

Broadcasting Oct 3



**We don't play games.
We cover them.**

FGF Productions goes anywhere to cover the games people play. In Edmonton we constructed a complete tape editing facility, control room, set and studio in one week to cover the World University Games for CBS. We weren't playing games a month later in Caracas when we provided a full mobile unit for the opening of the Pan American Games. Along with the people and equipment for a broadcast center and games headquarters for CBS.

So if you want to cover anything, anywhere, call FGF Productions. We'll help you go for the gold.

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Productions, Inc.

A subsidiary of Hubbard Broadcasting, Inc.
Tampa/St. Petersburg 813/576-7676

ACQUISITION

52d Year 1993

NRBA in New Orleans ANA at the
Homestead NBMC in Washington

**Broadcast deregulation
coming to a box**

THE PEOPLE WHO MAKE THE SHOWS ON NE

33 EMMY WC

Outstanding Comedy Series

CHEERS

James Burrows, Glen Charles,
Les Charles, Producers
Ken Levine, David Isaacs, Co-Producers

Outstanding Drama Series

HILL STREET BLUES

Steven Bochco, Executive Producer
Gregory Hoblit, Co-Executive Producer
Anthony Yerkovich, Supervising Producer
David Anspaugh, Scott Brazil, Producers

Outstanding Drama Special

SPECIAL BULLETIN

Don Ohlmeyer, Executive Producer
Marshall Herskovitz, Edward Zwick, Producers

**Outstanding Variety,
Music or Comedy Program**

**MOTOWN 25:
YESTERDAY, TODAY, FOREVER**

Suzanne de Passe, Executive Producer
Don Mischer, Buz Kohan, Producers
Suzanne Coston, Producer for Motown

Outstanding Children's Program

BIG BIRD IN CHINA

Jon Stone, Executive Producer
David Liu, Kuo Bao-Xiang,
Xu Ja-Cha, Producers

Outstanding Achievement in Choreography

*For a single episode of a regular
or limited series, or for a special*

DEBBIE ALLEN FAME "CLASS ACT"

Congratulations to Hall of Fame Inductees
GEN. DAVID SARNOFF
MILTON BERLE

**Outstanding Lead Actress
in a Comedy Series**

*For a continuing or single performance
in a regular series*

SHELLEY LONG CHEERS

**Outstanding Lead Actor
in a Comedy Series**

*For a continuing or single performance
in a regular series*

JUDD HIRSCH TAXI

**Outstanding Lead Actor
in a Drama Series**

*For a continuing or single performance
in a regular series*

ED FLANDERS ST. ELSEWHERE

**Outstanding Lead Actor
in a Limited Series or a Special**

*For a continuing role in a limited series,
or for a single appearance in a limited
series or a special*

TOMMY LEE JONES

THE EXECUTIONER'S SONG

**Outstanding Supporting Actress
in a Comedy, Variety or Music Series**

*For a continuing or single performance
in a regular series*

CAROL KANE TAXI

**Outstanding Supporting Actor
in a Comedy, Variety or Music Series**

*For a continuing or single performance
in a regular series*

CHRISTOPHER LLOYD TAXI

**Outstanding Supporting Actress
in a Drama Series**

*For a continuing or single performance
in a regular series*

DORIS ROBERTS ST. ELSEWHERE
"CORA AND ARNIE"

**Outstanding Supporting Actor
in a Drama Series**

*For a continuing or single performance
in a regular series*

JAMES COCO ST. ELSEWHERE
"CORA AND ARNIE"

Outstanding Directing in a Comedy Series

For a single episode of a regular series

JAMES BURROWS CHEERS

"SHOWDOWN"

Outstanding Directing in a Drama Series

For a single episode of a regular series

JEFF BLECKNER HILL STREET BLUES

"LIFE IN THE MINORS"

**Outstanding Directing
in a Variety or Music Program**

*For a single episode of a regular
or limited series, or for a special*

DWIGHT HEMION SHEENA EASTON

...ACT I

Outstanding Writing in a Comedy Series

For a single episode of a regular series

GLEN CHARLES AND

LES CHARLES CHEERS

"GIVE ME A RING SOMETIME"

Outstanding Film Sound Mixing for a Series

For a single episode of a regular series

WILLIAM B. MARKEY, C.A.S.

(Production Mixer)

JOHN B. ASMAN,

BILL NICHOLSON, KEN S. POLK

(Re-Recording Mixers) HILL STREET BLUES

"TRIAL BY FURY"

**BE THERE
BEST TELEVISION ON**

58
12/1
MFB
FINALLY GOT WHAT'S COMING TO THEM!

AWARDS W!

Outstanding Writing in a Drama Series
For a single episode of a regular series
DAVID MILCH
HILL STREET BLUES
"TRIAL BY FURY"

**Outstanding Writing in a Variety
Or Music Program**
For a single episode of a regular series,
or for a special
**JOHN CANDY, JOE FLAHERTY,
EUGENE LEVY, ANDREA MARTIN,
MARTIN SHORT,
DICK BLASUCCI,
PAUL FLAHERTY,
JOHN McANDREW,
DOUG STECKLER, BOB DOLMAN,
MICHAEL SHORT,
JEFFREY BARRON
MARY CHARLOTTE WILCOX,
SCTV NETWORK WITH JOE WALSH**

**Outstanding Writing in a Limited Series
or a Special**
For a single episode of a limited series
or a special
MARSHALL HERSKOVITZ (Teleplay)
**EDWARD ZWICK,
MARSHALL HERSKOVITZ** (Story)
SPECIAL BULLETIN

Outstanding Film Sound Editing for a Series
For a single episode of a regular series
SAM HORTA (Supervising Editor)
**DON ERNST, AVRAM GOLD,
EILEEN HORTA, CONNIE KAZMER,
GARY KRIVACEK** (Editors)
HILL STREET BLUES-"STAN THE MAN"

Outstanding Film Editing for a Series
For a single episode of a regular series
RAY DANIELS HILL STREET BLUES
"PHANTOM OF THE HILL"

**Outstanding Individual Achievement-
Graphic Design and Title Sequences**
For a single episode of a regular or limited series,
or for a special
JAMES CASTLE, BRUCE BRYANT
CHEERS-"SHOWDOWN"

**Outstanding Technical Direction and
Electronic Camerawork for a Series**
For a single episode of a regular series
HEINO RIPP (Technical Director)
**MIKE BENNETT, AL CAMOIN,
JAN KASOFF, JOHN PINTO,
MAUREY VERSHORE** (Camerapersons)
SATURDAY NIGHT LIVE WITH SID CAESAR
AND JOE COCKER

**Outstanding Lighting Direction (Electronic)
for a Limited Series or a Special**
For a single episode of a limited series,
or for a special
JOHN ROOK (Lighting Designer)
KEN WILCOX, BOB PHOLE
(Lighting Directors) SHEENA EASTON...ACT I

**Outstanding Tape Sound Mixing for a Limited
Series or a Special**
For a single episode of a limited series,
or for a special
EDWARD J. GREEN (Preproduction)
RON ESTES (Production)
CARROLL PRATT (Postproduction)
SHEENA EASTON...ACT I

**Outstanding Achievement in Music
Composition for a Limited Series or Special
(dramatic underscore)**
For a single episode of a limited series,
or for a special
BILLY GOLDENBERG
RAGE OF ANGELS

**Outstanding Technical Direction and
Electronic Camerawork for a Limited Series
or a Special**
For a single episode of a limited series,
or for a special
HANK GEVING (Cameraperson)
SPECIAL BULLETIN

**Outstanding Video Tape Editing for a Limited
Series or a Special**
For a single episode of a limited series,
or for a special
ARDEN RYNEW SPECIAL BULLETIN

**Outstanding Film Sound Editing for a Limited
Series or a Special**
For a single episode of a limited series,
or for a special
JIM TROUTMAN (Supervising Editor)
**DAVE CALDWELL, PAUL CLAY,
PAUL LAUNE, TONY MAGRO,
DICK RADERMAN, KAREN RASCH,
BILL SHENBERG, DAN THOMAS,
ASCHER YATES** (Editors)
THE EXECUTIONER'S SONG

Outstanding Cinematography for a Series
For a single episode of a regular series
JOSEPH BIROC, A.S.C. CASABLANCA
"THE MASTER BUILDER'S WOMAN"

**And Special Congratulations To
SYLVESTER L. "PAT" WEAVER**
Former NBC President
on his GOVERNORS' AWARD
from the 35th Annual Emmy Awards

FOR THE TELEVISION NBC

A tip of the hat to Susquehanna!

We're proud to announce that UPI is now serving the Susquehanna Broadcasting group through the UPI Broadcast Wire and UPI Radio Network.

We're pleased to be helping these distinguished broadcasters, all of whom place such strong emphasis on service to their communities.

We want to take this opportunity to thank them. Here's a tip of our hat to:

Arthur W. Carlson, Sr. V.P.
Radio Division
Susquehanna Broadcasting Co.

Washington News Bureau
Washington, D.C.
Jeff Lubar, Dir.

Florida Network, Orlando, FL
Bob Poe, G.M.

KLIF/KPLX
Dallas/Ft. Worth, TX
Larry Grogan
Regional V.P., G.M.

WQBA AM-FM Miami, FL
George Hyde
V.P., G.M.

WRMM Atlanta, GA
Jack DeHaven
V.P., G.M.

WRRM
Cincinnati, OH
Gordon Obarski
G.M.

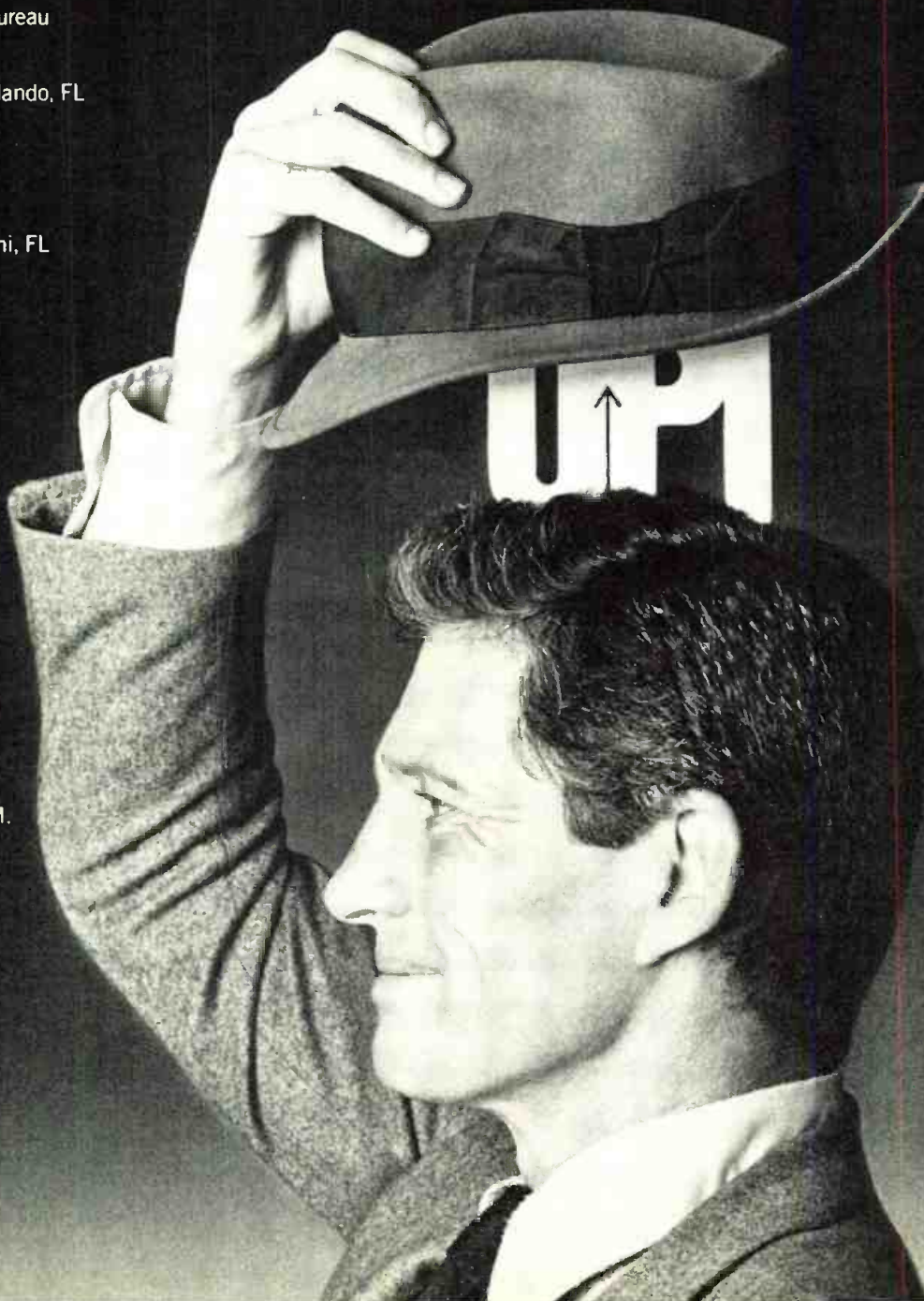
WLQR
Toledo, OH
Sandy Goldberg
Regional
V.P., G.M.

WKIS Orlando, FL
Larry Kindel
V.P., G.M.

WHLO Akron, OH
Juli Dorff, G.M.

WARM
Scranton/
Wilkes-Barre, PA
Jim Davey, V.P., G.M.

WSBA AM-FM
York/Lancaster/
Harrisburg, PA
Chris J. Huber
V.P., G.M.



UNITED PRESS INTERNATIONAL

UPI

One Up on the World

All the way

Senator Bob Packwood (R-Ore.), foremost congressional advocate of First Amendment equality for broadcasting, picks up ball again this week. Today (Oct. 3) he will introduce bill to repeal Section 315 of Communications Act (equal time and bottom advertising rate for all candidates, fairness doctrine) and Section 312(a)(7) ("reasonable access" to all candidates for federal office).

Hard look

National Association of Broadcasters' "structure study committee" buckles down to business at Washington meeting today. Committee, formed after board was urged by retiring member Peter Kenney to consider changing NAB to federation, will hear from Michael Tate of Arthur D. Little management consulting firm. It intends to set full agenda of interviews, conferences on NAB conversion.

Co-chairmen of committee are Martin F. Beck, Beck-Ross Communications, and Jerry Holley, Stauffer Communications. Members are Arnold S. Lerner, WLLH(AM)-WSSH(FM) Lowell, Mass.; Stanley W. McKenzie, KWED-AM-FM Seguin, Tex.; F. Frank Harden, State Telecasting, and Dudley S. Taft, Taft Broadcasting.

FM slow going

FCC implementation of docket 80-90, order that could lead to creation of more than 1,000 new FM stations (BROADCASTING, May 30), is moving along, but not as quickly as commission originally forecast. Before FCC accepts any petitions for new stations, it is going to complete omnibus rulemaking proposing 500 to 600 amendments to FM table of allocations. Originally, FCC predicted it would issue that rulemaking this month or next. Now it says it won't get around to it until January at earliest. FCC has hired outside contractor to supply computer software designed to help commission come up with optimum mix. And FCC source said commission expects to have "preliminary" program in hand before end of year.

Just looking?

After extensive discussions with prospective DBS earth station suppliers, Home Box Office is convinced it is possible—at least technically—to offer direct-to-home broadcast satellite service via Hughes Communications' Galaxy

satellite system. Relatively high power of Galaxy satellites (9 watts) and with such nonstandard transmission schemes as MA-COM's Videocipher encryption system or Scientific-Atlanta's SPS-330 Dynamic Encryption system, HBO's investigation concludes, create DBS signal that could be received with dishes less than six feet in diameter. That's small enough to pick up large hunk of rural DBS market.

HBO denies it has plans to go ahead with DBS service over Galaxy system, but industry sources insist pay network is busy putting together multichannel service that would include CNN and USA Cable Network. HBO admits to talking with other cable networks, but says discussions—like those with earth station suppliers—are in realm of "information gathering." Says HBO spokesman Alan Levy: "We are not involved in any kind of negotiations with these people... There's no service imminent."

Close to surface

Joint venture to produce and distribute weekly, prime time TV entertainment network is likely to be finalized by end of this month, according to sources close to negotiations that have been under way since early this year between consortium of broadcast companies—Tribune Broadcasting Co., Taft Broadcasting Co., Gaylord Broadcasting Co. and Chris Craft Industries—and Paramount Television. Companies have agreed in principle to form joint venture, according to insiders, and negotiations have reached point at which details are being finalized. Network, proposed for launch some time next year, would likely start out with two-hour weekly movie and later add one-hour series to fill night. Consortium, through 15 owned stations, reaches 36% of U.S. television homes.

Disincentive

Jose A. Silva Jr., whose Paso del Norte Broadcasting Corp. is permittee of UHF being built in El Paso, Tex., wants to generate campaign among broadcasters to turn Internal Revenue Service away from ruling it intends to make against issuance of Industrial Development Bonds to finance construction of broadcast stations. Interest from IDB's is exempt from federal income tax to encourage lending of capital at low rate. Purpose is to encourage development of projects useful to community but unlikely to attract investment without tax break. Silva was about to be provided \$2.5 million in IDB

funds from local bank last year when Congress amended law to exclude "entertainment" facilities from tax-free benefits, and IRS began developing regulations to implement law. IRS has now informed Silva—who along with three other broadcasters had requested declaratory ruling—it intends to rule that broadcast stations fall within "entertainment" exclusion.

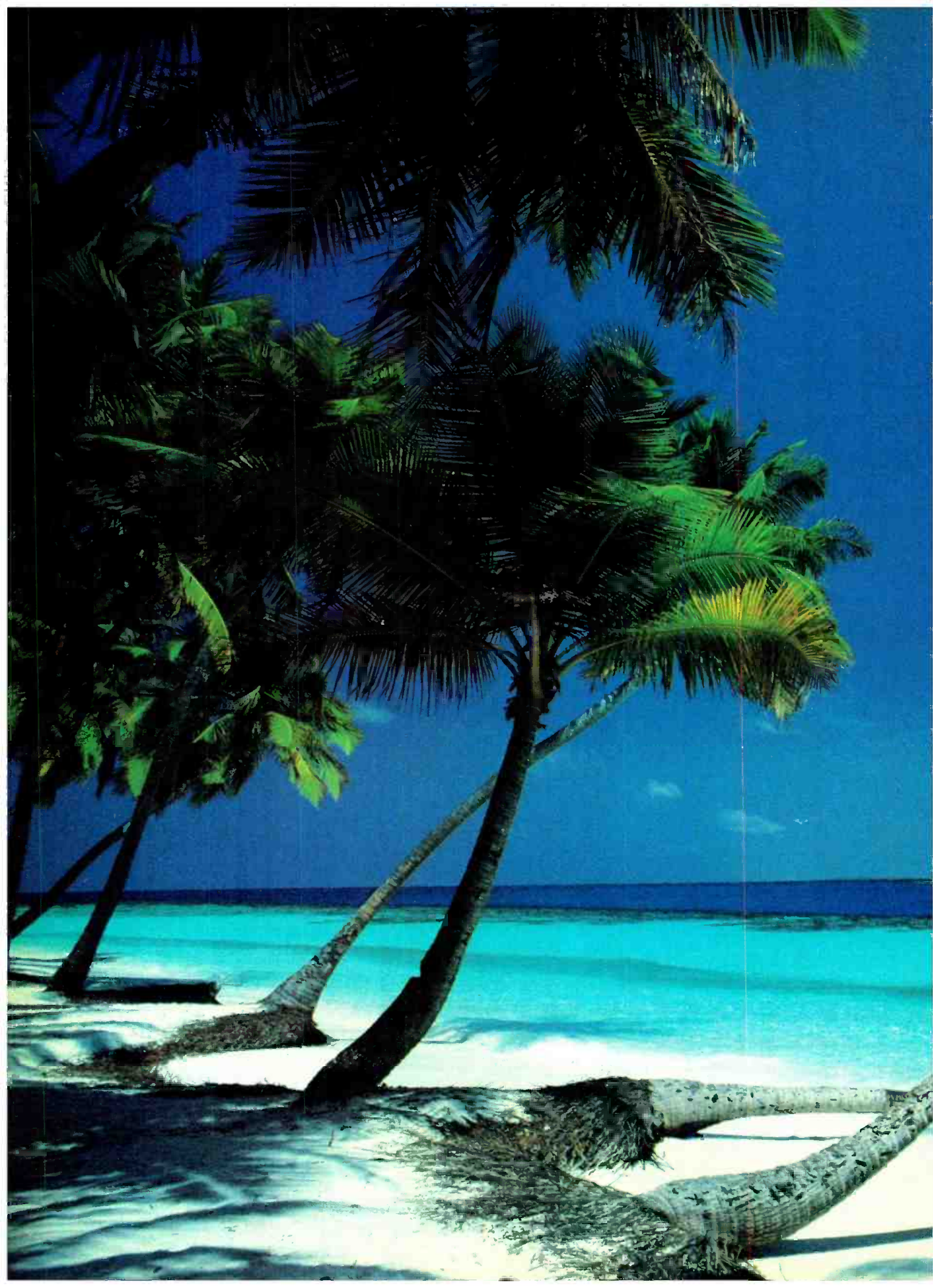
Silva contends his talks on Capitol Hill convince him that was not Congress's intent; he argues that broadcasters' public interest obligations go beyond "entertainment." Since expected ruling would affect all broadcasters looking for construction funds, Silva hopes others will write members of their congressional delegation to contact IRS on matter. Silva himself is preparing fact sheet on issue.

ITFS to MMDS

One of first Instructional Television Fixed Service broadcasters to lease channels for multichannel MDS may be New Trier (Ill.) school district. It's hopeful it can cut deal to lease bulk (all but regular school hours) of four ITFS channels to Microband Corp. of America by end of month. Lease payments will be based on percentage of multichannel MDS subscription fees, but lease agreement will contain "escalator clause" and annual minimum payment in neighborhood of \$100,000. In addition, school district wants Microband to pay for upgrade of its television studio and ITFS transmitters, which it uses to produce and distribute educational programming to schools. New Trier official said CBS also expressed interest in leasing channels, but never made concrete proposal.

