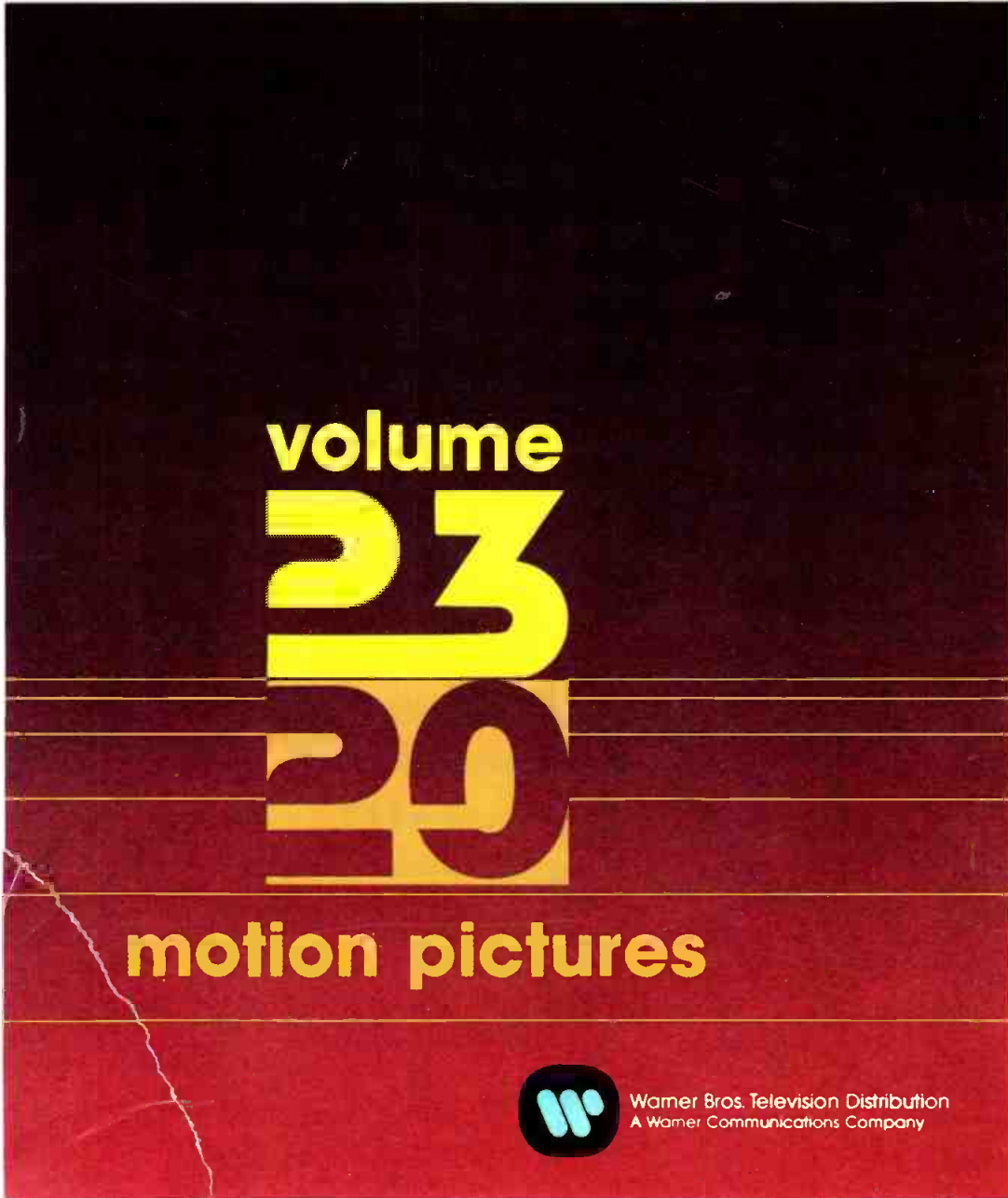


Broadcasting Feb 14



361122 LIBRARY
A U LIBRARY
US AIR FORCE
SERIAL ACQ SECTION
DIK DEC/95

52d Year 1983
Sales surge in first quarter
"Winds of War" gale force
for ABC At Large
with Jack Valent



Dramatic debut!

"WKRP in Cincinnati" is New York's Number One 6:30 strip and the hottest new sitcom in syndication, according to trade press reports after the November sweeps.

Sold in 90 markets, mostly for future starts, "WKRP" premiered on 28 stations in Fall '82 with dramatic time-period increases...

"WKRP" Average Increase Over Year-Ago Program in Time Period.

84% more men 18-34 in 26 markets!

71% more men 18-49 in 24 markets!

44% more women 18-34 in 22 markets!

51% more women 18-49 in 22 markets!

21% more total homes in 19 markets!

35% higher share in 16 markets!

36% higher DMA rating in 15 markets!

Increases were achieved over such year-ago programs as The Muppets, ABC News, Here's Lucy, The Odd Couple, NBC News, Entertainment Tonight, Starsky & Hutch, Charlie's Angels, The Incredible Hulk, Barnaby Jones, All in the Family, M*A*S*H, Hogan's Heroes, Barney Miller, Welcome Back Kotter and Star Trek.

When you're ready for more out of a time period, call for the superstition of the 1980's.

"WKRP in Cincinnati"

VICTORY TELEVISION

New York (212) 687-1516, Chicago (312) 790-3030,
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NATPE: Hilton, Suite 2964

Source: NSI/Cassandra. 11/82 and 11/81.

NOT IN 1985.
NOT IN 1984.



QUINCY

Available this Fall.

MCA TV

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Broadcasting Feb 14

Sales looking upbeat for first quarter □ 'Winds' blows away the competition for ABC □ Ad hoc proposal □ RKO stations up for grabs

SUPER SALES □ First-quarter sales picture is looking very good for broadcasters with network and spot running at increases of between 10% and 14%. **PAGE 35.**

HERE COME THE AD HOCS □ Tribune, Taft, Gaylord and Chris-Craft get together to form venture that will present once-a-week, prime time programming. **PAGE 36.**

FINANCIAL INTEREST COMPROMISE □ Momentum at the FCC seems to be swinging in direction of compromise, while opposing sides in issue claim victory with comments already filed. **PAGE 37.**

STRONG WINDS □ Although critical acclaim is not universal, the early numbers for ABC's epic mini-series show it is demolishing the competition. **PAGE 36.**

RKO IN THE COLD □ FCC opens RKO General's 13 licenses to competing applications. Their estimated worth is \$200 million. **PAGE 38.**

CLEARING DECKS □ UPI dismisses management personnel in New York, while adding more reporters in the field. **PAGE 39.**

CONTEMPTIBLE □ New Orleans judge cites CBS for contempt in *60 Minutes* episode involving policemen. **PAGE 40.**

FRANKLY FRANK □ Massachusetts representative introduces bill that would make all distant signals imported by cable systems subject to full copyright liability. **PAGE 42.**

VALENTI AT LARGE □ Motion Picture Association of America President Jack Valenti is becoming a major figure in Washington as broadcasters and cablecasters are finding these days. He is armed with strong opinions on VCR and cable copyright liability and the FCC's proposal to eliminate the syndication and financial interest rules. **PAGE 60.**

BLAME FOR PROGRAMING ILLS □ Norman Lear says network preoccupation with ratings stifles innovation. Filmmaker Wiseman and producer Cook criticize public broadcast sector for funding and bureaucratic mistakes. **PAGE 69.**

WHITE HOUSE LUNCHES □ President Reagan drops in on several news briefings held for different sets of local reporters. **PAGE 72.**

CBS PROFITS DROP 31% □ Earnings of \$112.5 million for 1982 reported. Bright spot is record year that television stations group posted. **PAGE 76.**

TECHNICAL HASTE MAKES WASTE □ That was recurring admonition to SMPTE San Francisco by speakers urging comprehensive research before any standards are set for new technologies. **PAGE 82.**

NO CLUBS FOR CHILDREN'S TV □ Fowler restates position that FCC does not, and will not, require broadcasters to air fare specifically targeted for children. **PAGE 85.**

ALAN SLOAN, PATHFINDER □ Comworld president is leading his young company through the jungles of Hollywood with an eye to new cost-saving techniques. **PAGE 111.**

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Billion in a quarter

Chalk up major milestone for spot TV: Quarterly sales have passed billion-dollar mark for first time. It happened in 1982's fourth quarter, according to Television Bureau of Advertising, whose estimates put that three-month total at \$1,030,893,000, or 18% more than in fourth quarter of 1981.

TVB's estimates, based on station surveys with long track record for accuracy, show fourth-quarter TV was good all around: Local sales up 14%, network compensation up 5% and total station time sales up 15%, leading to full-year 1982 gain of 14% (see story, page 35).

No favorites

FCC last week was slated to address order proposing elimination of its Berwick doctrine, de facto reallocation and suburban community policies—which permit parties to challenge whether applicant for new station, or applicant for transmitter move, actually intends to serve center-city area rather than outlying areas it receives preference to serve. (Those preferences are based on section 307(b) of Communications Act, which directs FCC to provide “fair, efficient and equitable distribution of licenses among states and communities.”) Item, however, was pulled at request of Commissioner Stephen Sharp, who feels proposal doesn't go far enough. Sharp, in fact, is trying to persuade fellow commissioners to stop granting 307(b) preferences in intra-metropolitan areas altogether. Under Sharp approach, all applicants in intra-metropolitan areas would stand on equal footing regardless of where their facilities are located. Item has been rescheduled for meeting this Thursday (Feb. 17).

Priorities

Members of Washington's communications community last week were talking about what was said to be Commerce Department's plan for reshuffling department's bureaucracy in manner that would, apparently, reduce visibility and clout of National Telecommunications and Information Administration. Department's general counsel's office is understood to have sent memorandum to Deputy Secretary Guy W. Fisk stating legislation will be sought to combine department's research and technology capability under new secretary for science and technology.

NTIA, whose head is supposed to be President's principal adviser on telecommunications, and who now reports to Secretary of Commerce, would be part of new official's domain, as would Patents and Trademark Office and National Bureau of Standards.

Memorandum is said to warn that plan might run into trouble with those in Congress and private sector who see it as “downgrading” government's telecommunications function. Some observers say even appearance of downgrading is likely to arouse those who feel U.S. must promote “sunrise, hightech” industries, such as telecommunications. They note that every other country is devoting increasing governmental attention to telecommunications.

New horizons

Two major utilities serving Washington—Chesapeake and Potomac Telephone Co. and Potomac Electric Power Co.—have indicated interest in playing role in bringing cable television to city. They are expected to present “policy papers” to city's cable commission during first week of March outlining possible roles, including possibly building cable system and leasing it to cable operators. Former National Telecommunications and Information Administration head Henry Geller is head of commission's ownership and finance committee that will consider utilities' proposals.

Fair trade

State department is seeking National Association of Broadcasters support on Radio Marti legislation. Broadcasters, in turn, are asking State Department for assurance that U.S. broadcasters won't suffer Cuban interference. NAB President Edward Fritts and Assistant Secretary of State for Inter-American Affairs Thomas Enders, who are negotiating matter, will meet this week.

Canvass

National Association of Broadcaster's broadcast deregulation committee is circulating questionnaires among association members to get reading on deregulation issues. Each questionnaire is framed differently but contains such basic questions as: Do you favor repeal of the 7-7 rule? How do you feel about the FCC's attribution rules, and AM and SCA deregulation? According to committee's chairman, Ted Snider, president,

KARN(AM)-KYKY(FM) Little Rock, Ark., there is agreement among members on repeal of fairness doctrine but there appears to be some division on repeal of 7-7-7 rule. Committee will hash out results of questionnaire at its Feb. 24 meeting.

Barter boost

Syndicast Services Inc., New York, specialist in barter television program syndication, projects substantial increase in this type of advertiser-supported distribution in 1983, resulting largely from upsurge in off-network series going this route. Syndicast estimates that six to seven hours of off-networks will be advertiser-supported for fall, including programs from such distributors as MCATV, Lexington Broadcasting, 20th Century-Fox TV, Paramount TV and Syndicast itself. It attributes move to stations' desire to give up time rather than money.

In the ring

Senator Gary Hart (D-Colo.) will use power of satellite communication to make sure his announcement to run for president this Thursday (Feb. 17) is heard and seen throughout country. Hart's campaign staff has hired former National Cable Television Association staffer Andy Litsky to coordinate satellite distribution of televised announcement from steps of Colorado state capitol in Denver. “Video press release,” as Litsky calls it, will be beamed live at 1:30 p.m. NYT and repeated at 3 p.m. NYT. Any of hundreds of earth-station-equipped broadcast stations will be free to pick up either feed. Public Service Satellite Consortium will handle uplinking from site; World Communications will provide satellite time on Westar IV (transponder 5D for first feed and transponder 10D for second).

Hard to argue

Word is that even though solicitor general at Department of Justice turned down FCC's request for appeal of court of appeals order directing commission to open 13 RKO General Inc. stations to competing applications (see page 38), that didn't need to be final word. FCC, sources said, could have gone over solicitor general's head to attorney general. Commission source, however, said FCC chairman's office was of opinion that court of appeals decision had been solid enough to make such effort futile. “It wasn't worth fighting for,” he said.

Coming undone

Rogers UA Cablesystems, the joint venture of Toronto-based Rogers Cablesystems Inc. and United Artists Communications Inc., has come asunder. The two partners have announced that they will split the assets (and liabilities) of the top 10 MSO within the next nine months and go their separate ways. And the assets of the joint venture are considerable. They include some 25 cable systems in 16 states serving approximately 600,000 subscribers. According to a spokesman for Rogers UA, the company expects to generate revenues in excess of \$100 million in fiscal 1983, which ends Aug. 31.

In the joint announcement of the separation, the partners said their "relationship has been amicable and it is with deep regret that the split takes place." Robert M. Francis, senior vice president, Rogers, said: "The two shareholders determined that their objectives in the marriage were somewhat different. . . . We were probably more active in the business and we felt we would like to be more aggressive." UA, on the other hand, he said, favored a more passive, "investor-oriented" approach to managing the company. The breakup will also enable both parties to dip into the cash flow generated by the cable systems more easily, he said, and allow UA to take better advantage of the tax benefits inherent in controlling a cable company.

The partnership was formed almost two years ago when Rogers and UA outbid Dow Jones & Co. and Knight Ridder Newspapers Inc. for control of UA-Columbia Cablevision Inc., offering \$90 per share or \$215 million. Rogers paid approximately \$152 million to acquire a 51% interest, while UA, already a minority shareholder, paid \$63 million to increase its interest from 27% to 49% (BROADCASTING, June 15, 1981). The two partners were farsighted enough when they made their deal to include provisions in the contract for the division of the company. Under those terms, UA has six months to divide the assets and liabilities of Rogers UA into two companies. Rogers will then have three months to choose one of them. "The theory is simple," said Francis. Asked whether implementation will also be simple, Francis said: "I'll tell you in nine months." He speculated that Rogers UA's two largest systems—serving San Antonio, Tex. (100,000 subscribers), and New York's New Jersey suburbs (200,000 subscribers)—will wind up in separate companies.

In addition to its Rogers UA subscribers, Rogers Cablesystems counted 1.3 million Canadian cable subscribers and 94,000 U.S. subscribers as of last August. Francis said the decision to merge the new company into Rogers Cablesystems or to operate it as an independent subsidiary has not been made. It will depend on tax considerations and the separation process, he said.

The future of the present management of Rogers UA, headed by President Robert Rosencrans, is uncertain. Francis suggested

that some of the managers might join Rogers, but that UA, which has no other cable interests, will be in greater need of experienced cable operators. Rosencrans was unavailable for comment.

Despite big increases in revenues and operating income, Rogers has been operating in the red. For the first quarter of its 1983 fiscal year, which began Sept. 1, 1982, Rogers reported a net loss of \$4.2 million compared to a net loss of \$496,000 in the first quarter of fiscal 1982. Revenues for the quarter were up 150% over the same quarter of fiscal 1982 to \$80.4 million and operating income rose 193% over the same periods to \$30.7 million. But the gains were offset by big increases in depreciation, amortization and interest. Although Rogers serves nearly twice as many subscribers in Canada as it does in the U.S., the quarterly report indicated more than half of Rogers's revenue (\$16.3 million) came from its U.S. operations.

CRT activity

According to a study under way at the National Cable Television Association, approximately 6.2 million cable subscribers will lose access to one or more distant television signals because of the Copyright Royalty Tribunal's rate hike for those signals. NCTA polled 30 of the top MSO's to analyze the effects of the CRT's royalty rate increase that goes into effect March 15.

The 28 MSO's responding plan to drop 518 of the 709 distant signals they carry rather than pay the higher fees. An NCTA

spokesman noted that already 2.5 million of the MSO's' more than 16 million subscribers have been affected.

In addition to the survey, the cable industry's efforts to combat the rate increase are taking on the form of a sophisticated media campaign called "Black Tuesday," after the increase's Tuesday, March 15, effective date. United Video, the Tulsa, Okla.-based common carrier for superstation WGN-TV Chicago, has been instrumental in the campaign's kickoff, and has mailed promotional kits containing advertising samples that may be used by cable systems in their fight against the higher fees.

United Video is also urging cable operators to black out distant signals for 24 hours and run a slide saying: "Because of recent federal government action, you may lose this channel permanently. Don't let it happen! Voice your protest today. Write your Senators and your Representative."

United Video's effort appears to be picking up speed and making its way back to Washington. Two weeks ago several King Videocable systems in Idaho and Tele-Communications Inc. cable systems in Burley, Idaho, blacked out the WTBS(TV) signal for 24 hours and ran the notice informing viewers of the impending rate hike. The systems urged subscribers to call Idaho Republican Senators James McClure and Steven Symms and Republican Representative George Hansen. A staff member in McClure's office said the Idaho field office shared by the two senators received about 1,000 phone calls in two days. A spokesman in Hansen's office said that Hansen's Twin Falls office was also flooded with calls.

The battle over payment of the rate in-

YOUR ENTERTAINMENT COULD BE CANCELLED . . .

**... Unless
you call or write
your
Senators
and
Representative.**

The government in Washington, D.C. has ordered unnecessary, drastic and inflationary increases in fees cable TV systems pay for many of your favorite shows.

Write your Senators:

Honorable _____
U.S. Senate
Washington, D.C. 20510

Dear Sir:

I don't want to lose the out-of-town cable TV channels we enjoy watching. Please take action to delete the Copyright Royalty Tribunal measure that will take these channels from me.
Please let me know your feelings on this issue.

Name _____

Address _____



BLACK TUESDAY
Don't let it happen!

As a result, many cable operators will be forced to drop popular channels. That means a loss of many hours of fine entertainment for you and your family.

That's why we are participating in a national campaign to help get this decision reversed.

The government's decision becomes effective Tuesday, March 15. It will be a "Black Tuesday" — unless you do something to stop it.

Call or write your Senators and Representative. Tell them you want them to take immediate action.
Please write your letters today!

Write your Representative:

Honorable _____
U.S. House of Representatives
Washington, D.C. 20515

Dear Sir:

I don't want to lose the out-of-town cable TV channels we enjoy watching. Please take action to delete the Copyright Royalty Tribunal measure that will take these channels from me.
Please let me know your feelings on this issue.

Name _____

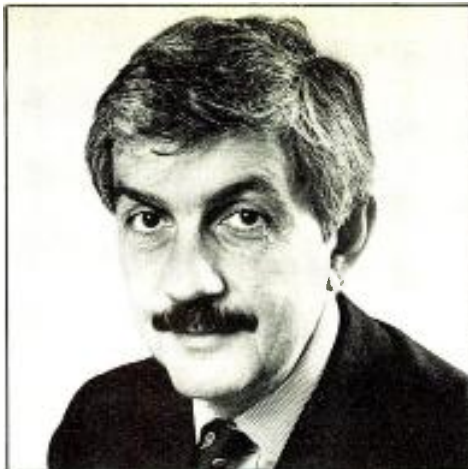
Address _____

crease continues to be debated in the Copyright Office. The NCTA asked the office on Feb. 3 to rule on an earlier proceeding begun in June 1981 when the office began examining the possibility of changing the way in which distant signal equivalents are computed for calculating cable copyright royalty payments. NCTA is asking the office to prorate fees cable operators must pay for carriage of distant signals during only part of an accounting period and to apply royalty rates only to revenues for tiers carrying a distant signal. In light of the March 15 deadline, NCTA has asked the Copyright Office for "immediate resolution" of those issues.

NCTA also asked the office before to prorate the fees even if a cable system drops the distant signals before March 15 (BROADCASTING, Jan. 10). The Copyright Office, however, ruled that cable operators are liable for signals under current rates for the CRT's entire six-month accounting period from Jan. 1 to June 30.

Setting own course

James N. Perkins is stepping down as president of Hearst/ABC Video Services, the venture that now offers Daytime and ARTS cable services, to pursue other cable television ventures, possibly in partnership with others. According to Hearst/ABC spokesman Al Husted, Perkins has agreed to stay on board until a successor can be named. After that, he said, Perkins will serve as a consultant. (The consultancy arrangement is legitimate, Husted said. "It's not one of those deals where he is working out a contract.") All Perkins would say about his future plans



Perkins

is that they would involve cable television. "I like the business too much to drift away from it," he said. "A lot of good and creative things have been done [in cable]," he said, "and there are a lot of good and creative things to be done. . . It's a good time to cut off and do something on my own." The Hearst/ABC board is in the midst of finding a replacement, Husted said. "We just can't speculate" on when one will be named. Before joining Hearst/ABC in May 1981, Perkins was president of Washburn Associates Inc., a Chicago advertising agency.

Cutting dividends

Storer Communications announced last week that it is cutting its dividend by 44.5% to 10 cents per share on common stock, pay-

able March 9, 1983, to shareholders of record on Feb. 22. Storer last reduced a dividend payment more than 10 years ago, when it owned North East Airlines, but restored it shortly after disposing of the airline company. The latest reduction, said Peter Storer, chairman and chief executive officer of the company, was taken "to counter current economic conditions and to help alleviate the continuing high capital expenditure requirements, principally in connection with the rapid expansion of Storer's cable television operations." The company would not speculate when the dividend might be restored. Year-end and fourth quarter earnings are not yet available, but earnings for the third quarter ended Sept. 30, 1982, fell 95% to \$172,000, or 1 cent per share. Revenues were up 41% to \$94.7 million. For the first nine months, earnings fell 63% to \$5.7 million, or 53 cents per share, on revenues of \$269.8 million, up 41%.

Rifkin rift

Upon leaving chairmanship of American Television & Communications in March 1982, Monroe M. Rifkin formed a partnership with Denver oilman Marvin Davis, owner of 20th Century-Fox, with intent of exploring "diverse opportunities in cable." Having failed to take advantage of any opportunity after a year of trying, Rifkin announced that the partnership, Rifkin-Fox Communications, was being dissolved. In prepared statement, Rifkin said he would continue to pursue cable investments through the newly formed Rifkin & Associates in Denver.



\$25,000,000 Senior Notes due 1990

\$20,000,000 Subordinated Notes due 1991

\$5,000,000 Preferred Stock

We acted as financial advisor to Cable Health Network, Inc., an associated company of Viacom International Inc., and assisted in the private placement of the above debt and equity securities with institutional investors.

Morgan Guaranty Trust Company OF NEW YORK

January 1983

AdVantage



Long, long time. AT&T and N W Ayer Inc. celebrated 75th anniversary of their agency-advertiser relationship with diamond anniversary dinner for 180 men and women in New York in late January. Among celebrants were (l - r) Mrs. Joanne Hagopian; Charles L. Brown, chairman of AT&T; Louis T. Hagopian, chairman of Ayer, and Mrs. Ann Lee Brown. AT&T and Ayer relationship dates back to 1908, and, according to Ayer, is exceeded in U.S. only by 81-year association of Lever Brothers and J. Walter Thompson Co.

Clairol experiment. Clairol Inc. has placed television commercials on all nine public television stations participating in experiment authorized by Congress to raise revenues through advertising for public outlets. Clairol becomes first advertiser to insert commercials on all nine stations simultaneously. Commercials, in lengths of two minute and 20 seconds, are institutional, paying tribute to importance of color in people's lives. Spokesman for Clairol said use of PBS provides "an excellent opportunity to reach the light TV viewer." Spots will run through June.

Avon calling. Avon Products Inc., manufacturer and distributor of cosmetics, fragrances and jewelry, is sponsoring 13-week classical radio series, *Music de la Belle France*. Series airs on WNCN(FM) New York on consecutive Saturdays through April 30. Musical series was created by OFREDIA, private audio production company based in Paris, with purpose of exporting French culture to U.S. To date, Avon is only American sponsor and is spending estimated \$20,000 on series.

TV ONLY

Seruchi □ Campaign for Seruchi sportswear begins this month in New York, with other markets to follow in March. Flight will run through end of year in all dayparts. Target: teen-agers. Agency: Corinthian Communications, New York.

Ace Hardware □ Campaign for various products begins in late March for varying flights in about 38 markets. Flight will run through second quarter in news, late fringe, prime and sports times. Target: adults, 25-54. Agency: Kelly, Scott & Madison, Chicago.

Fayva Shoes □ Shoe store chain begins campaign in March for variety of men's, women's and children's shoes. Flight will run through June in 18 markets in all dayparts. Target: men and women, 18-49. Agency: Arnold & Co., Boston.

Idaho Potato Commission □ Potato campaign begins March 7 in 28 markets. Spots will run 10 weeks in day, early fringe and prime access times. Target: women, 25-54. Agency: D'Arcy-



Toyota tally. Three Buick and two Oldsmobile dealer associations won five out of six first-place awards in seventh annual Television Bureau of Advertising/National Automobile Dealers Association Commercials Competition. Awards, presented at annual NADA convention in Las Vegas yesterday (Feb. 13), were given to Don Jacobs Toyota, Milwaukee; Chick Norton Buick, Tulsa, Okla.; Lundquist Buick, Corpus Christi, Tex.; Good Old Guys, New York, New Jersey and Connecticut; Olds Dealers from heart of Virginia and Richmond and Front Range Buick Dealers, Colorado Springs. More than 600 commercials were entered in competition and were evaluated on basis of creativity, production excellence, sales appeal and time utilization. Pictured above is Don Jacobs Toyota's winning entry with theme "For a honey of a deal on Toyotas, it's Don Jacobs Toyota."

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Accu-Weather?
Because
we're the best.**

You'll never
know how accurate
your weather forecasts can be . . .
until you have Accu-Weather.

Accu-Weather, Inc

North America's Leading Forecast Service

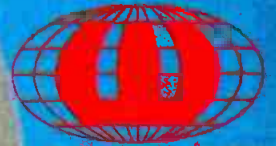
619 W. College Ave. State College, Pa. 16801 814-237-0309



Little House On The Prairie is bigger than ever

Sold in 140 markets
44 ALL NEW HOURS
available for 1983

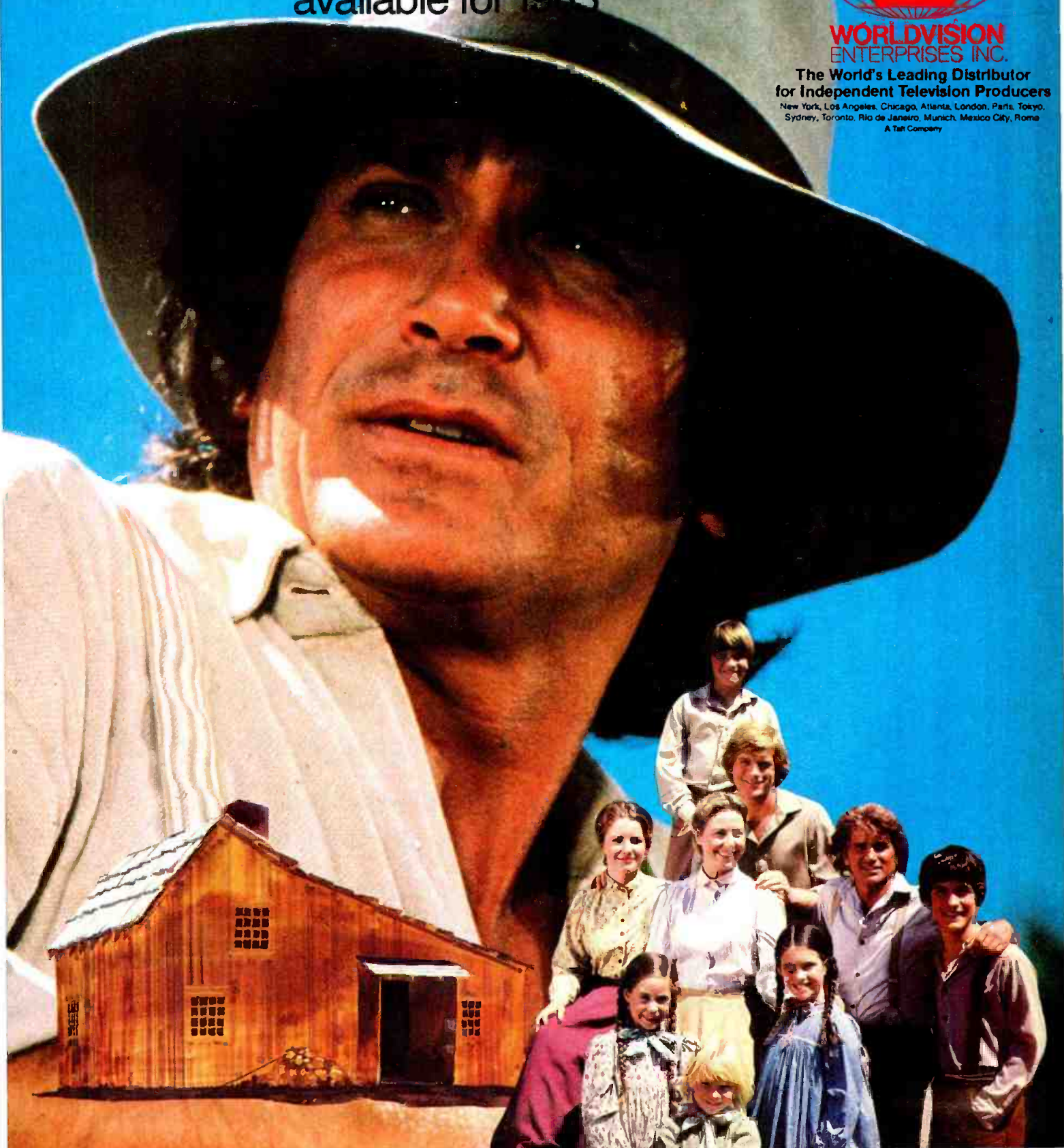
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A Tait Company



CNN Television.
With 133 affiliates, our first anniversary
is truly something to

Celebrate!



This March, we'll be celebrating our first year together with our 133 nationwide broadcast affiliates. Affiliates who have plenty to celebrate themselves.

For instance, our affiliates have the most complete news service available at their disposal, any time of day or night, from the resources of CNN.

They can also switch to a *live*, satellite-delivered, 30-minute news program from CNN Headline News *immediately*, 24 hours a day. So they always have access to television's most up-to-date, comprehensive news coverage. Gathered by CNN's vast news resources, with bureaus from New York and San Francisco to London and Tel Aviv, as well as news-gathering sources in every one of the 50 states.

And soon, our affiliates will have automatic access to our new "black box" informational computer system which provides continuous and complete program content directly from each program's producer. It's like having an open window into our newsroom, 24 hours a day.

If you want to carry a news program service worth celebrating, contact your Turner Program Services Account Executive or Bob Schuessler at (404) 898-8168.

New York	WNEW	Birmingham, Anniston	WTTO	Monterey, Salinas	KSBW	Quincy,	
Los Angeles		Raleigh, Durham	WRAL	Charleston, SC	WCIV	Hannibal, Ottumwa	KTVO
Palm Springs	KTTV, KTLA	Salt Lake City	KSL	Columbus, GA	WRBL	Wilmington	WECT
Chicago	WGN, WFLD	Oklahoma City	KOCO	Binghamton	WBNG	Medford, Klamath Falls	KOBI
Philadelphia	WRBS	San Antonio, Victoria	KMOL	Santa Barbara,		Anchorage	KIMO
San Francisco, Oakland	KRON	Charleston, Huntington	WOWK	Sn. M., S.L.O.	KSBY	Clarksburg, Weston	WBOY
Boston, Manchester,		Albany, Schen., Troy	WRGB	Amarillo	KVII	Lake Charles	KVHP
Worcester	WLVI	Greensboro, High Point,		Ft. Myers, Naples	WINK	Gainesville	WUFT
Detroit	WKBD	Winston-Salem	WXII	Eugene	KEZI	Meridian	WHTV
Washington, D.C.,		Flint, Saginaw, Bay City	WJRT	Wichita Falls, Lawton	KSWO	Ada-Ardmore	WTEN
Hagerstown	WTTG	Richmond, Petrsbg.,		Tallahassee, Thomasville	WTWC	Alexandria, LA	KLAX
Cleveland, Akron	WCLQ	Chltsvl.	WXEX	Harlingen, Weslaco,		Greenwood, Greenville	WABG
Dallas, Ft. Worth	WFAA	Syracuse, Elmira	WIXT	Brnsvl.	KRCV	Marquette	WLUC
Houston	KRIV	Tulsa	KTUL	Wausau-Rhineland	WAOV	Lima	WTLW
Pittsburgh	WPXI	Wichita, Hutchinson Plus	KAKE	Traverse City, Cadillac	WPBN	Fairbanks	KTVP
Miami, Ft. Lauderdale	WTVJ	Mobile, Pensacola	WKRQ	LaCrosse, Eau Claire	WXOW	Charlottesville, VA	WVIR
Seattle, Tacoma	KING	Albuquerque, Farmington	KOAT	Sioux City	KTV	Hartford, VT	WNNE
Atlanta	WSB	Fresno (Visalia)	KFSN	Macon	WCWB	Melbourne, FL	WMOD
Minneapolis, St. Paul	KMSP	W. Palm Beach, Ft. Pierce	WPEC	Boise	KTVB	Mount Vernon, IL	WCEE
Tampa-St. Petersburg	WFLA	Omaha	WOWT	Lubbock	KCBD	Prescott, AZ	KUSK
St. Louis	KPLR	Spokane	KREM	Mason City, Austin, Roch.	KIMT	Portales, NM	KENW
Denver	KBTV	Rochester	WROC	Topeka	WIBW	San Juan, Puerto Rico	WAPA
Baltimore	WMAR	Davenport, RI, Moline	WQAD	Chico, Redding	KRCR	Santa Fe, NM	KSAF
Sacramento-Stockton	KCRA	Cedar Rapids,		Columbus, Tupelo	WCBI	St. Thomas, Virgin Islands	WBNB
Portland, OR	KGW	Waterloo, Dubq.	KDUB	Ft. Smith	KFPW		
Phoenix, Flagstaff	KPNX	Johnstown, Altoona	WTAJ	Odessa, Midland	KMID		
San Diego	KCST	Chattanooga	WRCB				
Hartford,		Tri-Cities: TN-VA	WKPT				
New Haven	WFSB, WTXX	Springfield, MO	KOLR, KSPR				
Cincinnati	WLWT	Tucson, Nogales	KGUN				
Nashville, Bowling Green	WSMV	Austin	KVUE				
Milwaukee	WTMJ	Baton Rouge	WAFB				
Kansas City	KCMO	Columbia, SC	WIS				
Orlando, Daytona Beach	WOFL	Ft. Wayne	WPTA, WFFT				
Buffalo	WIVB	Waco, Temple	KWTX				
New Orleans	WDSU	Lansing	WJIM				
Charlotte	WSOC	Peoria	WRAU, WBLN				
Columbus, OH	WBNS	Madison	WKOW				
Greenville,		Las Vegas	KVBC				
Spartanburg, Asheville	WFBC	Lafayette, LA	CLFY				
Grand Rapids,		El Paso	KVIA				
Kalamazoo, B. Creek	WUHQ	Savannah	WICI				

CNN
Television

TURNER PROGRAM SERVICES

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575 Lexington Avenue, 16th Floor, New York, New York 10022, (212) 935-3939

MacManus & Masius, San Francisco.

South Carolina Dept. of Parks, Recreation and Tourism □ Campaign begins in mid-March in 17 markets. Majority of markets will run six weeks while remainder will run three weeks. Flight will run in all dayparts. Target: adults, 25-49. Agency: Leslie Advertising, Greenville, S.C.

ITT Continental Baking Co. □ Campaign for Roman Meal bread begins in late February in five to 10 markets. Spots will run five weeks in news and late fringe times. Target: women, 25-54. Agency: Grey Advertising, New York.

Rath Packing Co. □ Campaign for boneless hams begins in March in nine markets. Four-week flight will run during daytime. Target: women, 25-49. Agency: Cunningham & Walsh, Chicago.

RADIO ONLY

Monsieur Henri Wines Ltd. □ Campaign for Yago Sangria wine begins this month in 20 markets. Flight will run through April in all dayparts. Target: adults, 25-49. Agency: Calet, Hirsch, Kurnit & Spector Inc., New York.

Getty Refining & Marketing Co. □ Test market campaign for different grade of gasoline is currently running on 12

Fairfield county, Conn., radio stations. Flight will run through March in mixed dayparts. Target: men, 18-plus. Agency: Calet, Hirsch, Kurnit & Spector Inc., New York.

Bryan Foods (Division of Consolidated Foods Inc.) □ Campaign for canned meats begins this week in about 24 markets. Three-week flight will run in all dayparts. Target: women, 25-49. Agency: Henderson Advertising, Greenville, S.C.

United States Postal Service □ Campaign for express mail service begins this week for two weeks in three markets, and another begins Feb. 28 for two weeks in four markets. Target: men, 25-54. Agency: Young & Rubicam, New York.

Farmland Foods □ Campaign for hams and bacon begins in late February in about 12 markets. Flight will run two weeks in all dayparts. Target: women, 35-54. Agency: Barickman Advertising, Kansas City, Mo.

RADIO AND TV

Gannett Corp. □ Campaign for *USA Today* begins this week for varying flights in seven TV markets and five radio markets. Campaign will run through April 4 in all dayparts. Target: adults, 25-54. Agency: Young & Rubicam, New York.

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Donald V. West, *vice president*.
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Phone: 202-638-1022.

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John Lippman, Nancy Iyob,
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Michael McCaleb, *editorial assistant*.

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Editorial Consultants
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**BROADCASTING & CABLECASTING
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David Berlyn, *Eastern sales manager (New York)*.
Tim Thometz, *Western sales manager (Hollywood)*.
Charles Mohr, *account manager (New York)*.
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Irving C. Miller, *financial consultant*.
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Wendy J. Liebmann.

CORPORATE RELATIONS

Patricia A. Vance, *director*.

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New York: 630 Third Avenue, 10017.
Phone: 212-599-2830.
Kathy Haley, *bureau news manager*.
Stephen McClellan, *assistant editor*.
Vincent M. Dilingo, *senior editor: radio*.
Marie Leonard, Mona Gartner,
advertising assistants.
Hollywood: 1880 North Vine Street, 90028.
Phone: 213-463-3148.
Richard Mahler, *correspondent*.
Tim Thometz, *Western sales manager*.
Sandra Klausner, *editorial-advertising assistant*.



Founded 1931. *Broadcasting-Telecasting* introduced in 1946. *Television* acquired in 1961. *Cablecasting* introduced in 1972 □ Reg. U.S. Patent Office. □ Copyright 1983 by Broadcasting Publications Inc.

TELEVISION. Cablecastings.

Broadcasting

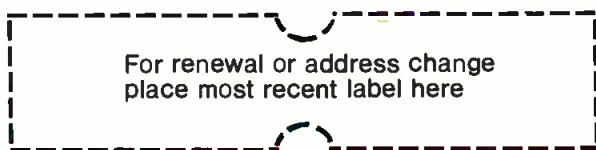
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Broadcasting Cablecasting Yearbook 1983
The complete guide to radio, television, cable and satellite facts and figures—\$75 (if payment with order \$65) **Billable orders must be accompanied by business card, company letterhead or purchase order. Off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

Name _____ Payment enclosed
Company _____ Bill me
Address _____ Home? Yes No
City _____ State _____ Zip _____
Type of Business _____ Title/Position _____
Signature _____ Are you in cable TV operations Yes
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INTRODUCING THE UNITED STATES FOOTBALL LEAGUE.™ PRO FANS WANT IT. YOUR STATION CAN PROFIT FROM IT.

The United States Football League has been created to satisfy the sports fan's thirst for pro football action in the spring.

Never before has a new professional sports league started off so fast. Months before the new 12-team league's first kick-off, season ticket sales are running way ahead of the most optimistic projections. Top coaches have been signed. Games will be played in America's best stadiums, including Denver's Mile High Stadium, Giants Stadium in the Meadowlands and Washington's RFK Stadium.

ABC Radio has won the rights to broadcast a schedule of 36 regular season games on Monday and Saturday nights, starting March 6, plus 2 playoffs and the Championship game on July 17.

Give pro sports fans the Spring Football they want. You'll attract premium advertisers. And you can convert your new audience into regular listeners.

Join the ABC Radio Network's broadcasts of USFL Spring Football. Pro fans want it. Your station can profit from it.

For full details, contact Stuart Krane, Director, ABC Radio Network, at (212) 887-5285.

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Monday Memo

An advertiser-supported television syndication commentary from Henry Siegel, Lexington Broadcast Services Co.

Using advertiser-supported syndication for a selling edge

Advertiser-supported syndication is having its best year ever thanks to advertisers who have discovered the medium as the one and only proved way to regain cost control.

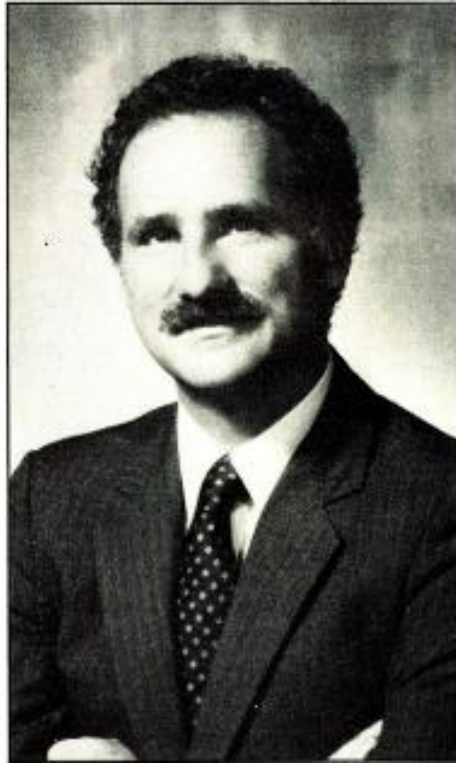
Why the one and only? Because it's a national medium, with nationally sponsored programs distributed to a national lineup of stations that deliver a measured national audience.

There are more than 100 nationally sponsored programs (25% of all syndicated programs versus 5% in 1972), distributed by more than 50 syndication companies direct to stations on videotape or beamed by satellite. And these stations cover the country. They constitute a national lineup, a veritable network of stations blanketing the country. National measurement? A.C. Nielsen's NTI, the same as for the big three, quantifies and qualifies the national audience of the program networks on a regular basis. Strictly comparable to network television, the program networks qualify as a national medium in every way. And 96% of the top 100 national television advertisers agree. In word and deed, they are the sponsors.

Already big, advertiser-supported syndication is growing by leaps and bounds. In 1982, \$300 million was spent in the medium. That's bigger than network radio, at \$215 million, and bigger than advertiser-supported cable, at \$225 million.

A typical package of programs, broadcast by almost all television stations and supported by most major national advertisers, clears an average of 80%-90% of U.S. TV homes. Growth patterns couldn't be more dramatic: \$30 million in sales in 1972 to \$300 million in 1982. And a tenfold increase in the number of programs available to advertisers, from 10 to 102 in the same period.

The future looks absolutely spectacular. By the end of the decade, network prices will be out of sight, with network inventory too limited to meet the demand. High prices and scarcity will generate an even more urgent need for advertisers to find alternatives for their expanded budgets. At the same time, stations will be squeezed by even higher prices for cash syndication. Advertiser-



Henry Siegel is chairman of Lexington Broadcast Services Company Inc., New York, a leading advertiser-supported syndicator. He founded the firm six years ago and was its first president. In 1981, Siegel established LBS Video for the creation and distribution of new programming for cable, pay TV and the home video market. Siegel began his career as a media trainee at Grey Advertising in 1964. He became a vice president within four years and senior vice president/manager of Grey's media department in 1974. A native of New York, Siegel was graduated from Brandeis University, Waltham, Mass., in 1963 with a BA in economics.

supported syndication is emerging as the answer for both advertisers and stations. In fact, by the end of the decade, we see marketplace growth from the current \$300 million to a whopping \$1 billion.

Years ago, advertisers controlled programming and costs. Then the networks grabbed control. Using advertiser-supported syndication means regaining cost control over television dollars, putting the advertiser back in the driver's seat. Like network tele-

vision, but unlike cable, we provide the three basic necessities:

1. National coverage.
2. Deep major-market penetration.
3. A measured audience.

But that's where the similarities with networks stop. Unlike network television, advertiser-supported syndication offers these advantages:

1. Low C-P-M's.
2. Long-term price protection.
3. Target audience selectivity.
4. Recouping lost network share.
5. Product protection.
6. Owning a program franchise.
7. Program continuity.
8. Buyer-dominated buying.
9. Lots of availabilities.

For example, prime time C-P-M's are \$3.90 for syndication versus \$6 for network television. A prime network 30-second spot costs an average of \$110,000 against \$18,000-\$35,000 for syndication. Other dayparts offer comparable values. At last, and once again, a \$4 million brand can afford frequency and continuity if it takes a healthy chunk of its network dollars and puts them into advertiser-supported syndication. Advertisers can regain cost control by using advertiser-supported syndication to hedge against network inflation.

When you use it, however, use it well. The secret is timing. Write it into the media plan along with network television, or you won't get all the values. Writing it into the plan means prior approval. And prior approval means negotiating flexibility. It gives you the ability to exercise the option to buy where it makes sense; to reach or exceed a goal with less expensive GRP's when and where advertiser-supported syndication fits. To insure wide program choice and product acceptability, evaluate and commit early. Do it at the same time as you do your upfront or when scatter for a quarter moves.

Advertiser-supported syndication is national. It's established, and it's growing. It can be used to regain cost control. And planning and buying is easy.

Seize the opportunity to hedge against network inflation. And put yourself back in the driver's seat.

Stay Tuned

A professional's guide to the intermedia week (Feb. 14-20)

Network television □ NBC: *Bare Essence** (new series), Tuesday, 9-10 p.m.; *Candid Camera's 35th Birthday Party*, Monday, 10-11 p.m.; *Rage of Angels* part one (four-hour mini-series), Sunday, 9-11 p.m., [conclusion airs 2/21]; ABC: *Grace Kelly* (movie), Monday, 9-11 p.m.; *Dom DeLuise & Friends* (special), Wednesday, 8-9 p.m.; "First Family" (movie), Friday, 9-11 p.m.; "Star Trek" (movie), Sunday, 9-midnight; PBS: *The File on Jill Hatch** (three-part dramatic series), Tuesday, 9-10 p.m., [concluding parts air 2/22 and 3/1]; *Mystery!*... with Agatha Christie (four-week presentation of four Christie works), Thursday, 9-10 p.m.; *I Remember Beale Street* (documentary on "birthplace of the Blues"), Saturday, 9-10 p.m.

Radio (check local times on all listings) □ NBC Source: *Supertramp: Self Portrait* (created/produced by the band), Monday, 3 hours in length; NBC Radio: *Love: The Comedy of it All, Starring Burt Reynolds*, Monday, 2 hours in length.

Cable □ HBO: *Fleetwood Mac In Concert* (taped live from the Los Angeles Forum), Friday, 1:30-2:30 p.m., [simulcast with 90 FM stations]; ARTS: *Ailey Dances*, Monday, 9-10:30 p.m.; *The Collection* (play) [Harold Pinter], Tuesday, 9-10:30 p.m.; *By Design** (new series on artistic designers and their field), Wednesday, 9-10 p.m.

Pay-per-view □ "Pirates of Penzance," Friday, 9-11 p.m. on the following STV and cable stations: SelecTV (Ann Arbor, Mich.; Los Angeles; Milwaukee; Philadelphia, and Tulsa, Okla.); ON TV (Chicago, Dallas, Los Angeles, Miami, Phoenix); ATC Preview (Boston, Cleveland) and Cablevision: (Boston); Cox Cable: (San Diego, Santa Barbara, Calif.); Harris: (North Carolina); Valley Cable: (Los Angeles); Vision Cable: (New Jersey).

Museum of Broadcasting □ (1 East 53d Street, New York) *The Muppets: Dimensions in Design*, seminar with Michael Frith, vice president, art and design, Henson Associates Inc.; *Muppets: Past, Present and Future*, (varied exhibits throughout run), now-Feb. 19; *Sid Caesar: Master of Comedy*, (exhibit), extended: now-March 5.

