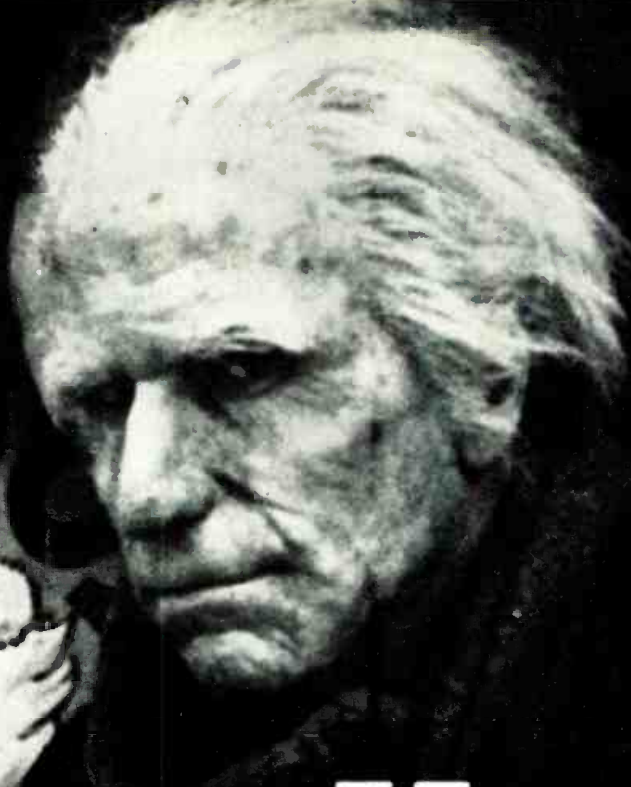
ENG cameramen who go out on assignment with more gizmos and gadgets than places to carry them may want to check out the jacket being manufactured by Domke Bag of Lansdowne, Pa. The canvas jacket has 10 roomy pockets, which the wearer can cram with everything from a spare videocassette for an important shoot to a ham-and-cheese sandwich for lunch. Designed by former newspaper (*San Francisco Chronicle* and *Philadelphia Inquirer*) photographer and Domke Bag founder Jim Domke, the jacket also features naugahyde shoulder guards, which, Domke said, help keep camera bags and cameras from slipping off the shoulder, and a hood that tucks away inside the collar. It's available in four sizes (small, medium, large and extra-large) and costs \$150.

Since leaving the *Inquirer* in 1976, Domke has been designing, manufacturing and marketing camera bags. He incorporated his company in 1980 and expanded into the jacket business in 1982. He said he has sold about 400 jackets, mostly to still photographers.

### Cable theft primer

The National Cable Television Association has published a booklet, "Theft of Cable Primer," outlining how legislation can be used to prevent piracy, and how cable employees, subscribers, community leaders and the media can help combat the problem. The primer includes a model theft-of-cable-service bill and copies of California and New Jersey legislation. It also includes a prototype news release and sample letters for subscribers and community leaders explaining the theft problem, and examples of ads used by cable operators to publicize the issue. NCTA members can get the booklet for \$2; others can get it for \$2.50.

It's going to be  
a winner this year—  
and for years to come!



*Henry  
Winkler* in  
"An  
American  
Christmas  
Carol"

**97 markets cleared, including the top 20,  
in less than 4 weeks!**

Syndicast Services and Primetime Entertainment are proud to announce that, even with a late start, "An American Christmas Carol" starring Henry Winkler has already been cleared in 97 markets covering over 87% of the country. Our thanks to the stations and advertisers who've made "An American Christmas Carol" an instantaneous success. You can be sure that it will be around in syndication for many years to come.



# Stock Index

	Closing Wed. Dec 7	Closing Wed. Nov 30	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING</b>						
N ABC	55	56	- 1	- 1.78	11	1,612
N Capital Cities	141	144	1/2 - 3	1/2 - 2.42	17	1,890
N CBS	69	67	3/4 + 1	1/4 + 1.84	11	2,047
N Cox	45 1/2	43 7/8 + 1	5/8 + 3.70		18	1,289
A Gross Telecast	62 3/4	57 3/4 + 5	+ 8.65		14	50
O LIN	22 7/8	20 5/8 + 2	1/4 + 10.90		23	477
N Metromedia	35 3/8	22 3/8 + 13	+ 58.10		30	989
N Outlet Co.	44	44			34	181
O Price Commun.	6	5	+ 1	+ 20.00	0	16
O Scripps-Howard	25 1/2	25 1/2			14	263
N Storer	35 3/4	32 3/8 + 3	3/8 + 10.42		21	586
O SunGroup Inc.	6	6 1/4 -	1/4 - 4.00		3	4
N Taft	48 1/2	50 1/4 - 1	3/4 - 3.48		11	441
O United Television	13 1/4	12 7/8 +	3/8 + 2.91		17	155

	Closing Wed. Dec 7	Closing Wed. Nov 30	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams Russell	23 3/4	24	- 1/4 -	1.04	23	143
A Affiliated Pubs.	39 1/4	40 1/2 - 1	1/4 - 3.08		15	317
N American Family	23	23			14	314
O Assoc. Commun.	13 3/4	13 1/4 +	1/2 + 3.77		0	66
N A.H. Belo	40 1/4	39 3/4 +	1/2 + 1.25		13	377
N John Blair	29	30 1/2 - 1	1/2 - 4.91		12	229
N Chris-Craft	27 1/8	24 3/8 + 2	3/4 + 11.28		54	168
N Cowles	22 7/8	21 5/8 + 1	1/4 + 5.78		22	91
N Gannett Co.	60 1/4	64 1/2 - 4	1/4 - 6.58		17	3,212
N General Tire	36 1/4	36 1/4			13	763
O Gray Commun.	60 1/2	60	+ 1/2 +	.83	13	30
N Gulf United	32 1/4	32 3/4 -	1/2 - 1.52		10	931
N Harte-Hanks	23 1/4	24 5/8 - 1	3/8 - 5.58		14	509
N Insilco Corp.	19	19			10	306
N Jefferson-Pilot	39 3/4	39 1/2 +	1/4 + .63		9	855
O Josephson Intl.	15	14 3/4 +	1/4 + 1.69		11	74
N Knight-Ridder	25 1/8	26 1/2 - 1	3/8 - 5.18		7	1,656
N Lee Enterprises	24 5/8	24 1/2 +	1/8 + .51		15	331
N Liberty	24 1/2	24 7/8 -	3/8 - 1.50		14	245
N McGraw-Hill	45 1/4	44	+ 1/4 + 2.84		19	2,268
A Media General	57	55 1/4 + 1	3/4 + 3.16		11	396
N Meredith	41 3/8	34 7/8 + 6	1/2 + 18.63		12	389
O Multimedia	37 1/2	37 3/4 -	1/4 - .66		17	624
A New York Times	85 3/4	86 3/4 - 1	- 1.15		16	1,113
O Park Commun.	23 1/4	23	+ 1/4 + 1.08		19	214
A Post Corp.	59 1/4	59 3/8 -	1/8 - .21		22	108
N Rollins	17 5/8	16 5/8 + 1	+ 6.01		21	456
N Schering-Plough	38 1/4	39 5/8 - 1	3/8 - 3.47		10	2,039
T Selkirk	14	13 3/4 +	1/4 + 1.81		30	114
O Stauffer Commun.	49	48	+ 1	+ 2.08	13	49
A Tech Operations	38 3/8	37 7/8 +	1/2 + 1.32		7	35
N Times Mirror	81	81 7/8 -	7/8 - 1.06		16	2,781
N Tribune	30 7/8	30 3/4 +	1/8 + .40		14	1,265
O Turner Bcstg.	26	26			173	530
A Washington Post	70	70			16	992
N Wometco	42 1/2	41 3/4 +	3/4 + 1.79		21	742

	Closing Wed. Dec 7	Closing Wed. Nov 30	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
<b>SERVICE</b>						
O BBDO Inc.	39	39			14	227
O Compact Video	5	5 1/8 -	1/8 - 2.43		23	16
N Comsat	31 3/8	31 3/4 +	1/8 + .40		10	565
O Doyle Dane B.	20 1/2	20 1/2			17	124
N Foote Cone & B	47 3/8	48 1/4 -	7/8 - 1.81		12	137
O Grey Advertising	110	110			9	65
N Interpublic Group	50 1/2	50 1/8 +	3/8 + .74		11	251
N JWT Group	39 3/4	39 1/2 +	1/4 + .63		21	235
A Movielab	6 1/8	7	- 7/8 - 12.50		6	10
O A.C. Nielsen	37	35 3/4 + 1	1/4 + 3.49		18	831
O Ogilvy & Mather	48 3/4	48	+ 3/4 + 1.56		15	213
O Sat. Syn Syst.	9 1/2	8 1/4 + 1	1/4 + 15.15		20	54
O Telemation	7 1/4	7	+ 1/4 + 3.57		7	8
O TPC Commun	7/8	1 1/8 -	1/4 - 22.22		1	2
A Unitel Video	9 7/8	8 5/8 + 1	1/4 + 14.49		14	20
N Western Union	36 5/8	37 3/8 -	3/4 - 2.00		10	880

	Closing Wed. Dec 7	Closing Wed. Nov 30	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
O Barris Indus	4 1/2	4 1/2			24	25
N Coca-Cola	56 1/8	55 1/4 +	7/8 + 1.58		14	7,635
N Disney	51 7/8	48 1/4 + 3	5/8 + 7.51		15	1,794
N Dow Jones & Co.	50	50 3/8 -	3/8 - .74		28	3,202
O Four Star	7	7 1/2 -	1/2 - 6.66		7	6
N Getty Oil Corp.	78 3/8	71 5/8 + 6	3/4 + 9.42		14	6,202
N Gulf + Western	31 3/8	28 3/4 + 2	5/8 + 9.13		9	2,415
O Lorimar	21	20	+ 1	+ 5.00	12	106
N MCA	37 3/4	39	- 1 1/4 -	3.20	12	1,820
N MGM/UA Ent.	12 3/8	14	- 1 5/8 -	11.60	9	616
N Orion	16 3/4	16 3/8 +	3/8 + 2.29		32	19
O Reeves Commun.	10	10 1/2 -	1/2 - 4.76		16	124
O Telepictures	14 3/4	15 5/8 -	7/8 - 5.60		19	89
O Video Corp.	10	11	- 1	- 9.09	18	17
N Warner	22 1/2	22 7/8 -	3/8 - 1.63		3	1,464
A Wraether	38 3/4	38 5/8 +	1/8 + .32		105	86

	Closing Wed. Dec 7	Closing Wed. Nov 30	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
<b>CABLE</b>						
A Acton Corp.	6 7/8	7 3/8 -	1/2 - 6.77		36	38
O AEL	30 1/2	30 1/2			40	62
O AM Cable TV	5 3/4	5 5/8 +	1/8 + 2.22		34	21
N American Express	33 3/4	34 3/8 -	5/8 - 1.81		7	6,735
N Anixter Brothers	25 3/8	24 5/8 +	3/4 + 3.04		35	455
O Burnup & Sims	7 3/8	6 3/4 +	5/8 + 9.25		8	66
O Comcast	21 7/8	21 1/2 +	3/8 + 1.74		22	179
N Gen. Instrument	32 1/4	33 3/8 - 1	1/8 - 3.37		21	1,013
N Heritage Commun.	15	14 1/4 +	3/4 + 5.26		31	111
T Maclean Hunter X	17 5/8	18	- 3/8 - 2.08		24	649
A Pico Products	9 7/8	10 3/4 -	7/8 - 8.13		32	28
O Rogers	8 3/8	8 7/8 -	1/2 - 5.63		8	185
O TCA Cable TV	12 1/4	12 3/4 -	1/2 - 3.92		22	82
O Tele-Commun.	21	20 7/8 +	1/8 + .59		33	911
N Time Inc.	64	59 3/8 + 4	5/8 + 7.78		25	3,711
O Tocom	4 5/8	4 5/8			3	36
N United Cable TV	25 7/8	26 1/2 -	5/8 - 2.35		19	285
N Viacom	33 3/8	32 1/2 +	7/8 + 2.69		20	424

	Closing Wed. Dec 7	Closing Wed. Nov 30	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
<b>ELECTRONICS MANUFACTURING</b>						
N Arvin Industries	27	28 1/2 - 1	1/2 - 5.26		11	201
O C-Cor Electronics	10 3/4	10 3/4			10	36
O Cable TV Indus.	4 7/8	4 3/4 +	1/8 + 2.63		22	15
A Cetec	10 1/8	10 1/4 -	1/8 - 1.21		24	22
O Chyron	13 3/4	14 1/2 -	3/4 - 5.17		20	84
A Cohu	8 1/4	8	+ 1/4 + 3.12		18	14
N Conrac	16	16 1/2 -	1/2 - 3.03		11	97
N Eastman Kodak	75	73 1/4 + 1	3/4 + 2.38		19	12,417
O Eiac Mis & Comm.	9	9 1/2 -	1/2 - 5.26		35	26
N General Electric	58 3/8	57 1/8 + 1	1/4 + 2.18		13	26,503
O Geotel-Telemet	1 3/4	1 3/4			22	5
N Harris Corp.	39 3/4	40 3/4 - 1	- 2.45		22	1,256
N M/A Com. Inc.	21 3/8	21 5/8 -	1/4 - 1.15		25	920
O Microdyne	8 3/4	9	- 1/4 - 2.77		28	40
N 3M	85 5/8	85 5/8			14	10,079
N Motorola	139 7/8	141	- 1 1/8 -	.79	24	5,485
N N.A. Phillips	75 1/8	77 1/2 - 2	3/8 - 3.06		12	1,077
N Oak Industries	5 7/8	6 5/8 -	3/4 - 11.32		2	96
A Orrox Corp.	3	3			3	7
N RCA	36 1/8	36 3/8 -	1/4 - .68		17	2,949
N Rockwell Intl.	30 1/8	31 5/8 - 1	1/2 - 4.74		13	4,650
A RSC Industries	5 3/8	5 1/8 +	1/4 + 4.87		67	18
N Sci-Atlanta	16	16 3/8 -	3/8 - 2.29		800	383
N Signal Co.s	34 1/8	34 5/8 -	1/2 - 1.44		23	3,651
N Sony Corp.	14 5/8	13 7/8 +	3/4 + 5.40		38	3,373
N Tektronix	75 3/8	77	- 1 5/8 -	2.11	29	1,447
A Texscan	18 1/8	19 1/2 - 1	3/8 - 7.05		20	112
N Varian Assoc.	54 1/4	55 7/8 - 1	5/8 - 2.90		25	1,160
N Westinghouse	55 7/8	54	+ 1 7/8 +	3.47	11	4,892
N Zenith	35 1/2	34 3/4 +	3/4 + 2.15		15	767

Standard & Poor's 400 186.82 187.18 - 0.36 - 0.19

Notes: A-ASE, N-NYSE, O-OTC and T-Toronto. Some bid prices by Shearson/AE, Wash. Common A stock unless otherwise noted. P/E ratios are based on S&P's estimated new year earnings. If no estimate is available, figures for last 12 months

are used. "0" in P/E ratio is for deficit. Footnote: \* see "Top of the Week." \*\* Rupert Murdoch has acquired 6.7% of Warner Communications Inc. and has announced intention to increase investment. \*\*\* Three-for-one split payable Nov. 30.



## News Council restructures into two boards

Hearing complaints and fund raising will now be handled by separate boards

The National News Council is being restructured into two boards, in the hope of winning greater support from the news media.

One board will be made up predominantly of news people and will hear complaints against the news media, make studies of journalistic policy issues and address itself to free-press questions.

The other board, made up primarily of people not connected with the news media, will provide oversight and governance. It will also be the council's fund-raising body, separating that function from the function of hearing complaints. The 18-member council has handled both functions in the past, leading to fears that it risked potential conflicts of interest.

Some changes in membership will be necessary, since the council currently consists of 10 "public" and eight "media" members. A transition committee will work out details.

Richard S. Salant, council president and chief executive officer, who proposed the restructuring, said the 10-year-old council has not generated public support because it has failed to get the support of significant elements of the news media.

Salant, former president of CBS News and former vice chairman of NBC, who took over the council post last May, said the new setup offers the best chance to break up that "gridlock" by assuring news media that complaints against them will be judged by their journalistic peers rather than, as now, by a council whose "public" members outnumber "media" members 10 to eight.

The restructuring was voted by council members in sessions in which they also disposed of five complaints. In the only one involving broadcasting, the council held to be unwarranted a complaint that a May 26 segment of ABC's *20/20* program created a panic by suggesting that the nation's blood supply had been contaminated by blood from victims of Acquired Immune Deficiency Syndrome (AIDS).

The council concluded that "the *20/20* segment on AIDS, especially when taken in conjunction with a segment on the same subject a week earlier, represented an appropriate exercise of journalistic initiative in seeking to keep viewers abreast of developments in combating a disease then at the top of the news.

It contributed to a climate of public concern that helped induce the administration and Congress to accord much higher priority to funds for research in a deadly malady that

in the past had received scant attention.

"Insofar as the broadcast dealt with the involvement of homosexual men in the spread of AIDS, the matter was handled with sensitivity and without exaggeration...."

The complaint was filed by the National Gay Task Force. □

## Pentagon to start media-military study in light of Grenada

Questionnaires to go out to NAB and ANPA on media accommodation in future military operations

The Pentagon-initiated study of how to avoid the kind of conflict between the military and the news media that erupted during the initial stages of the U.S. operation in Grenada will probably start with a questionnaire to media groups, such as the National Association of Broadcasters and the American Newspaper Publishers Association.

A Pentagon spokesman, Michael Burch, offered that as part of the "preliminary"

thinking being done on the project by retired Army Major General Winant Sidle, who was named to head the special commission by Army General John Vessey, chairman of the Joint Chiefs of Staff. Burch also said Sidle would probably select commission members from those organizations, as well as from military public affairs units and the JCS.

Burch, who stressed that Sidle's thinking on the matter is only "preliminary" and subject to change, said Sidle would attempt to develop a questionnaire that would elicit the information the commission would review in drafting its recommendations. The commission report on how, as Burch put it, "the media can be accommodated in future military operations" would be reviewed by Defense Department officials and possibly the White House.

Vessey called for the formation of the commission and named Sidle, a former top military press spokesman in Saigon during the Vietnam war, after news organizations protested the exclusion of journalists who wanted to accompany U.S. troops in the invasion of Grenada, on Oct. 25. Reporters and television camera crews were not allowed on the island until the third day of the operation. □



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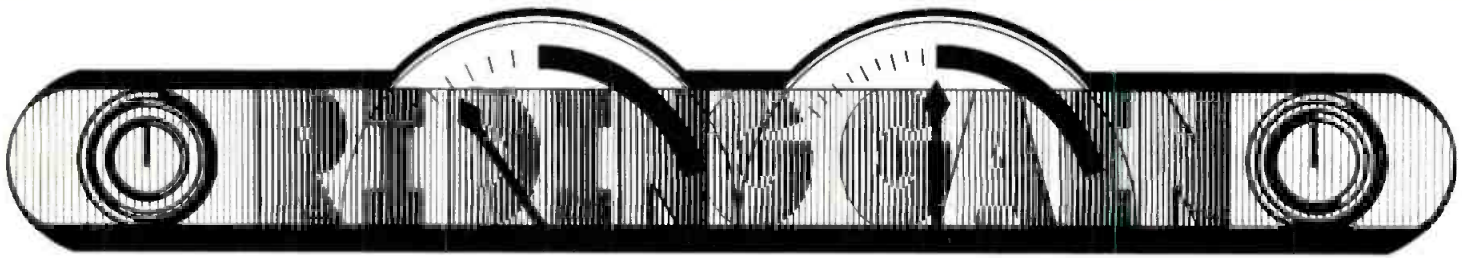
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## Market-by-market plan

Radio Expenditure Reports Inc., the Larchmont, N.Y.-based company that computes monthly national spot radio advertising dollars based on financial information supplied confidentially by 14 leading rep companies, will slowly broaden its operation, according to Dr. Ted Schwartz, company president. Schwartz told BROADCASTING that he's looking at the feasibility of RER providing market-by-market radio sales data through direct reporting of local stations. But he added that this compilation of statistics is a long-range goal. In the meantime, Schwartz has embarked on a campaign to add more radio rep firms to the list of those already reporting monthly spot figures. Letters are being sent out to 12 additional reps, soliciting their support.

## Widespread medium

According to the fall 1983 Radar report, radio's weekly cume audience in the U.S. equals 95.7% of all persons 12 years old and older. That translates into 181,784,000 persons nationwide. For network-affiliated stations, the weekly reach is 156,808,000 for persons 12-plus, or 82.5% of the population.

The data was released last week by Westfield, N.J.-based Statistical Research Inc.

FM's share of the audience has increased since the fall 1982 report—up from 63% to 66%—and up slightly from 65% last spring, while AM dropped from 37% in 1982 to 34% this fall. In addition, average quarter-hour audience listening for AM stations slipped approximately 5% from 8,972,000 in spring 1983 to 8,542,000 in the fall report.

In addition, average quarter hour (AQH) listening estimates for AM stations slipped approximately 4.8% from the spring 1983 book when the measurement was 8,972,000, to the new fall report with 8,542,000. However, AM's weekly cume audience rose .5% from 117,667,000 last spring to 118,298,000 this fall. Researchers say AM's slippage in AQH ratings indicates that length of time listening is down slightly. For FM stations, AQH listening was up .7% from 16,724,000 in spring 1983 to 16,835,000 in the new book, while FM cume jumped 3.7% from 146,972,000 to 152,387,000 over the same period.

The fall report is the first based on 48 weeks of continuous measurements from November 1982 through October 1983. Also during that time, interviews were conducted with a nationwide sample of nearly 6,000 persons 12 and older.

## Ingram's back

Dan Ingram, for many years an afternoon personality over top 40 WABC(AM) New York before the station switched to an all-talk format last year, returns to the medium as the host of CBS's RadioRadio's new *Top 40 Satellite Survey*, a weekly national music survey program scheduled to debut in early April ("In Brief," Nov. 14).

The decision to launch a weekly CHR (contemporary hit radio) survey program was, according to Kipperman, based on the success of the network's popular *Top 30 USA* adult contemporary countdown show, which has been airing on more than 200 stations since its debut five months ago. The new program has been cleared by all five of the CBS FM Group's CHR-formatted stations: WCAU-FM Philadelphia; WBBM-FM Chicago; WHTT-FM Boston; KHTR(FM) St. Louis, and KKHR-FM Los Angeles.

Plans call for each *Top 40 Satellite Survey* affiliate to be an active participant in the research and development of the program's weekly playlist. *Top 40 Satellite Survey* will be delivered to stations in digital stereo over Satcom I-R as well as by disks to outlets not equipped for satellite reception.

## Source nostalgia

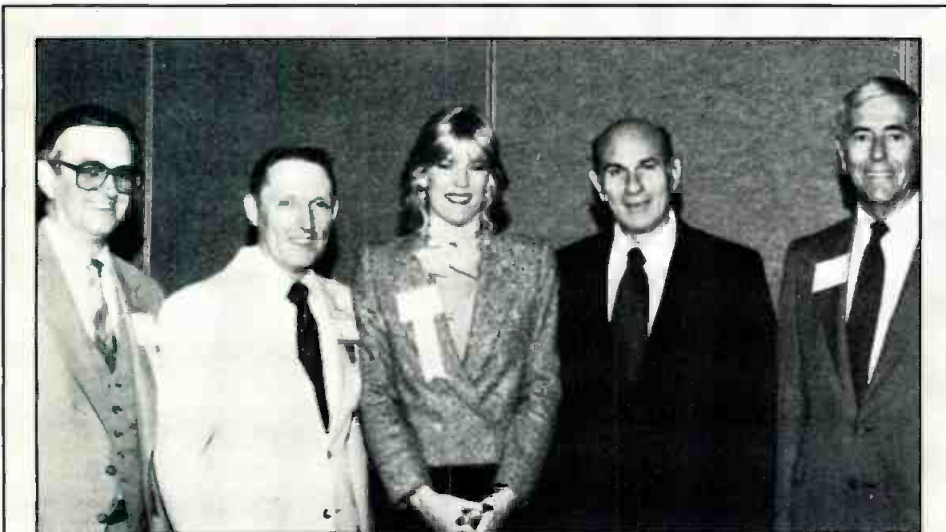
The Source, NBC's young adult network, will launch a new satellite-delivered three-hour weekly nostalgia series Jan. 7-8. Called *Flashback*, the three-hour program will be hosted by WMMR(FM) Philadelphia personality John DeBella and will feature rock music from 1955 to 1975 as well as news actualities and excerpts from movies, television and radio programs. The show is being produced by Dan Formento.

Additionally, The Source will offer affiliates a live concert of the rock group, Stray Cats, from Opryland in Nashville on Sunday, Dec. 18. A 90-minute Culture Club concert, recorded at Philadelphia's Tower Theater in late August, was aired last weekend (Dec. 10). Starfleet Blair is producer of both events.

## Registration progress

Advance registration of 339 for the Radio Advertising Bureau's upcoming fourth annual Managing Sales Conference (Jan. 28-31) is running about 25% ahead of last year, according to RAB President Bill Stakelin. Registration is limited to 1,000 radio managers and sales executives.

The three-day event, again being held at the Amfac hotel at the Dallas-Fort Worth airport, comprises 32 workshops and forums. Among the scheduled speakers are Amway/Mutual Broadcasting co-chairman, Richard DeVos, "Megatrends" author John Naisbitt and Dr. Norman Vincent Peale. RAB has titled this year's conference the "Quest for Excellence."



**Theatrical event.** At the annual convention of the National Association of Theater Owners (NATO) in Anaheim, Calif., the Radio Advertising Bureau unveiled its new radio planning and buying presentation titled the "Radio Market Planning System." The event launched the beginning of RAB's major year-long "educational campaign" on how the motion picture and leisure time industries can use radio advertising. The presentation, which is based on Arbitron data, uses charts and graphs combining reach, frequency and gross rating points (GRP) that can be applied to any station buy, according to an RAB spokesman.

At the conclusion of the annual meeting, NATO announced it will become an Arbitron subscriber. RAB and NATO representatives at the convention included (l-r): Lewis Greist, director of marketing and research, RAB; Donald Baker, vice president, advertising and public relations, Loews Theaters, and chairman of NATO's advertising committee; Susan Olive, national sales executive, RAB; Joseph Alterman, executive director, NATO, and Gordon Hearne, vice president, Western region, RAB.

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Stations from coast to coast have made the decision for Motorola C-Quam® AM Stereo. They range from clear-channel powerhouses to day-timers, with formats from MOR to C&W, throughout the U.S. and Canada.

The majority are already on the air, reaping the promotional benefits of being among the first with the beautiful sound of Motorola AM Stereo (and low-distortion mono). The others are scheduled for installation soon.

So, if you're budgeting for new equipment, plan to join these stations soon. For price and installation information, contact Dick Harasek at (312) 576-2879, or Chris Payne at (202) 862-1549.

Make the call for your station today, and get a head start on your competition.

**MOTOROLA AM STEREO. THE WINNING SYSTEM.**



Video Sales Training

Video Sales Training

WHDH

BM 107

Post Office Box 1829  
Hammond, Louisiana 70404 (504) 345-1070

October 24, 1983

Pam Lontos Incorporated  
9911 Whitehurst Suite 1214  
Dallas, Texas 75243

Dear Pam,

I can hardly wait to share the results our station has achieved using your Video Sales Training Course, "Basics of Broadcast Selling."

Our cash sales increased over \$35,000 the first four weeks we used your Video Sales Training Course. This month billing is up to almost \$20,000 above our highest month ever. That gives 1,000 percent return on our cash investment in only 30 days. Merrill Lynch should listen to you!

Thanks again, Pam. You said the small investment for your video sales training would be the best money our station could invest. And with over ten times return on our money with the first month, I agree. With our investment recouped already we will still have you in house "for free" for years to come.

Sincerely,  
*Nanette*  
Nanette C. Guerin  
General Manager

July 8, 1983  
Ms. Pam Lontos  
PAM LONTOS, INC.  
7055 Merriman Parkway  
Dallas, Texas 75231



Dear Pam:

Incredible ... that's the word that best describes the results our sales staff has experienced since watching just the first five lessons of your video sales course.

In the three days since we began the course, our station has had the most sales per day in its history! Sales are up a whopping 316% over average days. In my twenty years in radio I've never seen anything like it, Pam!

I admit that I was reluctant to make the investment at first, but I'm convinced it's the wisest move we could ever have made toward dramatic sales increases!

We love you, Pam and the entire sales staff is looking forward to completing the video course (they come in at night, on their own time, because they're so excited with it).

Cordially,  
*Bill Bro*

Bill Bro  
President  
2606 N. Knoxville, Peoria, IL 61604 (309) 686-8999  
Studio: 1104 N. 2nd, Chillicothe, IL 61523 274-4420

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Temporarily 80% Trade

May 13, 1983  
Ms. Pam Lontos  
Pam Lontos, Inc.  
7055 Merriman Parkway  
Dallas, Texas 75231



Dear Pam:

Pam Lontos is the best thing ever to happen to KISS 94 FM!

Last fall, the sales staff and I attended one of your seminars. The following month we increased our already healthy billing by over 60%! It's gotten better from there, too, including big first quarter profits in what is a seasonal market here!

The name "Lontos" has become a verb at KISS 94 ("I Lontos-ed him into buying ...") and when we crack a tough sale, we usually find that your techniques were what turned the client around.

Novices and seasoned vets alike could benefit greatly from your training. Thanks, Pam, for being such an important part of our success.

Sincerely,  
*Mark L. Osborne*  
Mark L. Osborne  
President/General Manager  
bmb

WKSQ RADIO 45 HIGH STREET, ELLSWORTH, MAINE  
04605 (207) 677-7573

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BY  
PAM LONTOS

FIRST 100 Sales Managers, General Managers or Station Owners who call Pam Lontos or Sam Cooper for More Info on the Video Sales Training Course, "Basics of Broadcast Selling" will be Mailed a Free Audio Cassette "How To Hire The Right Sales People To Increase Your Stations Revenue."

FOR MUCH MORE MONEY

CALL PAM  
or SAM Today!  
(214) 341-1670

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THEN ...**



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Sales Trainer**

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**YOU**

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MONEY!!!**

**Temporarily 80% Trade!!!**

**CALL HER or SAM COOPER Today For More  
Information On Video Sales Training!!!  
(214) 341-1670**

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# SIN PAYS

Since 1979, the SIN Television Network has been the *only* basic cable service to compensate its affiliates consistently for carrying its satellite signal.

If your cable system is outside the primary coverage of one of SIN's affiliated TV stations, you can become the SIN affiliate in your area. Carry our 24-hour Galaxy I signal and receive regular monthly compensation for each Spanish-speaking subscriber on your system.

SIN's top-quality Spanish programs attract new subscribers. You keep 100% of new subscriber revenues—*plus* the payment from SIN.

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FOR ENTRY FORMS:



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Box 71, Tacoma, WA 98447-0003

for local area radio stations as well as for advertising agencies and clients. The meeting, which is expected to attract 600 people, will run from 9 to 11 a.m. at the First Chicago Center.

## Independents' association

An initiative is under way to form a new association representing independent and freelance public radio program producers before National Public Radio, the Corporation for Public Broadcasting and Congress. According to Larry Josephson, president of the New York-based Radio Foundation, one proposal the new group is likely to make to CPB is for the creation of a "separate" radio fund strictly for independently produced programming. Josephson said that no other organization fully addresses the needs of the independent public radio producer.

## Renewed

In an initial decision, FCC Administrative Law Judge Thomas Fitzpatrick has granted Kaye-Smith Enterprises renewal for KISW(FM) Seattle, denying the competing application of Hoffart Broadcasting. Fitzpatrick found that KISW's past performance had been "meritorious." Although Kaye-Smith received a "slight demerit" for submitting some testimony that had been improperly notarized, Hoffart's advantages under the FCC's diversification and integration criteria "are insufficient to overcome the substantial preference awarded to station KISW for its past broadcast record," Fitzpatrick said. Kaye-Smith is a joint venture of Dena Pictures Inc. (80%) and Alexander Broadcasting Co. (20%). Dena is co-owned by performer Danny Kaye and Sylvia Fine Kaye. Alexander is owned by Lester Smith, chairman of the Radio Advertising Bureau's advisory committee. Hoffart is solely owned by Vincent L. Hoffart. Hoffart, a resident of Spokane, is a charter member of the Society of Broadcast Engineers, who resigned as secretary-treasurer of the Spokane chapter of that organization to pursue his application.

The FCC has renewed the licenses of KPRS Broadcasting Corp. for KPRT(AM)-KPRS(FM) Kansas City, Mo., but required it to submit a programs/issues list for each station within 30 days. The Kansas City Black Media Coalition and others had petitioned to deny, contending KPRS, among other things, wasn't providing adequate local news for the black community and had not placed its programs/issues list in the public file. The FCC found no reason to act on the other allegations, but admonished KPRS for failing to place the programs/issues list in its public file.

## Playback

Public radio station WHA(AM) Madison, Wis., has received \$33,500 in grants for the production of *Panorama Hispano*, a national Spanish-language series that will soon be available to all CPB qualified stations via NPR's extended program service. Funding for the program was provided by the Catholic Communication Campaign and the Corporation for Public Broadcasting through NPR's Satellite Program Development Fund. The series, a 26-week pilot project, will con-

sist of weekly half-hour shows described as a Hispanic cultural magazine examining arts, music, literature, history, linguistics and drama. "WHA Radio is pleased at the opportunity to generate a national clearinghouse for Hispanic cultural programming," said Vidal Guzman, one of the show's producers.

McGavren-Guild, the radio rep firm, announced plans to distribute *New Waves*, a two-hour weekly children's radio program produced by Family Programing Inc. and sponsored thus far by Ocean Spray, beginning Jan. 29. The program is described as combining pop music, contests, comedy, features and serialized dramas targeted to the 9-to-14-year-old demographic.

The Transtar Radio Network, a Colorado-based, 24-hour, satellite-delivered music service, is planning to air two long-form programs next year: a 12-hour special on the "greatest artists of all time" over its new country format ("Transtar 2")—to be launched in January—and a series of four-hour *Superstar* specials highlighting country crossover artists that will be made available to affiliates of both the adult contemporary ("Transtar 1") and country services. The program will be advertiser-supported.

According to Ivan Braiker, president of Popular Media Products, Transtar is also planning to syndicate two series being developed for its adult contemporary format: *Saturday Super Gold*, a four-hour weekly oldies series, and a yet-to-be-titled weekly program highlighting the "top 10" in music, film, television and other popular arts. The programs will be distributed on a barter basis.

California Radio Network, a feature service for California stations, has increased its affiliate roster to 22 stations since its August launch and has added two new 90-second programs. Hollywood columnist Army Archerd has been signed to host a "behind-the-scenes" show business report, and Olympic swimming gold medalist John Nabor will narrate *Olympic Countdown Report*. Thirty advertiser-supported features are distributed each week by the Los Angeles-based service.

The Weedeck Radio Network, a Los Angeles-based producer/syndicator, in association with Valentine Entertainment, is offering *The Odyssey of the Black Olympian*, a daily series to run from January through August 1984. The six-per-week, two-and-a-half-minute features are offered free on a market-exclusive barter basis. The programs, hosted by baseball player Reggie Jackson, focus on positive achievements of black athletes in their quest for Olympic medals. Information: Weedeck, 1516 Crossroads of the World, Hollywood 90028.

The Alaskan Public Radio Network (APRN) has received grants totaling \$18,842 from the Alaska State Council on the Arts in support of two new program series: *Alaskan-arts*, about the arts and artists of the state, and *Taped Alaska*, commemorating the 25th anniversary of statehood (January 1959). APRN is a 15-station membership organization and production center in Anchorage.