Edging up

FCC this week is expected to take gingerly step toward bringing its equal employment opportunity processing guidelines for cable into parity with those for broadcasters. Under current guidelines, broadcast stations with 11 or more full-time employees are required to have 50% parity with available work force overall; they're also required to have 50% parity in top four job categories. Cable operators are required to have 50% parity overall, but only 25% in top four categories. Since guidelines are matter of policy only, FCC could alter them without putting proposal out for comment. In this case, however, it will allow 30 days for comment on its proposed policy change.





FANTASY ISLAND

TELEVISION'S ULTIMATE ESCAPE

Fantasy Island is an escape into adventure, romance, science fiction, comedy, drama and suspense.

It's a programmer's dream come true. Now available in hours or half-hours.

A Spelling/Goldberg Production
in association with



Showdown in Cheyenne

The Public Service Commission of Wyoming is contemplating whether to get into the business of regulating cable television in the state. On Sept. 20, the three-member PSC heard testimony in Cheyenne on whether it should assert jurisdiction over pole attachment contracts. But in addition to hearing testimony on both sides of that question, the PSC was advised by staff counsel and by a local cable regulator to extend its regulatory authority not only over pole attachment, but over all aspects of cable television.

The PSC has the statutory authority to "pick up cable," Staff Counsel Bruce Asay said last week, and it should exercise that authority because cable systems and telephone systems, which the agency has long regulated, are becoming more and more alike. "The PSC should treat them equally," he said. "Otherwise, you're going to have one regulated industry and one unregulated industry doing the same thing."

According to Paul Friend, a member of the Powell, Wyo., cable advisory committee, state regulation of cable is warranted by cable's being a "natural monopoly" and "an essential service" in Wyoming. "You should have jurisdiction over cable television within the state of Wyoming," Friend testified before the PSC, "and that jurisdiction... should include rate-making to protect the citizens of this great state from the obvious monopoly gateway abuse that is right now occurring with respect to both rate setting and deficient service."

If the PSC decides to assert jurisdiction over pole attachment or over all of cable in the state, cable operators might put the blame on the state's telephone companies and electrical utilities. Claiming that cable operators have done a poor job of stringing and maintaining their cable on utility poles, the telephone and electric companies have been prodding the PSC to assert its regulatory power over pole attachment. But cable operators might also blame themselves. PSC inspector Robert Bocox testified at the hearing that the utilities' complaints have some validity. "I am in no way exaggerating when I state that I can cite in most towns in Wyoming within one working day a minimum of 100 violations of present safety codes by cable television," he said.

Same boat

In a setback to the cable industry's drive to achieve full (newspaper-like) First Amendment rights, a federal judge in Providence, R.I., upheld the constitutionality of state regulations requiring cable operators to set aside access channels and to build and operate institutional networks. The decision stems from a suit filed in August 1982 by Berkshire Cablevision of Rhode Island, an applicant for the cable franchise for Newport county, against Edward R. Burke, head of the state cable regulatory agency. District Court Judge Raymond J. Pettine, in a detailed opinion, rejected the Eighth Circuit Court's finding in the landmark *Midwest*



Labornet. Everybody, it seems, wants to be a cable television programmer—including organized labor. The Labor Institute of Public Affairs, a division of the AFL-CIO, launches a 10-week, \$1-million experiment in cable television programming next Sunday (Oct. 9) that it hopes will evolve into a "full-scale national labor network." CableLINE, as the experimental service is called, will be seen nine hours a week (one hour each weekday and two hours each Saturday and Sunday) on cable systems in Seattle (Group W), Pittsburgh (Warner Amex) and Atlanta (Cable America). Its programming comprises news, public affairs, movies and documentaries. For the premiere of *Laborvision*, a labor-oriented "newsmagazine," former ABC Capitol Hill Correspondent and *Laborvision* host Carl Rochelle (right) interviewed Court Gifford, of the Bureau of National Affairs, (left) and Peggy Simpson, of the Hearst newspapers.

Video II decision that cable operators are entitled to the same First Amendment protection as newspapers. "Newspapers and cable television cannot be equated," Pettine ruled. One of the "fundamental differences" between the two is cable's "natural monopoly" in each market, he said. Just as scarcity justifies limiting First Amendment rights of broadcasters, he said, it justifies limiting those of cable operators. "The mandatory access requirements are a sensible accommodation of the rights of individuals to express themselves, the editorial freedom of cable television operators and the rights of viewers to receive information," he said.

Interactive ratings

The Arbitron Ratings Co. plans to use two-way cable—again—to test and improve the accuracy of the audience data collected by its diaries.

In a test on a 36-channel cable system last year, Arbitron found that television use as recorded by diary-keepers was about 20% less than that recorded electronically through two-way cable. In the new test, in an unspecified cable system during the second week of November, Arbitron will compare results obtained by its standard diary, by a roster diary using special procedures and by two-way cable. With the roster diary, developed for last year's test, Arbitron will try to educate diary keepers about cable channels and will encourage them to keep their diaries more accurately and fully and to record viewing immediately.

"If viewing levels reported in diaries with the cable educational procedures do close the gap, we would not have to give up the hope of developing a diary-based procedure

that could replace the standard one," Lynne Stauffer, Arbitron's national cable marketing manager, told the Advertising Research Foundation in a speech announcing plans for the test. "But first we will need to isolate the effects of the individual test procedures to determine how each contributes to the results."

Still primed

Jerry Lindauer, senior vice president, Prime Cable, has been elected to the board of the National Cable Television Association, replacing Prime Cable's Keith Cunningham. Lindauer is a former secretary and treasurer of the association.

Program variety

Cinemax, currently the third largest pay-cable service with more than 2.5 million subscribers, is no longer the all-movie channel it used to be. In an effort to differentiate the service in the so-called "multipay" environment, and at least in part due to the satisfaction that Home Box Office executives believe viewers are getting from original programming seen on co-owned HBO, Cinemax is adding a few originally produced programs of its own. *Second City Television (SCTV)*, the late night comedy program canceled by NBC last season, will debut on Cinemax in November (Home Box Office has committed to 18 new episodes, two of which will be aired each month). Another original series, *Album Flash*, featuring newly released albums of recording artists, and the premiere of corresponding video clips, debuted on Sept. 14. And Cinemax will offer its first entertainment special on Oct. 14, starring Bette Midler, featuring songs and

clips from her new album, "No Frills," studio and in-concert footage and an interview with the entertainer.

A Cinemax spokesman said it's believed the consumers who make up the multipay market tend to be more "youth minded." They are more liberal and more open to the acceptance of new ideas. And those are the people we're going after."

While there are a number of original-program projects being considered for Cinemax, no set percentage of such offerings has been determined. Thirty-eight percent of HBO's monthly programming is originally produced. "The amount of original programming placed on Cinemax will be determined on a project-by-project basis," the spokesman said, "It's not simply a matter of producing more material. We have to differentiate ourselves in the multipay market." Movies will remain the staple of Cinemax—a mix of "big titles, classics and foreign films," he said.

Silent night

The Silent Network, billed as television's first national program network for the hearing-impaired, will debut Jan. 5 on a minimum of 173 cable systems serving 3.7 million subscribers. The advertiser-supported network will begin with two hours of programming per week, consisting of four half-hour shows.

According to President Sheldon I. Altfeld, the programs will be distributed with open captions, voice and sign language. Initial offerings include an interview show, an aerobic exercise program, a music/variety series and a series focusing on teen-age sex-

uality.

"Nearly one-tenth of the population is hearing-impaired," Altfeld said. "That certainly could be a boon for the cable systems in terms of a potential increase in the number of subscribers."

Altfeld said that, where possible, The Silent Network will be paired with an existing text service offered by the National Captioning Institute and local access programs serving the deaf community. Cable systems are being asked to install communication devices that will allow deaf viewers to communicate with the cable offices.

Superstation soap

Turner Broadcasting System has acquired the rights to the daytime soap opera, *Texas*, which aired on NBC from August 1980 until December 1982. WTBS(TV) Atlanta will air the series in half-hour segments (it originally ran as a one-hour program) Monday-Friday starting at 11:35 a.m., following *The Catlins*, a made-for-cable soap set in Atlanta and seen exclusively on the superstation. Both programs are sponsored and produced by Procter & Gamble. If the program proves a success, and if P&G is pleased with its sponsorship, *Texas* may go back into original production. *The Catlins* has been averaging a 1.2 rating, or 330,000 homes per episode, a number a TBS spokesman said the company is pleased with. And if *Texas* does as well or better, it would be considered a success.

Also debuting this fall on WTBS will be new episodes of *A Finite World*, a series of on-

location documentaries which explore the problems and solutions to global over population. An overview program on the subject was broadcast Sept. 25 with future programs to focus on China, Sri Lanka and Thailand. The series is a TBS production and the executive producer is Barbara Pyle.

Falcon extension

The Riverside, Calif., city council has approved transfer of a 21,000-home franchise serving the northern portion of the southern California city from Acton Cable Television to Falcon Cable. The action, which took effect Sept. 16, gives Falcon the franchise for all of Riverside, with a total of 63,000 homes. Falcon plans to extend its addressable system into the area formerly passed by Acton. The firm currently has 12,000 subscribers in the southern half of Riverside.

New date

C-SPAN, the cable public affairs network that provides coverage of the House of Representatives proceedings from Washington, has postponed start-up of its previously announced second cable channel until early January. The second channel, which would free C-SPAN to cover more live events and congressional hearings, was originally expected to begin operation in August or September. A spokesman said the new service would carry U.S. Senate proceedings if that body votes to allow cameras into its chambers.

WHERE THERE'S SMOKE, THERE'S DEBATE.

People feel strongly about smoking. You can spark a lot of interest by exposing them to both sides of issues involving cigarettes.

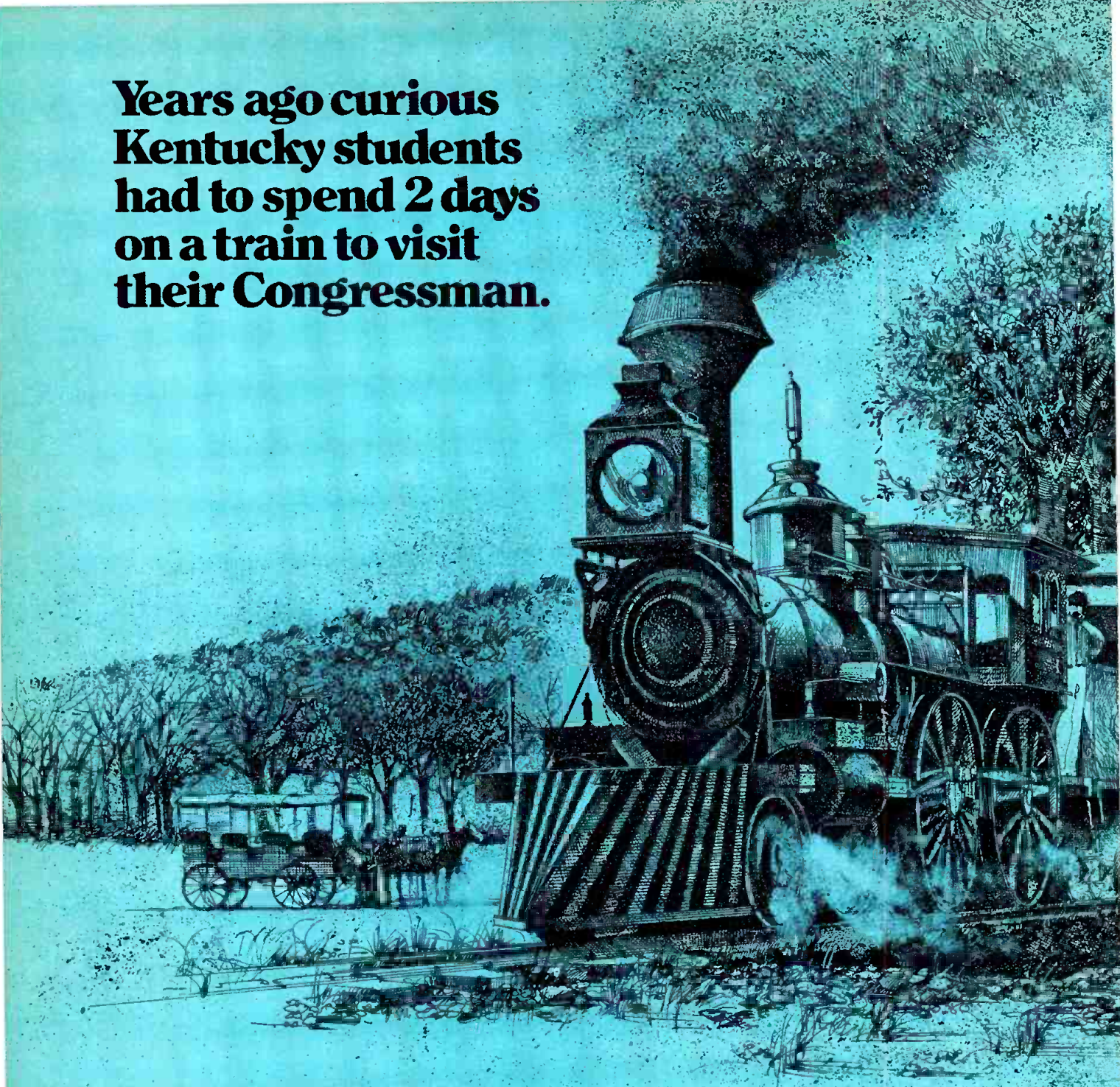
Bill Aylward can help. His job is giving straight answers to tough questions about cigarettes. In person or on the phone.

Get the other side too. And you'll get people involved.



CALL TOLL-FREE (800) 424-9876
THE TOBACCO INSTITUTE.

Years ago curious Kentucky students had to spend 2 days on a train to visit their Congressman.



A lonely whistle echoed across the land.
And the first U.S. passenger train – on the Baltimore
& Ohio – chugged slowly toward the horizon.

It was July 4, 1828, and before long, puffing
locomotives were criss-crossing the country, moving
people and goods faster than they'd ever been moved
before. Cars full of freight. Cars full of passengers. Even
cars full of graduating high school students, on their
way to the nation's capital for their Senior Class Trip. To
see their Congressman, face to face.

But important as trains were to America, they took
a lot of time by today's standards. That Senior Class Trip,
for instance, would have taken the better part of two
full days for students from Covington, Kentucky.

Today, television communicates instantly. Using tech-
nology and facilities that are continually being improved.

Example: a two-way audio teleconference arranged
through the community programming activities of a
Storer cable television system, the CloseUp Foundation,
and the Kenton/Boone Counties CATV Board. During
the broadcast, via C-Span, a group of high school students
from Covington, Kentucky, saw and talked to key govern-
ment officials in Washington, D.C. Without leaving
their classroom.

And another Storer cable system is planning
an even more complex two-way video conference
between a group of students and their representatives
in Congress.

Moving with the technology of the times is another
way communications companies like Storer can do their
jobs more efficiently every day.

A lot faster than two days on the train.



**Today, two-way television lets them
talk face to face. Instantly.**



STORER
COMMUNICATIONS

**Moving with the technology
of the times.**

TV ONLY

Universal Synthetic □ Excell synthetic oil additive, originally slated to be tested for two weeks in mid-October, will be tested instead in early part of 1984 in about 10 markets. Commercials will air in daytime, prime access, late fringe and news. Target: men and women, 25-54. Agency: Carter Advertising, Shreveport, La.

Lego Systems Inc. □ Campaign for Lego toy building sets will begin this week in 24 markets including New York, Dallas, Atlanta, Chicago, Los Angeles, Seattle and Atlanta. Spots will run in various dayparts for four weeks, concurrent with network flight running in Saturday morning cartoons. Target: adults, 18-34. Agency: SSC&B:Lintas Worldwide, New York.

Allen Products □ Alamo dog food will be promoted for four weeks in campaign beginning Oct. 17. Spots will run in 18 Western markets in day and fringe. Target: women, 25-54. Agency: Weightman Inc., Philadelphia.

International Playtex □ Two-week campaign for Jhirmack hair color will begin today in markets in Oregon, California, Nevada and Washington. Spots will air in prime and daytime. Target: women, 25-54. Agency: Rosenfeld, Sirowitz & Lawson, New York.

Panasonic □ Campaign for office copiers begins Oct. 10 in 24 major markets. Spots will run for six weeks with heavy buys in prime, sports and news. Target: office equipment purchasers. Agency: Ted Bates, New York.

Lorus Inc. □ Medium-priced quartz watches and clocks will be spotlighted in three-month campaign to conclude in December. Ten- and 30-second spots will air in 60 markets in daytime and news. Target: adults and holiday shoppers. Agency: AC&R Advertising, New York.

MCI □ Campaign for launch of new electronic mail service will begin Oct. 10



Say cheese! The American Dairy Association's new cheese campaign, featuring the theme: "All-American Cheese Jamboree," will run for four weeks through late October on network radio and TV. Thirty-second spots depict a country fair showcasing a variety of domestic cheeses with country music in the background. A banjo with a cheese wheel as its body is the campaign's visual theme. The campaign will also include print ads and point-of-purchase displays. The target is upscale adults, 25-54, and the agency is D'Arcy-MacManus & Masius, Chicago.

in 10 major markets. Spots of 10-, 30- and 60-seconds will air in sports, news, movies and weekends throughout fourth quarter. Network and print campaigns broke last week. Target: men, 25-54, clerical and supervisory office personnel. Agency: Ally & Gargano, New York.

ConAgra □ Banquet Foods Light and Elegant entrees, calorie-controlled meals, will be featured in spot buys throughout fourth, first and second quarter, beginning Oct. 31. Flights will run for four weeks each in 14 markets, including Baltimore, Washington, St. Louis, Cincinnati, Houston, Salt Lake City and South Carolina, in all dayparts. Target: women, 35-55. Agency: D'Arcy-MacManus & Masius, St. Louis.

MCI □ Promotion for long distance telephone service, including offer of 30 minutes of free service upon subscribing, will run through October and November in 125 markets. Spots will air in daytime, early news and early fringe. Target: women, 25-54. Agency: Ally & Gargano, New York.

RADIO AND TV

Panasonic □ Typewriters will be spotlighted in seven-week campaign in 40 radio markets and five major TV markets beginning Nov. 7. TV commercials will air in prime, news and sports; radio spots in morning and evening drive time. Target: office equipment buyers. Agency: Ted Bates

When the subject is
rail freight, call
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BIGGER RATINGS THAN SATURDAY MORNING NETWORK!

■ GI JOE: A REAL AMERICAN HERO, the first ever animated mini-series for kids, dominated kid ratings across the country for five consecutive days! Beating all three networks' Saturday morning performances.

■ Special thanks to all 122 stations who made the GI Joe Mini-Series a ratings winner!

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Sunbow Productions, Inc.
and
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301-825-4576

RADIO ONLY

Tasty Baking □ Tastykake pies and cakes will be spotlighted in five-week flight to start on Oct. 10 in 10 markets. Commercials will air in morning and afternoon dayparts. Target: women, 25-54. Agency: Weightman Advertising, Philadelphia.

Wendy's Restaurants □ Three-market flight will begin in mid-October for six weeks. Spots will air in all dayparts.

Target: adults, 18-49. Agency: Stone & Simons, Southfield, Mich.

Caribbean Tourism Board □ Spots for Caribbean travel will air in New York; Boston; Philadelphia; Hartford, Conn., and White Plains and Summitown, both New York, to coincide with travel trade show appearing in those six markets. Campaign of 53 10-second commercials will run for one week, Monday through Friday, in each market. Target: air-travelers. Agency: Vitt Media International, New York.

Advantage

Four A's film. Ways that advertising industry handles self-regulation is theme of new film produced by American Association of Advertising Agencies, which sponsored it in cooperation with Advertising Educational Foundation. Sportscaster Frank Gifford is narrator of 24-minute film which includes key sequences on work of National Advertising Review Board in helping to resolve challenges to advertising. Film will be available to advertising agencies, advertisers, college advertising and marketing courses, service clubs and government agencies. Rental is \$100, or purchase at \$180 can be arranged by writing Mary Lord at AAAA, 666 Third Avenue, New York 10017.

Time for ads. McGavren Guild Radio has new time buying service—MG Media—in which advertisers can place 10-second message on phone lines offering time and weather information. MG Media has acquired representation rights to newly formed Tele-Time & Weather Co., which purchased phone service from AT&T.

Big campaign. Beginning today (Oct. 3), Muzak, unit of Group W Broadcasting and Cable, launches \$3 million network radio and print campaign to promote its environmental music services. Eighteen-month advertising plan includes ABC and NBC and business and news publications targeted to key decision makers. Budget is largest in company's 50-year history. Agency: Slater, Hanft, Martin, New York.

Co-op access. New York-based Pinpoint Marketing plans introduction of new "instant access" service for manufacturers' co-op advertising programs early next year. New system will give client manufacturing firms improved ability to monitor and control their retailer co-op advertising activity from in-house, according to Pinpoint Marketing President Arnold Ferber. "Clients will now have a simple way to tap the wealth of information about their programs in Pinpoint's computer system for ongoing marketing analysis, planning and implementation. In moments, a client [manufacturing firm] can find out, for example, a retailers' advertising accrual, expenditures, why a claim was rejected, and the date a payment was issued, said Farber.

Expansion. Rosenwald-Batson Advertising, Amarillo, Tex., has combined with Berneta Productions there to create Berneta Communications Inc. New firm will design and develop training films, sales presentations and teleconferences for clients as well as advertising duties.