*indicates a premiere episode

ciation luncheon meeting. Speaker: Ted Block, senior vice president-management supervisor, Foote, Cone & Belding/Honig. Hyatt Regency, San Francisco.

Feb. 22-24—Washington Journalism Center's conference for journalists. Topic: "The Sports Business." Watergate hotel, Washington.

Feb. 23—Electronic Media Rating Council board of directors meeting. Television Bureau of Advertising headquarters, New York.

Feb. 23—Ohio Association of Broadcasters "small market potpourri." Holiday Inn, Chillicothe, Ohio.

■ **Feb. 23**—"Overview of Local Origination," sponsored by Denver chapter of Women in Cable. American Cablevision of Littleton, Littleton, Colo. Information: (303) 773-3411.

Feb. 25—Women in Cable. New England chapter, luncheon meeting. Speaker: Representative Barney Frank (D-Mass.). Hotel Sonesta. Cambridge, Mass.

Feb. 25—Philadelphia Cable Club meeting. Speaker: Paul Klein, president, Playboy Productions. Williamsons's. GSB Building, Bala Cynwyd, Pa.

■ **Feb. 25-27**—Oklahoma Broadcasters Association annual winter meeting. Lincoln Plaza, Oklahoma City.

Feb. 28—Deadline for entries in Morgan O'Leary Award for Excellence in Political Reporting given by University of Michigan department of communication. Information: U.M., department of communication, 2020 Frieze Building, Ann Arbor, Mich., 48109.

Feb. 28-March 18—First session of World Administrative Radio Conference for Mobile Services, sponsored by International Telecommunication Union. Geneva.

March

■ **March 1**—Academy of Television Arts and Sciences "forum series" luncheon. Speaker: Jeff Greenfield. CBS News media commentator. Century Plaza hotel, Los Angeles.

March 1—Deadline for entries in Broadcasters Promotion Association's International Gold Medallion Awards competition. Information: Dr. Hayes Anderson, Department of Telecommunications and Film, San Diego State University, San Diego, 92182, (714) 265-6575.

March 1—Deadline for entries in American Women in Radio and Television's Commendation Awards for programs that portray women in positive light, enhance their image and professionalism and contribute to society's image of women by presenting them in realistic situations. Information: Deborah Arney, AWRT, 1321 Connecticut Avenue, N.W., Washington, D.C., 20036.

March 1-3—National Association of Broadcasters' state presidents and executive directors meeting. Marriott hotel, Washington.

March 1—Deadline for entries in Achievement in Children's Television Awards, sponsored by Action for Children's Television. Awards are given annually for "significant contributions toward improving service to children on broadcast and cable television and radio." Information: ACT, 46 Austin Street, Newtonville, Mass., 02160; (617) 527-7870.

March 2—Pennsylvania Association of Broadcasters Congressional/Gold Medal reception and dinner. Washington Hilton, Washington.

March 2—Ohio Association of Broadcasters "small market potpourri." Imperial House, Findlay, Ohio.

March 2-4—CBS Radio Network affiliates board meeting. Ponte Vedra Club, Ponte Vedra, Fla.

March 3-April 14—"Cable Television: Skills and Opportunities," course offered by New York University, School of Continuing Education. NYU campus. New York. Information: (212) 598-2371.

■ **March 4**—National Association of Broadcasters seminar, "Careers in Television Production and Programming." NAB headquarters, Washington.

March 4-5—Symposium on international satellite television, sponsored by UCLA Communications Law Program and International Bar Association. Speakers include Mark Fowler, FCC chairman; Henry Rivera,

FCC commissioner; Francis Fox, Canadian minister of communications; Clay Whitehead, Hughes Communications Services; Robert Wold, Robert Wold Co.; Stanley Hubbard, U.S. Satellite Broadcasting Co.; Richard Wiley, Kirkland & Ellis law firm; Henry Geller, Washington Center for Public Policy Research, and Joseph Pelton, Intelsat. UCLA, Los Angeles: (213) 825-6211.

March 4-5—National Association of Black Owned Broadcasters' seventh annual spring broadcast management conference. "Keeping Pace With the Marketplace." Sheraton hotel, New Orleans. Information: (202) 463-8970.

March 5—"Creating Programming for the New Television Markets" seminar sponsored by Programs in Communications, New York University School of Continuing Education. Speakers include Frank Biondi, HBO; Jack Willis, CBS Cable; Tom Kuhn, RCA Selectavision, and Michael Brandman, Lorimar Productions. NYU campus, New York. Information: (212) 598-7064.

March 6-8—Society of Cable Television Engineers eighth annual spring engineering conference, "Business and Data Communications." Biltmore hotel, Los Angeles.

March 7—Deadline for entries in fifth annual Broadcast Designers' Association competition to "acknowledge and reward outstanding design contributions in the broadcast industry." Information: Jerry Cappa, WLS-TV, 190 North State Street, Chicago, 60601.

March 7-9—Advertising Research Foundation's 29th annual conference and research exposition. Keynote address: John Bowen, president and chief executive officer, Benton & Bowles, and president of American Association of Advertising Agencies. New York Hilton, New York.

March 8—Ohio Association of Broadcasters congressional dinner. Hyatt Regency Capitol Hill, Washington.

March 8—Michigan Cable Television Association annual winter meeting. Hilton Inn, Lansing, Mich.

March 9—International Radio and Television Society Gold Medal Award banquet, to be presented to Roone Arledge, president, ABC News and Sports. Waldorf-Astoria, New York.

March 10—"The Market for Videotext," seminar sponsored by New York University, School of Continuing Education. NYU campus. New York. Information: (212) 598-2371.

March 11-13—15th annual FilmFest Midwest. Marriott O'Hare, Chicago.

March 11-13—University of Wisconsin-Extension seminar, "On-air promotion for public television." UW campus. Madison. Information: Heather Goldfoot, (608) 262-6512.

March 11-13—Intercollegiate Broadcasting System annual national convention. Speaker: FCC Mass Media Bureau Chief Larry Harris. Capital Hilton hotel, Washington.

March 13-15—Ohio Cable Television Association annual convention and trade show. Hyatt Regency hotel, Columbus, Ohio.

■ **March 13-19**—National Children and Television Week sponsored by National Council for Children and Television. Theme: "All Your Time Is Prime Time... Think About It." Information: NCCT, 20 Nassau Street, Princeton, N.J., 08540; (609) 921-3639 or (213) 622-0349.

March 14-15—New York State Cable Television Association spring legislative conference. Empire State Plaza, Albany, N.Y. Information: Susan Shufelt, (518) 463-6676.

March 15—"Telemarketing seminar," for broadcasting, advertising and newspaper customers of New York Telephone. 1166 Avenue of the Americas, New York, N.Y. Information: Bernard Cohen, (212) 395-7013.

March 15—Southern California Cable Club luncheon. Speaker: Paul Klein, president, Playboy Network. Proud Bird Restaurant, Los Angeles.

■ **March 15-17**—"National Satellite Opportunities Conference," TVRO seminar/trade show, sponsored by Satellite Television Technology International. Riviera hotel convention center, Las Vegas. Information: STTI, Box G, Arcadia, Okla., 73007; (800) 654-9276.

March 16—Presentation of eighth annual Big Apple Awards, sponsored by New York Market Radio Broadcasters Association. Sheraton Center, New York.

March 17—Academy of Television Arts and Sciences "forum series" luncheon. Speaker: Ed Ney, chairman,

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ONE DAY AT A TIME

HERE'S WHERE WE ARE:

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Albany, GA	WTSG	Las Vegas	KVVU	Savannah	WJCL
Albuquerque	KOB	Los Angeles	KTTV	Spokane	KXLY
Atlanta	WAGA	Louisville	WDRB	St. Cloud	KXLI
Augusta	WJBF	Macon	WCWB	St. Louis	KPLR
Austin	KTVV	McAllen-Brownsville	KGBT	Tallahassee	WTWC
Baton Rouge	WRBT	Memphis	TBA	Utica	WKTV
Binghamton	WBNG	Miami	WTVJ	Washington, DC	WTTG
Birmingham	WTO	Milwaukee	WITI	W. Palm Beach	WTVX
Boise	KIVI	Minneapolis	WTCN	Wilmington	WECT
Boston	WSBK	Mobile	WALA	Yakima	KIMA
Buffalo	WUTV	New Orleans	WNOL		
Charleston, SC	WCIV	New York	WNEW		
Chicago	WGN	Norfolk	WTVZ		
Columbia, SC	WLTX	Odessa-Midland	KTPX		
Columbus, GA	WLTZ	Oklahoma City	KOCO		
Columbus, OH	WCMH	Orlando	WMOD		
Dallas-Ft. Worth	KTVT	Phoenix	KNXV		
Denver	KWGN	Pittsburgh	WPGH		
Eugene	KMTR	Portland, ME	WMTW		
Fargo	KTHI	Portland	KLRK		
Grand Rapids	WOTV	Richmond	WRLH		
Greensboro	WJTM	Rochester	WHEC		
Greenville-Spart	WSPA	Rochester/Mason City	KTTC		
Hartford-New Haven	WTVU	Sacramento	KRBK		
Houston	KHTV	Salisbury	WMDT		

63
MARKETS!



HERE'S HOW WE'RE DOING:

HERE ARE THE SHOWS WE REPLACED:

HERE'S HOW THE AUDIENCE WENT UP:

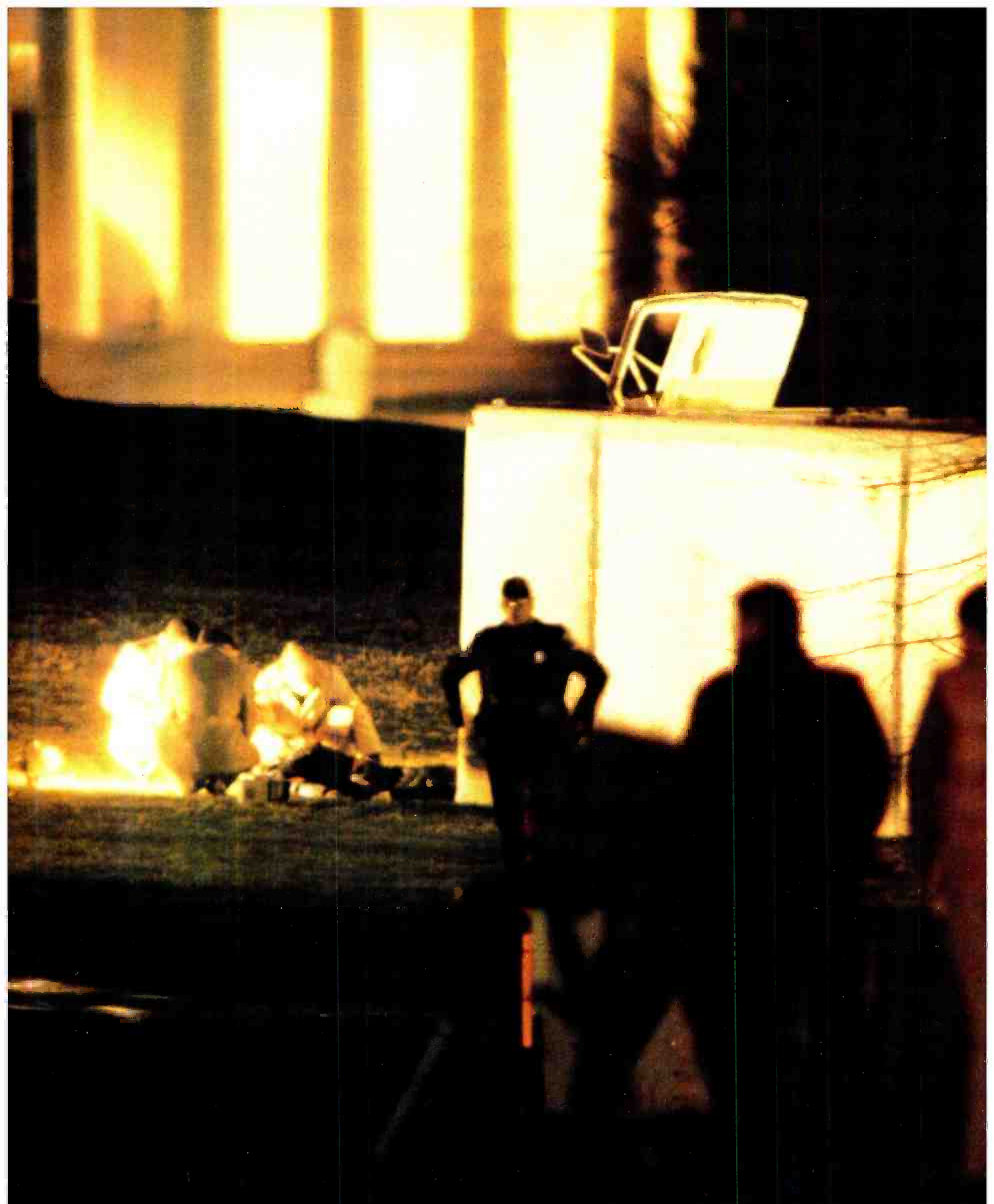
MARKET	FORMER PROGRAM IN TIME PERIOD	RATING	SHARE	WOMEN 18-49	WOMEN 18-34	MEN 18-49	MEN 18-34	TEENS	KIDS
% CHANGE									
DENVER	ALL IN THE FAMILY	UP 22%	UP 25%	UP 62%	UP 45%	NC	UP 3%	UP 79%	UP 106%
GREENSBORO-HIGH POINT	KOTTER	UP 50%	UP 25%	UP 29%	UP 60%	UP 20%	NC	DN 33%	UP 20%
GREENVILLE-SPARTANBURG	HERE'S LUCY	UP 14%	DN 3%	UP 4%	UP 29%	UP 25%	UP 50%	UP 23%	UP 60%
JACKSONVILLE	JEFFERSONS	UP 50%	UP 65%	DN 14%	NC	UP 20%	UP 50%	UP 60%	DN 40%
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MIAMI	MERV GRUFFIN	NC	DN 15%	UP 27%	UP 64%	UP 100%	UP 117%	UP 267%	UP 33%
ODESSA	GOOD TIMES	UP 25%	UP 46%	UP 67%	UP 300%	NC	NC	DN 50%	UP 200%
PHOENIX	ERIE	UP 50%	UP 20%	UP 160%	UP 125%	UP 43%	UP 14%	UP 67%	UP 100%
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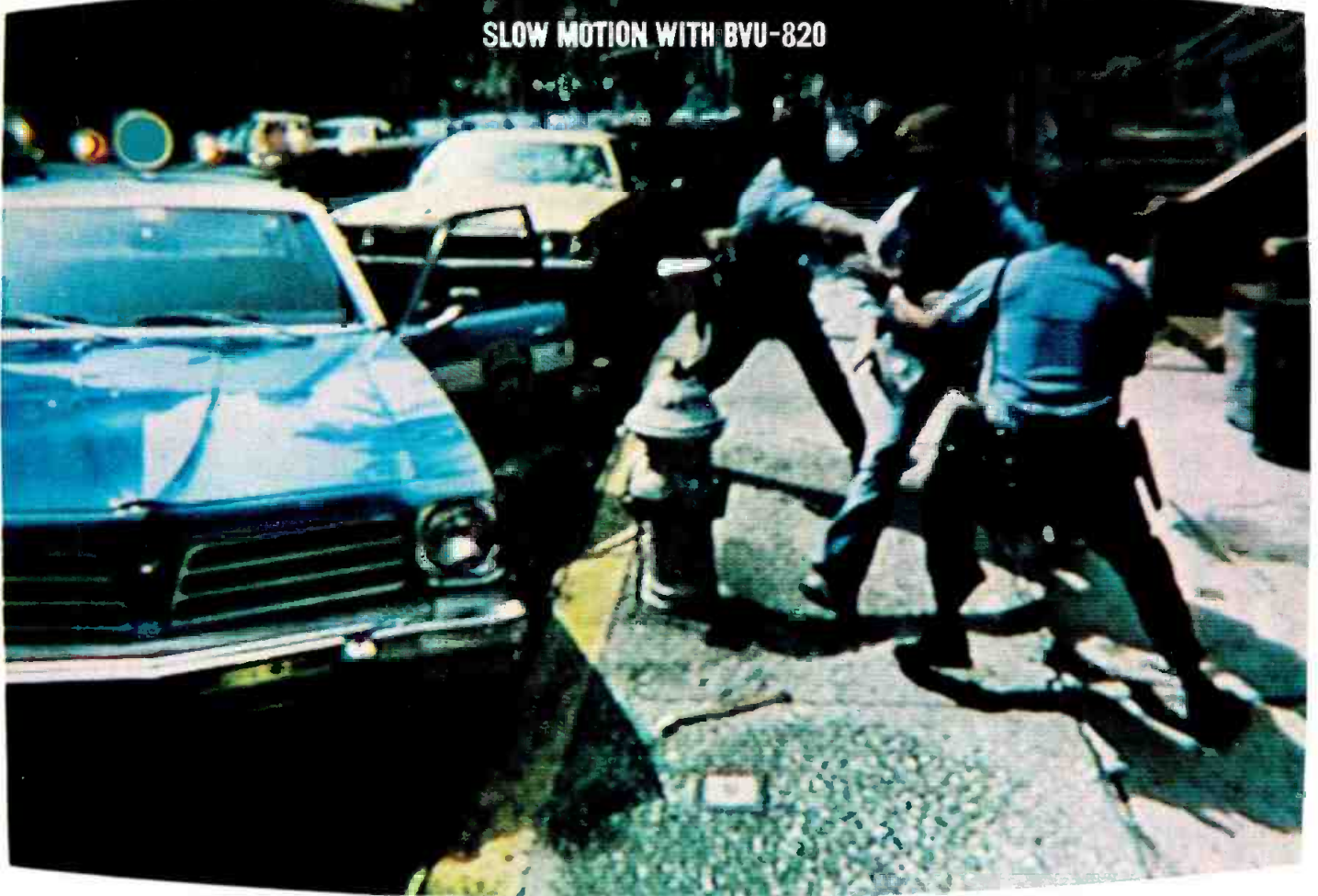


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Cup runneth over in first-quarter sales

Both television and radio projecting strong gains; all stations don't benefit equally but most rise with the sales tide

Television and radio business going into 1983 has been moving at a generally accelerating pace that promises to carry first-quarter sales substantially beyond the solid levels reached a year ago.

Barring unexpected catastrophe, the first-quarter outlook in television is for gains of around 10% in network sales and increases in the 10%-14% range for national spot and local. In radio, a consensus on percentage gains is harder to find, but there is widespread agreement that both network and spot sales are doing—and will do—much better than in the first quarter of 1982.

In television, the outlook has brightened considerably. Network TV had a couple of slow weeks at the end of December, but started moving in January—not at a clip likely to match its 14% advance in the first quarter of 1982, but well ahead of inflation. Spot TV, too, started off the quarter slowly but revived later in January and continued to pick up in early February.

The spot TV tempo has slowed over the past week, but sales officials tend to treat this as a momentary slowdown, probably caused by a sequence of three particularly high-priced network advertising vehicles: NBC's Super Bowl, with 30-second announcements pegged at \$400,000, ABC's *Winds of War*, with 30's going for \$175,000 over an eight-night period and CBS's upcoming two-and-a-half-hour M*A*S*H finale, with 30's commanding \$400,000 to \$450,000. Sales authorities said they did not expect the slowdown to last—or to have long-range effects on projections for the quarter.

Roger Rice, president of the Television Bureau of Advertising, said that stations participating in the TVB Time Sales Survey—a survey that has produced remarkably accurate annual results, within a percentage point of FCC's official figures in each of the last 15 years that FCC collected financial data—predict that, on average, for the first quarter their local sales will be up 13% over the first quarter of 1982, spot sales will be up 14% and network compensation will be up 4%, for a 13% increase in total time sales.

A dramatic element in these forecasts is that the gains would come on top of exceptionally strong increases in the first quarter of 1982. Then, local was up 13%, spot 22%

and network compensation 7%, for a total time sales gain of 17%.

The bad news is that some stations won't enjoy gains of that kind. The projections show big differences among stations.

"Never have there been such wide ranges," Rice said, "by market rank, by geographical region and by affiliation or nonaffiliation with networks."

Against the survey-wide anticipation that the first quarter would produce gains of 14% in spot and 13% in local, Rice said, stations in the top 10 markets expected first-quarter gains of 16% each in spot and local; stations in markets ranked 11 through 25 looked for increases of 14% in spot and 12% in local, while those in markets 51-100 expected spot to rise 11% and local 9%.

By regions, the lowest first-quarter growth rates were projected in the East North Central states: 9% in spot, 11% in local. The highest were among stations in the New England region: spot up 16%, local up 18%. In the West South Central region, for another example, stations expected spot to rise 23%, local 10%.

In variations like these, the projections are not unique. Business has always varied from market to market, often unaccountably.

The differences were amply evident in the TVB survey's results for full-year 1982, and perhaps none were more obvious than those between network affiliates and independent stations.

For the full year, the survey found total

local sales up 12%, spot up 17% and network compensation up 5%, for a total time sales increase of 14%.

When the returns from network affiliates were broken out, however, their average increases were 10% in local, 15% in spot and 12% in total—two percentage points behind the all-survey average in all three categories. Independent stations, on the other hand, ran far ahead of the pack; for them, the gains were 19% in local, 25% in spot and 22% in total time sales.

Among the UHF independents, the gains were 19% in local sales, 26% in spot and 23% in total. Among VHF independents the increases came to 20% in local, 2% in spot and 22% in total.

Independents as a whole work from a much smaller sales base than affiliates, of course, so that fewer extra dollars can translate into bigger percentage increases. The TVB survey's findings nevertheless tend to support the claims of independents generally that their business has been making dramatic gains.

The first quarter has not, however, started off with the best possible portents for independents, according to Don Robinson, head of Katz Independent Television Sales. For independents, as for TV stations generally, he said, the quarter started "soft" and "slow."

"Those that had *Nicholas Nickleby* did pretty well," Robinson said, referring to Mobil Oil's nine-hour presentation of the Charles Dickens novel on an ad hoc network



First family. Pug Henry et al. became part of American folklore last week as ABC Television's mini-series version of Herman Wouk's *Winds of War* dominated the nation's tubular entertainment. The first four episodes averaged a 37.4 rating and 54.5 share of audience nationwide. (Story page 38.) The final three of the series' 18 hours were scheduled to be broadcast last night, and were expected to drive in the largest audiences of all.

of independents, affiliates and public stations on four nights in January. But on the whole he felt that January business felt some of the effects of the recession. Since then, however, sales have begun to pick up: "February is starting to look better, and I think March will be better still."

Other leading station reps tended to confirm the reports that spot TV business got off to a slow start in January but then picked up and seems likely to end the quarter with gains in the 10%-15% range.

For example, John J. Walters Jr., president of Harrington, Righter & Parsons, said that the first quarter "looks pretty good" after a relatively slow January start gave way to a pickup in February. March can't be forecast with any precision because advertisers buy so close to start dates, he said, "but I would guess the quarter will come out about 12% to 14% ahead" of the 1982 first quarter.

Walter A. Schwartz, president of Blair Television, reported that on a same-station basis, his firm is currently running about 15% ahead of a year ago. Specifically, Schwartz said sales were up 15% in January and were running 14% ahead for February and 15% for March.

Victor Ferrante, senior vice president of Katz Television, said Katz projected a first-quarter increase of about 10% over the 1982 first quarter—and expects to make it. He was one who did not think of January's start as slow. Perhaps because of the extra pro football playoff games, he said, the month actually got off to a better start than originally expected.

Other reps variously indicated that their sales were up 8%-10% in January and 10%-14% for February, with indications the pace would continue in March. They frequently cited the short lead time between order and start date, a gap that has been narrowing for years, until now, as Blair's Schwartz noted, it's almost a case of "Buy now, start yester-

day and give me makegoods."

At the network TV level, sales have encountered some slow periods but according to network officials have picked up again.

H. Weller (Jake) Keever, ABC-TV sales vice president, said that as of Jan. 1 it looked as though ABC's prime time sales target for the quarter would be reached but that for other dayparts "it would be nip and tuck." Now, he said, "we'll probably exceed projections" for prime time and will be over projection for children's programming and *Good Morning America* and "OK" on sports. Monday-Friday daytime and news are running "slightly under projections," he said, but these shortfalls will be offset in other dayparts and "we'll be on target" overall.

ABC's prime time is virtually sold out for the quarter, Keever said: "We're down to the last few units in *Thorn Birds*," to be shown in March.

He estimated that first-quarter scatter prices, on a cost-per-thousand basis, were running about 15% higher than upfront prices.

■ As for radio, first-quarter business is booming. That was the message echoed by the majority of top network and rep executives canvassed last week.

Network executives hailed the return of Gillette and American Home Products (Aacin), the first-time entry of Procter & Gamble's Prell shampoo line and the heavy commitment of Anheuser-Busch as major factors contributing to a strong first quarter. "Most of the accounts that were not there in the first quarter of 1982 are now back with bigger budgets," said Louis Severino, vice president and director of sales, ABC Radio Networks. ABC is thus far running about 21% ahead of last year with more business being generated by its youth-oriented networks than its adult networks, said Severino. The largest advertiser among ABC's six networks for the present quarter of 1983 is

Warner-Lambert.

Network radio's first quarter should average about 15% ahead of last year, predicts Arthur Kriemelman, vice president, sales, Mutual Radio. Network radio finished 1982 at 11% ahead of 1981 (BROADCASTING, Feb. 7). Kriemelman noted a "significant" return of business out of Detroit for the first quarter.

As for national spot, look for a 14% to 15% increase this quarter over last year's first quarter, said M.S. Kellner, managing director of the Station Representatives Association. Additionally, many reps agree that unwired network business is off to a phenomenal start.

Some of last year's fourth quarter business is being repeated in the first quarter, said Edward Kiernan, vice president and general manager, CBS Radio Spot Sales, a short-list rep firm handling stations in 16 markets including the CBS-owned AM properties. Kiernan said the airline business seems "particularly strong" and cited United, which is structuring ad campaigns around specific routes.

Christal Radio President Robert Duffy is not excited about the way business started off in the first quarter. He said that business during the month of January had been average in some markets and disappointing in others. But Duffy sees February and March as strong months.

On the conservative side is Blair Radio, which is projecting an overall 7% increase for the first quarter. Regionally, Blair is predicting 4% to 5% increase for New York, flat to 5% for Chicago, 15% to 20% for Atlanta and 5% to 10% for Los Angeles.

After a dismal start last year, national spot radio made a comeback in the fourth quarter, executives say. Optimistic predictions now range anywhere from a 7% to 10% increase for 1982 once the fourth quarter figures have been totaled. □

Broadcasters band together to form movie network

Tribune, Taft, Gaylord and Chris Craft will seek feature films not aired on the networks; it hopes to expand into made-for-TV product eventually

The creation of a once-a-week, prime time network that will offer advertiser-supported theatricals and perhaps eventually made-for-TV fare was set into motion last Monday (Feb. 7), when four major broadcasters—Tribune Company Broadcasting Inc., Taft Broadcasting Co., Gaylord Broadcasting Co. and Chris Craft Industries Inc.—agreed to form a joint venture to launch the project. The new company, which is expected to be organized in about 60 days, would seek to acquire feature films that have run on pay cable but have not been purchased by the three major networks for airing on independent stations during a very brief license period, from about a week to perhaps a month.

The 15 independent stations owned by the four companies cover 36% of U.S. TV

homes, according to James C. Dowdle, president and chief executive officer of Tribune Company Broadcasting. He said the network would have to reach a minimum of 60% of U.S. homes to support itself. The 15 owned independents include seven in the top 10 markets, including Tribune's WPIX-TV New York and WGN-TV Chicago, Chris Craft's KCOP-TV Los Angeles and Taft's WTAJ-TV Philadelphia.

Three of the four companies involved in the venture have established interests in program production and distribution. Tribune's WPIX Inc. operates Independent Network News and the newer independent news service, INDX, and its Tribune Productions is producer and distributor of *At the Movies* and *U.S. Farm Report*. Taft owns Worldvision Enterprises and Hanna Barbera Productions Inc. and Gaylord owns Gaylord Program Services, which distributes *Hee Haw* and has produced two feature films.

Expansion is under way at Tribune Productions, which has begun acquiring the

rights to feature films and plans to open a New York office by next year.

The companies decided to form the network, according to Dowdle, "to gain a better foothold on software for our stations." Discussions had been under way within all four and among them for several months, he said, although the four never formally met to discuss the project together until last Monday.

The network is not likely to be on the air before "late fall or early next year," according to Dowdle, who said the four partners have done little more so far than agree to create it. The partners envision it will start out with two hours of prime time programming per week, most likely feature films. It is not yet known whether advertiser dollars will be used up front to purchase the initial programming or whether the four partners will have to furnish seed money, said Dowdle. The joint venture will likely be headquartered in Los Angeles, he said, and will have a sales operation in New York.

Movies presented on the network would



Tribune's Dowdle

not have to be aired by all stations on the same night, said Dowdle, but would likely have to be shown within a license period of about a week. The network plans to coordinate national publicity for its presentations, he said.

The next step toward forming the new network will be the acquisition of films, according to Crawford Rice, executive vice president, Gaylord Broadcasting, who said the company is not likely to begin trying to line up stations to participate until it has acquired at least 13 films. The network will not be competing with the three major networks for films, said Rice, but it will go after viable films that for some reason, have not been purchased by the major networks.

Although ad hoc networks have traditionally needed affiliated stations to reach enough viewers to attract advertiser support, both Rice and Dowdle appear to believe their occasional network can be viable with a lineup of independent stations alone. Affiliates are hardly likely to be discouraged from participating, but according to Rice, "We won't get affiliates for more than a couple of hours a week, and there's a feeling" that dependence on them "might limit the scope" of the network. The number of independent stations is growing rapidly, he said, and their coverage of the U.S. population, now at about 65%, "could be in the high 70's by the end of the year."

Although the project could expand to offer more than two hours of programming per week, it is not, according to Dowdle, "the beginning of the fourth network." "Independent stations have had tremendous success in the past few years, but they are an independent group," he said. "They are not inclined to become network affiliates."

The proposed occasional network is not meant to replace Operation Prime Time, a six-year-old nonprofit occasional network that offers between four and 10 hours of original programming each year to independent stations. Taft, Gaylord and Tribune, all active participants in the planning and operation of OPT, will remain active, said Dowdle. □

Taking the pulse on financial interest

Both networks, producers say they're ahead on merits, but commission isn't yet convinced; movement toward compromise evident

The massive filing of comments in the FCC's proceeding to repeal its network syndication and financial interest rules (BROADCASTING, Jan. 31) had settled little by last week. Proponents of repeal—chief among them the networks—seemed to feel comments had bolstered their case. The Committee for Prudent Deregulation, which has taken the lead in arguing for the rules' retention, was claiming the same thing. At the commission itself, the momentum seemed to swing more toward compromise.

Commissioner James Quello, who first broached the subject, suggesting that percentage limits be put on the program interests networks might acquire in independently produced programming ("Closed Circuit," Jan. 10), was considering "graduated" entry programs for the networks a week later ("Closed Circuit," Feb. 7). At the same time, Commissioner Mimi Dawson was expressing her feeling that the question of repeal should be tied to media ownership (she would defer network re-entry until other broadcast entities had been given a chance to grow).

Commissioner Henry Rivera has felt from the beginning that the burden of proof for repeal lay with the networks. And last week, Commissioner Anne Jones indicated that she shouldn't be counted as a sure vote for the networks.

Although Jones said she ordinarily might have been predisposed to getting rid of the rules, she wasn't sure how she'd end up voting. The commission, she noted, was supposed to be concerned with diversity. If the independent television stations can't "make it" without the rules, she said, she wasn't sure outright repeal would be a good idea. "I'm intrigued by Jim's [Quello's] idea," she said.

Despite that apparent drift, however, both proponents and opponents of the rules said any discussion of compromise was at best premature.

Representatives of each side also seemed to think that the Department of Justice comments had done them a considerable service with its comments.

In its comments, Justice supported repeal, but suggested that the commission consider a compromise of sorts:

Although it said the commission should repeal the rules, it suggested that the FCC consider adopting a "narrow" rule to address the "potential harm" the networks could do to the off-network syndication markets by withholding, or warehousing, programming.

Justice suggested, however, that the commission should consider such a rule only if it could be done "without reducing efficiency in program production and distribution." Also, according to Justice, any such rule should be limited to off-network, prime time

series, "since network involvement in other types of programs such as made-for-television movies does not raise competitive dangers."

One possible rule, according to Justice, would allow the networks to syndicate during a program's network run, but require the networks to sell "without restriction" all rights to domestic syndication and profit shares of all prime time network programs no later than the end of their network runs. Another possible rule, it said, would allow the networks to hold "limited" rights to distribute syndicated programming and profit shares in any programs so long as they didn't control distribution, perhaps simply limiting the networks to a minority interest in syndicated distribution of all network programming.

Michael Gardner, counsel for the Committee for Prudent Deregulation, however, said that coalition thought it would be "premature" to start talking about compromise. According to Gardner, the record in the comments supported retention of the rules. CPD also was "very, very encouraged" by Justice's comments in particular, even though Justice hadn't gone as far as the group might have hoped, Gardner said.

According to Gardner, those comments were important because the department "acknowledged" its "serious competitive concerns" with outright repeal. Since the FCC has a broader public interest mandate than Justice, it would only be fitting for the commission to be more concerned about repeal, Gardner said.

Gardner also said Justice's comments, in which the department indicated it might not be able to police "tacit" collusion among the networks in restricting off-network programming, had essentially "rejected" the Department of Commerce's comments. (Commerce, which supported repeal, had said Justice would be "well equipped" to police any withholding of off-network syndicated programming by the networks [BROADCASTING, Jan. 31].)

Because Justice had expressed its concern about outright repeal in this forum, Gardner said, "it would seem incredible" that Justice would be able to ask the courts to repeal its consent decrees with the networks which essentially replicate the syndication and financial interest rules—"unless the FCC responded to its concerns."

Finally, Gardner said CPD thought the commission would prefer leaving the current "efficient" rules in place rather than trying to formulate a new rule.

William Lilley III, CBS vice president, corporate affairs, said his company wasn't thinking about compromise; CBS thought the matter would be settled on the "substantive and analytical merits of the case" in the networks' favor, Lilley said.

Lilley also contended that rule proponents had been trying to read too much into Justice's comments. Justice, he said, while calling for repeal of both rules, had only "raised questions" about whether some narrow rule

would be needed to make sure the networks weren't withholding prime time syndicated programming. And, Lilley said, CBS planned to file reply comments that would demonstrate why even such a narrow rule wasn't necessary. "We are doing extensive, analytical, factual work on that issue to show how the entry of the networks into syndication would have a pro-competitive, pro-consumer impact," Lilley said.

Peter Kenney, NBC Washington vice president, said Justice had only raised a "small question mark." And he, too, thought the networks would be able to present enough of a record to the commission to "support repeal without question."

Another network official, who asked that neither he nor his network be identified, said Justice's request for a narrow rule would be "perfectly reasonable," even though such a rule would be unnecessary. His network, he said, hadn't "warehoused" in the past and wouldn't, if the rules were repealed, in the future. "We would go along with anything reasonable," he said. □

'Winds of War' flattens competition

ABC's mini-series brings in average share of over 50 in first three nights; second episode ranks fifth of all time

"A triumph for network television." Those were among the words being used last week to describe the victory ABC-TV appeared to be capturing with the first four episodes of its 18-hour mini-series, *Winds of War*. Averaging a 37.4 rating and a 54.5 share, *Winds* outperformed the expectations of many by maintaining an unusually large audience throughout its first four nights and by causing unexpected inroads in the ratings of some of its competitors.

Its first night out, *Winds* averaged a 31.9 rating/53 share nationally and broke the record for the largest audience captured by the first episode of a network mini-series. By the end of Thursday's performance ABC researchers estimated that more than 110 million people had tuned in for some part of it.

Winds' best performance was expected to have come with its grand finale on Sunday (Feb. 13), but as of last week, its highest audience was recorded for episode two, aired Monday (Feb. 7). That night, the program averaged a 40.2 rating/54 share, and earned a spot as the fifth-highest rated entertainment program in television history. Topping it were the "Who Shot J.R.?" episode of CBS-TV's series, *Dallas*, the final episode of ABC-TV's mini-series *Roots* and episodes one and two of NBC's broadcast of "Gone With the Wind."

Homes using television on *Winds'* opening night numbered 73.5 million, up 11% from those tuning in the previous Sunday. On Monday, they were up 9%, from 67.8

million the week before to 73.7 million. The three-network rating and share were also up substantially on both those nights, from a 59.1/88.4 the year before to a 66.9/92.7 on Sunday and from a 56.8/83.4 the year before to a 69.6/93.8 on Monday.

On Tuesday and Wednesday, *Winds* continued to capture more than half the viewers in all of television's universe, averaging a 38.7 rating/54 share for episode three and a 39/57 for episode four. The only chink in *Winds'* armor appeared to occur in its performance Thursday night, when overnight ratings in the five metered markets dipped to an average of 36.2/51. The six-market overnight averages for Sunday and Monday's broadcasts had been 42.1/56 and 40.4/54, respectively.

Winds' extraordinary ratings levels had boosted ABC-TV's season-to-date average by seven-tenths of a point, to within one rating point of first-ranked CBS-TV's by the end of Wednesday's presentation. ABC has trailed CBS-TV by nearly two rating points for most of this season. As of Wednesday, season-to-date averages put CBS-TV first (18.2/29), ABC-TV second (17.2/27) and NBC-TV third (15.6/25).

The *Winds* victory is almost certain to have won the February Nielsen and Arbitron ratings sweeps for ABC, but it is unlikely to bring the second-ranked network even with CBS-TV in the overall ratings. CBS is likely to gain back some of its substantial lead with its broadcast later this month of the final episode of *M*A*S*H*, which is expected to capture audience shares in at least the high 50's and could challenge "Who Shot J.R.?" for the highest ratings of all time.

Winds not only made inroads in the prime time ratings of the other two major networks, its effect on public broadcasting has been termed "devastating" and it apparently also made its presence felt in the pay cable universe, where "Star Wars" was among the competition.

On *Winds'* opening night, CBS-TV's overall ratings average was down five points from that it normally captures that night, while that of NBC-TV, which aired a made-for-TV movie and a Steve Martin special poking fun at *Winds*, was on par with the network's usual performance. On Monday, CBS-TV was down more than four points nationally and NBC-TV was down a little over a point. On Tuesday, CBS-TV outperformed its average by better than a point while NBC-TV fell short by more than two points. On Wednesday, both CBS-TV and NBC-TV suffered four-point losses.

Overnight ratings for the Public Broadcasting Service's *Masterpiece Theater* indicate that program may have lost nearly three-fourths of its audience on the opening night of *Winds*. Such a loss, according to several insiders, is unprecedented for PBS, and ratings for the noncommercial network's fare on Monday, Tuesday and Wednesday are said to have suffered similar losses.

Although it could not be confirmed, Home Box Office's presentation of "Star Wars" is said to have averaged a four rating in HBO homes on *Winds'* opening night. HBO normally captures double-digit ratings in its own universe.

According to ABC Entertainment President Tony Thomopoulos, *Winds* "has become a television event" and is a tribute to its producer, Paramount Television, as well as to ABC and its affiliates. "The feeling created by *Winds of War* brings to the industry something that has been needed," he said. "It is not only good for ABC, but good for the entire TV industry." □

13 RKO stations up for grabs

FCC will accept competing applications for licenses in compliance with ruling from court of appeals

Moving on a directive from the Court of Appeals in Washington, the FCC last week announced it was opening 13 of RKO General Inc.'s broadcast licenses to competing applications ("Closed Circuit," Jan. 31).

The value of the 13 facilities, mostly in large markets, and the cloud that still hangs over RKO are expected to generate plenty of interest. No one would be shocked if dozens of competitors file. As operating properties, the stations are estimated to be worth around \$200 million.

The order, which was released last Friday (Feb. 11), gives competitors 90 days to file. The order also directed RKO to broadcast announcements that its renewal applications were pending. It also said RKO wouldn't be permitted to file new or updated renewal applications. The commission didn't say precisely how it plans to handle the proceeding after applications are received.

"Our first order of business is resolving the impact of the Boston decision on RKO's basic qualifications," an FCC announcement said. "Order and expedition may require that this matter be resolved before any other matters concerning RKO, its competitors or the comparative merits of the various applicants are considered." (An FCC official explained that meant the commission wanted to see how many competing applications it received before it decided how to go on from there.)

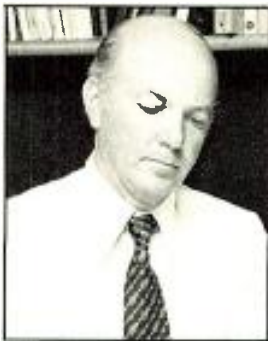
RKO officials had no comment, contending they first wanted to read the order.

Although no other commissioners joined him, Commissioner Stephen Sharp issued a five-page statement lambasting the court for not permitting the commission to handle the 13 stations the way it wanted.

The action stems from the commission's 1980 decision denying RKO renewal for three of its 16 stations, WNAC-TV Boston, KHJ-TV Los Angeles and WOR-TV New York. Later that same year, the FCC decided to hold noncomparative hearings to determine what if any action it should take on RKO's remaining 13 stations.

Instead of waiting for each license term to expire, the FCC decided to reopen those stations' prior renewals, which had been granted without challenge or hearing from 1977 through 1979 but had been conditioned on the outcome of the WNAC-TV proceeding. Al-

NCTA's new board of directors



Rifkin



Hauser



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Myhren



Saeman

The new first string at NCTA. As the National Cable Television Association's annual convention comes to a close in Houston next June, Monroe Rifkin, former chairman of American Television & Communications (ATC) and president of Rifkin, and Associates, will become the new chairman of the association. He will move up from his present position on the executive committee as vice chairman and succeed John Saeman, vice chairman and chief executive officer, Daniels and Associates. Rifkin and three other members of the executive committee were elected last week at a quarterly board meeting of the association in Key Largo, Fla.

Gustave M. Hauser, who stepped down as head of Warner Amex Cable Communications Feb. 1 to form own company, Hauser Communications, and who now serves as treasurer of the NCTA board, was selected to succeed Rifkin as vice chairman. Taking over the treasurer's post will be Trygve Myhren, chairman and chief executive officer, ATC. Robert Wright, president, Cox Cable Communications, was elected to replace Jerry Lindauer, senior vice president, corporate development, Times Mirror Cable Television, as secretary.

The board took several other significant actions during its two-day meeting. On the copyright front, it decided to petition U.S. Court of Appeals in Washington to reconsider its refusal last December to stay

the increase in compulsory license fees ordered by the Copyright Royalty Tribunal last October.

According to NCTA President Tom Wheeler, reconsideration is merited because of "new information": Congress, reacting to the appeal of cable interests, postponed the effective date of the rate hike from Jan. 1 to March 15. Said Wheeler: "It is clearly the intent of Congress to keep consumers from suffering the loss of signals they have come to expect." Although the entire copyright situation was certainly a topic of much discussion at the meeting, Wheeler declined to comment on NCTA's plans for combating the rate hike. "You will see our plans unfold," he said.

The NCTA also adjusted its dues schedule to increase revenues for the 1983 fiscal year. NCTA's 1983 budget, adopted at the board's meeting last December, calls for expenditures of \$5.6 million. Even with the additional \$450,000 that NCTA will derive from the new dues schedule, Wheeler said, the association will still end up about \$250,000 in the red. That shortfall will be made up over the next few years, he said. The new dues schedule puts a heavier burden on the large companies. "There is a curve on the dues now that has the bigger companies paying less per dollar of revenue than the smaller companies," Wheeler said. He said the new schedule's curve is less steep.

though the FCC said it recognized that the course it had chosen would close the door to challenges by prospective competing applicants, it said "the public-interest need for clear resolution of RKO's qualifications outweighs the benefits of possibly having a choice of applicants at this stage for these 13 licenses."

On appeal, the court upheld the commission's disqualification of WNAC-TV (that station is now being operated by New England Television Corp. as WNEV-TV), but sent the KHJ-TV and WOR-TV proceedings back to the FCC for further consideration. (Thanks to special legislation, RKO has been granted a five-year renewal to move WOR-TV to Secaucus, N.J., and a comparative hearing for KHJ-TV is still pending.)

Several would-be competitors—including New South Media Corp., Future Broadcasting Inc. and Gold Coast Broadcasting Inc.—appealed the commission's 13-station decision, contending that the action unfairly required them to wait indefinitely to be heard.

The court agreed and ordered the commission to open those 13 stations to competing applications (BROADCASTING, Aug. 16, 1982). Although the FCC had wanted to appeal that decision to the Supreme Court, the Department of Justice refused to back the commission ("Closed Circuit," Jan. 31).

In his statement, Sharp said the court had "overstepped" its authority in "unduly restricting our authority to structure our processes." Instead of speeding things up, the

court had "only assured lengthy delays." during which these 13 stations will continue to be in the hands of RKO.

Sharp also said the court's action had "improperly" deprived the commission of "certain substantive options"—for example, renewing the licenses on the condition that RKO sell or transfer the stations immediately, or permitting RKO to sell the stations under the commission's distress sales policy for "placing these 13 stations in qualified hands as quickly as possible."

"The court has seriously disrupted the commission's efforts to discharge its important statutory responsibility to insure that the 13 broadcasting stations at issue in the immediate proceeding are in the hands of a qualified licensee. The court's procedure will also impose an inordinate burden on the commission's staff at a time when it is already severely constrained by budgetary limitations and faces substantial additional demands. Finally, the decision will become an important precedent for severely restricting the commission's flexibility to structure analogous proceedings involving the qualifications of broadcasters who hold multiple licenses in the public interest."

The stations up for grabs are: WOR(AM) and WRKS-FM New York; WRKO(AM) and WROR(FM) Boston; WGMS-AM-FM Bethesda, Md.-Washington; WXY(FM) Fort Lauderdale, Fla.; WFYR(FM) Chicago; WHBQ-AM-TV Memphis; KFRC(AM) San Francisco; KHJ(AM) and KRTH(FM) Los Angeles. □

UPI trims ranks of management to beef up news staff

UPI, still financially pressed, announced last week it was cutting back on management jobs to increase its staffing in the field.

Management Director Douglas Ruhe said 45 management jobs were being eliminated through attrition or termination, mostly in New York. This, he said, will "make the service more cost efficient" and help underwrite, among other expansions, the addition of 30 reporters and photographers to UPI state and division bureaus by midyear.

Other sources said that including clerical workers, as many as 100 jobs might be cut, with an expected saving of \$3 million.

Dave Donovan, general manager of UPI Audio, and Hal Bauer, identified by associates as vice president for cable, were among those confirmed as leaving. John DePrez, identified as in charge of satellite operations, was said to be leaving, replaced by Bob Kelly, in charge of satellite operations in Dallas. Betsy Durenberger, a broadcast sales manager, was reported as another casualty, to be replaced by James O'Keefe and Phil Stone. Unconfirmed reports said at least two of UPI's six regional division managers were

also being let go.

There were reports that UPI might eliminate its cable TV service and cut back its UPI Audio operations, but officials firmly denied both and said that, in fact, UPI Audio was being strengthened.

UPI, plagued for years by financial losses that finally led the E. W. Scripps Co. to transfer ownership to Ruhe and three associates of Media News Corp. last summer (BROADCASTING, June 7, 1982, et seq.), is still not profitable, but Ruhe predicted last week that it would reach break-even before the end of this year.

Ruhe said a reorganization study, consisting of findings by independent researchers, staff-generated proposals and client recommendations, had been in progress for almost eight months—virtually from the time the new owners took over.

One of the imbalances that turned up, Ruhe said, was that about 300 of UPI's 1,300 domestic employees were in management positions—"a ratio of about one manager for every three staffers." Changing this ratio, he said, will "put the emphasis on a quality product."

"These are the kinds of necessary, responsible changes we need to make at this stage of UPI's turnaround," Ruhe said.

Besides the 30 additional reporters and photographers for U.S. bureaus, Ruhe said, UPI plans to name six special Washington correspondents—one for each domestic division—and assign them to report exclusively on issues of particular interest in their regions. In addition, he said, six more news and photo bureaus are being opened in the U.S. and overseas, making 26 new bureaus added since last fall.

Meanwhile, new information came to light suggesting that speculation had been right all along in guessing that Ruhe and his Media News Corp. associates acquired UPI from the Scripps company for little more than the assumption of pension obligations. Both Scripps and Media News officials have refused to give any information on the deal.

But John J. Hooker, the Tennessee businessman and entrepreneur who acquired the interests of two of the four Media News principals two weeks ago (BROADCASTING, Feb. 7), was quoted in a *New York Times* interview last week as saying he bought the stock for "\$1 and other valuable considerations." The "other valuable considerations" were described as his extensive range of contacts and his ability to obtain funds, if necessary, to keep UPI.

Other sources were quoted as saying that Len R. Small and Cordell Overgaard, whose shares Hooker acquired, had made "only an insignificant investment" and received no payment when they turned in their shares.