We don't think AM Stereo should be a numbers game . . . but, if the game is to be played we would like to provide you with some of our numbers:

Based on average quarter hour listeners, over 10% of all listeners to AM radio in the U.S. listen to a station equipped with the Kahn/Hazeltine AM Stereo system\*. This is based on the top 177 markets and is far in excess of all the other AM Stereo systems. (For example, we have more than twice as many listeners as Magnavox, Harris and Motorola, a full year after Delco's announcement of December 7, 1982.)

Another figure—we now have shipped serial #82 (80 separate stations) and every single one of these exciters have been sold, no free loaners or gifts to big or small stations.

But numbers don't tell the whole story. Ask the leading stations in the major markets. (We have sold two or more stations in New York, Chicago, Los Angeles, San Francisco, Boston, Houston, Birmingham, Salt Lake City, Syracuse, Atlanta, Toronto, and Sydney Australia. Most of our competitors do not have even a single station in many of these major markets.) Their reasons include freedom from platform motion, improvement in mono performance, offers AM radio exciting new receiver technology; such as, asymmetrical sideband selectivity, FM stereo quality sound, and recognition that the future of AM radio is sideband modulation. These are the reasons why the leading music and talk stations have picked the leading system.

For a list of stations or more details regarding stereo advantages, call or write us today:

**KAHN COMMUNICATIONS, INC.**

839 Stewart Avenue  
Garden City, N.Y. 11530  
(516) 222-2221



\*Rating source on request.

## NTIA report on Orion and ISI: limit business to end users

### Agency also recommends breaking Comsat monopoly

The question the Reagan administration is believed to be facing in connection with the applications of Orion Satellite Corp. and International Satellite Inc. for authority to link the U.S. and Europe by communication satellite is how to permit those would-be entrepreneurs to proceed without causing undue harm to the International Telecommunications Satellite Organization. Officials indicated it was unlikely an administration committed to a marketplace philosophy would bar the door to competition. Yet there was the U.S. obligation under the Intelsat Agreements to protect the international organization against adverse economic impact ("Closed Circuit," Dec. 5).

The Commerce Department's National Telecommunications and Information Administration staff has completed work on its recommendation on how to reconcile the problem. Officials say the recommendation, now being reviewed by Commerce Secretary Malcolm Baldrige, would essentially limit the new private companies to providing sale or use of transponders to end users. The aim, reportedly, would be to prevent companies from offering telephone service to the public, a major share of Intelsat's business.

Another element of the report suggests that the monopoly of the Communications Satellite Corp.—the U.S. representative to Intelsat—be broken, and in a way that could make Intelsat service much more attractive, in terms of cost, than it is at present. The NTIA staff recommends that record carriers, such as AT&T, International Telephone & Telegraph and MCI International be allowed to deal directly with Intelsat, instead of being forced to buy service through Comsat. At present, Intelsat charges account for only 10% of the price paid by the end user. As a result, direct access to Intelsat would enhance its competitive position with the proposed new entries into the transAtlantic market. The FCC is expected to issue a notice of proposed rulemaking early next year to permit such direct access. The United Kingdom now permits competitive access to Intelsat and other European countries are considering it.

The NTIA staff report was undertaken in connection with an executive branch study of the domestic and international policy implications involved in the Orion and ISI applications. The State Department has not concluded its report on the foreign policy aspects involved. One executive branch agency that has completed its report is the U.S. Trade Representative, which is said to have taken a position similar to the NTIA staff's. The coordination of the studies is

expected to be the responsibility of the Senior Interagency Advisory Group, which is chaired by the State Department. A final decision—expected in January—is likely to be made at the cabinet level.

The efficacy of proposals to grant Orion and ISI-type applications subject to conditions designed to protect Intelsat from harm has been questioned as a result of the FCC's experience with MCI. The commission, in its initial grants of MCI's applications to provide telephone service, intended to limit that service. But MCI found ways around the conditions, and the courts endorsed them. However, officials at both the State and Defense Departments say MCI does present an apt analogy, since new U.S. companies could not provide service abroad without a foreign correspondent. Thus, those officials say, the foreign PTT's could police new entrants.

Also a problem is the provision of the Intelsat Agreements that requires member governments that intend to establish satellite

services apart from Intelsat to coordinate those proposals with Intelsat to ensure technical compatibility and to avoid "significant economic harm." The NTIA report is said to argue that the Communications Satellite Act of 1962, which led to establishment of Intelsat, permits creation of alternative satellite services, provided they are in the national interest. And the report says that the Orion and ISI proposals could be considered to be in the national interest. However, it also says that the U.S. would be required to coordinate the proposals with Intelsat on both technical and economic grounds. The State Department is expected to agree on the coordination issue.

NTIA chief David Markey declined to comment on what he called "premature" reports he said he wishes had not occurred. "No one should take it as the final word of the Commerce Department," he said. "It may not be." That would be issued by Baldrige. Another high-level official likely to be involved in the policy making decision is the department's deputy secretary, Clarence Brown, a former Republican congressman from Ohio who because of his service on the House Commerce Committee, has an interest in the issue. □

## Supreme Court may review lowest unit ad rates for political time

### Texas law extending rate beyond campaign season at issue; court affirms FCC on sponsor identification, rebuffs ABC attempt to head off libel trial

Broadcasters who are now confronted with a federal requirement to afford political candidates during an election period their lowest unit advertising rate may be vulnerable to an even broader requirement imposed by the states. The Supreme Court last week indicated it was considering accepting for review an appeals court decision that overturned a Texas law requiring broadcasters to charge their lowest unit rate for political issue advertising, as well as candidate advertising, throughout the year. The high court asked the Justice Department to comment on Texas's petition for review.

The U.S. Court of Appeals for the Fifth Circuit in July held that the federal law imposing the lowest unit rate requirement preempted the states' authority to regulate political broadcast rates. The 1975 Texas statute, it said, "conflicts directly with the federal statute in important ways." It also said the Texas law imposes "a considerably heavier burden on broadcasters to make low-cost time available to political advertisers than does the federal statute," which was adopted in 1972.

Texas, in seeking Supreme Court review,

said the purpose of its law was "to promote an informed electorate by increasing public exposure of political candidates and issues." But the appeals court, which acted on an appeal by KVUE-TV Austin and Central Texas Broadcasting Co., held that the law conflicts with congressional goals. By making the requirement applicable to all political advertising the year-round, the court said, it lengthens rather than shortens campaign periods, and encourages increased rather than less campaign spending. The federal statute limits the lowest unit rate requirement to candidates within 45 days of a primary and 60 days of a general election.

The high court last week announced two other decisions affecting broadcasting:

It let stand an FCC decision, affirmed by the U.S. Court of Appeals in Washington, that broadcasters are not required to go beyond "a reasonably diligent effort" to determine the sponsor of a paid political advertisement (BROADCASTING, May 16). The case stems from the defeat in California in 1980 of a referendum proposal to require separate smoking and nonsmoking areas in most enclosed public places in the state. Most of the funds supporting a group opposing the proposal were provided by cigarette manufacturers, and supporters of the proposal complained to the commission when the radio and television stations carrying the opponents' ads refused to identify the tobacco



co industry as the sponsor. The ads concluded with the line, "Paid for by Californians Against Regulatory Excess." But while commission regulations require sponsorship identification, the agency rejected the complaint. And the court said it found nothing in the law that "might require broadcasters to investigate whether a party purchasing commercial time was acting on its own behalf or as an agent for someone else."

The high court handed ABC another defeat in the latter's effort to block the trial of a libel suit filed by a Detroit housewife who said a documentary the network broadcast in 1977 implied she was a prostitute. The woman, Ruby Clark, was shown walking down the street in one of the scenes in *Sex for Sale, the Urban Battleground*. A trial judge dismissed the suit, ruling that the program did not libel the woman or invade her privacy. But the suit was reinstated by a three-judge panel of the U.S. Court of Appeals for the Sixth Circuit. In response to an appeal by ABC, the full circuit agreed, by a 5-4 vote, to restudy the case. A month later, it said it had not followed its own rules, which require six votes to order a full court review of a panel's decision. And the high court last week rejected ABC's appeal aimed at requiring the full appeals court to reconsider the case. □

## Move to block campaign ads coming up short in N.C.

The re-election campaign committee of Senator Jesse Helms (R-N.C.) is trying to prevent the North Carolina Democratic Party from airing a series of commercials critical of the senator's record. But the committee isn't having much luck.

At issue are three 60-second radio ads that attack Helms's record on tax policy, social security and agricultural issues. One, for example, alleges that Helms voted for "tax breaks for the three-martini executive lunch but against hot lunches for school children." Another charges that Helms voted to "cut \$40 billion off Social Security" and wants to replace that with "some kind of private fund."

On one front, charging that the ads contain "inaccuracies and misstatements of fact," the committee has complained to the FCC. In its complaint, the committee charged that WBT(AM) Charlotte, N.C.'s broadcasts of the ads were an "abuse of the public interest" and asked the commission to do something about it—or tell the committee what it could do to get the FCC to act.

On another front, the committee wrote state radio broadcasters, advising them that it would file complaints at the FCC, "or take such legal action as is proper," against stations that broadcast the ads "in their present form."

It doesn't appear that the commission will do much for the committee. Sources note that the commission was asked to walk down a similar path in 1972, when then-Governor of California Ronald Reagan wanted the FCC to warn licensees not to run issue ads—aimed at a ballot proposition—that Reagan

charged were false and deceptive. The FCC told Reagan that it doesn't get involved with the content of those sorts of claims.

David Price, chairman of the North Carolina Democratic Party, said the ads are accurate. And, after the Helms committee had mailed out its "threats," the party, Price said, supplied stations with documentation for the ad claims.

Price said one stumbling block had arisen: The North Carolina News Network, which Price said served more than 70 stations, wanted the party to make some changes in

the ads. But the party refused and started approaching the stations individually, Price said. "Now the overwhelming majority of those stations are running the ads," he said. Price also said that 36 out of 47 independent radio stations the party approached were running the ads as of Dec. 2. "And I think more are running them now."

Price added that now the Democratic party has a fourth ad: It "deals with the issue of trying to suppress the first three."

The spokesman for the Helms committee did not return telephone calls. □

## Commenters take dim view of lottery plan for cellular applications

**Majority of opinions filed at FCC say proposal won't result in best applicant being chosen; others support, but suggest various modifications**

The FCC's proposal to use lotteries to select licensees for cellular radio in all markets outside the top 30 has drawn a mixed reaction. The vast majority of the commenters said lotteries and cellular don't mix. The support the proposal got, however, came from some formidable players.

The soon-to-be divested Bell telephone companies said the adverse potentials of the proposal to use lotteries were significant. "Quite apart from its potential to select the least qualified applicant in a market, a lot-

tery system would subvert the process by which the vast majority of cellular licensees would otherwise be selected: uncontested applications or sound settlements among qualified, bona fide applicants."

Cellular Systems Corp. said the FCC proposal was not in the public interest. "The dramatic differences in the quality and coverage of services proposed by the various applicants illustrate well the manifest injustice of reducing such unequal applicants to equal stakeholders in a blind draw."

The Washington Post Co. said the proposal was illegal. "Alternatives exist to further expedite the processing of cellular applications already on file."

Cox Communications Inc. and CyberTel Corp. said the public interest in providing

# 1983

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# Washington Watch

**Justice on access.** Department of Justice has recommended that FCC reconsider access charge decision and phase in interconnection rates for AT&T's long-distance competitors as equal interconnection is phased in gradually between 1984 and 1986. FCC's decision had ordered substantial increases in price paid by long-distance carriers for interconnection to local telcos while reducing price AT&T pays. Justice said such precipitous change in rates could slow development of competition in long-distance business. □

**Directional dictum.** FCC has adopted plus or minus three degrees phase tolerance for directional AM stations, expanded use of toroidal current transformers to derive current samples in directional AM station antenna systems and provided for use of radio frequency relays in sampling element transmission lines. □

**Going into business.** Major report prepared for state of California by Center for Communications at San Diego State University, released last week, recommends state government create telecommunications services corporation and new cabinet-level telecommunications agency. CalCom, proposed new nonprofit corporation, would be empowered to procure telecommunications services and equipment from vendors on behalf of public sector users, own and operate "specified telecommunications facilities" and provide state-of-the-art telecommunications consulting to state and local governments. Start-up cost is pegged at \$3.5 million, but advocates claim public sector could realize savings of up to \$800 million per year through CalCom, which would be organized as state-chartered cooperative.

the best possible cellular service to the public demanded "retention of comparative hearings and the opportunity they afford for serious review of applications' merits."

Metro Mobile CTS, which has applied in 64 of the top 90 markets, said the "complexity of cellular technology and the cellular marketplace make impossible the establishment of minimum standards adequate to insure high-quality cellular service."

LIN Broadcasting Corp. said it "reluctantly" agreed that lotteries were needed, but recommended that they be used only in those markets being contested by five or more parties. In addition, it recommended that the FCC first give parties an opportunity to enter into partial settlements that would reduce the number of applicants in a market to four or fewer.

Mobile Communications Corp. of America said that if lotteries are used, those who already have settled should be granted a two-to-one preference. Moreover, the radio common carrier said local RCC's should be granted the same two-to-one advantage.

The Western Union Telegraph Co. said the FCC should use the lotteries only if they increased "a speed-up in processing cellular applications" and lottery winners could start construction of their systems immediately.

MCI Cellular Telephone Co. supported the proposal, but recommended, among other things, that all applicants be required to satisfy "high threshold" criteria to qualify for participation in a lottery, and that nonwireline and wireline applicants be pooled together. "Given the stated rationale for the lottery, there is no longer any factual or legal basis for maintaining the present separate allocation structure for wireline and nonwireline carriers."

The Department of Justice, however, said the commission should even use lotteries for contests in those top-30 markets that haven't been resolved. It also said the commission should stop reserving half of the frequencies in each market for the exclusive use of telephone companies, and stop encouraging settlements among mutually exclusive appli-

cants.

Cellnet Partners, another applicant, said a lottery would significantly advance the public interest "by expediting service to the public, eliminating headstart problems and minimizing the extraordinary costs to be incurred by existing procedures." □

## Networks protest phone tariff hikes

Charging that the telephone companies are trying to use the Bell divestiture to sneak through unwarranted rate increases, the television networks last week asked the FCC to reject or launch an investigation into an AT&T tariff that would result in an aggregate 43% hike for end-to-end television transmission service.

In a filing at the FCC, the networks said there was no "justifiable" reason why the divestiture should cause rates for end-to-end circuits for TV transmission circuits to increase at all. "If the commission is to fulfill its fundamental tariff review responsibilities, it must reject AT&T's attempts to achieve nondivestiture-related objectives at this time," the networks said.

According to the networks, one of the fundamental problems presented by telephone company tariffs that are being filed supposedly to implement the divestiture and the FCC's access charge decision (BROADCASTING, Dec. 5) is that they seek to impose rate increases and to restructure services in ways that are "completely unrelated" to the divestiture or access charge decision. "Instead of merely filing tariffs designed to implement the division of facilities required by the divestiture and to initiate a scheme of access charging in compliance with the commission's access charge rules, AT&T and the BOC's [Bell Operating Companies] have sought to use the occasion of the divestiture to achieve non-divestiture-related rate increases and to impose new service conditions," the networks said.

In their filing, the networks said the AT&T

proposal would force TV service users, in many instances, to pay charges as if new physical facilities were being used, when the customer would be using the very same facilities used before the divestiture.

## Commenters applaud FCC plan to upgrade without being open to competing challenge

An FCC proposal that should make it easier for FM and TV broadcasters to upgrade their facilities has drawn support from broadcasters in comments at the FCC.

Under the status quo, a Class A FM operator who wants to upgrade to a Class C, for example, might have to face competitors who also want that new channel. Similarly, a UHF-TV operator might also have to face challengers to upgrade to a lower UHF channel, or to a VHF.

Under the commission's proposal, however, those FM and TV changes could be approved as long as the FCC provided channels comparable to the ones to which a broadcaster wants to move for competing parties to see (BROADCASTING, Oct. 24).

In its rulemaking proposal, the FCC asked whether the case law (*Ashbacker*) required that all newly-assigned channels be available for application when all "expressions of interest cannot be accommodated." The consensus among the commenters appeared to be that it did not.

The National Radio Broadcasters Association gave its full support to the proposed rule. "Licensees who have a familiarity with and a record of substantial service to the local community should be afforded the opportunity to upgrade their stations without being exposed to the risks of a comparative hearing."

United Television Inc. urged the commission to go even further and drop the proviso requiring the assignment of supplementary channels when another party expresses interest. "This proviso only formalizes a general practice developed by the commission and is not required by *Ashbacker*."

Scripps-Howard Broadcasting Co. said the proposed relief was especially important now that the commission has deleted its limitations on settlement payments. "Unless licensees are afforded protection, they may all face confrontation from misguided individuals who hope for profit through settlement."

Corinthian Broadcasting Corp. and Belo Broadcasting Corp. said they didn't oppose the proposal, but asked the FCC to focus on another issue. "Regardless of the action taken on the proposal set forth in the notice, the commission [should] take this opportunity to make clear that it may modify the license of an FM or TV station to specify a change in location from one community to another within the same hyphenated market without exposing the proponent to competing applications and a comparative hearing."

An FCC staffer said a new comment deadline will be given for the proceeding since the *Federal Register* had never published the rulemaking, as is required by law. □

## Examining media's relationship with politics

Four political experts, three of them present or former practitioners and one a writer on the subject, last week chewed over the role of the media in the political process, and concluded, not surprisingly, that media are participants in it. One of the experts expressed the wish that political parties would reorganize that political process in a way that would take back some of the power he said the present system gives the media.

"They are participants in the process; they can't avoid it," said Austin Ranney, author and American Enterprise Institute resident scholar. He was the lead-off panelist in the session on the media and politics, part of a week-long discussion on public policy in Washington that was sponsored by AEI. The media, Ranney said, are filling the vacuum left by the disappearance from the political scene of the "bosses" who, he noted, used to screen political candidates.

Are the media biased in the selection process? Yes, in Ranney's view, but not in ideological terms. "They are biased against all politicians," he said, particularly those in power."

The chairman of the Republican National Committee, Frank Fahrenkopf, agreed, regretfully, with that assessment. "We have the unhappy result in the last few years of the media trashing the politicians—Presidents and leading candidates," he said. He expressed the view that television reporters sling their verbal darts in the tag lines with which they normally conclude a report. And they are not identifying commentary as such, he said.

But Fahrenkopf did not blame the media alone for the kind of coverage that critics of the media's coverage of campaigns denounce as "horse race journalism." "It's a combination of the media's desire to be part of the system and the politicians' desire for coverage that leads to horse race journalism and detracts from a more pertinent examination of politics," he said.

But where Fahrenkopf suggests the relationship between the media and the politicians is symbiotic, Ann Lewis, political director of the Democratic National Committee, sees it as posing a dilemma. "We need coverage to reach the voters, and the media need things to cover," she said. But when politicians do things to get attention, she added, "they are accused of trivializing events."

It is the "Catch 22" of political campaigning, she said. "A campaign of ideas gets so little attention compared to the horse race aspect, the polls or personality pieces." And she expressed concern that the media—except in strips along the East and West Coasts—are not providing the "sustained,



L-r: Henry, Gomez, Balthrop, Rakovan, NAB's Eddie Fritts, Mahone

*The National Association of Broadcasters has 25 committees charged with examining a plethora of regulatory, legislative and industry-related issues. In this series, BROADCASTING is examining each of those committees, focusing on the chairmen, members and goals for the coming year.*

**MINORITY EXECUTIVE COUNCIL COMMITTEE** □ The growth of minority participation in the broadcasting industry has slowed during the past year and a half, according to Eugene Jackson of the National Black Network, New York, who chairs NAB's Minority Executive Council Committee. The committee, whose chief responsibility is to guide and direct NAB's minority and special services department, has another goal as well: to assure the acceleration of minority participation and to increase minority ownership in the broadcasting industry. Jackson believes the committee must also encourage expansion of minority representation on NAB's boards. Jackson has served as the committee's chairman since its inception in 1979. (He sat on NAB's radio board for 10 years before he lost the seat this year.) In 1982 the council was made a standing committee.

Jackson thinks the slow-down is attributed in part to the economy and regulatory changes that have not fostered minority participation in the industry. The committee, he said, "must reaffirm NAB's commitment to minority enterprise" and convince the industry of the ways to do that.

At the top of the list to improve minority employment and ownership in telecommunications are proposals for special tax arrangements like those espoused in a House bill introduced by Congressman Mickey Leland (D-Tex.). The bill provides for tax incentives to increase ownership and to attract more investment capital.

The committee, Jackson said, will likely recommend that NAB's television and radio boards back Leland's bill. In addition, Jackson noted, his committee favors proposals to include equal employment opportunity language in a broadcast deregulation bill. "In the broadcasting community, NAB has shown itself to be ahead of the pack. Now is not the time to turn back," he said.

NAB's minority and special services department plays an instrumental role in working toward those goals. Dwight Ellis, who heads that effort, says his department strives to establish a much higher visibility than others. A number of projects are under way: Now in the works is a minority television program exhibition to be held for two days during NAB's annual convention. The best in minority programming, Ellis said, will be displayed.

To committee member Constance Balthrop, WPNT(FM) Pittsburgh, the NAB provides a valuable service when it acts as an employment clearinghouse for minorities, as it does through its sponsorship of seminars throughout the year. Balthrop agrees with Jackson that it is essential to beef up minority representation on NAB's boards.

Committee members are: Jackson; Balthrop; Willie Davis, KACE(FM) Los Angeles; Edward Gomez, KABQ(AM) Albuquerque, N.M.; Ragan Henry, Broadcast Enterprises National, Philadelphia; Dick Rakovan, WSNE(FM) Taunton, Mass.; Edward Romero, KBNO(AM) Denver, and Glenn Mahone, Sheridan Broadcasting Network.

in-depth coverage" of the issues she said the public needs.

For all of that, she insisted she was not complaining about the media, particularly not at the start of a year in which politicians would be courting them. "We're not adversaries," she said of politicians and the press. "We're colleagues in the conduct of a democratic government." That was too much for Ranney. He insisted there is an "adversarial relationship," noting, "Journalists don't reap

rewards by reporting what a great job a politician does; they do it by pointing out venality."

The panelist who suggested a structural change to deal with what all conceded to be the power of the media was John Sears, who ran Ronald Reagan's presidential campaigns in 1976 and again in 1980, until the candidate fired him in a major reshuffle of his campaign organization. Sears contended the plethora of primaries has given the press

power to influence the selection process by the coverage given the primary campaigns. Fewer primaries would help, he said. So would the system the Democrats are reviving of naming office holders automatically as delegates to the national convention.

"It's not feasible to keep the press in the

system to the present degree without responsibility," he said. The virtue in returning to a mix of primary and nonprimary states, he said, is that influence is returned to those with political responsibility. "The local leader is the one who lives or dies by how well the ticket does," he said. □

## Changing Hands

PROPOSED

**WPET(AM)-WRQK(FM) Greensboro, N.C.** □

Sold by Thomas V. Armshaw and partners to A.H. Robins Co. for \$7.6 million. **Sellers** of WPET are Armshaw, Donald Wilks and Michael Schwartz, equal partners. Wilks and Schwartz also own WAQY(AM) East Longmeadow (Springfield) and WAQY(FM) Springfield, both Massachusetts; WKRZ-AM-FM Wilkes-Barre, Pa., and WZFM-FM Briarcliff Manor, N.Y. They recently sold WKZE-AM-FM Orleans, Mass., for \$2.4 million ("Changing Hands," July 4), and bought WOSC(AM)-WKFM(FM) Fulton, N.Y., for \$1,504,250 ("Changing Hands," Oct. 10). **Sellers** of WRQK are Armshaw, Joseph Wolf and Murray Moss, equal partners. Wolf and Moss bought their shares from Wilks and Schwartz ("Changing Hands," May 21, 1979). Armshaw, Wolf and Moss also own WKOS(FM) Murfreesboro, Tenn. Armshaw will remain general manager of both Greensboro stations. **Buyer** is publicly owned Richmond, Va.-based pharmaceutical company, headed by E. Claiborne Robins, Jr., president and CEO. It intends to add other broad-

cast properties to this initial purchase. WPET is 500 w daytimer on 950 khz. WRQK is on 98.7 mhz with 100 kw and antenna 720 feet above average terrain. **Broker: Blackburn & Co.**

**WEZF-FM Burlington, Vt.** □ Sold by Martin Broadcasting Inc. to Knight Radio Inc. for \$4 million. **Seller** is owned by Donald G. Martin and family. Martin also owns WHO(AM)-WDRM(FM) Decatur, Ala. **Buyer** is owned by Norman Knight. Boston-based group owner of four AM's and three FM's. WEZF is on 92.9 mhz with 36 kw and antenna 2,700 feet above average terrain.

**WVOT(AM)-WXYX(FM) Wilson, N.C.** Sold by Century Communications Inc. to Voyager Communications II & III Inc. for \$1,750,000 including \$300,000 noncompete agreement. Allocation of price is WVOT, \$600,000, and WXYX, \$1,150,000. **Seller** is owned by Wade H. Hargrove (32.5%); Wade M. Smith and brother, Roger W., (22.5%) each, and J. Harold Tharrington (22.5%), all of whom are partners of Tharrington, Smith & Hargrove, Raleigh, N.C.-based law firm, with active communications practice. **Buyer**

is owned by Jack P. McCarthy and Carl V. Venters Jr. (42.3% each), and Fred Setzer Jr. (15.4%). They also own WMFR(AM)-WMAG(FM) High Point, N.C. WVOT is on 1420 khz with 1 kw day and 500 w night. WXYX is on 106.1 mhz with 23 kw and antenna 225 feet above average terrain.

**WTBC(AM)-WUOA(FM) Tuscaloosa, Ala.** □ Sold by Tuscaloosa Broadcasting Co. to Keymarket Communications of Alabama Inc. for \$1,312,500 including \$200,000 noncompete agreement. **Seller** is principally owned by Bertram Bank, who has no other broadcast interests. **Buyer** is owned by Paul Rothfuss, Kerby Confer and Jerome Atchley (31% each), and Donald Alt (7%). Confer and Rothfuss also own WJDX(AM)-WMSI(FM) Jackson, Miss., and WIZK(AM)-WIGL(FM) Orangeburg, WVGL(AM) Greenville and WSSL(FM) Gray Court, all South Carolina. Confer and Atchley also own WGKX(FM) Memphis, and KSSN(AM) Little Rock, Ark., of which Alt is general manager. WTBC is on 1230 khz with 1 kw day and 250 w night. WUOA(FM) is on 95.7 mhz with 100 kw and antenna 500 feet above average terrain. **Broker: Blackburn & Co.**

**WKEZ-FM Yorktown, Va.** □ Sold by Karas Radio Corp. to Melody Corp. of Virginia for \$1.2 million. **Seller** is headed by Stan Karas, former general manager of recently sold WEAM(AM) Arlington, Va. ("Changing Hands," May 16). Principal owners include Lee Lovett, Arthur Stambler, Thomas Siebert and Joe Hennesy, all members of Washington-based communications law firm bearing their names. **Seller** also owns WANB-AM-FM Waynesburg, Pa., and 80% of KMZQ-FM Henderson (Las Vegas), Nev. **Buyer** is equally owned by Catherine Pendleton LaFerre and Patricia L. Parker. LaFerre is former regional sales manager at WFOG(AM) Suffolk (Norfolk), Va. Her husband, Robert, is general manager of WKEZ, and has minor interest in seller. Parker was advertising manager for Virginia Beach, Va., furniture store. WKEZ is on 94.1 mhz, with 50 kw and antenna 500 feet above average terrain. **Broker: Blackburn & Co.**

**WKRI(AM) West Warwick, R.I.** □ Sold by Rainbow Broadcasting Corp. to WKRI Broadcasting Inc. for \$425,000 plus 70% of accounts receivable. **Seller** is owned by Lester G. Sobin (80%), Nancy S. Drourr and Peter B. Sobin (10% each). None have other broadcast interests. **Buyer** is headed by Thomas V. Iannitti and Richard J. Villanova. Iannitti is station's general manager; Villanova is owner of Burger Chef franchises in Warwick area and has 5% interest in WNRI(AM) Woonsocket, R.I. WKRI is on 1450 khz with 1 kw day and 250 w night.

**KHEN(AM)-KGCG-FM Henryetta, Okla.** □ Sold by T.W. Communications Inc. to Stephenson Broadcasting Co. Inc. for \$365,000. **Seller** is owned by Howard McBee (33 1/3%), G. Harold Wright (33%), Joe Tilton (30%) and two others. McBee and Wright also have interest in KRPT-AM-FM Anadarko, Okla. Tilton and McBee own KADS(AM) Elk City, Okla. **Buyer** is owned by Robert L. Stephenson and family. They also own 75% of KNOR(AM) Norman, Okla. KHEN is 500 w daytimer on 1590 khz. KGCG-FM is on 99.5 mhz with 28.5 kw and

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*Broker: Ralph E. Meador*

**WERD(AM) Jacksonville, Fla.** □ Sold by Radio Station WERD Inc. to Pres-Jas Inc. for \$350,000. **Seller** is owned by Ronald Cohn, who sold station to Gilliam Communications four years ago for \$488,000, including note ("Changing Hands," April 16, 1979), but foreclosed on mortgage last August. Cohn reacquired station in bankruptcy sale last Oct. 3 for approximately \$350,000. Gilliam is principally owned by H.A. Gilliam Jr., who also owns WLOK Memphis. Cohn has no other broadcast interests. **Buyer** is owned by Mark A. Picus, former assistant program director at KXXY(FM) Oklahoma City. He is son of Lawrence R. Picus, whom court appointed receiver Aug. 19. WERD is on 1400 khz with 1 kw day and 250 w night.

**WLFF(AM) Cayce (Columbia) S.C.** □ Sold by Southcom Inc. to Midland Communications Inc. for \$335,000. **Seller** is owned by Dan Cavell and Robert Liggett Jr. Cavell is station's general manager. Liggett also owns co-located WZLD(FM); WHNN(FM) Bay City, Mich.; WABX(FM) Detroit; WFMK(FM) East Lansing, Mich.; WZZR-FM Grand Rapids, Mich., and KTYD(FM) Santa Barbara, Calif. **Buyer** is headed by Raleigh Williams, chairman, and Isaac Heyward, president. Williams is Walterboro, S.C., builder; Heyward is announcer at WQIZ(AM) St. George, S.C. Neither has other broadcast interests. WLFF is 1 kw daytimer on 620 khz. *Broker: Blackburn & Co.*

**WCRO(AM) Johnstown, Pa.** □ Sold by Century Broadcasting of Pennsylvania to Hamilton Communications Inc. for \$210,000. **Seller** is headed by Henry Gladstone, former announcer at WOR(AM) New York. None of owners have other broadcast interests. **Buyer** is owned by Robert J. Hamilton (70%) and James London (30%). Hamilton is national music director for RKO Radio and operations manager at RKO's KHJ(AM)-KRTH(FM) Los Angeles. London is North Hollywood, Calif., home improvement contractor. WCRO is on 1230 khz with 1 kw day and 250 w night. *Broker: Chaney Media Association.*

□ Other proposed station sales include: WTJP-TV(CP) Gasden, Ala.; KMGG(FM) Los Angeles and KSHE(FM) St. Louis ("Changing Hands," Oct. 3); KNTF(FM) Ontario, Calif. ("Changing Hands," Dec. 5); KSQU-FM Weed, Calif.; WPXE-AM-FM Starke, Fla. ("Changing Hands," Nov. 28); WLBI(AM) Denham Springs, La. ("Changing Hands," Dec. 5); KAST(AM)-KBKN-FM Astoria, Ore.; KZEL-FM Eugene, Ore. ("Changing Hands," Nov. 21); WTKN(AM)-WWSW-FM Pittsburgh ("In Brief," Sept. 26); WNOO(AM) Chattanooga ("Changing Hands," Nov. 21); WTVC(TV) Chattanooga and KFDM-TV Beaumont, Tex., ("In Brief," Oct. 10); KEGG(AM) Daingerfield, Tex.; KAUZ-TV Wichita Falls, Tex. ("Changing Hands," Aug. 1), and WJMA-AM-FM Orange, Va. ("Changing Hands," Dec. 5). (See "For the Record," page 117.)

Inc. for \$9 million, including noncompete and consulting agreements. **Seller** is headed by Robert C. Victor, president. It has no other broadcast interests. **Buyer**, based in Atlanta, is publicly traded major station group and cable owner, headed by Garner Anthony, chairman of executive committee. It has sold WLIF(FM) Baltimore (see below) to comply with FCC multiple ownership rules. WXFM is on 105.9 mhz with 4.2 kw and antenna 1,575 feet above average terrain.

**WLIF(FM) Baltimore** □ Sold by Cox Communications Inc. to Island Broadcasting Co. Inc for \$5,750,000. **Seller** has bought WXFM(FM) Chicago (see above). **Buyer** is headed by Alan S. Beck, president and former general manager of WLIF, who also has interest in WALK-AM-FM Patchogue, N.Y. WLIF is on 101.9 mhz with 13.5 kw and antenna 960 feet above average terrain.

**KPIP(AM)-KPOP(FM) Roseville, Calif.** □ Sold by KPOP Radio to The Fuller-Jeffrey Group for \$3.5 million. **Seller** is headed by Donnelly C. Reeves, president (91%). It has no other broadcast interests. **Buyer** is equally owned by Robert F. (Doc) Fuller, Joseph N. Jeffrey Jr. and Edward F. Bock. It owns WOKQ(FM) Dover, N.H.; KJYJ(FM) Des Moines, Iowa, and WBLM(FM) Lewiston, Me., and has part interest in KCCY(FM) Pueblo, Colo. Rock owns 10% of KCHE-AM-FM Cherokee, Iowa, and 20% of WCCI(FM) Savannah, Ill. KPIP is on 1110 khz with 5 kw day and 500 w night. KPOP is on 93.5 mhz with 3 kw and antenna 299 feet above average terrain.

**KTCR-AM-FM Minneapolis-St. Paul** □ Sold by Hennepin Broadcasting Associates Inc. to, John B. Parker and wife, Kathleen, for \$3.4 million. **Seller** is owned by Albert S. Tedesco, who also owns KTCR-AM-FM Hutchinson, Minn. **Buyers** also own KIKI-(AM)-KMAI(FM) Honolulu. They recently sold KOWL(AM) South Lake Tahoe, Calif., for \$1.25 million ("Changing Hands," Oct. 17). KTCR is daytimer on 690 khz with 500 w. KTCR-FM is on 97.1 mhz with 50 kw and antenna 150 feet above average terrain.

**KNGS(AM)-KKYS(FM) Hanford, Calif.** □ Sold by Kings Broadcasters Corp. to Sunrise Communications of Central California for \$1,750,000 cash, plus other considerations. **Seller** is principally owned by Lee Smith, general partner. It has no other broadcast interests. **Buyer** is owned by joint venture of Sunrise Media Inc. and Lartnec Investment Co. (50% each). Sunrise Media's percentage is divided among Al Lobeck (58%), Raymond McCarty (20%) and Scott Huskey (16%), all former Stauffer Broadcasting executives, and James Bonfiglio (6%), a Scottsdale, Ariz. businessman. Lartnec Investment Co. is headed by Keith Gunzenhauser, president. It is wholly owned subsidiary of Central Life Assurance Co., based in Des Moines, Iowa. KNGS is on 620 khz with 1 kw full time. KKYS is on 107.5 mhz with 17 kw and antenna 860 feet above average terrain. *Broker: William A. Exline Inc.*

**WIOU(AM) and WZWZ(FM) Kokomo, Ind.** □ Sold by Booth American Co. to Kokomo

September 26, 1983

## Sky Communications, Inc.

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**WXFM(FM) Elmwood Park, Ill. (Chicago)** □ Sold by WXFM Inc. to Cox Communications

Community Service Radio Inc. for \$1,550,000. Seller is owned by John L. Booth and family. It also owns three AM's and six FM's, 11 cable systems and SMATV system in Belleville, Mich. Buyer is majority owned by David C. Keister, president. It also owns three AM's and three FM's. WIOU is on 1350 khz with 5 kw day and 1 kw night. WZVZ is on 93.5 mhz with 3 kw and antenna 340 feet above average terrain.