Rep Report

To Torbet Radio: WYY(AM)-WAXX(FM) Eau Claire, Wis., from McGavren-Guild; WJNL-AM-FM Johnstown, Pa., from Pro Radio Sales; WOW-AM-FM (formerly KYNN-AM-FM) Omaha, Neb., from Blair Radio; WICH(AM)-WCTY(FM) Norwich, Conn. (no previous rep); KOIL(AM)-KQIX(FM) Grand Junction, Colo. (no previous rep).

To Weiss & Powell: WYNE(AM) Appleton, Wis., from Market 4 Radio; WOMP-AM-FM Wheeling, West Va., from Regional Reps Corp.; KNUU(AM) Las Vegas, (no previous rep).

To Hillier, Newmark, Wechsler & Howard: WMET(FM) Chicago, from Katz Radio; KZBS(FM) Oklahoma City, from Selcom; WLOU(AM) Louisville, Ky., from Weiss & Powell; KYCK(FM) Grand Forks, N.D. (no previous rep).

To Seltel: WPTT-TV Pittsburgh and WBFF-TV Baltimore from Adam Young; KVHP(TV) Lake Charles, La. (no previous rep); WPTX(TV) Columbus, Ga. (no previous rep).

To Eastman Radio: WTPA-FM Harrisburg, Pa., from Selcom; KKDJ(FM) Fresno, Calif., from RKO Radio Reps.

To RKO Radio Sales: WJW(AM) Cleveland from Christal Co.; KNUZ(AM)-KQUE(FM) Houston from Major Market Radio.

KBOP(AM) Pleasanton, Tex.: To Caballero Spanish Network (no previous Spanish-language rep).

KIHRKCGB-FM Hood River, Ore.: To Roslin Radio Sales Inc. (no previous rep).

WDTV(TV) Clarksburg-Weston, W.Va.: To Katz Television Continental from Avery Knodel.

WJZR-FM Charlotte, N.C.: To Selcom Radio (no previous rep).

Growing. Caballero Spanish Media, New York, has opened its seventh national sales office in Philadelphia at 1405 Locust Street, Suite 1107, Philadelphia 19102; (215) 546-3200. Frederick Erb is manager of new office.

New in Cleveland. Nationwide Advertising Inc., Cleveland, has formed new cable representative subsidiary, Nationwide Cable Rep. NCR opens regional offices in Los Angeles and Fort Lauderdale, Fla., this week. Firm specializes in sale and insertion of commercials on independent cable systems throughout country.



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Where Things Stand

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

On another front, FCC approved lion's share of docket 80-90, move that could lead to creation of more than 1,000 new, commercial FM stations (BROADCASTING, May 30). Decision created three new classes of stations and permits certain classes to operate on channels previously restricted to other classes. Petitions for new stations won't be accepted until commission completes omnibus rulemaking proposing, on its own, about 500 to 600 amendments to table of allocations. That rulemaking isn't expected to be issued until January. Report and order aren't expected until some time in 1984. FCC also has voted to permit AM daytimers to increase their hours of operation (BROADCASTING, Sept. 12). Commission's action is conditioned on U.S. reaching agreements with Canada and Mexico. When fully implemented, commission's rules will permit dozen stations operating east of dominant 1A outlets to begin their broadcast day at 6 a.m. Some two dozen operating west of dominant station and outside its service area will also be permitted to start at 6 a.m. local time, regardless of time of sunrise at dominant station. Two hundred daytimers operating on Canadian clears will be allowed to start their broadcast day at 6 a.m. when Canadian agreement is completed. And 2,000 stations—all but 406 of existing daytimers—will be able to operate for up to two hours after sunset with up to 500 w. Senate Commerce Committee, meanwhile, has approved S. 880, bill that would permit AM daytimers to operate two hours before sunrise and two hours after sunset, as long as those expanded operations cause no objectionable interference to groundwave signals of existing AM stations or conflict with international agreements (BROADCASTING, June 13).

□

AM stereo. After five years of deliberation, FCC last year decided not to decide which of five proposed systems should be standard for AM stereo broadcasting (BROADCASTING, March 8, 1982). Instead, FCC said broadcasters could begin broadcasting stereo programming using any system they desired. Marketplace forces—interplay of receiver manufacturers, broadcasters and consumers—FCC reasoned, would soon determine which of five systems or some other yet-to-be-developed system should be de-

facto standard.

FCC's action was contrary to wishes of most broadcasters and receiver manufacturers, which feared marketplace approach would kill AM stereo or at least delay its introduction. Four system proponents—Harris, Kahn/Hazeltine, Motorola and Magnavox—are now waging battle for marketplace acceptance. Belar Electronics, fifth system proponent, has dropped out. Kahn system, first to win type-acceptance, was first on air, in July 1982—at KDKA Pittsburgh and K TSA San Antonio, Tex. (BROADCASTING, Aug. 2, 1982). Stations broadcasting with other systems followed. Harris, which has 65 stations on the air, more than any of the other proponents, suffered setback in August. Charging that Harris exciter was not properly type-accepted, FCC ordered Harris stations to pull plugs on their exciters and told Harris to stop marketing units. But after Harris refiled for type acceptance and some preliminary testing of exciter, FCC gave stations permission to switch back into stereo mode while type-acceptance testing continued.

Prospect of two or more of four systems coexisting in marketplace for number of years was raised with introduction of multisystem receivers capable of decoding all systems. In August, Sony began shipping portable AM stereo/FM stereo portable radio (SRF-A100) with multisystem capability and with retail price of \$89.95. And Sansui showed prototypes of \$410 tabletop tuner and \$250 car tuner at National Association of Broadcasters convention.

□

Antitrust/TV code. U.S. District Court Judge Harold Greene has accepted settlement of antitrust suit Justice Department filed against National Association of Broadcasters' TV code restrictions on commercial time and on multiple-product commercials. Parties reached settlement after Greene issued summary judgment in favor of Justice on multiple-product rule and set other elements of suit for trial. NAB's radio and television codes have been withdrawn and its code boards dissolved. Formation of special NAB study committee to review future of self-regulation has been put on hold because association fears committee may risk new antitrust action (BROADCASTING, July 4).

□

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

□

Cable copyright. Future of cable copyright legislation in 98th Congress appears dim since compromise copyright bill (H.R. 5949) died during close of 97th Congress (BROADCASTING, Dec. 6, 13, 1982). No efforts have been made in House or Senate to introduce similar legislation or to pull compromise together. Instead, cable industry's attention has been focused on ruling by Copyright Royalty Tribunal that increased rates cable operators must pay for distant

broadcasting signals. Increase took effect March 15. Impact of rate hike on MSO's, however, doesn't appear as severe as originally predicted by industry (BROADCASTING, March 21).

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

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

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

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

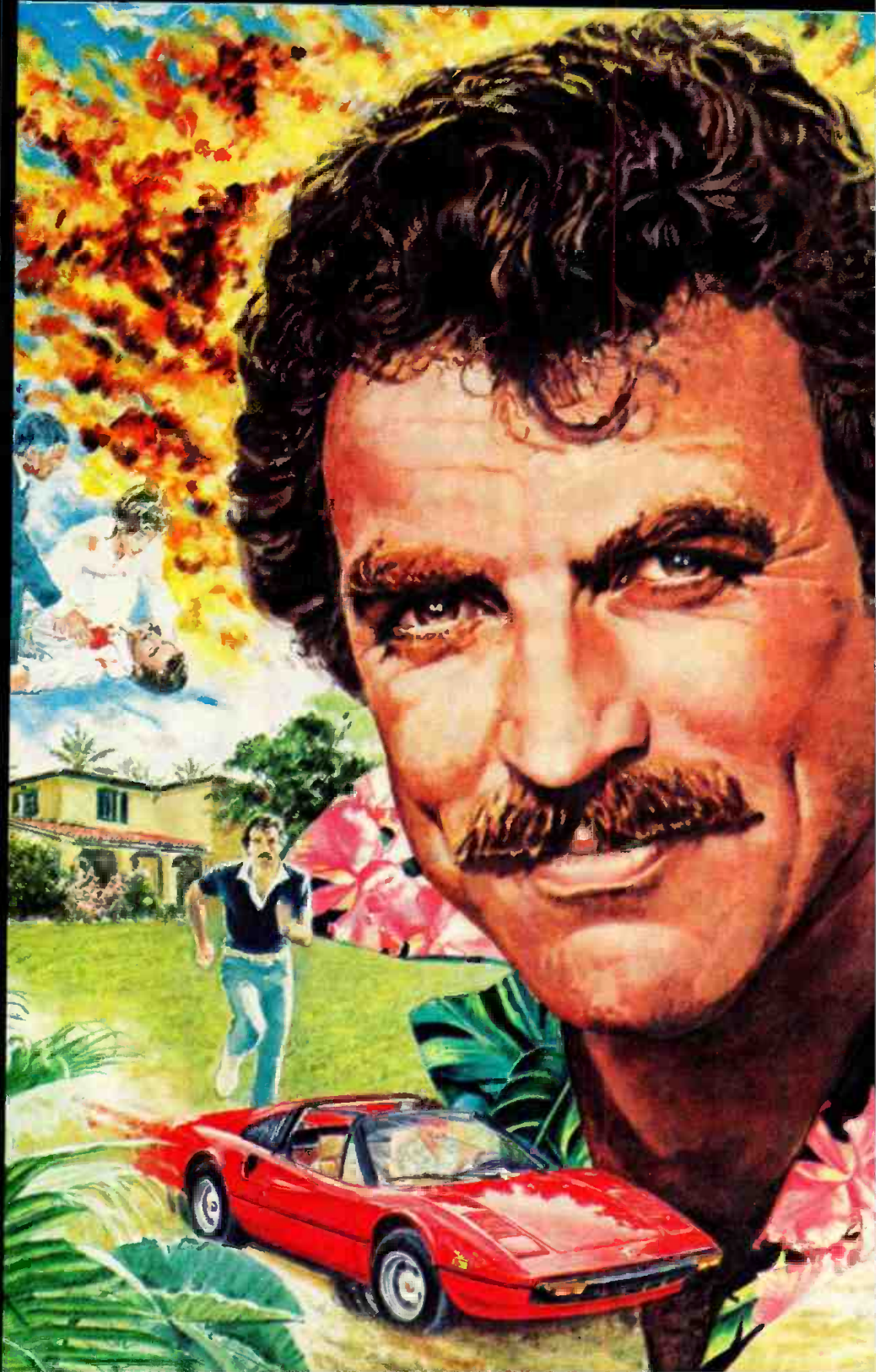
In other CRT action, tribunal's decision on distribution of 1980 royalty fees is being appealed by National Association of Broadcasters and other parties in U.S. Court of Appeals. Issue is still pending before court. Discussions of distribution of royalty fees for 1981 are drawing to close. It appears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

□

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

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regulate cable television.

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

not to AT&T's liking.

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

Senator Frank Lautenberg (D-N.J.), at one time opposed to S.66, became last-minute supporter of measure after committee agreed to number of changes he requested. Lautenberg's

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

House Telecommunications Subcommittee is now circulating draft of cable bill among members. Final version of bill and hearings on measure are expected to follow in October. Sources say, however, bill is not expected to stray far from language in S. 66. Contrary to S. 66, House version reportedly contains 10 to 15 leased access requirements. Subcommittee Chairman Tim Wirth (D-Colo.) is committed to preserving principle of commercial leased access channels. Sources also say bill does not address issue of awarding common carrier status to cable operators. Basic provisions in S. 66 would:

- Outlaw ceilings on public access channels and allow for set-asides for channels to be established by individual contract between cable operator and franchise authority.
- Limit franchise fees to no more than 5% of cable operator's gross revenues.
- Place control of rates systems charge subscribers for basic service, in large markets, in hands of cable operator and allow operator to pass through total franchise fee on subscriber's cable bill as separate item.
- Establish franchise renewal test that prevents cities from arbitrarily refusing to renew franchises.
- Define basic service as lowest cost tier of service that includes retransmission of broadcast signals, public, educational and governmental programming, and any other programming service offered by cable operator.

□

Canadian border problems. Reagan administration has renewed its request to Congress for legislation mirroring Canadian tax law that denies tax deduction for Canadian advertising placed on American stations that reach Canadian audiences. Request echoed one sent to 97th Congress, which failed to act on measure. New request was made after administration officials and members of Congress became convinced efforts to resolve issue without pressure of legislation would fail.

□

Children's television. FCC intends to resolve some time this year its long-pending rulemaking on children's television—which includes wide range of options, including imposition of mandatory program requirements, to alleviate what FCC children's task force saw as insufficient volume of children's instructional and educational programming on commercial television (BROADCASTING, Dec. 24, 1979), according to FCC Chairman Mark Fowler. To freshen proceeding record, FCC held en banc meeting on topic earlier this year (BROADCASTING, May 2). As might be

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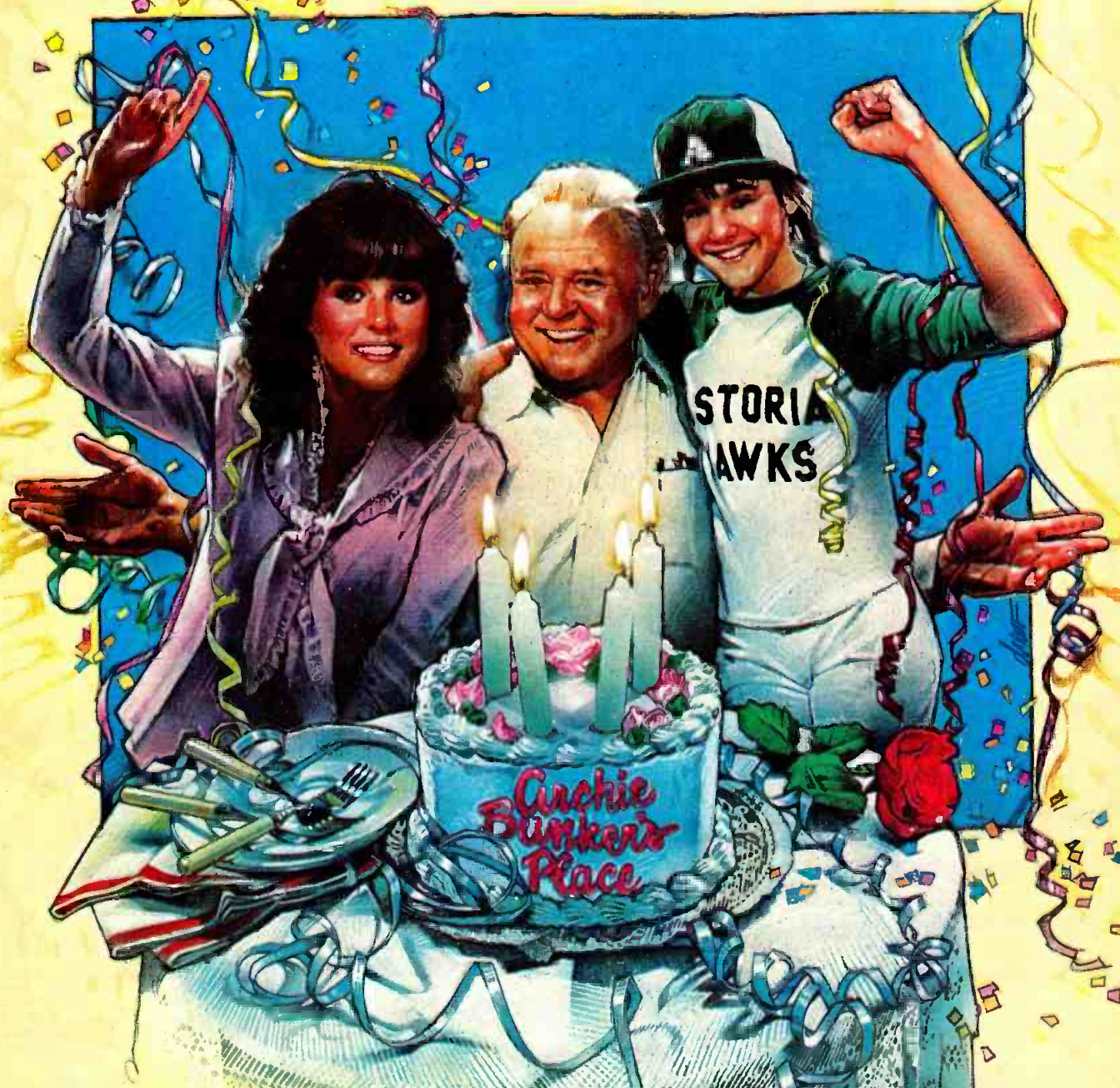
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expected, broadcasters generally said they were doing good job of meeting children's needs; public interest groups didn't agree. Fowler has frequently maintained that government regulation isn't answer. He has even suggested that public broadcasting pick up any perceived slack in children's television (BROADCASTING, Feb. 14). Next, Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, is expected to introduce bill on children's television. Action for Children's Television in May 1982 filed suit in federal court against commission and seven commissioners for "failing and refusing to take final action in the commission's 12-year-old children's television proceeding" (BROADCASTING, May 24). Court threw out suit, and ACT filed appeal U.S. appeals court in Washington.

□

Closed captioning. National Captioning Institute, which provides closed captioning services to television programmers, suffered setback last year when NBC decided to stop paying NCI to caption some of its programming. Since CBS has refused from start to cooperate with NCI in belief captioning should be part of comprehensive teletext service, ABC and Public Broadcasting Service remain only networks committed to NCI. In compromise of sorts, NBC agreed to continue to broadcast captions—if others could be found to pay for them. With that promise, NCI has lined up additional (mostly corporate) funds to cover cost of captioning some NBC programming and is promising its hearing-impaired viewers 40 hours of captioned programming per week (excluding sports and specials), five hours more than in 1982. NCI is now pressing cable operators to finance captioning. Tribune Cable Communications, which NCI supported in several franchise bids, has agreed to pay for captioning of 12 cable movies per year at cost of around \$65,000. NCI hopes other MSOs follow Tribune's lead (BROADCASTING, March 28). At September board meeting, National Cable Television Association endorsed NCI and urged its members to support it.

According to NCI, more than 70,000 decoders are now in use. Most were sold by Sears. Cable operators have begun buying decoders to lease to their hearing-impaired subscribers.

□

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

Now House Telecommunications Subcommittee is working on own broadcast deregulation package. Bill is expected to contain quantified programming performance standards possibly in area of children's programming and strong equal employment opportunity language.

There is division among subcommittee members over several aspects of bill; chief issue is whether radio should be subject to quantified programming standards. Members are also at odds over quantification: how standards will be set and by whom. Despite disputes, subcommittee remains on fast track and is determined to introduce measure this month. Last week subcommittee members held 12-hour skull session on legislation. Broadcast deregulation hearings are scheduled this week.

At first, prospects for passage of deregulation in House were dim. House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) stated strong reservations about measure and insisted that broadcasters pay spectrum fee as

quid pro quo for deregulation. Concept of spectrum fees, however, met with stiff resistance from industry.

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

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

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

After several weeks of legislative maneuvering, Wirth agreed to back down from his stand on spectrum fees so that he could regain control of process in his subcommittee—where Wirth controls votes—rather than having bill surface in full committee as amendment to FCC authorization. Instead of spectrum fee, Wirth embraced concept of quantification of public interest standard as quid pro quo for deregulation (BROADCASTING, May 23). In exchange of letters with Dingell, Wirth stated his new position and agreed to report bill no later than Oct. 31. Wirth immediately scheduled hearing on issue for following week. Focus of hearing was on concept of quantification of public interest standard for radio and television (BROADCASTING, May 30).

After hearing, Wirth decided to mail survey to 940 television and 1,200 radio stations asking them to provide data on radio and television programming. Data would be used by subcommittee to devise performance standards (BROADCASTING, July 18). Both NAB and National Radio Broadcasters Association oppose quantification for radio and television and objected to collection of data. Survey became center of debate between NAB and Wirth, after association sent Mailgram to its television members that seemed aimed at discouraging cooperation by TV licensees. Only small portion of stations have returned survey and Wirth charged that NAB Mailgram hindered replies (BROADCASTING, Aug. 29). CBS also at first refused to comply with data request, but after stern letter from Wirth on matter, CBS agreed to provide information (BROADCASTING, Sept. 26).

Swift, Tauke, Tauzin and Luken have introduced own deregulation legislation (BROADCAST-

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

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

□

Crossownership (television broadcasting-cable television; telephone company-cable TV). FCC's proposal to drop crossownership rule prohibiting television networks from owning cable systems has drawn strong support—and not just from networks themselves (BROADCASTING, Dec. 20, 1982). Department of Justice and National Association of Broadcasters supported repeal, and National Cable Television Association and Time Inc. said they wouldn't stand in way. FCC is expected to address proposal in first quarter of 1984.

Meanwhile, FCC Common Carrier Bureau has before it petition from United States Independent Telephone Association seeking repeal of telco-cable crossownership prohibition. Indications are, however, that bureau is permitting petition to gather dust (BROADCASTING, June 13).

□

Direct broadcast satellites. Day of broadcast satellites capable of beaming multiple channels of television directly to homes equipped with small earth stations may arrive this fall. Although first of dedicated direct broadcast satellites will not be launched until 1986, two companies—United Satellite Communications Inc. (USCI) and Skyband (formerly Inter-American Satellite Television)—are moving ahead with plans to provide satellite broadcast service using fixed satellites by end of year. Comsat's Satellite Television Corp., which will probably be first to launch true direct broadcast satellite in 1986, has also announced plans to compete head-on with USCI and IAST with interim service using fixed satellite starting in late 1984. And Home Box Office is also considering entering market, possibly with transponders on Galaxy 1.

Backed by Australian media entrepreneur, Rupert Murdoch, Skyband plans to offer nationwide five-channel service over Satellite Business Systems' SBS III, 10-transponder satellite launched last fall. To receive service, most subscribers will need six-foot earth stations. USCI, backed by General Instrument and Prudential Insurance Co. of America, and STC have each proposed five-channel service for northeast. USCI will use Anik C-II. Canadian Telesat satellite launched in May, and its subscribers will need four-foot dishes. STC will beam its programming over SBS IV, which is set for launch in August 1984, to subscribers with two-foot and two-and-a-half-foot dishes.