Hooker was quoted as saying in the interview that he, Ruhe and William Geissler, the other remaining Media News principal, now own 30% each, and that Patricia Haughney and Bill Alhausen, employees of Focus Communications in Nashville, own 5% each. Ruhe and Geissler are principals in Focus, whose interests include ownership of WFBN(TV) Joliet, Ill., a subscription TV station. □



ABC's Thomopoulos, NBC's Tartikoff, CBS's Grant

Agreed: that the show's the thing

It's often said that history repeats itself. And, for better or worse, the same can be said for network television programming. The big three constantly scan the programming landscape in search of the elusive "hit" series, the one that can build and sustain a loyal audience season after season. And of late, hit series also refers to hit mini-series, a category that ABC has tapped very successfully, a la *Roots* and most recently, *Winds of War*.

As attested to last week by the programming heads of the three networks—ABC's Anthony Thomopoulos, CBS's B. Donald Grant and NBC's Brandon Tartikoff—at an International Radio and Television Society in New York, program strategy is not likely to change in the near term. Meanwhile, viewers will simply have to continue to endure the many failures that make up the bulk of schedules as networks search for hit programs, be they weekly series, mini-series or made-for-TV movies.

At the fifth newsmaker luncheon of the season last Thursday, Tartikoff told his audience that NBC would produce six mini-series during the 1983-84 season and double its output of made-for-TV movies. "It's a testament to something we do well," said Tartikoff. "I think that really is the future."

On program form, ABC's Thomopoulos said: "There really are only two masks in the Greek theater—drama and comedy." The key, he said, is to find "new and innovative" ideas that can be shaped to fit the existing forms.

The Hollywood community must share that burden, perhaps most of it, as that community is paid handsomely by the networks to come up with new programs, he said. "They're supposed to bring us new ideas and we don't see enough of them," complained Thomopoulos.

Ave Butensky, president of IRTS, appeared to strike a raw nerve when he questioned Bud Grant about a recent press account criticizing networks for their pursuit of "carbon-copy television," and their tendency to treat "new ideas as foreign objects."

"I get annoyed at comments" about the networks lack of experimentation, said Grant. "Content makes for a unique program, not the form." He said that *Time* magazine recently gave him only "half a quote" when it reported him saying that "the best thing [the networks] can do is what we've done in the past." What wasn't reported, said Grant, was that he also said "let's find the next *All in the Family*," that is, a bright new concept to fit the current form.

"It's hard to get hits," continued Grant. "Misses happen far more often. Not that we don't try to come up with more good ones, it's just that failure happens most of the time in every creative medium."

Thomopoulos suggested that the networks were entering a "turnaround period," after three years of strikes, strife and general instability within the industry. The cumulative affect of the last three years, during which the networks had to endure strikes by actors, directors and writers, as well as baseball and football players, has been that viewing patterns and habits were totally disrupted, said Thomopoulos. He said that ABC was particularly hurt by the NFL strike, in that *ABC Monday Night Football* serves as a "launching pad" for the network's weeknight prime time schedule during the fall.

Only Tartikoff volunteered a substantive response to a question from Butensky about the network's on-going effort to get the financial interest and syndication rules repealed. If networks want a stake in the earnings from products developed by the creative community, isn't it only fair that producers share in the profits that networks earn from those creative efforts? Butensky asked. "I think producers do benefit from ratings and [the resulting] revenues brought to a program," responded Tartikoff. "It's reflected in the license fees, [and they] don't come down in the sixth or seventh season." □

New Orleans judge slaps CBS with contempt citation


Duplantier says network broke law by refusing to turn over script of '60 Minutes' segment


CBS won the court fight for permission to air a *60 Minutes* segment that a U.S. district judge had attempted to bar from airing last month (BROADCASTING, Jan. 24). But CBS's refusal to permit Judge Adrian G. Duplantier to review the script of the segment at issue resulted in a criminal contempt citation against the company. And Duplantier says he will impose the "maximum" penalty available. He says CBS's conduct has been "outrageous."


The segment dealt with alleged police brutality in New Orleans during an investigation into the murder in November 1980 of a police officer, Gregory Neupert. Seven

Added Attractions


BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:


March 14  **Pre-NATPE.** In advance of the year's largest program market, a day-by-day agenda and a complete list of all the companies (some 300) that will be exhibiting programs or services.

March 21  **NATPE.** This year in Las Vegas, March 17-22. Upwards of 5,000 from all over the world—and a full contingent from BROADCASTING—will be there.

March 28  **Post-NATPE.** A complete report on what programs were bought and sold, and what was learned.

April 4  **Pre-NAB.** Getting ready, getting set and ...

April 11  **NAB** ... going on the 61st annual convention in Las Vegas, April 10-13. A list of the four days of workshops and sessions, and a complete list of exhibitors for the industry's largest equipment show.

April 18  **Post-NAB.** Gavel-to-gavel report on the broadcasting business's yearly self-examination of where it's at within the radio and television media, and where those two continue to fit within the evolving context of telecommunications. **Pre-MIP.** An advance report on the international television program market held each year in Cannes.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

** Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

New Orleans police officers are under federal charges of violating the civil rights of four blacks. Attorneys for the defendants said broadcast of the segment would adversely affect their clients' rights to a fair trial. The trial had already been moved to Dallas from New Orleans because of the intense publicity it had received there.

Duplantier sought to bar CBS from including the segment in its Jan. 16 broadcast. When that order was overturned by the U.S. Court of Appeals for the Fifth District, Duplantier issued a second order limiting the blackout to Dallas. The appeals court overturned that order as well, and two Supreme Court justices on the day the segment was scheduled to air affirmed the appeals court decision.

But that left for resolution Duplantier's action in holding CBS in contempt. He cited the company—and issued his blackout orders—after it refused to comply with his order to produce the script of the segment for his review. CBS contended that the order constituted "a form of censorship" and a violation of the First Amendment.

CBS's response to Duplantier's filing was to petition the judge on Friday to stay further proceedings in the contempt matter. Now pending before the appeals court in New Orleans is an appeal from the disclosure order; CBS filed it at the same time it appealed the one barring broadcast of the *60 Minutes* segment, but the court deferred action on it. And CBS is asking Duplantier for the stay to allow the court to consider the appeal.

Duplantier, described by those who have

observed him in court as a "tough" judge, was not only concerned about CBS's failure to comply, as he made clear in a statement of the reasons for his action he filed with the clerk of the court last week. He was concerned with what he said was CBS's "false" statement regarding local counsel in New Orleans.

Duplantier said that CBS, in a hearing on Jan. 14, had advised him through local counsel—members of the firm of Sessions, Fishman, Rosenson, Boisfonataine & Nathan—that it would comply with the disclosure order. But, he said, CBS later sought "to escape the binding effect" of that representation by directing the counsel to state they had not been retained by CBS or authorized to act for it—"a statement which CBS Inc. well knew to be false."

CBS attorneys in New York attribute the conflicting representations of the local attorneys to the confusion arising from the "hectic" pace of events on the 14th of January. "We felt they [the local attorneys] went into court without appropriate authority," said one official, and they were instructed during a break in the proceeding to say they did not represent the company. On further reflection, the official said, CBS lawyers changed their minds—but before they could telephone the new instructions, the local lawyers had returned to the court. "Events were occurring very quickly," the official said. "We were trying to gather the facts. It was very hectic."

Duplantier has yet to impose a sentence, although he said in the Jan. 14 hearing it

would be the maximum permitted under the law. "I had never before encountered such outrageous conduct toward the judicial system and was uncertain as to what penalty could be imposed." Duplantier said in his findings.

The only statutory limit is on a jail term—six months. There is no prescribed limit on the amount of the fine that could be imposed. □

Good news and bad for everyone in Frank-Sawyer bill

Measure would charge cable systems full distant signal liability, would also repeal FCC's must-carry rules

A bill was introduced last week that offers broadcasters and cable operators both promise and problems. The measure (H.R. 1388) was sponsored by Representatives Barney Frank (D-Mass.) and Harold Sawyer (R-Mich.) and is similar to a bill Frank introduced in the last Congress ("Closed Circuit," Feb. 7). That bill was rejected by the House Copyright Subcommittee.

The measure primarily would make cable systems transmitting distant signals subject to full copyright liability by Jan. 1, 1985—a provision frowned upon by the cable industry, which is currently subject to compulsory licensing protections.

Another prime provision, one not included in the previous bill, calls for repeal of the FCC's must-carry rules, which require cable operators to carry local television signals.

H.R. 1388 would also exempt systems with fewer than 2,500 subscribers from all copyright liability, effective Jan. 1, 1985, and exclude satellite resale carriers from the passive common carrier exemptions in copyright law. In addition, it would broaden the master antenna exemption in the current legislation to include secondary transmission of all over-the-air signals.

It would eliminate "all of the current paperwork cable systems must file with the Copyright Office and eliminate the role of the Copyright Royalty Tribunal in the distribution of the cable compulsory license royalties and the adjustment of cable compulsory license royalty rates."

When Frank introduced the measure he argued that cable systems should be exposed to full copyright liability. He noted that the regulations protecting the cable industry served their purpose in nurturing a young industry. "It has now outlived its purposes, its usefulness and its desirability. The time has come to commence a two year phase-out of the government regulatory scheme and to rely on the free market," Frank stated.

He maintained that it would be unfair to repeal compulsory licensing and at the same time keep the must-carry rules. Those rules, he said, "would serve to give local broadcast stations an unfair advantage in competing for channel space on cable systems." □

On tap at Commerce. As it begins its work in the 98th Congress, the Senate Commerce Committee says existing regulatory policy in the communications area "must be replaced by a scheme that allows competition wherever possible." The committee says that is the best means of regulation; it encourages innovation and promotes the goal of maximum consumer choice.

The committee, which expressed that view in a statement of its "goals" in the new Congress, also said that "new congressional guidance will revamp a legal and regulatory framework of the nearly 50-year-old Communications Act of 1934." But a number of the committee's specific goals are reruns of those not achieved in the 97th Congress:

Broadcast deregulation. The committee will consider legislation (S. 55) that would deregulate radio and modify the procedure for renewing television licenses in recognition of the increase in competition in the video programming market. The bill is similar to S. 1629, passed by the Senate in the last Congress but not by the House.

International telecommunications competition and U.S. policymaking. The committee will act on a bill similar to one reported by the commission in the last Congress (S. 2469) that was designed to promote competition and eliminate regulatory barriers in the provision of international telecommunications services. The committee will also review, with a view to strengthening, the structure of international telecommunications policymaking by the executive branch.

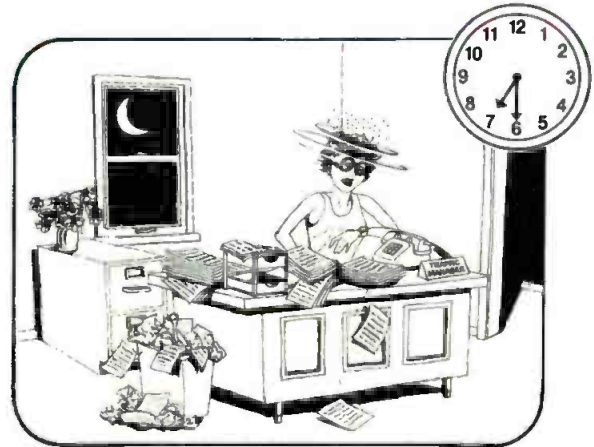
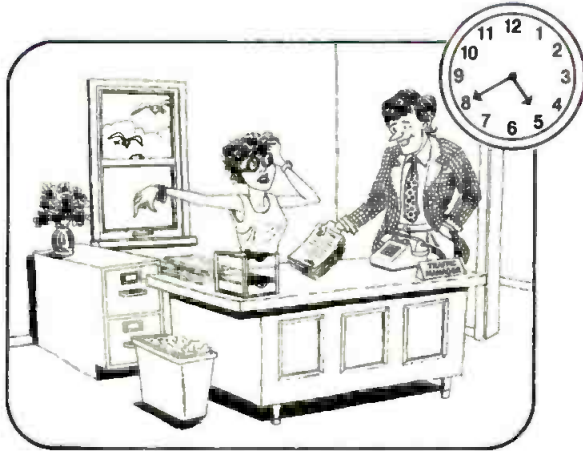
Cable television regulation. The committee will consider S. 66, introduced by Senator Barry Goldwater (R-Ariz.), which seeks to sort out questions of local jurisdiction and responsibility in the regulation of cable television. The bill is similar to a Goldwater bill the committee reported in the Congress.

One new legislative initiative listed in the report involves the **domestic common carrier** area. The committee noted that the settlement of the government's antitrust suit against AT&T left some issues to be addressed—protection against unreasonable increases in telephone rates and the reduction of FCC regulation "to absolute minimum necessary to prevent anticompetitive abuses," among them. But the committee said it would not move on such legislation until there was "a reasonable indication" the House would pass a similar bill.

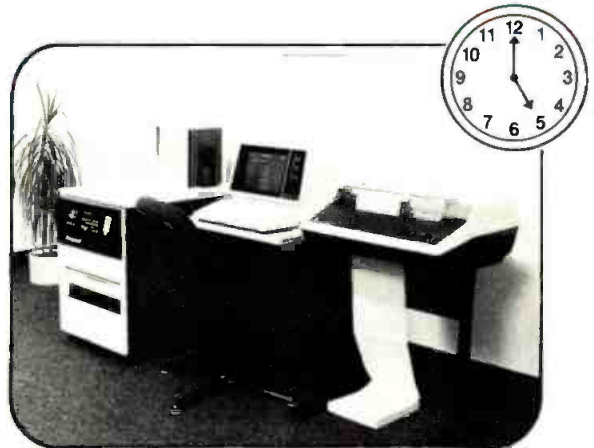
The committee also has jurisdiction over the **Federal Trade Commission** and its plans regarding that agency are also aimed at completing work begun in the last Congress. It expects to report FTC authorization in the first session, and to focus on the agency's jurisdiction over state-licensed professionals, its "fairness" authority, regulation of commercial advertising and antitrust policy.

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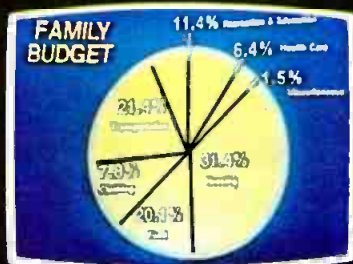
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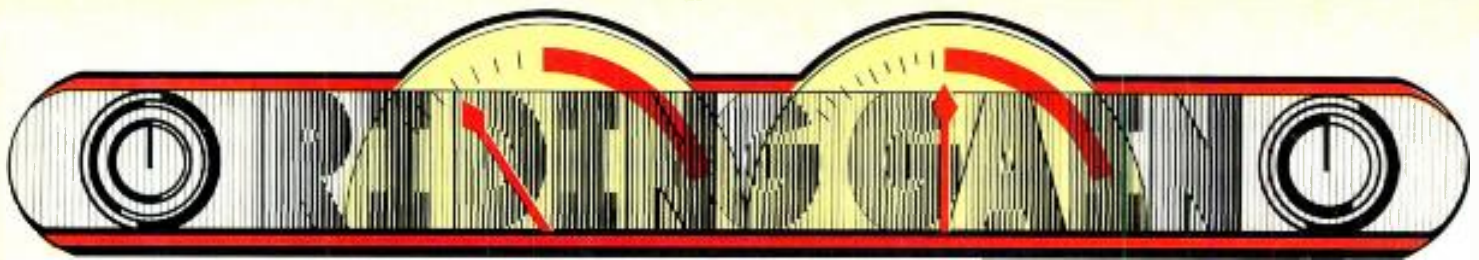
SINATRA CONCERT FOR THE AMERICAS

The untoppable performance that opened the 5,000-seat amphitheatre at Altos de Chavon, Dominican Republic. Reviewers couldn't get enough: "The Chairman of the Board at his very best!" — NY Daily News... "One helluva show!" — Boston Herald American (2 hours)

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Ad alternative

The formation of seven nonwired networks especially designed to be used by an advertiser or agency as a supplement to the ABC, CBS and NBC wired networks was the focus of a two-day meeting last week in Tuxedo, N.Y., among Interop executives. Interop is the holding company formed by McGavren Guild Radio which has controlling stock in Major Market Radio, Hillier, Newmark, Wechsler & Howard and BH Radio Sales.

Interop President Ralph Guild said the seven nonwired networks will be "prepackaged" with research and pricing already done. Customers can place an order instantly, he said.

In addition to the seven nonwired networks that act as supplementary buys to the major networks, Interop also has five other "prepackaged" demographic nonwired networks targeted for the following age groups: teen-agers, 18-34, 18-49, 25-54 and 35-plus.

Called Internet, the nonwired network divisions of all Interop companies have been combined and are sold by one sales force headed by Richard Sharpe, executive vice president, McGavren Guild Radio.

Sporting news

A weekend-long sports news and feature service, the Sports Radio Network, expects to debut March 5 with a 42-hour package offered free to stations on a barter basis. According to Hal Uplinger, former television producer and Washington Bullets basketball player, the network will offer eight minutes per hour to local sponsors and retain four minutes for national sales. The service will be available only to southern California stations initially, with expansion to the rest of the country—via satellite—expected by summer.

SRN has been tested in two- to four-hour blocks over KWRM(AM) Corona, Calif., since mid-November and will originate from the station, managed by network partner Pat Michaels. "Eventually, we expect to open studios in Los Angeles and probably New York," Uplinger told BROADCASTING, indicating SRN is taking a step-by-step approach in its development. No affiliates or advertisers for the service have been announced.

He stressed that the network will not compete with other services offering play-by-play commentary and is designed so that stations can "come in and out" throughout the weekend. Programming will consist of newscasts, scoreboards, features, updates from major sporting events and an overnight sports talk show.

Commentators will include: Dr. Alan Selmer, medicine; Ann Meyers, women's sports; John Unitas, NFL analyst; Dave Anderson, *New York Times* columnist, Gene Mauch, baseball; Chick Hearn, basketball;

John Naber, Olympics; Lindsey Nelson, at large; Tom Harmon, football; June Wilkinson, exercise; Tony Verna, TV sports, and Tom Poston, on the lighter side.

Uplinger says the format, which will run from 6 a.m. Saturday through Sunday night, is targeted at news/talk stations but not limited to them. "We see a need among many talk-oriented stations for a strong weekend service," he explained. "Since most sports events happen on the weekend, we have no plans to expand beyond Saturday and Sunday."

The third partner in the Newport Beach, Calif.-based network is former Minnesota Viking football player Tommy Mason.

The saga continues

National Public Radio will premiere its 10-part weekly *Empire Strikes Back* series on over 90% of its member stations this week. Each episode of the show (based on the science fiction movie of the same name) will run 30 minutes. Original film cast members Mark Hamill, Anthony Daniels and Billy Dee



Mark Hamill

Williams have re-created their motion picture roles for radio. The series is jointly produced by NPR and KUSC(FM) Los Angeles in cooperation with Lusasfilm Ltd. ("Riding Gain," Dec. 6, 1982).

This will be the second NPR adaptation of a science fiction movie. The network claimed success with its *Star Wars* show two years ago.

Special schedule

CBS's RadioRadio Network last week unveiled its remaining lineup of specials, including new versions of two "concept" shows that were aired in 1982—*The Great American Summer* (July 4th weekend), a six-hour compilation of the top summer rock hits from 1965 to the present, and *The Great 1's of 1983* (New Year's weekend), a three-

hour review of the year through music and interviews. Also on tap for this year are *Honor Roll of Rock 'n' Roll* (Memorial Day weekend), a six-hour special spotlighting the top 25 artists of all time, and *Memory Makers* (Aug. 13th weekend), a three-hour retrospective of the past 15 years. A three-hour *Super Concert* of an act yet to be announced is planned for Labor Day weekend.

All of the specials except *The Great American Summer* will be presented in flexi-format—giving local stations the option of using their own on-air personalities to host the programs from a prepared script. Stations can run the specials in separate one-hour blocks, according to Leslie Corn, director of programming, RadioRadio. Corn also noted that the entire *Memory Makers* summer special may be used as a contest vehicle by stations. Breaks will occur every 12 minutes so stations may quiz listeners on music and artists with the answer following in the next 12-minute segment.

RadioRadio's new program schedule reflects the network's decision late last year to drop concerts on a regular basis and, instead, emphasize the programming of specials which, in most cases, are centered on holiday weekends. Network officials said their decision was based on feedback from affiliates.

Software broadcast

Can computer programs and digital information services be broadcast to home computers over AM and FM stations? Nobody knows for sure, but KMPS-AM-FM Seattle with the help of some computer aficionados intends to find out early next month. Assuming the FCC, which has been notified of the experiment, doesn't object, the two Affiliated Broadcasting stations will broadcast on March 6 at 7:30 a.m. Pacific time a simple digital message that can be received on regular radios and displayed on a variety of home computers. According to George Garrett, news director of the country-formatted stations, the transmission of the computer message will require no new technology. The message is written on a computer, which converts it into a digital signal. An acoustic modem then converts the digital signal into a rapid stream of audible tones that sound like a high pitched squeal. It is the tones that will be broadcast. Home computer buffs partaking in the experiment will have to record the broadcast on audio tape and play it back through another acoustic modem to translate it back into a digital signal their computers can understand.

The message will actually be broadcast 10 times. To accommodate different types of home computers, the message will be translated into five different digital formats, and to compare the AM and FM bands as carriers of the digital information, the five variations of the message will be broadcast on

"I am getting tired of hearing that there is no future in beautiful music..."

WZLZ
FM-93

November 15, 1982

Mr. Jeffery Matthew
Vice President/Manager
Bonneville Broadcasting Systems
274 County Road
Tenafly, NJ 07670

Dear Jeffery:

Thank you for your letter of November 10. It does seem impossible that another year has passed, but I feel I should take time to let you know how pleased I have been with the satellite operation which was installed this year.

Bonneville has done some interesting and creative things that other syndicators said could never be accomplished. I do hope that in the future we will be able to produce more articles combating some of the poisoning that is coming out of our trade papers. I am getting tired of hearing that there is no future in beautiful music and I certainly hope that we can set the record straight this coming year.

I wish you all the best in '83 and look forward to working with you for another successful year.

Yours truly,



Harry P. Stephenson
Vice President/General Manager

HPS:cm

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Sometimes success can be a mixed blessing.

Because as your business grows, it usually outgrows your equipment. Which could leave you with the extremely costly prospect of having to replace your entire system.

Fortunately, there's an alternative: the Sony BVH-2000—the only 1-inch video system that can be tailored to fit your present applications and

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All of which enables the BVH-2000 to simplify one of the most complicated processes in the broad-

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To find out how the BVH-2000 can help you deal with both your present and future needs, call Sony in New York/New Jersey at (201) 368-5085; in Chicago at (312) 860-7800; in Los Angeles at (213) 841-8711; in Atlanta at (404) 451-7671; or in Dallas at (214) 659-3600.

SONY
Broadcast



one station and repeated on the other. At a transmission rate of 300 baud (or approximately 300 characters per minute), each variation of the message will take approximately 27 seconds to transmit. The stations have allocated about 17 minutes during their regularly scheduled public affairs programming for the experiment.

The message will invite those who receive and display it on their computers to write Garrett a letter. To keep things honest, Garrett said the message will contain a "key word" that the respondents will have to include in their letters to prove their success. "If I get one response," he said, "I will consider it a technical success. . . . If I get 100 responses, we will do it at [Affiliated's] other stations." In later tests, Garrett said he would like to try higher baud rates to expand the information that can be transmitted in a given time.

Garrett has high hopes for the service's technical feasibility and for its commercial potential. All types of information could be broadcast to the growing number of home computer owners during late night or early morning hours, he said. "It represents a growth potential for radio."

Ad openings

In preparation for its takeover of foreign language-formatted WHBI(FM) Newark, N.J., Global Broadcasting Group is offering advertisers a new package of participation in the station breaks on the hour and half-hour on a yearly basis for a flat fee. Advertisers will be able to sponsor a specific service over a 24-hour period, including time sig-

nals, weather bulletins, transit information, sports results and other programming in the foreign language carried in that time span. WHBI broadcasts in more than 30 languages, with heavy emphasis on Spanish and Italian. No definite date for the take-over by Global of WHBI has been set, pending the outcome of appeals by several challengers. Global has been awarded an interim license by the FCC.

Premium worth

At the request of the RAB Goals Committee, Arbitron will be running a premium test in five markets beginning with its spring report in order to determine the effect of the \$5 diary incentive fee used in the company's differential survey treatment (DST) methodology among the black population.

For purposes of the test, Arbitron will offer \$2 per person for up to four members of a black household to complete a diary in addition to a \$2 per household payment, instead of the usual \$5 per person premium. And for black households with five to nine members, \$5 per person will be offered, instead of the usual \$2. Another sample of blacks will receive the customary payment given to nonblacks of either 50 cents or \$1 depending on the market.

In order to draw a comparison, the non-black population will also be tested in households with up to nine family members who will receive either \$5 per person/per diary or \$2 per person per household. Arbitron will use "additional" population sam-

official. The tests apply to all homes with a male 18 to 34 years of age.

A controversy erupted within the industry when DST was introduced late last year. Many broadcasters claim the \$5 premium caused a higher diary response rate among black radio listeners.

Radio realty

Real estate agents attending an industry convention in San Francisco were asked to invest in a new sales tool designed to prop up sagging sales in the nation's housing market: a miniature, portable AM radio station. Gary Herrick, general manager of Radio Realty, based in Minnetonka, Minn., is selling low-power AM radio transmitters with the expectation that realtors will set them up at homes being offered for sale. When a potential buyer drives by the house, he or she sees a sign suggesting that the radio dial be tuned to the station's frequency for more information. The customer hears a pre-recorded tape, designed to repeat itself continuously, containing such information as number of bedrooms, yard size and type of heating system. The message, recorded by the listing agent, also provides information on when the house is open for inspection and who can be reached for more details.

Radio realty sells the devices, which do not require an FCC license, for about \$325. The signal's range is about one or two blocks, and can be adjusted to any blank spot on the local AM band.

McMartin broadcast



"Our transmitters are so good we want you to try our other products.

We not only manufacture a complete line of AM and FM transmitters, but also produce audio consoles, monitors and amplifiers, FM/SCA equipment and satellite receivers. We have over 300 products.

We have 27 years of experience, and in broadcast, experience counts!"



Ray B. McMartin

Ray B. McMartin
President
McMartin Industries, Inc.

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Playback

Bonneville Broadcasting System has picked up WLYF(FM) Miami for its beautiful music format beginning May 1. The station currently programs Schulke's beautiful music.

□

NBC Radio's Talknet service will soon be heard over WMCA(AM) New York. The station will begin to air the nighttime programming in mid-April.

□

Concert Magazine is a new biweekly 90-minute rock music series available on a barter basis from The Creative Factor and Patrick Griffith Productions, which have joined forces in the venture. The program premiered Jan. 27 with a three-hour special and begins regular distribution Feb. 19 to stations in the top 150 markets.

□

A three-hour weekly countdown program designed for urban contemporary formatted stations is being introduced by the newly formed Freeport, N.Y.-based Ram Broadcasting Productions. Called *The National Urban Contemporary Countdown*, the show will feature the top 40 songs from that genre each week. "We will use our own research from a variety of sources to compose the list," said company president Joseph Ram. The price of the show ranges from \$75 to \$175 per week depending on market size. Stations will have 12 minutes per hour to sell. Plans call for the program, which will be hosted by New York radio personality Don Allen, to be distributed on a 12" stereo disk.

**Now! You can hear
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New York (that's news), and
selected points in between
(tell me more).**

WQXR-FM and AM, the radio stations of The New York Times, announce WQXR SYNDICATION, a service created to extend the advertising and promotional benefits of radio's most prestigious station.

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If you send in the coupon we'll help you discover what charter-sponsors Shearson/American Express, Nissan Motors, Citibank and Pfizer have already discovered: you don't have to be a New Yorker to hear New York's finest radio—or be sold by it.

Lawrence B. Krents
Director of Program and Syndication Sales
WQXR-FM and AM
229 West 43rd Street
New York, NY 10036

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B-2-14



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ADI RATINGS TV HOUSEHOLDS

PK	PROGRAM TITLE	TYPE	DUR	MKTS	TVHH%US	ADI	RT
1	PM/EVENING MAGAZINE	TI	30	75	72 17	13.1	
2	MASH	SC	30	176	93 72	12.8	
3	FAMILY FEUD	QG	30	128	86 67	12.7	
4	THREES COMPANY	SC	30	102	75 73	9	
5	HEE HAW	CV	60	181	93 96	9	
6	PEOPLES COURT	GD	30	133	89 74	9	
6	TRIBUTE-JERRY REED/FRIENDS	MV	120	5	1 23	9	
8	JEFFERSONS	SC	30	92	69	9	
9	BARNEY MILLER	SC	30	129		9	
9	TIC TAC DOUGH	QG	30			9	
	SANTA AND THE THREE BEARS	C				9	

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FIRST to employ emergency klystron multiplex circuitry for UHF.

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FIRST integrated antenna and amplifier transmission system for low power UHF.

We are currently as deeply committed to design innovation in L.P.T.V. as we have been in H.P.T.V.

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applies to our transmitters, translators, antennas, and accessories.



Catalog on request.

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FIRST transmitter manufacturer to introduce satellite system concept through a cooperative effort with a TVRO manufacturer.

FIRST to have a complete line of transmitters for satellite rebroadcast systems. We design and build rebroadcasting systems for UHF and VHF transmission and each line is available in either low or high power.



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SEND Transmission Specialists

a step or two ahead of the competition.

components, everything we develop and produce is mainstream to the transmission of television.

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FIRST to introduce a Custom Engineering program for updating and retrofitting older transmitters.

FIRST and only manufacturer with hardware and the know-how to up-power all major brands of T.V. transmitters.

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FIRST to provide a regulated and adjustable beam power supply ... PERVEAC.

FIRST to manufacture and employ plug-in vacuum contactors for T.V. transmitters.

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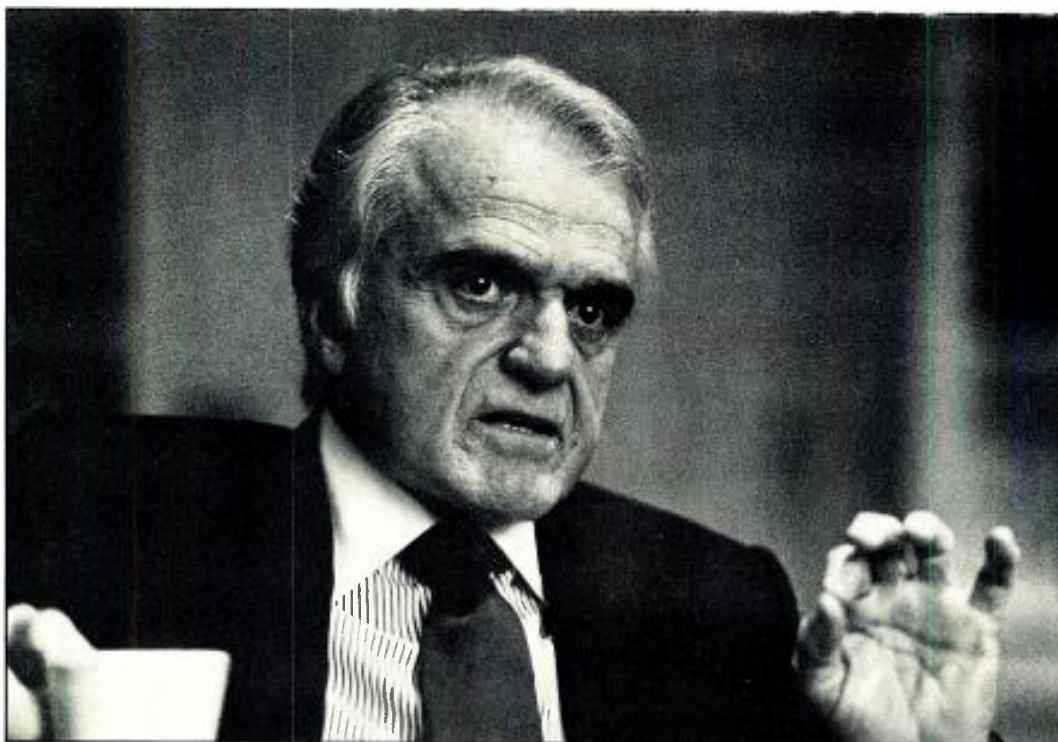
Townsend leads again with a complete line of solid state transmitters. Models are available from 0.1 watts to 100 watts for operation in either MDS or ITFS frequencies with multi-channel capability.

Literature on request.



Our "FIRST" Team, THE R & D Group

The many transmission innovations developed by the Townsend R & D group have often involved technologies borrowed from other fields. Their singular purpose is to find ways to measurably raise the state-of-the-art in just one field. Television transmission.



“Irrepressible” is but one of the adjectives used in describing Jack Valenti, the “dynamic” (that’s another one) president of the Motion Picture Association of America. More and more often these days, as broadcasters and cablecasters work their respective sides of the Washington street, they come across Valenti, making sure that the interests of his nine employers are taken into account. At the moment three crises rank highest among his Hollywood’s concerns: a copyright royalty on home videorecorders and blank tapes, the imposition of higher copyright fees on cable television and retention of the financial interest and domestic syndication rules by the FCC. Valenti makes his positions characteristically loud and clear in this “At Large” interview with BROADCASTING.*

The righteous wrath of Jack Valenti

What are your major problems domestically, particularly in the area of communications?

Our number-one problem, as always, is fiscal discipline—holding costs in line. Today the average motion picture costs \$11.5 million. Add to that your marketing costs, which can be \$8 million to \$9 million, and you’re talking about a \$20-million negative cost, which means you must do \$40 million at the box office. Very few films do that.

As a result, eight out of 10 films never recover their investment through theatrical exhibition—and six out of 10 films never recover their investment, period.

How much do the motion picture people rely on television to recover their costs?

Well, that varies; it depends on the picture. Before you make a

picture you bring in your production people, talk to the sales managers, the foreign managers, the television people, and now to the home video people. They didn’t do that before.

So they’ll say: “We think this picture can be made for \$15 million.” The sales manager, domestic, says, “I think it will do blank dollars domestically.” The foreign sales manager says, “I think, theatrically, we might do blank dollars.” They estimate what they might have in prerecorded cassettes, they estimate what they’ll get from pay cable and pay television, they estimate network television, they estimate syndicated television, they estimate foreign television. It may be that this is a picture they think might get \$5 million, \$6 million, or \$8 million from network television.

On the other hand, there’s what I call a “compensatory balance” in all of these revenue cost estimates, because as your pay cable esti-

* MPAA’s big nine: Columbia, Disney, Embassy, MCA Universal, MGM U.A., Orton, Paramount, 20th Century-Fox and Warner Bros.

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mates go up, your network television is inevitably going to go down. And so is your syndication going to go down. That's why there is an illusory Holy Grail out there: people saying, "My God, they're going to get rich because they've got all these new markets!" But these "new markets" collide with each other.

The great war in the American living room, which very few people understand outside our business, is not going to be over channels, it's going to be over programs. And the great war is going to be over the allocation of viewing time that the American family is going to spend. How do you choose to spend your family's six hours a day in front of your television set? Are you going to watch two prerecorded cassettes? Are you going to watch pay cable, two movies? How much prime time, how much independent stations, maybe WTBS(TV) coming in? What do you do with ESPN and some of the others? That's where the great war is going to be. And there is no expert among us who can tell you how that allocation is going to take place.

There's just a certain amount of time. The amount that people spend with visual entertainment is not infinite. In 10 years, TV viewing per home went up only 15 minutes. So when you're close to seven hours per viewing day, I don't believe you can get much higher than that. Number two, I don't think that people are going to remain hostages in their living rooms, umbilically connected to some damn electronic box all day long or all night long.

Is the revenue curve bending downward or is it still climbing?

We just finished the biggest year in the history of motion picture theatrical box office—\$3.45 billion. With more attendance at the box office than in any year since 1961—1.175 billion admissions.

Do you think it will turn down?

I'm saying it will go down when you get 40 million videocassette recorders. When you have 55 million to 60 million pay cable homes. And when you have two and three tiers of pay cable. What that tells me is that there's bound to be some erosion, because you go back to the allocation of viewing time. How much time are you going to spend in going out to the movies? How much time are you going to spend in these various areas? Down the line at some point that's going to happen.

Where do you expect your greatest vested interest will lie—with pay TV or conventional TV?

My own feeling is that the greatest advance is going to be made in the area of pay services. And when I say "pay" I'm talking about pay per view, which is nothing right now—that's the big event, in my judgment. Right now, we only have half a million addressable cable homes; most pay per view is STV. But I'm also talking about prerecorded cassettes—in 10 years you'll have them in one-quarter-inch or even one-eighth-inch cartridges, prices will come down, and they will be affordable by more people. Then there's the regular pay cable—that's the third area. And direct broadcast satellite. I'm much more bullish on DBS than a lot of people are, because I think there are a lot of advantages to it. You don't have to worry about cable snapping and going out, just put a little one-foot dish in your attic and you can bring down a bird 23,000 miles in the air.

What's your third priority, or worry?

Well, we have some problems here in Congress. The most serious right now is the syndication-financial interest rule. If the FCC abandons that rule, and if the Justice Department collapses those consent decrees, all bets are off for the future because you will have a landscape dominated by three colossi—so huge and with such vast resources that they will call the tune for the foreseeable future. There's no question about that. They will be in command of the creative resources, and whoever commands the creative resources is

going to command the future.

It is always dangerous to allow any one or two elements to gain control—that's a political axiom. Power is never harmful to the people if it's kept on a sharp tether. You go back to the "Federalist Papers"—our country was built on the idea that the way to avoid tyranny was to scatter centers of power. And yet, in a fit of blindness, some FCC people are forgetting what James Madison had to say, and they're going to allow three networks—there will never be more than three networks—to dominate and control.

But what about all of these markets you've just been talking about—VCR and DBS and pay cable and STV?

They're in them. CBS is going to have a big studio—so will NBC and so will ABC. Today they can own and be programmers in pay cable, pay television and DBS. They can be in the prerecorded cassette business, they can distribute prerecorded cassettes, they can own cable systems, they can distribute abroad as well as they can here; they can be in anything they want, right now.

So I can sum up this whole syndication and financial interest rule argument in four words: monopoly, noncompetitive and excessive power. That's it.

I don't think there is any issue that is so critical, because if they abolish that rule, every syndicator and every independent programmer will go out of business—tomorrow.

Would you yield a little bit, to say you might be exaggerating for effect?

No. I'm not exaggerating one bit. Let's take syndication. You can't syndicate unless you've got a program to syndicate. Correct? Now, if the networks have the authority and the right to go into the syndication business, I go to see Mr. Tony Thomopoulos [of ABC] or Tom Wyman [of CBS], whoever, and I say, "I've got a great program. It's called the *Z Team*." And he thinks it's terrific, it's great. "Let's go for a pilot—and, oh yes, by the way, this is so good, I think we'll take about a 60% financial interest in this."

So I say, "Wait a minute, I'm not going to give you that." I'm Paramount Pictures or whatever. "Well, let's think about it." So the next day I get a call, and they say, "The *Z Team* is not going to meet our need for next year, but thank you very much, Mr. Valenti."

So I say, "Wait a minute—you can have the 60%." Fine. "Now, if you'll step down the hall, Mr. Valenti, this is our syndication department down there. We want the syndication rights, and if you balk, you're out of business."

Remember, there are only three people who command what goes on prime time television, which for the foreseeable future—up to 1990, by CBS's own research—is going to command a 70% share, with independents having a 15% share, with pay services a 9% share, and with the rest scattered around. A 70% share then; it's 84% today.

And you say, "My God, that's a great drop." Except that the total audience rises. Ergo, whoever controls the funnel, the baffle plate, who says what goes on or goes off prime time television, controls television and syndication.

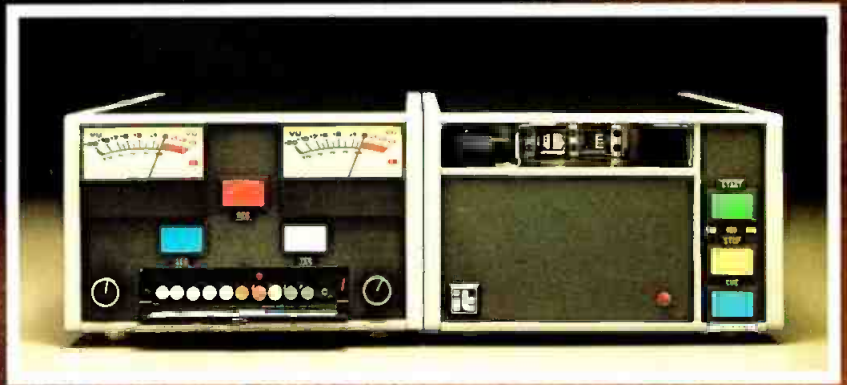
We all know that Grant Tinker [of NBC], when he was at MTM, said that we all lose money on prime time television as programmers; the only way we can make it back is in syndication. Therefore, if you're an independent programmer, and you can no longer control your program, if you can no longer control your syndication, then you're out of business. Viacom is out of business. Jim Victory is out of business. Paramount and MCA are out of business. They've got nothing to syndicate.

Now, you say, "Well, I'll boycott the networks." What are you going to do? Have an Operation Prime Time? You saw what Mobil Oil did when they tried to put *Nicholas Nickleby* together—they only got about 60 affiliates to go with them. They had more, and then the networks unsheathed their dagger and stuck it right in their belly—the affiliates' belly. So you cave in.

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"Wheel of Fortune" fills both demands. Beautifully.

It's a new entry in the access arena ready for a September '83 start. And it's a long-running network daytime hit with legs a linebacker would love...

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- ☼ **NBC's Number One game show since 1976.**
- ☼ **Always an audience builder, increasing lead-in rating every year since 1975.**

All the Basics for Mass Appeal

"Wheel of Fortune" is a word-puzzle game that viewers play instead of watch. Because it doesn't take a graduate degree to play the game.

Contestants are ordinary citizens who need the prizes instead of celebrities who don't.

Prizes are glamorous merchandise choices instead of cash, giving viewers a vicarious window-shopping spree.

And contestants provide the suspense, risking total loss in quest of greater cash-value prizes.

It all adds up to the greatest "wheel" around and your only new access game with legs for the long run.

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Source: NTL, 1/75 to 12/82.



happens. Somebody says, "Well, if they do that, you've got antitrust laws." Well, you and I both know you've got to prove antitrust law. I might put you down in the sauna, and I know you don't have a wired machine on you, and say, "Let's go, we'll discuss our contract in this sauna bath." Now how are you going to prove it in a courtroom? It's your word against mine.

And when you're playing for big money like this, you play tough.

Now, the networks will miss some programs that they won't even care to have the syndication rights to, although in my judgment, what I think they'll do is they'll say, "We'll let you have syndication rights, but we want an option on the second or third year of those syndication rights." Or, "We won't take a financial interest, but we'll take an option on the financial interest second or third year, so that if the program takes off, my option then is triggered, and I own your program." There are all sorts of ways to write a contract. Lots of safety nets for the networks.

So I'm not dealing in hyperbole. I'm dealing in harsh realism, and everybody who's a professional in this business understands it very clearly. The only people who don't are the academics or the fellows who don't know much about the business—I mean, in the trenches where it's wet and mean and dirty.

You said you were talking about a congressional matter. This issue is before the FCC. Are you saying...

Well, I'm saying that if we can't convince seven or five members of the FCC that this is in the long-range worst interests of the public, then we've got to go to another forum because the Congress is the final judge of what is right or wrong for the people under our Constitution—not an administrative agency. Not one of those people have been elected to anything.

So we've got to go to Congress, the elective body, and say, "First, I want to pose three questions. Where is the public interest reason that compels the abolition of this rule? Number two, will the abolition of this rule increase or decrease competition in the marketplace? And number three, do the people believe it is wise to give the networks more power or give them less power?"

Now those are three questions that I think you've got to pose. It's the Congress that has to judge: Is it in the public interest to have more competition, or less competition? They just broke up one of the most efficient organizations in the history of mankind—the Bell Telephone Co. It was doing a great job. And why did they break it up? To increase competition.

Now that's canon law in our country, and I happen to believe that it's true. Wherever there's no competition, whoever is in charge becomes fat and arrogant and outrageously deaf to anybody's entreaties or grievances. Whether it's a one-newspaper town or whether it's a one-company town or whether it's—whatever. I think it's terribly wrong for the FCC to allow concentration of power: The worst damn thing that can happen to this country is to have every communication in the hands of a few people. Twenty-five cable companies control today 65% of all the subscribers. By 1990, 25 cable companies will control 85%, and if you allow newspapers and television stations and cable systems all to be owned by the same people, in the same community—somehow that strikes me as being wrong. I don't think that's in the best interests of the people, to have a small group of individuals controlling so much of what goes out.

I'm not unacquainted with some of the power structure in this town, and I'm doing what little I can to make sure that the story gets told.

What levers are you pulling?

I'm trying to give information to congressmen, as well as the FCC. I don't think the fight's lost in the FCC. I think some of these people are beginning to have second thoughts about unleashing the three gorillas. I just don't believe you want that kind of power set loose in the landscape.

What are some of the other problems you mentioned?

The second problem has to do with a basic canopy under which you can operate for the foreseeable future. And the theme is this: Whenever there is a new technology, the first thing one does before that technology ought to be unleashed on the landscape is to define ownership rights precisely. Then let the technology come in, let the public make its choice as to what it buys and what it doesn't buy.

What has happened in our country is very simple: The new technology has outstripped the law. The copyright law of 1976 is aged and worn, after just six years. It's outmoded. It has collapsed and withered under this electronic magic that is flooding the country. Neither satellites nor VCR's were contemplated in the 1976 act.

What about other new electronic magic? It's beyond our imaginations right now. I don't know what they're going to be. And five years up the road, who knows? So I'm saying to you that we want the Congress to define these rights precisely, so that whatever new marketplaces come along, whatever new distribution systems emerge—like the videocassette recorder—the copyright owner's rights are protected.

So we're saying that, first, you've got to go to the videocassette recorder, and you've got to say, "Look, just like a theater, or the headend of a cable system, a prerecorded cassette or a television station or DBS, you are a distribution system, and you must abide by rules and regulations which govern the sanctity of copyright; i.e., you must either have the permission of the owner of that property, or compensate the owner for the use of that property." I didn't say "harm," but "use." Now that is so fundamental to this rostrum of ownership rights, and the concept of copyright, that it must be dealt with. It has not been dealt with in the law.

That's the thing that can destroy us. At least we're getting *some* payment out of the cable systems today; there is a compulsory license. We want a compulsory license on the VCR, because when you have 35 million to 45 million of those VCR's out there, if they're untended by any rules or regulations, they can have just a destroying effect on the marketplace.

Are you really concerned about anybody who owns a VCR taping a program and going out to dinner and then coming back and watching it later that night?

Of course I am!

What is the harm in that?

Every machine has a remote control gadget. You've always had mute buttons, you know, you could always cut off the sound on a commercial, but never in the history of television have you been able to assassinate a commercial!

Now here's what happens. Last night I couldn't see "The Scarlet and the Black," so I taped it. And tonight I'm going to watch it. I put it on my videocassette recorder, and here's Gregory Peck and Christopher Plummer, and it's very exciting, and now here comes the commercial. I don't want to watch the damned commercials. I want to see the film. So I press "fast forward" and I count one, two, three, the machine speeds up to 20 times its normal speed, and visually it goes whoosh, and in three seconds, I zap out a one-minute commercial.

Now I'm watching my movie again. I watch a three-hour "Scarlet and the Black" in two hours and 25 minutes. And it's a seamless web now; I'm not interrupted by the commercials.

Now you tell me what red-blooded American, if he had the power, wouldn't zap out those commercials.

Now what does that mean? Listen to this letter from Frito Lay—and I've got the same kind of letter from Gillette, TWA and Coca-Cola.

"I'm ready to confirm several comments I made in conversation. My personal point of view is this: that VCR penetration of households will continue to grow. VCR devices allow consumers to record program material, but delete commercial messages. Some method of measuring whether a set in use is hooked up to a VCR will have to be

developed. The burden of proof will be on the television networks to provide data on VCR usage. Advertisers will not pay for VCR-associated message delivery. That is, a taped audience. Or they will pay at a reduced rate, given the potential for deleting commercial messages. I would anticipate we would negotiate rate concessions on an up-front basis with the networks once VCR penetration becomes significant—10% of households."

That answers your question. It means that when you get 20 million or 30 million of those machines, and I'm Frito Lay, and I'm going to pay \$180,000 for my commercial, and you're guaranteeing me a 30 share. Then the numbers come in and you find that one-third of that is on VCR-associated message delivery.

There are two things that Nielsen cannot tell you now, and will not be able to tell you. Number one, was that taped program ever played back? And you'd be amazed at how many of them aren't. And number two, was the commercial zapped? They can't tell you that.