**KSRD(FM) Seward, Neb.** □ Sold by KSRD Radio Co. to MusicRadio of Nebraska for \$864,000. Seller is Denton, Tex.-based general partnership of Mel Wheeler Inc. (80%) and Herman Lee Reavis (20%). Mel Wheeler Inc. also owns WSLC(AM)-WSLQ(FM) Roanoke, Va.; KDNT(AM) Denton and KDNG-FM Gainesville, both Texas; WSIL-TV Harrisburg, Ill., and KPOB-TV Poplar Bluff, Mo. Reavis is general manager of WSLC(AM)-WSLQ(FM). Buyer is owned by Donald Cavaleri (60%), president; Stephen Kushner (25%); John Pico (5%), with remaining 10% belonging to relatives of Cavaleri. Cavaleri is former general sales manager at WPGC-AM-FM Morningside (Washington), Md. Kushner is former program director at WBZZ(FM) Pittsburgh. Pico is project manager with the Bechtel Corp. KSRD is on 96.9 mhz with 100 kw and antenna 610 feet above average terrain.

**WLUY(AM) Nashville** □ Sold by Mooney-WMAK Inc. to WNQM Inc. for \$700,000, including \$200,000 cash. Seller is owned by SunGroup Inc., Knoxville, Tenn.-based group owner, headed by George P. Mooney, president. It also owns WSEV(AM)-WMYU(FM) Sevierville and WYHY(FM) Hendersonville, both Tennessee, and WERC(AM)-WKXX(FM) Birmingham, Ala. Buyer is headed by Fred P. Werstenberger (64%), who is also majority owner of WVOQ(AM) New Orleans and WMQM(AM) Memphis. It also has bought WITA(FM) Knoxville, Tenn., for \$675,000 ("Changing Hands," Sept. 26). WLUY is on 1300 khz with 5 kw full time.

#### CABLE

**Cable systems serving San Bernardino and Riverside counties, both California** □ Sold by Field Communications to American Cable TV Investors 2 for \$20.5 million. Seller is subsidiary of Field Enterprises, Chicago-based media conglomerate which is being liquidated. Assets are either being distributed between its two owners, Marshall Field V and half-brother, Frederick W., or being sold. Process of selling off broadcast properties began year and a half ago (BROADCASTING July 28, 1982). This year Field has sold WKBD-TV Detroit, subject to FCC approval, for \$70 million ("Changing Hands," May 23), and turned in its license for WKBS-TV Burlington, N.J. (Philadelphia) (BROADCASTING, July 25). It has no remaining broadcast or cable properties. Buyer is public limited partnership whose general partners are Integrated Resources Inc., New-York based diversified financial services company, and Daniels & Associates, Denver-based MSO, cable system manager and broker. Twenty-six-channel systems serve 18,000 basic subscribers and 16,400 pay subscribers and pass 44,000 homes with approximately 529 miles of plant.

## Bennet cautiously optimistic about NPR's future

**New president wants to improve stations, eliminate internal fighting, develop more sources of nongovernment funding**

"Broadcasting issues are not the problems that this organization has," newly appointed National Public Radio President Douglas J. Bennett believes. NPR "has political problems internally and it has very, very serious management problems. Those are areas where I feel comfortable."

Bennett acknowledged during a news conference following his Oct. 27 appointment that he has "no broadcast experience whatsoever," but told BROADCASTING in an interview last week that his first priority is to



Bennet

"show all our outside constituencies—Capitol Hill and the Corporation for Public Broadcasting in particular—that the debt burden is being managed."

The former Agency for International Development administrator, in Los Angeles last

### Just the facts

Want to know what's *now* in cable? Consult the "1984 Cable TV Fact Book: A Guide to Cable America," about to be issued by the Cabletelevision Advertising Bureau. According to the book, cable TV "has become too big and too important for advertisers to ignore by depending on traditional television strategies."

"In the past three years," CAB says in the introduction, "Cable America has doubled in size from 16 million homes to 34 million. That's over 40% of all television homes, with close to 50% of the country's buying power. And cable homes are increasing at the rate of 400,000 every month. The reason for this extraordinary growth is the unique programming choices cable offers its viewers."

Here's a sampling from "Guide to Cable America," which employs tables and charts to support its claims:

There are 5,600 cable systems serving 34,114,000 subscribers, 62% of whom also have pay TV. Eight out of 10 subscribers can receive 20 or more channels; six out of 10 can receive 30 or more, and only 13% can receive fewer than 13. Advertising-supported networks have grown 605% in subscribers in three years, their combined subscriber count, including duplications, rising from 37.7 million in 1981 to 265.5 million in 1984. Cable reaches into 93% of continental U.S. counties, but two-thirds of its subscribers live in the larger (A and B) counties.

On a Monday-Sunday round-the-clock basis, the broadcast TV networks' audience share drops from 80% in noncable households to 59% in those with cable; independent stations' share drops from 18% to 14%. In cable homes, cable services get a 30% share of the viewing, with pay services accounting for 12% and advertising-supported services attracting 18%—easily rivaling the shares of the individual broadcast networks (ABC 19%, CBS 20%, NBC 18%) and exceeding independents' 14% share. By daypart, in cable households, cable gets 26% shares of the viewing in daytime and prime time, 24% in early fringe, 30% in late fringe and 36% in weekend 10 a.m.-7 p.m. hours, with advertising-supported services getting larger shares than pay services in all those dayparts except late fringe. Even in pay cable households, advertising-supported services get a greater share of viewing than pay services in daytime, early fringe and weekend and come out ahead on a total-day basis by 19% to 18%.

Overall, cable Americans are younger, have higher incomes, are better educated and live in larger households than their counterparts in noncable homes or in the population generally, and adults in cable homes are much more likely to have such advertiser-desired traits as using travelers checks, taking business trips, buying new cars, acquiring cameras, clothes dryers and power mowers, drinking wine or eating out.

Advertising-supported cable is "the fastest growing segment of cable," with its viewing up more than threefold in the last three years. In a typical day, two out of three cable households (68%) tune to some basic programming service, more than four out of five (81%) do so in a week and almost nine out of 10 (87%) do so in a month.

CAB officials hoped to have the "Fact Book" ready for distribution at the Western Cable Show this week. In any case, they plan a heavy mailing to advertisers, advertising agencies and the cable industry.

Monday (Dec. 5) for the official opening of an NPR bureau there, predicted it will take about a year to show that NPR has "a responsible, predictable program for handling its \$9-million debt," adding: "Once we have we're going to be running like a locomotive again."

Bennet said he has spent most of the last six weeks mending fences, meeting with about 60 NPR station managers and several members of Congress. While he has been reassured "broad support" on Capitol Hill, Bennet has found that relations between stations and NPR management "were acutely strained" during the recent financial crisis, which ultimately led to the resignation of NPR's former president, Frank Mankiewicz, and the layoff of about 150 of NPR's 450 employees.

"I'm telling people that the rules of the game have changed," Bennet explained. "We are not people who operate secretly. We operate in the open. We want the issues out in the open and we are prepared to deal with all of them. I think [the station managers] feel, correctly, that they were caught by surprise by the deficit and that the information flow to the stations has been erratic at best. They don't get information about some important things and they do get information about lots of unimportant things."

The new president warned that the public radio system cannot succeed "if it consumes all its energies in internecine squabbles." He said the current NPR board of directors appears more vigorous in its representation of station interests "than seems to have been the case previously. There is a kind of culture in public radio that seems to relinquish minutiae. The small issues grow up into big issues and they become paralyzing. We simply can't afford that. The stakes are too high." Bennet said he will make a point of sharing important network information with NPR's many constituencies, pointing out that a series of hearings to discuss fundamental network policies have tentatively been scheduled for January.

Bennet would not predict when the General Accounting Office's final audit and report on the network's performance might be issued, but he said "they've made it very clear that there is no evidence of theft or any kind of malfeasance. There obviously was very bad administration, however." Misuse of credit cards, which Bennet concedes cost NPR "an awful lot of credibility," has been stemmed by new controls and reimbursement to the network of funds involving non-business-related expenditures. "There were no controls to speak of," Bennet said. Employees were allowed to receive advances of personal money on NPR credit cards. There have been reports that as much as \$175,000 in undocumented credit card expenditures were made by NPR staff members during 1982, but Bennet declined to put a dollar figure on the amount of money involved.

Acquisition of nongovernment funding "is absolutely critical" during the next three years, Bennet declared. "The foundations and corporations are the source for which I hope to turn for program enhancement," he said.

The network is currently looking at the possibility of launching a "producer's showcase" series featuring material from station

and independent producers, offered at least once a week to NPR members. Bennet said NPR also plans to cover the 1984 Olympics and political conventions "very heavily" and is currently raising funds for such programming. He also would like to see "candidate forums" on NPR, during which candidates would be invited to speak out on various election issues.

"I think we are somewhat debate saturated at this point," Bennet ventured. "I'm not entirely convinced that the debate is the optimum format for drawing out a candidate's viewpoint."

In other areas, Bennett said NPR "is definitely not going out of the cultural affairs

[programming] business" and is actively seeking foundation support for specific cultural events programming. He said he also would like to beef up *NPR Plus*, the network's music-oriented fine arts service, and drama production.

NPR has pared its entrepreneurial activities to satellite-delivered paging services and a digital data delivery service co-venture with National Information Utilities. Although he is still "very high" on these ventures, Bennet said NPR needs to restructure that part of [its] operation just a little bit so that instead of pretending to be entrepreneurs it can organize itself to take maximum advantage of its assets." □

## BottomLine

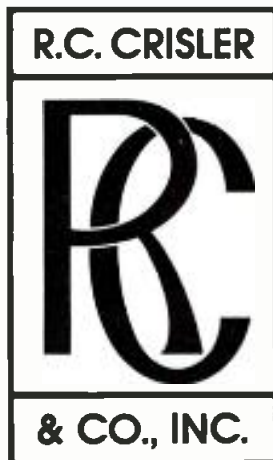
**Knight split.** Knight-Ridder Newspapers Inc., Miami-based newspaper publisher, cable MSO and group owner of five TV's, announced shareholders approved two-for-one common stock split and, in order to effect split, approved increase from 40 million to 80 million number of shares company is authorized to issue.

□

**Viacom dividend.** Viacom International Inc., New York-based group owner, MSO and program supplier, declared payment of regular quarterly dividend of 52.5 cents per share on company's \$2.10 convertible preferred stock. Dividend will be payable Dec. 30 to shareholders of record Dec. 15.

□

**Revenue increase.** Gulf + Western Industries Inc. reported that improved performances of company's three operating groups—entertainment and communications, financial services and manufacturing—resulted in 43% increase in earnings from continuing operations for first quarter of fiscal 1984, ended Oct. 21, compared to same period last year. Companywide net earnings rose 34% to \$81,205,000, or 99 cents per share, on revenues of \$1 billion, up 8%.



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# Good year for TV stations

**NAB releases details on 1982 revenues and profits for 'typical' television outlet showing pre-tax profit up 25%**

The National Association of Broadcasters has confirmed the financial good news it released in preliminary form last July: The typical TV broad-

caster had a good year in 1982. And that same telecaster expects this year to bring an 8.8% increase in net operating revenues, or 2.7 percentage points more than the actual rise in 1982.

The figures are embodied in the NAB's release of findings of its annual survey of TV stations and the association's computation of a financial profile of a typical, or median, station.

As reported last summer ("In Brief," July 18), the typical U.S. TV station had a pre-tax profit of \$1,253,100 in 1982, up 24.7% from \$1,004,900 in 1981. That derived from total 1982 net revenues of \$5,377,800 (up 6.1%) and total expenses of \$4,124,700.

Total time sales for the typical TV stations were \$6,299,300, composed

## Typical 1982 TV station revenues and expenses

Revenue & Expense Items	All Stations		Affiliate Stations		Independent Stations		UHF Stations	
	Typical Dollar Figures (\$)	Typical Percent Figures (%)	Typical Dollar Figures (\$)	Typical Percent Figures (%)	Typical Dollar Figures (\$)	Typical Percent Figures (%)	Typical Dollar Figures (\$)	Typical Percent Figures (%)
<b>Total Time Sales:</b>	6,299,300	100.0	6,360,000	100.0	10,964,000	100.0	4,515,100	100.0
Network Compensation	497,600	7.9	588,900	9.3	0	0.0	145,000	3.2
National & Regional Advertisers	2,965,900	47.1	2,916,400	45.9	5,830,900	53.2	2,304,700	51.0
Local Advertisers	2,835,800	45.0	2,854,700	44.9	5,133,300	46.8	2,065,300	45.7
<b>Total Net Revenues</b>	5,377,800		5,456,200		8,192,800		4,057,400	
Political Advertising Revenue	158,300		191,600		104,000		87,200	
Revenues Other Than Time Sales	107,000		107,100		151,100		73,400	
Trade-Outs & Barter	121,500		110,100		344,400		150,900	
<b>Expenses:</b>								
Engineering	461,900	11.2	458,300	11.2	599,900	8.8	479,000	13.8
Program & Production	1,051,300	25.5	974,100	23.7	3,138,600	45.8	936,700	26.9
News	543,200	13.2	642,300	15.6	134,700	2.0	252,100	7.2
Sales	515,400	12.5	507,800	12.4	809,700	11.8	475,400	13.6
Advertising & Promotion	182,600	4.4	166,700	4.1	417,800	6.1	175,800	5.0
General & Administrative	1,370,100	33.2	1,361,000	33.1	1,747,500	25.5	1,163,900	33.4
<b>Total Expenses</b>	4,124,700	100.0	4,110,300	100.0	6,848,300	100.0	3,482,800	100.0
<b>Salaries:</b>								
Engineering	271,200	17.2	276,000	17.1	254,900	19.4	220,400	18.1
Program & Production	309,000	19.6	314,100	19.4	309,000	23.6	284,000	23.3
News	406,300	25.8	449,400	27.8	73,700	5.6	183,300	15.1
Sales	330,800	21.0	326,000	20.2	395,600	30.2	313,700	25.8
Advertising & Promotion	47,900	3.0	45,600	2.8	44,200	3.4	33,600	2.8
General & Administrative	208,700	13.3	206,700	12.8	233,800	17.8	182,300	15.0
<b>Total Salaries</b>	1,573,900	100.0	1,617,700	100.0	1,311,200	100.0	1,217,300	100.0
Total Cost of Broadcast Rights	336,700		317,200		2,586,400		338,100	
Music License Fees	83,500		87,600		92,900		58,300	
Rating Services	71,200		69,100		142,900		67,700	
Travel & Entertainment	66,000		66,000		99,000		42,500	
Depreciation & Amortization	434,400		431,000		568,500		331,700	
Interest	4,000		3,100		66,600		65,300	
Utility Costs	96,100		91,500		143,000		128,000	
Bad Debt Expense	34,700		32,400		80,000		31,000	
Legal & Auditing Fees	22,400		22,700		32,200		20,500	
Corporate Allocation Charges	71,200		80,500		0		12,100	
Employee Fringe Benefit Costs	188,400		199,100		146,300		123,400	
Station Insurance Costs	32,800		35,000		31,300		26,300	
<b>Pre-Tax Profit</b>	1,253,100		1,345,800		1,344,500		574,600	
<b>Profit Margin</b>		23.30%		24.67%		16.41%		14.16%



of \$497,600 in network compensation, \$2,965,900 in national and regional advertising and \$2,835,800 in local advertising.

The 1982 pre-tax profit was the best since 1978, largely because the expense increase last year was held to 3% over 1981 (\$4 million).

The 1982 expense figure included \$1,573,900 as the payroll at a median station with 78 full-time employes and seven part-time workers. The salary dollar was apportioned as follows: news, 25.8 cents; sales, 21 cents; programing and production, 19.6 cents; general and administrative, 13.3 cents, and advertising and promotion, three cents.

The 1982 survey is based on a questionnaire that was completed and returned in usable form by 447 commercial TV stations, 58.6% of the 774

commercial outlets that operated a full 12 months last year.

The results are presented in 102 tables, stemming from reorganization of the data in various forms. They include national summaries; selected tables on financial and employment data; returns from all stations according to ADI market size and according to revenue size; the same data reworked to show results at network affiliate stations and independents, with even further breakdowns to show UHF and VHF performance within those categories; satellite stations; primary market stations; secondary market stations, and performance of stations in nine geographic regions.

Copies of the report are available from NAB Services, 1771 N Street, N.W., Washington, D.C. 20036.

UHF Independent Stations		UHF Affiliate Stations		VHF Independent Stations		Satellite Stations		Primary Market Stations		Secondary Market Stations	
Typical Dollar Figures (\$)	Typical Percent Figures (%)	Typical Dollar Figures (\$)	Typical Percent Figures (%)	Typical Dollar Figures (\$)	Typical Percent Figures (%)	Typical Dollar Figures (\$)	Typical Percent Figures (%)	Typical Dollar Figures (\$)	Typical Percent Figures (%)	Typical Dollar Figures (\$)	Typical Percent Figures (%)
7,115,200	100.0	3,835,700	100.0	22,623,700	100.0	1,063,900	100.0	10,031,600	100.0	2,950,400	100.0
0	0.0	329,900	8.6	0	0.0	90,700	8.5	653,300	6.5	328,400	11.1
4,297,600	60.4	1,736,500	45.3	13,662,100	60.4	483,300	45.4	4,567,500	45.5	1,285,300	43.6
2,817,600	39.6	1,769,200	46.1	8,961,600	39.6	489,800	46.0	4,810,800	48.0	1,336,700	45.3
6,090,600		3,304,900		18,965,200		1,022,700		8,608,500		2,639,400	
53,800		94,200		157,100		17,400		230,700		103,900	
123,100		58,400		226,400		39,700		156,200		53,300	
344,400		85,600		381,400		2,600		189,600		66,600	
512,500	9.4	391,100	14.1	1,663,000	11.9	148,700	15.7	696,200	10.8	268,600	12.5
2,049,900	37.7	637,400	23.0	5,586,000	39.9	155,400	16.4	1,745,500	27.2	498,200	23.2
53,800	1.0	346,900	12.5	1,152,600	8.2	100,900	10.7	932,500	14.5	267,600	12.5
734,900	13.5	362,200	13.1	1,482,900	10.6	121,100	12.8	742,600	11.6	304,200	14.2
365,600	6.7	102,100	3.7	779,400	5.6	29,500	3.1	333,000	5.2	67,400	3.1
1,721,600	31.7	934,000	33.7	3,348,100	23.9	389,500	41.2	1,969,300	30.7	742,600	34.6
5,438,300	100.0	2,773,600	100.0	14,012,000	100.0	945,100	100.0	6,419,100	100.0	2,148,700	100.0
216,600	17.4	199,700	18.8	1,105,700	29.7	59,800	16.3	415,500	18.2	162,300	17.4
296,400	23.8	209,400	19.7	727,800	19.6	82,300	22.5	438,700	19.2	193,700	20.7
39,100	3.1	258,100	24.3	608,800	16.4	77,100	21.0	652,400	28.5	207,500	22.2
364,700	29.3	228,900	21.6	719,000	19.3	85,800	23.4	434,500	19.0	207,300	22.2
49,400	4.0	21,000	2.0	135,000	3.6	8,800	2.4	55,100	2.4	22,700	2.4
277,500	22.3	142,900	13.5	425,900	11.4	53,000	14.4	289,800	12.7	140,400	15.0
1,243,800	100.0	1,060,100	100.0	3,722,200	100.0	366,700	100.0	2,286,000	100.0	933,900	100.0
1,272,900		244,400		3,414,500		28,700		734,800		126,400	
62,600		57,500		269,700		12,300		132,000		38,500	
109,800		50,500		203,700		8,800		110,100		32,100	
72,600		35,200		146,500		18,900		99,500		34,700	
461,000		267,600		712,600		107,000		553,700		250,600	
126,600		22,100		35,000		300		1,800		18,400	
152,200		116,100		89,900		37,200		119,400		61,700	
68,500		22,900		108,100		4,900		56,000		19,100	
22,500		17,400		74,600		4,600		29,000		13,700	
0		37,500		0		66,000		112,000		35,000	
129,100		122,700		353,200		43,500		281,900		113,400	
29,300		23,600		40,300		15,900		39,600		22,800	
652,300		531,300		4,953,200		77,500		2,189,400		490,700	
10.71%		16.08%		26.12%		7.58%		25.43%		18.59%	

## Structures Committee preliminary report due next week

Study will address reorganization of NAB along federation lines

A preliminary report on the proposal to restructure the National Association of Broadcasters will be presented during NAB's executive committee meeting next week. The association's Structures Committee, which was assigned to examine the organization's make-up, is releasing early results of its study (BROADCASTING, Oct. 10).

The proposal calls for reorganizing the

NAB along federation lines, with separate radio and TV arms functioning under an umbrella headquarters organization. A final report is scheduled to be circulated during the NAB's joint radio and television board meetings in January in Maui.

The study is based on a number of interviews with former and present industry leaders. Specific recommendations are expected to be made. Details of the report are being kept under wraps. Sources indicate, however, there was not an overwhelming interest in splitting the association.

Committee Co-Chairman Jerry Holley, Stauffer Communications, said that many broadcasters he talked with recommended that NAB "stick with what it's got." But, he added, that is "not necessarily what the com-

**Meters on.** Arbitron television meter service began operation in Miami on Dec. 1, with subscribers including WCIX-TV, WDZL-TV, WLTV(TV) and WTUJ(TV). Miami became the ninth Arbitron meter market, joining New York, Chicago, Los Angeles, Philadelphia, San Francisco, Dallas-Fort Worth, Washington and Detroit. Arbitron is scheduled to start meter service in Houston in February 1984 (KTXH-TV has subscribed) and in Boston in April 1984 (WXNE-TV has signed).

mittee will say." Holley pointed out that of all the issues NAB faces, most are of common concern to radio and television, although there are exceptions: Radio Marti and the 9 khz spacing proposal.

One aspect of the proposal that will likely be discussed is the cost of running two separate lobbying departments, which could double, explained Holley.

The other co-chairman of the committee, Martin Beck, Beck-Ross Communications, said that there would be nothing "shocking" in its report. He characterized the conclusion as "logical." Beck noted that each member conducted several interviews with key figures in the industry and broadcasters from small, medium and major market television and radio stations.

During one of its early meetings, the committee met with Peter B. Kenney, retired Washington vice president for NBC who served on the NAB board for 22 years and originated the proposal for two distinct lobbying efforts.

Those interviewed were asked: "Do you think NAB's government relations department would be more effective if you had separate government relations departments or if it stays the same as it is now?" They were also asked if there were any legislative or regulatory issues that would best be resolved separately by radio and TV.

The results were compiled by Michael Tate of the Arthur D. Little management consulting firm, who originally recommended how the group might proceed on the project. Tate will list several options for NAB to consider.

Among those interviewed: former NAB President Vincent Wasilewski; Radio Advertising Bureau President William Stakelin; Television Advertising Bureau President Roger Rice; Eugene Cowen, ABC's Washington vice president; Don Wear, CBS's Washington vice president; Bob Hynes, NBC's Washington vice president; Ward White, senior counsel, Senate Commerce Committee; BROADCASTING Publisher Lawrence Taishoff and Managing Editor Don West; Al Warren, editor and publisher, *Television Digest*; Thomas Wheeler, president, National Cable Television Association, and Thomas Bolger and Donald Thurston, both former NAB joint board chairmen.

In addition, committee members planned to canvass several congressmen, including: Representatives John Dingell (D-Mich.), chairman of the Energy and Commerce Committee; Tom Tauke (R-Iowa); Billy Tauzin (D-La.), and Tim Wirth (D-Colo.), Telecommunications Subcommittee chairman. □

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As compiled by BROADCASTING, Nov. 25 through Dec. 2, and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. app.—application. 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. mhz—megahertz. MO&O—memorandum opinion & order. MEA—major environmental action. MP—modification of permit. N—night. PSA—presunrise service authority. RCL—remote control location. 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

### Applications

#### AM

■ Charlotte Amalie, St. Thomas, V.I.—St. Thomas Broadcasters seeks 1090 khz, 250 w-D. Address: Box 9217, Charlotte Amalie, St. Thomas, V.I. 00801. Principal is equally owned by Rafael A. Figueroa and sister, Lucy E. Rafael Figueroa is news director of WIBS(FM) Charlotte Amalie, which is 75% owned by father, Jose A. Figueroa. Filed Nov. 9.

#### FM's

■ Opp, Ala.—Opp Educational Broadcasting Foundation seeks 90.9 mhz, 383 kw, HAAT: 163 ft. Address: S.W. Corner of Highway 52 and Folsom St., Opp, Ala. 36467. Counsel: Stuart B. Mitchell & Associates (Falls Church, Va.). Principal is charitable trust headed by Opp trustees: Haywood Nawlin, pastor; Marks Nawlin, employe of sheriff's department, and Thomas Barber, farmer. Filed Nov. 28.

■ Anchorage—Artic Broadcasting Association seeks 98.1 mhz, 100 kw, HAAT: 283 ft. Address: 5101 N. Francisco Ave., Chicago, Ill. 60025. Principal is headed by Charles F. Sebastian, president. He is also majority owner of 55% WTAQ(AM) La Grange, Ill. Filed Nov. 30.

■ Anchorage—Airwaves Ltd. seeks 97.3 mhz, 25 kw, HAAT: minus 15 ft. Address: 1005 Potlatch Circle, Anchorage, Alaska 99503. Principal is equally owned by Janice I. Bowman, John A. Ray, Lynn "Sunny" Carpenter and Patrice S. Gerster. None have other broadcast interests. Filed Nov. 23.

■ Juneau, Alaska—KINY Associates seeks 106.3 mhz, 3 kw, HAAT: minus 988 ft. Address: 1107 8th St., Juneau 99804. Principal is owned by Charles Gray (45%), Edward W. Christiansen (25%), Earl F. Reilly (15%) and Kenneth L. Wiley (15%). It also owns co-located KINY(AM), where Wiley is station manager. Other three have majority interest in KENI(AM) Anchorage, and filed for new FM there. Gray and Christiansen also have interest in KSPL(AM) Seattle. Filed Nov. 7.

■ Burney, Calif.—Burney Educational Broadcasting Foundation seeks 90.5 mhz, 412 kw, HAAT: 2321 ft. Address: Box 1256, Burney, Calif. 96013. Counsel: Stuart B. Mitchell. Principal is charitable trust headed by trustees: Bud Hennessey, pastor; Frank Wilkins, teacher at Intermountain Private School, and Eugene Palki, millwright, Louisiana Pacific. Filed Nov. 29.

■ Chico, Calif.—KXOL seeks 90.3 mhz, 2.18 kw, HAAT: minus 689 ft. Address: 1252 E. 10th St., Chico, Calif. 95926. Principal is headed by Marcus A. Smith, president. Filed Nov. 3.

■ Colton, Calif.—Colton Educational Broadcasting Foundation seeks 88.1 mhz, 387 kw, HAAT: minus 239 ft. Address: 11500 South Mt. Vernon Ave., Colton, Calif. 92324. Counsel: Stuart B. Mitchell. Principal is headed by trustees: Steven W. Fox, associate pastor; Rose Miller, secretary, and Steve Turner, manager, South California Edison. Filed Nov. 28.

■ Desert Center, Calif.—Desert Center Broadcasting seeks 102.3 mhz, 58 w, HAAT: 599 ft. Address: 61 Moovayla Keys, Parker, Ariz. 85344. Principal is headed by general partner, Janice A. Murphy (65%). Her husband, Rick L. Murphy, is general manager of KCMJ(AM) Palm Springs, Calif. Filed Nov. 22.

■ Long Beach, Calif.—Harden & Associates seeks 105.5 mhz, 1.6 kw, Address: Box 3057, Seal Beach, Calif. 90740. Principal is equally owned by James Harden and wife, Claudia. App. is mutually exclusive with KNAC(FM) Long Beach, recently sold at public auction for \$1.7 million ("Changing Hands," Nov. 7). Hardens are former licensees and major creditor of station, which had filed for Chapt. 11. They promise to withdraw app. within two weeks of cut-off date for filing competing app.'s, provided that no third party files for KNAC's facilities. Filed Oct. 31.

■ San Diego—Dianne Hampton & Makeda Cheatom seek 98.1 mhz, 27 kw, HAAT: 604 ft. Address: 6622 Tiffin Ave., San Diego 92114. Principals are equal partners. Filed Nov. 29.

■ Scotts Valley, Calif.—Scotts Valley Educational Broadcasting Foundation seeks 90.5 mhz, 150 w, HAAT: 208 ft. Address: 730 Sugar Pine Road, Box 66535, Scotts Valley, Calif. 95066. Counsel: Stuart B. Mitchell. Principal is charitable trust headed by Scotts Valley trustees: Ray C. Webster, retired; Marjorie R. Webster, private school teacher, and Lester T. Holmes, owner of lumber company. Filed Nov. 21.

■ Cape Coral, Fla.—Cape Coral Educational Broadcasting Foundation seeks 91.7 mhz, 383 w, HAAT: 115.6 ft. Address: 312 S.E. 24th Ave., Cape Coral, Fla. Counsel: Stuart B. Mitchell. Principal is noncommercial, nonprofit educational foundation headed by Richard Blue, pastor; Leo S. Delano Jr., employe of Florida Power & Light, and L. W. Glisson, insurance salesman. Filed Nov. 28.

■ Haines City, Fla.—WLBC Broadcasting and Educational Ministries of Landmark Baptist Church Inc. seeks 89.3 mhz, 164 kw, HAAT: 165 ft. Address: 2020 E. Hinson Ave., Haines City, Fla. 33844. Principal: is noncommercial educational ministry headed by Earle E. Lee, college president; Dr. Mickey P. Carter, minister, and David B. Fowler, headmaster. Filed Nov. 28.

■ Key West, Fla.—Radio Espanol De Cayo Hueso seeks 93.5 mhz, 3 kw, HAAT: 109.75 ft. Address: 1420 7th St., Key West, Fla. 33040. Principal is owned by Cecilia Maria Veliz (51%) and her husband, Waldo (49%). They have no other broadcast interests. Filed Nov. 21.

■ Marco, Fla.—Minority Women in Broadcasting seeks 92.7 mhz, 3 kw, HAAT: 288.56. Address: 11070 Terry St. S.E., Bonita Springs, Fla. Principal is owned by Linda Valdez (25%), Nannie Lee Austin (50%) and Ruby L. Roberts (25%). Austin's husband and son own 60% of WSMT-AM-FM Sparta, Tenn. Filed Nov. 29.

■ Stuart, Fla.—Stuart Educational Broadcasting Foundation seeks 89.9 mhz, 378 kw, HAAT: 118 ft. Address: Box 2085, Stuart, Fla. 22046. Counsel: Stuart B. Mitchell. Principal is charitable trust headed by Richard J. Conrod, pastor; Frankie Ellen Conrod, secretary, and Esther M. Conrod, secretary. Filed Nov. 28.

■ Vero Beach, Fla.—Florida Public Radio seeks 91.3 mhz, 3 kw, HAAT: 297 ft. Address: 505 Josephine St., Titusville, Fla. 32796. Principal is noncommercial organization headed by Randy E. Henry, president. It also is applicant for new FM's at Winter Garden and Milton, both Florida; New Hartford, Iowa, and St. Charles, Mo. Henry is applicant for commercial FM's at Brooklyn, Iowa, and Sisseton, S.D. (see below). Filed Nov. 30.

■ Agana, Guam—Radio K-57 Inc. seeks 97.5 mhz, 3 kw, HAAT: 991 ft. Address: Box GM, Agana, Guam 96910. Counsel: Shrinisky, Weitzman and Eisen (Washington). Principal is owned by Rick Wall (85%), Jon A. Anderson (10%) and Andrew N. Gayle (5%). It is also licensee of co-located KGUM(AM). Filed Nov. 29.

■ Winder, Ga.—Winder Educational Broadcasting Foundation seeks 91.7 mhz, 383 kw, HAAT: 183 ft. Address: 125 E. Williams St., Winder, Ga. 30680. Counsel: Stuart B. Mitchell. Principal is charitable trust headed by Winder trustees: Rodney Queen, pastor, Gospel Light Baptist Church; Brent Dredgen, computer programmer, Manville Corp., and Les Vinlaun, printer. Filed Nov. 29.

■ Boise, Idaho—Boise Educational Broadcasting Foundation seeks 89.3 mhz, 400 w, HAAT: 269 ft. Address: 602 East 45th St., Boise, Idaho 83704. Counsel: Stuart B. Mitchell. Principal is charitable trust headed by Michael G. Davis, pastor; Dr. Larry Eld, veterinarian, and Dan J. Harde, investment engineer. Filed Nov. 28.

■ Rockford, Ill.—Rockford Educational Broadcasting Foundation seeks 88.3 mhz, 343 kw, HAAT: 194 ft. Address: 4700 Main St., Rockford, Ill. Counsel: Stuart B. Mitchell. Principal is headed by Rockford trustees: Donald M. Lyon, senior pastor; Curtis J. Lyon, pastoral intern, and David Osborn, assistant pastor. Filed Nov. 28.

■ Rushville, Ill.—Berrey-Price Communications seeks 96.7 mhz, 3 kw, HAAT: 268.5 ft. Address: 213 East Exchange, Jerseyville, Ill. 62052. Principal is owned by Dr. Curtis Orman Berrey and wife, Glenda Sue (37.5% each), and Larry Keith Price, and his wife, Cathy Mae Price (12.5% each). Price is chief engineer at WJBM-AM-FM Jerseyville, Ill. Filed Nov. 22.

■ Hutchinson, Kan.—Hutchinson Educational Broadcasting Foundation seeks 91.5 mhz, 378 w, HAAT: 134 ft. Address: Box 2068, Hutchinson, Kan. 67501. Counsel: Stuart B. Mitchell. Principal is charitable trust headed by Hutchinson trustees: William Cowell, pastor; Carol Cowell, secretary, and M. Stillwell, private school teacher. Filed Nov. 28.

■ Delhi, La.—Roma L. Kidd seeks 93.5 mhz, 3 kw, HAAT: 300 ft. Address: 900 Julia, Rayville, La. 71269. Counsel: Ashton R. Hardy (New Orleans). Filed Nov. 22.

■ Lafayette, La.—Lafayette Educational Broadcasting Foundation seeks 90.9 mhz, 398 kw, HAAT: 238 ft. Address: Box 52444, Lafayette, La. 70505. Counsel: Stuart B. Mitchell. Principal is charitable trust headed by Francis P. Martin, pastor; Larry Usner, sales rep for KAJN-FM Crowley, La., and Michael L. Lewis, announcer at station. Filed Nov. 29.

■ West Monroe, La.—West Monroe Educational Broadcasting Foundation seeks 91.7 mhz, 383 w, HAAT: 150 ft. Address: Rt. 2, Box 419B, Martin Lane, West Monroe, La.

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71291. Counsel: Stuart B. Mitchell. Principal is charitable trust headed by West Monroe trustees: Phillip S. Smith III, pastor; Robert P. Holtzclaw, architect, and Winston Hammons, principal of private school. Filed Nov. 28.

■ Arnold, Mo.—Arnold Educational Broadcasting Foundation seeks 89.9 mhz, 150 w, HAAT: 106 ft. Address: 1770 Missouri State Road, Arnold, Mo. 63010. Counsel: Stuart B. Mitchell. Principal is charitable trust: Kenneth L. Brown, pastor; Howard Thornbill, asst. pastor, and Gary Tilley, youth pastor. Filed Nov. 28.

■ Camdenon, Mo.—Lake Area Educational Broadcasting Foundation seeks 90.7, 3 kw, HAAT: 299 ft. Address: Rt. 1, Box 190-31 Osage Beach, Mo. 65065. Counsel: Stuart B. Mitchell. Principal is charitable trust headed by trustees: Jeffrey D. Bodin, doctor; Gayle A. Owens, dentist, and Alice J. McDermott, legal secretary, Hilton & Bennett. Filed Nov. 29.