FCC created DBS service in June 1982, allocating 500 mhz (12.2-12.7 ghz) and granting construction permits to eight applicants, includ-

continued on page 105

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HARRIS

This week

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

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

Oct. 2-7—*VIDCOM/MIJID*, international conference and exhibition for cable, home video and video games. Old Palais and New Palais des Festivals, Cannes, France.

Oct. 3—*Syracuse University Student Affiliate of New York chapter of National Academy of Television Arts and Sciences*, "media professionals series." Speaker: Gene Jankowski, president, CBS/Broadcast Group. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

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

Oct. 3-5—*Electronic Industries Association* 59th annual fall conference. Fairmont hotel, San Francisco.

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

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

Oct. 4—*Women in Cable, southern California chapter*, meeting. Speaker: Bruce Johnson of H.A.V.E.S., new joint venture between Hearst/ABC and Cable Health Network. Marina Marriott, Los Angeles. Information: (213) 258-7681.

Oct. 4—*Washington Journalism Center* conference for journalists, "Changes in the Telephone Industry: What Do They Mean?" Watergate hotel, Washington.

Oct. 4-6—LPTV East, fourth national conference sponsored by *National Institute for Low Power Television*. Sheraton Washington hotel, Washington.

Oct. 5—*National Press Club* luncheon. Speaker: FCC Chairman Mark Fowler. National Press Club, Washington.

Oct. 5—*New York TV Academy* luncheon. Speakers: Robert MacNeil, executive editor and co-anchor, and Lester Crystal, executive producer, *MacNeil/Lehrer NewsHour*. Copacabana, New York.

Oct. 5—*Washington Journalism Center* conference for journalists, "Banking: New Directions, New Issues." Watergate hotel, Washington.

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

Oct. 6—*Radio Advertising Bureau* retail and co-op workshop. Sheraton Denver-Airport, Denver.

Oct. 6—*Cabletelevision Advertising Bureau* local advertising sales workshop. East Hartford Holiday Inn, Hartford, Conn. Information: Susan Levin, (212) 751-7770.

Oct. 6-8—*Women in Cable* national conference, "Cable in Context: The Challenge of Change." Colonnade hotel, Boston.

Oct. 6-9—*National Black Media Coalition* 10th anniversary media conference, "Trends, Changes and New Directions." Speakers include: FCC Commissioner Henry Rivera; Representatives Tim Wirth (D-Colo.) and Mickey Leland (D-Tex.); National Cable Television Association President Tom Wheeler; Al Neuharth, Gannett; Joel Chaseman, Post-Newsweek; Ed Pfister, Corporation for Public Broadcasting, and Felicia Jeter, CBS's *Nightwatch*. Hyatt-Regency, Washington.

Oct. 7-9—"Economic Issues" conference for journalists sponsored by *Foundation for American Communications* and co-sponsored by *Gates Foundation* and *Colorado Broadcasters Association*. Keystone Conference Center, Keystone, Colo.

■ **Oct. 7-9**—*American Women in Radio and Television* north central area conference. Marquette hotel, Minneapolis.

Oct. 8—*Illinois News Broadcasters Association* annual meeting. Speaker: Joseph Dembo, VP, CBS Radio News. Holiday Inn Convention Center, Decatur.

Oct. 8-9—Third annual National Video Festival, sponsored by Sony. Kennedy Center, Washington.

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

Also in October

Oct. 9-11—Southwestern regional convention of *National Religious Broadcasters*. Tulsa, Okla.

Oct. 9-11—*Pennsylvania Association of Broadcasters* annual fall convention. Buck Hill Inn, Buck Hill Falls, Pa.

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

■ **Oct. 11**—Fall 1983 business/media luncheon, sponsored by *The Media Institute*. Alfred R. Schneider, vice president, ABC Inc., will discuss broadcast standards and practices. Mayflower hotel, Washington.

Oct. 11—*Radio Advertising Bureau* retail and co-op workshop. Hilton Inn, Springfield, Va.

Oct. 11—*Cabletelevision Advertising Bureau* local advertising sales workshop. Airport Holiday Inn, San Antonio, Tex. Information: Susan Levin, (212) 751-7770.

Oct. 11—Technical seminar sponsored by *Bay Area*

advertising sales workshop. Airport Holiday Inn, San Antonio, Tex. Information: Susan Levin, (212) 751-7770.

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

Oct. 11-15—*Grand Ole Opry* 58th birthday celebration and annual country music celebration. Grand Ole Opry, Nashville.

Oct. 12—*Radio Advertising Bureau* retail and co-op workshop. White Plains hotel, White Plains, N.Y.

Oct. 12-13—*National Association of Broadcasters'* 16th AM directional antenna seminar. Airport Marriott Inn, Cleveland.

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

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

Oct. 13—*Radio Advertising Bureau* retail and co-op workshop. Sheraton Tara, Braintree, Boston.

Oct. 13—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton KCI hotel, Kansas City, Mo. Information: Susan Levin, (212) 751-7770.

Oct. 13—*New York TV Academy* luncheon. Speakers: John von Soosten, VP-program manager, WNEW-TV New York, and executive producer, *PM Magazine*; Steve Schwartz, producer, *PM Magazine*, and Dani Folquet and Jim Caldwell, co-hosts, *PM Magazine*. Topic: "The New *PM Magazine*—The Phenomenon Continues." Copacabana, New York.

■ **Oct. 13-15**—*American Women in Radio and Television* south central area conference. Williams Plaza hotel, Tulsa, Okla.

■ **Oct. 13-16**—*American Women in Radio and Television* western area conference. Antlers hotel, Colorado Springs.

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

Oct. 14—Presentation of 19th annual *Armstrong Awards of Armstrong Memorial Research Foundation at Columbia University*, recognizing excellence and originality in radio programming. Fordham University at Lincoln Center, New York.

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

Oct. 17—*National Academy of Television Arts and Sciences* news and documentary Emmy awards presentation. Roosevelt hotel, New York.

Oct. 17—*Syracuse University Student Affiliate of New York chapter of National Academy of Television Arts and Sciences*, media professionals series. Speaker: Pierson Mapes, president, NBC-TV S.I. Newhouse School of Public Communications, Syracuse, N.Y.

Oct. 18—*Connecticut Broadcasters Association* annual meeting and fall convention. Wesleyan University, Middletown, Conn.

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

Oct. 18—*Southern California Cable Association* meeting. Speaker: Ed Horowitz, vice president, operations, Home Box Office. Airport Hilton hotel, Los Angeles.

Oct. 18—*Radio Advertising Bureau* retail and co-op workshop. Radisson Plaza, Charlotte, N.C.

Oct. 18—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton Atlanta, Atlanta. Information: Susan Levin, (212) 751-7770.

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

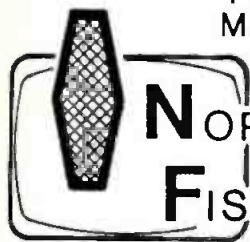
Oct. 18-20—*Washington Journalism Center's* conference for journalists, "Excellence in Education: How to Achieve It." Watergate hotel, Washington.

Oct. 19—*New York TV Academy* luncheon. Speaker:

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Sources: Nielsen HomeVideo Index, Feb. 1983 Nielsen Product Usage Study, Sept. 1982 Data subject to qualification, available on request.

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John Gault, president, Manhattan Cable TV. Topic: "The Outer Boroughs." Copacabana, New York.

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

Oct. 19-21—Eighth annual conference of *Public Service Satellite Consortium* and its subsidiary, Services by Satellite Inc. (SatServe). Keynote speaker: Richard Colino, director-general, Intelsat. Washington Hilton, Washington.

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

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

Oct. 20—International Radio and Television Society newsmaker luncheon. Speaker: Roone Arledge, ABC News and Sports president. Waldorf-Astoria, New York.

Oct. 20—Radio Advertising Bureau retail and co-op workshop. Hilton Airport Inn, Pittsburgh.

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

Oct. 20-22—National Federation of Local Cable Programmers Central states regional meeting. Allen County Public Library, Fort Wayne, Ind. Information: Pam Bieri, (219) 424-7241.

■ Indicates new or revised listing

Oct. 21—Caucus for Producers, Writers and Directors annual general membership meeting. Chasen's, Los Angeles.

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

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

Oct. 21—12th annual Broadcast Day, sponsored by Colorado State University. Speaker: Edward McLaughlin, president, ABC Radio Networks. CSU campus, Fort Collins, Colo. Information: (303) 491-6140.

Oct. 21—Deadline for entries in *Women in Cable*, Chicago chapter, annual video competition. Information: (312) 674-4600.

Oct. 21-22—"First Amendment Rights and the Cable Television Industry," seminar sponsored by Communications Media Center of New York Law School and *Communications and the Law* magazine. Speakers include Glen Robinson, former FCC commissioner; Tom Krattenmaker, former director of FCC network in-

Errata

WGPR-TV Detroit, ch. 62, is largest market in which black-owned television station is located not KEVE(TV) Everett, of Seattle-Takoma ADI, as reported in Sept. 26 "In Brief" and as stated in FCC press release.

□

Fame, hour-long drama that moves to first-run syndication this fall after two-season run on NBC-TV, is produced and syndicated by MGM/UA. Although Metromedia Inc.'s owned stations have committed to air program and Lexington Broadcast Services sells national advertising in it, neither company shares syndication rights or production costs of program, as indicated by chart that appeared in Aug. 29 issue.

Major Meetings

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

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

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

Nov. 1-3—Atlantic Cable Show, Convention Hall, Atlantic City, N.J.

Nov. 3-5—Society for Private and Commercial Earth Stations (SPACE) second annual convention and international exhibition. Sheraton Twin Towers, Orlando, Fla. Information: (202) 887-0600.

Nov. 7-10—AMIP '85, American Market for International Programs, organized by Perard Associates with MIDEM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach. Information: Perard, 100 Lafayette Drive, Syosset, N.Y., 11791, (516) 364-3686.

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

Dec. 11-12—National Cable Television Association's National Cable Programming Conference. Biltmore, Los Angeles.

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

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

Jan. 15-20, 1984—National Association of Broadcasters' winter board meeting. Westin Wailea Beach hotel, Maui, Hawaii.

Jan. 28-31, 1984—Radio Advertising Bureau's managing sales conference. Amfac hotel, Dallas-Fort Worth Airport.

Jan. 29-Feb. 1, 1984—National Religious Broadcasters 41st annual convention. Sheraton Washington, Washington.

Feb. 9-14, 1984—NATPE International 21st annual conference. San Francisco Hilton and Moscone Center, San Francisco.

March 7-10, 1984—American Association of Advertising Agencies annual meeting. Canyon, Palm Springs, Calif. Future meeting: May 15-18, 1985,

Greenbrier, White Sulphur Springs, W. Va.

April 8-12, 1984—National Public Radio annual conference. Hyatt Regency, Arlington, Va.

April 27-May 3, 1984—MIP-TV international TV program market. Palais des Festivals, Cannes, France.

April 29-May 2, 1984—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 14-17, 1985; Dallas, April 13-16, 1986; Dallas, April 12-15, 1987, and Las Vegas, April 10-13, 1988.

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

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

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

■ **May 20-23, 1984**—Broadcast Financial Management Association 24th annual conference. Grand Hyatt, New York. Future conferences: May 12-15, 1985, Chicago; May 18-21, 1986, Los Angeles.

May 30-June 2, 1984—American Women in Radio and Television annual convention. Palmer House, Chicago. Future conventions: May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

June 2-6, 1984—American Advertising Federation national convention. Fairmont hotel, Denver. Future conventions: June 8-12, 1985, J.W. Marriott, Washington, and June 14-18, 1986, Hyatt Regency Chicago, Chicago.

June 3-6, 1984—National Cable Television Association annual convention, Las Vegas. Future conventions: June 2-5, 1985, Las Vegas; March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

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

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

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

■ **Dec. 3-5, 1984**—Radio-Television News Directors Association international conference. San Antonio, Tex.

quiry study; Morris Tarshis, director of franchises of New York City, and Douglas Ginsburg, U.S. Department of Justice, antitrust division. New York Law School, New York.

■ **Oct. 21-23**—American Women in Radio and Television northeast area conference. Holiday Inn, Philadelphia.

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

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

Oct. 24—Washington Journalism Center conference for journalists, "Japan and America." Watergate hotel, Washington.

Oct. 24-29—National Federation of Local Cable Programmers "Access coordinator training program." NFLCP national office, 906 Pennsylvania Avenue, S.E., Washington. Information: Joan Gudge, (202) 544-7272.

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

Oct. 25—Radio Advertising Bureau retail and co-op workshop. Red Lion Inn-Airport, Seattle.

Oct. 25—First general meeting of Direct Broadcast Satellite Association. Four Seasons hotel, Washington. Information: John Egan, (202) 822-4104.

Oct. 25—Louisiana Association of Broadcasters radio sales seminar. Travelodge North, Lafayette, La.

Oct. 25—Washington Journalism Center conference for journalists, "Asian-American Relations." Watergate hotel, Washington.

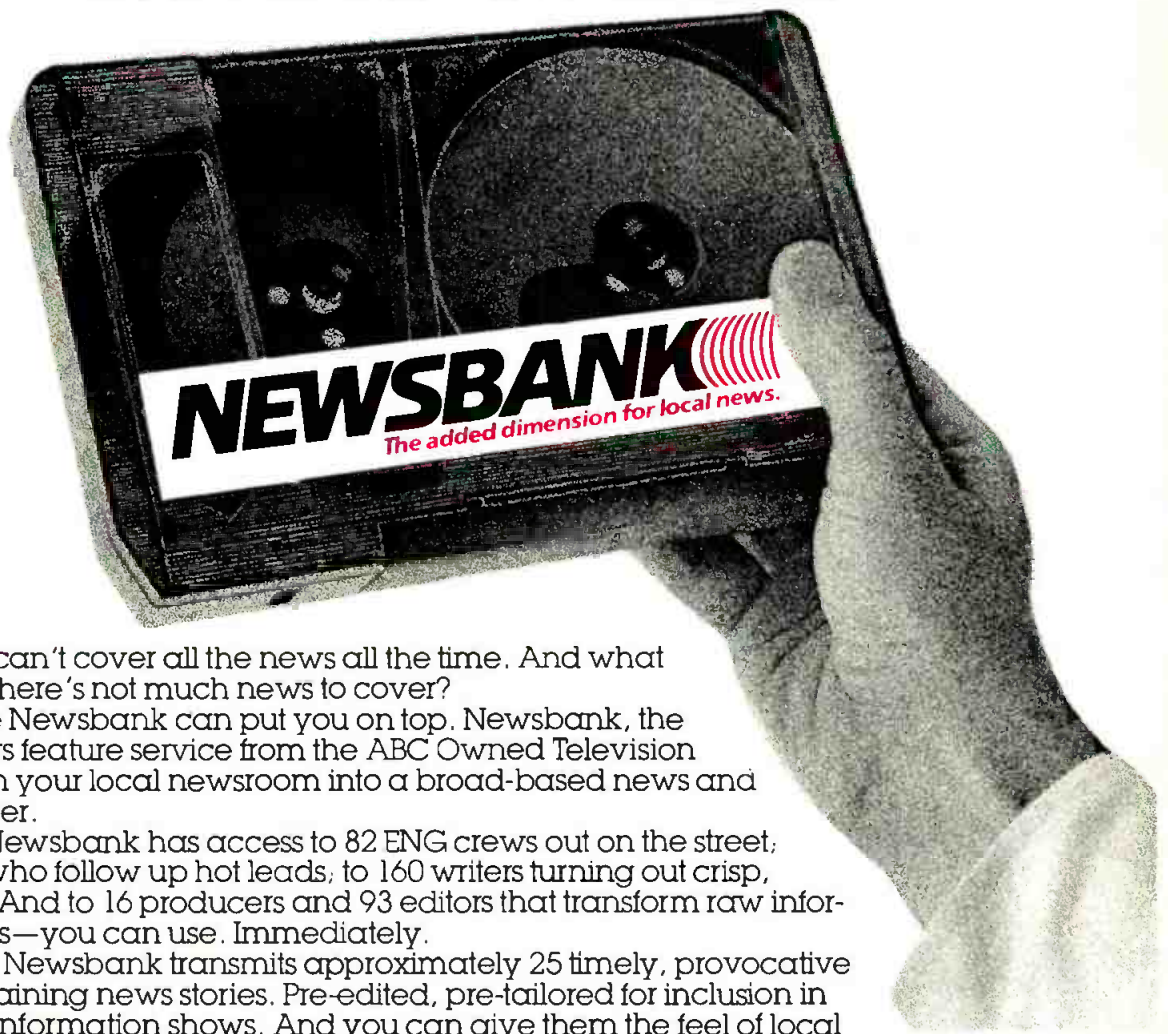
Oct. 25-26—New York Broadcasters Association 29th annual meeting. Americana Inn, Albany, N.Y.

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

Oct. 26—New York TV Academy luncheon. Speaker: Neal Pilson, president, CBS Sports. Copacabana, New York.

Oct. 26—Syracuse University Student Affiliate of New York chapter of National Academy of Television Arts and Sciences, "Distinguished Visiting Professor

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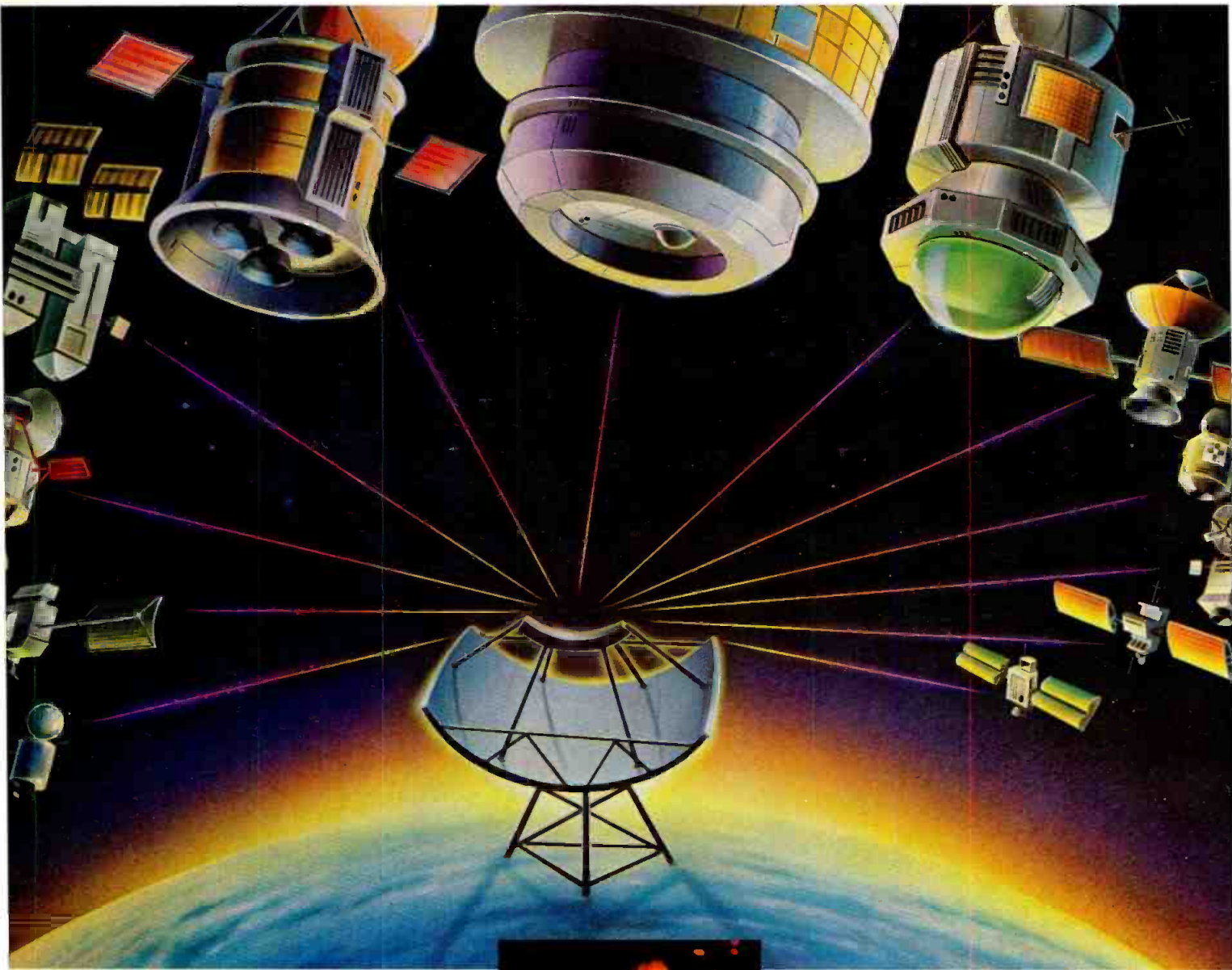
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Stay Tuned

A professional's guide to the intermedia week (Oct. 3-9)

Network television □ PBS (check local times) *Great Performances: Alice in Wonderland*, Monday, 9-10:30 p.m.; *The Emigrant Saga* (three-night mini-series), Thursday and Friday, 9-11 p.m. and Saturday, 9-10:30 p.m.; *Vietnam: A Television History** (two-night special) Tuesday and Wednesday, 9-10 p.m.; CBS: *Scarecrow and Mrs. King** (drama/comedy), Monday, 8-9 p.m.; *Whiz Kids** (action/comedy) Wednesday, 8-9 p.m.

Cable □ HBO: *Sitcom* (spoof), Thursday, 8-8:30 p.m.; *Flashback: Fire at Coconut Grove* (documentary), Sunday, 3-4 p.m.; "My Favorite Year" (1982), Sunday, 8-9:30 p.m.; Arts: *Metropolitan Cats* (special), Monday, 9-9:30 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *Sid Caesar—Master of Comedy*, return of earlier exhibit, now-Nov. 26; *Toscanini—The Television Concerts*, now-Nov. 12.