So, Frito Lay says to NBC: "\$180,000? a 30 share? You got a 30 share, but one-third of that was on VCR, so we aren't going to pay you \$180,000, we're going to pay you \$120,000." And then all the other advertisers do the same. Then the networks say to the programmer, "Gee, I can't pay you \$3 million for that movie, because we're getting less—I'm going to pay you \$2 million because I've got to knock off one third." That has a domino effect.

So does it hurt? You bet it hurts. Diminished revenues.

Now, there's even more than that—something that really knocks your eyeballs out. This is called "The Killer," and this is called "The Editor." These are very primitive devices now, but within the next three or four years they're going to be very sophisticated. I hook one up to my VCR, and when I'm recording, when I'm not home—when the networks send down a program, there's an electronic beep that tells the station the commercial is coming on. You don't hear it, but "The Killer" hears it and "The Editor" hears it—guaranteed to eliminate color or black and white commercials automatically, eliminate them!

So now you sit down to watch your playback and you don't even need your fast forward: The commercials are gone! You have a nice, uninterrupted, clean, pristine tape. Now that technology is there. It's very difficult to make people understand this. They say, "You mean to tell me in my own home I can't tape things coming over the public airwaves?"

But free television is dependent on advertising support—a good deal of cable in the future is going to be subject to, dependent on, advertiser support. And advertisers aren't dopes; they're not going to pay for commercial messages that never reach their intended audience.

That's the heart of this thing. That has to do with harm. But I'm saying to you that there is a rostrum before you get to harm, and that is use. We license that program to network television—we don't license it to a VCR. Now if you want to use it on a VCR, you ought to have the permission of or pay compensation to the owner. That's copyright.

Now what is the answer? The answer is that we have a bill that Senator Mathias has carried in the Senate, and that Congressman Edwards and Moorhead carried in the House. There are two elements. One, it totally exempts home taping of any copyright infringement. Two, it buckles to that exemption a copyright royalty fee to be paid by the manufacturer of the machine and the manufacturer of the tape—just as cable television has a compulsory license. But you don't exact the license from the subscriber, you exact the license from the machine—which is the headend. And that's how the cable copyright fee is paid.

Let's say you pay \$25 royalty for a \$700 machine or an \$800 machine. And say your machine is going to last 10 years. That means your copyright fee for the right of taping anything that you want is \$2.50 a year! Is that excessive? I don't think so.

And let's say you pay a 25¢ fee on every tape you buy. I pay \$22 for them, each with the capability of six hours of taping. Now I can run that maybe 100 times. At 25¢, how much is it costing me? One

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Southern Baptist Radio-Television Commission / Fort Worth, Texas 76150

Broadcasting Feb 14 1983

quarter of one cent every time.

On the cable copyright issue, did you think that H.R. 5949 had a chance of getting through the 97th Congress?

I thought it did until the cable people just began to back and fill and renege and every day coming to us with something new. Finally, we just threw up our hands. The final thing was the whole Ted Turner imbroglio where they wanted to overturn the decision of the Copyright Royalty Tribunal. It's so absurd that it boggles the mind. I mean, the law says that the CRT adjusts the rates if the FCC changes the syndication rules. That's exactly what they did. And indeed, the cable people when they importuned the FCC to change these rules, said, "Look, don't worry about it—if you change the rules, the copyright owners have a right to go to the CRT and get the rates adjusted."

Now they scream that it's too much. And you know what my answer is? What would you consider to be OK? Zero? Yeah, that's about right. The trouble is that the cable people have become greedy. They don't want to pay anything. Listen to this report by Donaldson, Lufkin & Jenrette, which combined all the cable companies into one industry. Under expenses: 19.5% went to payroll, 3.1% transmission related costs, 9% to all other service expenses, 10% to payments to pay cable programs, 1.6% origination expenses, 17.7% selling and general administration expenses, 2.4% franchise fees—and copyright fees, .8%!

Now there's something that is so ludicrous in this that it's almost bizarre. You can do without some payroll, and you don't have to have pay cable. You can do without some selling, you can do without a lot of these expenses, but the one thing you can't do without is programing. You don't have a business if you don't have programs. And that's the cheapest item in your ledger.

Now, not often is lunacy imbedded in the law, as it is there—but it is.

Well, are you going to try to get rid of the compulsory license?

I don't know. You know, there are just so many things you can do, and right now our two most important—well, three: I didn't even give you the third one. The third one is the repeal of the first-sale doctrine, which we think is very, very important, and it's creating anarchy in the marketplace.

Under the first-sale doctrine, if you sell a book to a book retailer, you've lost control over that book—he can do anything he wants with it. But when they made that law, that doctrine, nobody ever heard of electronic batching. Now what happens today is we take a prerecorded cassette and we sell it to the video place on 18th Street here, at \$30 wholesale. Now, he's going to sell it for \$60, presumably, retail. But he doesn't do that. He rents it—100 times, at \$6 a rental. He takes in \$600. And you sold it to him for \$30. And it's your product.

So the program producer says, "Hey, wait a minute. Let's make a contract. I get some percentage of the rental if that's what you're going to do with it." The guy says: "Screw you. Under the first-sale doctrine, I don't owe you anything."

Then if the producer says, "Well, I'm going to make the contract rental only" and he says "I don't want it." Now, what we want to do is to be able to say that if you sell a retail store a prerecorded television cassette, in which your copyright remains intact, and if he sells it, fine. You get your \$30. If he rents it, there is a contractual agreement as to what percentage of the rental you get. Now, there is a big plus in this for the consumer. If this happens, the price of television cassettes

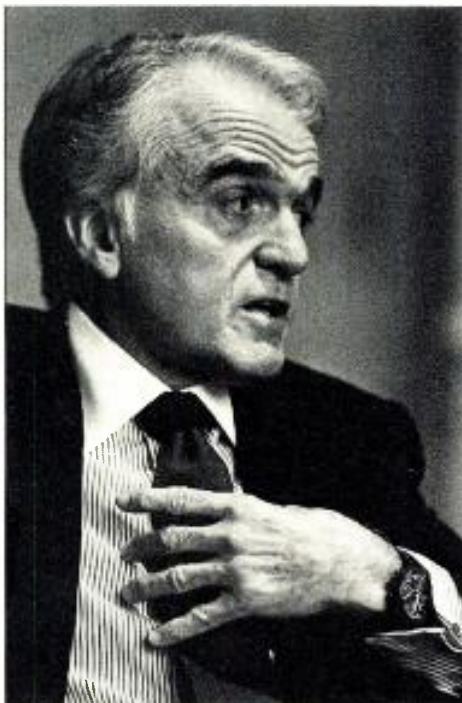
will go down—there's no question about it—simply because you're not going to sell any cassettes as long as the video place is renting them.

So, you get the cassette down to where you'll be able to sell it if you can get the manufacturing cost of the cassette itself—you'll be able to sell these things for \$20, \$15. And they'll be renting them for \$4 or \$3, \$5—because you can't raise rental when the selling price is down. That doesn't make any sense. You can raise rental only when the selling price goes up.

So for the consumer, it's a big boost. Now, the video stores will fight this like mad. They've got a bird nest on the ground. This is one reason why the big retailers aren't in the business, like Sears and Montgomery Ward—they're not in the rental business, they can't be in that. They would be in the business of selling cassettes if the cassette price went down, and they realize that the first-sale doctrine didn't apply.

So it would be a big boost to the consumer.

So those three issues—syndication and financial-interest rules, copyright royalty fee and the protection of copyright, and the repeal of the first-sale doctrine—are the three major issues that we have right now.



What are the chances of the MPA striking a deal with cable again on compulsory license?

I haven't even thought about it. My experiences in dealing with the cable industry—and this isn't personal, because it's a disparate industry; I have nothing personal against Tom Wheeler, he's a good man, a decent man—but my experience in dealing with them is that we shake hands one day and they break it the next day. You shake hands the third day and they break it the next day. Finally, you know, I just threw up my hands and said I had enough.

Well, are you saying that the repeal of the compulsory license is not on your plate right now?

Yes, it's there, but there are only so many things that you can do reasonably well; you can't do everything. And we have what I think are extraordinary important issues. We have a thin line here of people to do this

work, so we're dealing with priority items; that which affects us most deeply.

Among the other things I didn't talk about is the satellite piracy problem, which is massive. Caribbean nations are going to a satellite, pulling down pay cable signals and running them through their national television network. And they're going to Florida and buying prerecorded cassettes and running them through their national networks, sending them over free, and thumbing their noses at us.

We've got to do something about that, as we've got to do something about people in apartment houses and complexes going to the satellite with an earth station, bringing down HBO, Movie Channel and Showtime signals and showing them free to their apartment tenants. It's stealing; it's outright thievery.

On balance, are the new technologies more trouble than they're worth?

No, the new technologies are going to be marvelous—for customers and for everybody else. But first, we've got to define the rights of owners. Once that's done, then you will compete in the marketplace like everything else. In the long run, the new technologies will be beneficent, and will give people more choices. But first you've got to define those ownership rights. ■

Fixing the blame for TV programming ills

Lear blames networks' interest in ratings for not allowing enough time for innovation; on noncommercial side, producers see funding cutbacks and bureaucracy as stifling creativity; bottom-line management scored

Norman Lear thinks the quality of television won't improve as long as "networks are fixated with short-term, bottom-line thinking," while two of public television's brighter lights blame bureaucracy as well as funding cutbacks for what they see as the lack of noncommercial innovation.

"I despair of seeing major changes in television until the industry, and the country, rids itself of this short-term fixation," Lear told a Harvard-Radcliffe "Learning from Performers" program. The producer reiterated his belief that America is "getting bottom-line management, not leadership."

Lear, who now heads the TV and film production and distribution company, Embassy Productions, called network executives intelligent and caring people caught up in the necessity of responding to overnight ratings, not long-term needs. "The name of the game is to succeed too quickly for innovation," he said.

Will emerging cable outlets create more homes for quality programming? Lear is pessimistic. At one time, he said, he thought cable might become the equivalent of off-off-Broadway. But now he sees a few major cable factions operating like networks, capturing most of the funding and undercutting the prospects for alternative programming. Cable has come to Embassy Productions, Lear said, for shows with four-letter words and nudity—"network television, but a little bit more permissive."

Documentary filmmaker Frederick Wiseman, whose works (which include *High School*, *Basic Training* and *Primates*) have been shown nationally over public television, termed that medium a "failure" because only 15% of its budget goes for programming and the rest is spent on

"bureaucracy."

"Bureaucracy is the real life of public broadcasting," Wiseman charged. The people who decide what goes on the air generally have no programming experience, he said, adding that the independent filmmaker who deals with them faces a "Byzantine maze" in which ability is less important than political and public relations skills.

Peter Cook, executive producer of WGBH-TV Boston and of *The Advocates* series and production manager of two forthcoming *American Playhouse* offerings, said: "It's incomprehensible to many of us why so little of the public money that gets into the Corporation for Public Broadcasting is actually spent for programming. There was a monster created there which just absorbs lots and lots of a diminishing number of dollars."

More bureaucracy and fewer funds have

"enforced safe, middle-of-the-road programming," Cook said. He said the need to please the majority of public station managers has reduced the chance to experiment. "The license to fail has become very, very hard to come by. The ability to learn by making mistakes has been taken away."

Funding cuts have had the good effect of "forcing public TV to think like grownups," Cook said, "and behave fiscally more responsibly. But they've taken away the laboratory—the chance to try things out."

American Repertory Theater director, Robert Brustein, whose productions are being restaged for public TV, said the absence of such a laboratory "is clearly soon going to prove a disaster for the networks. Who will be the actors and creators and directors of the next generation if there is no place to develop them?" □

Country heads to Nashville

Over 600 radio and record industry representatives will descend on the Opryland Hotel in Nashville next Friday and Saturday (Feb. 18-19) to attend the 14th annual Country Radio Seminar, sponsored by the Organization of Country Radio Broadcasters (OCRB).

Keynoting the event on Friday morning will be Chuck Blore, a creator of TV spots for radio stations. On Saturday morning, one-time Los Angeles morning personality Bob "Emperor" Hudson will speak.

Attendees of the seminar will be able to obtain a recent Torbet Radio study that shows that country music is the second most listened-to format next to adult contemporary but that its listenership has declined in traditional "country" areas of the country ("Riding Gain," Jan. 31).

There will be 22 different workshops ranging from agribusiness to brainstorming to image marketing. These "working" sessions were designed for radio people by radio people, said James Ray, vice president and general manager, KMMM(AM)-KOKE-FM Austin, Tex., who is serving as this year's conference agenda chairman.

There will be a workshop on research fea-

ture Dr. Robert Balon, president, Balon & Associates, Austin, Tex.; Carl Cramer, president, Cramer Communications, Arlington, Tex., and James Tice, program director, WCOS(AM)-FM Columbia, S.C., as well as a session on developing management systems with Richard Ferguson, president, Katz Broadcasting, and Yvonne Grewe, a consultant to Team Associates, Tulsa, Okla.

Rep executives John Boden of Blair Radio, Bill Buron of Eastman, Lou Faust of Selcom, Peter Moore of Torbet Radio, Ken Swetz of Katz Radio and George Pine of McGavren Guild Radio will field questions from broadcasters at a late Friday afternoon workshop. Two informal "rap" sessions centering on programming and sales will run concurrently on Friday night from 8 p.m. to about midnight.

Other workshop topics will include a debate on whether a station's country music playlist should be tight or loose and a discussion of the use of television to market country stations. The latter session will feature John Lund of The Lund Consultants, San Francisco, and Dale Pon of Pon & Partners, New York.

This is the second year the seminar has included hospitality suites, which 16 companies have reserved, including: Chuck Blore & Don Richmond Inc., Los Angeles; Celestial Mechanix, Los Angeles; Eagle Productions, Nashville; FairWest Studios, Dallas; Live Sound, Los Angeles; McGavren Guild Radio, New York; Music Country Network, Nashville; Mutual Broadcasting, Washington; PS Productions (an advertising, promotion and public relations firm), Troy, Mich.; Radio Computer Services, Tenafly, N.J.; Satellite Music Network, Dallas; Station Research Systems, Dallas; *Tune-In* (a country music and human interest maga-

CBS's shifts. CBS-TV is making changes next month in its prime time schedule, affecting its Sunday Monday and Tuesday line-ups. *Alice* will return on a regular basis on Monday, 9-9:30 p.m., starting March 7. *One Day at a Time*, now on Sunday, 9:30-10 p.m., shifts to Monday, 9:30-10 p.m., starting March 7. *Newhart*, now slotted on Monday, 9:30-10 p.m., will be seen on Sunday, 9:30-10 p.m., effective March 13. The premiere of *Ace Crawford, private eye*, starring Tim Conway, airs on Tuesday, March 13, 8-8:30 p.m. It fills a spot vacated by the first half of *Walt Disney*, which has its final telecast on Feb. 15. Scheduled for a limited run of six episodes is *Small & Frye*, a comedy-mystery series, which begins on Monday, March 7, 8:30-9 p.m., replacing *Filthy Rich* which will have its final broadcast in that time period tonight (Feb. 14). *Gun Shy*, a comedy-western adventure series, will begin on Tuesday, March 5 in the 8:30-9 p.m. period now occupied by the second half of *Walt Disney*.

zine), Houston; United Stations, New York and Washington, and Watermark/ABC Radio Enterprises, Los Angeles.

The seminar will close with a banquet and "a new faces show," where broadcasters and record label executives review new country acts. □

Friendly advice

From cable programing to FCC, former network news chief shares his assessments, advice during IRTS seminar


What are cable networks going to do when the movies run out? Fred Friendly, former CBS News president and now a professor of communications at Columbia University in New York, posed that question to students and professors attending a seminar conducted by the International Radio and Television Society in Glen Cove, N.Y. (BROADCASTING, Feb. 7).

He also provided the answer. If cable doesn't have the vision to be creative, it will end up looking like broadcast television today—"a midway, a grind house, with big garish neon signs" and lots of hype.

At one point during his career, Friendly recalled that he was "full of hope" that television would grow and not be "parasitical." But when the major broadcasting companies went public, he said, they felt the need "to double profits every four years." And to that end, "the common denominator of taste and quality" in programing was lowered to attract greater audience numbers.

In the question and answer period following his address, Friendly described FCC Chairman Mark Fowler's marketplace philosophy as less than realistic. "[Fowler] is talking about deregulation in a closed market. That's ridiculous." Friendly said Fowler is simply the product of a regulatory body with no meaningful purpose. "Those seven [commissioners] in Washington haven't got anything to do with anything."

In response to another question, Friendly said that cable is not the be-all and the end-all for access programing. "All this talk about 100 channels is silly," he said. "Access without money is a mirage. All [these



NBC goes soccer. NBC-TV announced acquisition of television rights to 1986 soccer World Cup. NBC Sports plans prime time telecast of championship game, which will take place in July 1986. Unit also plans to televise other international soccer games leading to World Cup, including 1984 European Cup and European Championships. Terms of agreement were not announced. □

Media marriage. Four NBC-owned television stations will premiere *In the Midnight Hour*, new 90-minute contemporary music series, late next March. Program, designed to air in late-night Saturday time period, will include stereo simulcast of "name" rock groups presented in concert. Stations picking up Alive/Marshall Arts Production are: KNBC(TV) Los Angeles, WNBC-TV New York, WMAQ-TV Chicago and WRC-TV Washington. Debut date is March 26, 1983. □

In the marketplace. Columbia Pictures Television and Lexington Broadcast Services have reached licensing agreement whereby former ABC-TV series, *Family*, will be available as advertiser-supported strip beginning in September 1983. Eighty-six hours will be available, with five minutes in each hour sold to national sponsors. □

In production. Aaron Spelling Productions will film 13 episodes of new half-hour "military comedy" series for ABC-TV. No air date has been set. □

Distribution deal. Western-World Television has acquired worldwide distribution rights to all Time-Life Films television programs, including *The Real McCoys*, *Wild, Wild World of Animals* and *World War II: GI Diary*. □

Rejuvenating. Janus Films, New York, is restoring 15 feature films produced by Hal Roach studios several decades ago. Janus already distributes short subjects starring Laurel and Hardy and will place Harold Lloyd and Topper features into syndication later this year. □

Commission confronted. National Association for Better Broadcasting has announced distribution of "You Own More Than Your Set!," new 52-page book described by NABB as challenging FCC "to justify its posture as guardian of the public interest in broadcasting." Volume was written by NABB president Frank Orme and published "as a public service" by NABB, California State PTA, Religious Media Ministry, National Citizens Committee for Broadcasting and National Organization for Women. It can be ordered from NABB, 7918 Naylor Avenue, Los Angeles 90045. □

production outlets] without great equipment is a mirage."

Friendly was no easier on his own profession—journalism. Journalists probably earn their "worst marks" for covering issues during political campaigns, he said. Their job, he said, is to "explain complex issues concisely and precisely." Too often, he said, they end up "explaining things they don't understand." □

AFTRA OK's new network pact

The national board of the American Federation of Television and Radio Artists has approved the terms of a new three-year contract with the radio and television networks and last week urged its members to ratify the pact.

The agreement, retroactive to Nov. 16, 1982, covers performers appearing in all national TV and radio programs, except dramatic prime time TV, for which negotiations are scheduled jointly with the Screen Actors Guild this summer. Final ratification of the nonprime time pact is contingent upon successful completion of owned-and-operated station negotiations which are continuing.

AFTRA said the proposed contract calls for an increase in fees of 6 1/2% in both the first and second year and a 5% cost-of-living allowance (if triggered) in March of the third year. The union noted that all labor contracts negotiated in 1982 averaged first-year increases of 3.8% and annual adjustments of 3.6% over the life of the agreements.

The pact also calls for increases in pension and welfare contributions from 8 1/2% to 9%. □



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Ratings Roundup

Week 19 of the 1982-83 prime time season went solidly to ABC-TV, which captured its largest weekly audience this season aided by the opening night of its 18-hour mini-series, *Winds of War*, the season's highest rated entertainment program. The week ending Sunday, Feb. 6, was also NBC-TV's highest rated of the season, thanks in part to its rebroadcast of the 12-hour mini-series, *Shogun*. The week in which Nielsen and Arbitron opened their February local ratings sweeps also saw the three networks capture their largest combined audience, averaging a 56.3 rating and 83 share.

ABC-TV finished the week with a 21.2 rating/31 share, nearly three points ahead of CBS-TV (18.5/27) and nearly five points ahead of NBC-TV (16.6/25). Part one of *Winds of War*, which averaged a 31.9 rating/53 share (see story, "Top of the Week") and four nights in which ABC averaged higher ratings than usual in prime time, helped edge the network's season-to-date average up two-tenths of a point, from a 16.6/26 the week before to a 16.8/27 in week 19.

Part one of *Winds* and a run-over of ABC-TV's broadcast of the National Football League's AFC-NFC Pro Bowl (20.2/32) brought ABC-TV an average 34.2 rating/47.6 share on Sunday—double the ratings the network usually scores on that night. CBS-TV, down about five points from its typical Sunday-night performance at 17.1/23.8, aired the film, "Any Which Way You Can," (14.7/20) opposite *Winds*, while NBC-TV, which averaged a 15.6/21.3 for the night, aired a made-for-TV movie, *The Kid with the 200 I.Q.*, (18.1/24). *The Winds of Whoopee*, a one-hour Steve Martin comedy special following the NBC-TV movie, averaged a 12.8 rating/18 share.

ABC won Monday, Wednesday, Friday and Saturday nights, while CBS-TV won Tuesday, Thursday and Friday.

The First 20

1	<i>Winds of War (Part I) (S)</i>	ABC	39 1/53
2	<i>Magnum, P.I.</i>	CBS	25 8/37
3	<i>60 Minutes</i>	CBS	25 4/36
4	<i>Dynasty</i>	ABC	24 3/37
5	<i>Dallas</i>	CBS	24 0/36
6	<i>Love Boat</i>	ABC	23 7/37
7	<i>M*A*S*H (R)</i>	CBS	22 6/32
8	<i>Full Guy</i>	ABC	21 4/30
9	<i>ABC Monday Night Movie: "Con- fessions of a Married Man"</i>	ABC	20 7/31
10	<i>Simon & Simon</i>	CBS	20 7/30
11	<i>Newhart (N)</i>	CBS	20 7/29
12	<i>That's Incredible</i>	ABC	20 6/30
13	<i>ABC's Wide World of Sports (Sun 7-7:41 p.m.)</i>	ABC	20 2/32
14	<i>Falcon Crest</i>	CBS	20 1/32
15	<i>Shogun (Part I) (S)</i>	NBC	19 6 29
16	<i>Hill Street Blues</i>	NBC	19 3/31
17	<i>Hallmark Hall of Fame: "Thurs- day's Child" (S)</i>	CBS	19 3/30
18	<i>Dukes of Hazzard</i>	CBS	19 2 30
19	<i>Shogun (Part II) (R) (S)</i>	NBC	18 9 28
20	<i>Hart to Hart</i>	ABC	18 4/30

The Final Five

52	<i>Steve Martin Special: The Winds of Whoopee</i>	NBC	12 8/18
53	<i>Square Pegs (N)</i>	CBS	12 3/19
54	<i>St. Elsewhere (R) (N)</i>	NBC	11 8 19
54	<i>Taxi (N)</i>	NBC	10 7 16
55	<i>Family Tree (N)</i>	NBC	8 7 14

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Media crush at White House

In heavy schedule with local groups, President sits down with editors, broadcasters and answers questions

Last week was the week that was for the White House Office of Media Relations. Its job is to serve the President by serving the needs and wants of the media west of the Potomac. And since Karna Small, a deputy press secretary, took over the office in October 1981, it has arranged administration briefings—usually involving President Reagan—for as many as 80 groups of editors and broadcasters. Last week, three groups, back to back, saw what passes for Washington's top-rated dog and pony show.

On Monday, Washington local television people sat down to lunch in the White House's Roosevelt Room—and were joined by the President. The eight anchors and three news editors had been attending a background briefing, on domestic and international matters, by top administration officials, when the President dropped by. He spent about a half hour bantering and answering questions. A pool camera provided pictures of the President that showed up Monday night on local stations' and the networks' news programs.

Editorial writers had their day on Tuesday. The drill was the same as Monday. Some 15 editorial page editors were briefed, on a background basis, at lunch in the Roosevelt Room by administration officials. The President joined the writers for coffee and answered questions, on the record, for about 20 minutes.

The big day was Wednesday. Sixty-five editors and broadcasters, plus 22 camera crews, arrived at the old Executive Office Building for briefings by top administration officials, including Treasury Secretary Donald Regan and White House Counselor Edwin Meese III. The President joined the journalists at lunch in the White House state dining room. Some of the television crews that made the trip transmitted material via satellite back to their stations for the evening news programs. The networks were represented by a White House pool.

January is an important month for journalists. It is then that the administration presents the basic outline of its policy in three principal documents—the President's State of the Union message, the budget and the economic report. Reporters are interested in getting the word behind the word, and the administration is happy to get its message out. Even before last week's flurry of meetings, other groups had been accommodated in January as well, including a group of columnists two weeks ago, and the three networks' anchors a week before that, on the day of the State of the Union address. □



Boston angle. Wbz-tv correspondent Liz Walker asks President Reagan a question on Wednesday, during his meeting with a group of 65 print and broadcast journalists, the third such meeting held last week.

Two church groups ask CBS for time to rebut report

World and National Councils of Churches say they're due air time under personal attack rule to answer charges in recent '60 Minutes' broadcast

Already under attack by General William Westmoreland and conservative political supporters regarding a *CBS Reports* broadcast on the Vietnam War, CBS News has come under fire from a different point along the political spectrum. Representatives of five Protestant denominations charged that the *60 Minutes* segment, "The Gospel According to Whom?," which focused on activities of the World and National Councils of Churches, contained "personal attacks" against church officials and agencies. Under the FCC's "personal attack" rule, the church members requested air time to respond to those claimed attacks, and also asked for a correction of alleged inaccuracies in the broadcast.

According to a letter sent to CBS/Broadcast Group President Gene Jankowski by Earle K. Moore, an attorney representing Avery D. Post, president of the United Church of Christ; William P. Thompson, stated clerk of the General Assembly of the United Presbyterian Church in the U.S.A.; Kenneth L. Teegarden, general minister and president of the Christian Church (Disciples of Christ); John H. Burt, bishop of the Diocese of Ohio, Episcopal Church, and the United Methodist General Commission on Christian Unity and Interreligious Concerns,

"the program claims that these churches and their officials are engaged in acts of support of international Communism without the knowledge of their members."

The letter asserted that "The Gospel According to Whom?" presented as fact a number of items that are "either misleading or inaccurate. In fact," the letter stated, "the inaccuracies are so numerous as to indicate that CBS did not do its own research, but relied upon a group called the Institution on Religion and Democracy, which has produced a number of articles, papers and broadcast programs on the same theme."

The church members said that the right to respond "is not dependent on the truth or falsity of the CBS attack," although they enumerated seven "preliminary examples" of statements they seek to have corrected.

Asked separately if the churches are denying the claim that they and their officials "are engaged in acts of support of international Communism without the knowledge of their members," Moore said they are denying that actions are undertaken without members' knowledge. However, Moore spoke of the difficulty of making a more sweeping denial given the international nature of the churches, which have members in countries such as Poland where "Communism is a philosophy," and given that church activities are undertaken apart from concern that they support any government's policy. Consequently church funds might go to groups that also receive support from Communist nations or groups, Moore acknowledged.

In addition to the claims made by the churches, a church-supported group called the Washington Office on Latin America demanded reply time or a retraction for what it said was a false claim on the *60 Minutes* segment that it had "released" a document purporting to be a State Department memo

on El Salvador that was instead a KGB forgery. The Washington office said it had no role in distributing the document and did not "release" it. □

Networks irked over presidential birthday party

Press objects to celebration during televised press conference

Who says the White House press corps and President Reagan are adversaries? The correspondents who cover the President regularly have warm feelings for him. Indeed, they helped him celebrate his 72d birthday. Television viewers could see that for themselves, live, from the White House press briefing room, thanks to the coverage of the event offered by the networks. Of course the networks didn't plan it that way.

They had been responding, on Friday morning (Feb. 4), to a White House advisory that the President would hold a mini-press conference that would be open to live broadcast coverage. It began at 10:48 a.m., and when it was over, about 20 minutes later, there was a distinct feeling on the part of some at the networks, at least, of having been had, of having been used to reinforce the President's nice-guy image.

About half way into the news conference that the President was using to call attention to the drop in unemployment figures, Nancy Reagan walked in with a small cake on which a single candle was burning, in honor of the President's birthday, which was to occur two days later. Immediately, the hard-nosed correspondents dissolved into a group of warm, friendly folk, and broke into a rendition of "Happy Birthday," all of which was captured by the cameras.

The questions ended. And as the First Lady produced a second, and larger, cake which she began slicing for the correspondents, there was the customary birthday-party type talk—"Make a wish," for instance. The President probably satisfied a long-held wish by deftly inserting a verbal stiletto between the ribs of ABC's terror of Presidents, Sam Donaldson. When Donaldson, on taking a piece of birthday cake, said, "You understand, we won't sell out for a piece of cake," the President shot back, smilingly, "Oh, you've sold out for less than that."

And so it went, until, first ABC, at 11:07:56, then CBS a few seconds later, and, finally, NBC left the party and returned to regular programming. ABC anchor Frank Reynolds observed, when it declared the party over: "We could stay there for quite a while." NBC Washington bureau chief Robert McFarland told BROADCASTING the network stayed as long as it did—until about 11:09:11 a.m.—because, once it passed a certain point, that was the first opportunity for NBC to make "a clean hit" on rejoining all of its affiliates across the three time zones.

"We were not too happy" about the birthday party coverage, McFarland said. "We put the President on for the value of the news

conference—not to watch him cut a piece of cake." The live coverage, he noted, cost the network "a lot of money—easily over a hundred thousand dollars." The coverage had run over three commercial breaks and one local station break. "We were snookered," McFarland agreed.

He noted that the networks rarely decline an opportunity to cover live one of the mini-news conferences the President now holds on an irregular basis. And the drop in unemployment figures—"the best figures in a long time"—left no room for doubt as to what the networks' response would be when



White House director of communications, David Gergen, called, about 10:45 a.m., with word that a mini-news conference would be held and would be available for live coverage.

The birthday celebration—a surprise to the President as well as the press—was said to have been "cooked up," as one White House aide put it, by Mrs. Reagan and Michael Deaver, White House deputy chief of staff. □

Local stations do well in duPonts

They take nine awards; ABC and CBS split other four

Thirteen Alfred I. duPont-Columbia University Awards in Broadcast Journalism for 1981-1982 were presented last week to news and public affairs programs in six categories.

WNET(TV) New York broadcast the 41st annual awards ceremonies from Columbia University for showing nationally over PBS. The station and producer Robert Richter received an award and a \$20,000 cash prize for the best independent production—*For Export Only: Pesticides and Pills*, telecast originally on WNET. Among the 12 other awards, ABC and CBS each won two, with the remainder won by TV stations throughout the country.

Dallas Townsend and CBS received the only award in radio for *World News Round-up*. Other winners were:

KAIT-TV Jonesboro, Ark., for *The Economics of Water*; KMTV(TV) Omaha for *McClelland Care Facility*; KSL-TV Salt Lake City for *Probe Five*; WPLG(TV) Miami for *Human Cargo*; WXIA-TV Atlanta for *Epidemic: Why Your Kid Is On Drugs*; KNXT(TV) Los Angeles for investigative reporting; Chester Pancer and WJLA-TV Washington for *Air Florida Crash Coverage*, and WMAQ-TV Chicago for *All the King's Horses*.

ABC-TV won for *Closeup: The Gene Merchants* and for *Viewpoint*, and CBS-TV for *CBS Reports: People Like Us*.

Walter Cronkite was the evening's master of ceremonies. □

NewsBeat

New survey. Median salary of TV news directors at commercial stations in U.S. last year was \$565 weekly, up 13% from previous year, and median salary of radio news directors was \$275 per week, up 10% from previous year. Those are among findings in survey of broadcast news personnel that covered period from mid-1981 to mid-1982 and was conducted by Professor Vernon A. Stone for Radio-Television News Directors Association. Complete analysis of returns, published in February RTNDA *Communicator*, also noted that TV anchorperson category was only other classification that showed substantial gain in annual survey. Typical commercial TV station's highest paid anchorperson was making \$540 weekly last summer, up 8% from 1981. Biggest-market anchors made more. In 25 biggest ADI's, median salary for highest-paid anchors was \$1,350 weekly, 12% boost from year earlier. However, survey found that, elsewhere, over all, pay levels rose very little, stayed same or even dropped in some cases. Questionnaires were sent to 690 commercial TV stations and sample of 815 commercial radio stations. Usable questionnaires were received from 450 of TV and 350 of radio stations. Stone is director of school of journalism, Southern Illinois University, Carbondale. □

TV tip. After viewing an ABC News report Jan. 7 on the unsolved Tylenol poisonings in Chicago that included an unidentified white male with black hair and sunglasses outside a church at the funeral of one of the victims, a Detroit woman has contacted authorities. After reviewing the news report, she supplied officials with a name and New York address for the man. The FBI is seeking the man for questioning. "We only want to interview him to determine why he was there," said FBI special agent, John Anthony. "We don't want to leave any stones unturned."



TELECASTINGS

M*A*S*H moves

CBS-TV has moved the final, two-and-half-hour episode of *M*A*S*H* out of the 8 to 10:30 p.m. time slot it was placed in three weeks ago and pushed it back to the previously-scheduled 8:30 to 11 p.m. slot. The network had moved it up to 8 p.m. after it learned NBC-TV would be airing *The Night the Bridge Fell Down*, a disaster movie, starting at 8 p.m. the same night, Monday, Feb. 28. CBS later decided the final *M*A*S*H* is likely to withstand the competition from the earlier-starting movie, according to network President Tony Malara, but it is giving up an opportunity to give the 10:30 p.m. time slot it could have had with the earlier scheduling to *Alice*, a series it is trying to return to its prime time schedule. The decision to go to 8:30 p.m. was made, according to Malara, to benefit CBS affiliates whose late-evening local news programs could receive a hefty ratings and revenue boost from the *M*A*S*H* lead-in, which is expected to draw audience shares in the high 50's. For stations with strong local news operations, the *M*A*S*H* lead-in could mean "a full rating point" in the February sweeps, said Malara, and the "difference between being number one and number two in the market."

'Lie' numbers

Overnight ratings in the five metered markets indicate that *Lie Detector*, the new, half-hour syndicated series that premiered three weeks ago in about 60 markets is off to a bumpy start, although programing analysts caution it is too early to say how the program will fare in the long run. In Los Angeles, where it airs on KTTV(TV) at 8:30 p.m., the show got a 5.4 rating/8 share its first week, followed by a 4.4/6 the second and a 3.4/5 the third, according to A.C. Nielsen. Arbitron gave it a 5.1/8, 4.8/7 and 3/4 for the same weeks. In Philadelphia, where *Lie Detector* airs on WPVI-TV in prime access, it captured an 11.4/19 its first week out and a 9.2/14 its second, according to Nielsen, and a 13.6/21 and 9.8/15, according to Arbitron. During *Lie Detector's* first week in Philadelphia, its lead-in, Colbert TV's *Tic Tac Dough*, averaged an 18.6 rating. Program directors cite production problems in *Lie Detector*, which went into production only a few weeks before its on-air debut and indicate that a lack of promotional materials supplied by its producer, Columbia Pictures Television, may have hurt its early ratings.

Football selling

As of last week, ABC had sold 80% of the available time for the upcoming United States Football League season (March 6-July 17). The network will telecast 18 reg-

ular season games, one of which is in prime time (June 17), and two playoff games and the championship contest. The telecasts will provide 28 minutes of commercial time, four minutes more than ABC's *Monday Night Football*. Regular-season 30-second spots are priced at \$30,000 and playoff spots at \$35,000. Spots in the championship game, a prime time telecast, will cost \$60,000. If the network sells out its USFL schedule, which it expects to do by the start of the season, it would generate a little more than \$37.5 million in advertising revenues. Production costs per game will run around \$250,000, and ABC plans regional telecasts on four occasions.

Play-by-play duties have been assigned to Keith Jackson, who for the last nine years has been announcing ABC's NCAA college football coverage. Lynn Swann, former Pittsburgh Steelers wide receiver, will provide commentary.

The success of the new league and the ABC telecasts, said Jackson, will depend on whether the games are competitive. "If the games are not competitive," he said, "then we'll have to get into show business." He suggested that a drop in ratings six weeks or so into the season wouldn't necessarily be a "death rattle." The real key, he said, is "maintaining an upward posture in home attendance," perhaps a minimum of 25,000 ticket sales per game.

Jim Spence, senior vice president, ABC Sports, said the network is projecting an average 5 rating for the 1983 USFL tele-

casts. He also said that ABC would probably decline to provide instant-replay videotapes to assist referees on hard-to-call plays. "The league came to us" with that request, he said, but there are "a number of problems" and questions as to whether "we should be involved in that kind of activity." ESPN, the cable network with USFL rights, has not yet ruled out that possibility.

Major sponsors of ABC's USFL lineup include Anheuser-Busch, Miller, Chevrolet, Buick and Dodge.

ABC will attempt to acquaint viewers with the new league with sideline interviews during timeouts and during half time. It has also had discussions about the possibility of wiring coaches for sound.

Tennis tussle

A dispute between CBS-TV and NBC-TV over the 1983 broadcast rights to the French Tennis Open has been settled out of court with the result that NBC will air the tournament and will pay CBS an undisclosed amount to, in effect, buy the right of first refusal CBS had held for the 1983 rights. Terms of the settlement forbid either party to reveal how much NBC is to pay CBS, which had secured a preliminary injunction preventing NBC from promoting its broadcast of the tournament or selling advertising time in it. CBS has aired the open for the last three years, but balked at a demand from the French Tennis Federation that the tournament finals be broadcast live and promoted together with the Wimbledon tournament, which NBC airs each year (BROADCASTING, Jan. 31). NBC has agreed to both demands.

Genesis genesis

The Genesis Network will join with the Dorason Corp. to form the Genesis Omega Network, a combination advertiser-supported and subscription television service directed primarily at low-power TV stations and slated to begin operations on May 10. The network will offer unscrambled programing during the day and switch to movies in an STV mode after 7 p.m. Stations interested only in the advertiser-supported service will have the option of replaying that material at night.

According to Dorason Chairman Rinaldo Brutuco, the Genesis Omega service may be offered to cable and MDS operators as well as full-power STV outlets. Genesis President Charles Wilkerson estimated he needs about 200 affiliates in order to break even, and indicated most of his current advertising agreements require that he attract at least 50 affiliates. He said the monthly charge for Genesis programing to the LPTV

Emmy entries

Television programs will not be automatically entered in the balloting for prime time Emmy awards for the contest year that started last July 1. To be eligible for the voting, a program must be entered by its producer. The change was announced last week by John H. Mitchell, president of the Academy of Television Arts and Sciences, which administers the prime time Emmys. Mitchell said the change, made by the ATAS awards committee and approved by the ATAS board of governors, puts the program awards on the same procedural footing as all other prime time Emmy categories. He said program entry cards are being mailed to producers and are also available at ATAS's Hollywood headquarters. The current contest year extends through June 30.

stations would be cut from \$2,500 to \$2,000 when the STV service is added. Affiliates would receive a portion of national ad sales and subscription fees under terms of the Genesis/Dorason agreement.

New farm feed

Satellite distribution has been added to Tribune Productions' half-hour nationally syndicated *U.S. Farm Report* program, enabling late-breaking agribusiness news and the latest information from the Chicago Board of Trade and the Mercantile Exchange to be included in the weekly series. The report is distributed on Westar IV, transponder 5 every Friday at 6:35 p.m. NYT. Already signed for satellite delivery are 26 of 82 stations carrying the program. Tribune Productions, Chicago, will continue to produce a tape-delayed edition of the barter show for those stations without an earth station. *U.S. Farm Report* is in its seventh year of syndication.

Encore

Domestic television rights to the now-defunct CBS Cable's *Signature* interview series have been acquired by Columbia Pictures Television from CBS. CPT announced last week. The price was not disclosed. Nor has it been decided, a CPT spokesman said, whether the series will be offered first to TV stations or to cable systems. "I would think they'll probably look first at [broadcast] syn-

dication," he said, "but nothing has been decided." The series consists of half-hour interviews with celebrities of show business, the arts, business, sports and politics. Executive producer was Greg Jackson, who also served as unseen host and interviewer on most of the 115 episodes that have been completed.

In the marketplace

Pantomime Quiz, a half-hour television game show popular in the 1950's may be resurrected as a new program this year by Metro-media Producers Corp., which showed the series to the program managers of several rep firms in New York. The company is hoping to sell the program for an access or early fringe time slot.

□

Another old program that shows signs of returning in a new form is *Biography*, a 1960's series narrated by Mike Wallace and profiling prominent political figures. Fusco Entertainment, New York, which syndicates the original *Biography* to about 30 U.S. stations, the Armed Forces and Eastern Educational Networks and stations overseas, is proposing a new half-hour series, which would profile prominent figures in the arts and in politics.

□

Godunov: The World to Dance In, an hour-long special on the life of the famed Russian ballet dancer, Alexander Godunov, may have a run on commercial television after its initial March 2 airing on the Public Broadcasting



Alexander Godunov (l) watches a monitor during the taping of his special.

Service, in an unusual co-production arrangement between Metro-media Inc. and Peter Rosen Productions Inc., New York. The program traces Godunov's life from a fatherless childhood in Riga, Latvia, through his defection to the U.S. and his dismissal from the American Ballet Theater, to the present. After one showing of *Godunov* on PBS, Metro-media will own the right to sell the program, both domestically and internationally, to broadcast, cable and other media for one year, on the condition that it split revenues from those sales with PRP Inc. After that year, PBS will get the special back for two additional runs.

□

PM Magazine has been picked up by Metro-media Inc.'s WTTG-TV Washington, which plans to begin airing it on July 1. Group W Production's cooperatively produced prime time access show had been airing on WDM-TV Washington, but was dropped early this year after it failed to do as well in the ratings as it had in other markets.

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CBS profits drop 31%

Earnings decline appear across the board, although most acute in Records and Columbia Groups; shutdown of CBS Cable adds to poor numbers

CBS Inc. reported a 31% decline in profits in 1982, to \$112.5 million (\$4.01 per share) despite a modest 4.2% increase in total revenues to \$4.1 billion. Part of the drop was caused by losses of \$37.5 million by CBS Cable before it was discontinued and the company's retail stores unit before it was sold. Fourth-quarter net income was down to \$35.7 million, a decline of 12% from the previous year.

Commenting on the 1982 performance, Thomas H. Wyman, president of CBS, said in a prepared statement that the year "had its difficulties and disappointments . . . in many cases resulting from the persistent recession . . ." But he also referred to the program additions implemented by the television network, notably late night and early morning news expansion and NCAA football coverage, which he said were made to

"enhance the leadership of our largest business, broadcasting." He also noted moves "to establish new operations in high-growth fields," such as teletext and videotext, and other steps to restructure and reposition other ongoing businesses. "While some of these steps were painful and, in the short term, costly," continued Wyman, "they were essential to the long-term strength of CBS. We are now positioned for an important turnaround in 1983."

Profits for the broadcast group in 1982 were down 12% to \$274.1 million, on revenues of almost \$2.2 billion, up 12.7% from the previous year. The profit decline was attributed to a "lackluster sales environment" for the industry and first-year costs associated with the news and sports programming expansions and the launch of CBS Radio's new network, RadioRadio.

Although not broken out from Broadcast Group figures, the television stations division is said to have posted a record year, with the television network ending the year in "its strongest competitive position in six years," from a ratings standpoint.

The NFL strike had the greatest impact on 1982's less-than-stellar sales performance, said a CBS spokesman. Not only was inventory during the strike less valuable, but NFL

advertisers did not spend all of their budgets for alternative program slots.

The CBS/Records Group reported profits totaling \$22.2 million, down 62.3% from the previous year. Revenues were down 12.5% to \$106 billion. Costs associated with a reorganization of the group's domestic recorded-music division were cited as a key factor in the declines, as well as the poor shape of the record industry.

Profits were off 71.1% for the CBS/Columbia Group to \$3.2 million. The group contains a musical instruments division, said to have done quite poorly, and a toys division whose profits were not enough to offset the losses of the former. Revenues for the group were up 22% to \$308.5 million.

The CBS/Publishing Group reported profits of \$38 million in 1982, down 11.8%, on revenues of \$538.7 million. Record gains were achieved in the educational and professional publishing division, but those gains were "more than offset by a profit decline in the consumer publishing area," due to "weakness" in advertising demand.

Losses of \$24 million were attributed to new business development activities including theatrical films, videodisk manufacturing, a direct-mail home video club and market testing of CBS's teletext and videotext ventures. □

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2/14/83

RCA's Bradshaw shifts responsibilities of upper management

Chairman Thornton F. Bradshaw announced a realignment of RCA's senior management last week to put more emphasis on long-range planning and strengthen RCA's "ability to seize on the most promising electronic business opportunities in the future."

William C. Hittinger, executive vice president, was named to head a new corporate technology group, adding technical evaluation and planning to his responsibilities for patent operations, licensing and staff engineering. James M. Alic, a group vice president responsible for RCA Service Co. and videodisk operations under Executive Vice President Roy H. Pollack, was named to the new post of senior vice president, corporate planning.

Both Hittinger and Alic will report to Bradshaw, who is chief executive as well as chairman.

The chairman also announced a new organizational structure under Robert R. Frederick, RCA president and chief operating officer. The following will report to Frederick:

- Pollack, who continues as executive vice president and adds RCA Labs to his current responsibilities for the consumer electronics and picture tube divisions, distributor and special products, cablevision

systems, solid state division and videodisk operations;

■ John D. Rittenhouse, division vice president and general manager of the picture tube division, who will be proposed for election as a group vice president with responsibility for the government systems and commercial communications systems divisions and RCA Service Co.;

■ Herbert S. Schlosser, who continues as executive vice president in charge of RCA Records, videodisks and certain RCA joint

ventures;

■ Eugene F. Murphy, who continues as president and chief executive of RCA Communications Inc.; Frank A. Olson, continuing as executive vice president responsible for Hertz Corp. and Coronet Industries, and Walter S. Holmes Jr., chairman and chief executive of CIT Financial Corp., an RCA subsidiary.

Grant Tinker, chairman and chief executive of NBC, continues to report to Bradshaw.

broadcast interests. **Buyer** is owned by Greenville T. Emmett III and family, who own WAGE(AM) Leesburg, Va. WSME is 1 kw daytimer on 1220 khz. WSME-FM is on 92.1 mhz with 800 w and antenna 530 feet above average terrain. *Broker: Chapman Associates.*

WBTA(AM) Batavia, N.Y. □ Sold by Batavia Broadcasting Inc. to Brian Clark Printing Co. for stock and assumption of liabilities totaling \$465,000. **Seller** is owned by William F. Brown Jr. and Harriet S. Gamble (50% each), who last sold WBTF(FM) Attica, N.Y., for \$182,000 (BROADCASTING, Dec. 8, 1980). **Buyer** is owned by Brian Clark, publisher of *Genesee (N.Y.) County Drummer* and *The Genesco Drummer*, weekly shoppers. He has no other broadcast interests. WBTA is on 1490 khz with 500 kw day and 250 w night. *Broker: The Keith W. Horton Co.*

WEMJ(AM) Laconia, N.H. □ Sold by WTSN Inc. to Central Broadcast Services Inc. for \$374,000. **Seller** is principally owned by Ralph Gottlieb, who also sold, subject to FCC approval, WTSN(AM) Dover, N.H., for \$1.1 million (BROADCASTING, Jan. 3) **Buyer** is owned by James M. McCann (90%) and C. Richard Lutsch (10%). McCann is vice president and 9.6% owner of WEMJ and WTSN and WZID(FM) Manchester, N.H. WEMJ is on 1490 khz with 1 kw day and 250 w night.