■ Lebanon, Mo.—Lebanon Educational Broadcasting Foundation seeks 89.9 mhz, 383 kw, HAAT: 158 ft. Address: 844 'A' Park Manor, Lebanon, Mo. 65536. Counsel: Stuart B. Mitchell. Principal is charitable trust headed by Warren Smith, farmer; Eugene Smith, self-employed businessman, and Vernie Smith, retired farmer. Filed Nov. 28.

■ Orchard, Neb.—Good Life Radio Inc. seeks 105.3 mhz, 100 kw, HAAT: 495 ft. Address: 1408 A St., Aurora, Neb. 68818. Principal is owned by Herbert P. Roszhart and family. He is manager of \*KROA(FM) Grand Island, Neb. Filed Nov. 28.

■ Manteo, N.C.—Women in Technical Communications seeks 99.3 mhz, 3 kw, HAAT: 190.4 ft. Address: Drawer 789, Nags Head, N.C. 27959. Principal is owned by Janice B. Wheelers (20%), Jennifer Frost and Liliias J. Morrison (40% each). Frost and Morrison also have app.'s for four LPTV's. Filed Nov. 29.

■ Armijo, N.M.—Dorothy Davis seeks 107.1 mhz, 1 kw, HAAT: minus 154 ft. Address: 1217 Valencia Drive, N.E., Albuquerque, N.M. 87110. Counsel: Pepper & Corazzini (Washington). Principal also owns 70% of applicant for new FM at Pagosa Springs, Calif. Filed Nov. 7.

■ McConnelville, Ohio.—Washington Technical College seeks 100.9 mhz, 3 kw, HAAT: 300 ft. Address: State Route 76, Marietta, Ohio. Principal is headed by college president, Donald R. Neff. It is also licensee of WMOA(AM) Marietta. Two members of college board are principals of WCKX(FM) London, Ohio. Filed Nov. 25.

■ Johnstown, S.C.—M.C. Communications Ltd. Partnership seeks 92.7 mhz, 2.47 kw, HAAT: 328 ft. Address: Drawer 1, Lee St., Johnstown, S.C. Principal is headed by general partner: Michael Claude Casey. Principals also own WJES(AM) Johnstown.

■ Sisseton, S.D.—Randy E. Henry seeks 99.3 mhz, 1.2 kw, HAAT: 496 ft. Address: 100 LaGrange Ave., Tuttsville, Fla. 32796. Principal is engineer and also app. for commercial FM at Brooklyn, Iowa. He is also president of Florida Public Radio, applicant for five noncommercial FM's, including Vero Beach, Fla. (see above). Filed Nov. 30.

■ Brownfield, Tex.—Brownfield Educational Broadcasting Foundation seeks 91.5 mhz, 383 kw, HAAT: 117 ft. Address: 601 Lubbock Rd., Brownfield, Tex. Counsel: Stuart B. Mitchell. Principal is charitable trust headed by Brownfield trustees: Harold Shifflett, pastor; Mark Wilbourn, school principal, and Purley Tyler, retired. Filed Nov. 28.

■ Farwell, Tex.—Farwell Broadcasting seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 652 North Bolton St., Jacksonville, Tex. 75766. Principal is owned by Wayne S. Carnes. Filed Nov. 28.

■ Gonzales, Tex.—Wayne S. Carnes seeks 106.3 mhz, 3 kw, HAAT: 299.75 ft. Principal is also applicant for FM at Farwell, Tex. (see above). Filed Nov. 23.

■ Lufkin, Tex.—Lufkin Education Broadcasting Foundation seeks 91.1 mhz, 383 kw, HAAT: 174 ft. Address: Rt. 8, Box 1150 (Highway 69-N) Lufkin, Tex. 75901. Counsel: Stuart B. Mitchell. Principal is charitable trust headed by Lufkin trustees: C. Dwyan Calvert, pastor; David Vogt, painter, and Daniel Smith, brick layer. Filed Nov. 7.

■ Midland, Tex.—Midland Educational Broadcasting Foundation seeks 90.1 mhz, 387 kw, HAAT: 79 ft. Address: 3,001 North "A" St. Midland, Tex. 79701. Principal is charitable trust headed by Midland trustees: David Piercey, pastor, Midland Baptist church; James McKinney, pilot, Permian Oil Co., and N. Scott, dispatcher, Currie Truck Line. Filed Nov. 21.

■ Charlotte Amalie, V.I.—H&M Partnership seeks 102.1 mhz, 50 kw, HAAT: 253 ft. Address: Box 4116 Christiansted, St. Croix 00820. Principal is equally owned by William E. Horan, Ft. Lauderdale, Fla., hotel and real estate owner; Robert E. Miller, and wife, Anne Susan. William Miller is employe of WSTX(AM) Christiansted, St. Croix; Anne Miller is housewife. Filed Nov. 25.

## TV's

■ Flagstaff, Ariz.—Minority Television of Flagstaff Inc. seeks ch. 13; ERP: 316 kw vis., 31.6 kw aur., HAAT: 1,777 ft., ant. height above ground: 243 ft. Address: Box 367, Micanopy, Fla. 32667. Counsel: Ebbensen & Powell. Principal is owned by Katherine T. Mansfield, who is also applicant for new class A FM for Micanopy, Fla.

■ Flagstaff, Ariz.—Wave Communications Inc. seeks ch. 13, ERP: 316 kw vis., 31.6 aur., HAAT: 1,777 ft.; ant. height above ground: 243 ft. Address: 2233 Cedar Ave., East Flagstaff, Ariz. 86001. Counsel: Michelle A. Moore. Principal is owned by Rosa Wave, who is also director of Black Television Workshop of Los Angeles Inc., permittee for new noncommercial TV on ch. 68 in Los Angeles, and applicant for new noncommercial station in Santa Rosa, Calif. Wave also owns LPTV in Flagstaff and is applicant for new TV in Memphis and three LPTV's. Filed Nov. 10.

■ Boca Raton, Fla.—Full Gospel Church of the Living God Inc. seeks ch. 63; ERP: 5,000 kw vis., 500 kw aur., HAAT: 829.48 ft.; ant. height above ground: 825.6 ft. Address: 1105 N.W. 6th Ave., Ft. Lauderdale, Fla. 33311. Principal is nonprofit corporation headed by Rev. Wayne Parks, president. Filed Nov. 4.

■ Idaho Falls—Matlock Communications seeks ch. 20; ERP: 5,000 kw vis., 500 kw aur., HAAT: 199.1 ft. Address: 1041 Steepleview Drive, Eagle, Idaho 83616. Principal is owned by Stephen J. Matlock who has filed app.'s for full service TV's in Winnemucca, Nev.; Vernal and Logan, both Utah; Spokane, Wash., and Lagrande, Ore. It is also applicant for seven LPTV's. Filed Nov. 21.

■ Hagerstown, Md.—Good Companion Broadcasting seeks ch. 68; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,335 ft.; antenna height above ground: 275 ft. Address: 210 South Avenue Way, Greencastle, Pa. 17225. Principal is equally owned by Samuel Guerrero, James M. Resh Sr., Benjamin F. Thomas and wife, Mary Lucille. Benjamin Thomas also owns WKSL(FM) Greencastle, which he will divest if app. is granted. Filed Nov. 9.

■ Duluth, Minn.—Ford DuLac Indian Reservation seeks ch. 27; ERP: 1,000 kw vis., 1,000 kw aur., HAAT: 532.08 ft., ant. height above ground 244.2 ft. Address: 8 Arlington St., Auburn, Mass. Principal is owned by Cloquet, Minn., Indian tribe (51%) and Dan Mahoney (49%). Mahoney is also applicant for new station (app. no. 830435AB). Filed Nov. 7.

■ La Grande, Ore.—Matlock Communications seeks ch. 16; ERP: 4,000 kw vis., 400 kw aur., HAAT: minus 266.01 ft. Principal is owned by Stephen J. Matlock who has filed app.'s for full service TV's in Winnemucca, Nev.; Vernal and Logan, both Utah; Spokane, Wash., and Idaho Falls (see above). Filed Nov. 21.

## Summary of broadcasting as of October 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,726	166	4,892
Commercial FM	3,490	425	3,915
Educational FM	1,104	181	1,285
Total Radio	9,320	772	10,092
FM translators	741	423	1,164
Commercial VHF TV	536	19	555
Commercial UHF TV	334	200	534
Educational VHF TV	107	5	112
Educational UHF TV	172	22	194
Total TV	1,149	246	1,395
VHF LPTV	179	80	259
UHF LPTV	66	71	137
Total LPTV	245	151	396
VHF translators	2,831	206	3,037
UHF translators	1,850	342	2,192
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & Intercity relay	2,836	166	3,002

\* Includes off-air licenses.

■ Altoona, Pa.—Altoona Television 47 Ltd. seeks ch. 47; ERP: 1,000 kw vis., 100 kw aur., HAAT: 1,177 ft., ant. height above ground: 550 ft. Address: R.D. 3, Box 285-B Cumer Rd., McDonald, Pa. 15057. Principal is owned by Elaine C. Lesnett, 10% general partner, and limited partners: Jerry Meyers (30%), Robert C. Savage (22.5%), James H. Hayes (15%) and Tim K. Brady (22.5%). Brady is Oak Ridge, Tenn., lawyer. Savage has interest in WHTX-FM Pittsburgh; Hayes has interest in permittee for AM at Thompson Station, Tenn. Meyers, Savage and Brady are also applicants for new TV at Charlottesville, Va. (see below). Filed Nov. 7.

■ Jacksonville, Tex.—TRG Broadcasting Systems Inc. seeks ch. 56; ERP: 2,009 kw vis., 20.1 kw aur., HAAT: 1,489 ft.; antenna height above ground 1,222.7 ft. Address: Box 470432 Dallas. Principal is owned by Robert Gilchrist. He owns 100% of eight Texas cable systems, and is part-owner of three others. Five of systems lie within B contour of proposed station and will be sold if CP is granted. Filed Nov. 10.

■ Midland, Tex.—Hugh McBeath seeks ch. 18; ERP: 1309 kw vis., 130.9 kw aur., HAAT: 330 ft.; ant. height above ground: 400 ft. Address: 1903 S. Lamesa Rd., Midland, Tex. 79701. Principal is also half owner of KJBC(AM) Midland, and owns applicant for FM at Midland. Filed Nov. 15.

■ Logan, Utah—Matlock Communications seeks ch. 12, ERP: 316 kw vis., 31.6 kw aur., HAAT: minus 237.53 ft. Principal is owned by Stephen J. Matlock who has filed app.'s for full service TV's in Winnemucca, Nev.; Vernal, Utah; Spokane, Wash.; Lagrande, Ore., and Idaho Falls (see above). Filed Nov. 21.

■ Vernal, Utah—Matlock Communications seeks ch. 6; ERP: 100 kw vis., 10 kw aur., HAAT: minus 35.675 ft. Principal is owned by Stephen J. Matlock who has filed app.'s for full service TV's in Winnemucca, Nev.; Logan, Utah; Spokane, Wash.; La Grande, Ore., and Idaho Falls (see above).

■ Charlottesville, Va.—Charlottesville 64 Ltd. seeks ch. 64; ERP: 1,200 kw vis., 120 kw aur., HAAT: 696 ft.; ant. height above ground: 471 ft. Address: 2344 McNary Blvd., Pittsburgh 15235. Principals is owned by T.K. Brady and Robert C. Savage (22.5% each), Jerry Meyers (45%) and Susi N. Edquist (10%). Brady, Savage and Meyers are also applicants for new TV at Altoona, Pa. (see above). Filed Nov. 10.

■ Spokane, Wash.—Matlock Communications seeks ch. 34; ERP: 4,000 kw vis., 400 kw aur., HAAT: 331.38 ft. Principal is owned by Stephen J. Matlock who has filed app.'s for full service TV's in Winnemucca, Nev.; Vernal and Logan, both Utah; La Grande, Ore., and Idaho Falls (see above). Filed Nov. 21.

## Action

■ Fairbanks, Alaska—Great Alaska Electric Radio Co. Inc. granted 95.9 mhz, 3 kw, HAAT: 1.6 ft. Address: Box 82131, Fairbanks, Alaska 99708. Principals: Dean M. Gottehrer and wife, Sheila K. (19%); J. Stephen Lay and wife, Carole R. (19%); Gerald K. Fears and wife, Francisca (12%), Stanley W. Muchewicz and wife, Melissa (19%), Gerald E. Weaver (19%), and John G. Duclos (12%). They also are applicants for AM at Fairbanks. Gottehrers, Muchewicz and Weavers are also applicants for FM at Delta Junction, Alaska. Action Nov. 16.

■ Kingman, Ariz.—New West Broadcasting Systems Inc. granted 100.1 mhz, 505 w, HAAT: 757 ft. Address: 2530 Longview, Kingman, Ariz. 86401. Principal is owned by Bruce D. Owens (49%); Grant Holyoak, president, and Lowell T. Patton (25.5% each). None have other broadcast interests. Action Nov. 21.

■ Kahului, Hawaii—Ke-Nui granted 99.9 mhz, 100 kw, HAAT: minus 540 ft. Address: Box 35, Kahului, Hawaii 96732. Principals: Thomas R. Elkins (61.5%) and Norma J. Phegley (38.5%). Elkins also owns KBUS(AM) Mexia, Tex. and, with Phegley, KNUI(AM) Kahului, Hawaii. Action Nov. 4.

■ Greenville, Ill.—Marlene G. Page granted 101.7 mhz, 3 kw, HAAT: 300 ft. Address: Box 753, Elizabeth, Colo. 80107. Principal has no other broadcast interests. Action Nov. 18.

■ \*Iowa City, Iowa—Student Broadcasters Inc. granted 89.7 mhz, 129 w, HAAT: 90 ft. Address: Student Activities Center, Iowa Memorial Union, Iowa City, Iowa 52242. Principal: Nonprofit corporation, headed by Peter J. Koenig, Karol Sole, Barbara Knapp, Patricia Maher and Dennis Green. It has no other broadcast interests. Action Nov. 28.

■ \*Standish, Me.—St. Joseph's College granted 90.9 mhz, 360 w, HAAT: 85 ft. Address: Whites Bridge Road, North Windham, Me. 04602. Principal: Noncommercial, educational institution, which has no other broadcast interests. Action Nov. 18.

■ \*Gaylord, Mich.—Northern Christian Radio Inc. grant-

ed 90.5 mhz, 100 kw, HAAT: 1,000 ft. Address: Box 1212, Gaylord, Mich. 49735. Principal: Noncommercial corporation headed by Glen A. Catt, president. It has no other broadcast interests. Granted Nov. 23.

■ **Webb City, Mo.**—Don and Gail Stubblefield granted 94.3 mhz, 3 kw, HAAT: 299 ft. Address: Route 5, Box 136A, Joplin, Mo. 64801. Principals: Husband and wife (50% each), who are also applicants for new AM at Webb City, Mo. Action Nov. 23.

■ **Truth or Consequences, N.M.**—Sierra Broadcasters app. returned for 98.7 mhz, 37 kw, HAAT: 2,664 ft. Action Nov. 18.

■ **Utica, N.Y.**—Public Broadcasting Council of Central N.Y. Inc. granted 89.5 mhz, HAAT: 633 ft. Address: 506 Old Liverpool Road, Liverpool, N.Y. 13088. Principal is nonprofit corporation, headed by Richard W. Russell, president and general manager. It has no other broadcast interests. Action Nov. 18.

■ **\*Philadelphia**—Community Television of Philadelphia app. dismissed for ch. 35; ERP: 224 kw vis., 22.4 kw aur., HAAT: 592 ft.; ant. height above ground: 612 ft. Action Nov. 23.

■ **Jayuya, P.R.**—Ana G. Mendez Educational Foundation app. returned for ch. 26; ERP: 80.35 kw vis., 8.04 kw aur., HAAT: 2,531 ft.; ant. height above ground: 434 ft. Action Nov. 23.

■ **North Charleston, S.C.**—Bormac Broadcasters app. dismissed for 96.1 mhz, 100 kw, HAAT: 939 ft. Action Nov. 17.

■ **Pierpont, S.D.**—South Dakota State University granted 90.9 mhz, 100 kw, HAAT: 1,057 ft. Address: KESD-FM-TV, Pugsley Center, Box 2218B, Brookings, S.D. 57007. Principal: Nonprofit educational institution which owns KESD-FM-TV Brookings, S.D., and is governed by State Board of Regents, which is licensee of KUSD(AM)-FM-TV Vermillion, KBHE-TV Rapid City, KTSD-TV Pierre, KDSD-TV Aberdeen, KPSS-TV Eagle Butte, KQSD-TV Lowry and KZSD-TV Martin, and is applicant for new FM's at Rapid City and Reliance, all South Dakota. Action Nov. 18.

■ **Canadian, Tex.**—William Jackson Pennington III granted 103.1 mhz, 3 kw, HAAT: 300 ft. Address: 912 Beresford Court, Mount Pleasant, S.C. 29464. Principal is president and general manager of East Cooper Communications, which owns WIXR(AM) Mount Pleasant, S.C. He also is applicant for new FM's at Carrizo Springs, Junction and Hebronville, all Texas (see below). Action Nov. 18.

■ **Shamrock, Tex.**—Stephen Nye Barton granted 92.7 mhz, 3 kw, HAAT: 300 ft. Address: 2 Charlestowne Court, Charleston, S.C. 29401. Principal is also applicant for four new FM's (see above). Action Nov. 18.

■ **Kanab, Utah**—Jack H. Jensen granted 101.1 mhz, 99 kw, HAAT: 471 ft. Address: Box 1250, Wilcox, Ariz. 85643. Principal is salesman at KHIL(AM) Wilcox, Ariz., and has no other broadcast interests. Action Nov. 21.

## Ownership changes

### Applications

■ **WTJP-TV[CPI] Gasden, Ala.** (ch. 60, ERP: 747.25 kw vis., 751.75 kw aur., HAAT: 1,010 ft.)—Seeks assignment of license from Sterling Associates to Community Broadcasting System for \$15,566.38. Seller is owned by Chattanooga consulting engineer, A.G. Thiessen and wife, Ellen Ann. They also are permittee of ch. 14 at Boise, Idaho, and are applicants for new FM at Hilton Head, S.C.; for new TV's at Waterloo, Iowa and Anacortes, Wash., and for LPTV at East Ridge, Tenn. Buyer is charitable trust, headed by Robert Tilton, who is president of Dallas-based Word of Faith World Outreach Center Inc. It is also applicant for new FM at Justin, Tex. Tilton's wife, Marie, is applicant for new FM at Dallas, Tex. Filed Nov. 17.

■ **WTBC(AM)-WUOA(FM) Tuscaloosa, Ala.** (1230 khz, 1 kw-D, 250 w-N; FM: 95.7 mhz, 100 kw, HAAT: 500 ft.)—Seeks assignment of license from Tuscaloosa Broadcasting Co. to Keymarket Communications of Alabama Inc. for \$1,312,500 including \$200,000 noncompete agreement. Seller is principally owned by Bertram Bank, who has no other broadcast interests. Buyer is owned by Paul Rothfuss, Kerby Confer and Jerome Atchley (31% each), and Donald Alt (7%). Confer and Rothfuss also own WJDX(AM)-WMSI(FM) Jackson, Miss.; WIZK(AM)-WIGL(FM) Orangeburg, WGVN(AM) Greenville and WSSL(FM) Gray Court, all South Carolina. Confer and Atchley also own WGKX(FM) Memphis and KSSN(AM) Little Rock, Ark., of which Alt is general manager. Filed Nov. 30.

■ **KMGG(FM) Los Angeles and KSHE(FM) St. Louis** (105.9 mhz, 72 kw, HAAT: 770 ft.; 94.7 mhz, 100 kw,

HAAT: 510 ft.)—Seeks assignment of license from Century Broadcasting to Emmis Broadcasting for \$20 million. Seller also owns WAIT(AM)-WLOO(FM) Chicago and KMEL(FM) San Francisco. Buyer is owned by Jeff Smulyan and five other investors. All six own WLOL(FM) Minneapolis-St. Paul; five own WENS(FM) Indianapolis. Filed Nov. 23.

■ **KNTF(FM) Ontario, Calif.** (93.5 mhz, 3 kw, HAAT: 165 ft.)—Seeks assignment of license from Best Communications Inc. to California Radio Partners for \$1.1 million plus potential, additional consideration when station is resold. Seller is owned by Jack L. Siegal who recently sold KWG(AM) Stockton and KWGF(FM) Tracy, both California, for \$1,218,000. He also has sold KCKC(AM) San Bernardino, Calif., for \$2,421,075 million, subject to FCC approval. Buyer is owned by Pierce O'Donnell (60%), Channing P. Johnson and Paul M. Wolff (20% each). O'Donnell is Los Angeles trial lawyer; Wolff is Washington trial lawyer. Johnson has interest in cable system serving south-central Los Angeles, and in Response Broadcasting, applicant for 60 LPTV's. Filed Nov. 23.

■ **KSQU-FM Weed, Calif.** (100.9 mhz, 100 w, HAAT: 1,362 ft.)—Seeks assignment of license from Valley FM Radio to New West Broadcasting Inc. for assumption of notes to \$13,000 and cancellation of \$50,000 note. Seller is owned by Steve Fuss. It is also applicant for new FM at Taft, Calif., and owns one-third of applicant for new FM at Los Osos/Baywood Park, Calif. Buyer is owned by Lowell T. Patton (40%), Robert M. Cohen and mother, Anne (10% each), Charles Bowman and Ted Gardner (20% each). Patton owns one-fourth of applicant for new FM at Kingman, Ariz. Filed Oct. 31.

■ **WERD(AM) Jacksonville, Fla.** (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Radio Station WERD Inc. to Pres-Jas Inc. for \$350,000. Seller, owned by Ronald Cohn, is former licensee of station, which it sold to Gilliam Communications four years ago for \$488,000, including note ("Changing Hands," April 16, 1979). WERD Inc. foreclosed on Gilliam in August, and then made winning bid for station in Oct. 3 public sale. Cohn has no other broadcast interests. Buyer is owned by Mark A. Picus, former assistant program director at KXXY(FM) Oklahoma City. He is son of Lawrence R. Picus, whom court appointed receiver Aug. 19, and who sold station at auction to WERD Inc. Oct. 3. Filed Nov. 21.

■ **WPXE-AM-FM Starke, Fla.** (1490 khz, 1 kw-D, 250 w-N; FM: 106.3 mhz, 3 kw, HAAT: 150 ft.)—Seeks assign-

ment of license from Sanders Enterprises to Benjamin and Ruth Dickerson for \$400,000. Seller is owned by John Sanders and wife, Lee, who have no other broadcast interests. Buyer are husband and wife, living in Haddon Heights, N.J. Benjamin F. Dickerson is retired broadcast engineer from WCAU(AM) Philadelphia. They have no other broadcast interests. Filed Nov. 22.

■ **WLBI(AM) Denham Springs, La.** (1220 khz, 250 w-D)—Seeks assignment of license from Livingston Broadcasting Corp. to Livingston Communications Inc. for \$235,000. Seller is equally owned by Dr. Edwin Walker, Dr. Milton Hughes, Dr. Arthur Mauterer and the Livingston Bank. None have other broadcast interests. Buyer is owned by Nancy E. David, who is consultant to Louisiana legislature on congressional reapportionment. She has no other broadcast interests. Filed Nov. 22.

■ **WVOT(AM)-WXYY(FM) Wilson, N.C.** (1420 khz, 1 kw-D, 500 w-N; FM: 106.1 mhz, 23 kw, HAAT: 225 ft.)—Seeks assignment of license from Century Communications Inc. to Voyager Communications III Inc. for \$1,750,000 including \$300,000 noncompete agreement. Allocation of price is—WVOT: \$600,000 and WXYY: \$1,150,000. Seller is owned by Wade H. Hargrove (32.5%); Wade M. Smith and brother, Roger W., (22.5% each), and J. Harold Tharrington (22.5%); who are all partners in Tharrington, Smith & Hargrove, Raleigh, N.C.-based communications law firm. Buyer is owned by Jack P. McCarthy and Carl V. Venters Jr. (42.3% each), and Fred Setzer Jr. (15.4%). They also own WMFR(AM)-WMAG(FM) High Point, N.C. Filed Nov. 14.

■ **KHEN(AM)-KGCG-FM Henryetta, Okla.** (1590 khz, 500 w-D; FM: 99.5 mhz, 28.5 kw, HAAT: 300 ft.)—Seeks assignment of license from T.W. Communications Inc. to Stephenson Broadcasting Co. for \$365,000. Seller is owned by Howard McBee (33 1/3%), G. Harold Wright (33%), Joe Tilton (30%) and two others. McBee and Wright also have interest in KRPT-AM-FM Anadarko, Okla. Tilton and McBee own KADS(AM) Elk City, Okla. Buyer is owned by Robert L. Stephenson and family. They also own 75% of KNOR(AM) Norman, Okla. Filed Dec. 1.

■ **KAST(AM)-KBKN-FM Astoria, Ore.** (1370 khz, 1 kw-U; FM: 92.9 mhz, 99 kw, HAAT: 210 ft.)—Seeks assignment of license from Kast Broadcasting Inc. to Youngs Bay Broadcasting for \$750,000. Seller is owned by Robert Chopping and wife, Margaret. They also own 60% of KOHU-AM-FM Hermiston, Ore. Buyer is headed by Earle M. Baker, chairman and chief officer of Art Moore Inc., Bellevue,

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

Wash.-based broadcast rep firm. Other owners, none of whom have other broadcast interests, also work for firm. Filed Nov. 22.

■ **KZEL-FM** Eugene, Ore. (96.1 mhz, 100 kw, HAAT: 870 ft.)—Seeks assignment of license from Jayar Communications to Mike J. Pappas and wife for \$1,050,000. Seller is owned by Jayar Securities Corp., New York investment firm (50%); Charles R. Skinner, station general manager (25%); Peter L. Townsend, (12.5%), and his sister, Jeanette T. Brophy, homemaker (12.5%). It is also selling co-located KBDF(AM) (see below). Among sellers only Townsend has other broadcast interests, 14% of KEZY-AM-FM Anaheim, Calif. Buyers also own 35% of KTRB(AM)-KHOP(FM) Modesto, Calif. Filed Nov. 17.

■ **WCRO(AM)** Johnstown, Pa. (1230 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Century Broadcasting of Pennsylvania to Hamilton Communications Inc. for \$210,000. Seller is headed by Henry Gladstone, who is former announcer at WOR(AM) New York. None of owners have other broadcast interests. Buyer is owned by Robert J. Hamilton (70%) and James London (30%). Hamilton is national music director for RKO Radio and operations manager at KHJ(AM)-KRTH(FM) Los Angeles. London is N. Hollywood, Calif., home improvement contractor. Filed Nov. 28.

■ **WTKN(AM)-WWSW-FM** Pittsburgh (970 khz, 5 kw-U; FM: 94.5 mhz, 50 kw, HAAT: 810 ft.)—Seeks assignment of license from WWSW Radio Inc. to Shamrock Broadcasting Co. for \$4,750,000. Seller is subsidiary of Blade Co., owned by William Block and brother, Paul Jr. Toledo, Ohio-based newspaper publisher and MSO, also owns WLIO(TV) Lima, Ohio, and WLFI-TV Lafayette, Ind. It recently purchased WDRB-TV Louisville, Ky., ("Changing Hands," Sept. 19). Buyer is Los Angeles production company and group owner—one AM, five FM's and two TV's—owned by Roy E. Disney and family. Filed Nov. 16.

■ **WKRI(AM)** West Warwick, R.I. (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Rainbow Broadcasting Corp. to WKRI Broadcasting Inc. for \$425,000 plus 70% of accounts receivable. Seller is owned by Lester G. Sobin (80%), Nancy S. Droure and Peter B. Sobin (10% each). None have other broadcast interests. Buyer is headed by Thomas V. Iannitti and Richard J. Villanova. Iannitti is station's general manager; Villanova is owner of Burger Chef franchises in Warwick, R.I., area and has 5% interest in WNRI(AM) Woonsocket, R.I. Filed Nov. 28.

■ **WNOO(AM)** Chattanooga (1260 khz, 5 kw-D)—Seeks

assignment of license from WMFS Inc. to Southern Star Systems Inc. for \$300,000. Seller is owned by William Watt (55%) and Investment Corp. (45%), both of Montgomery, Ala., and has no other broadcast interests. Buyer is owned by Stephen Lilly, Washington-based financial consultant, and nine Chattanooga professional and business people. Buyer has no other broadcast interests. Filed Nov. 17.

■ **WTVC(TV)** Chattanooga and KFDM-TV Beaumont, Tex. (Port Arthur) (ch. 9, 316 kw vis., 31.6 kw aur., HAAT: 1,040; ant. height above ground: 278 ft.; ch. 6, 100 kw vis., 20 kw aur., HAAT 960 ft.; ant. height above ground: 1,031 ft.)—Seeks 100% transfer of control (Chattanooga) and assignment of license (Beaumont) from Belo Broadcasting to Freedom-TV Sub Inc. for \$24.5 million. Seller is owned by Dallas-based group owner and newspaper publisher; which purchased Corinthian Broadcast Group—five VHF's and one UHF—from Dun & Bradstreet (BROADCASTING, June 27). Buyer is Santa Ana, Calif.-based newspaper publisher and owner of two TV's. It purchased WLNE(TV) Providence, R.I.-New Bedford, Mass., earlier this year (BROADCASTING, Jan. 3). Filed Nov. 1.

■ **KEGG(AM)** Daingerfield, Tex. (1560 khz, 1 kw)—Seeks assignment of license from Commercial Broadcasting Corp. to Breckenridge Broadcasting Co. for \$175,000. Seller is equally owned by Aaron L. Durham and brother, Harold L. They also own WAKI(AM) McMinnville, Tenn. Buyer is equally owned by David Bullion, Owen D. Woodward and Richard Whitworth. They also own KROO(FM) Breckenridge and KEAS(AM) Eastland, both Texas. Filed Nov. 8.

■ **KAUZ-TV** Wichita Falls, Tex. (ch. 6, 100 kw vis., 10 kw aur., HAAT: 1,021 ft.)—Seeks assignment of license from Wichita Falls Telecasters II to Adams TV for \$10,925,000. Seller is principally owned by Ray Clymer and has no other broadcast interests. Buyer is principally owned by Steve Adams, who is Minneapolis-based banker. It also owns WTWN(AM)-WLAV-FM Grand Rapids, Mich.; WRTH(AM)-KEZK(FM) St. Louis, and WGTU(TV) Traverse City, Mich. It recently sold KIVA-TV Farmington, N.M., for \$2.35 million (BROADCASTING, July 4). Filed Nov. 30.

■ **WEZF-FM** Burlington, Vt. (92.9 mhz, 36 kw, HAAT: 2,700 ft.)—Seeks assignment of license from Martin Broadcasting Inc. to Knight Radio Inc. for \$4 million. Seller is owned by Donald G. Martin and family. Martin also owns WHO(AM)-WDRM(FM) Decatur, Ala. Buyer is owned by Norman Knight, Boston, Mass.-based group owner of four

AM's and three FM's. Filed Nov. 29.

■ **WJMA-AM-FM** Orange, Va. (1340 khz, 1 kw-D, 250 w-N; FM: 96.7 mhz, 2.7 kw, HAAT: 320 ft.)—Seeks assignment of license from WJMA Inc. to Solomon and Lowe Communications Inc. for \$525,000. Seller is owned by Arch Harrison, who has no other broadcast interests. Buyer is jointly owned by Digby A. Solomon and wife, Karen Leslie Lowe. They have no other broadcast interests. Digby Solomon is chief of UPI's San Juan, P.R., bureau. Filed Nov. 28.

## Facilities changes

### AM actions

■ **WKRG** (710 khz) Mobile, Ala.—Granted app. for mod. of license to change SL and operate trans. by RC from proposed SL. Action Nov. 14.

■ **KZKZ** (690 khz) Flagstaff, Ariz.—Granted app. for CP to make changes in TL. Action Nov. 8.

■ **KKIS** (990 khz) Pittsburg, Calif.—Dismissed app. for mod. of license to change SL. Request waiver of section 73.1125 of rules. Action Nov. 10.

■ **KXES** (1570 khz) Salinas, Calif.—Granted mod. of CP (BP-811029AJ) to change TL. Action Nov. 4.

■ **WDJZ** (1530 khz) Bridgeport, Conn.—Granted app. for mod. of license to change SL and operate trans. by RC from proposed SL. Action Nov. 17.

■ **WBIX** (1010 khz) Jacksonville Beach, Fla.—Returned app. for CP to change hours of operation to unlimited by adding 10 kw-N; install DA-D, and make changes in ant. sys. Action Nov. 10.

■ **WVVN** (1550 khz) Vienna, Ga.—Returned app. for CP to change frequency to 770 khz. Action Nov. 15.

■ **WKEQ** (910 khz) Burnside, Ky.—Granted app. for mod. of CP (BP-781205AG) to change TL. MEA under section 1.1305. Action Nov. 18.

■ **WACM** (1490 khz) West Springfield, Mass.—Granted app. for CP to change from DA to nonDA daytime. Action Nov. 16.

■ **WSDS** (1480 khz) Ypsilanti, Miss.—Granted app. for CP to change hours of operation to unlimited by adding 5 kw-N; increase day power to 1 kw; install DA-2, and make changes in ant. sys. Action Nov. 10.

■ **WHBC** (1480 khz) Canton, Ohio—Granted app. for mod. of license to change SL and operate trans. by RC from proposed SL. Action Nov. 14.

■ **New** (1180 khz) Lancaster, Ohio—Returned app. for CP for new AM. MEA under section 1.1305. Action Nov. 23.

■ **WRID** (1520 khz) Homer City, Pa.—Granted app. for mod. of license to change SL and operate trans. by RC from proposed SL. Action Nov. 14.

■ **WKVA** (920 khz) Lewistown, Pa.—Granted app. for mod. of license to change SL and operate trans. by RC from proposed SL. Action Nov. 14.

■ **KSJL** (760 khz) San Antonio, Tex.—Dismissed app. for mod. of CP (BP-810511AQ) to specify augmentation for nighttime directional pattern only. Action Nov. 9.

■ **KUTI** (980 khz) Selah, Wash.—Granted app. for mod. of CP to change night TL. MEA under section 1.1305. Action Nov. 10.

■ **WRPX** (740 khz) Hudson, Wis.—Granted mod. of license to change SL and operate trans. by RC from proposed SL. Action Nov. 8.

### FM actions

■ **KCBF** (900 mhz) Fairbanks, Alaska—Dismissed app. for CP to make changes in ant. sys. and change TL. Action Nov. 8.

■ **KSPA** (96.7 mhz) Hot Springs, Ariz.—Returned app. for CP to replace trans., increase TPO and change from horiz. to circular polarization. Action Nov. 16.

■ **KFXE** (92.3 mhz) Pine Bluff, Ariz.—Granted app. for CP to change TL; change ERP to 100 kw; change HAAT to 404 ft., and make changes in ant. sys. MEA under section 1.1305. Action Nov. 18.

■ **KOWN-FM** (92.1 mhz) Escondido, Calif.—Granted app. for CP to change HAAT to 1,024 ft., adding 10 ft. to tower and decreasing mast ext. to 7 ft. Action Nov. 17.

■ **KLOS** (95.5 mhz) Los Angeles—Granted app. for CP to increase ERP to 61 kw and decrease HAAT to 3,129 ft. Action Nov. 21.

■ **KBEE-FM** (103.3 mhz) Modesto, Calif.—Granted app. for CP to change TL; change ERP to 50 kw; change HAAT to 500 ft., and make changes in ant. sys. Action Nov. 21.

■ **KDUO** (97.5 mhz) Riverside, Calif.—Granted CP to

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make changes in ant. sys.; install aux. sys.; increase ERP to 0.173 kw, and decrease HAAT to 1,519 ft. Action Nov. 8.

■ \*KCFR (90.1 mhz) Denver—Granted CP to raise power from 29 kw to 49.7 kw. Action Nov. 21.

■ KOSI (101.1 mhz) Denver—Granted app. for CP to make changes in ant. sys.; change to 100 kw horiz., 80.4 kw vert., and increase HAAT to 1,009 ft. Action Nov. 17.