*indicates a premiere episode

Lecture Series." Speaker: Bob Blackmore, VP, NBC-TV Network Sales. S.I. Newhouse School of Public Communications. Syracuse, N.Y.

Oct. 26—Radio Advertising Bureau retail and co-op workshop. Plaza Airport Inn, San Francisco.

Oct. 26—Cabletelevision Advertising Bureau local advertising sales workshop. Drake Oakbrook hotel, Chicago. Information: Susan Levin, (212) 751-7770.

Oct. 26—Louisiana Association of Broadcasters radio sales seminar. Holiday Inn-Airport, Kenner, La.

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

Oct. 26-Nov. 1—Telecom 83, communications exhibition and conference, sponsored by *International Telecommunication Union*. Exhibition and Conference Center, Geneva, Switzerland.

Oct. 27—Radio Advertising Bureau retail and co-op workshop. Travelodge-Airport, Los Angeles.

Oct. 27—Cabletelevision Advertising Bureau local advertising sales workshop. Daytonian Hilton, Dayton, Ohio. Information: Susan Levin, (212) 751-7770.

Oct. 27—Philadelphia Cable Club luncheon meeting. Spectrum, Philadelphia.

Oct. 28—Montana Broadcasters Association sales clinic. Holiday Inn, Bozeman, Montana.

Oct. 28-30—Latin American Affairs conference for journalists, sponsored by *Foundation for American Communications* and co-sponsored by *Tinker Foundation* and *Dallas Morning News*. Anatole, Dallas. Information: (213) 851-7372.

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

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

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

Oct. 31—Cabletelevision Advertising Bureau local advertising sales workshop. Airport Hilton, San Francisco. Information: Susan Levin, (212) 751-7770.

November

Nov. 1—Radio Advertising Bureau retail and co-op workshop. Holiday Inn North-Airport, Atlanta.

Nov. 1—Cabletelevision Advertising Bureau local advertising sales workshop. Airport Hilton, Seattle.

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

(609) 848-1000.

Nov. 2—Radio Advertising Bureau retail and co-op workshop. Fairmont hotel, New Orleans.

Nov. 2—Cabletelevision Advertising Bureau local advertising sales workshop. Airport Hilton, Los Angeles.

Nov. 3—Radio Advertising Bureau retail and co-op workshop. Amfac hotel-Airport, Dallas.

Nov. 3-5—SPACE (Society for Private and Commercial Earth Stations) second annual convention and international exhibition. Sheraton Twin Towers, Orlando, Fla. Information: (202) 887-0600.

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

■ **Nov. 3-5—National Black Programming Consortium** "New Technologies" conference. Chase Park Plaza, St. Louis.

Nov. 7—Syracuse University Student Affiliate of New York chapter of National Academy of Television Arts and Sciences, media professionals series. Speaker: Bill Kurtis, anchor, *CBS Morning News*. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

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

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

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

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

Nov. 8—"Cable Management: Politics, Press, Public and Personnel," seminar sponsored by *Bay Area Cable Club* and *Northern California Chapter of Women in Cable*. Gallagher's, Jack London Square, Oakland, Calif.

Nov. 8-11—Unda-USA, National Catholic Association for Broadcasters and Allied Communicators, 12th annual general assembly. Theme: "Making Connections: Issues, Trends and People." Hollenden House, Cleveland. Information: Ann DeZell, Unda-USA, 3035 Fourth Street, N.E., Washington, 20017; (202) 526-0780.

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

Nov. 9-11—Oregon Association of Broadcasters fall conference. Eugene Hilton, Eugene, Ore.

■ **Nov. 9-12—Society of Professional Journalists, Sigma Delta Chi** convention. Speakers include Van Gordon Sauter, executive vice president, CBS/Broadcast Group. Fairmont hotel, San Francisco.

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

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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. Dittingo, *senior editor: radio*.
John Lippman, *staff writer*.
Marie Leonard, Mona Gartner, *advertising assistants*.

Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.

Richard Mahler, *correspondent*.

Tim Thometz, *Western sales manager*.
Sandra Klausner, *editorial-advertising assistant*.



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

TELEVISION. Cablecastings.

House and Arcade, Cleveland.

Nov. 10-13—14th annual *Loyola Radio Conference*. Keynote speaker: Dick Biondi, WBBM-FM Chicago. Hotel Continental, Chicago.

Nov. 11-12—*Friends of Old-Time Radio* annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

Nov. 14-16—*National Translator/LPTV Association's* 21st annual low-power television and FM convention. MGM Grand hotel, Las Vegas. Information: Paul Evans, NTA/LPTV headquarters, (801) 237-2623.

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

Nov. 15—*Southern California Cable Club* meeting. Speaker: Ron Castell, senior vice president, marketing,

Satellite Television Corp. Airport Hilton hotel, Los Angeles.

■ **Nov. 15**—Deadline for applications for one-year legal fellowship program, sponsored by *National Association of Broadcasters*, and designed to "provide post-graduate work-study experience for a minority lawyer planning a career in communication law." Information: Erwin Krasnow, senior VP and general counsel, NAB, 1771 N Street, N.W., Washington, 20036.

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

■ **Nov. 16**—*Ohio Association of Broadcasters* financial management school. Marriott North, Columbus, Ohio.

Nov. 17-19—*Arizona Broadcasters Association* fall convention and 31st annual meeting, running concu-

rently with Arizona Society of Broadcast Engineers convention and technical exhibit. Radisson Scottsdale Resort, Scottsdale, Ariz.

■ **Nov. 18**—*Ohio Association of Broadcasters* "small market potpourri." Westbrook Country Club, Mansfield, Ohio.

Nov. 18-20—"Toxic Wastes Conference" for journalists, sponsored by *Foundation for American Communications* and co-sponsored by *Chicago Sun-Times*. Indian Lakes Conference Center, Chicago. Information: (213) 851-7372.

Nov. 21—*Syracuse University student affiliate of New York chapter of National Academy of Television Arts and Sciences*, media professionals series. Speaker: Lester Tanzer, managing editor, *U.S. News & World Report* magazine. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

Monday Memo

A broadcast advertising commentary from Lincoln Diamant, Spots Alive Consultants, New York

Battling a death of ad creativity

How "creatively effective" is current American television advertising?

For the second time in two years, the judges at the American Television and Radio Commercials Festival refused to grant Clios in more than 40 product categories: another dramatic display of professional integrity by the volunteer professionals who assist the oldest and most prestigious commercials competition. But we're still seeing the fall-out from last year's burst of candor.

One agency president—Malcolm D. MacDougall of SSC&B—returning from the Cannes International Advertising Film Festival, observed that "American creativity has been overtaken by Europe." The repercussions were widespread; that opinion made headlines in *The Wall Street Journal*. French and English directors' stock hit a new high. But now one commentator observes that the "U.S. creative malaise has, like acid rain, slowly drifted across the Atlantic."

MacDougall's observation sent certain sections of the trade press scurrying after advertising agency and production executives all over the country for informed comment about the true state of TV commercial creativity. The response was certainly outspoken. One magazine article even quoted the East Coast president of the Association of Independent Commercial Producers (AICP)—a trade association of TV spot production houses—as saying: "People [a cautious euphemism for advertising agencies?] are so intent on playing it safe in a tight economy they've forgotten how to be creative."

Our firm concerns itself with combatting rising television commercial production costs; when the AICP East Coast president gives as a rationale for escalating costs: "You're getting more expensive spots in lieu of creativity," the ball moves squarely into our court.

Other agency and production house peo-



Lincoln Diamant founded Spots Alive Consultants Inc. in New York 20 years ago to undertake specialized broadcast production and cost control for a select group of clients. For the Bristol-Myers Co., Spots Alive currently monitors the production cost of all Products Division television commercials made through five advertising agencies.

ple willing to be quoted on the "dearth of U.S. creativity" blame the same whipping boy: "the client."

Listen to this explanation, from a New York advertising agency producer: "There are terrific writers in the industry. I think the agencies are still creative. But clients are frightened of trying something new." Or this one, from a Chicago ad agency producer: "Good concepts are not getting past our clients."

"It's the old problem of 'decision by committee,'" adds another writer, "12 or 15 people tampering with an idea; copy ruined after scrutiny by lawyers and clients"—plus "too much emphasis on testing."

Says one more agency producer: "Clients look only at test scores. They don't look at

what the commercial could be. Give me a chance." It brings a tear to the hardened eye.

Final big gun? An AICP vice president, completely swept away: "Clients have taken the humanity out of advertising." (What does the New York sportscaster Warner Wolf say?—"Hey, c'mon, guys. Gimme a break!") That AICP executive says of two large companies: "Their commercials may give you a test score—but they totally eliminate the human aspect. You end up with bland, nonhuman forms of communication." Agencies have got to quit giving clients what they want, and give them what they need.

Stop. No way.

If there's any "dearth of creativity" at the moment, it's certainly not the fault of the client's search for greater cost effectiveness. The most successful commercials are often the least expensive to produce. What we are witnessing in this country is a strange failure of nerve instead of a willingness to grapple with new solutions—ideas like a permanent crew buff to replace the overtime lunch break, etc.

The U.S. commercial production industry is reacting very badly to the unfamiliar danger of doing business in a tight economy. That problem should encourage a grim smile, a belt-tightening and a reduction in directors' daily fees—not an attack on the people who pay for the cab.

The present economic crunch seems to have befuddled a lot of otherwise creative brains. Instead of riding to the advertisers' rescue, such normally reliable people are blaming "the client" and self-prophesying. The trade press, too, is overstressing the negative aspects of the situation. Each advertiser is seeking the same thing: enough talented people to write and draw compelling broadcast sales messages—and talented production houses and directors to produce them without putting everyone in hock.

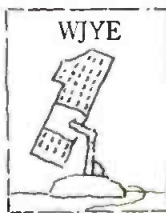
The sooner we get back together in solving that problem, without finger-pointing and name-calling, the sooner we can get back to awarding more Clios. ■

McCORMICK STATIONS. EVERYWHERE WE HAVE ONE, WE ARE ONE.

According to the latest Arbitron survey, both McCormick stations are #1 in their markets.

That means when we program beautiful music, how we do what we do must be right.

And all we do helps us make a beautiful



#1 in Buffalo



#1 in Norfolk

impact in broadcasting. SOURCE: Arbitron, Spring 1983, for Buffalo, and Norfolk, Monday through Sunday, 6 a.m.—12 midnight, total persons 12+ metro share. Audience estimates subject to the

limitations as stated in the reports.

A  COMPANY

McCORMICK COMMUNICATIONS

Represented nationally by Torbet Radio

WHEN THE COMMUNICATIONS INDUSTRY NEEDS SPECIALIZED FINANCIAL SERVICES, THEY COMMUNICATE WITH SOCIETY BANK.

Companies in the communications industry find us easy to talk to. Because at Ohio based Society Bank, we've been providing communication-related companies with financial guidance and support for more than 40 years.

When your station needs financing, we hear you.

When radio and television station owners need funds for acquisitions, construction, or equipment purchases, they turn to Society Bank. Because our financing can be arranged to meet your company's cash flow and capital needs.

For specialized retirement plans, give us the signal.

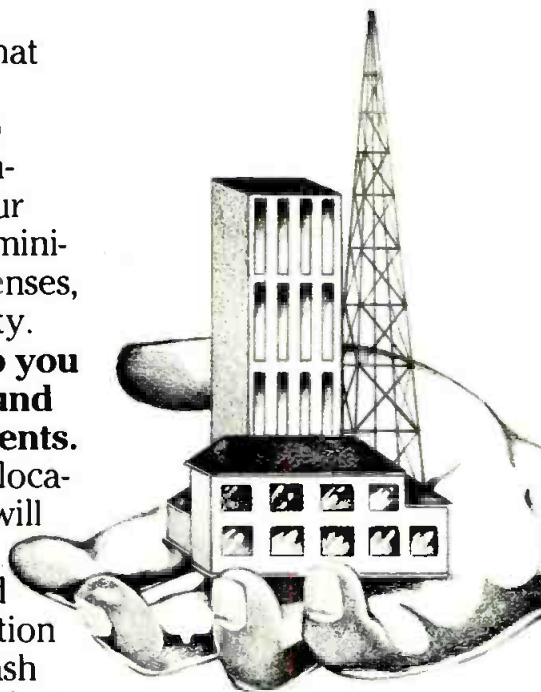
The National Radio Broadcaster's Association (NRBA), with the aid of Society Bank, has developed a prototype retirement plan for use by its members.

For a retirement plan that will materially reduce your initial set-up costs, and minimize your ongoing administrative expenses, talk to Society.

We can help you choose sound new investments.

Our asset allocation system will help you de-

fine your objectives and determine the combination of stocks, bonds, and cash investments that's right for you. Our Relative Value Stock Selection (RVSS) technique has consistently outperformed both the Dow Jones Industrial Average (DJIA) and Standard & Poor's 500 Index (S&P500).



We're investing in your industry's future.

At Society Bank, we're doing everything we can to provide your industry with the financial products and services it needs. For more information or an appointment, call Kevan Fight in Cleveland at (216) 622-8613.

Join us at the Hilton during the NRBA Convention in New Orleans, Suite 943, October 2-5.



Society BANK

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Broadcasting Oct 3

Vol. 105 No. 14

TOP OF THE WEEK

Coming down to the wire on dereg bill

Cordial air attends meetings of congressmen drafting measure, but number of issues remain; quantification, EEO clauses are major concern

Broadcast deregulation legislation remains on a fast track in the House. Members of the Telecommunications Subcommittee held two, six-hour meetings late last week and will continue to meet this week in the hopes of drafting a bill. The subcommittee is also scheduled to hold a hearing (Oct. 6) on deregulation.

The meetings were characterized by one congressman as the "broadcasting vigil." The discussions were described as productive and cordial. Attendance was also high.

Subcommittee Chairman Tim Wirth (D-Colo.) is committed to report a bill by Oct. 15. A subcommittee markup scheduled for Oct. 11 has, however, been postponed because Congress will be in recess that week. Subcommittee staff members say the markup will be rescheduled.

Despite the generally glowing accounts of the discussions it was clear, however, that the legislators were facing some tough issues. The key items for debate center on efforts to quantify programming performance standards for radio and television. The congressmen faced a number of questions: How would the standards be set? By whom? And should radio, which has been deregulated in the courts and at the FCC, be "reregulated." The congressmen are also expected to add equal employment opportunity language.

Broadcast deregulation legislation has dominated the subcommittee's agenda since last May when the National Association of Broadcasters joined with subcommittee members Al Swift [D-Wash.], and Tom Tauke [R-Iowa], and Energy and Commerce Committee members Billy Tauzin [D-La.], and Thomas Luken [D-Ohio] to bypass Wirth, who previously insisted on including a spectrum fee in any deregulation package. Their efforts to spur movement of broadcast deregulation came to fruition when Wirth agreed to abandon spectrum fees in return for retention of control over the issue in his subcommittee (BROADCASTING, May 23). There had been attempts to take the issue to the parent Energy and Commerce Committee under Chairman John Dingell (D-Mich.).



Seated (l-r): Schwartz, Henderson, Wirth, Taft and Lee

Standing (l-r): Chaseman, Bennett, Baker and Dougherty

Making the rounds. Board members of the newly-formed Television Operators Caucus made the rounds in Washington last week. A luncheon with House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) was one of several events planned by the association as they made their first official entry into the legislative and regulatory scene. They had breakfast with FCC Chairman Mark Fowler and dinner with National Association of Broadcasters President Eddie Fritts, NAB Joint Board Chairman Gert Schmidt of Harte-Hanks Communications and other NAB executives.

The TOC board includes: president and chairman—David Henderson, president of Outlet Co.'s broadcasting division; vice president—William Baker, president of Group W's TV group; secretary-treasurer—Joel Chaseman, president, Post-Newsweek Stations, and William Schwartz, president and chief executive officer, Cox Communications; Terry Lee, president and chief operating officer, Storer Communications; Joe Dougherty, president, broadcasting division, Capital Cities Communications; Dudley Taft, president, Taft Broadcasting, and Bob Bennett, president, Metromedia Television.

The caucus represents all TV group operators and was created to give group owners a distinct Washington presence before Congress and at the FCC. A chief goal of the organization is to keep its structure informal and modest. TOC members plan to conduct their own lobbying with the eight board members acting as the chief lobbyists.

The meetings gave the group operators a chance to exchange their views with Wirth and Fowler, Henderson said. He described the meetings as candid and constructive. The exchange between NAB officials, however, was characterized as even more candid. "We told them our position and how we were going to maintain our own identity. We are not going to be anti-NAB, but we're going to row our own boat," he added.

Since its initial formation, TOC has stressed that its function is not to undermine the NAB or any other association. However, the group operators are also members of the NAB who felt their point of view was underrepresented in Washington.

During the breakfast with Fowler, the TV broadcasters focused on the FCC's tentative decision to abolish its financial interest rule and allow the networks back into limited domestic syndication. TOC, Henderson explained, is filing informally on the matter. "Our concern is with network participation in syndication. The sunset provision is self-destructive and we are firmly opposed to network syndication," Henderson said. The filing will not address the question of financial interest but will call for a strong statement on the FCC's prime time access rule. TOC, he noted, also stated support for repeal of the FCC's multiple ownership rules.

The focus of the debate over deregulation shifted to quantification, a concept largely espoused by Swift, whose own bill (H.R. 2370) is expected to serve as a framework for legislation. "Some of the disagreements are very significant and are not going to be easy to work out. But we are all trying very hard," Swift said.

Wirth has circulated an outline of the various issues subcommittee staff members re-

portedly agreed on and a list of options open to consideration. There is strong feeling among some subcommittee members that the outline greatly overstates some areas of agreement, subcommittee sources say. Tauzin said that "the option paper is not one that I've drawn up. It doesn't represent our product." Tauzin believes the tough issue will be, "What do you do with the comparative license renewal process?" If it is repealed, he

asked, "what do you replace it with, if anything?" The Tauke-Tauzin bill (H.R. 2382) does not include quantification. It would repeal the comparative renewal process and retain petitions to deny.

According to the memo, an agreement had not been reached by staff on the license renewal proceedings. Two options were proposed:

□ The incumbent licensee would be judged in isolation. If the renewal standard is not met, the license is revoked and is open to new applicants.

□ The incumbent licensee would be judged in isolation. If the incumbent meets the renewal standard, comparative renewal follows instead of automatic denial, as is the case now. The issue remains as to how much preferential weight to give the incumbent in the second step of the process, and that depends on how demanding initial standards are.

The petition-to-deny process will also be debated although the legislators basically agree the process should remain intact.

"Left to deal with are the issues of: easing the threshold as to the showing petitioner must make to obtain a hearing, including granting pre-hearing discovery rights to petitioner, while avoiding 'fishing expeditions'; expediting the petition process," according to the memo.

The other option includes giving successful petitioners some preference in any subsequent application for a license and lowering the financial showing applicants must make.

Minority ownership is another topic of debate. Proposals to include strong preferences or set-asides for new licensees, denied or revoked licenses, and new technologies, will also be under consideration. The FCC's multiple and cross ownership rules may crop up too. Subcommittee members have a number of options to discuss in that area including: adopting a policy statement with a directive to the FCC to develop rules, to carry out the policy; codifying the existing rules; enacting new ownership rules or taking no action.

According to the memo, staff agreed that radio deregulation would include:

□ Commercial time restrictions as an item to be examined in meeting community needs, but there would be no adoption of a general rule regulating commercial time.

□ The FCC would be prohibited from requiring ascertainment be done in a specific procedure, but stations would compile in tangible form a list of community needs and interests and make the compilation available.

□ Stations would be required to keep logs. The FCC could specify the type of information to be retained but could not require any particular format; the information must be maintained in a form intelligible to the public, and the logs must be retained as long as necessary to demonstrate compliance with the act.

The memo also listed the agreement reached on quantification for television:

□ Different quantification standards should apply for different categories of stations according to these characteristics:

UHF/VHF, network affiliate/independent, size of the market in which the station is located.

□ Local programing responsibilities and informational programing responsibilities would be quantified according to news and public affairs, and nonnews informational programing.

□ Children's programing would be addressed in some fashion.

Subcommittee members are also expected to discuss increasing programing for minorities and the elderly and devising a schedule for cost of regulation fees.

For cable: more good news than bad in House draft

Measure reflects Senate-passed S. 66, although access channel quotas would be imposed

The cable industry is expected to have few complaints about a "preliminary staff draft" of House cable deregulation legislation that made the rounds in Washington last week. The measure is essentially the same as S. 66, the bill passed by the Senate last June with the enthusiastic support of the National Cable Television Association and the Community Antenna Television Association.

The draft bill, in much the same language as S. 66, loosens the regulatory grip of municipalities on cable systems in a number of ways. It frees most cable systems from rate regulation; it gives them "reasonable" assurances of franchises renewal; it protects them from regulation as common carriers, and it allows them, in some instances, to renege on franchise promises. The bill also puts a cap on franchise fees.

The draft, written by the staff of the House Telecommunications Subcommittee where it is expected to be introduced next month, also includes a few provisions not found in S. 66. Chief among them are provisions that require cable systems to set aside some of their channels for lease to "unaffiliated" companies, ban cable-newspaper and cable-broadcast television crossownership and guarantee systems access to potential subscribers in multiple-unit buildings.

The bill strips municipalities, the local cable franchising and regulatory authorities, of any power they now have to regulate rates for enhanced and pay services. In addition, they are prohibited from regulating basic rates in cable franchises served by three network-affiliated television stations and one independent or public television station. The bill grandfathers rate-regulation of basic rates for five years "or for a period equal to one-half of the remaining term of any such franchise, whichever is greater."

Under the bill, cable operators have a "reasonable expectancy" that their franchise will be renewed. Municipalities must grant renewals as long as the cable operator has

complied with the "material terms" of the franchise and FCC technical requirements and has submitted a franchise renewal application with proposals that are "reasonable." A cable operator whose renewal bid is rejected may take the case to court for a de novo judicial review.