WHPO(FM) Hoopston, Ill. □ Sold by Hoopeson Broadcasting Co. to Southwest Development Co. for \$325,000. **Seller** is owned by Walter J. Tatar, who has no other broadcast

Changing Hands

PROPOSED

WSLI(AM)-WXLY(FM) Jackson, Miss. □ Sold by Capitol Broadcasting Co. to J.D. Osburn and Russ D. Reynolds for \$2,750,000. **Seller** also has sold, subject to FCC approval, WJTV(TV) Jackson, Miss., for \$19 million (BROADCASTING, Dec. 20, 1982) and KKTU(TV) Colorado Springs for \$15.5 million (BROADCASTING, Nov. 8, 1982). It also owns KNAZ(TV) Flagstaff, Ariz. W.R. Newman III is chairman. **Buyers** own KYKZ(FM) Lake Charles, La., and KEAN-AM-FM Abilene, KYKX(FM) Longview and KYKS(FM) Lufkin, all Texas. WSLI is on 930 khz with 5 kw full time. WXLY is on 96.3 mhz with 80 kw and antenna 1,450 feet above average terrain. *Broker: Blackburn & Co.*

WKBX(AM)-WSGF(FM) Savannah, Ga. □ Sold by Beasley Broadcast Group to Burbach Broadcasting Co. and Garrett Radio Inc. for \$2.2 million. **Seller** is Goldsboro, N.C.-based group owner of five AM's and six FM's principally owned by George Beasley. He bought WKBX [formerly WSAV] in 1977 for \$575,000 (BROADCASTING, March 21, 1977) and WSGF-FM earlier that year from different seller for \$370,000 (BROADCASTING, Jan. 10, 1977). **Buyer** is partnership of Burbach Broadcasting Co. and Garrett Radio Inc., which last year bought WKRT(AM)-WNOZ(FM) Cortland, N.Y., for \$1.35 million (BROADCASTING, May 24, 1982). Burbach Broadcasting is owned by Robert H. Burstein (51%) and John L. Laubach (49%), who own WCCK(AM)-WEYZ(FM) Erie, Pa., and WXIL(AM) Parkersburg, W. Va. Garrett Radio is owned by Larry O. Garrett, who is general manager of Burbach stations. WKBX is on 630 khz with 5 kw full time. WSGF is on 95.5 mhz with antenna 400 feet above average terrain. *Broker: Cecil L. Richards.*

WDSC-AM-FM Dillon, S.C. □ Sold by Border Broadcasting Inc. to Cy N. Bahakel Jr. for \$1.5 million. **Seller** is owned by L.B. Hyman (52%), Phil B. Brown (34%) and estate of Joseph K. Martin (14%), who have no other broadcast interests. **Buyer** is son of Cy N. Bahakel Sr., Charlotte, N.C.-based group owner of six AM's, five FM's and seven TV's. WDSC is 1 kw daytimer on 800 khz. WDSC-FM is on 92.9 mhz with 10 kw and antenna 310 feet above average terrain.

KATI(AM)-KAWY(FM) Casper, Wyo. □ Sold by Casper Broadcasting Co. to Wiens Broadcasting of Casper Inc. for \$415,000 plus as-

sumption of about \$960,000 in notes. **Seller** is principally owned by James Stuart and family, who bought KATI(AM)-KAWY(FM) in 1981 for \$1.55 million (BROADCASTING, June 29, 1981). They are Lincoln, Neb.-based group owners of six AM's and six FM's. **Buyer** is subsidiary of Transwestern Corp., which is owned by Thomas J. Wiens, who also owns KWDE(FM) Montrose, Colo. KATI is on 1400 khz with 1 kw day and 250 w night. KAWY is on 94.5 mhz with 65 kw and antenna 1,908 feet above average terrain.

WSME-AM-FM Sanford, Me. □ Sold by Southern Maine Broadcasting Corp. to York Broadcasting Inc. for \$500,000. **Seller** is principally owned by Alvin Yudkoff, who bought WSME(AM) in 1973 for \$110,000 (BROADCASTING, Nov. 30, 1973) and put WSME-FM on air in 1975. He has no other

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Cap's cap. Capital Cities Communications reported record consolidated income of \$96.3 million in 1982, up 20%, on revenues of \$663.6 million, up 15.7%. Earnings per share for year were \$7.25, up 18%. Fourth-quarter figures: net income up 26% to \$28.1 million, on revenues of \$182.6 million, up 11.9%. Yearend broadcast figures: operating income up 13.7% to \$116.2 million, on revenues of \$221 million, up 14.4%. Yearend cable: operating income totaled \$1.7 million, compared to \$3.1 million loss in 1981, on revenues of \$53.3 million, up 49.1%.

□

Cable shines. Time Inc. reported net income for 1982 at \$153 million, or \$2.45 per share, up 2.9%, on revenues of \$3.6 billion up 9%. Fourth-quarter figures: Net income down 18.6% to \$43.2 million, or 68 cents per share, on revenues of \$975.7 million, up 6.8%. Video Group, which includes ATC and HBO, generated income of \$166.2 million for year, up 34.7%, on revenues of \$863.7 million, up 39.8%.

□

S-A drop. Scientific-Atlanta reported six-month (ended Dec. 31) loss of \$5.8 million, or 25 cents per share, compared with net income gain of \$10.8 million or 51 cents per share in same period last year. Cumulative loss for period is said to reflect action taken by S-A in first quarter to provide for customer credits and trade-in allowances for discontinued line of cable set-top converters. Revenues for first half were down 13% to \$148.7 million. Second-quarter (ended Dec. 31) figures: Net income of \$280,000, or 1 cent per share, down 95%, on revenues of \$73.4 million, down 19%.

□

Cox results. Cox Communications had net income for 1982 totaling \$65.4 million, or \$2.31 per share, up 18%, on revenues of \$514.7 million, up 28%. For last quarter, net income was \$18 million, or 64 cents per share, up 15%, on revenues of \$146.2 million up 26%. Yearend broadcast operating profits were up 14% to \$76 million, on revenues of \$216 million, up 19%. Yearend cable operating profits were up 23% to \$37.7 million, on revenues of \$261.5 million, up 39%.

□

Knight news. Knight Ridder Newspapers Inc., reported net income for 1982 totaled \$102,931,000, up 2.6%, on revenues of \$1.33 billion, up 7.3%. Earnings per share in 1982 were \$3.14, gain of 1.6%. Fourth-quarter net income totaled \$36.2 million, up 23.3%, on revenues of \$365 million, up 9.8%. Earnings per share for quarter were \$1.09, up 21.1%.

□

Harte increase. Harte-Hanks Communications Inc., reported primary earnings of \$2.78 per share for year, up 6% from 1981. Net income was up 8% for year to \$27.3 million, on revenues of \$397 million, gain of 14%. Net income for fourth quarter was up 9% to \$8.5 million, or primary earnings per share of 86 cents, on revenues of \$110 million, 16% gain over previous year.

□

LIN's record. LIN Broadcasting had record net income for 1982, totaling \$20.1 million, or \$1.85 per share, up 16%, on revenues of \$88.4 million, up 24%. Fourth quarter figures: record net income of \$6.7 million, or 61 cents per share, up 17%, on revenues of \$26.5 million, up 19%.

□

Multimedia's rise. Multimedia Inc. reported unaudited net earnings for year of \$29 million, or \$1.90 per share, up 12%, based on 50% stock distribution, effective Feb. 1, 1983. Revenues were up 16% to \$225.5 million. Fourth-quarter figures: Net earnings up 14% to \$9.1 million, or 59 cents per share, on revenues of \$62.7 million, gain of 15%.

interests. Buyer is owned by Larry B. Tiffie, Mississippi real estate developer, who has no other broadcast interests. WHPO is on 100.9 mhz with 3 kw and antenna 280 feet above average terrain. Broker: Wilkins & Associates.

Other proposed station sales include: □ KUIC(FM) Vacaville, Calif. (BROADCASTING, Jan. 31); WSVI-AM-FM Jupiter, Fla.; KMFE(FM) Emmett, Idaho; WAMJ(AM) South Bend, Ind.; WWJM(FM) New Lexington, Ohio; KTRQ(AM) Ephrata, Wash., and KTNT(AM) Tacoma, Wash. (see "For the Record," page 92).

APPROVED

KIOA(AM)-KMGK(FM) Des Moines, Iowa □ Sold by Mid America Media to Midwest Communications Inc. for \$2.5 million. Seller is Kankakee, Ill.-based group owner of six AM's, four FM's and cable system serving Hilton Head Island, S.C. Reva G. Small is president and chairman. Buyer is owned by D.E. Wright family and others, who also own WRIG(AM)-WDEZ(FM) Wausau and WGEE(AM)-WIXX(FM) Green Bay, both Wisconsin. KIOA is on 940 khz with 10 kw day and 5 kw night. KMGK is on 93.3 mhz with 100 kw and antenna 100 feet above average terrain.

WEXY(AM) Oakland Park (Fort Lauderdale), Fla. □ Sold by Celebrities Inc. to Number 1 TV Corp. for \$1.5 million. Seller is owned by James S. Beattie, who also owns WVCF(AM) Ocoee, Fla. Buyer is newly formed, publicly held Naples, Fla.-based radio and TV syndicator headed by Mary J. Arthur, president. She is president and 51% owner of WKEM(AM) Immokalee, Fla. WEXY is 1 kw daytimer on 1520 khz.

WTMP(AM) Tampa, Fla. □ Sold by Gulf South Communications Inc. to Westerville Broadcasting of Florida Inc. for \$1,083,420. Seller is principally owned by R.M. McLeod, who has no other broadcast interests. Buyer is principally owned by Paul C. Major and Rand Smith. Major is account executive with WTVN-TV Columbus, Ohio, and 15% owner of applicant for new AM at Santee, Calif. Smith is Columbus, Ohio, attorney. WTMP is 5 kw daytimer on 1150 khz.

KFST(AM)-KPJH(FM) Fort Stockton, Tex. □ Sold by KFST Inc. to George A. Day and Roy E. Parker for \$550,000. Seller is principally owned by James E. Hawkins, president. He also owns 10% each of KVLK(AM) Alpine, KULM(FM) Columbus and KHLB(AM)-KMRB(FM) Burnet, all Texas. Buyers own KIUN(AM)-KPTX(FM) Pecos, Tex., and KTAT(AM)-KYBE(FM) Frederick, Okla. Parker also owns 60% of KCOM-AM-FM Comanche, Tex. KFST is 250 w daytimer on 860 khz. KPJH is on 94.3 mhz with 3 kw and antenna 235 feet above average terrain.

Other approved station sales include: □ WTAK(AM) Huntsville, Ala.; WZST(AM) Leesburg, Fla.; KBHM(AM)-KIRK(FM) Branson, Mo.; WIAK(FM) (CP) Clinton Park, N.Y.; WSHB(AM) Raeford, N.C.; WRID(AM) CP Homer City, Pa.; KJIM(AM) Fort Worth; KMIO-AM-FM Merkel, Tex.; KTER(AM) Terrell, Tex.; WDIC(AM) Clinchco, Va., and WKBA(AM) Vinton, Va. (see "For the Record," page 92).

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PBS meeting looks at the future

New technology, local station's role among topics discussed

Members of the Public Broadcasting Service board held a skull session last week on the future role of public television. PBS established a special task force comprised of board members from last year to examine the issue. The board was presented with four topics the task force believed warranted further consideration.

The board discussed future program services, technology, the role of the local station and PBS, and how the financial structure of public television might be altered. Richard Meyer, president and general manager of KERA-TV Dallas and vice chairman of the task force, said local stations are becoming more important because they are serving "as a link between people and various groups of the community." When looking at the 1980's, Meyer said, "the greatest need is skillful management."

The fate of the local stations in light of reduced federal funding and competition from the new technologies also generated concern among board members. PBS Board Chairman Dallin Oaks, a justice of the supreme court of Utah, talked about the dangers facing local stations. "What about the new stations, they may not be able to do much more than provide a delivery service," he said. Another board member, John Morison, general manager, WHRO(TV)Norfolk, Va., however, maintained that local service is what is in danger of disappearing. There is a risk, he added, that local stations may become a passive source of programming.

Meyer told the board that the task force didn't see any fundamental changes ahead in the relationship between PBS and its members. Leadership, he said, remains the most important ingredient in the role of PBS.

The board also discussed the new technologies and how they might affect public television and the services it provides in the future. Henry Cauthen, president and general manager, South Carolina Educational Television Commission, told the group that "if we are going to have an expanded future then we are going to have to look at all the technologies and incorporate them into what we are all about and we have to get on top of the technology just sitting there begging to be used." Robert Ellis, general manager, KAET-TV Tempe, Ariz., pointed out that although public broadcasters have a good distribution system, the capital equipment at stations is growing old and there won't be better equipment to produce programming. The role the computer might play in public broadcasting some board members saw as an opportunity. The task force in its report to the

board said: "The opportunities in linking the computer technology with our traditional means, for specific and general education, are most exciting."

Bruce Christensen, president of the National Association of Public Television Stations, reported on the task force's findings on financing public television and from where the revenues will come. Christensen noted that the many enterprise ventures public television stations have undertaken to raise alternative funding haven't really proved worthwhile. He said the revenues raised only represent about 5% of the total public broadcasting budget. The idea of a viewer fee generated the most discussion. Christensen noted that the task force thought that a viewer fee might hold a promising future for public TV. He noted, however, that it needs to be carefully examined. If a fee was set it would have to be nominal, perhaps \$1 per viewer per year, he said.

The task force found several areas in programming that suggested further investigation. They included programming for six-to-eighteen-year-olds, programming to serve the nation's young adults, educational programming, drama, programming that showcases American talent and programming to those who are poorly educated. □

People behind programs: white males dominate, says think tank

Writer, producers and executives of TV programs are not mirror image of middle America, according to AEI

The Hollywood television programming community—writers, producers and the executives who select programs and put them on the air—are predominantly white, wealthy and politically liberal, according to a survey published in *Public Opinion*, a publication of the conservative think tank, the American Enterprise Institute. The research attempted to quantify theories that have been advanced in recent years that the television community is socially and ideologically far afield from middle America and the majority of TV viewers.

Authors of the survey were Linda S. Lichter, a research associate at Columbia University and George Washington University and the co-author of "Prime Time Crime: Criminals and Law Enforcers in TV Entertainment"; S. Robert Lichter, assistant professor of political science and senior research fellow at Columbia University Research Institute, and Stanley Rothman, a professor of government at Smith College in

Massachusetts. Their findings came from a survey of 104 television writers, producers and executives.

To obtain their survey sample of what they call Hollywood's "TV elite," the researchers said they surveyed "industry insiders" and came up with a list of 350 individuals "on whose importance our sources were agreed," and who have been associated "with the development, production or selection of at least two successful prime time series." From that list, the researchers approached 172, chosen at random, and found 104 willing to be interviewed.

Of the 104, 99% were white and 98% male. The majority (75%) hail from either California or the Boston-Washington corridor and 82% grew up in large metropolitan areas. Most (68%) had fathers who voted Democratic and even more (75%) described themselves as politically liberal.

Sixty-three percent of the 104 said their family incomes exceed \$200,000 a year and one in four reported incomes of over \$500,000. Those raised in the Jewish religion totaled 59%, while those who listed their religion as "none" totaled 44%. Regular churchgoers totaled 7%.

Where politics are concerned, 75% listed themselves as left of center while 14% put themselves to the right of center. In a 1982 national poll, note the researchers, 27% of the general public classified themselves as liberal, 32% said they were conservatives and the rest described themselves as moderates.

Although the survey found that the well-paid executives favor the U.S. economic system (81% rejected public ownership of corporations and two-thirds believe less government regulation of business would be good for the country), it also found that about 10% believe the government should "substantially" redistribute income and that 44% believe the government should guarantee employment to anyone who wants a job.

The television elite's social liberalism extends to its views on sex and morality, according to the survey. Ninety-seven percent believe in a woman's right to have an abortion; four out of five do not regard homosexual relations as wrong; 86% support the right of homosexuals to teach in public schools, and 51% refuse to condemn adultery as wrong.

"Television creators emerge as upholders of the 'new liberalism' that surfaced among upper-status cosmopolitan groups in the 1960's" concluded the researchers. "The crucial question is whether this perspective influences their work."

The researchers point to an earlier study they had conducted ("How Show Business Shows Business") and conclude that their most recent study of TV's elite proves a connection between the attitude portrayed and the attitude held. "Much work remains," they said, however, "before we will have an

overall picture of television's social message."

The TV elite's attitudes toward its medium, said the researchers, is instructive. Of the respondents, 66% agree that TV should promote social reform and 76% believe that TV should be realistic. Most (88%) do not believe TV is too critical of traditional values and 70% do not believe there is too much sex on TV; but 59% believe there is too much violence on TV. □

Dropping of NAB code will have little impact, AWRT seminar finds

Panelists at a monthly forum of the New York chapter of American Women in Radio and Television agreed that the demise of the National Association of Broadcasters codes would not have an appreciable effect on broadcast commercial standards but suggested there would be some differences.

Elaine Reiss, senior vice president and general counsel of Ogilvy & Mather, New York, indicated there may be variations in the acceptability of some commercials in different regions of the country. She said spots that may not meet network standards may meet those of stations in the East, for example, but not in other areas of the nation. Reiss also believed that in some instances there may have to be different versions of

commercials to satisfy the different personal views of the three networks.

Dr. Ronald H. Smithies, director of the National Advertising Division of the Council of Better Business Bureaus, said he has been "surprised" that there have been few complaints from consumer groups, noting that the large majority of objections during the past year have come from individuals. He said that advertisers of children's products are turning increasingly to his organization for guidance now that the codes have been withdrawn, mainly because they want "more security."

Ralph Daniels, vice president, broadcast standards, said NBC has had television standards dating back to the early days of the medium. He said that there have been few complaints from consumer groups because regulation is "so good."

The participants agreed that hard liquor is not likely to be generally advertised on radio and television in the near future. □

Christopher winners

Eleven television specials have been named winners of awards from The Christophers, an ecumenical organization that honors creative people for works affirming "the highest values of the human spirit."

The winners will receive their awards, also given for books and motion pictures, at a reception in New York on Feb. 24. A spe-

cial award was presented to NBC-TV's *Meet the Press*, now in its 35th year.

Television

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

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

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

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

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

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

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

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

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

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

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



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SMPTÉ's dilemma: establishing standards in a changing world

San Francisco meeting finds engineers, scientists suggesting comprehensive research before any standards are set for new technologies, including HDTV

Television scientists and television engineers have been told to proceed with caution in the development of technical standards for new video technologies. That was the recurring word given to about a thousand in attendance Feb. 4-5 at the 17th annual television conference of the Society of Motion Picture and Television Engineers, held at the St. Francis hotel in San Francisco.

"Is a bigger picture better than a small picture?" asked Boris Townsend, director of engineering services for England's Independent Broadcasting Authority during Friday's "get together" luncheon. "Is a *very* sharp picture better than a *reasonably* sharp picture?"

Townsend urged the engineering community to proceed quickly—but with caution—in adoption of uniform technical standards for new video technologies. High-definition television, he said, might become a reality

with less than the 1,125-line standard sought by NHK/Sony, if research involving modification of more spectrum-efficient transmission systems proves fruitful. Townsend said change for its own sake is not always practical, but said changes in the electronic media marketplace are inevitable. The central issue, he feels, is how engineers will respond to that imperative.

"Change has become as addictive a drug as sugar," Townsend warned, "and perhaps as dangerous." He speculated that the rate of technological change has become so rapid—resulting in obsolescence and fluctuating prices—as to require engineers to re-evaluate their approach. Noting the plummeting price for integrated circuits, Townsend wondered, "Can throwaway technology come to television receivers or parts of television receivers?"

Answering his own rhetorical question, Townsend said a unified world television transmission standard is needed for key television components to reach the "zero cost" level. He called for faster standardization proceedings, development of "modular"

television receiver parts and development of "smart" receivers capable of deciphering different transmission systems used throughout the world. The maintenance of different standards by television systems, Townsend argued, has the effect of "limiting innovation and undermining competitiveness [of television] with other video technologies."

As an example of how the international community of engineers should cooperate, Townsend said that his company has found ways to dramatically improve the 625-line television image broadcast in Great Britain without using the larger bandwidth required for proposed 1,125-line (or more) high-definition television transmissions. With the advent of DBS in Europe, he contended, the marketplace, rather than the engineering community, may ultimately dictate what standards are adopted. Townsend urged engineers to accept the marketplace realities and accelerate their research into alternative approaches to using the new technologies, advising them "not to repeat the mistakes of our forefathers."

Townsend's sentiments were echoed throughout the two-day conference by the authors of dozens of technical papers whose presentations dominated the event. The papers spoke to four subjects within the overall conference theme, "Pictures of the Future," highlighting development and maintenance of standards and practices in television picture generation, manipulation, recording and programing.

In contrast to previous conferences, this year's gathering saw few new products on the exhibit floor or in the hotel suites. Most of the 43 exhibitors were displaying equipment introduced at the National Association of Broadcasters or SMPTÉ International shows last year. The exhibitors were asked to limit their displays to equipment relating directly to topics discussed in the technical sessions, and there was widespread emphasis on hardware employing digital technologies and microprocessors. The only high-definition television equipment shown was camera lenses manufactured by Fujinon and Cinema Products Corp.

Stereographics, a television research group based in San Rafael, Calif., demonstrated what it termed "the world's first high-quality, full-color, flickerless 3-D television system" at a hotel suite during the conference. The demonstration included a stereoscopic video camera and videotapes featuring 3-D motion pictures and graphics. Few technical details for the system were being released, but Stereographics research and development director Lenny Lipton claimed the copyrighted technology "is virtually compatible with existing television equipment and video games." The system allows color 3-D to be played on "ordinary vid-

AT&T goes from New York to Washington with fiber optics

New link is part of longer system that will eventually run from Boston to Richmond carrying voice, data and video

AT&T Long Lines has launched what it calls the world's largest laser-powered telecommunications system with the opening of its point-to-point fiber optic system last Thursday (Feb. 10) between New York and Washington. The 372-mile system, which can send voice, data and video digitally, is the first segment of a 776-mile project connecting Boston, New York, Philadelphia, Washington, and Richmond, Va., via 23 capacity switchers by Jan. 1, 1984.

"The system can carry from 40,000 to 80,000 telephone conversations simultaneously along various sections of the route," said Robert W. Kleinert, president of AT&T Long Lines at a two-way news conference linking New York and Washington. In a few years the system's capacity will triple, he said. Initially, only 5,000 calls will be sent between New York and Washington.

A single pair of glass fibers can carry more than 1,300 conversations, a distance of four miles, with signal regenerators. Klein-

ert added. He projected that the entire project would save AT&T nearly \$50 million in construction and operating costs by the end of the decade. However, Kleinert said it is hard to estimate how much of a savings would be passed on to the consumer. Total cost of the northeast fiber optic system is \$125 million.

Dr. Ian Ross, president of Bell Laboratories, said an advantage of the fiber optic technology over satellites is that the "lightwave" systems are immune to all kinds of interference problems.

Kleinert said there are no immediate plans to market the system for nationwide TV and radio network distribution. The broadcasting industry, however, has begun to use fiber optics for local loops.

Local Bell companies, which along with AT&T Long Lines are partners in the project are: The Chesapeake and Potomac Telephone Companies of Maryland, Washington and Virginia; the Diamond State Telephone Co.; the Bell Telephone Co.; New York Telephone Co., and the New England Telephone and Telegraph Co.

Future plans for AT&T include opening the first 168 miles of a 633-mile fiber optic system later this month with Pacific Telephone that will ultimately connect Sacramento, Calif., with San Diego. There are also plans on the drawing board for a transatlantic system to be ready by the end of 1988.

The company's first commercial fiber optic system was introduced in Chicago in 1977. Currently, there are local fiber optic systems in about 50 cities. □

ettes and videodisks, or broadcast [receivers]."

New from Ampex at the show was a helical production editor, HPE-ICW, designed for fast, "news-type" editing. The system can be used with half-inch, three-quarter-inch or one-inch VTR's and can be interfaced with up to one recording and three playback machines. The "cuts only" editor is in production now and available for "under \$50,000," according to an Ampex spokesman.

Ampex, along with Sony and RCA, also displayed portable combination video cameras/recorders at the show. Ampex showed its ARC-10 camera/VTR; Sony demonstrated its Betacam system, and RCA displayed its Hawkeye camera/VTR in a hotel suite.

Other major exhibitors included MCI/Quantel, highlighting its DLS 6030 digital still-store library and DPE 5000 digital product effects system; Adda Corp., showing production models of its VIP digital still-store production system, and Grass Valley Group, demonstrating its 300/Mark II digital video effects production system and 3291 fiber optic data transmission system. NRC America was on hand with its E-Flex digital video effects system which uses a programmable bubble memory. Philips Television Systems offered its LDK-6 microprocessor-based studio/field camera introduced last year.

Exhibitors reported brisk booth activity and said they were pleased with traffic at this year's show.

In an interview with BROADCASTING, SMPTE engineering vice president, Roland J. Zavada, said much of the work being carried on at this year's meeting was directed toward "answering overall or fundamental questions on compatibility" involving developing television technologies. A consensus

is needed on many engineering design questions, he said, including high-definition television.

"We're just scratching the surface with HDTV," Zavada explained, even though Japanese experiments with an 1,125-line system have been under way since 1972. "It has precipitated a very extensive and thorough examination" of all available options for a high-resolution television broadcasting system, he said.

Zavada said SMPTE's own attempts to arrive at a single HDTV standard are proceeding smoothly, with four subcommittees of the organization's HDTV study group looking into the following areas: transmission, production, equipment and psychophysics. Among the concerns are spectrum usage and bandwidth efficiencies of HDTV. At present, according to Zavada, SMPTE is attempting to build a sufficient data base for development of HDTV standards in the face of Sony/NHK's "significant" development work.

Other areas in which SMPTE is moving toward technical standardization include analog/digital recording compatibility (a pursuit of the analog component recording committee) and one-inch videotape technology (for which a working group will be formed next month by SMPTE's committee on video recording and reproduction technology). Seventeen engineering committees met during the San Francisco conference to discuss standardization and other mutual concerns.

During a Saturday afternoon (Feb. 5) session, Michael Stickler, chairman of the European Broadcasting Union's ad hoc group for control, said progress is being made toward development of an international standard for use of serial digital control devices in television systems. Robert McAll, chair-

man of SMPTE's working group on digital control, said balloting among SMPTE members will begin within the next two weeks on the first element of a standardization proposal agreed to by EBU and SMPTE on digital control applications. Stickler said standardization is more urgently needed as microprocessors begin to play a greater role in control of broadcast equipment functions. Later on Saturday, Ampex Corp. engineer E. Stanley Busby Jr. delivered a speech entitled, "How Not to be Frightened by Microprocessors," advising his audience that microprocessors are beginning to replace electro-mechanical switching systems familiar to many television engineers.

Although there were no working prototypes of digital video recording systems demonstrated at the SMPTE winter meeting, two papers delivered Saturday morning dealt with the move for early standardization of a digital television format. Although there are no digital VTR's yet on the market, the move is spurred by those seeking a standard that would accommodate the various transmission systems in use worldwide.

SMPTE currently has six committees working on various aspects of digital video technologies, including a "working group" on digital video standards.

In a related development, one presenter at the two-day conference, William F. Carpenter of Ampex, provided an update on the state of the art of one-inch type-C videotape recorders "to partially explain the effects this [development] has had on future digital developments." Wide acceptance of the type-C format has "greatly enhanced" its value to users, said Carpenter, "but had also caused concern to the developers of the future digital formats," apparently because of the possibility of a smaller-than-expected market among buyers. □

In Sync

On the defensive

When United Satellite Communications Inc. announced two weeks ago that Prudential Insurance was ready to put up \$45 million to back USCI's satellite broadcasting plans (BROADCASTING, Feb. 7), Richard S. Bodman, president of Comsat's Satellite Television Corp., issued a statement that indicated his lack of concern about the potential competitor in the direct broadcast satellite business. "Interim satellite services," he said, "will help stimulate consumer interest in DBS." STC was not so cavalier last week when it tried to put a regulatory halt to USCI's service, which is expected to start this fall. STC asked the FCC to rescind the permission it gave the GTE Satellite Corp. (GSAT) to provide satellite capacity to USCI, first on transponders subleased on Canadian Telesat's Anik C-II satellite and later on GSAT's own GSTAR satellite system.

In its petition, STC said agreements between the U.S. and Canada stipulate that U.S. companies may use Canadian satellites

only when they cannot find suitable capacity on U.S. satellites. In light of GSAT's admission in a letter to the FCC last month that USCI's service might not require as many transponders and/or reach as large a portion of the U.S. as first thought, STC said, "it cannot be presumed that a domestic carrier would be unable to satisfy GSAT's [and USCI's] requirements." It proposed therefore that the FCC rescind its grant and give the domestic carrier "an opportunity... to make a prima facie showing that they can satisfy these requirements." Because it did not become clear until after the FCC grant that USCI intended a DBS service, STC also contended that the FCC should require GSAT to file a formal application to provide DBS service with fixed satellites. "Such treatment is particularly appropriate since the commission has previously noted that the frequency allocation issue—whether to permit DBS service in the [fixed satellite] band—'raises significant legal and policy issues that need to be addressed by the commission.'" it said. And STC made clear how

it feels about out-of-band DBS. "Permitting DBS service on the [fixed satellite] band would... result in inefficient and wasteful use of the spectrum," it said, "and would undercut the United States negotiating position in the upcoming 1983 Regional Administrative Radio Conference."

AM stereo update

It's been two months since Delco Electronics endorsed the Motorola AM stereo systems and more than a month since all the receiver manufacturers assembled at the Winter Consumer Electronics Show. And neither event has had a perceptible impact on the "marketplace" which was charged by the FCC last spring to determine which of four incompatible AM stereo systems should be the national standard. Neither the receiver manufacturers nor the broadcasters appears to be any closer to a consensus on a standard.

As it now stands, according to the system

proponents, 50 stations are on the air in stereo (most of them with either the Harris or Kahn system). And although some large receiver manufacturers have endorsed a system, none have made a commitment to build and market AM stereo radios.

Chris Payne, the chief AM stereo strategist for Motorola, said despite outward appearances, the system's winning of the Delco endorsement has given its chances of winning the marketplace battle a big boost. He said additional endorsements from other large manufacturers will be announced shortly. In the meantime, Motorola's semiconductor division is working hard to turn out chips needed to build the Motorola radios and Payne is working hard to put Motorola stations on the air in the top 10 markets to create "software" and a market for the Motorola radios. It currently has two stations on the air.

After returning from the Winter CES, Harris said it toyed with the idea of a radio that could receive the Harris and Motorola signals. Because the two systems are technically similar, a dual-system radio could have been developed although it would have required Harris to change its pilot tone frequency. But after "extensive listening tests" over the past three weeks, Harris said last week it decided to drop the idea. The tests showed that "under conditions of modern audio processing found in a majority of American and Canadian stations... the Motorola decoding system does not perform to our expectations or standards," said Roger Burns, director of strategic planning in a prepared statement. "This was true both when receiving a Motorola signal on a Motorola decoder as well as receiving a Harris signal on a Motorola decoder." Burns said Harris will now redouble its efforts to put as many Harris stations on the air as possible. Harris expects to add 15 to 18 stations in February to the 16 stations now on the air with its system.

Ever since the first station began stereo broadcasts last summer, Leonard Kahn, inventor of Kahn system, has managed to put far more stations on the air than any of the other proponents. He now claims to have 30 stations on the air. His challenge is to convince receiver manufacturers to build sets for his system. So far, he has not had much success. Mura Corp., a maker of personal radios, was promising last fall to have Kahn radios available in large quantities by Christmas time. The radios have yet to hit the market. Kahn said his task is to convince the manufacturers "that the broadcasters are on and are going to stay on."

NAP Consumer Electronics has had as hard a time getting broadcasters to adopt its Magnavox system as Kahn has had getting receiver manufacturers to adopt his. Like Motorola, it has succeeded in putting just two stations on the air. But a number of small receiver manufacturers are ready to produce radios using National Semiconductor chips and Louis Slangen, the company's AM stereo marketer, is still sanguine. "What came out of the Consumer Electronics Show," he said, "is that it is still a race. The Delco decision has not gelled the marketplace." Slangen said Magnavox is in the midst of developing its strategy for AM stereo. In that planning, he said, the company will have to decide just how much winning the battle is worth or how many of the company's considerable resources it should devote to the battle.

Room for everyone

The National Frequency Coordinating Committee, formed by the Society of Broadcast Engineers to bring order to the use of auxiliary broadcast channels, has published a list of 53 local "coordinators" who will help networks and broadcasters outside their local markets find unused auxiliary channels or ones they could share without interference. Broadcasters use the channels in a number of applications, including studio-to-transmitter links, dispatching and electronic news gathering (remote microwave links). With demand for the channels increasing, particularly in the major markets, the need for coordination of the channels is also increasing. In addition to publishing the list, according to NFCC Chairman Richard Rudman, chief engineer, KFVB(AM) Los Angeles, the NFCC will launch Operation Golden Rule—"Coordinate unto others as you would wish others to coordinate unto you"—at a meeting during the National Association of Broadcasters convention in Las Vegas in April. It hopes to make broadcast management aware of the coordination problem and the solution that can come through cooperation, he said. "You can't expect a crew member on a truck assigned to do a news event in the next town or a game across the country to think coordination is important unless this is made very clear by management," he said. "No one should turn on a carrier unless the channel has been coordinated; power must be kept to the minimum necessary to do the job, and interference complaints must be treated seriously." The NFCC is modeled on the Southern California Frequency Coordinating Committee, which has been keeping track of the channels in that region since 1976.

Managers become owners

With a little outside help, the top management of Broadcast Electronics Inc., led by President and Chief Executive Officer Lawrence J. Cervon, has struck a deal to take control of the company from Orion Pictures Corp. According to BE, the transfer of ownership will occur some time this month. The major shareholders under the new order will be Cervon and the Narragansett Capital Corp., Providence, R.I. The other shareholders-managers: Wilbur T. Ash, vice president, operations; Curtis I. Kring, vice president, marketing; Robert J. Weaver, vice president, controller, and Geoffrey N. Mendenhall, vice president, engineering. The Quincy, Ill., company is a maker of FM transmitters and exciters, audio consoles and other studio equipment.

Try Ku-band for a change

Videostar Connections Inc., an Atlanta-based purveyor of satellite networking services, has leased satellite time on Satellite Business Systems' Ku-band (12 ghz) satellite system. And, starting in May, Videostar will begin subleasing the time on an hourly basis to broadcasters and other commercial video users. According to Videostar, the Ku-band has advantages over the C-band, with which most satellite users are familiar. The Ku-band is free of terrestrial interference, Videostar said, and Ku-band equipment is cheaper and more compact. "The Ku-band

is ideally suited for broadcasters and independent television producers who want to originate sports events, news coverage or other special telecasts from anywhere in the U.S.," said Ken Leddick, president of the four-year-old firm. "A highly mobile Ku-band transmit station can be dispatched on short notice to the event location without the need for expensive, time consuming frequency coordination or site planning."

The SBS time will also be used in Videostar's Tele-Meeting Network, a videoconferencing service. With its newly acquired capacity, Videostar said it will "have the lowest cost and most reliable means available to transmit videoconferences directly to downtown hotels, hospitals and office buildings."

Videostar is leasing the time from SBS under the latter's new "partial period transponder service" tariff which has been filed at the FCC and which becomes effective on April 17. Under the Videostar-SBS agreement and in accord with the tariff, Videostar has agreed to lease a minimum of 43 hours a month for 10 months at a rate of \$500 per hour.

Going for the gusto

RCA Americom announced last week that it would put 40-watt transponders on its \$306 million Ku-band satellite system. It left the question of transponder power up in the air when it filed at the FCC for a four-satellite system (three operational and one spare) last April (BROADCASTING, May 3, 1982). Speaking before the San Francisco Rotary Club last Tuesday (Feb. 8), Eugene F. Murphy, group vice president of RCA and president and chief executive officer of RCA Communications, which oversees RCA Americom, said additional power would permit the use of satellites for distribution of programming to satellite master antenna systems with small antennas. The Ku-band satellites could also be used for distribution of network and syndicated television programming, teleconferencing and transmission of voice and high-speed data. Each satellite will carry 16 primary and four back-up transponders. RCA Americom hopes to launch operational satellites in May and October 1985 and May 1987.

JVC editing aids

JVC Company of America, Elmwood Park, N.J., has introduced the VE-90A edit controller for its three-quarter-inch videocassette recorders and players. The new unit, an enhanced version of the VE-90, is designed to accept optional devices for using the SMPTE time code and listing edit decisions. The TCR-90 time code reader tags each frame of the videotape with the SMPTE time code, giving the video editor precise reference points to facilitate the editing process. The EDL-90 notes each edit along with the corresponding time code and records them either on a printer or paper punch device or on a computer's magnetic disk. "When we first introduced the VE-90, we cited its fast, hassle-free editing capabilities," notes Dave Walton, product manager of JVC's professional video division. "With these new options, the VE-90A slashes, even further, the hours spent in the editing suite."

Fowler no fan of federal pre-emption on children's TV

He tells Arizona audience public TV can pick up the slack

The FCC has never required broadcasters to air programming specifically targeted for children, so don't expect it to start trying to do anything like that now. So said FCC Chairman Mark Fowler in a speech at Arizona State University last week.

"I have no enthusiasm for mandated minimums when it comes to children's programs," the chairman said. "In fact, the commission has never done this. In light of the First Amendment, my own commitment to deregulation and the inescapable competition from new technologies, now is a particularly bad time to consider these obligations. The reality is that no broadcaster has ever had his license imperiled on a children's programming issue, and I do not foresee starting up a new obstacle course," Fowler said.

"Let's end government by a wink and regulation by a nod when it comes to certain categories of programs," Fowler said. "Let us be advocates of public broadcasting's mission in this area, to fill in the gaps left by the broadcast and nonbroadcast marketplace."

Fowler said "activists" had recently been expressing "dismay" over what they perceived to be a reduced commitment from broadcasters to children's programs, both in quantity and quality. "Some" had even suggested that he, by encouraging a reliance on marketplace forces, had sent a signal to broadcasters that "the heat is off when it comes to children's TV," Fowler said. The fact is that no FCC chairman has ever called for a fixed number of hours of children's programming to be carried as a license condition, said Fowler. "What has gone on in the past has been a raising of eyebrows, a hint here and there, a reference to dire, unseen consequences if children's programs—or news and public affairs for that matter—weren't beefed up in the program schedule," Fowler said.

"I decided to end government by raised eyebrow. I did not want to be in the business of sending signals, however discreetly, to promote programming that I might personally feel valuable," Fowler said.

That, however, doesn't mean Fowler doesn't care about children, he said. "I also know that if we are to have a sensible policy for television regulation in the next 50 years, we have to start undoing the myths of the past system. Foremost among those myths was the trusteeship concept of regulation, where eyebrows were raised and signals were sent. I want to end official sanctioning of internal subsidies behind broadcast regu-

lation. I want an era of true competition among different video technologies to allow broadcasters to compete freely with other technologies. These reforms cannot come about by continuing to insist, however compelling the perceived need, that broadcasters jump through our regulatory hoops, hoops labeled news and public affairs, hoops labeled children's television," Fowler said.

"By taking this stance, I know that there may be risks, particularly for that vulnerable group of viewers known as children," he said. "But if we are truly to bring sensible regulation into the broadcast industry, to treat broadcasters on the same level as print journalists, to end for all time government censorship of program content and so honor the First Amendment, then we can raise our eyebrows at these program decisions no longer."

The reason for any decline in children's programming is economic, Fowler said. "Given available programming choices at a particular hour and a set number of channels in a market, other programs may be more profitable or more popular," Fowler said. "I don't believe the FCC should second guess those judgments, for we have no way of ourselves arriving at the right answer."

When the nation is finally cabled, pay cable might eliminate part of the problem, "because a small but intense demand can be met on an unused channel." In the near term, however, public broadcasting might be able to play a "special" role. "Public broadcast stations are dedicated to serving the non-commercial needs of viewers—that's why they were reserved in the spectrum," Fowler said.

"I believe it is incumbent on those who care about children's programming, and I include myself among those, to advocate a sufficient budget for public broadcasting to help meet the needs of the child audience. Public broadcasting has an impressive track record in children's programming, and it should be given further opportunity to fill gaps in the commercial sphere. I believe this is the prudent way to go, both from the standpoint of regulatory policy and from the First Amendment."

Fowler also said he thought other solutions—such as requiring broadcasters to present a minimum number of hours of children's programming—would violate broadcasters' First Amendment rights.

He also said he rejected the premise that "TV watching is decisive" in molding a

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February 9, 1983

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child's attitudes, beliefs, values and behavior.

"Advocates of children's television seem to forget—or at least underestimate—the role of religion that becomes a part of a child's identity," Fowler said. "Some may think television is the end-all of the value structure for kids, but the inculcation of values through religion and family philosophy is a powerful force.

"And most important in the development of the child are parents and family. Television has never held itself out as a replacement for parenting, nor can it. Those parents who abdicate responsibility to television as their electronic babysitter should not expect TV, or government, to right their wrong," he said.

Fowler's thesis drew a prompt rebuttal from Peggy Charren, head of Action for Children's Television. She said the commission should require television renewal applicants to note when they have devoted less than 6% of their Monday-through-Friday time to children's programming. Noting that applicants are required to provide such information in connection with informational and local programming, she said, "This doesn't pose a censorship problem." □

House outtakes of C-SPAN complicate TV in Senate

Problem during elections may throw crimp into Baker-led effort to get Senate coverage

Democrats and Republicans appear to be at a stand-off over the use of footage from television coverage of the House as political ammunition. Republicans are collecting a library of tapes for potential use against Democratic incumbents in the next campaign. Democrats are taking their time in responding to a Republican request to resolve the issue.

Debate over the issue began last year when G. Douglas Stephens, the Democratic opponent of House Minority Leader Bob Michel (R-Ill.), used a clip from the Cable Satellite Public Affairs Network, which has televised House proceedings since 1979, in a campaign ad that ran on seven television stations. The spot showed Michel during a House debate on social security saying that only 10% of those on social security were in difficult financial straits and that 90% were "fairly well heeled" (BROADCASTING, Jan. 10).

The incident disturbed Republicans. On Dec. 20, 1982, Representative Guy Vander Jagt (R-Mich.), chairman of the Republican Congressional Campaign Committee, wrote to his counterpart at the Democratic Congressional Campaign Committee, Tony Coelho (D-Calif.), to ask Democrats to promise to keep their candidates from using broadcast coverage of the House for campaign commercials. House rules currently prohibit members from making commercial or political use of broadcast coverage, but the rules don't apply

to nonmembers.

Vander Jagt warned against "unrestrained commercial and political use of House coverage" which, he said, "would be more unpleasant for the Democratic majority than for the Republican minority." He asked Coelho to respond by Jan. 3, but no reply has been forthcoming.

In the meantime, the Republican Congressional Committee has begun taping C-SPAN coverage, believing Democrats may use



Baker

House footage again. The RCC's tape library is a means of "protecting ourselves," Ed Blakely, the RCC's communications director, said. He added that despite the expense, taping will continue until the Democrats agree not to support candidates who use broadcast coverage for campaign commercials.

The Democrat Congressional Campaign Committee's communications director, Evan Zeppos, agreed last week that it "is a situation that needs to be dealt with." But, he said, Coelho objected to the "threatening" tone of Vander Jagt's letter and was reluctant to respond to an "artificial deadline." He said Coelho will answer when he feels the problem can be discussed on a "reasonable and professional" basis.

As the House grapples with its own television dilemma, the Senate is likely to begin debating next week a resolution that would allow television coverage of its own proceedings. Senate Majority Leader Howard Baker (R-Tenn.), a prime supporter of the resolution, stated his intention to bring the measure up as early as possible in this session.

Baker has been trying to reach a compromise with Senator Russell Long (D-La.) (BROADCASTING, Jan. 31), who has threatened a filibuster. Baker has been trying to strike a deal by offering to try experimental television coverage or confine broadcasts to time-limited debates.

Observers say the problems in the House will only add to Long's and others' objections to broadcast coverage, and a spokesman in Baker's office predicted the matter will be broached. Baker may counter with a prepared prohibition against any use of broadcast coverage for political or commercial purposes. The senator is reportedly still

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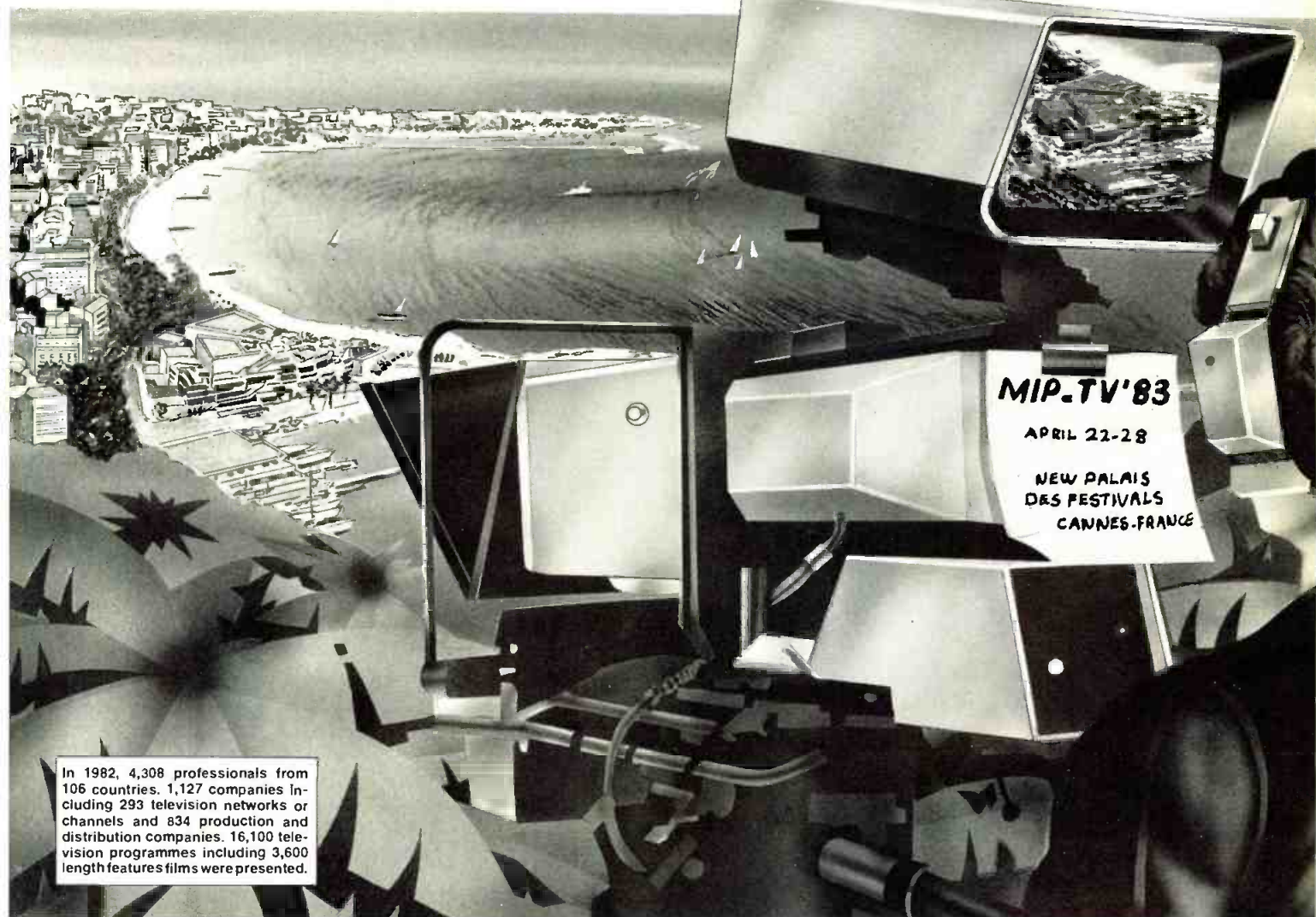
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considering the possibility of a broadcast experiment permitting televised proceedings to go to congressional offices, but not to the general public. □

Radio Marti controversy continues

Opponents and proponents of plan to establish AM station to broadcast to Cuba take up the fight in the 98th Congress

The first skirmishing over Radio Marti in the 98th Congress occurred last week in a House Appropriations subcommittee hearing on the administration's budget request for the Board for International Broadcasting—the bureaucratic home Radio Marti is to be given, if it is given any.

The battle lines are not yet fully drawn, and probably will not be until the administration sends Congress a new piece of legislation to authorize establishment of the radio station that would broadcast news of Cuba to that country. The administration's proposal is expected in a week or two.

But Representative Neal Smith (D-Iowa), chairman of the subcommittee, indicated that concerns expressed in the battle over Radio Marti in the 97th Congress are still alive. And the administration demonstrated its continuing interest in the controversial

project by sending a deputy to the assistant secretary of state for inter-American affairs to represent it on the Radio Marti matter at the hearing.

BIB Chairman Frank Shakespeare made it evident BIB was not taking responsibility for the radio service Congress has not yet officially assigned to it—although the Radio Marti bill passed by the House, although not by the Senate, last year would have given BIB oversight responsibility. The BIB and Radio Marti appropriations requests should be kept in "watertight compartments," Shakespeare said.

Shakespeare also stressed that funding of Radio Marti should not be provided at the expense of the radios for which BIB now has responsibility—Radio Free Europe and Radio Liberty, which broadcast to Eastern Europe and the Soviet Union in 21 languages. "Broadcasts [to those areas] are so important that to diminish them in order to broadcast to Cuba would be unwise," he said.

The administration is seeking a supplemental appropriation for BIB of \$29,840,000 for fiscal year 1983, which began on Oct. 1, 1982, and \$115,702,000 for BIB for fiscal 1984. Radio Marti would account for \$8,540,000 of the supplemental and \$9,647,000 of the request for the new fiscal year (BROADCASTING, Feb. 7).

Robert Ryan, the State Department official who spoke for Radio Marti, said about half of the funds requested for the proposed station in the supplemental would be used for construction—even though the Defense Department has built AM transmitters in the

Florida Keys that, if Congress approved, could be used for Radio Marti—and most of the remainder for administration and programming.