■ \*WPBH (90.5 mhz) Middlefield, Conn.—Granted CP to change TL; change ERP to 15 kw; change HAAT to 724 ft.; change TPO, and make changes in ant. sys. Action Nov. 10.

■ WWYZ (92.5 mhz) Waterbury, Conn.—Granted app. for CP to utilize former trans. as aux. to be located at different site; change ERP to 15.8 kw; change HAAT to 790 ft., and change TPO. Action Nov. 3.

■ \*New (90.5 mhz) Gainesville, Fla.—Returned app. for CP for new ED-FM: 90.5 mhz; ERP 50 kw, and HAAT 500 ft. Action Nov. 17.

■ \*WAMF (90.5 mhz) Tallahassee, Fla.—Granted app. for CP to make changes in ant. sys.; increase ERP to 0.1588 kw horiz., and increase TPO to 0.10 kw. Action Nov. 18.

■ WRBQ-FM (104.7 mhz) Tampa, Fla.—Returned app. for CP to change TL; change HAAT to 1429 ft., and make changes in ant. sys. MEA under section 1.1305. Action Oct. 25.

■ WNGC-FM (95.5 mhz) Athens, Ga.—Granted app. for mod. of CP (BPH-820416AL) to change HAAT to 1,268 ft. and make changes in ant. sys. and tower lighting sys. Action Nov. 16.

■ WJBD-FM (100.1 mhz) Salem, Ill.—Granted CP to change TL; change ERP to 1.16 kw; change HAAT to 451 ft., and make changes in ant. sys. MEA under section 1.1305. Action Nov. 3.

■ WLXC (102.3 mhz) Waukegan, Ill.—Granted app. for CP to change TL; increase ERP to 3 kw, and increase HAAT to 320 ft. Action Nov. 21.

■ WAMX (93.7 mhz) Ashland, Ky.—Dismissed app. for CP to change ERP to 100 kw and HAAT to 720 ft. Action Nov. 14.

■ \*WRBB (104.9 mhz) Boston—Granted app. for CP to make changes in ant. sys. and tower. Action Nov. 17.

■ \*WAYW (91.9 mhz) Worcester, Mass.—Granted app. for mod. of CP (BPED-820714AC, as mod.) to decrease ERP to 0.500 kw and increase HAAT to 474 ft. Action Nov. 4.

■ \*WICN (90.5 mhz) Worcester, Mass.—Granted app. for CP to increase ERP to 8.082 kw horiz., 7.189 kw vert.; decrease HAAT to 366 ft., and make changes in ant. sys. Action Nov. 18.

■ WGER-FM (102.5 mhz) Bay City, Mich.—Returned app. for CP to change TL; change HAAT to 744 ft., and change TPO. Action Nov. 21.

■ \*KAVT-FM (91.3 mhz) Austin, Minn.—Granted app. for change in HAAT from 155.4 ft. to 208.5 ft. on existing tower. Action Nov. 7.

■ KKWS (105.9 mhz) Wadena, Minn.—Granted app. for CP to change TL; change ERP to 100 kw; change HAAT to 564 ft., and make changes in ant. sys. MEA under section 1.1305. Action Nov. 14.

■ KRYK (101.3 mhz) Chinook, Mont.—Granted app.; request waiver of section 73.1201(B)(2) of rules to identify as "Havre, Mont." Action Nov. 4.

■ WPDH-FM (101.5 mhz) Poughkeepsie, N.Y.—Returned app. for CP to make changes in ant. sys. and increase ERP to 4.4 kw. Action Nov. 15.

■ \*WCPE (89.7 mhz) Raleigh, N.C.—Granted app. for CP to install aux. ant. sys. at main TL; operate on ERP of 12.5 kw and at HAAT of 270 ft. Action Nov. 23.

■ WRRM (104.9 mhz) Cincinnati—Granted app. for CP to make changes in ant. sys.; install aux. sys.; change ERP to 10 kw, and change HAAT to 60 ft. Action Nov. 17.

■ WJAI (92.9 mhz) Eaton, Ohio—Granted app. for CP to make changes in ant. sys. and increase HAAT to 410 ft. Action Nov. 21.

■ KITX (95.3 mhz) Hugo, Okla.—Granted app. for mod. of CP (BPH-820514AO) to change SL. Requests waiver of section 73.1125(B)(2) of rules. Action Nov. 21.

■ New (101.1 mhz) Woodward, Okla.—Granted app. for mod. of CP (BPH-820309AK) to increase HAAT to 1,205 ft. Action Nov. 17.

■ \*WAYZ-FM (101.5 mhz) Waynesboro, Pa.—Granted app. for CP to change ERP to 50 kw and make changes in ant. sys. Action Nov. 18.

■ KHFI-FM (98.3 mhz) Austin, Tex.—Granted app. for CP to make changes in ant. sys.; change ant. location and type; change TL, and change ERP to 1.3 kw. Action Nov. 23.

■ \*KVLU (90.5 mhz) Beaumont, Tex.—Dismissed app. for CP to increase ERP to 100 kw; change HAAT to 450 ft., and make changes in ant. sys. Action Nov. 8.

■ KNES (92.1 mhz) Fairfield, Tex.—Granted app. for mod. of CP (BPH-821202AJ) to change TL and change HAAT to 500 ft. Action Nov. 21.

■ WFLO-FM (95.7 mhz) Farmville, Va.—Granted app. for CP to change type trans. and ant.; increase ERP, and change TPO. Action Nov. 23.

■ WWLH (102.3 mhz) Pound, Va.—Granted app. for CP to change TL; change ERP to 0.28 kw, and change HAAT to 992 ft. Action Nov. 23.

■ WXVA-FM (98.3 mhz) Charles Town, W. Va.—Granted CP to change ERP to 1.2 kw and HAAT to 300 ft. Action Nov. 3.

■ \*WFGH (90.7 mhz) Fort Gay, W. Va.—Granted app. for CP to make changes in ant. sys. and change tower site coordinates. Action Nov. 17.

## TV actions

■ KHJ-TV (ch. 9) Los Angeles—Granted app. for MP to change ERP to 141 kw vis., 28.2 kw aur., and HAAT to 3,184 ft. Action Nov. 23.

■ WBSP-TV (ch. 51) Ocala, Fla.—Granted app. for request to identify as "Ocala-Gainesville," Fla. Action Nov. 21.

■ WPDS-TV (ch. 59) Indianapolis—Granted MP (BPCT-831024KG) to change ERP to 2350 kw vis., 235 kw aur.; change HAAT to 992 ft., and change TL. Action Nov. 22.

■ WMKT (ch. 54) Muskegon, Mich.—Granted app. for MP (BPCT-810918KM) to change TL; change ERP to 1210 kw vis., 121 kw aur., and change HAAT to 966 ft. Action Nov. 23.

■ WOIO (ch. 19) Shaker Heights, Ohio—Granted app. for MP (BPCT-5242) to establish main SL. Action Nov. 14.

■ WRWR-TV (ch. 30) San Juan, P.R.—Granted app. for MP (BPCT-800328KF, as mod.) to change TL. Action Nov. 23.

■ KJTV (ch. 14) Amarillo, Tex.—Granted app. for MP (BPCT-5098) to increase ERP to 332 kw vis., 33.2 kw aur. Action Nov. 22.

■ \*KEDT (ch. 16) Corpus Christi, Tex.—Granted app. for CP to change ERP to 1,480 kw vis., 148 kw aur.; and change ant. and trans. Action Nov. 8.

■ KINT-TV (ch. 26) El Paso—Granted app. for MP (BPCT-800721KK, as mod.) to change ERP to 2,250 kw vis., 225 kw aur.; change TL, and change HAAT to 1,500 ft. Action Nov. 1.

■ KHTV (ch. 39) Houston—Granted app. for MP to change antenna. Action Nov. 23.

■ KPRC-TV (ch. 2) Houston—Granted app. for MP (BPCT-820329KF) to change TL and coordinates. Action Nov. 22.

■ WLRE (ch. 26) Green Bay, Wis.—Granted app. for MP to change ERP to 2,500 kw vis., 250 kw aur. Action Nov. 22.

## In contest

■ Anaheim, Calif.—Chief, Mass Media Bureau, granted request by Storer Cable TV Inc., operator of cable TV system serving Anaheim, for waiver of Section 76.31 of rules, allowing Storer to pay franchise fee up to and including amount specified in regulatory budget for each successive year, not to exceed 5% franchise fee limit. MO&O adopted Nov. 18.

■ Riviera Beach, Fla.—Commission admonished Perry Cable TV Corp., of Riviera Beach, Fla., for not implementing its Equal Employment Opportunity (EEO) program and required Perry to submit an updated EEO program that includes employment hiring goals, timetable and periodic employment reports. (FCC 83-558). Letter of Nov. 23.

■ Concord, N.H.—Commission dismissed competing app.'s of Tully-Warwick Corp. and Concord Broadcasting Associates for new daytime only AM station at Concord, N.H. Commission found that neither app. complied with section 73.37(e)(1)(ii) of rules. (FCC 83-560). MO&O adopted Nov. 23.

■ Ponce, P.R.—Commission upheld Review Board decision granting app. of Family Broadcasting Group for new FM on ch. 266 (101.2 mhz) at Ponce, and denying competing app.'s of Marsona Broadcasting Corp. and Zaba Radio Corp. (FCC 83-559). Order adopted Nov. 23.

■ Alvin, Tex.—ALJ Walter Miller granted joint request for approval of agreement; dismissed app.'s of Texas Family Television Ltd., Community Television of Alvin and Patricia B. Steele; granted app. of Four Star Broadcasting Co. for CP

for new UHF on ch. 67 at Alvin, and terminated proceeding. (MM 83-440-1; 443-4). MO&O adopted Nov. 17.

■ Farwell, Tex.—Commission granted app. of The Best Broadcasting Co. Inc. for new commercial TV on ch. 18 at Farwell. Best is licensee of KIJN(AM) and permittee of FM station at Farwell, the city's only other authorized broadcast stations (see "In Brief," Nov. 28). (FCC 83-555). Letter adopted Nov. 23.

■ Waco, Tex.—Assistant Chief ALJ Thomas B. Fitzpatrick granted joint request for approval of agreement; dismissed app. of Daniel L. Ducatt and James A. Kennedy; conditionally granted app. of Broadcast Data Corp. for construction permit in MDS on ch. 1 at Waco, and terminated proceeding. (CC 83-750-1). MO&O adopted Nov. 10.

■ Midvale, Utah—ALJ John H. Conlin granted app. of Walter P. Faber Jr. for new FM on ch. 274C (102.7 mhz) at Midvale, and denied competing app. of Public Service Broadcasting of West Jordan Inc. for frequency at West Jordan, Utah. (FCC 83D-66). Initial decision issued Nov. 18.

■ Seattle—Assistant Chief ALJ Thomas B. Fitzpatrick granted app. of Kaye-Smith Enterprises for renewal of license for its station KISW(FM) Seattle, and denied the app. of Hoffer Broadcasting for new station on the KISW(FM) freq. (FCC 83D-65). Initial decision issued Nov. 18.

■ Washington—Commission renewed license of noncommercial educational WPFW-FM Washington, until Oct. 1, 1988; subject to certain conditions, including implementing procedures to ensure it complies with rules on maintenance of problems/programs list in its public inspection file and remaining cognizant of controversial public issue programming in connection with its fairness doctrine obligations. (FCC 83-518). MO&O adopted Nov. 8.

## Legal activities

■ Community Service Broadcasting of Nashua Inc. has filed notice with U.S. Court of Appeals for D.C. Circuit, appealing FCC's order (FCC 83-465, released Oct. 13); upholding Review Board's decision (FCC 82R-71, released Dec. 8, 1982), which granted app. of Sunrise Broadcasting Corp. for new AM on 900 khz at Nashua and app. of Gateway Broadcasting Associates for new FM station on ch. 292 (106.3 mhz), also at Nashua, and denied competing app.'s of Merrimack Valley Broadcasting Inc. for AM and FM frequencies and Community for FM. (Case No. 83-2166).

■ New York State Commission on Cable Television has asked U.S. Court of Appeals for D.C. Circuit to review FCC's decision (FCC 83-526, released Nov. 17), pre-empting state and local regulation of Satellite Master Antenna Television (SMATV) systems. (Case No. 83-2160).

■ West Branch, Mich.—Holders of note from Phoenix Media Group Inc., licensee of WBMB(AM)-WBMI(FM) West Branch, have obtained an order from Circuit Court of Ogemaw county, Mich., dated Nov. 23, giving them possession of licensee's physical property and appointing Gene C. Flowers as receiver. Flowers was noteholder and part owner of previous licensee. He is now station manager of WKBK(AM) Keene, N.H. Court further ordered a public sale of the licensees pledged stock. Filed with FCC, Nov. 30.

## Et cetera

■ Commission has approved proposed U.S.-Canada AM broadcasting agreement resulting from two-year negotiations (see "In Brief," Nov. 21). Action by letters, Nov. 10.

■ Commission is seeking comments on its proposal to eliminate requirement that cable television system operators file registration statements, pursuant to Section 76.12, if they add television broadcast station to operational cable system. (FCC 83-554). Notice of proposed rulemaking, Nov. 23.

■ Commission has proposed to eliminate form P; required to be filed annually by video-relay miscellaneous common carriers and specialized common carriers. Of 57 carriers which filed form P in 1983, 52 furnish one-way terrestrial transmission of television signals to cable television systems. (FCC 83-546). Notice of proposed rulemaking, Nov. 23.

■ Amendments to over 160 CP app.'s mutually exclusive with RKO General Inc. renewal app.'s are being returned. After final resolution of issues in KHJ-TV Los Angeles proceeding, Mass Media Bureau will release both Public Notice concerning time period for filing of amendments and re-implementing requirements of Section 1.65 and 73.3514 of rules. Release of Nov. 30.

■ Commission has amended its rules to allow, on secondary operating basis, use of unity gain omnidirectional antennas by fixed stations operating in 450-470 mhz band that communicate with minimum of three receiving locations encompassed in sector of at least 160 degrees of azimuth. Change was proposed in rulemaking notice May 12. (FCC 83-544). Report and order adopted Nov. 23.



# Classified Advertising

**Rates:** Help Wanted; 85¢/word. Situation Wanted; 50¢/word in advance. Blind Box; \$3/issue. Display; Situations Wanted; \$40/inch, all others \$70/inch.

## RADIO

### HELP WANTED MANAGEMENT

**Community Club Awards, CCA,** 30-year-old Media-merchandising plan, has immediate openings. Additional area sales managers (multi-state territory). Full time, Monday/Friday travel, media sales experience required. Substantial drag against commission. Call/write for personal interview. John C Gilmore, PO Box 151, Westport, CT 06881. Tel: 203-226-3377.

**General manager.** Today one station, tomorrow two, three the next year, and we are looking for a selling general manager for Washington DC gospel AM. Opportunity for executive broadcast responsibility as corporation acquires additional broadcast properties. Minimum 5-7 years in radio sales; 3-5 years management responsibilities. Resume and salary requirements to James T. McQueen, 3262 Chestnut Street, NW, Washington, DC 20015.

**Los Angeles suburban FM.** New owner seeks hands-on general manager with strong credentials who is both sales and detail oriented. Must have proven ability to build a team that produces results and increases revenues. Excellent long term growth opportunity. Send detailed resume with salary requirements to: Radio, P.O. Box 49650, Los Angeles, CA 90049.

**General manager:** CHR FM, medium TN market. Desire management caliber, sales and bottom line oriented. Modern new facility with top programming/engineering. Competitive radio and single "newspaper" market of 200,000 pop. Experience, record and references a must. Negotiable salary/incentives. Write Box H-1.

**General manager** for medium market Indiana AM/FM full-time combo. Must be energetic, goal oriented, willing to make personal sales, and be a staff leader. Applicants must show record of community involvement and sales track record. Facilities can be top biller in market. Send resume and salary history to Box H-5.

**New FM in Texas** medium sized city is in need of complete staff: general manager, program director, sales manager, salespeople, and announcers. Only those with prior experience and proven background, please. Apply only if you desire to be a fulltime team member of a growing organization. EOE/MF. Write Box H-23.

**Experienced manager** for 5,000 watt fulltime AM radio station. Medium market, upper Midwest. Must be strong sales-oriented. Tremendous potential for the right person. Send resume. Position available immediately. Write Box H-30.

**Partner wanted** (females and/or minorities encouraged) for new class C FM, Sunbelt. 100,000 in TSA. Ability to train/motivate salespeople or strong news background preferred. Relocation required. Send background, Management philosophies & any financial qualifications to Box H-54.

**Christian radio group** owner seeks management professional with demonstrated successful administrative/management experience. Must be highly motivated, with proven success in sales, administration, and promotion. Must understand the dynamics of the Christian community and must be a no-nonsense organizer, advance planner. Must be results-oriented. Our company is well-established, over 20 years, and growing fast. We know our market and our mission. We're looking for an experienced manager/administrator who understands how to make things happen and get things done. Age is not important—but past experience and performance record is very important. No amateurs, please! Excellent salary and benefits. Send resume and salary history to: Dick Bott, President, Bott Broadcasting Company, 10841 East 28th Street., Independence, MO 64052.

**Station manager** for growing group in Sunbelt. Must be strong on sales management and motivation. Excellent compensation plus bonus plan. Write Box H-70.

**GM needed** who wants to kill, for our contemporary class C in prosperous top 100 sunbelt market. Write Box G-87.

**Proven sales manager** for new FM CHR. Rich but competitive Texas market of 250,000. EOE. Dick Fields, 915-263-7326.

**Sales manager** for Detroit radio station owned by major group. Looking for experience in market, ability to take command, sophistication. Will look at your numbers and assure complete confidentiality-our staff aware of search. Base plus incentive, perks. If you have been or are now sales manager, we wish to meet immediately. Send resume/salary/pitch to Box H-75 and let us plan your Xmas present together. EOE. M/F.

**Pacific northwest**—are you ready to take the step from sales mgr. to GM? We offer a win-win situation—strong mid-management team and effective systems in place. We are a growth and people-oriented group. If you have a proven track record of building sales and motivating a sales staff, please call 209-222-2027.

**KQPD-FM, Ogden/Salt Lake City, Utah,** is currently interviewing for a take-charge internal operations director. Must have a successful track record of marketing diagnosis, ratings achievement & management ability. Here is your opportunity to move up to the 42nd metro & position yourself with a marketing oriented, research based growing company. Contact Terry Mc Right, President, First Omni Communications, P.O. Box 9256, Ogden, UT 84409. 801-621-8200. EOE.

### HELP WANTED SALES

**South Florida.** Want successful radio sales professional, preferably satisfied in present radio sales position except for insufficient yearly income due to small market size, depressed area, or both. Our metro (250,000 & fast growing) could solve your financial problem. Strong AM/FM, same formats for years (AM contemporary for 25; FM country for 14.) High ratings 25-54 demo. Only those in fulltime radio sales for at least 3 years need apply. Inquiries strictly confidential. Resume to Box 278, Ft. Myers, FL 33902. EOE.

**KPOW, Powell, Wyoming,** has opening for experienced salesperson. Excellent commission plan with an honest growth situation. Call Bill Mack, 307-754-2251.

**Sales account executives** needed for Panama City, Florida AM/FM broadcast facility. Both stations top rated. Excellent compensation package with strong incentive programs. Market ranked 175 in the nation and moving up extremely fast. Several key sales positions must be filled immediately. Previous print or broadcast sales experience required. Resume with your success stories should be forwarded to Jim Broadus, Culpeper Communications, Inc., WPFM/3WQ, P.O. Box 1430, Panama City, FL 32402.

**The pony seeks** an aggressive, professional, adult rock salesperson. EOE. Resume to Dan Robbins, KPNY FM, Box 245, Alliance, NE 69301.

**Major market opportunity!** Milwaukee's no. 1 FM, WEZW, has an immediate opening for an experienced, successful salesperson. Send your detailed resume, highlighting your broadcast sales accomplishments, to: Sales Manager, WEZW, 735 W. Wisconsin Avenue, Milwaukee, WI 53233.

**Growing company** seeks experienced, successful salespeople for long term association. Excellent facilities, reputation, commissions. High standards of performance and ethics. Great Plains regional AMs and local FMs. Reply Box H-65.

**GSM needed immediately.** Dedicated, hardworking radio pro for north central Florida 24 satellite AM. Sell me! 904-377-2484.

**We offer** an outstanding opportunity for persons with excellent radio sales backgrounds to join our new and rapidly growing company. You will be selling our unique service to radio stations within your state and will work on a continuing basis with each of the client stations to fully develop use of our exclusive co-op reporting system. Stations applying our system to their operation can expect billing increases of up to 30% from overall retail sales. Nominal production on your part should yield \$40,000 gross income for you in the first year, \$60,000 the second year. If qualified, please call Bob Manley, 806-372-2329.

**Sales search-** Southern Minnesota AM/FM, dominant in 9-county area, seeks 2 sales people for spring expansion. Located in Fairmont, Minnesota, the city of lakes. Previous experience helpful. Base plus graduated commission schedule, good benefits, and great facilities. We're growing fast and you can grow with us. Send resumes and references to Dick Harlan, Sales Manager, P.O. Box 491, Fairmont, MN 56301. Interviews begin mid-January, 1984.

**Can you believe this?** Cape 104 is now the only CHR on beautiful Cape Cod. We need energetic, professional salespersons immediately. Send resume to WKPE, Radio Center, Orleans, MA 02653.

### HELP WANTED ANNOUNCERS

**NYC needs good voices** and talented people. Don't let them tell you that you can't make it in New York—because you can! Send SASE plus \$2.00 for postage and handling to: CDC, 90-02B 43rd Ave., Elmhurst, NY 11373.

**Virginia AM/FM** seeks professional announcer. Good voice and delivery mandatory. News capability helpful. Experience preferred. Good opportunity with sharp, progressive operation. Tape and resume to: Program Director, WCVA/WCUL, Box 672, Culpeper, VA 22701, EOE.

**Michigan A/C** seeks creative, one-to-one morning personality. Excellent facility/benefits. Great path to larger markets or you may like it enough to stay. Attractive area & salary. Tape/resume to: Stan Banyon, PD, WHFB, PO Box 608, Benton Harbor, MI 49022.

**WJNN AM 1180 - Newburgh, Indiana,** (5 minutes from Evansville) is looking for an experienced announcer for mornings on new station. Tapes, resumes and salary requirements to P.O. Box 704, Newburgh, IN 47630. EOE.

**Urgent!** Experienced DJ, production combo for personality country format. Progressive AM, southwest Utah. Call Larry or Dave, 801-628-3643.

**Morning drive announcer.** SMN Stardust format. Daytimer. 5000 watts. Production. Remotes. Central Pennsylvania. Resume only to Box H-38.

### HELP WANTED TECHNICAL

**Chief engineer** for Boston 50 kw FM. Must have hands on experience and good references. Excellent working conditions. Box H-42.

**Overseas 50KW shortwave** needs versatile engineer for maintenance and training of staff. Spanish fluency required. Short or long term positions available. Resume to: P.O. Box 9369, San Jose, CA 95157.

**Chief engineer.** KDAQ-FM, a new 100,000-watt public radio station under construction on the campus of Louisiana State University in Shreveport, seeks applications for the position of chief engineer. Engineer to be responsible for installing virtually all of station's new equipment, including transmitter, and for maintenance of all station equipment. Qualifications: 2-year college program in electronic/broadcast technology, 4-year preferred; three years' experience in installation and maintenance; expertise in FM stereo technology; general class FCC license required; SBE certification at senior radio level desirable. Salary: minimum annual salary of \$19,000 with fringe benefits. Submit applications with complete resume detailing specific work experiences and special expertise held, and names of three professional references by December 16 to: Dr. Peter N. Smits, Assistant to the Chancellor, LSU in Shreveport, 8515 Youre Drive, Shreveport, LA 71115. Full job description available by calling 318-797-5202. LSU in Shreveport is an affirmative action/equal opportunity employer.

**Hands-on engineer** for small, but growing, AM-FM SE broadcast group. Must be a self starter. Resume and salary requirements to Box H-74.

### HELP WANTED NEWS

**News director wanted** for hottest market in New Jersey to organize large news department, assign stories, gather, write & air own news. Resume/letter only to Box H-40.

**Newscaster/classical enthusiast.** 5AM rewrite, later music, 5 days. Tampa Bay Concert, WPCR, Box 8, Safety Harbor, FL 33572.

**Farm director.** NAFB voting membership preferred. Will accept regular farm broadcaster. Medium size market, Midwest. Send resume and salary requirements. Position available immediately. Write Box H-59.

**WJUN AM 1180** - Newburgh, Indiana, (5 minutes from Evansville) seeks experienced news director for new station. Tapes, resumes and salary requirements to P.O. Box 704, Newburgh, IN 47630. EOE.

#### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**WGBH Radio seeking** a radio producer to handle on air promotion. Strong writing skills, an on-air presence with style, and well-developed sense of on air promotion that works a must. Three years experience in radio production and presentation required. Familiarity with classical and jazz formats helpful. Send recent air check and writing samples to: Ellen Kraft, WGBH Radio, 125 Western Ave., Boston, MA 02134.

**Corporate program** production director needed by Christian radio group. Bott Broadcasting Company is looking for a proven professional with solid experience. Must be highly motivated, committed to quality, and very creative. Must have ability to manage others and control overall sound of each station. Must be team player and results-oriented. If you're a broadcast professional with talent, creativity, and demonstrated experience, and you desire to be a part of Christian broadcasting, send resume and salary history to: Dick Bott, President, Bott Broadcasting Company, 10841 East 28 Street, Independence, MO 64052.

**Program director**/production manager. Major market sounding small market AM in beautiful southern California seeks a super hard-working highly creative individual who is promotion and management minded, able to do an air shift, and personality oriented. If you're truly honest, and fit the above, then let's talk. Serious inquiries only. Resume to Box H-63.

**Public radio producer.** Ohio University Telecommunications Center, 9 S. College St., Athens, OH 45701. Salary \$14,960. Available January 15, 1984. Responsibilities: produce radio programs or series for WOUB AM/FM. Develop grant and funding proposals to support programming. Qualifications: BA with 2-3 years experience producing radio programs. Deadline: January 2, 1984. Letter of interest, resume and audition tapes to: Paul Witkowski, 614-594-5134.

**100,000 watt public radio station** (NPR affiliate) seeks music director. Responsibilities: music programming; record librarian, including budget and record orders; assists in establishing program goals and schedules; provides material for monthly guide; local, state, and national music program production. Qualifications: BA/BS communications or equivalent; minimum 2 years broadcast experience with public radio experience helpful; strong musical background with classical pronunciation expertise and announcing needed; production experience helpful. Salary: \$15,719. Deadline: January 5, 1984. Send resume and three letters of recommendation to: Chair, Search Committee, WUFT-FM, 2104 Weimer Hall, Gainesville, FL 32611. Non-returnable tapes encouraged. The University of Florida is an equal employment opportunity/affirmative action employer that encourages applications from minority groups and women.

**Production director.** The beautiful Napa Valley of California, 45 miles from San Francisco. AM-FM operation seeking a creative person with voice to match. Writing, producing and directing all production. Send resume, production samples to: Tom Young, KVON Radio, PO Box 2250, Napa, CA 94558. EOE.

#### SITUATIONS WANTED MANAGEMENT

**Experienced 19 year** veteran with VP-GM and GSM experience in small, med. and lge. markets interested in a move in the Rocky Mts. or West. Successful turn-arounds, strong collections, good knowledge of FCC, ability to rebuild from scratch. Strong sales background with RAB, Welsh, Jennings, Lontos and International Newspaper Institute. Currently employed. Available for on site interview. Call 303-241-4447.

**Unique background.** 15 years of successful newspaper and radio top management experience. Excellent references. Box H-20.

**General manager** - small/medium market. Record of getting full potential billings and profits. Good references. Write Box H-55.

**GM/OM/national PD** - former practicing attorney and programmer has unique combination of management skills; legal and business training and experience; track record of success programming major market AC and AOR; top-rated announcer CHR and AOR plus experience in talk and country; some sales. Excellent references. Call Ken Rundel, 713-266-1111; 713-342-0590.

**General manager's** position wanted. Presently employed, but station is up for sale. Not interested in top 50 markets. Box H-12.

**Groundup experience** including program director, operations manager, street sales, sales manager. Presently employed. Write Box H-76.

#### SITUATIONS WANTED SALES

**Experienced successful sales** professional available now in Sunbelt. A self motivated, highly organized winner who believes in and loves to sell radio. 504-292-6797.

#### SITUATIONS WANTED ANNOUNCERS

**Ready, willing, available.** Announcer prefers nights with C/W-rock oldies formats. Ohio, nearby state. Doug Hendricks, 21692 TR-175, Mount Blanchard, OH 45867.

**Two years'** commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave, anytime, 201-777-0749.

**Attention Fla. owners**-St. Petersburg-West Palm Beach-Sarasota-Melbourne, Jacksonville. I have the proven knowledge and talents to bring your station ratings and profits in A/C-CHR formats through promotions and personality. Call Gary Padfield after 5 pm CST, 715-839-7902.

**Some like it hot.** If you do, call me. DJ, published writer, talk. Adrian, 201-773-3492.

**Announcer available!** Versatile skills include music, news, production, etc. Two years experience in major fringe area. Need a hard worker? Write Box H-77.

**Seattle/Washington/Oregon.** Experienced communicator with proven track record. On air/production/engineering. I am awaiting your call! Larry, 206-367-3588.

#### SITUATIONS WANTED TECHNICAL

**Licensed broadcast engineer** looking for entry level position. Willing to relocate to Oregon or Washington. Call Cindi, 415-487-5249.

**Give me steak** - I'll give you sizzle. Class C top 120 ratings-in-mind engineer loves good audio and RF. Please your program director now & your sales team at once. Call this number and watch your numbers. 904-252-5614; 257-4583.

**Engineer, 16 years'** experience automation, AM FM stereo, construction. Seeking stable, long term employment. 419-238-4793; P.O. Box 126, Van Wert, OH 45891.

#### SITUATIONS WANTED NEWS

**Ambitious sportscaster** with experience can provide expert PBP in football, baseball, basketball, & hockey, including interview work & sportscasting. If interested, call Mike Kelly, 312-652-2452.

**Experienced news pro.** Reporter, anchor, editor, writer, producer, director. Dedicated, flexible, organizer. Call Steve, 904-769-5350.

**10 years' experience.** Reporter, anchor. Los Angeles, San Francisco, Rome, Italy. Great radio voice. Christopher, 213-897-5460; 889-7989.

**I'm an 18-year** veteran of the radio news business, ready to take on a news director's or editor's job in the major markets. If you're committed to news, let's talk! Please tell all (format, salary schedule, current situation), first letter. I'll offer the best references and resume to all interested parties. Currently living in the Midwest, but willing to relocate. Fully schooled in all areas of radio news, but not interested in air work. Write Box H-43.

**Mike Ward will put** your news department on the map! Tenacious, hard working, responsible. Direct or anchor. All serious career inquiries considered. 904-376-0727 after 1 EST.

**Sports/news position** sought. Classic basketball PBP; articulate, conversational & objective. Bob, 201-763-5587 after 4 EST.

**Enthusiastic, experienced,** and dedicated young man seeking position as sportscaster, announcer, or news director. Allow me to prove myself. Please call Bill, 513-833-3056; 513-833-4647.

**Experienced news anchor/reporter** would like to move to medium market. Excellent writer and digger. Write Box H-57.

**Energetic newsgatherer** and sportscaster who likes to dig deep to get the whole story; seeks new challenge. Call John, 201-463-1570.

**Young, hard-working** newsman with network experience will relocate to challenging position. Excellent editor/writer/reporter. Call Mike, 212-982-4266.

#### SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Experienced major market** female programmer seeks small or medium market programming position in southern Washington state. Oldies track record, extensive musicology in fields of AOR, AC, MOR, CHR, and '50s-'60s rock. I am interested in a stable, growth-oriented situation. References available. 415-222-6283, evenings only.

**Dallas guy so old** he has to use Roman numerals to add up his age seeks entry radio field. Seeks to start up and host talk-show entitled Reminiscence—a call-in, on-the-air exchange of true-life stories like The Most Frightening Moment of My Life, My Funniest Moment, Mistakes I Regret, My Greatest Challenge, Premonitions. Topics would cover human lifetime. Dave Brady, 214-223-7455. Evenings.

**10 year vet.** Desires change: top-40, AC, or country. Desire work Bermuda, Bahamas, etc. 803-457-4556.

## TELEVISION

#### HELP WANTED MANAGEMENT

**General manager:** The Board of Directors of Capital Community Broadcasting, Inc., licensee of KTOO (FM) and -TV, is recruiting for a general manager. Description: chief executive officer for public radio and TV stations in Alaska's capital, Juneau, home of 24,000 people. Overall responsibility for budget of \$1.5+ million, staff of 30, numerous volunteers. Salary: DOE. Send resume to: Search Committee, CCBI Board of Directors, 224 Fourth Street, Juneau, AK 99801, 907-586-1670. CCBI is an EEO/AA employer.

**Video TV consultant.** Company now producing programming for national cable network. Needs guidance on further expansion. Consultant must know program marketing with networks and syndication and have broad experience with wide contacts in the industry. Replies confidential. Write fully and include resume to: President, Video Company, P.O. Box 10389B, Beverly Hills, CA 90213-3389.

**General manager:** seeking a challenging opportunity? We are a growing station in the South. If you are a GM (min. 2 yrs. experience) or GSM (min. 4 yrs. experience) with strong organizational, budgeting and sales ability, send resume to Box H-24. EOE.

**Asst. development director.** KBDI-TV, an innovative PTV station in the Denver market, seeks fundraising/marketing professional to assist in the development of auctions and other fundraising events. Requirements include organizational ability, marketing/sales experience and familiarity with volunteerism. Previous PTV experience a plus. Salary commensurate with experience. M/F, EOE. Send resume to Sylvia Angell, KBDI, P.O. Box 427, Broomfield, CO 80020. Deadline December 23. 303-469-5234.

**Traffic manager** for an independent TV station in major NE market. Three yrs. of computerized traffic system experience required. An equal opportunity employer. Send resume to Box H-64.

#### HELP WANTED SALES

**Account executive.** Small market, group owned network V. Position involves direct, agency and developmental work. Requires aggressive, disciplined salesperson. Media experience preferred. Equal opportunity employer. Write Box H-21.

**Experienced television local** sales manager, ready to move into general sales management. Responsible for national sales and the supervision of local sales manager. Midwest television station ranked in the 40's. Write Box H-72.

**Immediate opening** for local sales manager. Need aggressive person to run with the ball. All replies in strictest confidence. Equal opportunity employer. Box H-60.

#### HELP WANTED TECHNICAL

**Assistant chief engineer** with growth potential and good technical training for south Texas VHF. EOE. Box G-84.

**Production minded engineer** with sound technical qualifications and ability to train and supervise operating staff. Texas Gulf Coast VHF. EOE. Box G-86.

**Assistant chief engineer.** 20th ADI TV station has opening for asst. chief engineer. Requires FCC license and studio maintenance ability. UHF transmitter experience a plus. Send resume to Chief Engineer, KCSO-TV, P.O. Box 3689, Modesto, CA 95352.

**Maintenance engineer**—maintain latest state-of-the-art video broadcast equipment, including Sony one-inch videotape machines. Salary negotiable based on experience. Send resume to: Personnel, WITF-TV, Box 2954, Harrisburg, PA 17105. WITF is an equal opportunity employer.

**Broadcasting technician**—The New York bureau of a foreign broadcasting organization needs a broadcasting technician. A thorough understanding of broadcast operational practice and the ability to work under pressure to the highest professional standards is essential. Experience of Sony 3/4" tape machines would be an advantage. Frequent late evening work is envisaged. Send resume or letter of application to Box H-67.