When a franchise expires, the bill says, municipalities may not acquire cable systems or require their sale at less than "fair market value." If the municipalities and the cable systems cannot agree on "fair market value," the controversy must be submitted to binding arbitration for resolution.

As long as cable systems stay away from offering "switched-voice" telephone service, the bill says, they cannot be regulated as a common carrier or as a utility.

The bill gives cable operators a way to renege on franchising promises. If, as a result of a "significant change in circumstances," particular facilities or equipment required by the franchise agreement become "economically, technically or otherwise impracticable," the bill says, cable operators may ask the franchising authorities for permission to eliminate or modify the facilities or equipment. If the authorities refuse to go along with the cable operators, the question must go to binding arbitration.

Cable operators have complete freedom to drop, add or change their cable services after a "significant change in circumstances" under one provision of the bill. □

Take this job and... Steve Stockmeyer, 42, senior vice president for government relations for the National Association of Broadcasters, resigned suddenly last Friday morning (Sept. 30). Decision was attributed to long smoldering dissatisfaction, and frustration, over trying to represent the industry as its chief lobbyist. "I came into this job with my eyes open," he told BROADCASTING at deadline Friday. "I thought it was 10 years behind the times. Now I realize it's 30 or 40 years behind, and that it's a waste of my time to try to bring them up to date."

Stockmeyer had joined other NAB executives in a meeting Thursday night with the Television Operators Caucus (box, page 35), a new organization—primarily of major group owners—that was formed to fill a perceived gap left by NAB's lobbying efforts. That discussion was instrumental in helping make Stockmeyer's mind up. It cemented a feeling that "there is a fundamental incompatibility between the broadcast industry's idea of how to get things done in Washington and mine." Among other things, he noted, broadcasters have to be more willing to deal—a recommendation he mentioned specifically in connection with ongoing efforts to achieve a broadcast deregulation bill.

Stockmeyer has no immediate plans, other than a possible consultancy. His NAB departure date has still to be negotiated. But, he said, there's no turning back. "I'm hanging it up."

The continuing battle over fin-syn amendment

Capitol Hill continues to serve as the forum for the debate over the FCC's financial interest and syndication rules. Last week Hollywood kept the issue alive in both the House and the Senate. The motion picture industry apparently failed in its attempts to attach an amendment to a stopgap spending measure (H.R. 368) in the House and Senate that would prohibit the FCC from spending any funds for one year to repeal its financial interest and syndication rules. Congress was expected late last Friday night to pass a spending bill free of amendments.)

But Hollywood still appeared to be making headway in its push to stop the FCC from repealing the rules. The Senate Communications Subcommittee agreed to hold two hearings on the subject in early November. And Senate Appropriations Chairman Mark Hatfield (R-Ore.) indicated that he supported the financial interest amendment, but opposed attaching it to the stopgap funding bill. There remains a strong possibility that Hatfield would not block attempts to attach the amendment to other appropriations measures.

Both Senate and House leaders discouraged members from fastening any amendments to the spending measure. The 40-day funding measure is known as the continuing resolution and is intended to keep the government operating after Oct. 1, the start of the fiscal year.

There was pressure also from Senate leaders to keep their version of the stopgap funding bill clean. Members of the Senate Appropriations Committee were discouraged from offering any amendments to the continuing resolution. Appropriations Committee member Senator Ted Stevens (R-Alaska), who is said to be sympathetic to the Hollywood producers, discussed the issue briefly during a committee markup, but agreed not to offer an amendment to the continuing resolution.

Stevens, an aide said, has reserved the right to offer an amendment to other legislation. Stevens could opt to attach language to either the FCC's fiscal 1984 appropriations bill, scheduled for a Senate vote this week, or a soon-to-emerge FY '84 supplemental funding bill. Nonetheless, Stevens is expected to face stiff opposition from the Senate Commerce Committee, which has jurisdiction over the FCC. Senators Bob Packwood (R-Ore.), Commerce Committee chairman, and Bary Goldwater (R-Ariz.), chairman of the Communications Subcommittee, sent a letter to the Senate leadership noting:

"In our view, the underlying subject matter of such an amendment is properly within the Commerce Committee's jurisdiction. If such an amendment is proposed, whether by the Appropriations Committee or by a senator on the floor, we would feel compelled to raise every applicable jurisdictional issue," the senators said. □

Debating debate sponsorship

Senate Rules Committee hears networks tell of their desire to arrange candidate forums; League of Women Voters says things should remain as they are

A Senate committee concerned about the soaring costs of political campaigning provided a forum last week for a growing tug of war between the networks and the League of Women Voters over sponsorship of presidential debates. Freeing broadcasters of the equal time requirements—a move that would allow the networks to sponsor as well as cover the debates—was proposed by executives of the three networks as one way to hold down costs. To the League of Women Voters, which sponsored presidential debates in 1976 and 1980 and plans to sponsor them again this year, repeal is a bad idea. Sponsorship of the debates, said Dorothy S. Ridings, league president, should be separate from the decision to broadcast them.

The hearing, another in a series being held by the Senate Rules Committee on campaign financing, heard the network executives say the increase in costs was not the networks' fault, and media consultants say it wasn't theirs. The consultants, in fact, modestly disclaimed any great influence on the outcome of elections.

Senator Barry Goldwater (R-Ariz.), the lead-off witness was not interested in where the blame lay. Indeed, he specifically rejected suggestions to impose limits on broadcasting or to compel broadcasters to give candidates free time. He urged support for his bill (S. 1684) that would restrict campaign spending. It would impose a \$15-million limit on spending in presidential primaries and \$25 million on spending in the general election. It would also set limits on congressional campaign spending—12 cents

per voting-age citizen in Senate primary races, 22 cents in general elections, \$100,000 in House primary races and another \$100,000 in the general elections.

Goldwater called unlimited campaign spending "a crisis of liberty." He said presidential campaign spending had risen from \$160 million in 1976 to \$275 million in 1980, a 72% increase, while spending by congressional candidates had jumped from

\$125 million in 1976 to \$344 million in 1982. Total political action spending increased in the same period from \$52 million to \$190 million. As for television, Goldwater said estimates placed its cost to all candidates—federal, state and local—at \$170 million in 1982, a figure expected to rise to \$182 million during the presidential election year of 1984.

"Our nation is facing a crisis of liberty if



Senators Goldwater and Mathias



Network executives Wald, Colloff and Segelstein

we do not control campaign expenditures," Goldwater said. "We must prove that elective office is not for sale."

NBC Vice Chairman Irwin Segelstein, Roger Colloff, vice president for policy and planning for the CBS/Broadcast Group, and Richard C. Wald, senior vice president for ABC News, said their respective networks provide considerable news coverage of politics—and would do even more if freed from the equal-time requirements of Section 315 of the Communications Act.

All three expressed an interest in sponsoring debates. Wald, who said ABC was interested in Section 315 repeal as it applies to the presidential campaign, said that relief would

allow the networks to arrange for debates of major party candidates without having to invite minor party nominees. Segelstein said that if Congress balks at full repeal, it should at least make it possible for the networks to broadcast sponsored debates. And Colloff, who noted that CBS has been urging repeal of Section 315 for 30 years, said of debates, "it is illogical for a broadcaster to have to depend on a third party, such as the League of Women Voters, to arrange" them to enable broadcasters to air them without worrying about incurring equal-time obligations. He noted that the "independence" of those affairs, which is the key to the FCC's determination they are "news events" and therefore

exempt from their equal-time rule, "is plainly a fiction—everyone knows their debate is being mounted for the very purpose of television coverage."

Ridings thought the present system was satisfactory—although she said broadcasters should take greater advantage of the opportunities they now have to broadcast debates. She said presidential primary debates have not been carried live, gavel to gavel. She also said congressional leadership debates were not carried and debates for offices other than President have not been fully covered. And she said broadcasters should not sponsor debates.

"The league has serious reservations

ABC takes first; 'Hardcastle' upsets '60 Minutes'

For the third consecutive week, ABC-TV scored a decisive win in the prime time ratings race, averaging a 17.5 rating/29 share against NBC-TV's 15.4/25.6 and CBS-TV's 14.3/23.8, according to A.C. Nielsen's National Television Index. The final week in the official 1982-83 season (Sept. 19-25) saw the premieres of 13 new and returning programs, and the surprise upset of CBS's usually top-rated *60 Minutes* (18.2/29), in the second outing of its new season, with the second episode of ABC's new action/adventure, *Hardcastle & McCormick* (20.7/33), which aired opposite *60 Minutes* only because of a football overrun on CBS.

Much of ABC's success came from its premieres of seven programs, two of which, the two-hour pilot of *Hotel* (23.7/38) and the returning *Fall Guy* (20.3/33), were among the top five programs. Three of NBC's five premieres landed in the top 10, the returning *A Team* (25.3/40), the week's highest rated show, a two-hour special episode of the returning *Remington Steele* (20/32) and the returning *Facts of Life* (19.9/29). CBS's only premiere, the returning *Dukes of Hazzard* (13.9/25), went head-to-head with the highly publicized hour-long premiere of NBC's new comedy, *Mr. Smith* (12.1/22), as well as the second episodes of ABC's *Benson* (12.5/23) and *Webster* (14.4/25). The 1982 premiere of *Dukes* averaged a 20/36.

Not all of ABC premieres fared well, however. *That's Incredible* (12.7/20) fell to a repeat of the two-and-a-half hour finale of CBS's hit series, *M*A*S*H* (19.3/29). *Incredible* also fell to two NBC specials, *Bob Hope Salutes NASA* (15.2/23) and *George Burns: 80 Years in Show Business* (16.4/26). CBS won the night (18.5/28.2) while NBC took second place (15.8/24.5) and ABC came in third (15.5/23.9), with a lineup that also included *Monday Night Football* (15.9/27).

The return of ABC's *Ripley's Believe It Or Not* (12.2/21) was the week's second-lowest-rated premiere. It fell to a football runover on CBS (15.1/28) but nearly doubled the ratings of the second outing of NBC's magazine, *First Camera* (7.8/14), which was the week's lowest-rated show for the second consecutive week.

On Tuesday, NBC's *A Team-Remington Steele* premiere (21.8/34.7)

finished more than four rating points ahead of ABC's 17.5/28.2 average for the premiere of a new comedy, *Just Our Luck* (14.7/24), and a repeat of the movie "Saturday Night Fever" (18.1/24). CBS averaged an 11.3/18.3 for *Full House* (8.2/13) and a repeat of the movie *One Shoe Makes It Murder* (12.9/21).

Wednesday went solidly to ABC's *Fall Guy-Hotel* premiere (23.7/38), while NBC (15.6/25.2) came in second with installment three of *Real People* (15.7/25), the premiere of *Facts of Life* and a repeat episode of *St. Elsewhere* (12.2/21). Thursday and Friday went to rerun-dominated CBS despite competition from premiere lineups both nights. On Thursday, ABC's two-hour premiere of *Trauma Center* (15.5/25) followed by the season premiere of *20/20* (17.5/30) averaged a 16.2/27.7, finishing just behind repeats of CBS's regular lineup (16.9/27.7). NBC's regular lineup, all repeats except for the comedy, *We Got It Made* (16/25), averaged a 15.5/25.1.

On Friday, NBC's premiere lineup of *Mr. Smith* and the two-hour pilot of *For Love and Honor* (12.8/23) finished third (12.6/22.7) behind CBS's *Dukes* premiere and a repeat of the movie "Blazing Saddles" (16.1/29). ABC's new-season lineup averaged 14.9/26.4.

ABC won Saturday with repeats of its regular lineup (17.3/31.7), while CBS squeaked past NBC's repeat lineup (11.1/20.5) which included the movie, *Wild Horse Hank* (10.9/20) to average 11.2/20.7 for a Walt Disney special (11.1/21) and a college football game (10.1/20).

On Sunday, NBC's broadcast of the Emmy Awards (18/30) came in second to ABC's combination of *Hardcastle & McCormick* and a repeat of the movie, *Thunderball* (19.9/33). NBC finished third for the night overall, however, after ratings for *First Camera* were averaged in. CBS averaged a 15.7/25.9 for its lineup, which included repeats.

ABC had 11 of the week's top 30 programs while NBC had 10 and CBS, 9. Combined, the networks averaged a 47.2/78.4 for the week, compared with a 47.8/79 for the same week a year ago, which included 18 season premieres in its lineup, but no Emmy Awards broadcast. Last year, CBS finished first for week 52, averaging a 17.6/29 to ABC's 15.8/26 and NBC's 14.4/24. □

Rank	Show	Network	Rating/Share
1.	A Team**	NBC	25.3/40
2.	Hotel*	ABC	23.7/38
3.	Love Boat	ABC	21.5/38
4.	Hardcastle & McCormick	ABC	20.7/33
5.	Fall Guy**	ABC	20.3/33
6.	Remington Steele**	NBC	20.0/32
7.	Thunderball	ABC	19.9/33
8.	M*A*S*H	CBS	19.3/29
9.	Facts of Life**	NBC	19.0/29
10.	Magnum, P.I.	CBS	18.8/31
11.	60 Minutes	CBS	18.2/29
12.	Saturday Night Fever	ABC	18.1/29
13.	Emmy Awards	NBC	18.0/30
14.	Simon & Simon	CBS	17.9/28
15.	20/20**	ABC	17.5/30
16.	Fantasy Island	ABC	17.2/33
17.	George Burns Special	NBC	16.4/26
18.	Lottery	ABC	16.2/26
19.	Blazing Saddles	CBS	16.1/29
20.	We Got It Made	NBC	16.0/25

Rank	Show	Network	Rating/Share
21.	Hill Street Blues	NBC	15.9/27
22.	Monday Night Football	ABC	15.9/27
23.	Real People	NBC	15.7/25
24.	Cheers	NBC	15.7/24
25.	Trauma Center*	ABC	15.5/25
26.	Jeffersons	CBS	15.5/24
27.	Bob Hope Special	NBC	15.2/23
28.	CBS NFL Football	CBS	15.1/28
29.	Goodnight, Beantown	CBS	15.1/24
30.	One Day at a Time	CBS	15.1/23
31.	Matt Houston	ABC	14.9/27
32.	Gimme A Break	NBC	14.9/25
33.	Just Our Luck*	ABC	14.7/24
34.	Webster	ABC	14.4/25
35.	Newhart	CBS	14.4/24
36.	Mama's Family	NBC	14.3/23
37.	Knots Landing	CBS	14.1/24
38.	Dukes of Hazzard**	CBS	13.9/25
39.	T.J. Hooker	ABC	13.1/24
40.	Trapper John, M.D.	CBS	12.9/24

Rank	Show	Network	Rating/Share
41.	One Shoe Makes It Murder	CBS	12.9/21
42.	For Love and Honor*	NBC	12.8/23
43.	That's Incredible**	ABC	12.7/20
44.	Benson	ABC	12.5/23
45.	St. Elsewhere	NBC	12.2/21
46.	Ripley's Believe It Or Not**	ABC	12.2/21
47.	Mr. Smith*	NBC	12.1/22
48.	Diff'rent Strokes	NBC	11.9/23
49.	Walt Disney	CBS	11.1/21
50.	Silver Spoons	NBC	11.0/20
51.	Cattle Annie/Little Britches	CBS	11.0/18
52.	Wild Horse Hank	NBC	10.9/20
53.	NCAA Football Special	CBS	10.1/20
54.	Archie Bunker's Place	CBS	9.9/16
55.	Gloria	CBS	8.7/14
56.	Full House	CBS	8.2/13
57.	First Camera	NBC	7.8/14

* New program-premiere episode

** Returning program-premiere episode

about allowing broadcasters to sponsor debates," she said. "We firmly believe that those who report the news should not make the news. Separating sponsorship decisions from broadcast coverage decisions is important in our view to insuring a lack of bias and the perception of lack of bias in candidate debates."

As for television's responsibility for soaring campaign costs, Segelstein said it has none. He said that since 1967, the cost-per-thousand of network television has risen more slowly than the consumer price index. In fact, he said, discounting the distorting effect of inflation, network prime time advertising prices were more cost efficient in 1981 than they were in 1967. Thus, he said, "the real net cost of reaching an individual voter through prime time television actually decreased during that 14-year period."

One of two political consultants who testified, J. Brian Smith, of Smith & Harroff Inc., of Washington, disagreed with that assessment. He said the high cost of placing media advertising "has, more than any other factor, driven up the cost of campaigns." He said that in every campaign in which he worked in 1982, media placement "amounted to over one-third of all other costs combined."

Both he and Raymond D. Strother, of Raymond D. Strother Ltd., another Washington consulting firm, made a point of demystifying their profession. "There is little magic in what we do," said Smith. "The 'loyal band of volunteers' " so important to candidates in the past, he said, "are every bit as important now." And Strother said his "is perhaps the most overrated profession in America." He said consultants "are conduits for the candidate's message and little more."

Each had some ideas for reducing campaign costs. Smith, who prefers long-form for political candidates, said broadcasters should be required to make times available for political ads that are longer than 30 or 60 seconds—say, two minutes or five minutes—but at rates that are the same as those for the shorter spots. Strother offered several suggestions, including one setting a maximum amount of television exposure that would be allowed a candidate in the last two weeks of a campaign.

The committee also heard from former New York Congressman and Mayor John Lindsay. Lindsay, a one-time Republican who switched parties and ran for the Democratic presidential nomination in 1972, suggested a measure he said could cause candidates to stop spending money on television. It would involve a variant of the technique the FCC employed in applying the fairness doctrine to cigarette advertising—before Congress banned such advertising. The commission had required stations running cigarette advertising to air anti-cigarette spots. Lindsay said, "If a candidate spends \$6 million, his opponent gets equal time to respond." If Congress were to write that requirement into law, he said, he would not object to repeal of the equal time law and the provision requiring broadcasters to afford candidates who buy time at the lowest unit rate. □



Selecting the numbers for the first LPTV lottery winner above is Maureen Peratino, chief of the FCC's news media division. Looking on are (l-r): Fred Goldsmith, chief, FCC internal review and security division; Peratino; Jeanette M. Banks, certification assistant to the secretary, and William Tricarico, FCC secretary.

Cranking them out. Taking a spin at a few of the about 12,000 low-power television applications it has on file, the FCC last week conducted its first series of LPTV lotteries, selecting 23 "tentative" frequency winners.

Under the FCC's lottery procedures, the winners are only tentative since parties "with standing"—say, full-service broadcasters serving the affected community who feel the new LPTV's will cause them interference, or the losers in the lottery contests—will have 15 days to petition to deny. If no petitions to deny are filed, a tentative winner should be able to start construction within 30 days, according to Barbara Kreisman, chief of the FCC's low-power TV branch. If a tentative winner is found to be unqualified, all of the losers get another chance in the raffle drum.

The winner of the first turn of the barrel was **North American Communication Corp.**, licensee of KXJB-TV Valley City, N.D., which applied for a translator on channel 58 for Bowesmont, N.D. The other tentative winners were **Humboldt County Public TV Department**, ch. 15, Winnemucca/Vicinity, Nev.; **American Christian Television** (Dr. Jimmy Allen, president), ch. 60, Brownwood, Tex.; **Owen Broadcasting** (Dennis H. Owen), ch. 30, Milton, N.D.; **The Malik-Harris Corp.**, ch. 55, Aberdeen, Wash.; **NSN Inc.** (Stuart B. Mitchell), ch. 69, Perry, Fla.; **Communicators of Lubbock**, ch. 40, Lubbock, Tex.; **Free State Broadcasting Inc.**, ch. 53, Booneville, Miss.; **Mountain TV Network Inc.** (John Dady), ch. 33, Jamestown, N.D.; **KUTV Inc.**, licensee of KUTV(TV) Salt Lake City (George C. Hatch), ch. 13, Casper, Wyo.; **Rollins Enterprises** (Evelyn M. Rollins), ch. 8, Manteo, N.C.; **Statesman-Examiner Inc.** (Patrick J. Graham), ch. 31, Omak/Okaganog, Wash.; **North Eastern Communications Systems Inc.** (Peter Olk), ch. 45, Saint Germain, Wis.; **Debra M. Kamp**, ch. 8, Miles City, Mont.; **Green Hills LPTV Inc.** (William O. Lenhart), ch. 12, Trenton, Mo.; **Kemmerly & Kemmerly** (Sue Martin Kemmerly), ch. 34, Steamboat Springs, Colo.; **White River Valley Broadcasters Inc.** (Joe Bird and Thomas Vinson), ch. 12, Batesville, Ark.; **Microband Corporation of America** (Don Franco, president), ch. 59, Nashville; **Northcoast Broadcast Corp.** (Austin Texas International Broadcast Consultants), ch. 53, Des Moines, Iowa; **International Broadcast Consultants** (Robert Ruark), ch. 58, Davenport, Iowa; **Majelmar Inc.** (Ruth Salcido, Los Angeles), ch. 64, Bellingham, Wash.; **Southwest Radio Enterprises Inc.** (Fred Havenick), ch. 16, Sheridan, Wyo., and **Midsouth Broadcasters**, ch. 7, Blackwell, Okla.

After the lottery, Kreisman warned that parties who file strike petitions will "face sanctions." She pointed out that the commission could find that the filing of strike petitions reflected poorly on a petitioner's character; as a result, a strike petitioner could be barred from applying for other licenses, or find its current licenses designated for hearing.

Eight of the 23 winners were minority-owned. There were minority applicants in 12 of the 23 contests.



On the scene. Proving that telecommunications is becoming an attractive beat for the general media, *Entertainment Tonight* was on hand for the FCC's first low-power television lottery last week. Pictured above, Karen Kalish, *Entertainment Tonight* correspondent, interviews William S. Green, attorney for North American Communications Corp., licensee of KXJB-TV Valley City, N.D., the tentative winner of the commission's first lottery drawing.