Smith, like other members of the Iowa congressional delegation, is concerned about the possible effect of Radio Marti on WHO(AM) Des Moines. For the administration has proposed establishing the new outlet on the WHO frequency, 1040 khz, and WHO officials fear Cuba will make good on a threat to retaliate by establishing a 500 kw station on that frequency. The result of that would be to reduce WHO's signal area at night to a few miles surrounding Des Moines.

Many of the opponents of the Radio Marti concept have sought to persuade the administration to find a medium other than AM for the facility. And Smith followed that approach. After noting that RFE/RL broadcast over shortwave, and drawing from Shakespeare the observation that it is easier to jam AM broadcasting than shortwave, he said the Soviet Union could "get even" with the U.S. for its shortwave broadcasts in Europe "by jamming the U.S. in Cuba."

But Smith did not get a rise out of the witnesses. "This board has nothing to say about that," Shakespeare said. Ryan said he did not, either.

The BIB requests, both in the supplemental for 1983 and in the budget proposal for 1984, are designed, according to Shakespeare, to refurbish facilities "underfunded for some years." He talked of the need to modernize studios at the radios' headquarters in Munich, improve news gathering capacity, produce programs, hire more people (an increase in full-time positions of from 337 to 354) and increase travel. Ben Wattenberg, the BIB vice chairman and chairman of the program committee, said the five journalists in the radios' London bureau have seen their travel budget cut back to \$700. "It's bizarre," he said.

The BIB and State Department witnesses made clear the administration's determination to strengthen the country's ability to transmit its message to those living in Communist countries—a determination President Reagan expressed in July. Shakespeare and Ryan noted that the requests for RFE/RL and Radio Marti submitted to the Office of Management and Budget for inclusion in the budget were not cut, as were most agencies' proposals. □

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Public stations go to Congress for extension of ad experiment

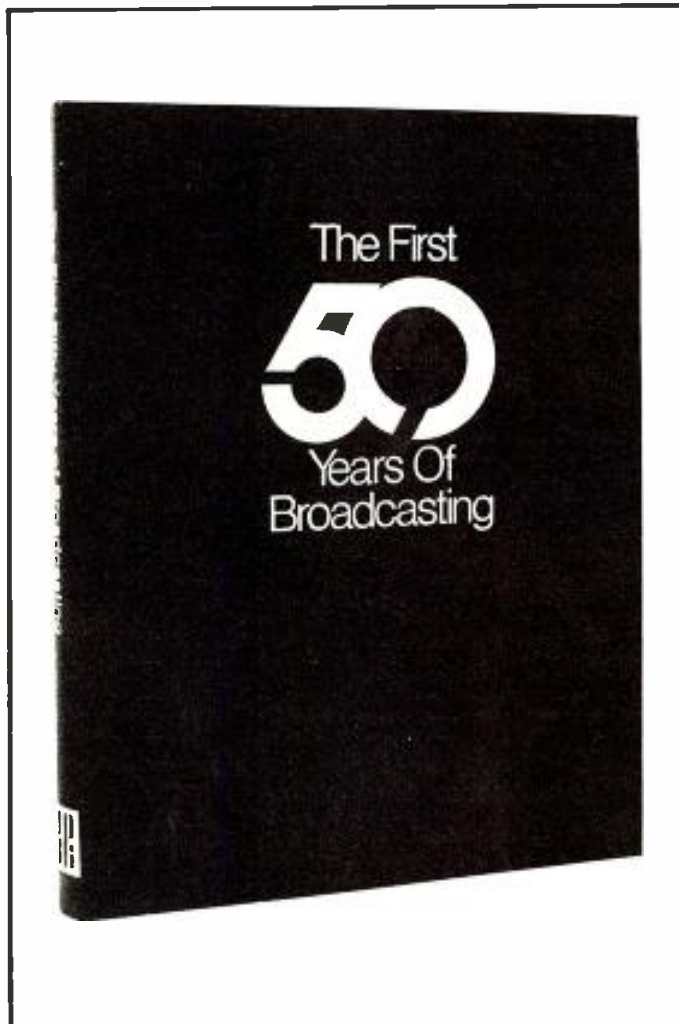
Public broadcasting stations are mustering congressional support for extending the advertising experiment now under way at nine public TV stations. The stations began last fall to push for an extension (the experiment is slated to end next June 30), but met with resistance from members of the Temporary Commission on Alternative Financing for Public Telecommunications, which oversees

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*BROADCASTING's first issue (Oct. 15, 1931) traced the four other estates to
Edmund Burke by way of Thomas Carlyle: "Burke said there were Three Es-
tates in Parliament; but, in the Reporters' Gallery yonder, there sat a Fourth
Estate more important far than they all!" The three earlier parliamentary es-
tates: the Lords Spiritual, the Lords Temporal and the Commons.



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the project.

The stations are back on the Hill again. One of the stations, WTTW(TV) Chicago, has apparently enlisted the support of Representative Dan Rostenkowski (D-Ill.), chairman of the powerful Ways and Means Committee.

In a letter to TCAFPT members, Rostenkowski asked them to "extend this experiment past the present expiration date in July, until the final results of the demonstration project have been fully evaluated." He noted that stations must increase their revenue base to survive and that "the necessity of reducing the federal budget deficit will increase pressure to cut funding for public television."

The nine participating stations are: WTTW(TV); KCSM-TV San Mateo, Calif.; WHYI-TV Philadelphia; WIPB(TV) Muncie, Ind.; WPBT(TV) Miami; WQLN(TV) Erie, Pa.; WYES-TV New Orleans; WNET(TV) New York and WQED-TV Pittsburgh. WNET and WQED-TV are experimenting with what they call enhanced underwriting credits—longer versions of credits that are generally aired.

Representative Billy Tauzin (D-La.), on behalf of WYES-TV, also wrote members of TCAFPT expressing an interest in extending the experiment. Despite these congressional inquiries, the chances of getting an extension remain slim.

FCC Commissioner James Quello, who chairs the TCAFPT, noted that although the committee has not taken a position, he doubted the majority of members would favor it. □

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Jones sees little chance for Congress to curb states from regulating common carriers

The FCC's competitive carrier rulemaking, in which the commission proposes to "forbear" from regulating common carriers that don't have market power, might result in states stepping in to regulate carriers on their own. But even though "some pre-emption" of state regulation might be warranted, the industry shouldn't count on Congress to approve legislation making that pre-emption possible, said FCC Commissioner Anne Jones last week before the Computer and Communications Industry Association's annual caucus in Washington.

"I'm not sure how much telecommunications legislation you're going to get," she said. "Congress is not going to want to step on state toes directly."

Jones also said she thought the commission would be inclined to include as small a part of the industry as it possibly could under its jurisdiction under the Computer II decision.

She also questioned the rationality of those parts of the commission's access charge decision aimed at providing subsidies for consumers in high-cost telephone areas. She said she couldn't see why she should help pay for someone's phone bill in Montana while "no one in Florida is subsidizing my heating bill."

Jones also said "regulatory delays" at the commission were "disgraceful." And she thought the commission should "totally overhaul" its procedures. "By the time we've approved it... the Japanese have gotten it and stolen the market," she said. □

Washington Watch

Shearer force. Reversing initial decision, FCC Review Board had granted William Shearer and Arike Logan-Shearer, joint tenants, construction permit for new FM station in Ventura, Calif. Administrative law judge had awarded frequency to Absolutely Great Radio Inc., basing decision on Absolutely's proposal for 100% integration. ALJ had awarded Shearers, husband-and-wife team, only 50% integration, since wife proposed to work only part time at station. Review Board, however, said Shearers should have been awarded 100% full-time credit since husband proposed full-time management of station. Review Board also said Shearer's 100% integrated minority ownership outweighed its competitor's credits for local residence. □

Arts bill. Bill that would amend National Labor Relations Act to grant same exemptions to employees of entertainment industry as those in other industries, such as construction, where employees are subject to short-term employment has been introduced in Senate. S. 281, introduced by Senator Jennings Randolph (D-W.Va.), would primarily clear up confusion over definition of employer and address rights of short-term employees. Spokesman in Randolph's office said bill is aimed at protecting musicians and other performers who have had problems with contracts. "It will allow a performers union to collect dues after seven days of employment, just as the construction industry may do now, as a recognition of the brevity of employment experiences," Randolph said in introducing measure. Under current law, the period is 30 days. "The legislation also would authorize prehire agreements and legitimate collective bargaining," Randolph said. □

By any other name. Senator William Roth (R-Del.) has introduced S. 121, which would create new Department of Trade, incorporating in it all functions of present Commerce Department, including National Telecommunications and Information Administration. Bill is similar to measure Senator Daniel Patrick Moynihan (D-N.Y.) introduced renaming Commerce Department of Trade and Commerce. □

Station cleared. Ohio Supreme Court has refused to hear prosecutor's appeal of obscenity charge filed two years ago against noncommercial WAIF(FM) in Cincinnati. Case involves January 1981 segment of *Gaydreams*, talk show hosted on WAIF by John Zeh. Station and Zeh were charged by county prosecutor Simon Lois after complaint was filed by local residents whose children taped show. Two lower courts had previously declined to hear case on grounds that program, aired on weekend afternoon, was not intended for audience of children. WAIF's attorney, Allen Brown, had argued that state could not pre-empt federal jurisdiction in case and that complaint was matter more properly dealt with by FCC. Since original complaint was filed, Zeh has been permanently suspended from station for airing tape of offending program segment without authorization, and Lois has been elected to county judgeship. □

NTIA turned down. FCC has denied 1980 request by National Telecommunications and Information Administration that it change way it reviews reasonable-access complaints. FCC currently reviews such complaints on case-by-case basis; NTIA proposed that commission consider at renewal time station's overall record for providing access.

Trans-Atlantic videoconferencing offered by Comsat

Partnership with hotel chain seeks international customers

Comsat General and Intercontinental Hotels Corp. are offering businesses a free trial of videoconference facilities between New York and London beginning Feb. 15 and continuing until May 1. The establishment of Intelmet, said Joseph Smyth, senior vice president, marketing, Intercontinental Hotels, "is a benchmark in the communications industry. Once executives experience first-hand the ease with which business meetings can be conducted via satellite videoconferencing, the impact of this capability on international business communications will be dramatic."

British Telecom, AT&T Long Lines and Satellite Business Systems facilities will be used, along with the international satellite systems of Intelsat. The U.S. origination point will be the Intercontinental Hotel on 48th Street and Park Avenue in New York. The Intercontinental hotel in London's Hyde Park Corner will be used in Europe.

The two companies signed a partnership agreement last March to develop international videoconferencing capability. The two are calling Intelmet the "first public access fixed facility international videoconferencing network" and there are plans to expand

Chronicle connection. Videotex America, the joint venture between Infomart and Times Mirror Video Systems, announced an affiliation agreement last week with the Chronicle Publishing Co., publisher of *The San Francisco Chronicle* and owner of four television stations and a cable MSO, Western Communications. The companies will "explore the feasibility of offering videotext and teletext services in the San Francisco Bay area." VA also has agreements with Phoenix Newspapers and Florida Publishing Co. In making the announcement, James Holly, president of Videotex America, said the company has begun evaluating the test results from its trial in southern California. He said "interactive services like shopping, banking, games and mail received the heaviest usage along with frequently updated, timely information such as news and calendar listings."

service throughout Intercontinental's 100 hotels in 50 countries.

Intelmet will offer three levels of service, ranging from voice communications only and slide presentations to two-way color video transmission. The initial trial will offer the middle level of service, freeze frame video. It includes voice and document transmission and also full color visual projection of the participants in a still format, updated every 13 seconds, without full interactive motion. □

Torch Computers gets into videotext

Company will take over marketing of Prestel system in U.S. in April

On April 1, British Telecom will turn over the marketing of its Prestel videotext system in the U.S. to Torch Computers, a Cambridge, England-based firm that has offices in Toronto and Woburn, Mass.

Last October, British Videotext & Teletext

(BVT), the U.S. marketing and promotion arm for Prestel, reported that British Telecom had decided to cease its own active marketing of the Prestel system in the U.S. through BVT.

Frank Burgess, general manager of Prestel, said Torch will be responsible for providing services, facilities, billing and revenue collection in the U.S. Torch also will expand the Prestel data base to include more U.S.-oriented information.

Burgess also said that when Torch takes over the marketing, the quarterly subscription charge will be pared to about \$80 from \$150 and the 30-cent-per-minute Prestel computer usage charge will be reduced to the rate applicable in the United Kingdom (eight cents per minute between 3 a.m. and 1 p.m. NYT, with usage outside those hours and on Sunday at no charge).

Prestel has about 160 customers in the United States, and 22,000 customers in the United Kingdom. Revenues in the U.K. in 1982 amounted to about \$6 million. In the U.S., revenues reportedly totaled less than \$100,000. □

For the Record

As compiled by BROADCASTING, Jan. 31 through Feb. 4, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location, trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New stations

AM applications

- Bonnyman, Ky.—Black Gold Broadcasting seeks 770

khz. 1 kw-D. Address: 360 Jordan Street, Hazard, Ky. 41701. Principals: Bill Helton and Don Toler (50% each), who have no other broadcast interests. Filed Jan. 28.

- Shepherdsville, Ky.—Carroll Knicely seeks 1040 khz. 500 W-D. Address: 988 South Green Street, Glasgow, Ky. 42141. Principals: Knicely also has several pending LPTV applications and has no other broadcast interests. Filed Jan. 18.

TV applications

- Tuscaloosa, Ala.—Local Majority TV seeks ch. 17; ERP: 912 kw vis., 9.12 kw aur., HAAT: 330 ft.; ant. height above ground: 268 ft. Address: P.O. Box 520, Livingston, Tenn. 38570. Principal: Millard V. Oakely (100%), whose broadcast interests include four AM's and two FM's and several pending LPTV and full service applications. Filed Jan. 28.

- Jamestown, N.D.—Jamestown College seeks ch. 7; ERP: 300 kw vis., 30 kw aur., HAAT: 701 ft.; ant. height above ground: 615 ft. Address: Jamestown, N.D. 58401. Principal: Noncommercial, educational institution that has no other broadcast interests. Filed Jan. 25.

FM actions

- Boise, Idaho—Jeff Casey dismissed application for

105.9 mhz, 44 kw, HAAT: 2,503 ft. Address: Box 5245, Boise 83705 (BPH-811028AB). Action Jan. 24.

- Calais, Me.—University of Maine granted 89.7 mhz, 29.8 kw, HAAT: 525 ft. Address: MPBN Alumni Hall, Omo, Me. 04469. Estimated construction costs: \$190,000; first-year operating cost: \$13,000. Principal: University of Maine is licensee of four TV's and seven FM's and applicant for new noncommercial FM at Waterville, Me. (BPED-820507AV). Action Jan. 20.

- Meridian, Miss.—Mississippi Authority for Educational Television (MAET) granted 88.1 mhz, 100 kw, HAAT: 1,061 ft. Address: P.O. Drawer 1101, 3825 Ridgewood Road, Jackson, Miss. 39205. Estimated construction cost: \$200,000, first year operating cost: \$50,770. Format: Cultural and educational. (BPED-801106AE). Action Nov. 24, 1982.

- Tremonton, Utah—Jeff Casey dismissed application for 104.9 mhz, 3 kw, HAAT: -111 ft. (BPH-820824AK). Action Jan. 24.

TV action

- Fort Walton Beach, Fla.—Ro-Mar Communications Inc. ch. 35; ERP: 1,216 kw vis., 121 kw aur., HAAT: 269 ft., ant. height above ground: 273 ft. Address: 766 Suite B, Deltona

Blvd., Deltona, Fla. 32725. (BPCT-821228KE). Action Jan. 24.

■ Lexington, N.C.—Koinonia Broadcasting Inc. granted ch. 20; ERP: 5000 kw vis., 500 kw aur., 1,731 ft; ant. height above ground: 1,911 ft. Address: P.O. Box 33, Landis, N.C. 28088. Estimated construction cost: \$1,132,000; first quarter operating revenue: \$195,000. Legal counsel: Gammon & Grange, Washington. Consulting engineer: Serge Bergen, Fairfax, Va. Principal: Noncommercial corp; William P. Rigger is president. He is Coral Springs, Fla., minister. (BPCT-810624KE). Action Jan. 26.

Ownership changes

Applications

■ KUIC(FM) Vacaville, Calif. (95.3 mhz, 2.85 kw, HAAT: 205 ft.)—Seeks assignment of license from KUIC-Levin Radio Inc. to Quick Broadcasting Inc. for \$1.5 million (BROADCASTING, Jan. 31). Seller: Estate of Harvey Levin, William Horwick executor. It also was granted FCC approval to sell KFAT(FM) Gilroy, Calif., for \$900,000 (BROADCASTING, Jan. 17). Levin bought KUIC in 1977 for \$210,000 (BROADCASTING, March 28, 1977). Buyer: Harry Benton, president, and Benton family members (50%), Shirley Fuchsberg (25%), and others. Benton is Colorado investor, and Fuchsberg is New York businesswoman. Neither has other broadcast interests. Filed Jan. 31.

■ WSVI-AM-FM Jupiter, Fla. (AM: 1000 khz, 1 kw-D; FM: 96.7 mhz, 3 kw)—Seeks transfer of control of U.S. Three Broadcasting Corp. from Raymond E. Kaupe and Ronald W. Windblad to Palm Beach Broadcasting Corp. for \$255,000 plus \$75,000 for seven-year noncompete agreement. Principals: Sellers have no other broadcast interests. Buyer is owned by Robert D. Hanna and Mark S. Manafa (50% each). Hanna is Dallas media broker and principal owner of KCLW(AM) Hamilton, Tex.; 50% owner of KICS(AM)-KEZH(FM) Hastings, Neb.; 50% owner of KROX(AM) Crookston, Minn.; 49% owner of KLRR(AM) Leadville, Colo.; and 49% owner of applicant that bought, subject to FCC approval, KLMC(FM) Leadville, Colo., and

sole buyer in applicant that bought KMIO-AM-FM Merkel, Tex. (see below). Manafa is officer and director in Hanna Communications Group Inc. Filed Jan. 24.

■ KMFEE(FM) Emmett, Idaho (101.7 mhz, 790 w, HAAT: 500 ft.)—Seeks assignment of license from Emmett Valley Broadcasters Inc. to Radio Broadcasting Inc. for \$160,000. Seller is principally owned by Floyd D. Brown and wife, Evelyn, who have no other broadcast interests. Buyer: Fred C. Rathbone (90%) and Steve Sumner and wife, Jorene Sumner (5% each). Sumner owns KKIC(AM) Boise, Idaho. Filed Jan. 25.

■ WAMJ(AM) South Bend, Ind. (1580 khz, 1 kw-D)—Seeks assignment of license from Miramar Broadcasting Inc. to WAMJ Inc. for \$129,000. Seller is principally owned by Jose M. Berrocal, who has no other broadcast interests. Buyer: William C. Gaines (60%) and wife, Nellie (40%), Lansing, Ill., who have no other broadcast interests. Filed Jan. 26.

■ WWJM(FM) New Lexington, Ohio (106.3 mhz, 3 kw)—Seeks transfer of control of Perry County Broadcasting Inc. from James F. Myer (33.9% before; none after) to Charles W. Edwards (none before; 76.3% after). Principals: Seller is bowing out and transferring his interest to other stockholder. After transfer, stockholders will be Charles W. Edwards (76.3%), William A. Brackney (16.9%) and Norma J. Edwards (6.8%). Filed Jan. 27.

■ WDSC-AM-FM Dillon, S.C. (AM: 800 khz, 1 kw-D; FM: 92.9 mhz, 10 kw, HAAT: 310 ft.)—Seeks assignment of license from Border Broadcasting Inc. to Cy N. Bahakel Jr. for \$1.5 million. Seller: L.B. Hyman (52%), Phil B. Brown (34%) and estate of Joseph K. Martin (14%), who have no other broadcast interests. Buyer is son of Cy N. Bahakel Sr., Charlotte, N.C.-based group owner of six AM's, five FM's and seven TV's. Filed Jan. 31.

■ KTRQ(AM) Ephrata, Wash. (810 khz, 1 kw-D)—Seeks assignment of license from Read Broadcasting of Ephrata Inc. to Central Columbia Broadcasters for \$250,000. Seller: Thomas W. Read and wife, Melinda, who also own co-located KTRM(FM). Thomas Read in addition owns KTRW(FM) East Wenatchee, Wash. They bought KTRQ [formerly KULE] in 1981 for \$106,540 (BROADCASTING, June 15, 1981). Buyer: Neal Gray and wife, Deborah, and Tom Allison and wife, Connie. Neil Gray is general manager of KTKN(AM) Ketchikan, Alaska, where Tom Allison is sales manager. Filed Jan. 28.

■ KTNT(AM) Tacoma, Wash. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Tribune Publishing Co. to Positive Broadcasting Inc. for \$522,500. Seller is owned by family of late Eric B. Ward, who also own co-located KNBQ. Buyer: Donald Atkinson and wife, Carol Jean (100% jointly). Earlier deal to buy station along with Larry Dennis fell through after FCC approval. Atkinson is salesman at KWXYZ(AM) Everett, Wash. Filed Jan. 27.

■ KATK(AM)-KAWY(FM) Casper, Wyo. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 94.5 mhz, 65 kw, HAAT: 1,908 ft.)—Seeks assignment of license from Casper Broadcasting Co. to Wiens Broadcasting of Casper Inc. for \$415,000 plus assumption of about \$960,000 note. Seller is principally owned by James Stuart and family, who are Lincoln, Neb.-based group owners of six AM's and six FM's, who bought KATK(AM)-KAWY(FM) in 1981 for \$1.55 million (BROADCASTING, June 29, 1981). Buyer: Subsidiary of Transwestern Corp., which is owned by Thomas J. Wiens, who also owns KWDE(FM) Montrose, Colo. Wiens bought KWDE in 1981 for \$341,000 (BROADCASTING, May 11, 1981). Filed Dec. 30, 1982.

■ WEMJ(AM) Laconia, N.H. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from WTSN Inc. to Central Broadcast Services Inc. for \$374,000. Seller is principally owned by Ralph Gottlieb, who also sold, subject to FCC approval, WTSN(AM) Dover, N.H., for \$1.1 million (BROADCASTING, Jan. 3). Buyer: James M. McCann (90%) and C. Richard Lutsik (10%). McCann is vice president and 9.6% owner each of WTSN(AM) Dover, WEMS(AM) Laconia and WZID(FM) Manchester, and WEMJ(AM) Laconia, all New Hampshire. Filed Jan. 25.

Actions

■ WTAK(AM) Huntsville, Ala. (1000 khz, 10 kw-D)—Granted assignment of license from Barber Broadcasting Inc. to Grant Broadcasting Corp. for \$400,000. Seller is owned by Peter P. Barber (51%) and R. Parker Griffith (49%), who have no other broadcast interests. Buyer is R. Parker Griffith, minority stockholder in seller. (BAL-821124ER). Action Dec. 13.

■ WZST(AM) Leesburg, Fla. (1410 khz, 5 kw-D)—Granted transfer of control of WZST Radio Inc. from WYOU Radio Inc. (100% before; none after) to Harold A. Reuben (none before; 100% after). Principals: Transferor is owned by estate of T. B. Lanford (75%) and Harold Reuben (25%). Reuben is exchanging his 25% interest in WYOU Radio Inc. for entire stock of WZST Radio Inc. (BTC-821109GF). Action Jan. 24.

■ WEXY(AM) Oakland Park, Fla. (1520 khz, 1 kw-D)—Granted assignment of license from Celebrities Inc. to Number One TV Inc. for \$1.5 million. Seller: James S. Beattie, who owns WVCC(AM) Ocoee, Fla., which he also sold, subject to FCC approval, for \$400,000 (BROADCASTING, Jan. 31). Buyer: Mary J. Arthur, president (44.4%), and others. Arthur is president and 51% owner of WKEM(AM) Immokalee, Fla. (BAL-821130FG). Action Jan. 24.

■ WTMP(AM) Tampa, Fla. (1150 khz, 5 kw-D)—Granted assignment of license from Gulf South Communications Inc. to Westerville Broadcasting of Florida Inc. for \$1,083,420. Seller is principally owned by R. M. McLeod, who has no other broadcast interests. Buyer: Westerville Communications Inc. (52%), and Paul C. Major and G. Rand Smith (24% each). Westerville Communications is principally owned by Paul Major. Major is account executive with WTVN-TV Columbus, Ohio, and 15% owner of applicant for new AM at Santee, Calif. Smith is Columbus, Ohio, attorney. (BAL-821119GQ). Action Jan. 24.

■ KIOA(AM)-KMKG(FM) Des Moines, Iowa (AM: 940 khz, 10 kw-D, 5 kw-N; FM: 93.3 mhz, 100 kw, HAAT: 420 ft.)—Granted assignment of license from Mid America Broadcasting Inc. to Midwest Communications Inc. for \$2.5 million. Seller is subsidiary of Mid America Audio-Visual Inc., which is controlled by Reva G. Small. Mid America is Kankakee, Ill.-based group owner of six AM's, four FM's and cable system serving Hilton Head Island, S.C. Buyer is owned by Ducey E. Wright (92%) and Orville N. Heinz (8%). Wright owns WRIG(AM)-WDEZ(FM) Wausau, Wis. Midwest Communications also owns and operates WGEE(AM)-WIXX(FM) Green Bay, Wis. (BAPL, H-821130FI.J). Action Jan. 26.

■ KBHM(AM)-KIRK(FM) Branson, Mo. (AM: 1220 khz, 1 kw-D; FM: 106.3 mhz, 3 kw, HAAT: 210 ft.)—Granted transfer of control of Shepherd of the Hills Broadcasting Inc. from Robert Neathery Sr. (100% before; none after) to Donald E. Holley and Ralph J. Rhodes (none before; 100% after). Consideration: \$390,000. Principals: Seller also owns KWPM(AM) West Plains; 51% of KUKU(AM) Willow Springs, and 51% of KALM(AM)-KAMS(FM) Thayer, all Missouri. Buyer is owned by Donald Holley (50.93%) and Ralph Rhodes (49.07%). Holley is vice president and general manager of KFPW-TV Fort

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Smith, Ark. (BTC-H-821122HA.B). Action Jan. 26.

■ **WIAK(FM)** [CP] Clinton Park, N.Y. (96.7 mhz)—Granted assignment of construction permit from Broadcast Management of Albany Ltd. to Charles S. Fitch for \$22,156. Seller is group of 31 stockholders controlled by general partner Capitol Management Inc., which is owned by general partners Joel M. Thorpe, Thomas H. Green and Samuel A. Frankel. They also are stockholders of Broadcast Management Corp., licensee of five AM's and two FM's. Buyer: Fitch is engineer at KYW-TV Philadelphia, and has no other broadcast interests. (BAPH-821027GG). Action Jan. 24.

■ **WSHB(AM)** Raeford, N.C. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Duncan B. McFadyen III, receiver, to Service Media Inc. for \$54,000. Seller has no other broadcast interests. Buyer: Robie S. Butler and Oscar N. Harris (40% each) and Donald R. Eaton Jr. (20%). Buyer owns 40% of WCKB(AM) Dunn, N.C. (BAL-821124ES). Action Jan. 26.

■ **WRID(AM)** [CP] Homer City, Pa. (1520 khz, 5 kw-D)—Granted assignment of construction permit from Ridge Communications Inc. to Ray Mark Broadcasting Inc. for \$20,000. Seller also is licensee of WVSC-AM-FM Somerset, Pa. Buyer is owned by Mark E. Harley and Ray Goss (50% each), who have no other broadcast interests. (BAP-821208HC). Action Jan. 24.

■ **KFST(AM)-KPJH(FM)** Fort Stockton, Tex. (AM: 860 khz, 250 kw-D; FM: 94.3 mhz, 3 kw, HAAT: 235 ft.)—Granted assignment of license from KFST Inc. to George A. Day and Roy E. Parker for \$550,000. Seller is principally owned by James W. Hawkins, president. He also owns 10% each of KVLV(AM) Alpine, KULM(FM) Columbus and KHLB(AM)-KMRB(FM) Burnet, all Texas. Buyer is equally owned by George Day and Roy Parker, who own KIUN(AM)-KPTX(FM) Pecos, Tex., and KTAT(AM)-KYBE(FM) Frederick, Okla. Parker also owns 60% of KCOM-AM-FM Comanche, Tex. (BAL-H-821105FB,C). Action Jan. 24.

■ **KJIM(AM)** Fort Worth (870 khz, 250 w-D)—Granted transfer of control of Fort Worth KJIM Inc. from stockholders (none before; 100% after) to The Venture Group Inc. (none before; 100% after). Consideration: \$490,000. Seller is owned by James M. Shaffer (51%), Mae O. Walke (23.3%), Hill Enterprises Inc. (11.79%), William S. Hill and Frances B. Hill (7% each), who have no other broadcast

interests. Buyer is owned by B. J. Glascock, president (37%), and 24 others. They own KSEY-AM-FM Seymour, Tex. (BTC-821202FW). Action Jan. 26.

■ **KMIO-AM-FM** Merkel, Tex. (AM: 1500 khz, 250 w-D; FM: 102.3 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Big Country Broadcasting Co. to KMIO Broadcasting Inc. for \$350,000. Seller is equally owned by Ted C. Connell and Gaylon W. Christie, who also own KOOV(FM) Copperas Cove, Tex. Buyer is owned by Robert D. Hanna, who also bought, subject to FCC approval, WSVI-AM-FM Jupiter, Fla. (see above). (BAL-8211030FX). Action Jan. 26.

■ **KTER(AM)** Terrell, Tex. (1570 khz, 250 kw-D)—Granted transfer of control of Gale Broadcasting Inc. from stockholders (100% before; none after) to Floyd & Willis Broadcasting (none before; 100% after). Consideration: \$295,000. Principals: Seller is principally owned by Richard Zimmer. Buyer is owned by Gene D. Willis (75%) and Lynda J. Floyd (25%), who have no other broadcast interests. (BTC-821130FN). Action Jan. 26.

■ **WDIC(AM)** Clincho, Va. (1430 khz, 5 kw-D)—Granted transfer of control from Dickenson County Broadcasting Corp. to Salvation Broadcast Network Inc. for \$425,000. Seller is owned by group of local stockholders who have no other broadcast interests. Buyer is owned by David Salyers, president, and seven others. Salyers is vice president and general manager of WWMO(FM) Reidsville, N.C. (BTC-821118GI). Action Jan. 24.

■ **WKBA(AM)** Vinton, Va. (1550 khz, 10 kw-D)—Granted assignment of license from Roanoke-Vinton Radio Inc. to Tinker Creek Broadcasters Inc. for \$350,000. Seller: Stuart W. Epperson (100%), who owns KAKC(AM)-KCFO(FM) Tulsa, Okla.; 51% of WRFD(AM) Worthington, Ohio; 50% of WNYM(AM) New York; and 47% of WEZE(AM) Boston. Buyer is owned by David H. Moran (51%) and Jewell C. Arney (49%), who have no other broadcast interests. (BAL-821126EZ). Action Jan. 26.

Facilities changes

AM applications

Tendered

■ **KURM** (790 khz) Rogers, Ark.—Seeks CP to change hours of operation to U by adding 500 w-N; increase D power to 5 kw; install DA-N; change night TL; and make changes in ant. sys.; major environmental action under section 1.1305. Ann. Jan. 31.

■ **KTRB** (860 khz) Modesto, Calif.—Seeks petition for reconsideration: CP to increase day power to 50 kw; night power to 10 kw and install DA-2. Ann. Feb. 1.

Accepted

■ **KZKZ** (690 khz) Flagstaff, Ariz.—Seeks CP to make changes in TL. Ann. Jan. 31.

■ **KNEW** (910 khz) Oakland, Calif.—Seeks CP to make changes in facilities to augment nighttime radiation pattern. Ann. Feb. 1.

■ **KGNR** (1320 khz) Sacramento, Calif.—Seeks CP to make changes in ant. sys. and increase height of tower. Ann. Feb. 1.

■ **WVLN** (740 khz) Olney, Ill.—Seeks CP to make changes in ant. sys. to increase height of tower and change TPO. Ann. Jan. 31.

■ **WSWI** (820 khz) Evansville, Ind.—Seeks CP to make changes in ant. sys. and to change TL; and decrease ant. height. Ann. Feb. 1.

■ **KXAK** (1310 khz) Corrales, N.M.—Seeks MP (BP-811030AQ) to make changes in TL. Ann. Feb. 3.

■ **KITI** (1420 khz) Chehalis-Centralia, Wash.—Seeks MP (BP-801114AE, as mod) to change daytime antenna pattern. Ann. Jan. 31.

■ **KJUN** (1450 khz) Puyallup, Wash.—Seeks CP to make change in TL. Ann. Jan. 31.

FM applications

Accepted

KABF (88.3 mhz) Little Rock, Ark.—Seeks modification of CP (BPED-2617, as mod) to change TL; change type trans.; change type ant.; decrease HAAT to 642 ft. (H) and change TPO. Ann. Feb. 2.

■ ***KIDE** (91.3 mhz) Hoopa, Calif.—Seeks CP to increase ERP to 307 w. Ann. Feb. 3.

■ **KCTC** (96.1 mhz) Sacramento, Calif.—Seeks CP to change TL; increase ERP to 50 kw; decrease HAAT to 476 ft. and change TPO; major environmental action under section 1.1305. Ann. Feb. 2.

■ **KCLB** (91.1 mhz) Santa Rosa, Calif.—Seeks CP to change TL; change ERP to 2.5 kw; change HAAT to 1914 ft.; change TPO and make changes in ant. sys. Ann. Feb. 1.

■ ***WBCX** (89.1 mhz) Gainesville, Ga.—Seeks CP to change TL; change ERP to 3 kw; change HAAT to 300 ft. and make changes in ant. sys. Ann. Feb. 1.

■ **KBWH** (106.3 mhz) Blair, Neb.—Seeks CP to decrease ERP to 1.26 kw; increase HAAT to 459 ft. and change TPO; Major environmental action under section 1.1305. Ann. Feb. 2.

■ **KIOK** (94.9 mhz) Richland, Wash.—Seeks CP to install aux. ant. sys.; to be operated on ERP of 4.8 kw; change HAAT to 182 ft. and change TPO. Ann. Feb. 3.

TV application

Tendered

■ **WGGN**—TV (ch. 52) Sandusky, Ohio—Seeks MP (BPCT-820825KH, as mod.) to change ERP to 264.2 kw vis., 48 kw aur.; (due to consecutive increase in facilities of WGGN-TV, application considered major change and will be processed as such). Ann. Feb. 2.

AM actions

■ ***KAWC** (1320 khz) Yuma, Ariz.—Granted CP to increase power to 1 kw. Action Jan. 26.

■ **KUMU** (1500 khz) Honolulu—Granted CP to increase day and night power to 10 kw. Action Jan. 24.

■ **WJOK** (1150 khz) Gaithersburg, Md.—Granted modification of CP (BP-19994, as mod.) to change SL and operate trans. by RC from proposed SL. Action Jan. 2.

■ **WIGG** (1420 khz) Wiggins, Miss.—Granted CP to increase power to 5 w. Action Jan. 26.

■ **WTYN** (1160 khz) Tryon, N.C.—Granted CP to change hours of operation to U by adding 1 kw-N; increase D power to 10 kw-LS; install DA-N; change frequency to 1160 khz; change TL; make changes in antenna system; major environmental action under section 1.1305. Action Jan. 25.

■ **WRSC** (1390 khz) State College, Pa.—Granted CP to change hours of operation to U by adding 1 kw-N; night service with 1 kw; increase day power to 2.5 kw; install DA-N; change TL; (night site) (two site oper.) and make changes in ant. sys. major environmental action under section 1.1305. Action Jan. 24.

■ **KUTI** (980 khz) Selah, Wash.—Granted CP to change city of license to Selah, Wash.; change hours of operation to U by adding 500 w-N; night service with 500 w; install DA-N; and make changes in ant. sys.; major environmental action under section 1.1305. Action Jan. 25.

FM actions

■ **WFUR-FM** (102.9 mhz) Grand Rapids, Mich.—Returned application for modification of CP (BPH-820323AJ) to make changes in ant. sys. Action Jan. 18.

■ **KWTO-FM** (98.7 mhz) Springfield, Mo.—Granted CP to increase ERP to 96 kw. Action Jan. 21.

TV actions

■ **WBCT-TV** (ch. 43) Bridgeport, Conn.—Granted MP (BPCT-781016KE) to change ERP to 2.298 kw vis., 229.8 kw aur.; change HAAT to 510.4 ft. and change TL. Action Jan. 28.

■ ***WKZT** (ch. 23) Elizabethtown, Ky.—Granted CP to make changes to ant. system. Action Jan. 28.

■ ***WKON** (ch. 52) Owenton, Ky.—Granted CP to make changes to ant. system. Action Jan. 28.

■ ***WKSO** (ch. 29) Somerset, Ky.—Granted CP to make changes to ant. system. Action Jan. 28.

■ ***WENH-TV** (ch. 11) Durham, N.H.—Granted CP to change ERP to 316 kw vis., 31.6 kw aur.; change trans.; and make changes to antenna system. Action Jan. 28.

■ ***WSKG-TV** (ch. 46) Binghamton, N.Y.—Granted CP to change ERP to 500 kw vis., 50 kw aur., and change HAAT 1,230 ft. Action Jan. 28.

■ **KBJH** (ch. 47) Tulsa, Okla.—Granted MP (BPCT-5179, as mod.) to change ERP to 1,196 kw vis., 119.67 kw aur.; change HAAT to 1400 ft. and change TL. Action Jan. 26.

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Ownership changes

Applications

Earl Park and Fowler, both Indiana **FM proceeding** (Sandra Sue and Francis E. Hertel and Benton County Broadcasting Co.)—ALJ Joseph Stirmer granted applicants' joint request seeking approval of agreement; authorized reimbursement to Benton County in amount up to maximum of \$14,000; dismissed application of Benton County with prejudice; granted Hertel's application for facilities at Earl Park, Ind., and terminated proceeding (BC Doc. 82-407-408). Action Jan. 24.

■ Sandpoint, Idaho, and Whitefish, Mont. **AM proceeding** (Bauer Broadcasting Co. [KSPT] and Bee Broadcasting Inc. [KJJR]) —ALJ Joseph Stirmer by two separate actions, granted motion by Bee Broadcasting for summary decision and resolved air hazard issue in its favor; granted applicants' joint request for approval of agreement; authorized reimbursement in amount of \$7,500 to Bauer; dismissed Bauer's application with prejudice; granted Bee Broadcasting's application, and terminated proceeding. (BC Doc. 82-724-5). Action Jan. 24.

■ Ponce, P.R. **TV proceeding** (Interamerican Broadcasting Co. and Amilcar Gandia)—ALJ Joseph Chachkin by two separate actions, cancelled prehearing for Feb. 4 and hearing for March 4, granted joint request for approval of settlement agreement; dismissed Gandia's application with prejudice; approved \$4,000 reimbursement to Gandia; granted Interamerican's application for new TV and terminated proceeding. (BC Doc. 82-802-803). Action Jan. 18.

FCC actions

FCC designated for hearing license renewal applications of four commonly owned Georgia radio stations—WTJH(AM) East Point; WJIZ(FM) Albany; WMJM(AM)-WFAV(FM) Cordele. Action Jan. 27.

■ FCC ALJ Joseph Chachkin granted application of Way of the Cross Outreach Inc. for new TV on ch. 62 at Lexington, Ky., and denied competing application of FBC Inc. ALJ credited WOC with slight media diversification preference and substantial preference for integration of ownership into daily management of proposed station.

■ FCC ALJ Walter C. Miller in initial decision granted application of WKKQ Inc., licensee of WKKQ(AM) Hibbing, Minn., to change station's frequency from 6100 khz to 1080 khz, increase power from 5 to 10 kw, and change from daytime-only operation to fulltime operation.

Legal action

■ U.S. Court of Appeals for District of Columbia Circuit set aside FCC decision denying application of KCST-TV Inc., licensee of KCST-TV San Diego, for waiver of network nonduplication rules and remanded case to FCC for further proceedings.

Cable

■ FCC Mass Media Bureau granted Brunswick Cable Communications Associates, Brunswick, Ohio, petition for special relief requesting 5% franchise fee. Action Jan. 28.

Call letters

Applications

Call	Sought by
	New AM's
KGWB	Gospel West Broadcasting Inc., West Richland, Wash
	New FM's
KDNK	Carbondale Community Access Radio Inc., Carbondale, Colo
WIQQ	The River Broadcasting Inc., Leland, Miss.
KBMV-FM	Jack G. Hunt, Birch Tree, Mo.
KLSK	Siesta Communications Corp., Santa Fe, N.M.
WYXZ	Good-Radio Broadcasting Inc., Allendale, S.C.
KFFR	Freeway Broadcasting, Inc., Hooks, Tex.
KYCX	Summit Broadcasting Associates Inc., Mexia, Tex.
KVNE	Educational Radio Foundation of East Texas Inc., Tyler, Tex
	New TV's
WTVT	Community Service Broadcasting, Huntsville, Ala
WDKY-TV	KRobert L. Bertram, Danville, Ky
WDBD	Jackson Family Television Inc., Jackson, Miss.
	Existing AM's
KNWZ	KEZY Anaheim, Calif
WNYS	WWOL Buffalo, N.Y.
WSNI	WRCP Philadelphia
WPUB	WCCG Camden, S.C.
WPJS	WORC Orangeburg, S.C.
WPJM	WLIC Adamsville, Tenn
	Existing FM's
WAVE-FM	WSRZ Sarasota, Fla.
WZPL	WIKS Greenfield, Ind
WLOI	WJCK Rensselaer, Ind
KGLS	KWLS-FM Pratt, Kan.
WHTT	WEEI-FM Boston
WGHN-FM	WFMG Grand Haven, Mich
WEOZ	WYSS Sagertown, Pa
KXZL	KVAR San Antonio, Tex
KVTI	KPEC-FM Tacoma, Wash
WSEY	WVLR Sauk City, Wis.
	Existing TV's
KJUD	KINY-TV Juneau, Alaska
KELP	KEHB-TV El Paso, Tex.
WSBN-TV	WSVN-TV Norton, Va.

Grants

Call	Assigned to
	New AM
KHSP	Hesperia Valley Broadcasting Inc., Hesperia, Calif.
	New FM's
KTEI	Pa-joy Broadcasters, Piggott, Ark
KRZA	Equal Representation of Media Advocacy Corp., Alamosa, Colo.
WIKX	Umberber Communications Inc., Immokalee, Fla.
WMVV	Mount Vernon Baptist Church of Henry County Inc., McDonough, Ga.
KJLY	Minn-Iowa Christian Broadcasting Inc., Blue Earth, Minn.
KOLV	Olivia Broadcasting Co., Olivia, Minn
WMAH-FM	Mississippi Authority for Educational Television, Biloxi, Miss.
WMAE-FM	Miss. Authority for Educational TV, Booneville, Miss.
WMAU-FM	Miss. Authority for Educational TV, Bude, Miss.
WMAO-FM	Miss. Authority for Educational TV, Greenwood, Miss.
WMAA-FM	Miss. Authority for Educational TV, Jackson, Miss
WMAW-FM	Miss. Authority for Educational TV, Meridian, Miss.
WMAJ-FM	Miss. Authority for Educational TV, Oxford, Miss.
KBRB-GM	K B R Broadcasting Co., Ainsworth, Neb.
KNMO	Mesa Grande Broadcasting Co., Santa Fe, N.M.
WBJX	Sonrise Broadcasting Corp., Goose Creek, S.C.
KPSO-FM	Brooks Broadcasting Corp., Falfurrias, Tex
KMFM	Latin Broadcasting Co., Premont, Tex.
WBII	Marantha Baptist Bible College Inc., Watertown, Wis
KGWY	Quality Communications Inc., Gillette, Wyo
	New TV's
KRCB-TV	Rural California Broadcasting Corp., Cotati, Calif
KWHP	Sterling Associates Ltd., Boise, Idaho
WNKJ-TV	Doxa Communications Inc., Hopkinsville, Ky
WMTJ	Ana G. Mendez Educational Foundation, Fajardo, P.R.
WWIA-TV	Gos Broadcasting, San German, PR
KCKU	Sunrise Broadcasting Inc., Tyler, Tex
	Existing AM's
WAGG	WENN Birmingham, Ala
KOOL	KARZ Phoenix
WJBU	WJOE Port St. Joe, Fla
WAKM	WTJT Franklin, Tenn
KFMN	KBER Abilene, Tex.
KOOQ	KNOI Pullman, Wash.
	Existing FM's
WEGN-FM	WTII Evergreen, Ala
KEZL	KJFM Oceanside, Calif.
WJSTY	WGCV Port St. Joe, Fla.
WSEX	WTCO Arlington Heights, Ill
WXMG	WRBR South Bend, Ind
KLFO	KKAT Lyons, Kan.
WLYT	WHAV-FM Haverhill, Mass.
WGVC-FM	WSRX Allendale, Mich
WV/C	WGGR Duluth, Minn
WAYL	WAYL-FM Minneapolis
KSNR	KOSN-FM Thief River Falls, Minn.
KBOZ-FM	KBZN Bozeman, Mont
WLLT	WYYS Fairfield, Ohio
WHYY-FM	WUHY Philadelphia
KFSN-FM	KFMN Abilene, Tex
KQQQ-FM	KQQQ Pullman, Wash.
KAOC-FM	KGUL-FM Port Lavaca, Tex.
	Existing TV's
WXFL	WFLA-TV Tampa, Fla
KQOL-TV	KGPC Lawton, Okla.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

*Special temporary authorization

**Includes off-air licenses

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Manager: honest, experienced, aggressive, performance-oriented manager wanted to manage a station owned by financially strong regional broadcasting group. Most desirable Arkansas location. Medium market. Excellent growth opportunities. Guarantee plus incentives. Write Box M-176.

Young, aggressive Sunbelt communications group seeking take-charge selling, do-it-all general manager for under-developed property. Newest equipment, best conditions. You can be a hero! Send resume, letter and your qualifications to Box P-47. EOE.

Manager for southern Illinois full-time country AM with excellent news and sports profile. Must be outstanding local sales pro with ability to sell, train and motivate others. Honesty, stability and sobriety essential. EOE/MF. Call Charlie Powers, 415-376-0397, or Box 68, Moraga, CA 94556.

General manager wanted for small market AM/FM combo in Ohio. Salary commensurate with experience. Stock option available. Successful sales managers are invited to apply to Box P-60.

General Sales Manager. AOR format. Resume to General Manager, WXKE, 4740 Coldwater Road, Fort Wayne, IN 46825. EOE.

Creative Sales Manager for leading Oregon small market station. Great outdoor recreation area. Excellent compensation. Experience preferred. Send resume and references to Box P-69. EOE.

Kansas small market station manager wanted. Looking for experienced person with good record for take charge situation. Fine community with tremendous potential for increasing sales/profits under right person. All inquiries will be confidential. EOE/AA. Write Box P-75.

HELP WANTED SALES

A rare opportunity: I am looking for a professional co-op co-ordinator and the very best sales consultants, not order takers, for a growing group of stations based in Wyoming. If you believe that you're the best, have a minimum of two years' experience and a proven track record, then we should get together. Send your letters, complete resumes and salary history to: Harry L. Dyer, KSGT, PO. Box 100, Jackson Hole, WY 83001, 307-733-2120. EOE.

WWNR is expanding sales staff. Top list, excellent draw and commissions. Resume and references to: Sales Manager, PO. Drawer AE, Beckley, WV 25801. EOE.

Opportunity for experienced radio person wanting full time sales. Excellent, continuous training program. Box P-32.

Dynamic and aggressive small market station seeking a go-getter sales manager. Attractive salary and bonus plan. Send resume today to Box P-57.

Major market pro—WQDI AM needs top salesperson to sell in Miami market because of power increase. Must be aggressive. Send resume and billing history to: David Hussong, G.M., 507 N.W. 2nd St., Homestead, FL 33030.

Southern California station, seeks salesperson. Ground floor opportunity, growing area and staff. Income unlimited. Write Cindy Daigneault, KQYN, PO. Box 908, 29 Palms, CA 92277.

Retail sales manager wanted. Find, hire, train, motivate sales people in retail department. If you are creative, streetwise, knowledgeable about direct retail selling and ready to work hard, send ideas and a resume to Carey Davis, VP/Director of Sales, WMCA Radio, New York, NY 10019. An equal opportunity employer.

Salesman or manager. I need a proven street winner & am willing to pay. WIVQ, 815-224-2100.

Top notch husband & wife management team to take over radio station. Compensation plan will include formula for acquiring 100% of radio station within ten years. Will consider man, or woman separately with same option. 32-year radio vet will marry gal who can bill ten a month & leave you the station. I'm serious. Write Box P-62.

Unusual opening! Ready to take over a top list at two dominant stations in the Northeast growth market? Three years' broadcast experience, please. Send resume and references to Kay Mayr, GSM, WLDQ/WDAQ, 198 Main St., Danbury, CT 06810.