**Television network systems engineer.** Responsible for technical operations of four VHF and one UHF transmitters, and ten station microwave system. Direct transmitter supervisors and microwave technician and assume responsibility for transmitter proofs of performance. BSEE and television experience required. Send letter of application, resume, salary history, and three letters of reference to: AETN, P.O. Box 1250, Conway, AR 72032. Job description available by mail. Application deadline: December 23, 1983. AA/EEO employer.

**Chief engineer.** KYUK AM/TV. Overall responsibility for equipment maintenance of public AM and TV station. Assures compliance with FCC rules and regulations. Monitors maintenance contract of extensive TV translator system. Budget management. Supervises maintenance engineer and assistant. Plans for future equipment needs and capital projects. Files license renewals/applications for translators, earth stations, microwave, et. al., as required. Five years experience in repair and maintenance of broadcast equipment required. Some management experience helpful. Valid General FCC license. High 30's, DOE. Deadline: December 30, 1983. Request application from Bethel Broadcasting Inc., P.O. Box 468, Bethel, AK 99559. Attn: General Manager. 907—543-3131.

**Top 40 mid-South independent seeking engineer/technician.** Must have 2-3 years experience maintaining studio equipment and VHF transmitters. 1st class or general license required. Send resume to Box H-73. EOE.

**Chief engineer**—major group broadcaster in Sunbelt market is seeking chief engineer for a growing television station. Thorough management and technical background required. Excellent opportunity for the right person. Only the most highly qualified people should apply. Please send resume to Box H-78. EOE. M-F.

**F & F Productions** is looking for a mobile production maintenance person. The applicant must be able to travel and possess good client relations. The position requires digital and solid state broadcast maintenance background. Familiar with cameras, videotape, switching equipment and audio. Some weekend and holiday work. Competitive salary, liberal overtime and major company benefits. Call or send resume to Mr. Lawrence Nadler, Director of Engineering, F & F Productions Inc., 10393 Gandy Blvd., St. Petersburg, FL 33702. 813—576-7676. A division of Hubbard Broadcasting, F & F Productions is an equal opportunity employer. M/F.

**Maintenance technicians.** We need experienced maintenance technicians to install and service ENG and studio equipment. Microwave and computer knowledge desirable. Send resume to: Engineering Manager, WLVI-TV, 75 Morrissey Blvd., Boston, MA 02125. An equal opportunity employer, M/F.

**Engineer.** PBS seeks an engineer to plan/design new installations and updates of our complex technical plant. Candidate will be responsible for assessing the equipment and facilities in our plant against the requirements of the PTV system and other users of our facilities. The engineer we seek will recommend solutions to technical service problems in terms of improved equipment or design refinements and will design new installations and supervise their implementation. If you have 3-5 years experience in television plant design, (prior experience as a chief or assistant chief engineer in design and construction of state-of-the-art television plant facilities a plus), and the ability to conceive and design television electronic systems, respond with letter of interest, resume, and salary requirements to: PBS, Attn: Sheila Ellington, 475 L'Enfant Plaza, SW, Washington, DC 20024. AA/EOE.

#### HELP WANTED NEWS

**News producer.** Experienced, innovative producer for dynamic 50's market. This is a position of responsibility. If you stand out from the rest, then send resume today to Box G-46. Equal opportunity employer.

**News director:** Southeastern network affiliated station. Ability to motivate and direct news staff, plus interact departmentally in a professional manner of primary importance. Inquiries confidential. EOE. Send letter and resume only to Box G-71.

**News Director**—for dominant VHF CBS affiliate and 50,000 watt clear channel AM Station in Fairbanks, Alaska. Some on-air work. Staff of five. Send tape and resume ASAP to News Director, Northern Television, Inc., P.O. Box 950, Fairbanks, AK 99707.

**Central Florida's** dominant news station has two career opportunities. We need a photographer and tape editor. Experience a must. Send tape and resume to Bob Jordan, WFTV, Box 999, Orlando, FL 32802. No phone calls. Equal opportunity employer.

**Bureau director:** Experienced TV reporter needed to head established satellite bureau for dominant middle market station. Resume to Box H-2. EOE.

**Reporter/anchor** - Southeast. Network affiliated. Top 100 market. Group-owned. Resume only to Box H-3. EOE.

**News director/anchor.** ABC affiliate seeks individual strong in writing and administrative skills who can lead young, aggressive news team and co-anchor. Send tape and resume or call to discuss. Frank Pilgrim, GM, WMDT-TV, PO Box 321, Salisbury, MD 21801. 301—742-4747. EOE.

**News producer** for major newscasts at medium market network affiliate in Midwest. Must be experienced line producer with proven management & leadership qualities. Strong writing & visual talents essential. Resumes & writing samples to Box H-22.

**Assistant news director** for KRWG-TV, the PBS station at New Mexico State University. Requires Master's degree in broadcasting, journalism or related field; minimum two years full-time television broadcast news experience, including experience as assignment editor. Proficiency in ENG techniques essential. Will supervise newsroom operation with student reporters, act as assignment editor, teach ENG techniques. Salary \$17,000/twelve months. Send resume and names of three professional references by December 23, 1983, to: Jim Dryden, KRWG-TV, TV22/NMSU, Las Cruces, NM 88003. New Mexico State University is an equal opportunity/affirmative action employer.

**Weekend anchor** for WIS-TV Columbia, S.C. Our anchor left for a weekday anchor job in a top 30 market. We want someone who is as interested in reporting as anchoring. Must have worked at least 2 years as a reporter, with some anchor experience. Minorily applicants are urged to apply. Send tape, resume and salary requirements to Gary Anderson, Assistant General Manager/News Director, P.O. Box 367, Columbia, SC 29202. EOE.

**News director:** medium market network affiliate needs a winner to replace the winner we lost. Full responsibility for journalistic, personnel, and business decisions of the department. If you can direct the largest, best-equipped news department in our city and keep us ahead of tough competition, you're our person. Tell me why and tell me how much you cost. Resume/letter to Box H-68.

**Reporter/anchor.** Excellent benefits and equipment. Great opportunity. Send tape and resume to KNOP-TV, Box 749, North Platte, NE 69103. EOE.

**Producer**—must have superb writing skills and solid news background. Good people skills are essential. Two years producing experience preferred. Send resume, video tape, writing samples and salary requirements to Steven D. Hammel, News Director, WSTM-TV, 1030 James Street, Syracuse, NY 13203. WSTM-TV is an equal opportunity employer.

**Reporter.** Qualified to handle general news assignments. Must be aggressive self-starter with excellent writing skills. Send tape, resume, salary history to Carl Loveday, News Director, WPTZ, Plattsburgh, NY 12901. EOE.

**News graphics artist**—min. 2 yrs. or equivalent experience designing and producing news graphics for major market network affiliate. Courtroom experience desired. We're looking for strong creative concepts and the ability to follow through. Resumes only to Steve Thaxton, WTCN-TV, 441 Boone Ave., N., Minneapolis, MN 55427. No calls, please. EOE.

**News director**—small market, group-owned, ABC affiliate, Midwest, seeks current assignment editor or assistant news director to lead large, well-equipped news department. Journalism degree and ability to recruit/teach journalists required. Send resume and salary requirements to Box E-44. Equal opportunity employer.

**Executive news producer.** Top rated CBS station in Southeast has opening for an executive news producer. Two years experience required. Send resume and tape to: Mel Martin, News Director, WJXT, P.O. Box 5270, Jacksonville, FL 32207. WJXT, a Post-Newsweek Station, is an equal opportunity employer.

**Looking for the best** newspeople? Contact Steve Porricelli, Primo People Inc. Box 116, Old Greenwich, CT 06870. 203—637-0044.

**Sports/weather:** If you're in a small market and are versatile, have on camera personality, and can communicate well, rush tape and resume to Dave Hopkins, News Director, WLYH-TV, Box 1283, Lebanon, PA 17042. 717—273-4551. No beginners, please.

#### HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Florida Suncoast.** Join our growing team in the sun. We are a state-of-the-art production/post-production facility servicing major corporate clients. Strong local base. Our current expansion has created the following openings: General manager: Must be sales-oriented and familiar with the daily operation of a videotape facility. Should be able to bring new approaches to the marketing of our services to industrial and commercial clients. Creative production experience preferred. Editor: Experienced in computer-assisted editing, type C 1" and digital effects. Good rapport with clients and a solid understanding of the post-production process for corporate shows a must. Engineer: Experienced in trouble-shooting and maintenance at the component level. Familiar with digital circuitry and software. If you are a self-starter who enjoys producing quality work in a pleasant environment, apply today! Send resume and salary history in confidence to Box G-102.

**Producer/writer** needed in promotions dept. at SW major market independent TV station. Two years independent TV promotion/production experience needed; creativity a must. Send resume and demo reel of recent work to: Dept. P, KTXH-TV, 8950 Kirby Drive, Houston, TX 77054. No phone calls, please. EOE.

**News promotion director** responsible for creating and producing daily and series news promotion for large market Florida VHF. Hands-on off-line editing and strong writing skills a must. On-air, print and radio promotion experience necessary. Send resume to Box H-9. Equal opportunity employer.

**Video engineer.** Rapidly expanding video production and post production facility has immediate openings for the following: video tape editors (2 - jr. & sr.); studio maintenance engineer; remote vehicle maintenance engineer. Send resume and salary requirements to Frank J. Ayd, Flite Three Recordings, Ltd., 1130 E. Cold Spring Lane, Baltimore, MD 21239.

**Reporter** for The New Tech Times national weekly high technology television series. Must have good on-air skills, minimum of two years as broadcast journalist, track record of fast paced reports which relay technical information into lay terms. Salary open. Send complete resume, salary history, and cover letter with videotape samples of work to Jeff Clarke, Executive Producer, The New Tech Times, 821 University Avenue, Madison, WI 53706. Previous applicants need not apply. TNTT is an EEO employer.

**Art director position.** Top 10 market. Experience with Still Store System, electronic graphics; need creative individual to work for promotion department, as well as to service programming, public affairs, and sales. Budget supervision mandatory. Send resume, written samples, and salary history to Box H-41. EOE. Totally confidential.

**Promotion manager.** Challenging career opportunity for experienced advertising/promotion specialist. Requires ability to plan/administer all station advertising and promotion campaigns and budget. Some creative input on commercial accounts. Strong creative, writing, production skills essential. Ad agency experience helpful. Resume/tapes/salary requirements to Margaret Shadburne, WAVE-TV, P.O. Box 32970, Louisville, KY 40232. No phone calls. EEO employer.

**Producer/director** to oversee historical documentaries, cultural and performance programs. Minimum three years experience required. Strong visual and writing skills preferred. Salary: \$16-20 K. Resume and 3/4" cassette to: Dick Hoffman, Senior Producer, WPBY-TV, Third Avenue, Huntington, WV 25701. Deadline: January 2, 1984. EOE.

**Commercial writer/producer.** Top 25 market network affiliate seeks a self-motivated, organizer who can write copy and develop creative concepts for our local advertisers. The individual must be able to write, direct, field produce and sell his/her ideas, and complete projects within specific budget constraints. Experienced persons should send confidential resumes, commercial samples (non-returnable), demo tapes and salary requirements to General Sales Manager, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. No phone calls please. WVIT is an equal opportunity employer.

**TV executive producer.** PBS station seeks qualified, award-winning person with news/PA, cultural, and informational program production background. College degree plus four years broadcasting experience required. Send letter of application, resume, salary history, and 3 letters of reference to: PBS/EP, P.O. Box 1250, Conway, AR 72032. Job description available by mail at same address. AA/EEO employer. Application deadline: December 23, 1983.

**Film director.** A fast growing independent, a great movie station, a top ten market. That's who we are and where we are. But we need a top rate film director. A love of movies is essential. Two to three years experience necessary. Must be able to motivate and supervise. Experience in 16 MM editing and 1" and 2" VTR operation a must. A strong preference exists for a person who is adept at keeping accurate and complete records on a large program inventory. Must be familiar with all shipping and receiving procedures. A strong desire and ability to work with people is absolutely necessary. No calls. Send resumes with salary history to: Department F, 1712 E. Randol Mill Rd., Arlington, TX 76011. EOE, M/F.

**Promotion manager wanted.** Top rated station in one of the fastest growing markets has unique opportunity for well rounded, ambitious promotion manager. Person must have knowledge in all aspects of station promotion, have planning and budgeting ability & basic managerial skills. Must have initiative, and drive to help broaden station's lead in market. Station is state-of-the-art with news as number one focus and local university sports as number two focus. An outstanding opportunity for your personal growth. Reply by letter and resume only to: Jere Pigue, Vice President-Sales, WKYT-TV, P.O. Box 5037, Lexington, KY 40555. Supplementary tape may be sent.

**Field producer:** WDBJ Television, a quality broadcaster in the Shenandoah Valley, needs field producer for top rated PM Magazine. Need individual proficient in 3/4" production, photography, editing, and writing. Prefer 2 years commercial television experience. Must be a top-notch professional who thrives on hard work and creativity. Mail resume and tape to: Personnel Dept., WDBJ-TV Inc., P.O. Box 7, Roanoke, VA 24022-0007. An equal opportunity employer.

**Producer/director.** Responsible for the production of on-air promotion, in-house programming and commercials. Requires at least 2 years' experience. Creativity is necessary. Must be willing to work hard. Please, no phone calls. Tapes and resumes to: Jo Russell, Production Manager, KBHK-TV, 420 Taylor Street, San Francisco, CA 94102. Equal employment opportunity employer, M/F.

**Producer:** major market TV station/production center seeks experienced producer with broad and varied background. Assignments will include public affairs programming. Send resume and 3/4" demo tape to: Frank Liebert, Director of Program Production, WTTW-TV, 5400 N. St. Louis Ave., Chicago, IL 60625.

**Director:** major market TV station/production center seeks experienced, creative director. Must have proven abilities and 5 years minimum experience. Send resume and 3/4" demo tape to: Frank Liebert, Director of Program Production, WTTW-TV, 5400 N. St. Louis Ave., Chicago IL 60625.

#### SITUATIONS WANTED TECHNICAL

**Experience in management** and hands-on engineering, including VTRs, cameras, transmitters, and microwave. Call 601—366-7526.

#### SITUATIONS WANTED NEWS

**Sportscaster in medium market** looking for a station with a true sports commitment. Call 914—783-4432.

**Entry sports-weather.** Looks, personality, some TV. Want learning opportunity. VTR available immediately. Brian, 203—227-3819.

**Entry level sports position, anywhere.** Experienced radio play by play man with good interview skills seeks reporter/anchor position with small market TV station. Tape and resume available. Call Kerry, 404—284-8490.

**Veteran sportscaster** eager to join operation which justly rewards credibility, leadership, and versatility based on college degree in communications, 11 years professional experience, and overall solid background. Available immediately. 203—673-2231.

**TV sportscaster - 2 yrs.** experience anchoring/reporting medium market. Presently sportscaster in L.A. Ken, 213—932-1510.

**Award-winning Canadian TV reporter/anchor** seeks job in Sunbelt, Calif. to Fla. 6 years exp. news & sports, communications degree, good looks/personality. Write Box H-32.

**On-camera pro:** recent co-host of 40's market PM Magazine. Looking for challenge of bigger market as reporter or host. Strong on-camera and producing skills. Call Josh, 717—737-6322.

**Anchor/reporter. Experienced,** attractive, investigative correspondent. TV-radio anchor, ex-Newsweek staff writer, newspaperman, former U.S. government advisor on energy, ethnic & foreign affairs. Speak French & Spanish. Exploring long term possibilities. All market inquiries welcome. Clayton Willis, 3251 Prospect St., NW, Apt. 118, Washington, DC 20007. 202—338-3900.

**Sports position, anywhere.** Newswriter in Baltimore. PA at CNN-Washington. 3 years with ACC basketball. VTR: Steve Kassel, 301—655-5014.

**Need reporter?** I have the talent, ability, looks, and energy that you need. B.S. in radio, TV and political science. '83 graduate from Midwestern University. Interned at WPEC, West Palm Beach. Need entry level position. Call Todd, 517—631-2641.

**ENG editor.** Major market experience. Very creative, fast, hard-working female. Tape & references: 215—779-1366.

**Not slick; just good.** Small market anchor/producer writes effective promotions. Loves doing live remotes. Election night pro. Big on features. Box H-56.

**Experienced black male.** Currently New York City network affiliate writer/field producer. Wants to start on-air career. Young, aggressive, ambitious. Resume tape available immediately. Superb references. Call Keith, 516—829-6082.

**Experienced, aggressive anchor/reporter** who specializes in local TV news seeking advancement to medium or major market station. Stable, award-winning journalist on West Coast willing to relocate. Solid credentials. Write Box H-66.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Position wanted.** 32 yr. old, BA in English, 7 years television experience seeks producer/editor position in commercial production, magazine format and/or special projects work. Have extensive EFP and ENG experience including lighting, videography, and computer assisted 1" editing. Experienced in both 1" and 3/4" formats. FCC license. Box H-16.

**ENG photographer-editor-videotape operator** seeks full-time position. 7 years TV-radio experience. Call Charles Rakestraw, 615—272-4625.

**Videotape operator/editor** in NYC seeks permanent or freelance work. 5 years experience also includes audio, master control, camera, and EFPs and remotes. FCC first class. Ithaca College. IBEW member. Will consider relocating. Barry, 212—636-5240.

**Promotion team member—solid professional experience:** production, writing (TV & print) & on-air. Creative with strong organizational skills. MS, Boston U-broad-casting. Relocatable. 203—453-5719.

## ALLIED FIELDS

### HELP WANTED MANAGEMENT

**Senior internal auditor** needed. CPA preferable, with several years in public accounting or expertise in the publishing field with previous auditing experience. Auditor interacts with senior management and must possess good communicative skills. Reports directly to the general auditor and will be responsible for reviewing company operations, writing audit reports and assisting in planning of audits, etc. Extensive travel throughout U.S. required. Excellent career opportunity. Salary will be commensurate with experience. An equal opportunity employer. Send resume to Box H-58.

### HELP WANTED INSTRUCTION

**University of Florida** is seeking an instructor/assistant professor for Fall, 1984, on nine month, tenure track position to teach television production and other courses of interest. Summer teaching possible. Salary range \$18,500 - \$23,000. Ph.D. with teaching and professional experience preferred, MA required. Salary and rank dependent on qualifications. Send application letter, resume, and three letters of reference before January 31, 1984, to Dr. John Wright, Department of Broadcasting, University of Florida, Gainesville, FL 32601. The University of Florida is an equal opportunity/affirmative action employer.

**Broadcasting - East Tennessee State University** is seeking an assistant or associate professor for a tenure track position beginning August 15, 1984. Candidate will teach undergraduate courses in radio production and broadcast news and assist in advising campus radio station. Minimum of two years of professional experience in responsible position and Master's degree required, Ph.D. preferred. Salary will be competitive. Program administered in department of communication, enrolls 125 majors. Contact Personnel Office, ETSU, Box 24070A, Johnson City, TN 37614. ETSU is an equal opportunity/affirmative action employer.

**Tenure track position** in broadcast production and direction, Ph.D. preferred, M.A. required. Experience in television production. Must show potential as teacher and researcher. Rank and salary dependent upon qualifications. Deadline for application is Jan. 13, 1984. Send letter of application and curriculum vita to: Dr. Mary I. Blue, Chair, Search Committee, Department of Communications, Loyola University, New Orleans, LA 70118. Loyola University is an equal opportunity/affirmative action employer.

**Target level:** Instructor/assistant professor for Fall, '84. Teach basic and advanced television production/directing and advise student television production organization. Tenure-track. Master's required, Ph. D. preferred. A background in studio and remote television production is desirable. Send resume, transcripts, and three references by January 15, 1984, to Dr. Robert Craig, 342 Moore Hall, Central Michigan University, Mt. Pleasant, MI 48859. Central Michigan University is an affirmative action and equal opportunity institution.

**Broadcasting:** tenure track; assistant professor. Competitive salary depends on degree, teaching and industry experience. Emphasis is on broadcast journalism writing and production. Applicant should also be able to teach in one or more of these areas: ENG and TV studio production, broadcast advertising, commercial writing, broadcast management. Required: Ph.D. in hand or assured. Demonstrated teaching, advising and research capability. Highly desirable: experience in the communications industry; experience and/or interest in administration. UTK is EEO/Title IX/Section 504 Employer. Apply by January 15 to Dr. Barbara Moore, Search Committee, Broadcasting Department, University of Tennessee, Knoxville, TN 37996-0323.

**Assistant/associate professor** to teach production and writing courses in telecommunications concentration of department of communication arts beginning September, 1984. Candidates are expected to have completed an appropriate Ph.D. and have demonstrated successful college teaching. Scholarly productivity is expected and professional experience helpful. Send resume, transcripts, 3 letters of recommendation and cover letter to Dr. Rex M. Fuller, Head, Department of Communication Arts, James Madison University, Harrisonburg, VA 22807. Application Deadline: February 10, 1984. Salary competitive. Equal opportunity/affirmative action employer.

**Telecommunications:** in preparation for a new Master of Arts program in telecommunications at Southern Illinois University at Carbondale, the Department of Radio-Television is seeking outstanding applicants to fill two new teaching and research positions, available Fall, 1984. Rank and salary are open and highly competitive depending on qualifications, and senior, experienced faculty are encouraged to apply. Position one is in the area of telecommunications research and programming. It includes teaching graduate and undergraduate courses in audience research and telecommunications programming, as well as conducting research and directing graduate students. Position two is in the area of telecommunications technology. It includes teaching graduate and undergraduate courses in cable television, cable marketing and management, new technologies, and telecommunications policy. Also responsible for scholarly research and directing master's candidates. Both positions require the Ph.D., evidence of successful teaching in large and small classes, and evidence of research capabilities and interests. Send letter of application, curriculum vitae, and three letters of recommendation by February 1, 1984, to Sam Swan, Chairman, Department of Radio-Television, SIUC, Carbondale, IL 62901. SIUC is an equal opportunity employer. Females and minorities are encouraged to apply.

**The American University** School of Communication in Washington, DC, seeks graduate assistants with full-time journalistic experience to assist in teaching and professional duties while earning a Master's Degree in its program in journalism and public affairs. This is a one-year, full-time program. Includes internship. For information, write Graduate Admissions Committee, School of Communication, The American University, Washington, DC 20016. An equal opportunity/affirmative action employer.

**Memphis State University** has tenure-track opening for Fall, 1984, in broadcast news. Five years RTV news experience; Ph.D. preferred. Years of newspaper writing/editing a plus and might substitute for some RTV news background. Application letter by Jan. 15 to: Dr. Gerald Stone, Journalism Department, Memphis State University, Memphis, TN 38152. An EO/AA university urging letters from women and minorities.

**The University of Texas** at Arlington seeks assistant professor of broadcasting to begin Fall semester, 1984. Qualifications: Ph.D. degree; professional broadcasting experience; teaching experience; ability for, interest in, and commitment to engaging in research, service, and student advising. Teach the range of broadcasting courses with some emphasis on production and performance. Located in Dallas-Fort Worth area, UTA has 23,000 students and 806 communication majors. Send application letter, full resume, and list of three references postmarked by January 13 to Charles Arrendell, UTA Box 19107, Arlington, TX 76019. AA/EEO.

#### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Good useable broadcast equipment needed:** all types for AM-FM-TV. Cash available! Call Ray LaRue, Custom Electronics Co., 813-685-2938.

**Instant cash-highest prices.** We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

**Looking to purchase studio** with or without equipment and/or 1" editing suite. Move-in condition. NYC area. Write Box G-70.

**ITC cart machines.** Will pay top dollar. We must see it first. Call for details: Walt Lowery, David Green Broadcast Consultants, 703-777-8660; -6500.

**Thomson CSF hip pack** for 602 microcam in good condition. 404-874-2252.

#### FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**Quality broadcast equipment:** AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTRs, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Co., 813-685-2938.

**Transmitters-UHF-VHF-FM**—new and used. Call Quality Media, 404-324-1271.

**Studio equipment**—new and used. Hundreds of items available. VTRs, switchers, cameras. Call Quality Media, 404-324-1271.

**Turn-key construction**—we build new TV stations fast and cost effectively. Quality Media, 404-324-1271.

**AM transmitters.** Gates BC 5P2, 5kw (1963). CSI T2.5-A, 2.5 kw (1980). Gates BC-1G, 1kw (1965). Bauer 707, 1kw (1971). Gates 250 GY & 250 T. M. Cooper, 215-379-6585.

**FM transmitters.** Harris FM-5H w/MS15 (1974). Collins 831-G2 w/Z2 (1979). CCA 10,000 DS (1973). M. Cooper, 215-379-6585.

**Six inch 70 ohm rigid coax** in 19.5 lengths. Thirty eight full lengths plus several short pieces and gas barriers are available. Removed from service July this year. 404-964-3764.

**Speck SP800C** 16 track console; 16 X 8, with patch bay & cabinetry. Used in production of many national syndicated features. Excellent condition. \$4,500. Call Marshall, 800-527-5335.

**Ampex ATR 800-2** audio recorders in stock—your Ampex AG440-351 trade wanted. We stock Ampex, Capitol, 3M tape and carts. Call us for your best price. NorthWestern, Inc., 800-547-2252.

**LPTV equipment** for rent. 100 watt UHF minimum package installed. 713-479-1614.

**RCA TCR-100** cartridge tape machine, good condition. Contact Bill Orr, 614-460-3700.

**Sony DXC 1800** w/10 X lens. Factory checked & aligned w/paperwork. \$1200. Heatley Electronics, 716-832-5339.

**Approximately 2000** A/C 45s and 300 A/C albums. Excellent condition. Used to make automation tapes. 419-238-4793.

**Rent broadcast test gear** from the largest inventory in America. Potomac field strength meters & proof of performance systems, Delta operating impedance bridges, Belar modulation monitors, Orban Optimod, Moseley remote control & STL links, Marti RPU equipment. David Green Broadcast Consultants, Box 590, Leesburg, VA 22075. 703-777-8660; -6500.

**Videocassettes.** Blank 3/4" U-matic, reprocessed, Chyron evaluated, cleaned, detabled, deguassed, guaranteed! Sony 3M, etc. KCA-60s \$12.50; KCA-30s \$9.50; mini KCS-20s \$7.50; mini KCS-10s \$5.50. Other sizes available. Carpel Video, Inc., 202-296-8059.

**Sony BVH 1000 A,** time code generator, wave form, vectorscope, audio console, Sony monitor, rack mounted, low time. 404-874-2252.

#### COMEDY

**Free Sample** of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

#### RADIO PROGRAMING

**"America's Singing Cowboys,"** 20 1-minute features on the early stars of C&W music. Excellent for traditional country and nostalgia stations. Call 312-678-7124.

**Success Digest** 60 sec. motivational features. 40 per month \$10.00. Cassette \$20.00 151 E 550 N, Springville, UT 84663.

**Polka Music Unlimited** now available on a barter basis exclusively in your market. Send coverage map & rate card to 323 Harrington Dr., North Syracuse, NY 13212.

**Holiday hard sell!** Add a voice to your production. William Kauffman, RD #3, Box 570, Palmyra, PA 17078. \$6/spot.

#### INSTRUCTION

**San Francisco,** FCC license, 6 weeks, 1-23-84. Results guaranteed. Veterans training approved. School of Communication Electronics, 612 Howard St., SF, CA 94105. 415-392-0194.

## RADIO Help Wanted Sales

### GROWTH POTENTIAL

WKQB has just moved to its new 1,000 foot tower and increased its power to 100,000 watts. With the best coverage of any station in the Charleston, South Carolina market, this could be one of the finest ground floor opportunities in broadcasting. The station's growing, the market's growing, and the Charleston area is a **GREAT** place in which to live. If you've got a college education, present a good appearance, are hard working, understand a planned approach to radio sales, and know the meaning of adherence to goals, we want to talk. We'll start you on salary and work hard to make you rich. And many of our employees in other stations have become just that, rich. Send your resume immediately to:

**WKQB  
107 W. 6th NORTH STREET  
SUMMERVILLE, SC 29483**

Please list all work experience including dates of employment. Trident Communications is an equal opportunity employer.

### SATELLITE MUSIC NETWORK OFFERS UNLIMITED OPPORTUNITY FOR QUALIFIED APPLICANT

If you did not make at least \$50,000 this year, you could be in the wrong position. Satellite Music Network offers unlimited financial rewards to aggressive sales personnel who are self-motivated, willing to travel, & have a strong affinity for the radio industry. If you have a working knowledge of radio management, would like to call on station owners & GMs, & want to make **MONEY**, call 800-527-4892 today for details & an appointment.

### SPRINGFIELD, MASS. WAQY/WIXY

WAQY is Springfield's 50,000 watt exclusive album rock station and WIXY is Springfield's full-time AM exclusive country station looking for aggressive, local street salesmen. If you're working for a small market radio station, preferably in New England, and looking to upgrade yourself and work for a dynamite combo in the Springfield/Hartford market with a real future with an 8 station group, give me a call. Don Wilks, WAQY, 45 Fisher Avenue, East Longmeadow, MA 01028. 413-525-4141.

### Help Wanted Management

### STATION MANAGER

for growing group in Sunbelt. Must be strong on sales management and motivation. Excellent compensation plus bonus plan. Write Box H-71.

## Help Wanted Management Continued

### THE SILLERMAN MORROW BROADCASTING GROUP

has an immediate opening in its Middletown, N.Y. corporate headquarters for an experienced radio administrator. Candidates must be familiar with all phases of broadcast functions. As supervisor of administrative services for our expanding group, you'll oversee business operations at all locations. Our pace is fast; dedication and ambition is a must. This is a top level position, reporting directly to the President. Reply in confidence to:

**President**  
**Sillerman Morrow Broadcasting Group**  
**One Broadcast Plaza**  
**Middletown, N.Y. 10940**

An equal opportunity employer

### RADIO SALES MANAGER

Hands-on, RAB-trained sales manager needed for top 40 full powered class B FM in top 30 market. Must be experienced in leading a 10 person sales staff, capable of training and upgrading. This \$40K plus package will be available Jan. 1, 1984. If you're interested in proving how good you really are, send your resume and references to Box H-26. All inquiries strictly confidential.

### Help Wanted Programing, Production, Others

### PROGRAM DIRECTOR

WIRE, AM stereo 1430, Indianapolis—one of America's finest full service, personality-oriented country stations, is looking for a program director. This is the first time this highly prized position has been open to a national talent search since 1968. Only uniquely qualified, thoroughly experienced and highly talented individuals need apply. Send pertinent data to:

Gary Havens  
WIRE Radio  
P.O. Box 88456  
Indianapolis, IN 46208  
317-927-4200  
EOE, M/F

### Situations Wanted Management

### KEN PATCH

I bought WCIB in Aug., 1974, for \$250,000, increased sales from \$100,000 to \$1,000,000, & sold out last Aug. for \$2,000,000. Now I'm ready for a new challenge in broadcasting or an allied field. I'm seeking an exciting growth situation which offers a top management position & in which I can buy or earn substantial equity. I prefer East Coast from southern New England to Florida. Write or call me:

**KEN PATCH**  
**BOX 571**  
**FALMOUTH, MA 02541**  
**617-563-5538**

### Situations Wanted Announcers

### DYNAMITE MORNING MAN

CAN MAKE YOU #1! BIG VOICE plus writing-production-character voices-comedy-musician. Experienced all-around broadcaster, all formats. No personal problems. Write for tape: PO BOX 27185, Concord, CA 94520. \$40-50K.

### Situations Wanted Technical

### DIRECTOR OF ENGINEERING

Currently with radio group. Experienced all phases engineering and technical management; technical improvements, construction and satellites. Analyze data, prepare FCC forms, etc. Wish to relocate. Box H-79.

### Situations Wanted News

### AGGRESSIVE NEWS DIRECTOR

at "info" station in Sunbelt has achieved goals and seeks new challenge. Former major market anchor can help your station become "news leader" in '84. Box H-69.

## TELEVISION

### Help Wanted News

## NEWS PRODUCER

Major Sunbelt market, network affiliated, group owned station looking for strong newscast producer. Experience with long form programs helpful. Prefer 3-5 years producing experience. Emphasis on writing and leadership. Send resume to Box H-62. EOE.

## Help Wanted News Continued

## CO-ANCHOR

to complement male anchor for number one-rated, 60-minute newscast, Monday-Friday, and to produce and report news series as part of Peabody award winning newsroom. Send resume and tape to: News Director, WSMV, P.O. Box 4, Nashville, TN 37202.

## SPORTSCASTER

New York City network TV sports opportunity for experienced on-air talent. Must have solid history of both studio & feature work. Strong knowledge of national sports scene required. Journalistic background a strong plus. Beginners need not apply. Send resume and non-returnable cassette to: Sportscaster, P.O. Box 825, Gracie Station, NY, NY 10018. An equal opportunity employer. Female candidates encouraged to apply.

### Help Wanted Technical

## NEW YORK CITY PUBLIC BROADCASTER SEEKING FOLLOWING POSITIONS

### TV TECHNICAL OPERATIONS MANAGER

Manage broadcast and recording operations, production services and technical maintenance. Responsibilities include directing supervisors in staffing and on-air performance in broadcast operations; directing production manager in all aspects of studio production, ENG and EFP; directing staff in maintaining TV tech facilities and equipment plus assisting in final stages of installations. Must be maintenance-oriented and have hands-on experience. Min. 3 years experience as a TV ops. mgr. BSEE pref. Salary up to \$38G.

### TV SYSTEMS ENGINEER

Responsible for project concepts and design, providing detailed engineering for systems and equipment, including supervision of personnel during installation. Must be able to recommend new facility equipment; prepare project budgets. BSEE required plus 3 years experience each: TV project management, TV systems design and equipment installation. Salary up to \$38G.

### ENGINEERING AIDE

Qualified to prepare routine, but critical functions of engineering dept., eg drafting, equipment spec writing, design scope preparations and purchase order preparations. Requirements include four years experience as an engineering technician and drafting. Applicants matriculating towards engineering degree okay. Salary up to \$25G.

Resumes to: Wendy Wood, WNYC, 1 Centre Street, New York, NY 10007. An equal opportunity employer.

## ENGINEERING MANAGER

Challenge! Diversity! Stability! You'll find them all at KCOP. As one of the leading independent television stations in the L.A. area we can offer you the ideal environment for your engineering expertise.

Working under the Director of Engineering you will supervise the operation, installation, modification and maintenance of new and existing equipment. You will be responsible for the day to day supervision as well as the training and upgrading of the Engineering Department.

Your qualifications should include 6-8 years experience with progressively increasing responsibility in television broadcasting and/or a teleproduction facility. This experience should include engineering management and/or supervision. You will also need an extensive background in solid state and digital electronics, a First/General Class Radio/Telephone license and knowledge of FCC Rules and Regulations. A BSEE degree is preferred, an Associate degree in electronics will be considered.

We can offer you a professional and personal environment along with an attractive salary and an excellent benefits package that includes a stock purchase plan. Interested? Please send your resume today to:

Sharon Wysinger  
Personnel Administrator

KCOP — TV  
915 N. La Brea, Los Angeles, CA 90038

Equal Opportunity Employer M/F  
Your station for Opportunity

**KCOP**



## PROMOTION WRITER/PRODUCER

KDKA-TV is looking for a highly flexible, highly skilled professional with a minimum of 3 years in television promotion and production. Must have strong creative writing and conceptual skills; producing and directing experience in studio, location and post production situations as well as experience in print, radio and sales promotion. Salary negotiable. Send resume, tape and print samples to: CREATIVE SERVICES DEPARTMENT, KDKA-TV, ONE GATEWAY CENTER, PITTSBURGH, PA 15222  
No phone calls will be accepted.

### Situations Wanted News

### ALTERNATIVE TO NATIONAL EPIDEMIC OF CLONED TV WEATHER PRESENTATIONS!

If you're beyond:

- Inexperienced college graduate meteorologists
- Push button, dangling cords
- Home-movie wx. graphic dissertations
- No-set chroma overkill

Chances are you'll welcome one of America's "character" meteorologists. Witty. Warm. Excellent forecaster, too. And has unique format "they" can't copy. Major market & leading cable network experience. Can we talk, here? Write "Back to Basics," Box 030424, Ft. Lauderdale, FL 33303-0424.