Pluria Marshall and the new NBMC: Coming in out of the cold

In the early days of its existence the black leader and his citizens group were more conspicuous for iron fists than for velvet gloves, but things have changed in the diplomatic relations between U St. and the broadcast establishment; cooperation is paying off more handsomely than confrontation

Pluria Marshall is legitimate now. Or as legitimate as an outsider is likely to be among the insiders of the Fifth Estate, whose various media it is his lot to be a constant thorn in the side of. Marshall and as many as 1,500 of his associates will celebrate that legitimacy in Washington this week at the 10th annual conference of the National Black Media Coalition, the activist citizens organization he has headed since 1974 (and of which he was a founding member in 1973).

How to measure that legitimacy? One

way, last week, was to read a CBS press release trumpeting the support it received in support of repeal of the financial interest and syndication rules. The name leading all the rest: NBMC.

Another way, this week, will be to notice the names Marshall has attracted to appear during NBMC's conference at the Hyatt Regency. They include National Association of Broadcasters President Eddie Fritts, National Cable Television Association President Tom Wheeler, Post-Newsweek Stations' Joel Chaseman, David Henderson of Outlet and former FCC Chairman Richard E. Wiley (now head of Wiley, Johnson & Rein). Scheduled to receive awards: Allen Neuharth, chief of the Gannett publishing and broadcasting empire, and Jack Harris, president of KPRC-TV Houston and other radio and television properties of the Houston Post Co.

Still another way to measure that legitimacy is to visit with Marshall and his staff in

their Northwest Washington headquarters at 516 U Street, a neighborhood residential structure that he owns and leases to NBMC as its permanent place of business. And to take note of the fact that Marshall gets a paycheck these days—indeed, a salary of \$50,000 a year—when for the first seven years of his tenure he was paid nothing at all (and had to support himself and his family on what he could earn as a freelance photographer).

Little wonder the 45-year-old Marshall takes such satisfaction from today's status quo. Graced with a new wife—Carmen, 25, who is NBMC's executive director—and a five-month-old son, and now received (if not always joyously) in the executive suites of major establishment companies, he has come a long way from the early days in the civil rights movement, when he and Jesse Jackson and the others seemed always on the outside looking in. That was in Houston, Marshall's home town, when he ran the local version of Jackson's national Operation Breadbasket, and opened the first Burger King franchise to a black owner.

Indeed, he has come a long way from his own original confrontational style in taking on the broadcasting establishment ("We used too many 2 x 4's from 1973 to 1978," Marshall admits today). But if the new approach is more conciliatory, the aim remains the same: to advance the prospects and the position of blacks in electronic communications. As a watchdog over black progress in television, radio, cable and other media, he and NBMC now concentrate on raising funds for communications programs at black colleges and universities and encourage on-the-job training and internships. They work to assure blacks a proportional slice of media ownership. They monitor affirmative action at radio and TV stations. And—perhaps the activity for which NBMC is best known—they try to prevent companies that do not (in NBMC's eyes) have a satisfactory EEO record from acquiring new stations, or renewing licenses for old ones.

That process—through the filing of petitions to deny at the FCC—is resorted to far less often by NBMC these days, says Marshall, than in earlier years. Perhaps a fourth, or even a sixth, as often. Marshall says he would rather NBMC were recognized for the "deals" it has helped usher through the FCC bureaucracy, which outnumber the challenges "two or three times." Not the least among the reasons for his changing tactics: the realization that the FCC, for the most part, was going to deny his denial petitions anyway, and that it was more effective to use the process to wrest other concessions from reluctant broadcasters than to try to dislodge broadcasters from their licenses.

Among the deals referred to by Marshall there are "two shining examples" of which he is particularly proud: the Gannett-Combined Communications merger, approved by the FCC in June 1979, and the General Electric-Cox Broadcasting merger, which fell through in June 1980. The Gannett-Combined merger resulted in the sale of one of Gannett's stations—WHEC-TV Rochester,

N.Y.—to a minority group, headed by Ragan Henry's Broadcast Enterprises National Inc. Marshall says NBMC was responsible for holding down the price of the station: the company had been offered \$35 million, but ended up selling it to Henry for \$27 million.

And even though the GE-Cox merger never came to pass, Marshall managed to persuade Cox Communications to donate \$900,000 to Clark College, a predominantly black college in Atlanta—money which went toward construction of a \$1.7 million mass communications facility.

But Marshall also speaks of lesser deals in which money flows directly to NBMC instead of to an outside beneficiary. "It's been basically small money: \$10,000 here, \$7,000 there, \$5,000, \$2,000... I figure if we get enough of those little checks that you end up with, say, 50 or 60 checks, then you're in shape. You don't have to worry about any one source affecting your funding."

This money comes from agreements with companies seeking license transfers at the FCC. "If you come to the commission... and you haven't hired black people in a market that has better than 10% blacks in the work force, you're in clear violation of the law. We're prepared to say to the commission 'these people don't deserve another station because their record is poor.' If your act is together, the chances that we'll leave you alone are about nine to one. If your act isn't together, we're going to make you walk the line."

Marshall resents suggestions that NBMC is involved in shakedowns or blackmail. He finds it ironic that when a competing applicant is bought off in a license challenge for, say, \$100,000, it's considered "just the cost of doing business," but if a deal is struck with NBMC, something underhanded is alleged.

But if the money flowing into NBMC's coffers from license challenge deals is considered by Marshall to be "small money," there have been several occasions when it exceeded the petty cash class. One, which Marshall says produced \$55,000, involved the purchase by Tele-Communications Inc. of Liberty Communications (including its six TV stations) earlier this year for \$245 million—a deal that was met by an NBMC petition to deny. In an eventual settlement, Marshall says NBMC received a one-time payment of \$55,000 while another \$45,000 went to educational institutions.

(The agreement didn't settle the score between NBMC and TCI, an organization Marshall finds completely insensitive to EEO concerns. "We settled to work with the Liberty people," Marshall says now. "We saw no reason to make them suffer. But we'll fight the TCI people as long as we can see 'em. We know we're going to have four or five more shots at TCI because they're acquisition oriented. So we just catch 'em at the next pass in the road.")

An even larger settlement came NBMC's way this year in return for withdrawing all oppositions to the RKO broadcast stations. That company agreed to pay \$70,000 over

two years for various NBMC services, with an additional \$25,000 donated each year to the RKO/NBMC Scholarship Fund. RKO also agreed to reimburse NBMC up to \$13,500 for expenses incurred prosecuting the license challenges. And Marshall and company could bring in another \$42,000 if RKO exercises its option to renew the agreement for a third year.

In addition to money from agreements, the coalition also receives funding from a Gannett Foundation grant: \$50,000 annually (except this year, when it received \$83,000 as a special grant for the 10th annual conference). Gannett, says Marshall, has been the most loyal—and most generous—contributor to NBMC.

Other media companies also give money to the organization, although Marshall says many are reticent about making contributions outright. Instead, groups like Capital Cities, Hearst, Outlet, ABC, CBS and Metromedia will frequently host receptions or sponsor lunches or dinners. Then, Marshall says, "they can say to themselves, 'I'm not really contributing to NBMC.' As long as they have that reconciled in their minds, for

whatever reason, that's fine."

All the elements combined—grants, "agreements" and other contributions—will give NBMC an income of about \$400,000 this year, according to Marshall, supporting a staff of five or six. The "Coalition" in NBMC's name refers to 89 affiliated civil rights organizations in 65 cities that are its basic constituents. Additionally, it has 20 corporate members that pay annual dues of \$1,000, 50 professional members who pay \$100 and some 150 in the general membership category who pay \$25.

The organization has offices in New York, Los Angeles and San Francisco in addition to its Washington headquarters, and has plans to establish paid professionals in Philadelphia, New Orleans, Dallas and Houston. (Marshall's brother Rudolph mans the San Francisco post; as Pluria puts it, "I feel good having my family involved... it's a little bit of a family affair, and I don't apologize for it.")

NBMC's expansionist ambitions include other media, as well as other cities. Next on Marshall's priority list: cable, an industry he holds in less than high regard. "It's almost



Distaff backup. NBMC executive director Carmen Marshall (center) with other staff members outside the organization's U Street headquarters in Washington. L to r: JoAnn King, Willette Coleman, Yvonne Johnson and Denise Jamison.

like they're thieves. They make a living selling other people's products that they don't have to pay for." He points out that black cable subscribers now make up a substantial percentage of total cable viewers—enough, he thinks, to inspire the major MSO's to produce programming of interest to their black subscribers. Yet in his view, "they're doing nothing." That paucity of product will become even more conspicuous as major urban areas begin to come on line. Within the next year, he predicts, 85% of all black homes will be passed by cable.

The most recent medium to feel the Marshall touch is DBS (direct broadcast satellites). NBMC concluded an agreement in June 1981 with Comsat's Satellite Television Corp. that requires STC to provide \$50,000 annually, beginning this year, to "foster minority participation in telecommunications." According to a Comsat spokesperson, the money will be given to colleges and universities in 1983. The agreement also calls on STC to involve minority businesses in supplying goods and services to the DBS industry. To that end, STC has anted up \$1 million to create a Minority Enterprise Small Business Investment Co. (MESBIC), which will lend money to minorities interested in DBS. STC's seed money will be matched four-to-one by the Small Business Administration, creating an investment pool of \$5 million. The quid pro quo: NBMC's support for STC's DBS application at the FCC.

One of Marshall's disappointments is that NBMC is so rarely given credit for what he believes are its accomplishments—among them, the FCC's distress sales and tax certificate policies as well as the relaxation of the Small Business Administration rules to permit assistance to minority ownership. And he is particularly proud of the moneys that have gone to black educational institutions as a result of NBMC interventions—the initial \$900,000 to Clark, plus an additional \$100,000 later on; \$200,000 to Texas Southern and to Howard University, plus other grants to the University of the District of Columbia and Bowie State in Maryland.

One broadcaster who has known Marshall long and well describes him as pragmatic rather than philosophical. "He's trying to achieve something now; he's not just trying to tear down. So he'll take half a loaf, or a quarter of a loaf, or maybe even a slice, trying to get along himself and help the blacks in broadcasting. Even if NBMC has been only marginally productive so far, that's a plus." □

Black Media meeting shapes up

Coalition sets final slate of panelists for four-day annual conference in Washington

The National Black Media Coalition has filled out its agenda for its annual media conference that opens Thursday (Oct. 6) at Washington's Hyatt Regency.

Supplementing the speakers' schedule for

Talks stop stock

Turner Broadcasting System suspended over-the-counter trading of its stock last Wednesday afternoon after its price climbed five-and-a-quarter points that day as a result of persistent rumors and press reports that TBS and Westinghouse Broadcasting and Cable and ABC Video Enterprises were working on a deal to merge Satellite News Channel with CNN Headline News.

Trading of the TBS stock was flagged through Thursday (Sept. 29), when the company released a statement by Ted Turner confirming that merger possibilities were being discussed. The stock was then scheduled to resume trading when the market opened Friday morning.

The TBS announcement read in part that the company "confirmed reports of merger talks" among TBS, Group W and ABC, "in an effort to settle out of court lawsuits pending between the companies." The statement added that "Turner went on to confirm that these talks have been far ranging and have included" the discussion of a number of scenarios by which the assets of SNC might be acquired by CNN. The statement concluded by saying that "fundamental differences" still existed between the two sides. A TBS spokesman declined to elaborate. Reports circulated that Turner had offered as much as \$30 million to acquire the SNC assets.

A few hours after Group W and ABC received word of the TBS announcement, the two companies released a joint statement indicating they were "aware of the speculation regarding a possible agreement between SNC and CNN. Although recent discussions have been explored concerning the possibility of combining the two services, no agreement has been reached."

A source close to TBS said "My understanding is the deal is basically done," adding that the company's statement about there being still existing "fundamental differences" may be an attempt "to calm the stock down."

So far, all the talks that have been raised concerning a merger possibility have been between the lawyers for both sides. Robert Ross, vice president and general counsel, TBS, has headed up that company's negotiating team, while former U.S. Attorney General Griffin Bell, now with the Atlanta-based law firm, King & Spaulding, and other attorneys there have been representing the SNC interests.

In a related development, reports, stemming from a board meeting last week of Group W's company, Westinghouse Electric, suggested that the board was not happy with losses that Group W incurred in its various programming ventures, most of them coming from SNC which will lose perhaps \$40 million this year. The reports also suggested that Group W Satellite Communications might also be encountering difficulties in finalizing a number of deals with various professional sports teams around the country, and that as a result, The Sports Network, the planned multi-regional pay-sports cable service may be scrubbed or pushed back.

the Oct. 6-9 sessions announced earlier (BROADCASTING, Sept. 12), the Saturday afternoon session, "Radio's Responsibility to the Black Community," will feature a panel comprising Don Rozette, KYOK(AM) Houston; Cody Anderson, WDAS(AM) Philadelphia; Mary Mason, WHAT(AM) Philadelphia; Kerner Anderson, WBMX(FM) Oak Park, Ill., and Robert N. Taylor, WHUR-FM Washington.

The following session on Saturday, "Sales—The Way to the Top," will be moderated by Eric Moore, communications consultant, with panelists Michael Turner WTTG(TV) Washington; Lillian Jones of WBMX-FM; Marv Dyson, WVON(AM)-WGCI(FM) Chicago, and Tony Washington of WJLA-TV Washington.

Otherwise, the schedule for the conference, with the theme, "Trends, Changes and News Directions," adheres to the original agenda that will have Allen H. Neuharth of Gannett Co. addressing the windup banquet Saturday night. Luncheons will be addressed by Joel Chaseman of Post-Newsweek and FCC Commissioner Henry Rivera (Thursday), Ossie Davis and Ruby Dee (Friday) and Representative Mickey Leland (D-Tex.) (Saturday).

Other conference highlights:

A Thursday morning panel, "Minority

Concerns: How Are They Addressed?," will include House Telecommunications Subcommittee Chairman Timothy Wirth, Ed Pfister of the Corporation for Public Broadcasting, Eddie Fritts of the National Association of Broadcasters and Tom Wheeler of the National Cable Television Association.

A Thursday afternoon session, "Group Broadcasters: Analyzing Success," is to be moderated by John Conomikes of Hearst TV with panelists Jeff Davidson of Gannett and David Henderson of the Outlet Co.

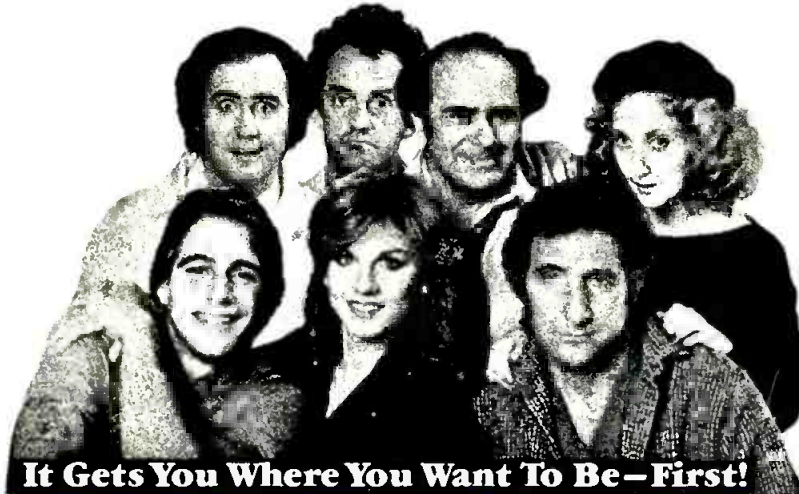
Thursday sessions will also include "Current Events Industry Update," "Engineering Opportunities in Telecommunications." An evening reception is to be hosted by Capital Cities Communications.

Friday morning will open with "Trends in EEO," moderated by NBMC's David Honig, with panelists Glen Wolfe of the FCC and Washington communications lawyers Jason Shrinky, Mike Bader and Howard Braun. Subjects of other Friday panels: "Public Broadcasting: Sound Financial Management Makes a Difference"; "Programming," and "Community Affairs: A Valuable Asset."

A job exchange for media professionals is scheduled for Saturday afternoon.

Sunday morning will be devoted to a brunch and executive meeting of NBMC. □

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It Gets You Where You Want To Be—First!

TAXI

Winner of 3 1983 Emmys, bringing TAXI's all-time total to 18!

THE CHICAGO STORY	Rating	Share	% Share Change vs. July 1983	OTHER MAJOR CITIES	
				Rating	Share
TAXI (WFLD Ind. UHF)	11.4	22	+38	NEW YORK—WNEW (Ind./6:30PM)	9.1 20
BARNEY MILLER (WGN Ind.)	11.2	21	- 5	WASHINGTON—WTTG (Ind./6:30PM)	9.9 21
WBBM Evening News (CBS Owned)	10.4	20	NC	DETROIT—WJBK (CBS/11:30PM)	10.6 25
WLS Evening News (ABC Owned)	7.9	15	- 6		
WMAQ Evening News (NBC Owned)	7.5	14	NC		

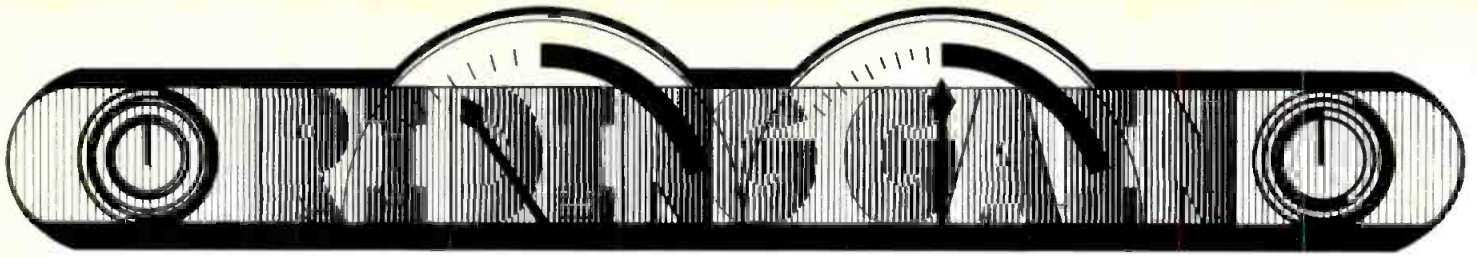
Source: ABB 9/19-23

**In Chicago, TAXI accelerates into first place in only its second week!
It's also leaving 'em in the dust in the other metered markets and in all dayparts.
So call yourself a TAXI now—or you'll call yourself something else later!**

WFLD, if you're excited now, wait 'til you see your demos!



TELEVISION DOMESTIC DISTRIBUTION



News views

A Torbet Radio survey of approximately 130 radio station managers and sales managers on news programming reveals that 75% of the respondents think news is an important factor to their target audience when it selects a radio station. But only 45% said their news departments are money-making operations.

Other findings show 85% of the respondents using actualities in local newscasts—specifically, an average of five in each newscast. The average length of a newscast is 4.26 minutes with 12.4% of a station's "typical broadcast" hour devoted to news and information. Also, 69% believed network news was a definite attraction for listeners.

Ninety-two percent of the respondents said they employ a news director and an average of three newscasters. The "typical" newscaster is 29 years old, has seven years of experience and makes \$13,124 per year.

The data was gathered through a detailed questionnaire that was sent to 300 radio executives across the country. The news survey is the fifth in a series of six Torbet surveys conducting throughout 1983. The last one

will focus on the rep business and the state of national sales.

Underpriced

In a speech before the Minnesota Broadcasters Association's fall conference in St. Cloud, ABC Radio President Ben Hoberman said he is "very bullish" on radio and that next year will be "one of the most exciting yet" for broadcasters. He said the greatest potential for growth lies in on the industry's advertising rate structure. "Now is the time to focus on restructuring our pricing process so we may obtain a more proportionate amount of the solid results we make possible. . . . I urge you not to underestimate what the market will bear," Hoberman told the broadcasters in attendance. His call for a closer examination of radio prices came after Martin Rubenstein, Mutual Broadcasting president and chief executive officer, told the New Jersey Broadcasters Association that network radio should seek higher rates (BROADCASTING, Sept. 19).

Downer

After a banner national sales month for industry in July—up 40.8% (BROADCASTING, Aug. 29)—came disappointing news last week from Radio Expenditures Reports Inc., which reported national spot dollars for August dropping from \$59,355,000 in 1982 to \$57,619,000 this year—a decline of 2.9%. The report is based on data provided confidentially to RER by 14 leading rep firms. From January through August, however, national spot was up 11.6% over the same period a year ago.

Football extension

The CBS Radio Network has extended its broadcast agreement with the National Football League for an additional year covering 16 Monday night games, all post-season play and Super Bowl XIX for the 1984-85 season. "The basis of this extension is to compensate for the strike-shortened '82-'83 season," said Dick Brescia, senior vice president, CBS Radio Networks. This will mark the seventh season of NFL coverage over CBS Radio which is currently in what would have been its last year of a four-year pact valued at \$12.1 million.

Franklin confirmed

The FCC has granted renewals to Franklin Communications Inc., licensee of WKQO(AM)-WSNY-FM, Columbus, Ohio. A local group had petitioned to deny, contending that Franklin had "abandoned" the black community, its "target audience," by reducing nonentertainment programming aimed at blacks. The commission said the stations are not required to target their nonentertainment programming to a narrow portion of the listening audience.

'MOYL' magazine

Al Ham Productions, creator and producer of the highly successful "Music of Your Life" format—big band and MOR hits from the 1930's to the present, currently airing on more than 160 stations—last week announced a joint publishing venture with Melville, N.Y.-based Belwin-Mills Music Publishing, a subsidiary of Esquire Inc., which initially calls for the production of a national quarterly publication, *Music of Your Life*, designed for direct mailing to 750,000 MOYL club members.