Aggressive, growing station in the West Palm Beach market looking for an experienced, self-motivated account executive. Street sales. \$20,000 draw plus starter list. Tremendous potential for the right person. Resume in complete confidence to Box P-67.

HELP WANTED ANNOUNCERS

Telephone talk. Major market station wants personality with provocative, humorous, imaginative telephone finesse. Send resume. EOE. Write Box M-76.

Experienced sign-on for country FM, who can also do sales. PBP helpful, excellent opportunity and benefits for qualified individual. Send tape and resume to: KODY, Box 1085, North Platte, NE 69103. Attn: Randy Opitz. No phone calls. EOE.

Central New York modern country FM needs experienced morning personality. Must have good production skills. Send tape and resume to: Mark Fuller, WPCX-FM, PO. Box 126, Auburn, NY 13021.

Experienced, mature DJ. Tight board. Commercials important. Busy shift. \$200 range. Southeast NY. Advancement potential. AM-FM. EOE. Resume to Box P-21.

Strong production and afternoon personality for group-owned adult contemporary AM. Mature voice and experience a must. No beginners. Send aircheck/resume to Joe Taylor, General Manager, WIZE, PO. Box 1104, Springfield, OH 45501. An equal opportunity employer.

Evening announcer for Arizona's leading easy listening FM. Polished presentation with production skills required. Tape, resume, references to J.D. Freeman, OM, KQYT, 3501 N. 16th St., Phoenix, AZ 85016. EOE, M/F

Country jocks wanted now. Great turnaround opportunity. New owners, new ideas. Looking for growth people, not grumblers. This could be your perfect deal in warm, growing, mid-sized Texas market. Air check, references and past experience to PO. Box 4132, Bryan, TX 77805. EOE/M-F

Ohio market searching for morning personality. Must be creative and entertaining. Excellent facilities and staff. Solid benefit plan. Tape and resume to Kert Radel, PD, WFIN, Findlay, OH 45840. EOE, M/F

Consultant seeking performers for New England and Midwest. AC, easy listening, MOYL. Cassette and resume to Broadcasting Unlimited, 16 Coltsway, Wayland, MA 01778. EOE.

Staffing new urban-contemporary. Males/females/EOE. Send resume and air check: WSOL, Drawer 367, Orangeburg, SC 29116.

Wake-up morning man for the Berkshire's number one contemporary station. Tape and resume, salary requirements to Bob Catan, WUPE, PO Box 126, Pittsfield, MA 01202.

HELP WANTED TECHNICAL

50KW FM & DA-AM & digital STL. Top 100 market. Excellent salary & benefits. 3 years' experience in repair and maintenance. FCC first or general class license required. SBE certified preferred. Send resume to Michael Hayes, WVIC, 2517 E. Mt. Hope Ave., Lansing, MI 48910.

KMET/FM. Technical maintenance engineer. This is a unique career opportunity for the special person who can relate to the format and has the technical ability to work with one of the top AOR stations in America. This requires a first class or general FCC license and major market experience. Union position. Call or send resume to: Metromedia, Inc., Human Resources, 5746 Sunset Blvd., Los Angeles, CA 90028. 213-462-7111, ext. 1481. EOE.

Radio station WLLZ-FM, Detroit, is seeking a chief engineer. Must have broadcast experience. General class or higher grade FCC license required. Please send resume and past three year salary history to Mike Solan, WLLZ-FM, 31555 Fourteen Mile Rd., Suite 102, Farmington Hills, MI 48018. EOE/MFH.

Hands on chief engineer. Two jobs. AM-FM's in Wheeling, West Virginia, and Jackson, Tennessee. Positions require competency in many areas. Compensation commensurate with ability. Resume to CSBI, 811 Broadway, Mt. Vernon, IL 62864 EOE/MF

Chief Engineer. AM/FM combination in southeastern New Mexico. FM is maximum power, automated, with brand new Harris 25kw transmitter. AM is 5kw day, 500 watts night with new Harris transmitter. EOE, Call John King, KBIM, 505-623-9100.

Chief engineer needed. RTO license. Work experience desirable. EOE. 57kw. Location on Rosebud Sioux Reservation. Housing available; salary negotiable. Resume to Lorna Smith, Box 146, St. Francis, SD 57572-0146.

HELP WANTED NEWS

Early morning news. Experienced only. Must have mature, smooth and mellow "easy listening" delivery. Tape, resume & writing samples to WSRs, West Side Station, Worcester, MA 01602.

News Director—immediate opening for personable individual with quality writing and anchor skills. Tape/resume to Don Nordine, KKXL AM/FM, Box 997, Grand Forks, ND 58206.

Opening for two farm directors in Nebraska and Iowa. Experienced NAFB members with farm background. Resume to Box P-45. An equal opportunity employer.

Experienced news director with impeccable credentials, highest standards of integrity, strong leadership skills, and intense love of news. Already strong news image here, but want to reach greater heights. Excellent pay and benefits. Tape and resume to Jim TerLouw, KQIL-KQIX, Box 340, Grand Junction, CO 81502. EOE.

Dominant news facility seeks addition. Looking for experienced, energetic news reporter for 50K AM/100K FM. Arbitron rated No. 1, CBS affiliate. Good pay. Send tape and resume to Russ Clarkson, News Director, WFNC/WQSM Radio, PO. Box 35297, Fayetteville, NC 28303. EOE, M/F

Nashville market public station seeks journalist. Requires fully developed writing, copy editing, production, and announcing skills. Two years full-time paid experience in news operation following degree award. Salary commensurate with qualifications and experience. Application deadline February 23, 1983. Submit application form (available by writing MTSU Personnel Office or by calling 615-898-2929), current resume, and audition tape to Personnel Office, Middle Tennessee State University, Murfreesboro, TN 37132. This university is an equal opportunity, affirmative action employer. For details, contact John High, WMOT General Manager, 615-898-2800.

Experienced, aggressive news broadcaster wanted for the Berkshires. Tape, resume and salary requirements to Philip Weiner, WUPE, PO. Box 1265, Pittsfield, MA 01202. EOE.

News Director. Top 20 major market. Requires leadership skills in heading staff. Will be expected to do on-air shift, News director experience mandatory. EOE. Resume to Box P-51.

HELP WANTED NEWS CONTINUED

Anchor/reporter, crisp writing, polished and confident delivery, 3-4 years' minimum experience, who knows what aggressive means. Five-person news team on NH seacoast. Writing samples, T+R, Brian Phelan, ND, WHEB, PO Box 120, Portsmouth, NH 03801.

Newsperson with versatility for other broadcast jobs. State capital news leader. T&R, writing samples to WKED, 115 Myrtle Ave., Frankfort, KY 40601. EOE.

The position is still open! WLAM/WWAV news director. Sharp writing, energetic delivery, strong leadership skills for Maine's top department. Are you an aggressive person with new ideas? Are you management material? Gary Bruce, WLAM, Box 929, Lewiston, ME 04240.

KFOR radio needs experienced News Director. Send tape and resume: Roger Larson, P.O. Box 80209, Lincoln, NE 68501. EOE.

Radio reporter WOSU-AM is seeking an individual to prepare and announce news and informational programming. This individual will interview news makers, observe news events, and prepare copy for broadcast. Applicants must have a Bachelor's degree in journalism, communications or related field. Previous professional broadcast journalism experience is preferred. Starting salary: \$13,200-14,640. Qualified applicants for the above position should apply by February 18, 1983, to: Professional Employment Services, Lobby, Archer House, 2130 Neil Avenue, Columbus, OH 43210. An equal opportunity/affirmative action employer.

100kw A/C needs News Director. Tapes and resumes to Matt Caesar, WPEZ, Box 900, Macon, GA 31202. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Opportunity for experienced radio person wanting full time sales. Excellent, continuous training program. Box P-33.

Parttime production in Houston! Pro to grow with creative new independent studio. Strong boardwork, mixing, editing. Voice secondary. Liberal percentage contract. Send tape and resume ASAP. Mediasource, 5925 Sovereign, No. 113, Houston, TX 77036.

KROK, Class C FM station programmed adult contemporary in Shreveport, Louisiana, has immediate opening for a program manager. Applicants should possess strong organizational skills, be creative, promotion-oriented, supportive of a success oriented sales department, and have a good ear for production. Only experienced leaders with a track record need apply. Salary commensurate with experience. Send tape and resume to General Manager, KROK, Box 31130, Shreveport, LA 71130. Equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Vice-President/General Manager, radio; excellent sales and management track record in both radio and TV over 12 years (four in management). Call 415-944-5396.

General Manager. Solid professional achiever, fifteen-year track record of accomplishments. Past 6 years headed winning stations in highly competitive rated markets. Sound management strategies, leadership, generated top sales, ratings, profits. A positive people motivator. Strong credentials in sales and programming. Presently in California, will relocate. Write Box M-175.

Successful VP sales seeks better opportunity with long-term commitment. Verifiable track record, proven expertise. Responsible for remarking sales departments from top down. Specialist in co-op, retail marketing, consultant sales, promotions. Previously, consultant to major groups. Seeks same capacity, with VA/NC preferred. Please reply to Box P-5.

Broadcast veteran-25 years+ radio-TV switched to cable TV and had enough. Seeking general management position with sound property. Let's team-up and make \$\$\$\$ for the both of us. Write Box P-42.

If the problem is your GM, your investment isn't paying off the way it should and you're unconvinced things will improve dramatically in 1983, yet you know your property will never be worth more than what your present management can do with it. You also know that the difference between radio stations (between money machines and underdeveloped properties) is the difference between GM's, and although under-achievers always come much cheaper (you get what you pay for) the best GM's are usually part-owners—bottom-line GM's who take advantage of opportunities often missed by non-owner GM's, and GM's who spend money as if it were their own, because it is. Options: 1) offer an equity position to a proven pro who can turn things around, 2) sell stock to someone who recognizes the upside potential you do, 3) offer an opportunity to earn ownership, 4) a combination of options. After all, you need a complete-charge pro with a reputation for building winning organizations and championship sales teams (a selling manager who knows what he's doing, because he's done it) and soon I'll be available to consider all options. Promise: only you and I will know we talked, ever! Box M-81.

15 years' experience, program director, top billing salesman in top 50 markets. Excellent references, good credit. Want small market station in trouble to ultimately own. Box P-63.

I want to be the best & most community-involved GM or SM your small market station has had. My 20 years' experience includes being top 20 market personality, successful account executive, university professor & military public affairs officer. Doctorate in communications, family, mid-thirties. 303-243-8174.

Twenty-year veteran knowledgeable in all phases of radio operations is seeking return to business after six-month sabbatical. Have managed with major broadcasters, heavy sales, administration, FCC. All markets considered, but prefer medium or major market as GM or GSM. Have been VP/GM with large group. Can provide outstanding record with heavy references. Specialist in turnaround situations. Phone Tom 716-652-8828, or Box P-72. This is the only time you will see this ad.

Three turn-a-rounds, a 43% increase in 1982 with .05% bad debt loss and currently showing a 63% January 1983 increase. GM with strong leadership and training ability desires to relocate in the West with family. Salary open. 812-865-2315.

Nine-year pro seeks medium market AOR/modern rock PD gig. Solid ratings. Dave, 612-522-6256.

Broadcast lenders—former network/major group general manager now specializes in preparing foreclosed radio stations for sale. On-location management service range from loss control and stoppage to full-scale turnaround. Experienced, competent and confidential. Box P-77.

General Manager. Former owner, 20 years' experience. Profit oriented. Knows industry/FCC regulations. Write Box P-83.

General manager: sales intensive, self-motivated highly organized and disciplined to win the battles of sales and profits. 18 years in management with persuasive product knowledge. Achiever of goals. Solid professional looking for a station or group owner who wants a winner. Write Box P-87.

SITUATIONS WANTED SALES

Experienced account executive would like to re-enter radio sales. Prefer MD, PA, VA, WV. 1st phone. Write Box P-61.

Top account executive with seven years' experience seeks sales management opportunity. Prefer Florida or Ohio. Write Box P-90.

SITUATIONS WANTED ANNOUNCERS

Personality country DJ, gospel & some MOR. 37 yrs' experience, 24 last station. Best recommendations. Desires early morning or any time slot. Bill Buchanan, 1506 Bragg St., Sanford, NC 27330, or call 919-776-5239, collect, after 6 PM/EST.

Give a beginner a home. I'm bright, personable and know my craft. College graduate, RRT, contemporary/rock formats, news, strong production. Michael, 212-543-9428, evenings. Will relocate!

Dr. Mucho Morgan! Outrageous morning pro. 12 years' experience, positive thinker, team player. Great ARB's, references. 100% promotion participation. All shifts, sizeable markets. 717-854-2123.

1981 college grad seeks employment. Experienced in A/C personality, country, play-by-play, and news. Neil Isaacs, 616-798-4613.

Professional attitude and sound. Bill Whetzel, N 104 W 16269 Donges Bay Rd., Germantown, WI 53022. 414-255-3659.

Help!! We changed formats and I miss my country music. Seeking medium market on East Coast, but all offers considered. Live formats only. Nearly 7 years' experience. B.A., family man. Write Box P-37.

Good voice. Easy to get along with. 3 months' on-air experience. Paul, 414-453-4548; 414-543-8683.

Announcer/Sportscaster. Do you want a professional broadcaster? Mr. Peters is now available to work at your station in the San Francisco Bay area. 415-552-1282. 109 Minna St., SF, CA 94105.

Professional Announcer. 10 years' experience. Dependable, excellent references. Mike, 904-255-6950. 373 Williams, Daytona, FL 32018.

Enthusiastic, stable, 31, single. Priorities opportunity over remuneration. Professional sound. Any shift. Midwest preferred. Pete Fellenz, 414-626-2432.

Warm, witty woman, 3 yrs' comm. exp.; 1½ as MD. NE area. Call Heather, 212-336-7198.

Suburban Chicago experience. Ready to move for the right position. Al Doyle, 312-279-2519, evenings.

Free Tape Offer! My tape available free to any Program Director who asks. Call Female Dynamo, 201-773-3492.

Talented, versatile, trained communicator, very ambitious. Willing to relocate. Sunbelt preferred. AOR/news, good pipes and personality. Let's talk. Dave, 312-749-7321.

Recipe for small market success: Take one female team player, mature and responsible; combine with energy, dedication and dependability. Add a dash of creativity and community involvement. Blend with an A/C, MOR or country format mixing well. Place in any shift in any state. Yield: one versatile personality for one lucky employer. Call Jenny Zablocki, 312-560-0172, weekday evenings, Fridays after 8pm or weekend afternoons.

Announcer/sportscaster. 6½ years' experience, know rock format. Southern Rockies, West Coast respond anytime 303-651-3079.

SITUATIONS WANTED NEWS

Sports or sports/news—young, experienced, versatile sportscaster. PBP, all sports. Call Steve, 315-298-4850. Available now.

Award-winning news/talk, trained at top Chicago station. Wyoming, northern and southern California track record. Arthur T. Lynch, 16650 Union, Victorville, CA 92392. 619-243-4641; 312-848-9263.

Strong and experienced talent-producer currently working part time seeking news-talk show in New England. Give me the chance, I'll give you the numbers. Write Box P-9.

Big Apple sports/news assistant. Seeks more exposure in smaller market as sports anchor/PBP. All-around sports experience. Telephone talk. Looking for good sports market. For T and R: Todd Alan, 2 North Ridge, Armonk, NY 10504.

Sports Director. Sixteen years' experience. Award winner. Professional baseball, college football/basketball, CBA. Excellent skills. Hard worker. Write Box P-26.

Radio sports at its best—you don't have to read it first in the paper. PBP, personalized sportscasts, interviews, and talk show. Experienced. Will do anything to complement sports work. Currently employed. Call Steve Charles, 219-233-1757.

Sports director—radio. 7 years' experience. Play-by-play football, basketball, baseball. Available immediately. Resume/tapes upon request. Box P-55.

SITUATIONS WANTED NEWS CONTINUED

Entry-level—TV or radio. Ambitious. Strong news writing and production abilities. Degree in English/Media Communications. Prefers Virginia area. Margy Baker, 6435 Dove St., Norfolk, VA 23513.

Looking for first break. News, sports. Play-by-play is my forte. Contact Ken Scott, 1413 169th Street, Hammond, IN 46324. Tape available.

Newscaster-reporter with ten years' experience seeks position as news director for small to medium market station. Heavy on local news coverage. Excellent references. Call Brian M. Johnson, 619-237-9827, or write same at 319 West E Street, San Diego, CA 92101.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Music programmer. Big bands and vocal song hits of the 20th century. Current successful format has reawakened sponsors and listeners from a comatose state. Working men and women 25 plus audience. Save money. No syndication fees. Ron Robie, 709 East 5th Street, Casa Grande, AZ 85222. 602-836-5414. Early mornings.

TELEVISION

HELP WANTED MANAGEMENT

Unique opportunity exists for chief engineer to help design, equip and construct a brand new TV station, Channel 12 in Medford, Oregon, located in the beautiful Rogue River Valley. Applicant should have strong experience in transmitter operation and maintenance, studio equipment, ENG and microwave installations. Responsibilities include training and supervision of technical personnel, FCC filings and record keeping, and facilities documentation. Construction starts soon, so act fast. Send resume with references: General Manager, Sunshine Television, Inc., 10 Crater Lake Avenue, Suite 16, Medford, OR 97501.

Business manager for new VHF TV station in Medford, Oregon, market 152. Experience in sales traffic, billing, broadcast business computer systems and all phases of accounting is required. Help manage the construction of a new facility located in beautiful southern Oregon. Send resume and references: General Manager, Sunshine Television, Inc., 10 Crater Lake Avenue, Suite 16, Medford, OR 97501.

Treasurer/controller. Small communications group, NY-based, seeks contr./treas. to supervise radio/TV stations, cash flow, systems, etc. Applicant could now be with an accounting firm or ass't treasurer of a group broadcaster. Salary open. EEO. Resumes to POB 96, NY, NY 10185.

Controller—TV-radio station—East Coast major market. Knowledge of computerized system helpful. Send resume including salary history and requirements to Box P-59.

WUTR-TV, Utica, NY seeking General Manager with strong management experience and proven ability to maintain cost control. Sales experience desired but not mandatory if candidate has experience at managing people and an understanding of how to set rates and control sales inventory. Reply Personnel Director, Box 550, Ithaca, NY 14850.

General Manager—Palm Beach County, Florida. Experience required in public television, radio, and ITFS. Thorough knowledge of programming, budgeting, planning, accounting, contract negotiations and personnel management. Send resume and salary requirements. Applications accepted through February 28, 1983. Replies confidential. SFPT, Inc., PO. Box 1200, Palm Beach, FL 33480 EOE, MF.

Public television manager. Local public television station has an immediate opening for full-charge president/general manager reporting to board of trustees. Substantial related experience required. Competitive salary DOQ. Send complete resume to KTCa-TV Search Committee, George Gruenwald, Chair, at the following address: Campbell Mithun, Inc., 1000 Northstar Center, Minneapolis, MN 55402. An EOE.

Advertising manager. Aggressive independent Atlanta TV station has an immediate need for an imaginative professional to assume complete responsibility for directing internal and external promotional campaigns. Knowledge of the market and previous management experience essential. Reply Box P-82.

Director of Broadcasting—Public TV station in NY market. Responsible for all station programming, acquisition, production, engineering and broadcast operations; administration of heavy contract production schedule. Degree and minimum five years' experience required. Resumes to: General Manager, WLIV/Channel 21, 1425 Old Country Road, Plainview, NY 11803. EEO.

Station Manager. PBS affiliate KYVE-TV, Yakima, WA. Please submit letter of application, references, and resume, including educational and work experience, by February 18, 1983. Mail to Yakima School District Personnel Office, 104 North 4th Avenue, Yakima, WA 98902. Phone 509-575-3228.

Local Sales Manager. Fastest growing broadcast group in country seeking candidates with 3-5 years' independent sales experience. Sunbelt station is located in premiere market. Send resume and salary requirements to Box P-66. EOE.

HELP WANTED SALES

Aggressive, top-rated, Midwestern independent television station has a place for two salespeople. If you are a top radio salesperson, this is an especially good opportunity to enter television. We train and use every proven sales aid, plus top commission in the market. Here is a real opportunity for winners. Equal opportunity employer. Reply to PO. Box 2255, Ft. Wayne, IN 46801.

Local/regional sales manager, strong Midwest NBC affiliate, broadcast sales management experience necessary. Salary commensurate with experience. Send resume and references to Larry Proffitt, KSN, Box 333, Wichita, KS 67201.

Experienced account executive for local sales position in south Florida; rapid growth market and station. You must have superior selling and account development skills. The ability to find and use audience research is a necessity. Minimum two years' television sales experience required. Send resume/references, and your selling philosophy to Box P-11. EOE.

HELP WANTED TECHNICAL

Transmitter supervisor. Immediate openings. Strong RF background. Ability to work unsupervised. UHF experience preferred. Openings at two locations: KTXA-TV 21, Arlington, Texas; and KTXH-TV 20, Houston, Texas. Salary commensurate with experience. Send resume to Ed Reid, Director of Engineering, KTXA-TV 21, 1712 E. Randol Mill Rd., Arlington, TX 76011. An equal opportunity employer.

Digital design/maintenance engineer. Major post production facility, located in Florida, with the latest in digital equipment, has opening for experienced television engineer with heavy digital background for a combination design and maintenance position. Salary open. Contact Michael Orsburn, Director of Engineering, 305-920-0800.

TV studio engineer for ABC affiliate in WPB, FL. First phone required. Experience in videotape, camera control and switching. Send resume and salary requirements to Personnel, WPEC, Fairfield Drive, West Palm Beach, FL 33407. EOE, MF.

Transmitter/microwave engineer needed immediately by Las Vegas NBC affiliate. Must have first or general class license. Experience with RCA F line low band desired. Reply with resume, salary history and availability to Director of Engineering, KVBC-TV, PO. Box 44169, Las Vegas, NV 89116.

Chief engineer: minimum five years' experience in transmitter-maintenance areas. SBE (senior broadcast engineer)/TV certification desirable. Department head status will include responsibility for budgets, planning and personnel evaluations. Employee-owned company with wide range of benefits. Send resume to Ed Quinn, KTNV-TV, 3355 S. Valley View, Las Vegas, NV 89102 EOE.

Engineers/technicians. Working and teaching in Nigeria is the toughest job you will ever have—and the most rewarding. Maintenance, installation and transmission specialists needed. Minimum five years' experience. Resumes to Jacaranda International, 210 East 86th Street, New York, NY 10028.

Engineer: Television production engineer for public broadcast station. Responsible for production recording, editing and remotes. Completed minimum of two years studies in electronics technology at a reputable institute or equivalent military training. Minimum two years' experience in production recording, editing and repairing electronic equipment in a television station. FCC license required. Send resume and salary requirements to Chief Engineer, 42 Coliseum Drive, Charlotte, NC 28205. EOE.

Engineer television RF—experience in lo-band VHF, microwave ENG and translators. So. Cal. location. Resume and requirements to: Frank Goddard, KEYT-TV, PO. Drawer X, Santa Barbara, CA 93102 EOE.

Wanted: video technician, maintenance experience required. ENG experience preferred. Great opportunity for operations engineer, doing some maintenance, to move into a maintenance-oriented position. Live and work in a warm resort community. Contact: John Ross, Chief Engineer, KIII-TV, PO. Box 6669, Corpus Christi, TX 78411. 512-854-4733.

HELP WANTED NEWS

Reporter/anchor. Experienced news reporter needed for medium size market in Sunbelt. Strong reporting skills and some anchoring experience required. Send resume and salary requirements to Box P-36. EOE, M/F.

Immediate opening for experienced street reporter in the fastest growing market in the country. ABC affiliate for Naples/Fort Myers in beautiful southwest Florida. Beginners need not apply. Minorities encouraged. Rush tape and resume to: Rick Snyder, News Director, WEVU-TV 26, 28950 Old 41 Road SE, Bonita Springs, FL 33923. EOE.

Peoria, Illinois ABC affiliate seeks a news producer for our 10PM newscast. Reporting and video tape editing experience required. Salary range in the mid to high teens. No beginners. Send resume to Ron Davis, VP-News, WRAU-TV, 500 North Stewart, Creve Coeur, IL 61611. EOE.

Weathercaster—ABC affiliate in Sunbelt is looking for an experienced professional for prime weathercasts. Credible presentation with enthusiastic personality and previous experience required. Meteorologist preferred. Send resume and salary requirements to Box P-35. EOE, M/F.

New Florida newsroom needs weatherman who can sell the weather without lots of equipment. Work with top anchor team. Some environmental reporting. Respected and growing corporation. Exciting market. Resumes to Box P-58. EEO.

We are losing a primary anchor to a major market. Can you fill those shoes, and produce both on-the-street and on the set? We want an extremely competitive personality for an equally competitive market. Don't apply unless you've got the experience and track record to prove it. Rush resume and videocassette to JB, WBBH-TV, 3719 Central Ave., Fort Myers, FL 33901. EOE.

Dominant sunbelt station, seeks aggressive, versatile general assignment reporters. Two years' prior experience required. Send tapes and resumes to Ron Price, Assistant News Director, WRAL-TV, PO Box 12000, Raleigh, NC 27605. No phone calls. EOE/MF.

Are you a good reporter who can also shoot? We need reporter/photographer to work Carbondale, IL, bureau. We're number 1 in 72nd ADI. Send tape with 1st letter to: J. Janes, News Director, KFVS TV, PO Box 100, Cape Girardeau, MO 63701. No beginners please.

WIS-TV, South Carolina's leading news station, is losing its Carolina traveler. Our man is moving and we're looking for a reporter to travel throughout the state digging out top-notch feature material. Must be creative and have excellent writing skills. Send recent tape and resume to: Gary L. Anderson, News Director, WIS-TV, Box 367, Columbia, SC 29202. EOE.

HELP WANTED NEWS CONTINUED

Top 60 Midwest market net affiliate seeks ENG photographers. Serious about news; live truck, latest equipment. Competitive salary, great benefits. Experienced photojournalists only. Send letter and resume to Box P-68.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Production Manager. Top 15 market in the Pacific Northwest is seeking a motivated production manager. Major market experience producing local programming desired. Send resume to Kathleen M. Hughes, Personnel Director, King Broadcasting Company, P.O. Box 24525, Seattle, WA 98124. EEO/MFH.

Film director. Experienced editor, shipper, take-charge person. Live in beautiful high Sierras. Write confidentially to: Betty Miller, Box 410, Las Vegas, NV 89125.

Art director—must have a major degree in commercial art, minimum five years experience as TV art director, possess working knowledge of electronic production equipment, understand all on-air graphics and print media. Resume/samples to: Kurt Eichsteadt, Program Director, KCRA-TV, 310-10th St., Sacramento, CA 95814-0794. Please, no calls. EOE, M/F.

WBZ-TV, Boston. WBZ-TV in Boston is looking for a producer-director for a new form of daily information program. The candidate must currently be producing and directing at a commercial station. The person we are looking for is aggressive, organized and creative and works well with people. Direct resume and cassette to Matthew Mixon, Production Manager, WBZ-TV, 1170 Soldiers Field Road, Boston, MA 02134. An EOE.

Program Manager. Dominant station in Midwest top 60 market seeks experienced programmer. Must be self-starter with strong knowledge of syndicated and feature product, local programming and FCC. Send resume and salary requirements to Box P-48. EEO/M-F.

PM Magazine co-host to complement our current female co-host. Looking for a great on-air personality. Producing/writing skills extremely useful. Send resume and tape to: Producer, PM Magazine, 4 Broadcast Plaza, Albuquerque, NM 87103. EOE.

WBZ-TV, Boston. WBZ-TV in Boston is looking for a host for a new form of daily information program. Candidate must currently be employed in commercial television in a talk format. Please send a resume and cassette to Richard Kurlander, Program Manager, WBZ-TV, Boston, MA 02134. An EOE.

TV prod. dept. has an opening for a highly motivated & experienced videographer. College degree preferred, with minimum 2 yrs' exp. in 3/4" editing. Some 35mm slide photography required. Send resume to Box P-76. EOE.

Senior scenic designer. South Florida Public Television station, WPBT/Channel 2, needs a creative person for design and realization of studio sets for television. Duties include selection of materials (sets and props); supervision of construction and installation; and working with production staff in the visual requirements for television production. Required: five years' experience as a scenic designer, of which two years were spent in design and execution of scenic elements for major television productions required. College degree with major coursework in art or the equivalent with formal training in scenic design for television. Competitive salary and benefit package. Send resume to: Manager of Administrative Services, P.O. Box 2, Miami, FL 33161-0002. An equal opportunity employer, M/F.

TV programming manager. Major responsibilities of this key position within our corporate news service department include writing and directing of broadcast and corporate television programming. The manager will also serve as before-the-camera talent for broadcast and corporate Farm Bureau television programming. Requirements of the position include a degree with a major in radio/TV, or a closely related field, and at least two years' before-the-camera experience. To apply, submit a complete resume, including salary requirements, in confidence, before February 25, 1983 to: Jack Fowler, Director of Employment, Illinois Farm Bureau, 1701 Towanda Ave., Bloomington, IL 61701.

TV director for public TV station. Applicants should have at least two years of full-time TV directing experience at a broadcast station and have strong background in live and taped performance and cultural affairs programs. Send resume and 3/4 inch videocassette sample of work to Will George, WNED-TV, 184 Barton Street, Buffalo, NY 14213. An equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Promotion manager in top 15 market affiliate for four years. Strong production background. Experience in news, public affairs. Seeks major market creative services management or executive producer position. Phone 305-274-4552.

Experienced program manager seeks more challenging position as General Manager or Station Manager in medium or small market. Outstanding references, will relocate. Box P-15.

Seeking a broadcast management position. 12 years experience in broadcast advertising. 2 years as production manager. 4 years as producer director. 36 years old. 504-275-8603.

General sales manager—strong credentials, proven organizational abilities and interpersonal skills with medium to major market stations accustomed to bottom-line responsibilities. Looking for long term relationship. Let's talk at NATPE or before! Reply Box P-65.

SITUATIONS WANTED TECHNICAL

ENG technician—news & feature story. Five years' experience. First class FCC. Call Chuck, 215-933-7022.

SITUATIONS WANTED NEWS

Anchorman. 37, high credibility, great appearance, strong-voice. Currently anchor both evening newscasts, produce the later one. Write Box M-119.

Experienced female sportscaster desires video broadcasting opportunity. Well-versed in all aspects of sports reporting on the high-school, college, and professional levels. Write Box M-162.

Meteorologist. AMS professional with seal. Fast pace, authority, unique wit, expertise. Now in major with computer graphics. Write-Box P-1.

Photo journalist/editor. Hard working. 23 year old college graduate—Communications. Photographer/editor intern for KBTB, Denver, and WPTA-TV, Fort Wayne—20 weeks. Willing to pay own relocation. Eager to serve you. Call or write: 303-795-9998; John Franzgrote, 5779 Green Oaks Drive, Littleton, CO 80121.

Not Osgood, almost asgood. Reporter with distinctive flair. Network experience. Available April. Call 312-726-1245, weekdays.

Law/legal affairs rpt. Practicing trial lawyer, excellent legal credentials, experienced in on-air broadcasting. Presently employed. Write Box P-8.

Black female anchor—7 years' experience, currently working in top 50. Seeks new challenge in competitive market. Write Box P-14.

Sportscaster for major cable network anxiously wants to return to coverage at local level. Solid anchor/reporting skills, impressive "involvement" packages. Tape shows versatility. Box P-16.

Reporter: 8 years' journalism experience. Seeking to return to street fulltime after 3 years major market producer-reporter. Hungry, versatile, superb writer. Write Box P-54.

Ombudsman-type, consumer-oriented reporter, ready to take on the world. Background in producing, highly recommended, community minded, ready to relocate. Joe, 314-567-5187.

On my return to TV news, let me augment your staff with my substantial experience reporting, anchoring, writing, and producing. Contact Chuck Dimond, 2136 Avon Street, LA, CA 90026, or call 213-660-2701.

Entertainment editor/reviewer. Dynamic, imaginative, experienced entertainment reporter will bring complete entertainment coverage to your viewers. Demo tape says it all. Please call 402-558-7037.

News Director seeking news directorship or executive producer with Southern station committed to news. Fourteen years' experience in TV news. Write Box P-64.

Dynamic, aggressive female anchor-producer looking for serious news commitment. Will go anywhere. Linda, 216-331-7583.

Urban planner. Add to your coverage of community issues. A specialist in urban growth, decline, environment, futurism. Don Roe, POB 3222, Boulder, CO 80307.

Feature reporter. Top-50 market reporter/weekend anchor seeks position with feature emphasis. Imaginative self-starter, presently employed. Will consider progressive station in somewhat smaller market. Midwest and Eastern states. Write Box P-73.

Reporter: aggressive newswoman with lots of experience & personality. Good live & on-set. Experience: top 40 street reporter, NY local & network assignment editor, newspaper reporter. Write Box P-74.

Motivated, experienced reporter/photographer/ editor seeks position with small to medium market station. Mike 303-224-3620.

Sports reporter/anchor/producer. Energetic, entertaining, experienced, in search of a challenging position with you. Write Box P-88.

Sports (radio or TV): Rian Danz, 8225-A W. Mercer Way, Mercer Island, WA 98040. 206-236-2124.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced word/information processing systems specialist seeks opportunity as television broadcasting automated systems specialist. Solid background, degree. Resume, write Ken Reigle, WWMCCSDPCE, Box 2629, APO NY 09403.

News cameraman-editor. 8 years' experience. Last full year shot features only. Ready for magazine show, documentary unit, or special projects. Box P-85.

CABLE

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production Assistants for south Jersey lo channel needed as of March 1st. Must have working knowledge of all phases of TV production, including some on-camera experience. Excellent benefits pkg. Resume, references to Box P-80.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcasting: teach courses in broadcast production (radio/television) starting Aug. 25, 1983. Closed circuit radio and full production television studio serve as labs. M.A. with significant experience or Ph.D. Send resume, graduate and undergraduate transcripts and placement papers to Dr. Edwin Carpenter, Head Division of Language and Literature, Northeast Missouri State University, Kirksville, MO 63501. Closing date is March 10, 1983. NMSU is an equal opportunity employer.

Broadcast news: Application deadline extended to March 1, 1983. Teaching opening in broadcast news at West Virginia University; evidence of professional experience and scholarship in broadcast news, Ph.D. degree (extensive network news experience will be considered in lieu of the doctorate); rank and salary negotiable; position begins, August 16, 1983; send application and vita to: Dean Guy H. Stewart, School of Journalism, West Virginia University, Morgantown, WV 26506; the broadcast news program plus four other programs and the School are accredited by ACE-JMC; located approximately 70 miles southeast of Pittsburgh. West Virginia University is an affirmative action/equal opportunity employer.

HELP WANTED INSTRUCTION CONTINUED

Broadcast faculty member for Department of Communication. Successful candidate will supervise TV production courses, as well as teach TV production. One or more additional areas of specialization sought in subjects such as cable and new technologies, international broadcasting, media management, broadcast journalism, or other related broadcast areas. Qualifications sought include Ph.D. degree (ABD possibly considered), professional experience, and teaching experience. Position begins in mid August, 1983. Letter of application, vita, letters of recommendation, and other materials should be submitted by 3-1-83, to Dr. Mitchell Shapiro, Chair, Broadcast Faculty Search Committee, PO Box 248127, Department of Communication, University of Miami, Coral Gables, FL 33124. AA/EEO employer.

Department chairperson: Dept. of mass communication, UW-Milwaukee, seeks a departmental chairperson for Fall, 1983. Duties also include teaching and community/professional relations. Dept. has three sequences: journalism, radio-television and mass communication. Ph.D. required; media experience and administrative experience highly desirable. Tenure rank appointment—assoc. or full professor—and record of teaching scholarship, service must meet university's standards for tenure. Salary is competitive. Women and minorities especially encouraged to apply. Apply before March 15 to: Prof. E.S. Grow, Dept. of Mass Communication, UW-Milwaukee, PO. Box 413, Milwaukee WI 53201. EOE.

Journalism: tenure track position: assistant professorship in broadcast journalism program, School of Communication, The American University, Washington, DC, beginning September, 1983. Competence to teach radio and television news writing, editing, reporting, delivery, field and studio production. Master's degree and teaching experience preferred. At least five years' professional experience in broadcast journalism required. Salary range: low to mid-twenties. Send letter of application and resume by March 4, 1983, to: Broadcast Search Committee, School of Communication, The American University, Washington, DC 20016. An affirmative action/equal opportunity employer.

Dean, school of communication, information and library studies: Rutgers, The State University of New Jersey, invites nominations and applications for the newly created position of Dean of the School of Communication, Information and Library Studies. This is a new school composed of the departments of communication, journalism and mass media, and library and information studies, and the journalism resources Institute. The school, which has 45 full-time faculty, 300 graduate students, and 1,200 undergraduate majors, offers BA degrees in library and information studies. The PhD program is presently being expanded to include communication. The dean, as chief executive officer of the school, reports to the New Brunswick provost and counsels the president and the board of governors. Candidates should have a substantial record of scholarly achievement and publication within one or more of the fields represented within the School. Administrative experience and an ability to assist in efforts to develop external funding for research and development are also highly desirable. Applications and nominations must be received by April 15, 1983. Address correspondence to: Professor Richard Schlatter, Chairperson, Search Committee for Dean, School of Communication, Information and Library Studies, c/o Office of the Vice President for University Personnel, Rutgers, The State University, New Brunswick, NJ 08903. An equal opportunity/affirmative action employer.

Ohio University is seeking an assistant professor of telecommunications to start September 1, 1983. Ph.D. preferred; expertise and potential for strong scholarly productivity in one or more of the following areas: social issues; public policy; telecommunications economics; cable; cultural studies; new technologies; international communication. Interest in teaching audio or video productions highly desirable. Tenure-track position; salary: \$17,500-\$19,200. Send application letter, vita and three reference letters to Dr. Karin Sandell, School of Telecommunications, Ohio University, Athens, OH 45701. Ohio University is an affirmative action/equal opportunity employer.

The university of Southern California School of Journalism anticipates up to four tenure-track assistant/associate professor appointments for the 1983-84 academic year: two in broadcasting (broadcast/reporting and broadcast production), requiring ten years' experience with major broadcasting organizations, on-air experience in TV or radio, substantial electronic publications and solid grounding in public affairs, history, ethics and law; one in print (editing & design); and one in mass media and society. The school also seeks a one-year visiting professor in public relations/advertising. Advanced degrees preferred; Ph.D. required for mass media and society. Send letters of application, resumes, references and sample publications to New Appointments Committee, School of Journalism, University of Southern California, Los Angeles, CA 90089-1695. An equal opportunity/affirmative action employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guaranteed Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-highest prices for your broadcast equipment. Urgently need towers, transmitters, antennas, transmission line, studio equipment. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

\$1,000 Reward for UHF transmitters—for information which leads to our purchase of a UHF TV transmitter. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

Color remote unit, include equipment list, pictures, price and available date. Box P-38.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Quality broadcast equipment: new and used, buy and sell! Transmission, video and audio. Formed my own company. Call Ray LaRue, 813-685-2938.

Quad VTR's—Clearance on Ampex, RCA, all models new and old. Unbelievably low prices! Bill Kitchen, Quality Media Corporation, 404-324-1271.

Color Cameras. Clearance on Norelco PC-70, RCA TK 45A, Ikegami HL33 & 35. Prices have never been this low! Bill Kitchen, Quality Media Corporation, 404-324-1271.

UHF transmitters—GE TT59 (55 kw), Emcee 1 kw translator, RCA TTU-1B. Several other available. Bill Kitchen, Quality Media Corporation, 404-324-1271.

Remote cruiser for lease or sale—beautiful 40 ft. cruiser with PC-70 cameras (3), Quad and 3/4" VTR's, all switching, audio, etc. Small deposit and \$5,000 per month. Can add 1" VTRs or modify entire unit to your specs. Bill Kitchen, Quality Media Corporation, 404-324-1271.

Film Cameras—two RCA TK 27 film cameras, unbelievable low price. Bill Kitchen, Quality Media Corporation, 404-324-1271.

New TV Startups—Let us show you how to save a fortune when building a new TV station. Bill Kitchen, Quality Media Corporation, 404-324-1271.

Cary Fitch left Broadcast Systems, Inc., and formed Television Systems & Services. For personal service, product information, straight talk and the best values on new television equipment, call TS&S. US: 800-531-5143; Texas, 512-837-1769.

5KW AM transmitters: 1977 CCA 5000D, RCA BTA-5H and BTA-5T. All units guaranteed to pass proof. M. Cooper, 215-379-6585.

TV-mobile van with generator. Beautiful GMC-motor home. 2 RCA TK760's, 2 Sony BVU200's with 3/4" editor and TBC, computer image switcher, RCA-BC8 audio board. Ready to go, \$115,000. Call Chief Engineer, 313-355-2901.

Harris 1KW AM, MW-1A, 2 yrs. old, like new. Also, Gates BC-1G and RCA BTA-1R. On-air and guaranteed. Call M. Cooper, 215-379-6585.

2.5 KW Sparta 602 FM, 1975, on-air. Going to higher power. M. Cooper, 215-379-6585.

Collins, 37M-7, 7 sections, FM antenna operating at 97.3. 3" 250' Heliac coaxial cable. Best offer. 617-997-9436.

Used towers for sale: 1-380' 42" face guyed, 1-120' 24" face guyed. Will sell one or both. Installed turnkey. Mattioni Tower Contractors, 205-288-5812.

Tower for sale: 1-890-foot Kline (FM/TV) 1-140-foot self-support (FM). Call 901-274-7510.

TK-27 Telecine cameras, \$3000. TR 70 Quad tape recorders, \$5000. Master control switcher with 17 event preset, \$5000. RCA TK-45 studio cameras with or without pan heads and pedestals. Price negotiable depending on configuration. Dual Raytheon KTR-2A STL microwave system, \$10000. TR 600 Quad tape recorder, \$8000. TK 76B RCA ENG cameras with lens, \$10000. Contact: T. Arthur Bone, WPRI-TV, Providence, RI. 401-438-7200.

For sale: FM transmitter; 3KW RCA BTF-3E1 on 99.3 MHz: three phase with BTE-15 exciter. \$11,000. Call Jordan Bentley, WFFV, Front Royal, VA. 703-869-1343.

Broadcast equipment for sale—Sony VCRs, Ampex VR-2000, Tektronix waveform monitors and vectorscopes, RCA TK-27, 35mm film projectors, camera lenses, Vidifont No. 131, Ampex SIO-MO HS-100C. For further information, contact Rick Melamed, ABC-NY. 212-887-4981.

Studio lighting system—used, excellent condition. 12 Stage Brite 7.2KW dimmers w/2 scene control. 2 years old. Also, 100 Kliegl Rotolectrics in frame, 4 connector strips. J. Kutzner, 612-646-4611.

Character generators—Vidifont, 3M, and Telemation models available, under \$4,000. Bill Kitchen, Quality Media Corporation, 404-324-1271.

Private collection RCA, Western Electric, Neumann, Altec microphones and audio from 1920. Catalog: Box 13069, Arlington, TX 76013.

Dealer demo equipment for sale. Hitachi HR-200 type-C 1" VTR w/HST, DVS DPS-1 TBC, Sony 3/4" edit systems, Hitachi FP-40SS ENG camera w/super saticons, remote cube van with or w/o equipment, much more. Excellent prices. Call today: 518-449-7213, Terry, Ted or Bob.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

CONSULTANTS

Computerized FM channel searches, and other services including FM open allocations listings. William P. Turney, Technical Broadcast Consultant, Box 241, Osage City, KS 66523. Phone: 913-528-3130.

Attention: communicators in need of work! You're not thinking. Use all you've got. Register with CPS. We offer an array of services to get you on the job. There is no fee after placement. Find out more. Communications Placement Services, Inc., 2025 Eye Street, NW, Suite 813, Washington DC 20006, 202-659-8251.

RADIO PROGRAMING

Editor. Diverse, daily, feature-oriented, syndicated program. Someone creative, organized, wise. Box 3363, Chapel Hill, NC 27514.

RADIO

Help Wanted Management

BROADCAST GROUP INTERESTED

in aggressive, experienced General Manager with documented track record in sales motivation, profit development, audience building, and image development. Excellent opportunity with powerful, dominant AM radio station in beautiful medium-sized Southwest market. Send complete resume to: United Communications Network Inc., PO. Box 2531, Roswell, NM 88201.

Help Wanted Management Continued

OPERATIONS MANAGER

KPTL Radio in Carson City, Nevada, is looking for an experienced person to direct the operations function of both KPTL-AM and KKBC-FM. This is a newly created position designed for the individual who possesses excellent supervisory, training and operational skills. The person hired will be a member of the KPTL/KKBC management team responsible for structured planning, budgeting, and marketing strategy. If you have a college degree or equivalent and five years of related broadcast experience, send resume and cover letter with salary requirements to:

Jerry Schafer
General Manager
KPTL/KKBC
1937 N. Carson St.
Carson City, NV 89701. EOE

Help Wanted Announcers

Top 10 Market Major Drive Time

We're a station whose call letters you know. One of a handful of great ones! We're a place where creative personalities smile a lot. You're someone who communicates with adults. You're intelligent. You're a voracious reader. You're blessed with a sense of humor and child-like sense of curiosity. You're still excited by classic adult music. You're a winner. You're special. And maybe, you're a team.

We'd like to hear from you. Send us a tape and resume that will help us get a clear sense of your skills.

P.O. Box 75263
DEPT. STAR
Los Angeles, CA 90075

Equal Opportunity Employer

Help Wanted News

WE ARE COMMITTED TO THE BEST SPORTS

WOAI/San Antonio, news/talk/sports giant, is looking for a sports director/personality. Don't pass up this rare opening and opportunity to live and work in one of the country's most livable major metro areas. Send tape of sportscasts and talk show to: Pat Rodgers, WOAI Radio, 6222 NW IH-10, San Antonio, TX 78201. EOE, M/F.

Situations Wanted Management

ATTN: RADIO/CATV

Sales manager. Major cable system. Employed. Over decade all phases commercial radio, cable, VHF. Detailed resume/references. Seeks GM—radio or cable management. NJ, PA, NY metro only. Box P-86.

Situations Wanted Announcers

TOP MORNING TEAM

If you're ready to win and willing to pay for the best, nationally known and respected morning team, currently on the air in top 3 market would be willing to re-locate. Write Box P-84.

CAN WE TALK?

Top New York female radio/club jock interested in relocation and broadening her career. Jill of all trades, experienced in writing, production, adv. & pro. Highly motivated & creative. Looking to wear one or many hats in any size market. Main ambitions and interest lie in talk, AC, Disco/AOR. Please call 201-825-3380, or reply Box P-89.

TELEVISION

Help Wanted Management

AUSTIN, TEXAS

NEW TV STATION

We are interested in talking to experienced people who will help us build a state of the art UHF independent.

OPERATIONS MANAGER: Must have a thorough understanding of independent station operations, FCC rules, license renewal, film buying and scheduling, production, editing, cataloging, etc.

PROMOTION MANAGER: A creative self-starter to write and produce exciting entertainment promos. Knowledge of exploitable aspects of movies. Independent experience a must. An imaginative sales promotion department head operator.

CHIEF ENGINEER: A hands-on, aggressive leader with significant UHF experience in high quality broadcast engineering and administration. Must know FCC rules, digital, microwave, up and down link, studio production technology, RF installation and maintenance, testing and proof of performance measurements. Send resume with salary history in confidence to:

General Manager
KBVO-TV
P.O. Drawer 2728
Austin, TX 78768. EOE.

For Fast Action Use
BROADCASTING's
Classified Advertising

Help Wanted Management Continued

TV TRAFFIC MANAGER

Florida network affiliate looking for experienced traffic manager to supervise 4 people. Must have experience on multiple systems and good leadership skills. Salary commensurate with skills. Contact: Anne Roberts, WJKS-TV, 904-641-1700. Station now a Media General property. EOE.

Help Wanted Sales

ACCOUNT EXECUTIVE

OUTSTANDING OPPORTUNITY

... with Arbitron's Chicago office, fast growing recognition and acceptance of our service has generated an exceptional opportunity for an account executive to join our TV stations sales department.

The person we're seeking should have at least 3+ years' experience in TV broadcast sales. You should be a self-starter, ready to travel, committed to hard work and ready to meet the challenge of a competitive environment.

We offer an excellent starting salary and incentives, generous and comprehensive fringe benefits, and a professional atmosphere conducive to professional advancement.

To explore this unusual opportunity, send your resume with salary history, in confidence to (or call):

Jim Mocarski

The Arbitron
Ratings
Company

A Control Data
Company

1807 Tribune Tower
Chicago, IL 60611
312-454-3428

An affirmative action employer

**Help Wanted Sales
Continued**

**TELEVISION LOCAL SALES
MANAGER**

Sunbelt dominant affiliate looking for someone to direct staff of six sales people, retail director and local assistant. Station is part of growing three-station chain. Will be responsible for hands-on development of local retail accounts as well as major market agency business. Station or rep sales experience a must. College education preferred. An equal opportunity employer. Write Box P-81.