### Situations Wanted Management

### INDEPENDENT TELEVISION MANAGER

17 years at top 10 market indy. 3 years at major affiliate, 9 years as VP/GM national consulting company in broadcast/cable. Would welcome the challenge of managing a new indy or an established one facing a new challenge. Write Box H-80.

### VERY SUCCESSFUL GM AM/FM/UHF-TV

Turn around success, start up success, UHF a specialty. Impeccable credentials, excellent programmer, recruiter, sales leader. Budget trained, bottom line oriented. Consider any combo AM/FM/TV with good company. Prefer Southeast. Call 813-482-4338, or write Bob Ratcliff, 7728 Bass Rd. RR20, Ft. Myers, FL 33908 for resume.

### ALLIED FIELDS

### Help Wanted Management

### NATIONAL SALES MANAGER

ADM Technology, Inc., the leader in supplying audio consoles and components to the broadcast, production and post-production fields, is searching for a person with wide experience in broadcast equipment sales and administration to fill our new post of national sales manager.

Applicants will only be considered if they have a proven success record in sales and management. Good work ethics are essential for this challenging but rewarding position. We offer an excellent starting salary with liberal fringe benefits. All replies strictly confidential. Mail your resume with a covering letter to:

**JOHN E. JUHASZ, VP—GM**  
**ADM TECHNOLOGY, INC.**  
**1626 E. BIG BEAVER RD.**  
**TROY, MI 48084**

### Help Wanted Management

### TELEVISION CAREER OPPORTUNITIES

Get in on the ground floor!

An exciting new TV station in Ontario, CA, will air Jan. 1, 1984, to service the Los Angeles area.

#### IMMEDIATE OPENINGS

for experienced, qualified professionals in all staff positions, including:

- General Manager
- Broadcast Engineers
- Production Manager
- Operations Manager
- Program Director
- Sales Representatives
- Clerical

Excellent salaries & Comprehensive benefit package. We are an equal opportunity employer. Qualified applicants should send resumes to:

**HBI ACQUISITION CORPORATION**  
**18103 SKYPARK SOUTH SUITE D**  
**IRVINE, CA 92714**

#### LOCAL SALES MANAGER

Sunbelt network affiliated station in major market. Looking for experienced television sales manager with ability to direct sales staff, good management skills, and communication a must. Send all details in first letter. Confidentiality assured. Equal opportunity employer. Write Box H-61

## Help Wanted Management Continued

### TELECOMMUNICATION SERVICES MANAGER

Responsible for provision of TV and audio production services as part of teaching and instructional support learning resources division. Required qualifications include: Bachelors degree in communications or related field, relevant supervisory technical and teaching experience. Salary \$22,540 to \$32,976, with academic rank. To obtain an application, send resume to BURLINGTON COUNTY COLLEGE, Personnel Dept., Pemberton, NJ 08068. Completed applications must be received by December 21, 1983, in order to be considered. An affirmative action/equal opportunity employer, M/F.

## Help Wanted Sales



**Drake-Chenault**, the quality name in radio consulting and programming, is seeking a regional sales manager to sell consulting services. We're growing! Now we need an experienced person to sell our top rated consulted services. Sales experience and programming-related background a must. Some travel.

Send resume and salary requirements (no calls, please) to:

**Steve Sandman**  
VP/General Sales Mgr.  
Drake-Chenault  
P.O. Box 1629  
Canoga Park, CA 91304

## Help Wanted Instruction

### FACULTY POSITION SCHOOL OF JOURNALISM UNIVERSITY OF COLORADO- BOULDER

Responsibilities: Research and teaching in broadcasting and telecommunications. Expertise in management and social aspects of mass communication particularly desirable. Other responsibilities will include advising, serving on university committees and working with media professionals. Duties may include participation in interdisciplinary master's program in telecommunications. Qualifications: Ph.D. or equivalent in mass communication or related field. Professional experience required. Terms: rank and salary open, depending on qualifications. Position begins August 29, 1984. Deadlines: direct applications post-marked no later than January 6, 1984, to Dean Russell E. Shain, School of Journalism, Campus Box 287, University of Colorado, Boulder, CO 80309. The University of Colorado is an equal opportunity/affirmative action employer. Applications from minorities and women are encouraged.

## CABLE Help Wanted Programming, Production, Others

# EXECUTIVE PRODUCER

Regional Pay Cable Sports Service seeks Executive Producer based in Seattle for Pacific Northwest Region.

5 years production and administrative experience necessary. Individual must have a solid background in programming, formatting, editing, and scripting post-production shows, as well as at least 3 years' experience producing live sports events. Management experience essential in areas such as budgeting, contract negotiations, commercials, promotions, marketing and staff supervision.

Send references and resume to: **Group W Satellite Communications/SuperChannel**, Dept. EP, P.O. Box 400701-GM, Seattle, Washington 98104-9601.



**Satellite  
Communications**

An Equal Opportunity Employer m/f

## Help Wanted Technical

### LOOKING AT SATELLITES?

Dynamic new communications firm based in Rutherford, NJ, seeking experienced audio/video network controllers. If you're knowledgeable in audio/video traffic, have worked with a broadcaster and/or a common carrier and are familiar with tariffs and Telco services, there could be an exciting opportunity for you. Computer programming essential. Bachelors degree or equivalent preferred. Qualified individuals should forward resume and salary requirements to Box H-34. Equal opportunity employer.

## Employment Service

### RADIO PERSONNEL NEEDED

Many radio stations are now planning personnel changes for the first of the year. We are preparing for the annual upswing in job openings. You too should be planning ahead. If you are seriously considering a move, chances are NATIONAL can help. NATIONAL places radio personnel from coast to coast. For complete details, including brochure and registration form, enclose \$2.00 postage and handling to:

**NATIONAL BROADCAST  
TALENT COORDINATORS  
DEPT. B, PO BOX 20551  
BIRMINGHAM, AL 35216  
ACT NOW: 205-822-9144**

### RADIO, TV, AGENCY JOBS

Up to 500 openings every week. DJ's, news, PD's, eng., sales. In Australia, Canada, U.S., all markets, for beginners to experienced. Introductory offer: One wk. computer list \$8.00, or save \$38.05, 7 consecutive wks. for \$17.95. A.C.A. Job Market has thousands of jobs yearly in 3 countries. A.C.A. Job Market, 452 W. Dearborn St., Dept. B., Box 945, Englewood, FL 33533.

### 10,000 RADIO JOBS

10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6. Special bonus: 6 consecutive weeks, only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 8215 Don Gaspar, Las Vegas, NV 89108.**

## Miscellaneous

### THE BEATLES ARE BACK!!

The "Beatle Hideaway" is a custom-built mobile home, built and decorated to the Beatles specifications, and used as their living quarters and stage home during part of their 1964 American tour. All decorations and fixtures, even towels, dishes and accessories, are original. This vehicle has been featured worldwide on radio and TV, in newspapers and magazines. It would be ideal for a radio station remote studio, or travelling promotional exhibit, attracting big crowds everywhere. For information, please contact:

**FLAGSHIP COMMUNICATIONS, INC.**  
11916 Glen Valley Rd.  
Cleveland, OH 44141  
216-526-6017

### VENTURE CAPITAL DEBT FINANCING

For Broadcasters  
**Sanders & Co.**  
1900 Emery St., Suite 206  
Atlanta, GA 30318  
404-355-6800

### GO PIGGYBACK IN THE SUN

Lease or rent SCA from best engineered station in Palm Springs, CA area. Full backup power. All uses considered. Phil Wells, KPSI, 174 N. Palm Canyon Dr., Palm Springs, CA 92262. 619-325-2582.

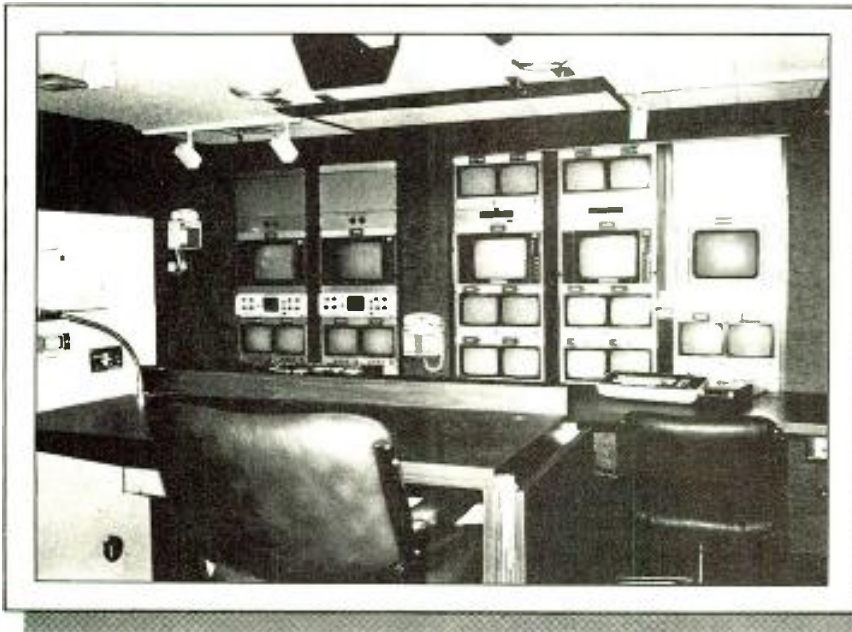
### SUPER BOWL CREW

Available in Tampa, FL-January, '84. Fully equipped for ENG. New JVC "Procam"; new Sony ¾" editors. **Edit suite across from Tampa Stadium.** Contact Jay Gross Productions, 813-823-3718.



# FOR SALE

## TRANSPORTABLE PRODUCTION CENTER



*Designed for live coverage of Major League Baseball and NFL Football. Excellent for all types of live broadcasts.*

- Equipment set up for sports style feed
- Six cameras and separate VTR area
- Huge control room
- Constructed in 42'x12' moveable trailer

**DEMO TAPE AVAILABLE**

**Contact Chief Engineer, WPHL-TV INC.**

**5001 Wynnefield Avenue, Philadelphia, Pennsylvania (215) 878-1700**

### Consultants

#### DO YOU REALLY WANT TO SELL?

Galaxy Radio Consultants. Specialty: turn-around assistance. Transition time (P. O. to closing).

**8453 BAYRIDGE RD.  
CLAY, NY13041**

### Radio Programing

**OLDIES ON TAPE  
A/C CHR/TOP 40 COUNTRY**

Write:  
**Burkhardt/Abrams/Michaels/Douglas and Associates, Inc.**  
6500 River Chase Circle, East  
Atlanta, Georgia 30328

### Wanted To Buy Stations

#### EIGHT STATION GROUP LOOKS TO EXPAND

Prefers NE, Central Atlantic, coastal or close (will consider others) underdeveloped class B FM's-medium sized markets. We have excellent credit line-prompt reply and confidentiality guaranteed. Write Michael Schwartz, 11 River Road, Cos Cob, CT 06807. Unit 121. Days: 914-747-1071.

### For Sale Stations



## R.A. Marshall & Co.

**Media Investment Analysts & Brokers**  
**Bob Marshall, President**

Two class A FM's in Midwest. One located in top 100 market, the other currently under construction and close enough to operate both together. Current billing on existing station \$300,000 for 1983. \$900,000 both, or will sell separately. Some real estate included.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252  
809 Corey Creek - El Paso, Texas 79912 915-581-1038



## CHAPMAN ASSOCIATES®

**nationwide mergers & acquisitions**

	STATION			CONTACT	
MD	Metro TV	\$6,500K	Terms	Mitt Younts	(804) 355-8702
CA	Med/Metro AM/FM	\$2,200K	\$500K	Brian Cobb	(404) 458-9226
CO	Small AM/FM	\$975K	\$100K	David La France	(303) 534-3040
OR	Regional FM	\$725K	\$100K	Elliot Evers	(213) 366-2554
MN	Small AM	\$550K	\$100K	Peter Stromquist	(312) 580-5778
TX	Small AM	\$550K	\$95K	Bill Whitley	(214) 680-2807
AL	Metro AM	\$500K	Cash	Ernie Pearce	(615) 373-8315
NB	Small FM	\$450K	\$130K	Bill Lochman	(816) 254-6899
OK	Small FM	\$375K	\$125K	Bill Whitley	(214) 680-2807
VA	Metro AM	\$350K	\$30K	Mitt Younts	(804) 355-8702

To buy or sell, for appraisals or financing, contact Janice Blake, Media Administrator, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226



**Wilkins  
and Associates  
Media Brokers**

MI	FM	\$310,000	20%
LA	AM/FM	\$350,000	15%
NJ	AM	\$600,000	30%
IL	FM	\$250,000	15%
AL	AM	\$360,000	20%
KY	FM	\$50,000	downpayment
OR	AM	\$35,000	downpayment
CO	FM	\$30,000	downpayment
MS	AM	\$30,000	downpayment
NC	AM	\$7,500	downpayment

P. O. Box 1714  
Spartanburg, SC 29304 803/585-4638

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES  
MEDIA BROKERS—APPRAISERS**  
"Specializing In Sunbelt Broadcast Properties"  
5050 Poplar • Suite 1135 • Memphis, Tn. 38157

**BARGAIN PRICED**

North Carolina small AM daytime, including valuable building and land with house on property. Station is being taken back by former owner, who wants to sell station for assumption of outstanding notes of \$150,000. Notes have good terms and interest rates. Reply to P.O. Box 260, Altavista, VA 24517.

**CLASS C FM/FULLTIME AM**

Midwest market combo returning to profitability. Combined 1983 revenue is \$1,000,000. Asking price of \$2,000,000 leaves significant growth for new owner. Qualified principals, please. Write Box H-51

**JAMAR RICE CO.**  
Media Brokerage & Appraisals

William R. Rice  
William W. Jamar  
(512) 327-9570

950 West Lake High Dr. Suite #103 Austin, TX 78746

**WALKER MEDIA &  
MANAGEMENT, INC.**

Seasons Greetings!!  
From John, Dave, & Tom.

- **HOLMES BEACH, FL:**  
**813—778-3617.**
- **MT. CARMEL, IL:**  
**618—263-3380.**

**BOB KIMEL'S  
NEW ENGLAND MEDIA, INC.**

**WELCOME TO VERMONT**

Hall Communications. We're glad to have assisted that "Grand Old Man of Vermont Radio" - Frank Balch - in the sale of WJOY and WOCR, Burlington to the Hall group. It's been a pleasure working with Frank Balch, as well as Bob Hall, Executive Vice President Dick Reed, and the new WJOY/WOCR General Manager Paul Battaini.

8 DRISCOLL DR., ST. ALBANS, VT 05478.  
802—524—5963. OR GEORGE WILDEY:  
207—947—6083; 207—827—5581.

**H.B. La Rue, Media Broker**

RADIO, TV, CATV APPRAISALS

West Coast:  
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:  
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

**Dan Hayslett**  
& associates, inc.  
*Media Brokers*  
RADIO, TV, and CATV  
(214) 691-2076  
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**THE HOLT CORPORATION**

FM & AM - NORTHEAST  
TWO WINNING FORMATS & A STRONG  
CASH FLOW IN A VERY ATTRACTIVE MARKET.  
EXCELLENT REAL ESTATE

Westgate Mall □ Bethlehem, Pa. 18017  
215-865-3775

**CALIFORNIA:** Greater Bay area class IV AM. Only license in city of 35,000. Good performance; great growth potential. \$1,050,000 with \$300,000 down and 10% seller financing. Some convenant.

**SOUTHWEST:** FM in excellent growth area. \$525,000 price represents less than twice current gross. Good seller financing with \$130,000 down.

**CALIFORNIA:** Stand alone AM leads multi station market. \$1,000,000 price is 7 times cash flow with \$150,000 down and 10 year 10% financing.

**NORTHWEST:** Fulltime AM with class C companion. \$600,000, with \$150,000 down and 10 year 10% note. Metro exceeds 180,000 population.

Bill  
Exline

Andy  
McClure

*William A. Exline, Inc.*

4340 REDWOOD HWY. • SUITE F-121  
SAN RAFAEL, CALIFORNIA 94903  
(415) 479-3484

**OWNER-OPERATOR'S DREAM**

Perfect station for the corporate executive ready to move into ownership. Top 100 market. A-C format. Top ratings. Group owner must dispose of this winner to move into larger market. Most attractive multiple of "CF" & rev you've seen. Includes valuable real estate. Requires \$500,000 cash, with balance financed through conventional sources. Please include financial qualifications 1st letter. No brokers, please. Write Box H-50.

**W. John Grandy**

BROADCASTING BROKER  
1029 PACIFIC STREET  
SAN LUIS OBISPO, CALIFORNIA 93401  
805-541-1900 • RESIDENCE 805-544-4502

**SPECIAL NOTICE:  
ALTERED DEADLINE SCHEDULE**

The following dates will serve as classified advertising deadlines for the issues specified. **Reminder:** there will be no issue published Mon., Dec. 26, 1983.

- **WED., DEC. 21, 1983** will be the deadline for the Jan. 2, 1984 issue.
- **FRI., DEC. 30, 1983** will be the deadline for the Jan. 9, 1984 issue.

**THIS PUBLICATION  
IS AVAILABLE  
IN MICROFORM**

**University Microfilms  
International**

300 North Zeeb Road,  
Dept. PR., Ann Arbor,  
MI 48106

## Media



Higgins

**Joseph Higgins**, president, WHP-AM-FM-TV Harrisburg, Pa., until his retirement in 1979, has returned to stations as president and chief executive officer. Since 1980, Higgins has been recruiting executive for International Executives Service Corp.

**Dan Mason**, general manager, KFMK(FM) Houston, elected to newly created position of executive VP of parent, First Media Corp., Washington. **Dale Williamson**, corporate controller, First Media, elected to newly created office of VP, finance, and assistant treasurer.

**Robert Gordon**, senior VP and general manager, WLWT(TV) Cincinnati, resigns following what James Lynagh, president of parent, Multimedia Broadcasting, called "disagreement in management style." Gordon had joined station last February (BROADCASTING, Feb. 28). No replacement has been named. Lynagh will act as temporary manager of station.

**Ken Gerdes**, general manager, WGXA(TV) Macon, Ga., named VP.

**Jon Rand**, sales manager, KPLZ(FM) Seattle, joins KCDQ(FM) Belgrade, Mont., as general manager.

**Arnold Klinsky**, VP, operations, Viacom's WVIT(TV) New Britain, Conn., joins co-owned WHEC-TV Rochester, N.Y., as general manager.

Appointments, WELI(AM) New Haven, Conn.: **Larry Getz**, senior VP and general manager, to senior VP, cable program development for parent, Broad Street Communications, in charge of national syndication of Radiovision, service in conjunction with Cable News Network, combining radio and cable television in 60-second local newscasts with adjacent 60-second spot availabilities on CNN; **Stanley Shields**, general sales manager, to station manager, and **Chuck Gross**, program director, to operations manager.

**Scott Smith**, manager of new business assimilation, Harte-Hanks Communications, San Antonio, Tex., named business manager, Harte-Hanks Cable there.

**Bruce Ellis**, VP and general manager, Cox Cable, San Diego, joins Matrix Enterprises, Nashville, as VP, operations. Matrix owns 14 cable systems in Tennessee, Kentucky, Illinois and Ohio. **Dawn Proctor**, from J C Penney Life Insurance Co., Dallas, joins Matrix as personnel director.

**John Dealy**, VP, corporate legal affairs, ABC, New York, named VP and assistant general counsel.

**Gregory Flash**, from internal audit division,

ABC, New York, joins ABC-owned WXYZ(AM) WRIF(FM) Detroit as business manager.

**Stephen Schildwacher**, announcing director, noncommercial WCHU(FM) Worcester, Mass., named station manager

## Marketing

**Eugene DeWitt**, executive VP and director of media services, McCann-Erickson, New York, moves to parent, Interpublic Group there, to work on special media development projects. No successor has been named in **Carl**, senior VP, McCann-Erickson, New York, named to newly created position of media director.

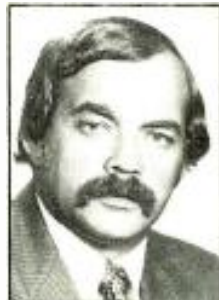
Appointments, Eastman Radio, New York: **Bill Burton**, president, named vice chairman, and will move to Detroit; **Jerry Schubert**, executive VP, sales, succeeds Burton; **Dave**



Burton



Scruert



Recher



Butrum

**Recher**, senior VP, administration, to executive VP, and **Carl Butrum**, senior VP, Western

region, Los Angeles, to executive VP, sales, New York.

Appointments, Foote, Cone & Belding, New York: **Nicholas Jellicoe**, account executive, to account director; **Sue Lipay**, from Young & Rubicam, New York, to TV and radio producer and **Miles West**, from Caldwell/Davis, New York, to assistant art director. **Howard Cutler**, VP, FC&B, Chicago, named senior VP

**Vicki Sanders** and **Barbara Bruck Williams**, account supervisors, Needham, Harper & Steers, Chicago, elected VP's.

**Taylor Eldon**, VP and national sales manager, Seltel, New York, joins Avery-Knodel Television there as VP and general sales manager. **Joseph Tracy**, from Petry Television, New York, joins Avery-Knodel Television there as account executive.

Named VP's, BBDO, New York: **Deborah Jurgeleit** and **William Katz**, account supervisors; **Heni Abrams**, associate creative director; **Nicholas Striga**, associate group planning head, and **Harry Tropp**, manager, retail planning. **Alberta Drumm** and **Laura Nathanson**, assistant network buyers, BBDO, New York, named network buyers.



Weed

**Neal Weed**, president and owner, Country Sessions, syndicated radio programing supplier, and former VP, sales, NBC, New York, joins Mutual Broadcasting System, Arlington, Va., as VP, sales.

**Brett Weinberg**, from Dancer Fitzgerald Sample, Sydney, Australia, joins D.L. Taffner/Australia, there, as sales manager, Australia and New Zealand.

**Geoffrey Metcalf**, director of marketing, Thomasson Co., Sacramento, Calif., joins Wade Advertising there as partner, president and chief executive officer.

**Dawn Hudson**, product manager, Clairol,



**radio-tv**  
**BINGO**

Complete "Ready to Air" Package

**\$595** radio **\$1250** tv

- OLDEST PROMOTION IN THE INDUSTRY  
Over 26 years . . . 1,000 plus stations.
- GETS DOUBLE RATE CARD RATE  
A complete promotional package providing sponsors the "extras" that command extra dollars.
- TREMENDOUS SPONSOR FOOT TRAFFIC . . . Proves the effectiveness of your station with tangible results.
- CONTINUOUS RENEWALS . . . Sponsors and listeners demand it.
- INCREASE RATINGS . . . A proven leader in all markets.



**WORLD WIDE  
BINGO, INC.**

P.O. BOX 2311 • Littleton, CO 80161  
Telephone (303) 795-3288  
"Our Business Is Improving Yours"

© Copyright 1982, J.R. Hampton

New York, and **June Smith**, brand manager, Lowes Inc., South Bend, Ind., manufacturer of Kitty Litter, join Tatham, Laird & Kudner, Chicago, as account supervisors.

**Jerry Solomon**, executive VP, sports and programming, D'Arcy-MacManus & Masius, New York, named executive VP, Anheuser-Busch broadcast group.

**Carl Meyer**, VP, special program sales, NBC-TV, Los Angeles, named VP, West Coast, special program sales.

**Harve Chapman**, president, Cunningham & Walsh, Dallas, named chairman, Southwest region. **Diane Whitehead**, VP and associate creative director, C&W, New York, succeeds Chapman.

**Pam Kelley**, VP, Southwest area manager, TeleRep, named VP, manager, lions sales group, New York.

**Lynn Giannini**, account executive, Weiss & Powell, New York, joins Hillier, Newmark, Wechsler & Howard there as network sales manager.

**Patti Rouen**, sales manager, Hillier, Newmark, Wechsler & Howard, Los Angeles, joins Blair Radio there as sales manager. **Rick Shae**, account executive, TeleRep, Chicago, joins Blair Television there as manager, independent team. **Chester Elton**, recent graduate, Brigham Young University, Provo, Utah, joins Blair Television, Detroit, as account executive.

**Gene Shay**, from noncommercial WHY-FM Philadelphia, joins Kalish & Rice there as director of broadcast production.

**Anne MacDonald**, account executive, Grey Advertising, New York, joins N W Ayer there as account supervisor. **David White**, from Clairol, New York, and **Jean-Luc Lamirande**, from Dancer Fitzgerald Sample, New York, join N W Ayer there as account research director and account executive, respectively.

**Michael Feltz**, research analyst, Petry Television, New York, named group research manager, roadrunners team.

**Steve Levitin**, from Anheuser-Busch, Chicago, joins D'Arcy-MacManus & Masius, St. Louis, as account executive.

**Stephen Streiker**, account executive, KRQX(AM)-KZEW(FM) Dallas, joins WMJJ(FM) Birmingham, Ala., as general sales manager.

**Brian Baumann**, local sales manager, WLZZ(AM)-WZUU(FM) Milwaukee, named general sales manager.

**Ron Lorentzen**, assistant to VP, Southwest region, Group W Cable, Los Angeles, joins KPIX(TV) San Francisco in newly created position of marketing services director.

**Fred Malbone**, national sales manager, WNYT(TV) New York, named local sales manager. **Bill Ross**, from TeleRep, New York, succeeds Malbone.

**Jim Whisenhunt**, account executive, WZZK(FM) Birmingham, Ala., named local sales manager. **Tina Johnson**, account executive, WZZK, named national sales coordinator.

**Gregg Filandinos**, sales manager, TeleRep, Minneapolis, joins KPLR-TV St. Louis, as national sales manager.

**Cheryl Esken**, account executive, WLUP(FM) Chicago, named retail sales manager.

**Bridget Brennan**, reporter, KOB-TV Albuquerque, N.M., joins Airy Advertising there as account executive and director of co-op advertising.

**Marlene Angelita Bernard**, from WLOK(AM) Memphis, joins WMKE(AM) Milwaukee as account executive.

**Ann Goodwin**, account executive, KMJ-AM-FM Fresno, Calif., joins KJEO(TV) there in same capacity.

**Lisa Goldberg**, from ABC Spot Television, New York, joins WQTV(TV) Boston as account executive.

**Kenneth Rhoades**, from KATV(TV) Little Rock, Ark., joins KSPR(TV) Springfield, Mo., as account executive.

**Laura Beauchamp**, from WHJY(FM) Providence, R.I., joins WJAR-TV there as account executive.

**Jerry Sarenpa**, senior account executive, Guam Cable TV, Agana, Guam, joins KGUM(AM) there as account executive.

**Debra Keating**, recent graduate, Miami University, Oxford, Ohio, joins WHIO(AM) Dayton, Ohio, as account executive.

**Patricia Hosking**, recent graduate, University of Wisconsin, Madison, joins KWK-AM-FM St. Louis as account executive.

**Steve Ramirez**, from KISW(FM) Seattle, joins KNBQ(FM) Tacoma, Wash., as account executive.

## Programing

**Ray Solley**, talent coordinator, *Tonight*, Johnny Carson Productions, Los Angeles, joins Paramount Television Distribution Division there as director of programing.

**Frank Moreno**, president, Frank Moreno Co., Los Angeles, joins Almi Distribution Corp., New York, as co-president and co-chief executive officer with current president and CEO, Norbert Auerbach.

Appointments, MGM/UA Home Video: **Benton Levy**, director of business affairs, named VP; **Donna Bascom**, assistant director of business affairs, succeeds Levy, and **Jim Tauber**, video rights coordinator, to assistant director of business affairs.

**Paul Decker**, from Henderson-Hogan Agency, New York talent representative, joins NBC Entertainment, Los Angeles, in newly created position of director, daytime casting.



Mark

**Daniel Mark**, partner and executive in charge of production, Orenthal Productions, Los Angeles, joins Viacom there as VP, acquisitions.

**Arthur Rockwell**, entertainment industry analyst, Crowell & Weedon, Los Angeles, joins MGM/UA Entertainment, Culver City, Calif., as VP, financial relations.

**Ron Nelson**, senior VP, administration, Paramount Television Group, Los Angeles, named to newly created position of executive VP.

**Migration.** Executive exodus from Columbia Pictures to the MCA/Universal Theatrical Motion Picture Group continues following appointment of Frank Price to new position of chairman of motion picture group and VP of MCA Inc. (BROADCASTING, Nov. 21). Price, who spent 19 years at Universal before joining Columbia in 1978, has hired former Columbia market research president, Marvin Antonowsky, as senior VP, motion picture group, and former Columbia VP and assistant to president, Wendy Margolis, who takes same title at MCA unit. Price has also terminated contract of Thom Mount, president of MCA's worldwide motion picture production division, but has not named a successor.

**Angela Petillo**, associate program attorney, ABC Entertainment, Los Angeles, named associate director, contracts, West Coast.

**Mark Evans**, senior VP, production management, 20th Century-Fox Television, has signed new two-year contract. **Ted Baker**, from Metromedia Producer's Corp., Boston, joins 20th Century-Fox Television, Dallas, as account executive.

**Pierre Weis**, executive VP, sales, ITC Entertainment, New York, has resigned that position, will remain consultant on nonexclusive basis. **Joe Ceslik**, VP, sales, assumes Weis's responsibilities.

**Dan Greenblatt**, VP, advertiser program sales, Paramount Television Domestic Distribution, New York, joins Lexington Broadcast Services there in newly created position of senior VP, marketing and planning.

**Scott Kenyon**, director of research and assistant program director, KYA(AM) San Francisco, joins Drake-Chenault Enterprises, Canoga Park, Calif., as director of feature productions.

**Michael Newsom**, Southern representative, Gold Key Entertainment, Atlanta, joins Telepictures Corp.'s new off-network sales division there as regional sales director.

**Peter Low**, manager, noncommercial WNYC-AM-FM-TV New York, joins Eastern Public Radio, regional association and program distribution service for public radio stations, as president. EPR will move its offices from Boston to New York, effective Jan. 1.

**Marya Doonan**, affiliate district supervisor, CBS-TV, New York, joins MCA TV there as sales executive, first-run and advertiser-supported programing.

**Jolen Schmauss**, executive producer, advertising and promotion, WNEV-TV Boston, joins Century III Teleproductions there as account executive, commercial division.

**Finley Hunt**, head of own production company, joins Blackwell Corp., Reston, Va.-based television program producer, as senior producer.

**Charlotte Schiff-Jones**, president, Schiff-Jones Ltd., joins RKO Videogroup, New York, as development and production executive.

**David Ryan**, editor-writer, Tel Ra Productions, Wayne, Pa.-based sports film producer, named director of video production.

Appointments, SelecTV, Marina del Rey, Calif., pay television service: **Elaine Nass**, director of publications, to director of subscriber services; **David Alexander**, editor, SelecTV program guide, succeeds Nass, and **Tracy Priestly**, associate editor, program guide, succeeds Alexander.

**Robert Sherwin**, media planner, Cunningham & Walsh, New York, joins Mazin-Wyckoff, production firm there, as member of sales staff.

**Gayle Gardner**, anchor-reporter, WJZ-TV Baltimore, joins Entertainment and Sports Programming Network, Bristol, Conn., as on-air commentator.

**Rick Carroll**, independent programing consultant, Los Angeles, joins KROQ-FM Pasadena, Calif., as interim program director, replacing **Scott Campbell**, resigned.

**Julie Dasher**, assistant staff manager, Centel Cable Television Co., Oak Brook, Ill., named programing manager.

**Susan McCollum**, recent graduate, American University, Washington, joins Mutual Broadcasting System, Arlington, Va., as production assistant, broadcast operations.

**Don Allen**, air personality, WWRL(AM) New York, named program director.

**Sam Cornette**, from WGBF(AM) Evansville, Ind., joins WYNG(FM) there as program director.

**Scotty Benson**, air personality, KRBQ-FM Denver, named production director.

**Synka Curtis**, producer-director, *Good Afternoon Detroit*, WXYZ-TV Detroit, named executive producer of station.

**Don Gawryla**, field producer, *PM Magazine*, WNEP-TV Scranton, Pa., joins WGRZ-TV Buffalo, N.Y., in same capacity. **Tom Warden**, from WPEC(TV) West Palm Beach, Fla., joins WGRZ-TV as co-host, *PM Magazine*.

**Tom Tradup**, morning producer, KBEQ(FM) Kansas City, Mo., joins WMCA(AM) New York, as executive producer, *Ralph & Ryan* morning program.

**Sandra Herbert**, director of Group W's central booking office, based at its WJZ-TV Baltimore, assumes additional duties as producer and on-air personality, *Evening Magazine*.

**Mike Ross**, sports anchor, KATU(TV) Portland, Ore., assumes additional duties as co-host, *Sportsweek*.

**Jane Symons**, account director, Wetacom, commercial production subsidiary of non-commercial WETA-TV Washington, named VP.

**R.D. Steele**, freelance radio producer, joins WYSP(FM) Philadelphia as producer, *Picozzi & Company*, and production assistant.

**Kevan Shaw**, anchor, CKRD-TV Red Deer, Alberta, joins CICI(AM) Prince George, British Columbia, as air personality.

## News and Public Affairs

**Andrew Such**, aide to state senate committee on environment, Lansing, Mich., joins WJIM-TV there as news director.

**Kirk Winkler**, news director, WTOL-TV Toledo, Ohio, joins KTVK(TV) Phoenix as news direc-

tor of station.



Flannery

**Peter Flannery**, general manager, news programming, radio, ABC News, New York, named VP, radio news, ABC News. **Rhonda Roberts**, associate producer, ABC News, Washington, named bureau producer.

**Ronald Cohen**, Washington bureau chief, United Press International, named managing editor of UPI, succeeding **Donald Reed**, retired. **Stephen Beaver**, international communications manager, UPI, New York, named VP, communications.

**David Nolan**, assistant VP and news director, WHEC-TV Rochester, N.Y., joins WROC-TV there as news director.

**Jerry Hoffmann**, afternoon drive news editor, WOWO(AM) Fort Wayne, Ind., named news director.

**Daniel Forman**, executive producer, WOR-TV New York, named assistant news director.

**Tom Hisox**, anchor-producer, KUHL(AM) Santa Maria, Calif., named news director. **Ritch Wells**, news director, KPRB-AM-FM-Redmond, Ore., joins KUHL, succeeding Hisox.

**John May**, reporter, WDCR(AM)-WFRD(FM) Hanover, N.H., named news director.

**Kim Price**, correspondent, Associated Press, Omaha, named broadcast executive, Oregon and Washington, based in Seattle.

**Richard Reeves**, syndicated political columnist, joins PBS's *Frontline*, Boston, as chief correspondent. His first appearance will be in Feb. 27 program entitled *The Campaign for Page One*, about media coverage of presidential candidates.

**Kathy Walsh**, from Cable News Network, Atlanta, joins WSOC-TV Charlotte, N.C., as news producer. **Jim Bradley**, from WHBQ-TV Memphis, joins WSOC-TV as reporter.

**Rebecca Kottmann**, from KOAA-TV Pueblo, Colo., joins KKTU(TV) Colorado Springs as anchor-producer.

**Stan Stovall**, from WBAL-TV Baltimore, joins KSDK(TV) St. Louis as evening anchor. **Jennifer Blome**, morning and noon anchor, KSDK, named evening anchor.

**John Mussoni**, assignment editor, WFSB-TV Hartford, Conn., joins WCAU-TV Philadelphia as assignment manager.

**Carl Clark**, from KHQ-TV Spokane, Wash., joins WYFF-TV Greenville, S.C., as 6 and 11 p.m. anchor.

**Paula Harris**, consumer anchor-reporter, WJKW-TV Detroit, named noon co-anchor.

**Debra Silberstein**, reporter, WDIV(TV) Detroit, named weekend co-anchor.

**Lynne Stiefel**, from KPRC-TV Houston, joins KRBE(FM) there as reporter.

**Pat Da Silva**, from KOVR(TV) Sacramento, Calif., joins KNBC(TV) Los Angeles as reporter.

**Jacqueline Boulden**, anchor-reporter, WNEP-TV Scanton, Pa., joins Maryland Public Tele-

vision, Owings Mills, Md., as reporter.