**TV
BROADCAST
SALESPERSONS**

**OUTSTANDING
OPPORTUNITY**

... with Arbitron's Television Stations Sales Department. Our fast growing service has exceptional opportunities for sales managers and account executives.

The persons we are seeking should have several years' experience in television broadcast sales and a solid foundation in the use of audience research. You should be a self-starter, ready to travel, committed to hard work and ready to meet the challenge of a competitive environment.

We offer an excellent starting salary and incentives, comprehensive fringe benefits, and a professional atmosphere conducive to professional advancement. To explore this unusual opportunity, send your resume with salary history, in confidence, to:

Personnel Director

**The Arbitron
Ratings
Company**

A Control Data Company
1350 Avenue of the Americas
New York, NY 10019
An affirmative action employer.

Help Wanted News

TV NEWS PRODUCER

Aggressive news department in 40's Sunbelt market seeks applications for weekend newscast producer. Ample chances to substitute on weekday shows and work on special projects. Minimum of one year experience as newscast producer required, journalism degree preferred, and reporting experience helpful. Send resumes to Box P-56.

**Help Wanted Programing,
Production, Others**

**WBZ-TV
BOSTON**

WBZ-TV in Boston is looking for a producer-director for a new form of daily information program. The candidate must currently be producing and directing at a commercial station. The person we are looking for is aggressive, organized and creative and works well with people. Direct resume and cassette to Matthew Mixon, Production Manager, WBZ-TV, 1170 Soldiers Field Road, Boston, MA 02134. An EOE.

PRODUCTION MANAGER

One of the country's leading PBS production centers is looking for the right person to guide its production effort. Requirements: minimum five years' producing/directing experience; understanding of PTV programing; experience with all sophisticated production and post production techniques; and ability to deliver under pressure. Please send resume and salary requirements in confidence to WQED, Personnel Office, 4802 Fifth Avenue, Pittsburgh, PA 15213. An equal opportunity employer.

SUPER SHOOTER

Outstanding freelance production camera operator needed for high quality video shoots. Must have extensive experience beyond TV news and demo reel to prove knowledge of handheld techniques, lighting, filters and other skills. Film background preferred. We use single ENG-type camera with one-inch, Betacam and 3/4-inch formats. Miami base, but must be able to travel extensively. Send resume and reel to Television Matrix, 1666 Kennedy Causeway, Suite 601, Miami, FL 33141. No phone inquiries.

WBZ-TV BOSTON

WBZ-TV in Boston is looking for a host for a new form of daily information program. Candidate must currently be employed in commercial television in a talk format. Please send a resume and cassette to Richard Kurlander, Program Manager, WBZ-TV, Boston, MA 02134. An EOE.

Consultants

Federal Communications Commission Now Processing Applications for **NEW TELEVISION STATIONS**. Ownership is limited to 7 Stations. The Nation's Largest Communications Consulting Firm, Edward M. Johnson and Associates is offering for the Next 30 days **AT NO CHARGE** computer runs for up to 5 cities of your choice to determine available channels. A consultant is standing by for your list and questions.

**Edward M. Johnson
& Associates, Inc.**

Suite 450, One Regency Square,
Knoxville, Tennessee 37915
(615) 521-6464
Washington, D.C. (202) 775-1802



RADIO CONSULTING

Three Biggest Lies

"The check's in the mail."

"Trust me. This format has worked in every other market. I know we can win with it here."

"I can't improve our sales until you give me ARB numbers to sell." They're sometimes amusing - almost always expensive. Get the truth about your station's problems and how to solve them.

1-800-237-7500



**THIS PUBLICATION
IS AVAILABLE
IN MICROFORM**

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International**

300 North Zeeb Road,
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MI 48106

Situations Wanted Management

**SUCCESSFUL BROADCAST GENERALIST
LOOKING
FOR
IMAGINATIVE MANAGEMENT CHALLENGE**

Presently employed in a pinnacle position with a major communications company. Eager to find other alternatives for energy and enthusiasm in my 40's and beyond. Impressive background in sales, programing and production with involvement in negotiations, administration and creative at top executive levels. Television and radio experience with network, station, advertising, and syndication companies. Excellent credentials and references. Write Box P-71.

ALLIED FIELDS
Help Wanted Sales

**ACCOUNT
EXECUTIVE**

Nielsen TV Ratings—Opportunity for experienced media person to move into account work for the leading television research organization. As our Atlanta agency specialist, you will be given training in the development of our many Nielsen services, and in the use of same. Your responsibilities will be the selling and servicing of agencies in Georgia and Florida. Very attractive salary. Opportunity great! Please write or call, describing background and interests.

Mr. Stan Petersen
Vice President-Regional Manager
Nielsen Station Index
62 Perimeter Center East, N.E.
Atlanta, GA 30346
404-393-1010

Help Wanted Programing, Production, Others

**DIRECTOR
OF
PROGRAMING**

Young, informal video company needs Director of Programing to manage acquisition efforts.

Fast track job. We need someone with good programing and marketing instincts, considerable ambition, and firm leadership. We are flexible in all regards.

Write and tell us about yourself. Box 4000, Stamford, CT 06907. Attention: Bea.

Miscellaneous

3-D GLASSES

For price & delivery details,
contact: StereoVision **10¢**
(502) 585-5159
P.O. Box 1031 Louisville, KY 40201

LIKE TO VISIT CHINA?

Radio Peking will host small broadcast group, Fall, 1983. Contact Paul Hale, 1619 N. Royer, Colorado Springs, CO 80907.

Employment Service

RADIO JOB PLACEMENT

DJ's-news-sports-programers-sales-management—if you are ready to move up, NBTC can help. National, the nation's leading radio placement service, places personnel in all size markets from coast to coast. For confidential details, including registration form, enclose one dollar postage and handling to:

**NATIONAL BROADCAST TALENT
COORDINATORS**
Dept. B, P.O. Box 20551
Birmingham, AL 35216
205-822-9144

RADIO JOBS

10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6. Special bonus: 6 consecutive weeks, only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

Radio Programing

THE ALAN STANG REPORT

Radio's hottest investigative reporter! Dial 213-355-A-L-A-N for telephone audition, then write Marilyn White at P.O. Box 725, Alta Loma, CA 91701, for free demo cassette.

Wanted To Buy Stations

**WANTED TO BUY
FM CP IN SOUTHEAST**

AM & FM combo. \$500K range, with some owner financing or AM with FM Doc. 80-90 frequency. Call 615-538-7227, or after 5:00 p.m. and week-ends 615-538-4344.

For Sale Stations

- Powerful FM. Virgin Islands. Real estate worth \$500K. Can be purchased or leased. \$1 million, terms.
- Class C 100,000 watts. Large Mississippi City. \$1.8 million.
- Fulltimer. Northern Alabama. Fantastic buy. \$570,000.
- 6 stations, NC.
- 16 stations, TN.
- AM-FM, western VA. Nice town. \$690,000.
- Daytimer in large WY city. \$250,000.
- AM-FM Arizona. \$400,000.
- 4 stations, FL.
- AM-FM. Class C. Large GA coastal city. \$3.7 million.
- AM-FM. NE Indiana city. \$670,000.
- FM. Nice town. Northern Ohio. \$240,000.
- Low power TV CP covering 12,000. So. Ga. \$15,000.
- Fulltimer in So. CA coastal city. \$600,000.

BUSINESS BROKER ASSOCIATES
615-756-7635 (24 hours)

**WALKER MEDIA &
MANAGEMENT INC.**

AM. Top 75 market. 1-1/2 times gross at \$525,000.

703-521-4777
William L. Walker
P.O. Box 2264
Arlington, VA 22202

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ASSOCIATES**

Broadcast Consultants & Brokers

Now available-AM/FM combos in NC, SC, AL, TN, FL, GA & others
404-351-0555 1819 Peachtree Rd., NE
Suite 606
Atlanta, GA 30309

**ATTENTION:
DEADLINE NOTICE**

Due to holiday Monday, February 21, 1983, the deadline for classified advertising for the February 28 issue will be:

FRIDAY, FEB. 18

TEXAS— THE GROWING SUNBELT STATE

Make your entry now with these radio opportunities

Texas Panhandle—Fulltime AM/Class A FM—single station market in real western community. Formats C&W/adult contemporary. Terms available.

PRICE: Negotiable

Texas Panhandle—Daytime AM/Class C FM—Single station market covers 12 county area. Terms available.

PRICE: \$700,000

Texas Panhandle AM clear channel daytimer—in isolated single-station market. An underdeveloped opportunity at reasonable price and terms. Short payout. Fantastic terms.

PRICE: \$200,000

North Texas AM Daytimer—Excellent market. Format: C&W

PRICE: \$550,000

West Texas FM/Class C—No. 1 station in the market. Format: Adult contemporary/MOR. Priced at approx. 8 times cash flow. Generous terms available.

PRICE: \$1,600,000

West Central Texas AM/Class C. FM in beautiful countryside and reasonable price make this a very attractive opportunity. Flexible terms.

PRICE: \$1,400,000

Gulf Coast 10,000 watt daytimer AM—Ideal for religious broadcaster—coverage includes population of 1,250,000.

PRICE: \$650,000—30% down—10 years.

Gulf Coast AM—Only radio station serving population of 85,000—transmitter located on extremely valuable real estate—can purchase land or can be leased.

PRICE: \$600,000



■ 2020 North Loop West ■ Suite 111 ■ Houston, Texas 77018 ■ 713/957-0310 ■

R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

This well established 2.5 kw daytime station located on the eastern seaboard offers an excellent investment opportunity for a first-time broadcaster. The price of \$90,000 cash or \$155,000 on terms with \$55,000 down payment includes nearly five acres of land and studio building.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 (803) 842-5251
809 Stoney Creek, El Paso, Texas 79912 (915) 581-1038

Books For Broadcasters

T5897 HOW TO WRITE, DIRECT, & PRODUCE EFFECTIVE BUSINESS FILMS & DOCUMENTARIES, by Jerry McGuire. An informative, behind-the-scenes course in how to research a film presentation, how to generate a script outline, how to write an effective script, interviewing, how to actually direct a film shooting, photography, dialogue development, and how to coordinate the talent and the lights and the cameras and the action! Plus, there's two whole chapters on the business of film producing. The Appendices are packed with information that further illuminates the text—sample letters, script treatments, sample budgets, lists of agents, sample contracts, and even equipment source lists. 280 pps., 32 illus.

\$14.95

T51161 TELEVISION PRODUCTION HANDBOOK, by Doug Wardwell, Ph.D. A complete guide to planning, staging and directing a TV production. For those involved in any phase of TV production, or who want to learn how the system works, this is a working guide dealing with every aspect of this art. It offers an easy-to-grasp explanation of the workings of television program production and transmission and the vital functions the management/production team must fulfill. Then, the author tells how to use cameras and related equipment, lighting, make-up, sound, visuals, graphics settings and props to achieve the desired effect and result. He also offers sound advice on direction, on-camera appearance and performance, and electronic editing of the tape recording for final refinement. It's a book designed not only to teach, but to use as a day-to-day guide, too! 304 pps., 406 illus.

\$15.95

BROADCASTING BOOK DIVISION

1735 DeSales St., N.W.
Washington, D.C.
20036

Please send me book(s) number(s) _____. My _____ payment is enclosed

Name _____

Firm or call letters _____

Address _____

City _____

State _____ Zip _____

**BOB KIMEL'S
NEW ENGLAND MEDIA, INC.**

**SOUTHERN NEW ENGLAND
COASTAL AREA**

AM fulltime has shown excellent sales growth under absentee ownership. Good situation for owner-operator. Asking \$600,000. Terms available.

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MARKET**

Class B FM. Fulltime AM.
\$6,000,000. Qualified buyers
only. Write Box P-52.

Dan Hayslett
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**SUPERIOR 5000 WATT SIGNAL
EXCELLENT AM OPPORTUNITY**

Top rated AM facility in top 50 Sunbelt market. Asking price well below twice annual revenues. Excellent value in AM similar to FM values of early 1970s. Write Box P-50.

FOR SALE


5000 watt AM commercial radio station in Georgia's eighth largest city. All new (Harris) broadcast equipment. Nondirectional signal with 50-plus mile radius—500,000 person demographic listening area. Write Michele Callahan, 134 Hospital Dr., Warner Robins, GA 31093, or call 912-923-4288.

CLASS A FM

Small Midwest market. Exclusive county coverage of almost 50,000 population. Outstanding owner/operator or small group operator opportunity. Asking \$400,000, with \$125,000 down and balance seller financing. Gross billing at \$250,000 annual level. Write Box P-41.

**AM/FM
UPPER MIDWEST**

1,000,000 plus market. Tremendous potential. \$1,500,000, terms available. Write Box P-3.

 **Wilkins
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MD	AM	\$400,000	25%
IA	FM	\$325,000	30%
AZ	AM	\$35,000	downpayment
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SC	AM	\$30,000	downpayment
NY	AM	\$20,000	downpayment
MN	AM/FM	\$35,000	downpayment
CO	FM	\$30,000	downpayment
VA	AM	\$25,000	downpayment
GA	AM	\$20,000	downpayment
KY	FM	\$50,000	downpayment
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**109 North Main, 2nd Floor
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Low on dial 5 kw non-directional signal gives excellent coverage over one of Southeast's best black markets. Black population within coverage area over 175,000. Gospel programming. Excellent ratings. Current cashflow will more than cover debt. Real estate included. Qualified principals only. Write Box P-91.


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SW Metro Fulltime \$1,200K \$200K	Ray Stanfield (213) 366-2554
SE Regional C1.C FM \$900K \$500K	Ernie Pearce (615) 373-8315
R.Mt. Medium C1.C FM \$760K Terms	Greg Merrill (801) 753-8090
MW Small C1.IV/C1.C \$725K \$190K	Jim Coursolle (313) 233-6222
MW Medium Fulltime \$600K \$60K	Peter Stromquist (612) 831-3672
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To buy or sell, for appraisals or financing—contact Chapman Co. Inc., 1835 Savoy Drive, Suite 206, Atlanta, Georgia 30341. (404) 458-9226.

SPECIAL NOTICE

Effective with the November 15, 1982 issue, **ALL** Broadcasting Magazine classified advertising orders must be prepaid

**For Sale Stations
Continued**

CLASS C FM

Fulltime AM. Texas medium market. \$1.9 million. Terms available. Write Box P-53.

ARIZONA FM

Near Phoenix and Tucson. Excellent equipment. Gross average last 3 years—\$135,000. Expenses now \$6000 month. Needs aggressive management. \$175,000 cash, or assume \$200,000 debts with \$50,000 down. Call 505—757-6573.

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Media Broker
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MIDWEST AM/FM

Fairly priced at \$3,200,000. Principals only. Send financial qualifications to Box P-70.

WESTERN TV STATION

Profitable, modern VHF network affiliate in 3-station growth market. \$4,000,000. Respondents please provide financial qualifications. Box P-10.

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**For Fast Action Use
BROADCASTING'S
Classified Advertising**

EASTERN PA

1 kw-AM with "PSA," great facility w/latest equipment! Includes real estate. Profitable operation—good terms for qualified buyer! Owner ready to retire! Write Box P-78.

**ATTENTION:
DEADLINE NOTICE**

Due to holiday Monday, February 21, 1983, the deadline for classified advertising for the February 28 issue will be:

FRIDAY, FEB. 18

**CLASS C FM
TOP 25 MARKET, WEST COAST**

Underdeveloped station with excellent Class C signal in large West Coast metro. Well-equipped. Asking price based on realistic appraisal of current cost of money. Excellent station for growing group owner. Write Box P-44.

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or Money order only. Payment must accompany order.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted, or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING, Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forward-

able, and are returned to the sender.

Rates: Classified Listings (non-display) Help Wanted: 85¢ per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50¢ per word. \$7.50 weekly minimum. All other classifications; 95¢ per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

Rates: Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word Count: Include name and address, Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Fates & Fortunes

Media

Jim Hall, VP, operations, Storer Cable, Miami, named to newly created position of executive VP.

Phil Stolz, station manager, WQOW(TV) Eau Claire, Wis., named general manager.

Marion Luther, from Universal Stations' KCNW(AM) Fairway, Kan., joins Universal's WARG(AM) Canonsburg, Pa., as general manager.



Robertson

Richard Robertson, VP and general manager, KJRC(AM) Seattle, joins KOMO(AM) there as general manager.

Linda Tiernan, sales manager, WCBW(FM) Columbia, Ill., named general manager.

Steve Edwards, general manager, KNEW(AM)

Oakland, Calif.-KSAN-FM San Francisco, elected VP of parent, Malrite Communications.

Bill Sykes, station manager, KSNW(TV) Wichita, Kan., named VP of licensee, Kansas State Network, and assistant general manager of station. **Mike Mitchell**, from KSN's KSNF(TV) Joplin, Mo., succeeds Sykes.

Jack Stuart, general manager, WFFY(TV) Fort Wayne, Ind., named VP of parent, Great Trails Broadcasting. **Tom Hansen**, program manager, WIOV-TV Steubenville, Ohio, joins WFFY(TV) in newly created position of director of programing and operations.

Kevin Mitchell, business manager, north district, Continental Cablevision of Cook County, Ill., named assistant manager.

Dave Luce, sales representative, KMTN(FM) Jackson, Wyo., named to newly created position of program director-operations manager.

Susan Cieslak, from Alexandria (Va.) Cablevision Co., joins Media General Cable of Fairfax (Va.) as general manager of new subsidiary, Early Bird Satellite Services, which will provide interim satellite master antenna television service to Fairfax county until Media General can provide regular cable service.

Hazel Kahn, director of research, Warner Amex Cable Communications, New York, named VP, research.

Joanne Udell, manager of finance, ABC-owned KABC(AM)-KLOS(FM) Los Angeles, named to newly created position of director of finance and administration, ABC Radio,

Los Angeles.

R. Don Cowan, senior VP, TCA Cable TV, Tyler, Tex., elected vice chairman of board. TCA owns cable systems serving 215,000 subscribers in Texas, Louisiana and Arkansas.

Bob Henry, news director, KDFW-TV Dallas, joins LIN Television Group, Fort Worth, as director, special projects. LIN TV stations are: KXAS-TV Fort Worth and KTVV(TV) Austin, both Texas; WAVY-TV Portsmouth, Va., and WAND(TV) Decatur, Ill.

H. Denny Gaultney, from Coca-Cola, Atlanta, joins Cox Cable Communications there as manager, marketing planning and development.

Barbara Wellbery, from Washington law firm of Wilmer, Cutler & Pickering joins Public Broadcasting Service there as deputy general counsel.

Francoise Drozd, planning analyst, corporate planning, ABC, New York, named manager, business planning.

Appointments, noncommercial WGTE-FM-TV Toledo, Ohio: **Walter McGhee**, director of development and marketing, noncommercial WCVE-TV Richmond, Va., to director of marketing; **Shirley Timonere**, production manager and executive producer, to director of television broadcasting, and **Mary Richter**, learning services coordinator, to director of instructional television.

Marketing

Elected senior VP's, BBDO, New York: **Arnold Blum**, associate head of production; **Austin Chave**, manager, promotion group; **Thomas Derderian**, management supervisor, and **Barbara Mullins**, associate director, TV production. Elected VP's: **Barbara Day**, account supervisor; **James Kousar**, creative supervisor, and **Duane Mertz**, account supervisor.

Robert Donahoe, VP, Young & Rubicam, New York, named senior VP of Y&R/Dentsu, New York, joint venture of Y&R and Japanese agency that began operations Jan. 3 with offices in New York and Los Angeles.

Appointments, SSC&B, New York: **Carl Kotheimer**, VP, associate media director, to VP, director of media management; **Loretta Volpe**, and **Alan Jurmain**, VP's, assistant media directors, to VP's, associate media directors, and **Leonard Lipson**, VP and director of media operations, to newly created position of VP and director of local broadcast, media systems and research.

Robert Hrtanek, from J. Walter Thompson, Detroit, joins Campbell-Ewald there as VP, account supervisor. **John Hammond**, VP, senior account executive, named account supervisor.

Glenn Campbell, director of public relations, **Sandra Kulczycki**, director of media scheduling and billing, and **William Shea**, account supervisor, Kenyon & Eckhardt, Detroit, named VP's. **Mary Lou Pritchett**, VP and management supervisor, Ogilvy & Mather, New York, joins K & E there as VP, management representative.

Edward Caffrey, group creative head, Benton & Bowles, New York, named creative director.

Jerry Gardner, regional manager, Southwest Radio Advertising Bureau, named VP, regional sales, responsible for cities in East and Northwest.

Thomas Linehan, executive VP, Creamer Dickson Basford/New England, Providence, R.I., named general manager of office, succeeding **James Baar**, who resigned to head new Benton & Bowles office in Boston.

WHY HIRE A GEORGE RODMAN WHEN YOU CAN RENT ONE.



George Rodman is the communications expert you've always wanted but could never afford to hire.

He was creative services director at three TV stations and at both ABC and CBS owned stations division.

He knows what works in promotion. His company now supplies stations with promotion counsel and materials. Like logos, news campaigns, TV spots and animation.

Rodman, Inc. Where you get big league thinking without paying a big league salary.

GEORGE T. RODMAN, INC.

Box 2066 Darien, Ct. 06820
(203) 655-8677

Jean Meehan, senior media planner-buyer. Kelly. Scott & Madison. Chicago, named media supervisor.



Marjorie Jennings, senior account executive, AyerDirect. Chicago, joins Bozell & Jacobs, Minneapolis, as account manager, direct marketing group.

Edward Gehring, from Howard Swink Advertising. Columbus, Ohio, joins Arnold

Harwell McClain & Associates, Dallas advertising agency, as director of broadcast production.

Ray Gallo, executive art director, Foote, Cone & Belding, Chicago, joins Tatham-Laird & Kudner there in same capacity.

JoAnn Bart, from First Federal Savings and Loan, New York, joins D'Arcy-MacManus & Masius there as director of personnel and office services.

Roberta Blick, account executive, Vitt Media International, New York media buying and planning service, named VP, planning.

Nadine Eichhorn, assistant business manager and national sales coordinator, KOKY(AM)-KLAZ(FM) Little Rock, Ark., joins Cranford/

Johnson/Hunt & Associates there as media buyer.

Patricia Liguori, from A.C. Nielsen, New York, joins Seltel there as account executive, raiders independent sales team.

Marietta Pucillo, account executive, Metro TV Sales, New York, joins Harrington, Righter & Parsons there in same capacity. **Bruce Butler**, marketing director, Clayton-Webster, St. Louis radio and television program syndicator, joins HRP there as account executive.

Peter Lloyd, from Fahlgren & Ferriss, Cincinnati, joins Sive & Associates there as writer-producer.

Appointments, MMT Sales: **Jim Ross**, from KDKA-TV Pittsburgh, to branch manager, Philadelphia; **Tim Greenier**, account executive, Chicago, to sales manager, B team, Los Angeles, and **Al Ferrara**, from Seltel, New York, and **Steve Freifeld**, from Pety TV, New York, to account executives, New York office.

David Handler, from noncommercial WHYY-TV Wilmington, Del., joins Pety Television, New York, as account executive, hawks team.

Robert Levi, general sales manager, WTBS(TV) Atlanta, assumes additional duties as VP and general manager of Turner Reciprocal Advertising Corp., which concentrates on barter arrangements for Turner Broadcasting and its

subsidiaries.

Appointments, Katz Television Continental, New York: **Len Graziano**, VP, regional offices, to VP, operations manager; **Tom Olson**, VP, national sales manager, bronze stations, to VP, general sales manager, succeeding **Ed Papazian**, retired; **Jack Higgins**, sales manager, bronze team, succeeds Olson as national sales manager, and **Ardie Bialek**, member of bronze sales team, succeeds Higgins.

Linda Amster, account executive, NBC-TV Los Angeles, named VP, West Coast sales.

Steve Woodbury, general sales manager, WCCO-FM Minneapolis-St. Paul, named director of sales and marketing. **Paul Stagg**, account executive, WCCO-FM, named local sales manager.

Jim Blashill, local sales manager, WCXI-AM-FM Detroit, joins WXYZ(AM) there as general sales manager.

Milt Willis, VP, general manager, Group W's KODA(FM) Houston, named national sales manager, Texas stations, for Group W. **David Pearlman**, general sales manager at Group W's KJQY(FM) San Diego, succeeds Willis.

Kathy Sanders, national sales manager, WPGH-TV Pittsburgh, named general sales manager.

Pierre (Pete) Watkins, from Roanoke, Va., sales office, WSET-TV Lynchburg, Va., joins WSLS-TV Roanoke as general sales manager.

Cathy Green, account executive, WCBS-TV New York, named national sales manager.

Mitchell Nye, account executive, WCGV-TV Milwaukee, named local sales manager.

Donald Bentley, general manager, WBCI-AM-FM Williamsburg, Va., joins WRLH-TV Richmond, Va., as local sales manager.

Wendy Orrante, account executive, KNBR(AM) San Francisco, named retail sales manager

Bob Michael, Collier county (Fla.) sales manager, WEVU(TV) Naples, Fla., joins Palmer Cablevision there as cable advertising sales and production director.

Max Sherman, sales development manager, WMAL(AM) Washington, joins WRC(AM) there as sales development consultant,

Janetta Johnson, assistant, accounting and national sales departments, WRAU-TV Peoria, Ill., named traffic manager.

Theo McCullough, account executive, ABC Spot Sales, San Francisco, joins KPIX(TV) there in same capacity.

Programing

Ron Beckman, independent producer under contract to CBS Theatrical Films, Los Angeles, joins Embassy Pictures there as executive VP, operations. **Ron Brown**, VP, international sales, Embassy Telecommunications, named senior VP of unit.

SEND MY FREE SAMPLE



Tanner has spent over three years developing the contemporary beautiful sound you've long desired.

This brighter, livelier, easy format is designed to reach and hold today's listeners.

For your Pacific Green demo simply fill out and mail to us the information below.

Or even better call Dick Denham collect at 901-320-4340.

Name _____

Station _____ Title _____

Address _____

City _____ State _____ Zip _____

The William B. Tanner Co., Inc., 2714 Union Extended, Memphis, TN 38112

Howard Zaremba, head of operations. Hearst/ABC Video Services, Bristol, Conn., named supervisor of network operations. **Abbe Raven**, assistant to VP, production and operations, named production coordinator.

Steven Parry Maier, VP, business affairs, MGM/UA Entertainment, Los Angeles, joins ABC Entertainment there as VP, talent and program acquisitions, business affairs, West Coast.

John Davidson, director of business development, telecommunications division, 20th Century-Fox, Los Angeles, named director, corporate planning.



Barron

Richard Barron, president, Barron/Lynam, cable consulting firm, Houston, joins Home Sports Entertainment there as general manager of Warner Amex Cable Communications' new sports cable network. **Jack Haire**, sales director, Warner Amex Cable Communications' Qube system, Columbus, Ohio, named national director, direct sales, Warner Amex Satellite Entertainment Co., New York.

Geoff Belinfante, supervising producer, Major League Baseball Productions, New York producer of syndicated sports programing, named director of operations.

Jim Cavazzini, VP, affiliate marketing, Entertainment and Sports Programing Network, Bristol, Conn., resigns.

Steve Israel, programing executive, Bob Yde Productions, Honolulu program production firm, named director of marketing and manager of Atlanta marketing offices.

Barry Teiman, sales and technical director, Wometco Home Theater, Fairfield, N.J., named senior VP.

Harvey Reinstein, East Coast representative, Lionheart Television International, New York, named VP, Eastern sales.



Burke

Marvin Burke, VP and Detroit office manager, Satellite Representatives, joins United Stations there as VP, Midwest sales, Detroit, for New York-based program producer.

Jeffrey Wernick, from Los Angeles law firm of Manatt, Phelps, Rothemberg & Tunney, joins MCA-TV there as assistant general counsel.

Moir Dunlevy, research manager, continental division, Katz Television, New York, joins King World Productions, Summit, N.J., as director of research.

Robert S. (Scott) Heffner, sales and marketing

Who's on first. High-level executive changes were announced last week by two major Hollywood studios, as the creative community continued to align key personnel in the wake of management and ownership shifts made during the past year.

Frank Price, chairman and chief executive officer of Columbia Pictures, announced last Monday (Feb. 7) that he would resign in July to start a Columbia-financed independent film production company to produce six to eight theatrical films a year, to be distributed by Columbia. Under terms of the deal, which has not been finalized, Price will be succeeded by Guy McElwaine, who was named president of Columbia Pictures last July.

In published reports last week, Price denied rumors he had been fired or forced to resign by senior executives at Columbia Pictures Industries or Coca-Cola, the studio's parent companies. "During five very successful years at the head of a motion picture studio, you learn a certain amount," Price said. "With that background, the best thing you can have financially, if you know how to produce hits [among the studio's recent successes, "Stir Crazy," "Absence of Malice," "Blue Lagoon" and most recently, "Tootsie"] is your own production agreement."

Meanwhile, MGM/UA Entertainment Co. named independent film producer and former Paramount Pictures president, Frank Yablans, to the post of vice chairman and chief operating officer. Yablans will oversee all divisions and subsidiaries of the company, reporting directly to its chairman and chief executive officer, Frank Rothman. The announcement did not mention MGM/UA's current vice chairman and chief operating officer, Frank Rosenfelt, though he is expected to retain the vice chairman title, reporting to Yablans.

On Tuesday (Feb. 8), Yablans named Freddie Fields, senior production executive, as president and chief operating officer of that division, succeeding Donald Sipes, who was named chairman and chief executive officer of company's United Artists division.

manager, Group W Cable, Mahwah, N.J., joins Home Theater Network, New York, as Northeast regional sales manager.

Appointments. *The Larry King Show*, Post-Newsweek Video, Washington: **Jane McClary**, from WBZ-TV Boston, to producer; **Olita Crawford**, from *Good Morning America*, ABC, Washington, to associate producer; **Kim Sedmak**, research assistant, ABC News, Washington, to talent coordinator, and **Jennifer Davidson**, from KBHK-TV San Francisco, to head of research.

Felicia Minei Behr, former producer, CBS-TV's *All My Children* daytime serial, joins *Ryan's Hope* daytime serial, ABC-TV, New York, as associate producer.

J. Clifford Curley, program manager, WCVB-TV Boston, named VP, programing.

Mark Wurzbarger, news director, WERA(AM) Plainfield, N.J., named program director.

Mike Schmidt, member of Philadelphia Phillies professional baseball team, joins USA Cable Network, Glen Rock, N.J., as host of *Scholastic Sports Academy*, instructional sports series for children.

Bill Norton, music director, KIXI-AM-FM Seattle, named program director.

Pam Denny Reinholdt, from *Community News*, Bloomington, Ill., joins WRAU-TV Peoria, Ill., as graphic designer.

Lowell Cohn, columnist, *San Francisco Chronicle*, joins KMEL(FM) San Francisco as air personality.

Kevin Morrison, production manager, WILD(AM) Boston, named afternoon air personality.

Plainfield, N.J., named news director, succeeding Mark Wurzbarger (see "Programing" above).



Risch

Appointed bureau managers at United Press International: **Mary Schlangenstein**, from New Orleans bureau, to Shreveport, La.; **Rosemary Armao**, from Columbus, Ohio, bureau, to Youngstown, Ohio; **Rod Griffith**, from Miami bureau, to Pensacola, Fla., and **Pam Murphy**, from Memphis bureau, to Alexandria, Va. **Philip Stone**, regional sales executive, UPI, Indianapolis, named broadcast development manager, based in Dallas. **James O'Keefe**, from WNLK(AM)-WLYQ(FM) Norwalk, Conn., joins UPI, New York, as broadcast development manager.

Steve Beverly, executive news producer, WSPA-TV Spartanburg, S.C., named assistant news director. **Tom Crabtree**, news director, WSPA(AM) Spartanburg, joins WSPA-TV as news assignment editor.

Kirk Varner, from WCSC-TV Charleston, S.C., joins WFSB-TV Hartford, Conn., as news producer.

Appointments. WPLG(TV) Miami: **Elaine Higgins**, senior desk assistant, ABC News, New York, to assistant assignment editor; **Kerry Deems**, desk assistant, to weekend assignment editor; **Kathy Sciere**, special projects producer, to 5:30 p.m. producer; **Vivian Ammerman**, 6 p.m. producer, succeeds Sciere; **Larry Shenosky**, weekend producer, succeeds Ammerman; **Jan Blair**, associate producer, succeeds Shenosky; **Janet Alshouse**, researcher, to associate producer; **Michelle**

News and Public Affairs

Mike Kennedy, anchor-reporter, WERA(AM)

Senate Commerce Committee has full agenda this week. Committee is scheduled to mark-up broadcast deregulation bill S. 55 and confirm Corporation for Public Broadcasting nominations on Tuesday. S. 55 is expected to breeze through committee with no amendments attached. Committee also will hold hearings Wednesday and Thursday. Wednesday hearing will be devoted to new technologies, however, Ted Turner, owner of superstation WTBS(TV) Atlanta, is witness and will likely ask committee to act on impending royalty rate increase facing cable industry. Other witnesses are: Richard Bodman, president, Satellite Television Corp.; Richard Hutcheson, president, American Low Power Television Association; Robert Fountain, vice president and chief operating officer, United States Satellite Broadcasting Co.; Don Franco, president, Microband; Charles Jackson, Shooshan and Jackson; John Raines, chairman, National Satellite Cable Association; Paul Bortz, managing partner, Browne, Bortz & Coddington; Sol Schieldhause, Neighborhood Television Inc.; James Parker, senior vice president and general counsel, CBS, and William Wewer, Subscription Television Association. Thursday hearing focuses on cable deregulation bill (S. 66). Witnesses are: Tom Wheeler, president, National Cable Television Association; Frank Greif, director of mayor's office of cable communications in Seattle; Jack Evans, mayor of Dallas, and Stephen Effros, executive director, Community Antenna Television Association.

National Radio Broadcasters Association's board of directors is expected to voice support for S. 55, broadcast deregulation bill, at their upcoming winter meeting Friday (Feb. 18) at New Orleans Hilton. However, board is expected to oppose bill's provision on spectrum fees. Bill also would codify FCC's deregulatory action (BROADCASTING, Jan. 31).

Westwood One, Culver City, Calif.-based radio syndicator/producer, announced last Wednesday (Feb. 9) it has acquired Earth News Radio, 10-year nationally sponsored feature series based in Santa Monica, Calif. Earth News, hosted by Joel Denver, is heard on about 400 stations worldwide. According to Westwood One, program's

CBTV's top ten. The Coalition for Better Television, Tupelo, Miss., has released a list of 10 advertisers it considers the top sponsors of sex, violence and profanity combined on prime time television. The coalition cited Anheuser-Busch and Warner Lambert as the two top offenders and placed in that category Pfizer, Kerosun (heaters), Phillip Morris (Miller and Lowenbrau beer, and Seven-Up), Lever Brothers, Cosmair, American Motors, Miles Laboratories and RCA.

A spokesman said the coalition is not launching a boycott against these advertisers at the present time, but will announce such a move against one or more advertisers this summer. Last March it began a boycott of RCA and, the spokesman said, "It's continuing and has been successful."

The coalition based its finding on a 12-week monitoring program covering 792 hours during the fall of 1982. It said the results were compiled by approximately 1,722 monitors in 21 states. Compared to a similar study conducted last spring, the report revealed a 15.3% drop in sex, a 20% decrease in violence and a 32.7% decrease in profanity during prime time viewing.

Singled out as the top sex-oriented programs were *Filthy Rich* (CBS), *Three's Company* and *Nine to Five* (both ABC). Leading in violence, were *T.J. Hooker*, *The Fall Guy* and *Tales of the Gold Monkey*, all on ABC. Selected as the top profanity-oriented shows were *M*A*S*H* and *Archie Bunker's Place* (both CBS) and *Cheers* (NBC). Rated as the most constructive series were *Little House: a New Beginning* (NBC), *60 Minutes* (CBS), *NBC Sports* and *20/20* (ABC). Listed as the least constructive programs were *Filthy Rich*, *Square Pegs* and *Knot's Landing*, all on CBS. ABC was cited as the top violence- and sex-oriented network and CBS as the leading profanity network.

LBJ donation. The LBJ Co., principally owned by the family of President Lyndon B. Johnson, last Thursday (Feb. 10) filed an application with the FCC proposing to donate WEEL(AM) Fairfax, Va., to George Mason University Foundation Inc., for the benefit of George Mason University, an educational institution also located in Fairfax. The foundation said it will continue to operate the station on a commercial basis and increase public affairs and local news programming. LBJ Co. bought WEEL for \$950,000 (BROADCASTING, May 23, 1977), and WEEL vice president and general manager Oscar P. Bobbitt said the value of the station today was "about \$1.5 million." Virginia Governor Charles Robb is a son-in-law of the late President Johnson. WEEL is on 1310 khz with 5 kw day and 500 w night.

host and format will remain unchanged, with production and distribution to existing network to be taken over by Westwood immediately. Westwood One President Norm Pattiz said: "It's the most visible young adult news and life style feature on contemporary radio. It perfectly compatible with our programs and now gives us 28 radi programs, putting us well over the 3,000 mark in number of Westwood One station affiliates."

TV-Cable Week, Time Inc.'s planned weekly television programing guide, is slated to start April 10. Initial issue will be launched through cable system operators in Pompano Beach and Fort Lauderdale, both Florida; Audubon, N.J.; Arlington, Tex., and Peoria, Ill. April 1 issue will additionally be available in Austin, Tex., and Springfield Mo. Start-up cost for magazine, which has been in works for 1 months, has been put at \$100 million dollars over five years, making it Time Inc.'s most expensive new magazine introduction.

FCC last week approved Metromedia Inc.'s acquisition of four more radio common carriers: Radio Broadcasting Co., which serves Philadelphia area; Radio Dispatch Co., serving New Jersey; Radio Telephone Inc., serving Atlantic City, N.J., area, and Berks County Communications Co., serving Reading, Pa.

Communications Workers of America have filed objections to provisions of AT&T's reorganization plan that would, union says, "unilaterally" modify agreements on pensions and other benefits union has negotiated with AT&T. Union's concern grows out of breakup of AT&T that is under way in accordance with consent decree ending Justice Department's antitrust suit. "Our primary objection," CWA President Glenn Watts said in papers filed with U.S. district court, is provision of reorganization plan "to splinter the Bell system pension plan into eight separate plans and to cancel interchange agreement covering pensions." Watts said AT&T proposal would end CWA AT&T negotiated interchange agreements. CWA says that while employees would not lose vested rights as result of proposal, they could suffer diminution of pension benefits at retirement.

A.C. Nielsen is developing new format for its Cable Status Report, providing more detailed breakouts on programs viewed. Future reports will show total TV usage broken out in aggregate in each case by network affiliated stations, independent commercial stations (including superstations and local and distant stations), public TV stations, pay services (including pay cable, multipoint distribution service, satellite master antenna television and direct broadcast satellite) and cable originations.

Since telephone companies supposedly already have acute need for financing, and their needs for financing traditionally increase during periods of economic expansion, divestiture of Bell operating companies, slated for January 1984, "could occur at a time when the need for financing is most critical, thus exacerbating an acute problem," according to FCC Common Carrier Bureau. In analysis of AT&T reorganization plan released last week, bureau also warned that likelihood that regulatory bodies' attitudes won't change as rapidly as structure of Bell system could cause problems for some BOC's

These problems may have a significant impact upon the financial stability of the affected BOC's," bureau said.

United Cable Co., one of two remaining bidders for East San Fernando Valley cable TV franchise in Los Angeles, has signed one of city's most prominent lobbyists to strengthen its position with city council. Philip Krakover, whose Engineering Technology Inc. has contributed over \$100,000 to council members during last three years, said he has been promised \$1 million contract with United Cable to help build system if it wins franchise. United's rival, East Valley Community Cable Television, has been ranked first by city consultant and council's cable subcommittee.

Responding to petitions to deny filed by National Black Media Coalition, FCC last week conditioned renewals for eight radio stations on their submission of data demonstrating their efforts to comply with commission's equal employment opportunity rules. Receiving conditional renewals were WGUL(AM) and WPSO(FM) New Port Richey, Fla.; WTMC(AM) Ocala, Fla.; KLCL(AM) and KHEZ(FM) Lake Charles, La.; WXLK(FM) Roanoke, Va., and WPTW-AM-FM Piqua, Ohio. Although NBMC has also asked commission to deny renewal of six more stations, FCC granted those stations' renewals without condition.

In comments at FCC, Motorola Inc. has urged commission to defer licensing of low-power television stations on seven highest available channels below 806 mhz (UHF television spectrum) to meet needs of private radio between 1986 and 1992. It also asked FCC to allocate private radio 42 mhz from 800 mhz reserve and "band immediately below 806 mhz." to satisfy private radio demand during that same period. It said FCC should also set aside 2 mhz from 800 mhz reserve for experimental purposes and designate seven additional UHF TV channels in top 10 to 12 urban areas, "preferably the next available channels immediately below those already described as unavailable for LPTV assignments."

National Association of Broadcasters has asked FCC to reject petition by Citizens Communication Center seeking reconsideration of commission's action eliminating its antitrafficking rule, which essentially prohibited broadcasters from selling stations within three years of their purchase. "After receipt and consideration of comments from the public on its proposal, including those of Citizens, the commission determined that the three-year rule should go. NAB agrees. There is no need or reason to reconsider the matter."

SCTV Network, NBC-TV's late night comedy series, will remain in its present 12:30 a.m.-2 a.m. Saturday morning (NYT) time slot until mid-March, but network executives said they are trying to find a more accessible time for Canadian-produced program. Options being discussed include alternating SCTV with *Saturday Night Live* or rimming series to one-hour and airing it in prime time.

Josephon International Inc., New York-based talent agency and group owner of six radio stations, announced late last week that it has agreed to purchase WFMR(FM) Milwaukee from Thomas Communications for \$3.2 million. Station recently switched from classical to adult contemporary format ("Riding Gain," Feb. 7).

Mead Data Central will handle distribution of data bases of New York Times Information Service under new agreement. Mead, which currently markets its NEXIS and LEXIS services, will add three NYT data bases to its offerings—New York Times On-Line, Information Bank and Advertising & Marketing Intelligence (created by NYT in association with J. Walter Thompson).

National Association of Broadcasters is again co-sponsoring two-day communications law workshop prior to its annual convention in Las Vegas (April 10-13). Called "Effectively Representing Broadcasters: A Practical Workshop for Lawyers," sessions will be held



Fritts predicts. "We will find that the challenges of the new technology will also provide the most opportunities for our industry," said Edward Fritts, president of the National Association of Broadcasters. Fritts spoke to members of the Washington chapter of the National Academy of Television Arts and Sciences last week about the future of television broadcasting; a future, he predicted, that despite the increased competition from new technologies, will see television remaining the predominant source of news and entertainment for America.

Much of what Fritts outlined for the future is research conducted by the NAB and shown in an earlier presentation made by the association's former senior vice president for research and planning, Larry Patrick (BROADCASTING, Jan. 31). Research, Fritts noted, should be used to "guide our members through the changing communications world."

Fritts also pointed out that the industry will have to continually adapt to an "ever evolving environment." But change, he said, "brings opportunity, and those of us who have clear foresight, courage and imagination to embrace the emerging future will profit from these new opportunities." Part of that change by 1990, he predicted, might include: industry revenues of more than \$25 billion; affiliates relying less on the networks for programming; 5% to 8% of the TV households owning their own backyard or rooftop dishes for reception of direct broadcast satellite transmissions; great growth for satellite master antenna systems, and the fading and eventual stall in growth for over-the-air subscription TV.

Despite all these changes, he said, programming is "the key to broadcasting's future. The competing media will offer enough alternatives to challenge us into providing the most innovative, imaginative and highest quality programming to a larger and larger number of viewers."

Fritts maintained that in order to compete, broadcasters will have to work harder, but that the "extraordinary talents in the broadcasting industry will join together in new and profitable ventures."

(April 9-10) at Aladdin hotel there. Workshop was held prior to last year's convention. Co-sponsored by American Bar Association's Forum Committee on Communications Law, workshop will include such topics as FCC regulatory update, cable channel leasing, anti-trust compliance and cellular radio. FCC Commissioners Henry Rivera and Mimi Weyforth Dawson will be closing luncheon speakers.

Noncommercial WETA-TV Washington has received \$3.5 million grant from James S. McDonnell Foundation, St. Louis, for seven one-hour programs called *The Smithsonian World*. Series is slated to premiere in early 1984. It will be co-produced with Smithsonian Institution.

Editorials

Golden lining

Halfway through the first calendar quarter, 1983 television and radio business looks good. (Details may be found in the story that leads this issue.) The nub of it is that, recession or no, the broadcast media remain strong—and show promise of continuing that way.

In times like these, when business generally is having a hard time hacking it, strength of this sort is exceptional if understandable. Trite but true, TV and radio are the massiest of mass media, the quickest and most efficient means of bringing advertisers and potential customers together. And advertisers, despite their sometime balkiness, know this: more than that, they have learned the hard way. In previous recessions, that the surest route to loss of market share for their products is to short-cut on advertising.

This is not to say that the broadcasting media are recession proof, that every station is having a banner time or that any salesman can afford to rest on his commissions. The trick now is to work harder. TV and radio have a good thing going; the idea is to keep it going.

Enough is enough

As instructed by the appellate court, the FCC last week marked a couple of hundred million dollars worth of RKO stations as targets for rival applicants. That doesn't mean that rival applicants must win. The only certain winners in the litigation that is now invited will be lawyers, whose profession has already made a killing in the endless RKO cases at the FCC.

This is a different FCC from the one that voted 4 to 3 in 1980 to take RKO's licenses for television stations in Boston, New York and Los Angeles. That FCC was motivated by a desire to break up the bigs and distribute the pieces. It didn't quite get away with everything it wanted.

The appellate court confirmed the Boston decision on narrow grounds and sent the New York and Los Angeles cases back for reconsideration.

The FCC had ruled in all three cases that reciprocal dealings by RKO in the early 1960's were disqualifying actions by themselves. The court disagreed on the grounds that such dealings in the 1960's were neither illegal nor disreputable.

The FCC had ruled that misrepresentations in some RKO financial reports were disqualifying. The court disagreed, noting that the FCC had never given RKO a notice or a hearing on the subject.

The FCC had ruled that RKO had displayed a disqualifying lack of candor in failing to volunteer full details of a Securities and Exchange Commission investigation of overseas bribery and the maintenance of political slush funds by RKO's parent, General Tire, though the FCC added that the parent's conduct was not a disqualifying factor by itself. The court agreed that lack of candor was enough to lift the license of the Boston station but not the licenses in New York and Los Angeles unless confirmed by further FCC proceedings. That was the end of Boston. The New York case was resolved by legislation authorizing the move of the station to New Jersey. The Los Angeles comparative case goes on. The FCC had wanted to postpone action on the other 13 licenses held by RKO until it made the benchmark decisions on New York and Los Angeles in the reconsideration ordered by the court. No, said the court in response to appeals from outsiders wanting to get in, competing applications must be accepted.

Absent future showings of misconduct that has remained implausibly hidden in all of the hearings up to now, RKO deserves

renewal of all of its remaining licenses. The FCC is obliged legally to go through whatever hearings challengers demand. It is not obliged to transfer any more licenses from a firm that has already suffered punishment far beyond any that was justified.

Winner

To the list of smash hits in entertainment history, a new title was added last week: *Winds of War*. As a popular attraction, the 18-hour mini-series stands by itself among the television network presentations of the 1982-83 season. It joins the elite company of single programs that have made a significant difference in a network's competitive position.

The details of ABC-TV's programing achievement are reported elsewhere in this issue. It is enough to say here that the network won the important February sweeps with *Winds of War*. On ABC-TV affiliates, the price of advertising just went up.

In a way, CBS and NBC share in the success of *Winds of War*, despite their loss of rating points last week. The ABC-TV production injected excitement in a network system that sorely needed it. The vital signs in audience delivery had been deteriorating and were being read with alarm. People outside the television network business were beginning to forecast its disappearance from the mass media scene.

Winds of War will not arrest the inevitable fragmentation of the television audience but it has restored perspective to the process that is going on. It dramatically demonstrated that television networking remains unchallenged as a medium of mass communication and will retain that lead as long as it delivers programing that the majority of people want. The networks' delivery mechanism is the only one that is physically capable of reaching every television home. As long as the networks find programing that takes advantage of the mechanism, they will continue to command the necessary advertising support.

No one underestimates the difficulties networks face in the increasing competition with other buyers in the program market. Pay cable is already beating out the networks for first television exposure of theatrical films. The Tribune Co., Taft, Gaylord and Chris-Craft got together last week to buy theatricals for play on independent stations between their pay cable and television network runs. As has been reported earlier, there is increasing talk of a fourth network and increasing activity among ad hoc network groups. ABC, CBS and NBC no longer have Hollywood to themselves.

ABC proved last week, however, that they can have the country to themselves when they find the right program.



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