**Max Cacas**, from noncommercial WAMU(FM) Washington, joins WXTR-AM-FM La Plata, Md., as reporter.

**Jeff Lawson**, from The Weather Center, Ithaca, N.Y., joins WWBT(TV) Richmond, Va., as meteorologist.

**Al Roker**, weather anchor, NBC-owned WKYC-TV Cleveland, joins co-owned WNBC-TV New York as weekend weather anchor.

## Technology

**Dominick Intartaglia**, senior VP and executive director, Intuit Telecom, Long Island, N.Y., joins RCA Global Communications, New York, as VP, business development.

**L. Lynn Hinderaker**, manager of Cox Cable's INDAX (Interactive Data Exchange) service, Omaha, joins Mall Video Services, San Antonio, Tex., as general manager of videotex joint venture of Harte-Hanks Communications and Melvin Simon & Associates, shopping mall developer.

Appointments, VCA Teltronics division, VCA Corp. of America, New York: **Patrick Howley**, director of engineering and technical maintenance, to newly created position of VP, operations and engineering; **Will Roth**, VP, to senior VP, sales and market development, and **Bruce Allen**, director of operations, Cable Health Network, New York, to manager of operations.

**Blaine Colton**, VP, sales, Radio Data Systems, subsidiary of Bonneville International

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Corp., Salt Lake City, named VP and general manager of Bonneville Satellite Communications there. **Kenneth Young**, controller, Bonneville Satellite Communications, named director of operations.

**John Saxon**, counsel to U.S. Senate Select Subcommittee on Ethics, Washington, joins RCA there as director of corporate issues.

**Russell Mills**, from Howmet Aluminum Corp., Greenwich, Conn., joins General Instrument Corp., New York, as director of staffing and development, components group.

**Bryon Brammer**, from cable television division, RCA, Los Angeles, joins C-Cor Electronics there as Western regional sales manager.

**Joseph Mayernick**, group controller, Dixie Products division, American Can, Greenwich, Conn., joins Jerrold Division, General Instrument, Hatboro, Pa., as controller.

**Seth Kittay**, director of national accounts, The Disney Channel, joins Universal Security Instruments, Owings Mills, Md., as VP, sales and marketing, Cable Call Corp., subsidiary that provides wireless security systems through cable systems.

**King Harrison**, general manager, Tele-Color Productions, Alexandria, Va., joins Midwest Corp., Washington, as sales engineer. Midwest is broadcast equipment manufacturer and supplier.

**Roswell Miller**, manager of field marketing, Satellite Business Systems, McLean, Va., joins United States Satellite Systems Inc., New York, as VP, systems marketing.

**Richard Mathys**, product manager, video recording systems, RCA Broadcast Systems, New York, joins VSA-Videographic Systems of America, New York, as director of engineering. VSA is teletext and videotex hardware and software manufacturer.

**Robert Napp**, director of site engineering, Satellite Systems Engineering, Bethesda, Md., named director of marketing.

**Gordon Gummelt**, field engineer, broadcast systems division, Harris Systems Ltd., Hyattsville, Md., named to newly created position of supervisor of field operations.

**Gary Liebisch**, chief engineer, WSPA(AM) Spartanburg, S.C., joins WKIX(AM)-WYYD(FM) Raleigh, N.C., in same capacity.

**Karl Paulsen**, ENG maintenance supervisor, KGW-TV Portland, Ore., joins KTDZ-TV there as chief engineer.

**Felix Sternberg** and **Brian Settle**, members of engineering department, WLEX-TV Lexington, Ky., named crew chief, engineering operations, and crew chief, technical services, respectively.

**Fred Weiss**, transmitter supervisor, WJAR-TV Providence, R.I., named assistant chief engineer. **Bob Kane**, member of engineering staff, succeeds Weiss.

## Promotion and PR

**Joan Jackson**, public relations assistant, Keller-Crescent, Evansville, Ind., named public relations writer.

**Lynne Grasz**, director, communications,

**Sherman Unger**, 56, whose nomination as FCC commissioner 13 years ago was derailed because of an Internal Revenue Service audit of an income tax return, died of cancer Dec. 3 in Washington. His death came as his appointment to a federal judgeship was in suspension because of opposition of the American Bar Association.

Unger was general counsel of the Commerce Department at the time of his death. In July 1970, Unger was tapped by President Nixon to fill a Republican vacancy on the FCC, but the White House later placed a "hold" on the nomination due to an audit of his 1968 income tax return. In December 1970, Unger asked that his nomination be withdrawn (BROADCASTING, Dec. 14, 1970).

Unger, who between his two tours of government service was a partner in a law firm with offices in Cincinnati and Washington, had been President Reagan's first appointment to the new U.S. Court of Appeals for the Federal Circuit. ABA opposed the nomination, alleging Unger was "unqualified" because of improper conduct in private practice and failure to report \$40,000 in income on his 1968 federal tax return.

Unger admitted to "some mistakes" but protested he was an "honest" man.

His first marriage, to Polly Taylor, ended in divorce. Survivors include his wife, Nancy, and two children by his first marriage.

CBS/Broadcast Group, New York, named director, special projects, educational and community services.

**Dusty Bricker**, from account services department, BBDO Promotion, New York, named manager, life style and events marketing. **Paul Degener**, from account services, named manager, sports marketing.

**Walt Pinto**, air personality and public service director, WELI(AM) New Haven, Conn., joins Pace Advertising and Public Relations, Woodbridge, Conn., as director of public relations.

## Allied Fields

**William Kennard**, assistant general attorney and First Amendment attorney, National Association of Broadcasters, Washington, joins NAB's senior VP and general counsel, Irwin Krasnow, in move to Washington law firm of Verner, Liipfert, Bernhard & McPherson (BROADCASTING, Dec. 5) in March. **Julian Shepherd**, former law clerk with NAB and recent graduate, Indiana University, Bloomington, Ind., joins NAB in January as attorney.

**Richard Vipond**, head of Canadian operations, A.C. Nielsen, Northbrook, Ill., named president of worldwide Marketing Research Group, which accounts for about half of parent company's revenue.

**Thomas Emerson**, professor emeritus, Yale Law School, New Haven, Conn., named first recipient of First Amendment Defender award from Institute for Communications Law Studies, Catholic University of America, Washington.

**Donald King**, Philips Laboratories division, North American Philips Corp., elected president-elect, Institute of Electrical and Electronics Engineers, New York. **Henry Bachman**, Hazeltine Corp., elected executive VP.

**Carol Daugherty**, development director, non-commercial KPFT(FM) Houston, joins National Federation of Community Broadcasters, Washington, as director of station development. **Al Steiner**, from noncommercial WXPN(FM) Philadelphia, joins NFCB as business manager.

Elected officers, Mutual Broadcasting System advisory board: **Russ Withers**, WMIX-AM-FM Mount Vernon, Ill., president; **Lee Morris**, WSOC-AM-FM Charlotte, N.C., vice chair-

man, and **Alan Andrews**, WCL(AM) Coming, N.Y., treasurer.

Elected to board of directors, Videotape Production Association, New York: **Maurly Beaumont**, Matrix Video; **Joseph DiBuono**, Reeves Teletape; **Garth Gentilin**, Unitel Video; **Marcia Greenfield**, Editel; **Walter Hamilton**, Lee Rothberg Productions; **Robert Henderson**, Windsor Total Video; **Geoffrey Kelly**, Hugh Kelly & Co.; **William Kelly**, National Video Center; **Pamela Saletan**, Gateway Productions; **Dan Sullivan**, Broadway Video; **Donald Buck**, Video Dub; **Michael Carney**, JSL Video; **Kenneth Lorber**, VideoWorks; **Phillip McEneny**, CCR Video; **Gary Princz**, Princzko Productions; **Howard Burch**, Manhattan Transfer, and **Ron Soodalter**, VCA/Teletronics.

## Deaths

**William Lewis Walker Jr.**, 62, president, Walker Media & Management Inc., Washington brokerage and media consulting firm, died of cancer Dec. 5 at his home in Arlington, Va. Walker was executive with National Association of Broadcasters from 1948 to 1970, serving as assistant treasurer and director of broadcast management. He left NAB in 1970 to become executive VP and part owner of then Larson/Walker & Co. He became sole owner and president of renamed Walker Media & Management in 1980. Survivors include his wife, Margaret, two daughters and one son.

**Thomas Gaylord Watson**, 66, former executive VP and member of board, N W Ayer, Chicago, died of emphysema Nov. 24 at Community hospital, Geneva, Ill. He is survived by his wife, Lois, son and daughter.

**David Renwick**, 43, manager, staff and labor relations, Reuters North America, New York, died of cancer Dec. 4 at New York University hospital.

**W.M. Witty**, 80, retired principal engineer, Continental Electronics, Dallas, and engineer with RCA from 1928 to 1948, died Nov. 27 at Doctor's hospital, Dallas. He is survived by his wife, Virginia, and son.

**William Shingler**, 54, chief engineer, WLOH(AM)-WHOK(FM) Lancaster, Ohio, and former chief engineer at WNCI(AM) and WRFD(FM), both Columbus, Ohio, died of heart attack Nov. 25 at his home in Columbus. He is survived by his wife, Helen, and five children.

## Sounding the call for the digital revolution

Frank Drendel intends to ride the wave of digital communications into the 1990's. And as vice chairman and executive vice president of M/A-COM Inc., he thinks he has found the right vehicle.

According to Drendel, who has spent half of his 38 years in some aspect of the cable television business, he merged his thriving cable manufacturing firm, Valtec, into M/A-COM in 1980 primarily because M/A-COM "was a world leader" in digital technology.

"If, in the rest of this decade, you don't understand digital," he says from his office in Hickory, N.C., "you won't be in the video business."

Drendel, who oversees M/A-COM's Cable/Home Communications Products Group, sees a wide role for the technology in television. It will be used, he says, to scramble, enhance, compress and otherwise process television signals transmitted over every medium. In fact, he says, it will be used in every aspect of television except the transmission, which, because of the world's enormous and ongoing investment in analog receivers, will remain analog, he says.

Drendel's talk about the digital revolution and what M/A-COM is doing to exploit it gives the impression that Drendel is a trained engineer. It's a misimpression. What he knows about electronics comes not from a classroom, but from his youth as a ham radio operator and from years of building and operating cable systems and from running a company that makes coaxial and fiber optic cable.

To help pay his college bills, Drendel went to work in 1964 building cable systems for DeKalb Ogle Telephone in DeKalb, Ill. At the time, he says, few people knew anything about cable television. "I happened to know at least the principles," he says. "So I worked my way through as a systems engineer, which was basically just going out and making sure the system was installed right." Eventually, he became the system's manager.

Drendel became an employe of Continental Telephone when the Chicago-based company purchased DeKalb Ogle in 1969. He moved to St. Louis and ran all of Contel's cable properties as vice president and corporate manager of Continental Transmission, the cable subsidiary, helping it grow into one of the nation's largest MSO's with around 140,000 subscribers, a large number at the time. When federal regulations forced Continental (and all other telephone companies) to spin off cable ownerships co-located with their telephone systems, Continental spun off its cable holdings to Television Communications Corp., which was later acquired by Warner Communications.

Not wanting to live in New York, Drendel opted not to join Television Communications. Instead, he moved to Los Angeles in 1973 to



Frank Matthew Drendel—vice chairman and executive vice president, M/A-COM Inc., Burlington, Mass., responsible for Cable/Home Communications Products Group based in Hickory, N.C.; b. Jan. 16, 1945, Paxton, Ill.; BS, marketing, Northern Illinois University, De Kalb, Ill., 1970; system engineer, De Kalb Ogle Telephone, 1964-69; vice president and corporate manager, Continental Transmission, 1969-72; vice president, Cypress Communications, 1973; president and general manager, Comm/Scope, 1973-80; chairman, Comm/Scope, 1976-80; senior vice president, M/A-COM, 1980-81; vice chairman since July 1982 and executive vice president since February 1981; m. Marilyn Beste, Dec. 21, 1968; children—Matthew, 8.

become vice president of the Eastern operations of Cypress Communications. When in less than a year Cypress too was sold to Warner, Drendel moved to Hickory, N.C., to rejoin Continental Telephone. But this time, instead of laying cable, Drendel was charged with making cable, as president of Comm/Scope.

By the summer of 1976, Drendel was in position to pull off his "first big entrepreneurial deal." When regulators began pressing Contel to sell off Comm/Scope, which was then grossing around \$12 million a year, Drendel stepped up to buy it. It wasn't easy for the 31-year-old. "I put my entire life savings of \$25,000 into it, sold stock locally, and bought it for around \$6 million," he says. "It was one of the very first highly leveraged buyouts. I had 25 investors and we put \$1 million of equity into it."

In 1978, Comm/Scope acquired Valtec Corp., a manufacturer of fiber optic cable and transmission equipment, in what Drendel describes as "a reverse merger." Although Comm/Scope was the bigger company and initiated the deal, he said, Valtec actually acquired Comm/Scope by issuing to Comm/Scope shareholders twice as many shares as it had outstanding at the time. By 1980, Drendel realized his ability to raise new capital could not keep up with his expansion plans or with his desire to get a

personal foothold in digital technology. So in September of that year, with Valtec doing around \$100 million in sales, he merged the company with M/A-COM for \$300 million, choosing it over other substantial companies in the cable television industry, notably Scientific-Atlanta and General Instrument, who had bid for Valtec.

One of the forces driving digital video technology these days is the need for a highly secure encryption system for satellite distribution and for direct broadcast satellites, Drendel says. The Cable/Home Group has already struck a deal to supply M/A-COM's Videocipher scrambling system to Home Box Office for its satellite feeds to cable systems and expects to supply a variation of Videocipher to HBO and other programming services for their anticipated DBS service over Galaxy 1. Even if the DBS business doesn't pan out, he says, the technology is applicable to cable. No cable operator is "completely happy" with the converter/de-scrambler it now has, he says.

Drendel has another reason to hope for the success of DBS. He is also responsible for M/A-COM's Prodelin satellite equipment division, which hopes to provide millions of injection-molded fiberglass dish antennas to the medium. The division is already supplying the dishes to United Satellite Communications Inc., which launched its DBS service on Nov. 15.

Drendel still owns most of the shares he received when M/A-COM took over Valtec. And that makes him, based on the current trading price, a millionaire four times over. Although Drendel says he could easily unload his shares, which amount to about one-half of 1% of the shares outstanding, he has no plans for doing so. "It's liquid, but based on what I think M/A-COM is going to do over the next few years, I would say it's way undervalued."

He admits to fantasies of cashing in his chips and starting up a new company on the hardware side of the telecommunications industry. "There are going to be an immense number of opportunities in telecommunications over the next decade."

If Drendel goes off on his own, it won't be to operate cable systems. Although he is part owner of a 14,000-subscriber cable operation in Hickory (Catawba Valley Communications Inc.), the business is not really attractive to him. "It's pretty hard to get a franchise these days unless you've got big bucks and big political connections," he says.

For diversion, Drendel can jump into his twin-engine Cessna and fly his wife, Marilyn, and young son east to the beach or west to the mountains. When he takes the plane on a business trip, however, piloting can become too much of a diversion. So, he always takes along a co-pilot. "Businessmen, like doctors, sometimes think too much about the patient," he says. "You can fly right into a wall." ■

Hughes Communications' Galaxy I is looking better and better. Last week, **ESPN and Hughes** announced that ad-supported sports network would be **joining other major cable programmers on Galaxy I**. Getty Oil Co., principal owner of ESPN, has agreed to purchase transponder on bird. Price was not disclosed, but is believed to be in \$6 million-to-\$10 million range. Current Galaxy lineup: HBO, Cinemax, Nashville Network, two regional sports networks, Movie Channel, C-SPAN, CNN, CNN Headline News, SIN, GalaVision, Disney Channel and WOR-TV New York.

**Satellite Television Corp.**, which plans to launch DBS service late next year, has **asked FCC to deny or "grant with conditions" Hughes Communications's application to build and launch three Ku-band satellites**. "Based on statements made by Hughes's principals to STC as well as on material in public documents and trade press," STC's petition said, "it appears incontrovertible that Hughes... has misrepresented facts to the commission and has engaged in premature construction" of satellites.

**ATC**, number-two ranked MSO and subsidiary of Time Inc., has **agreed to purchase about 400,000 one-way addressable decoders (Series 8500) from Scientific-Atlanta for more than \$40 million**. Deliveries begin this month and will run through June of 1986. Up to this point, S-A has been delivering about 60,000 addressable decoders per month, with total deliveries to date at about 300,000. But with ATC business, monthly delivery rate may increase to more than 70,000. S-A will introduce new generation of one-way addressable converters in future, but company officials decline to say when. It's estimated that about 10% of cable homes are now equipped with addressable converters.

New **National Radio Broadcasters Association** president, Bernie Mann, sent letter last Wednesday (Dec. 7) to chairmen of both Democratic and Republican committees **seeking to host radio-only presidential debate** for party candidates on **Sept. 16**—first day of NRBA's annual convention. Although convention will be held at Westin's Bonaventure hotel in Los Angeles, NRBA officials will be looking to another site nearby in anticipation of large turnout for event, if it comes to pass.

**NBC Nightly News anchor Tom Brokaw** will begin anchoring new series of **NBC News Digests**, starting Tuesday, Jan. 3. Digests will air daily at 2:57 p.m., following conclusion of NBC-TV serial, *Another World*. **NBC White Paper: Journey to the Heart of China**, anchored by Brokaw and aired last Wednesday (Dec. 7), captured 13.1 rating/20 share, highest rating for NBC News documentary since *Pleasure Drugs: The American High* aired on April 20, 1982, and averaged a 15/26.

**Blue Thunder**, hour-long adventure series based on feature film of same name, **will replace Lottery on ABC-TV's Friday prime time lineup** starting Jan. 6. *Lottery*, airing now in 9-10 p.m. slot, will go into hiatus to return next spring in new time period, according to ABC spokeswoman, who said additional episodes of series, which have averaged 12.8 rating/20 share since its premiere this fall, have been ordered. *Blue Thunder*, starring James Farentino, is produced by Columbia Pictures Television in association with Roy Huggins/Public Arts Productions and Rastar Productions. It joins another *Blue Thunder* movie spinoff, *Airwolf*, being added to CBS-TV's prime time lineup in January (see story, page 88).

**NBC Radio** on Thursday, Dec. 15, **will drop all land-line transmissions** of programming to affiliates of its traditional network and The Source, which, when combined, total about 500 stations. Feeds of both networks will be totally satellite-delivered via Satcom 1-R, transponder 19. Company officials expect maximum loss of 5% in NBC Radio's total coverage where stations aren't equipped for satellite reception.

**FCC** announced last week that it's **not contemplating general freeze on FM applications while it's trying to implement docket 80-90**, proceeding that could lead to creation of more than 1,000 new FM

stations. Nonetheless, it noted that it planned to issue notice of proposed rulemaking proposing new channels to FM table of assignments for that proceeding early next year. According to commission's game plan, all petitions for FM table amendments—and applications for new FM's and FM modifications—received on or before Dec. 16 will be entered into data base used to generate proposed new allocations and protected. All petitions and applications filed after Dec. 16 that are in conflict with one proposed in omnibus proceeding, or with counterproposal to one of those, will be considered along with other counterproposals. Those that aren't in conflict will be processed as usual after counterproposal has been received. But petitions for rulemaking filed after FCC adopts notice of proposed rulemaking in omnibus proceeding will only be accepted if they conflict with proposal in omnibus proceeding.

**Rupert Murdoch's U.S. holding company, News Corp.**, has **purchased 6.7% of Warner Communications Inc.**, it was reported in SEC filing. According to filing, Murdoch paid almost \$100 million for 4.4 million shares of WCI stock in 17 separate purchases between Oct. 4 and Nov. 11 at prices ranging from \$20.75 to \$23 per share. Filing said purchases were for investment purposes only and News Corp. does not seek to take over WCI or ask for representation on WCI's board. WCI has about 65.7 million shares outstanding.

**WTMJ-TV Milwaukee** next week will become third NBC affiliate to **pre-empt Tonight** show, due to low ratings there, in favor of other programming, according to station general manager, Wayne Godsey. Beginning Monday, Dec. 19, WTMJ-TV will air reruns of *Quincy* in that time slot. *Tonight* is second NBC show to be replaced this season on WTMJ-TV, which traditionally has been known as conservative and unlikely to pre-empt its network. But NBC has found another station in market to carry *Tonight*: Independent station **WVTV-TV** has **agreed to begin carrying show** at 10:30 p.m. nightly, starting Monday, Dec. 19.

**William F. Baxter**, head of Justice Department's antitrust division, **has resigned**, effective last Friday (Dec. 9), to return to faculty of Stanford Law School. Attorney General William French Smith announced that Baxter will be succeeded by J. Paul McGrath, assistant attorney general in charge of civil division. Baxter's major

**Satellite switchover.** *Julius Barnathan, president, ABC broadcast operations and engineering, told the network's television affiliate board that ABC is going forward with plans to put affiliated stations in the central and mountain time zones on satellite.*

*Barnathan told BROADCASTING last week that he made a point of highlighting those plans to the board members because there had been some confusion, in light of the network's decision to delay putting West Coast affiliates on satellite, whether central and mountain time zone affiliates would meet the same fate. (The decision not to go on satellite on the West Coast was made because in 11 of the 14 instances the earth stations could not be co-located at the station sites and construction costs were too high.)*

*A handful of central and mountain time zone stations have been on AT&T's Comstar satellite since July 1982. And ABC has signed a deal with AT&T to put all 42 affiliates in those time zones on the company's new Telstar 301 satellite over the next year. "The idea here," he said, "is to maintain transmission costs." He noted that in 1982 the costs associated with program transmission were \$17 million, and that while they will increase to \$24 million by April 1984, once the 42 Midwest affiliates are on satellite, transmission costs will be reduced to \$18 million. In the East, the network will participate in a planned fiber optic transmission trial some time next year. The potential for that emerging technology is enormous, and the capacity is "mindboggling," said Barnathan, since a single fiber optic cable can carry perhaps 100 video signals compared to the 24-channel capacity of today's satellites and two- or three-channel capacity of land lines.*



omplishment in his three years in Washington was to end  
vernment's antitrust suit against AT&T with agreement under  
ich giant company was broken up, with 22 local operating  
panies spun off into seven regional organizations. Baxter's  
ncipal activity in broadcasting was to approve department poli-  
osition in favor of repeal of FCC's financial interest and syndi-  
ion rules. However, Baxter later modified that position to make  
onform with President Reagan's view that commission should  
e no action on controversial issue for two years (BROADCASTING,  
v. 7).

ted **Satellite Communications Inc. has struck deal with Radio  
ck** for retailer to provide **DBS receiving equipment** on exclusive  
is. Beginning in January, consumers will be able to rent or  
chase DBS receiving equipment—dish antenna, low noise  
ck and receiver unit—from Radio Shack stores located in areas  
ved by DBS. However, installation will still be managed by  
A, and USCI will still process subscriber orders.

last week filed latest round of paperwork in pair of lawsuits  
ding between itself and **Alberto-Culver Co.** on legality of broad-  
ers' policies for accepting multiple-product **30-second com-  
cials**. In memoranda filed in U.S. District Court for Southern  
rict in New York, CBS opposed Alberto-Culver's motion to  
er stay CBS suit against Alberto-Culver, ABC and NBC or  
e it to U.S. District Court in Washington, where Alberto-Culver  
filed class action antitrust suit against CBS and 10 major  
idcast groups (BROADCASTING, Nov. 21, Dec. 5). CBS also filed  
nded complaint in New York court last week, reflecting fact  
Alberto-Culver had filed counter suit.

's **Cinemax** pay network service was **planning to halt its current  
3 million national ad campaign** which boasts "We Are Your Mov-  
tar," by midnight last Friday (Dec. 9) **due to decision by U.S.  
rt of Appeals** in Denver last Monday (Dec. 5). Court upheld  
thern Oklahoma U.S. District Court Judge James Ellison's pre-  
ary injunction enjoining Cinemax from using its ad slogan by  
above date because it infringes on KOKI-TV Tulsa's "Movie Star"  
emark ("Cablecastings," Nov. 28).

T Information Systems will announce this week **joint venture  
Perception Technology Corp. to provide cable systems with  
puter-generated telephone answering system capable of accept-  
subscriber orders for pay-per-view events**. With system, to be  
iled this week at Western Cable Show in Anaheim, Calif. (see  
66), subscribers can call local cable system and, at prompting  
computer-generated voice, read necessary numbers and in-  
ation into phone to trigger order for pay-per-view event.

has **extended comments deadline** in its re-examination of mul-  
ownership rules limiting broadcast ownership to seven AM's,  
n FM's and seven TV's (no more than five VHF's), to **Jan. 19,**  
omments to Feb. 21. Extension came in response to petition  
entry Geller, former head of National Telecommunications and  
ation Administration, and others, who said more time was  
led to allow "consumer groups without substantial resources  
pond . . . in a manner which would be helpful to the commis-

nal **Association of Broadcasters executive committee** meets  
week to **review NAB's fiscal 1984 budget**. Projected income  
Y '84 budget is estimated at around **\$10 million**, up roughly  
om FY '83 budget. Association also expects to have \$150,000  
us at year's end. Although NAB is financially sound, its presi-  
Eddie Fritts, has ordered **hiring freeze** in attempt to keep  
level at 120 rather than at current level of 126. Fritts plans to  
staff size through attrition. Executive committee members  
also discuss agenda for radio and television board meetings.

Communications said last week **Hazeltine Corp.**, which holds  
sive license for all Kahn's AM stereo patents, **will unveil new**

**That's the way it is.** *CBS News Special Correspondent Walter Cronkite doesn't like the way CBS Evening News is going under Dan Rather, his successor as anchor and managing editor, or the way TV news in general is going. In an interview on ABC-TV last week, he told Barbara Walters that under Rather: "There's a different perspective of what should be . . . on the broadcast. There are more of these feature stories. . . Their rationale is that there is a better way to tell the story, a better way to tell what's going on out in the world, and I quarrel with that. I do not think it's a better way and I do not think it's informational." Cronkite said TV news is generally "getting more and more trivial," making room for "feature stories that will attract the audience and keep them viewing us instead of somebody else. That's, I think, irresponsible." Asked what was his greatest achievement, Cronkite said: "I believe that it was keeping at least CBS News on the straight and narrow path . . . about serious news coverage and not getting off into the show business aspects. Trying to do the job with a sense of responsibility. I think that's what I contributed. And I think I kept us there for 20 years." Are Cronkite and Rather really "very different"? "Oh, I suppose we are," he replied. "He's no clone, I know that."*

**multisystem AM stereo chip** at winter Consumer Electronics Show next month. With availability of chip, Kahn said, "many receiver manufacturers that have been waiting to enter AM stereo marketplace will do so quickly." And with "an abundance" of multisystem receivers on market, it said, decision on which of four AM stereo systems will become national de facto standard will fall squarely on broadcasters.

**Richland county, S.C., is trying to revoke its cable franchise with Tele-Communications Inc.** County council voted unanimously to draft revocation notice for TCI's 12,000 subscriber-system serving Columbia, S.C., and unincorporated parts of Richland county. Also, neighboring Lexington county (2,400 subscribers) is expected to initiate similar proceedings against TCI today (Dec. 12). Poor service and reception; deletion, without notice, of popular distant signal (WTTG-TV Washington); rate increase, and poorly managed switch to addressable converters early last month were reasons for action, according to official with Richland county attorney's office.

**CBS has pulled out of overseas pay TV joint venture** announced last June. CBS spokesman said venture "did not fit our current business priorities." Last summer, CBS announced, along with HBO, Columbia Pictures and 20th Century-Fox, that it would team up with London-based Goldcrest to provide pay television programing to overseas market.

**Telepictures has joined with three partners to purchase two Puerto Rico television stations:** WKBM-TV Caguas (San Juan) on channel 11 and WLuz-TV Ponce on channel 7 **for \$8.6 million**. Others reported to be in buying group are Radio Caracas, Venezuelan group owner which initiated deal but whose foreign ownership necessitated bringing in nonforeign partners; John Semack, N.Y. investor, and Joaquim Villamail, San Juan real estate developer. Stations incurred operating losses that forced owners, widow and three children of Ralph Perez Perry, into bankruptcy. Kenneth C. Levine, Telepicture's treasurer and chief financial officer, said that company, which recently purchased KMD-TV Midland, Tex., ("Changing Hands," Oct. 17) is still looking at possible acquisitions in television and cable, though it is not considering radio.

Beverly Hills Hotel Corp., principally owned by New York financier Ivan Boesky, has bought 85% of Seraphim Corp., licensee of **KGMC-TV** Oklahoma City, for about \$7 million. Boesky is also negotiating to buy **WFBT-TV** Minneapolis (see "Closed Circuit"). **Ted Baze**, general manager of KGMC and at time 20% owner, year ago paid \$5.2 million for other 80%. (Price was previously reported to be \$7 million ["Changing Hands," Dec. 20, 1982].) KGMC-TV is independent on channel 34.

## Editorials

## Out and in

NBC Chairman Grant Tinker's decision to replace Reuven Frank with Larry Grossman as president of NBC News was, as nobody failed to say, a surprise. On its face, however, it is hard to fault, and to us it seems quite likely to improve NBC News, an objective Tinker presumably had in mind.

We make that statement not in criticism of Frank, but in recognition of his skills as a newsman. Barring a short-order miracle, he will leave the presidency with NBC News programs in varying degrees of trouble, but he will also leave it better organized, with a clearer sense of what is expected and with morale vastly improved over conditions he found upon taking office. To many NBC affiliates his problem has been that he is too much concerned with news, not enough with whatever else it takes to make ratings. There may be some validity in this view. Certainly in his 33 years at NBC his life has centered on news, and in the process he has built a record as writer and producer that few can match and all might envy. He didn't much like being president, anyway. With him back in the trenches, as it were, NBC News's output is bound to benefit.

The only criticism we've heard of the choice of Grossman is that he has had no experience in the news. This is hardly a fatal flaw, as has been demonstrated at ABC News by Roone Arledge and, before him, at CBS News by Dick Salant. As head of the Public Broadcasting Service, and before that in advertising, Grossman has built a reputation as an administrator, an innovator and every inch a competitor. He was an important figure behind this season's expansion of the *McNeil-Lehrer Report* to a nightly hour on PBS—an accomplishment that some NBC affiliates may regard with foreboding but that showed he knows the importance of news.

Grossman clearly has his work cut out for him—as Frank would not hesitate to acknowledge. About that, there should be no surprise.

## Hardball

The party line in Tim Wirth's office these days is that the chairman of the House Telecommunications Subcommittee is leaning over backward to accommodate broadcasters in the legislation he has drafted to amend the Communications Act (BROADCASTING, Dec. 5). The party line calls it deregulation on a grand scale. Like many party lines, this one was crafted to conceal a truth and should be ignored.

The truth is that the Wirth draft would undo the radio deregulation already adopted by the FCC and affirmed by the appellate court and would put the FCC deeper into radio content regulation than any FCC has gone.

Television broadcasters would be appraised by the FCC according to a preference system ranking programs in categories prescribed by the government.

Both radio and television licenses would be renewed only upon a showing of no "serious violation" of the law or regulations and no "minor violations" that "taken together would constitute a pattern of abuse by the licensee." The licensee would also have to prove it had "met the problems, needs and interests of the residents of its service area...including the problems, needs and interests of children, minority groups significantly present in the service area and senior citizens."

Radio broadcasters would be required to "afford significant amounts of time for use by persons unaffiliated with the licensee." Two years after the adoption of the new legislation, the FCC

would be required to initiate a rulemaking to determine whether radio was providing "adequate amounts of informational programming" and, if finding inadequacy, to adopt rules forcing more information on the air. Not only that, petitions would be invited if "a significant problem, need or interest" was going unmet by radio stations in any community, and the FCC could order broadcasters there "to broadcast programming that meets the unserved problem, need or interest."

Television broadcasters would be ranked by the volume of their minority programming, children's informational programming, public affairs programming and local production and by the desirability of the time of broadcast. As it went along, the FCC could prescribe still other "categories of public interest programming" to be given the government's seal of approval. For both radio and television, a failure to comply with the program directions from Washington would cost revocation of the license, unless the accused could prove that the failure was not "willful or substantial," in which case the fine would not exceed \$100,000.

There is more, much more, and it gets worse. What is to be done?

Eddie Fritts, president of the National Association of Broadcasters, said of the Wirth draft: "We know we can stop it." Broadcasters will hope Fritts is right. But can the NAB get true deregulation?

The real message in the Wirth draft is that the chairman of the Telecommunications Subcommittee wants no broadcast deregulation and has fashioned a bill that he knows the NAB must kill. Once again broadcasters must find a way around him, knowing that the bill that now becomes a model for a subcommittee markup is the direct result of a first attempt to bypass Chairman Wirth.

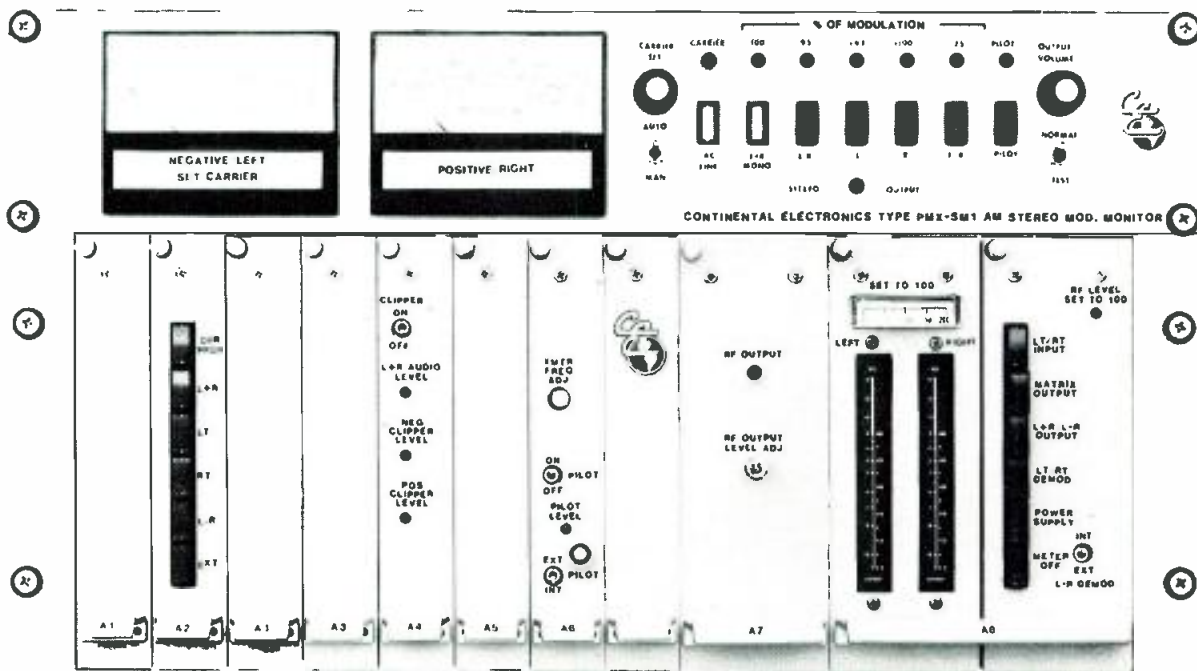
**Second thoughts.** A "Closed Circuit" item in this issue reports that the FCC has sent its VHF drop-in proposal back for further study after its engineering staff disagreed over the interference to be caused. That is one of the few hopeful signs to appear in this proceeding since its initiation several years ago amid talk of, oh, 130 or so new stations falling from the sky. The outside engineering advice that has been given to the FCC contains persuasive evidence of destructive interference if anything like the original drop-in numbers were to go on the air. The closer the staff comes to zero in its review, the more it will be serving the public interest.



Drawn for BROADCASTING by Jack Schmidt

"Of course it's a 'hidden camera' test. There's no way she can see the camera in all this mess."

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