According to Ham, the publication,

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Satellite-delivered advice. ABC's Contemporary Network will begin presenting the 60-second public affairs series, *Father Harry: God Squad*, hosted by the Rev. Harry Schlitt, beginning Oct. 5. The weekday series will be fed over the network twice each week for airing at times selected by individual affiliates. The series, previously syndicated by San Francisco-based Bridge Productions, is in its ninth year. ABC describes the program as "focusing on issues that affect young people, such as loneliness, peer pressure, family problems, drug abuse and racial prejudice." Schlitt moves to New York in November to become director of network development for the Catholic Telecommunications Network of America. He has been executive director of Bridge Productions, a unit of the San Francisco Archdiocese.

Present at the contract signing were (l-r): Schlitt; Willard Lochridge, vice president, ABC Contemporary Network, and Gloria Briggs, administrator, ABC youth radio networks.

which will feature celebrity profiles and interviews as well as MOYL club news' will ultimately evolve into a "slick" magazine-type format. Beginning plans call for a minimum of eight pages of national material wrapped-around eight pages of local content provided by individual MOYL-formatted stations. The cover will be customized on a market-by-market basis with local MOYL station logos, Ham said. A pilot issue is scheduled for selected markets this fall with regular quarterly issues starting next year.

No go

Westwood One, Los Angeles, reported it has decided not to proceed with the production and national marketing of the *Rock of the 80's Countdown* radio program, produced by Carroll, Schwartz & Groves. Norm Pattiz, president of Westwood One, said the decision to abandon the project was made after a six-month test on 20 radio stations. He said the test marketing indicated that a weekly program featuring only modern music "has limited chances for success on a national level."

Latest top 40'er

The Dallas-based Satellite Music Network will unveil plans for a new top 40/contemporary hit radio format called "Rock America" (BROADCASTING, Aug. 15) at this week's National Radio Broadcasters Association convention in New Orleans. The format is scheduled to make its debut in January. Plans call for one national and eight local commercial spots per hour. There will also be an optional 60-second newscast on the hour, but it is yet undetermined how many hours per day it will air, according to George Williams, SMN's vice president of programming. The network currently has 250 affiliates airing one of its three full-time formats: "StarStation" (adult contemporary), "Star-dust" (MOR) and "Country Coast-to-Coast."

Playback

The Creative Factor, a Hollywood-based radio producer/syndicator, is offering a 90-minute, advertiser-supported profile of The Who, featuring interviews, live concert performances and music recorded during the group's history. *The Who: Before I Get Old* is being syndicated concurrently with the release of a book with the same title, documenting the group's history. The special was packaged and sold by Barnett-Robbins Enterprises and is being sponsored by Activation. It has been cleared in more than 130 markets.

A two-hour music special, *The John Lennon Story*, is also being offered this fall by The Creative Factor. The bartered program will air Dec. 4-8, marking the third anniversary of the former Beatle's assassination.

□

The Indiana statewide radio news network, Network Indiana, has affiliated with CNN Radio—the 24-hour all-news network of Turner Broadcasting—and is projected to be on-line beginning Oct. 15, according to Jim Gustafson, Network Indiana's manager of sales and affiliate relations. According to Gustafson, each of Network Indiana's 54 affiliates will have access to the CNN Radio

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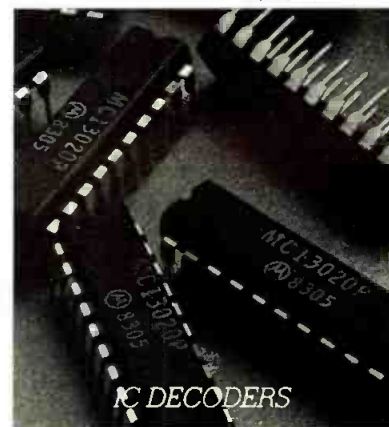
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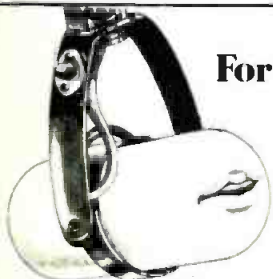


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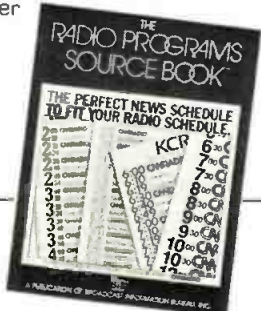
Key to the highway. WYNY(FM) New York personality Steve O'Brien (above) was one of the MC's for the station's "Porsche Party"—where 97 winners of WYNY's "key song" game held keys that fit the doors of two 944 Porsche sport cars. Only two of the winners, however, had the keys that unlocked them. The event took place just outside of Madison Square Garden. The on-air contest asked listeners to identify a particular song aired several times per day beginning Aug. 1 through Aug. 24, with the seventh person calling in with the correct title designated as a "97 key winner." The figure 97 was used to correspond to the station's dial position—97.1 mhz.



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□

The AP Radio Network is expanding its weekday feature lineup with today's (Oct. 3) debut of *Straight Up with Steven the Bartender*. The program, which features professional bartender Steve Austin, is described as a 90-second "common sense advice piece."

Also debuting today is a new 90-second life-style feature called *Looking Good*. The program will feature Paula Beth Begoun, a former actress, and will offer dressing and grooming advice for men and women.

□

Westwood One, in association with Geffen Records, will air a live Asia concert from the Budokan Theater in Tokyo via satellite on Dec. 6. And, in an unusual move, there will be no market exclusivity. Westwood One will license all radio stations wishing to participate in the broadcast at no charge, according to company President Norm Pattiz.

Plans call for Westwood One to feed the audio portion of the concert performance commercial free to stations worldwide with Warner Amex's Music Television (MTV) simulcasting the video. Due to the international date line, the broadcast will be heard in North America on Dec. 7.



Writing on the wall. Just one block from Hollywood's *Walk of Fame*, classical music KfAC-AM-FM has unveiled its own *Wall of Fame*. Comprising 23 bronzed plaques adorning the outside of the station, it pays tribute to the station's clients and employes (both current and former) as well as musical celebrities such as Luciano Pavarotti, Leonard Bernstein and Frank Sinatra. The inspiration for the wall came to general manager George Fritzing (r) as a way to celebrate KfAC's move to new Hollywood studios. Standing with him are Los Angeles Mayor Tom Bradley (l) and City Councilwoman Peggy Stevenson at the unveiling of the wall. More plaques will be added in 1984.



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NRBA heads downriver to New Orleans

The major event of the 10th annual National Radio Broadcasters Association convention that got under way yesterday (Oct. 2) at the New Orleans Hilton is the election of a new association president. As of last week, indications were that Bernie Mann, president of High Point, N.C.-based Mann Media (WOKX[AM]-WGLD-FM High Point and WKIX[AM]-WYYD[FM] Raleigh, both North Carolina), was still the popular choice of the 35-member board of directors ("Closed Circuit," Sept. 19). Mann, who has served as the association's Eastern region vice president for the past two years and has been actively involved in all NRBA activities as a board member for about 10 years, was expected to be elected Sunday morning, just prior to the official start of the convention—the opening of the exhibit hall—at noon. The new president is replacing Sis Kaplan, of Sis Radio Inc., licensee of

WAYS(AM)-WROQ(FM) Charlotte, N.C., who is stepping down after four years at the helm.

Total attendance for the three-and-a-half day event is expected to top 4,000 (including exhibitors, hospitality suite hosts, guests, spouses and walk-in registrants). The hotel will house 130 exhibit booths—up from last year's 85—and 80 hospitality suites.

On the agenda are more than 30 workshops divided into management, sales, engineering, programming, promotion and research. One session that should generate considerable interest takes place Tuesday at 9 a.m. when George Burns, president of Studio City, Calif.-based Burns Media Consultants, speaks on the direction of radio programming over the next two years based on computer projections. The session is titled

"Programming Trends and the Parity Problem." Another Tuesday session that should prove popular is also slated for 9 a.m. and will explore the implications and impact of FCC's Docket 80-90—a ruling that could lead to the creation of as many as 1,000 new FM stations.

A hot topic among broadcasters will be discussed at a three-hour seminar examining FM subcarrier opportunities on Tuesday afternoon and then again on Wednesday morning. Leading the forum will be Tom McCoy, NRBA's senior vice president, who will unveil preliminary findings of the association's recent survey of broadcasters on their plans for subcarrier channels. McCoy plans to tell attendees that among those broadcasters who responded to NRBA's

questionnaire, paging was projected as the prime use for SCA's with data transmissions second. McCoy will also note that most broadcasters seem to have a very real expectation of revenues to be expected from leasing FM subcarrier channels.

FCC Chairman Mark Fowler is scheduled to present Monday's opening general session address just prior to lunch, and the association plans to present a five-minute taped address from President Reagan. And during the luncheon, CBS News special correspondent Walter Cronkite is to receive NRBA's 1983 Golden Radio Award. Also on Monday's agenda is a 4 p.m. meeting of the Daytime Broadcasters Association which will discuss the FCC's decision to expand the hours of operation for daytimers. □

At Large



After four years at the helm of the National Radio Broadcasters Association, Harriet (Sis) Kaplan has decided to step down from the leadership slot and devote more time to running her radio stations—WAYS(AM)-WROQ(FM) Charlotte, N.C.—and other business interests. On the eve of NRBA's annual convention in New Orleans, she took time to talk to BROADCASTING editors and to reflect on the past, present and future of the association and on radio in general.

How do you see the state of the medium at the moment?

Well, I think that it's healthy. Although, to some degree, it depends on the health of the area that you're in. I just returned from speaking to the Minnesota Broadcasters Association, and the upper half of that state has all kinds of economic problems, while the middle and southern parts are just as healthy as can be. Now, radio is going to go

through changes, as all the media continually do. But both the long term and the short term outlooks are healthy ones.

Do you feel that the radio media are less subject to change by all the new media activity than are, for example, the television media?

I personally believe that local television is going to go through some

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of the revolution in terms of change that radio went through after World War II, when all the new stations started coming on, when the enormous growth took place.

Is that because of low-power?

It's because of all the media things that are happening; it's not just because of low power. It has to do with the number of channels that are going to be available. Direct broadcast satellites and cable and MDS and all of the other things that are happening.

Radio seems to have weathered all of that.

Yes, and I'm not suggesting that television isn't going to weather it, too. I'm simply saying that there are going to be changes, just as there were changes in radio.

Do you think any of the new media are going to make radio change as well as television—low-power and some of the other things?

Well, radio has continually changed, at least during my career. And I'm sure there will be changes and I'm sure the more innovative broadcasters will do better than the less innovative ones. But radio is a personal medium and it serves a constituency that there isn't any other way of reaching that I know of today, and I'm not suggesting tomorrow won't be a different story because the technology that's going on today requires paying great attention. I think that radio broadcasters who are not paying attention to what's happening, and dealing with it in a competitive way, are going to be in trouble.

I just don't think you can play the ostrich game and survive in radio today.

Is it a more difficult challenge at this moment for AM as opposed to FM?

Well, they've certainly had a role reversal. You know, when I started in radio it was: "What is FM?" Now I have a 15-year-old daughter who doesn't know she's got an AM band on her radio.

So there's no question that AM has a difficult role today, depending of course on the market situation. I'm not suggesting that there aren't some very healthy, very successful AM's. I had lunch in Chicago last week with Wally Phillips at WGN. Well, you can't get much healthier than that. So I'm not suggesting an unhealthy AM. But, yes, I think they're in for changes and for a difficult time; we've all seen the research of which age groups are on which side of the dial. And it's going to have to be dealt with. You can't act like the problem doesn't exist. You know, I think it's solvable. I don't think AM is dead, if that's what you mean.

What do you think the big issues will be before your membership at the NRBA convention?

Many of them will be issues that will always be big issues—sales, good management and how to deal with the changes in technology. One of the other areas I hear a lot of is: "What are we going to do with our SCA's?" My personal point of view is that broadcasters have done a lot of talking with each other and manufacturers, whereas I think we need to be doing a lot more talking with people who are using some sort of methods of—for instance—data distribution. I don't think we're spending enough time trying to investigate other businesses and how we can serve them. It's certainly a potential moneymaker, but some broadcasters are just saying, "OK, hand me the money to use my SCA." And I'm not sure that that's very realistic.

What about programing? What do you think the primary interest in that area is going to focus around?

One of the things that's happening on the music dial is that formats

are heading more toward the middle from both directions. And while I certainly don't consider myself a top programing consultant, it's clear that the successful FM stations today are not doing things a heck of a lot different than the successful AM's did in the past. Again, a role reversal.

What are you doing in Charlotte?

Well, our AM station is now news, talk and sports; for a long time we were top 40. I'm not sure that I would call what we're now doing with our FM top 40 exactly. We are some form of top 40-contemporary-AOR mixture. In the years past it was a straight AOR.

Why do I think that's changing? It's because I think the whole society is changing. The people who are in the demographic that you're after have a different mindset than they did six, seven, eight years ago, by a long shot.

A more conservative mindset?

Absolutely. A more conservative head-set, a more traditional mindset, and a more successful one. I guess it's because I'm getting old, but I would call it an old-fashioned mindset, in terms of back to the more traditional ideas.

May we turn to the deregulatory area for a few moments? We're interested in knowing what the NRBA strategy is. Are you interested in pursuing a radio-only deregulation bill?

Yes.

What do you think the chances are of getting a radio-only deregulation bill through?

I don't know what the chances of getting meaningful deregulation are altogether. At this point I'm very discouraged.

Why?

Well, I'm discouraged because I think that we had some things going very positively in the negotiating direction. That was before Senator Packwood's speech to the National Association of Broadcasters—when he said the NAB couldn't lobby its way out of a paper bag.

At that point, the whole routine changed and we ended up with the situation that now exists. We could be facing all kinds of things from quantification to percentages to God knows what all.

Do you think radio and TV deregulation should be treated independently?

Well, I am in favor of deregulation for both radio and television. But I believe that radio deregulation can be achieved today. I am not sure that the two can be achieved together. I am also equally certain that radio deregulation would work in terms of realities of performance, and I believe television deregulation would follow when it was shown that radio's indeed worked. And that's why I think the two ought to be separated.

But we are against quantification. We are against a spectrum fee. But we might be willing to negotiate a contract. That's an approach we still feel has possibilities.

What does the contract concept mean?

Well, the government has long-term contracts in various areas—contracts that cannot be changed.

And under which you might be prepared to pay a fee?

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While nobody was watching

The National Radio Broadcasters Association is holding its annual convention this week in New Orleans, with an expected attendance of 4,000.

The National Association of (all kinds of) Broadcasters held its annual Radio Programming Conference in San Francisco a month ago, with an attendance of 2,000.

Officials of the new Television Operators Caucus met in Washington last week with officials of the NAB to discuss how each organization will go its separate ways.

The NAB's "structure study committee" meets in Washington today to talk about conversion of the association to a federation. Just maybe the conversion is already under way without being recognized.

More and more it is apparent that divisions of interests within a vastly growing and increasingly diverse Fifth Estate will insist on independence in Washington representation. More and more it is apparent that an umbrella organization is needed to speak for more interests than one when those interests coincide and to provide coordination for interests that may not coincide but are not in conflict. It is also needed to provide information and services of common use to more interest than one.

There are no signs that a National Radio Broadcasters Association would disappear if the NAB became the National Federation of Broadcasters or that a strengthened NAB radio division would give up its identity or its annual program conference under a converted NFB. The major television owners who compose the Television Operators Caucus made it plain last week that they intend to guard their independence, a condition that would in no way be threatened by membership in an NFB with a vigorous and semiautonomous television division.

The structures committee intends to set an agenda of active interviewing to solicit expert views on how to reorganize the NAB. Clearly the committee takes its mission seriously.

It is a mission that will naturally lead to a National Federation of Broadcasters—as step one in the ultimate formation of the National Federation of the Fifth Estate.

One way or the other

The Temporary Commission on Alternative Financing for Public Telecommunications has submitted to Congress an admittedly inconclusive report on the advertising experiment conducted by nine formerly noncommercial television stations. The TCAFPT, whose name and initials now enter merciful retirement, guessed that advertising revenue would never be an adequate substitute for federal funding, but couldn't be absolutely sure. It suggested that honest-to-god advertising be kept off noncommercial stations unless "overall benefits . . . will exceed the costs."

That pretty much leaves it up to Congress to guess whether the noncommercial system ought to go commercial or remain in the just-a-little-bit-pregnant condition that the FCC induced a couple of years ago. Under the FCC's liberalized policy, noncommercial stations have been able to convert simple air credits into institutional messages for sponsors of its programs and donors of promotional services or merchandise. The experimental admission of unrestricted advertising to the noncommercial air came in an act of Congress a couple of months after the FCC loosened its noncommercial rules.

As is, the noncommercial television system has evolved into an entirely different creature from the one imagined back in 1952

when the FCC set aside 242 channels for exclusive use by non-commercial, educational broadcasting. The facilities were activated largely at government expense. They were supposed to provide a service different enough from the commercial service to justify support by public funds.

Things haven't quite turned out as imagined. If legislators reflect the popular will, the public is less willing to be taxed for noncommercial broadcasting than the FCC thought it would be. The search for alternative funding becomes ever more desperate, and the guess here is that the last has not been heard of a conversion to commercial operation.

It ought to be noted that a good many of the most influential leaders in the noncommercial structure oppose the commercialization of the medium. But if their objections are overruled and the conversion proceeds, the government will have to drop the pretense that this is the noncommercial system for which all those channels were reserved. At that point the stations enter the commercial system; to be operated and traded like those that are frankly called commercial now.

Apples and oranges

Political broadcasting is much on Washington minds these days. It tends to get mixed up with the costs of political campaigning, as it did before the Senate Rules Committee and the Practising Law Institute last week, and with voter apathy, as it did at an ABC-Harvard seminar Friday and Saturday.

There isn't any question that the costs of running for office are obscene and that turnout at the polls is a national disgrace. But the tendency to look to television for a quick fix will not solve the problems.

There is always talk of forcing television to give away its time. That would shift the cost from the candidate to a medium that would be penalized for its advertising effectiveness. The better way is Barry Goldwater's—to cap spending of all kinds in pursuit of office.

Maybe television can encourage voting, as Leonard Goldenson has suggested. It has not been proved to be a factor in the decline of participation at the polls, as those who oppose projections of election results insist.

The electoral process has developed problems. It is there that the fixing must be done.



Drawn for BROADCASTING by Jack Schmidt

"With the Craft case in mind, let me ask you whether you're hiring me for my journalistic proficiency or for my looks."

Southeastern Conference basketball games over next three years. Rights over period are valued at approximately \$18 million.

□
John E. Patton, chairman and chief executive officer of Tenafly, N.J.-based **Bonneville Broadcasting System**, syndicator of beautiful music programming for radio stations, **resigned** last Friday (Sept. 30) "in order to pursue a variety of opportunities, particularly those related to new broadcast technologies outside the company." However, Patton will remain with Bonneville in consulting capacity. Until Patton's successor is appointed, Steve Riddleberger, VP-finance and administration, Bonneville Broadcasting System, will help handle day-to-day operational duties, while Bill McMahon, consultant to Bonneville International (parent company), will assist in marketing and sales.

□
Internal Revenue Service has charged that estate of late communications magnate Samuel I. Newhouse understated tax liability by more than \$609 million. IRS, claiming fraud, is asking payment of that amount plus \$305 million in penalties, or total of \$914 million. Lawyers for Newhouse family called IRS claims "absolutely spurious" and said discrepancy stems from how privately held Newhouse properties are evaluated. Newhouse has sold broadcasting chain, remains MSO and group publisher.

□
AT&T has proposed to change rates it charges for full and part-time interexchange (IXC) television transmission service. Part-time rate would decrease from current 93 cents to 80 cents per channel mile hour; full-time rate would increase from current \$68.15 to \$76.65 per channel mile per month. It also has proposed to change cancellation charges. Under proposal, if order is cancelled later than 8 a.m. (ET) on day before day for which service was ordered, cancellation charge would be assessed. Cancellation charge would equal part-time IXC rate for portion of order cancelled.

□
Unlike its radio counterpart, **Public Broadcasting Service** was diagnosed in "sound financial condition," according to audit by Peat, Marwick, Mitchell and Co. for fiscal year 1983, with excess of revenue over expenses of \$1,239,000. Total PBS assets, which amounted to \$25.1 million at end of FY 1982, rose to \$33.9 million. Revenue totalled \$59,283,918, according to report.

□
RCA Corp. has sold C.I.T. Financial Corp. to Manufacturers Hanover for \$1.51 billion, largest purchase ever for bank holding company. C.I.T. is financial services company which RCA acquired in 1980 in cash and stock swap deal for total of \$1.4 billion. Transaction excludes insurance subsidiaries of C.I.T. RCA Chairman Thornton Bradshaw said spinoff will "give us greater flexibility to invest in our core businesses—electronics, communications and entertainment." Divestiture also allows RCA to "invest in any attractive external opportunities in those areas," said Bradshaw.

□
Final report of **Temporary Commission on Alternative Financing for Public Telecommunications**, which favors enhanced underwriting for public broadcasting (BROADCASTING, Sept. 26), was submitted to Congress last Friday with separate statement from **National Telecommunications Information Administration** attached. NTIA statement recommends limited product advertisements be allowed on public broadcasting and that TCAFPPT should have concentrated on funding alternatives and not "fundamental policy issues such as federal funding."

□
Cox Communications has signed letter of intent to sell cable system in St. Clair Shores, Mich. to **Comcast Cable Investors L.P.**, limited partnership of Bala-Cynwyd (Philadelphia), Pa. for undisclosed price. Sale is necessary to get FCC approval for acquisition of WKBD-TV Detroit, which Cox bought from Field Enterprises for \$70 million (BROADCASTING, May 23).

□
Combined ratings and shares for three network evening news programs were down significantly for week ended Sept. 23, with average 32.7/63, compared to year ago (for week ended Sept. 24, 1982) when combined average was 34.2/66. Difference represented de-



NBC-TV in space. NBC-TV and Comsat General announced last week the finalization of a contract by which Comsat General will provide the network with a turnkey satellite program distribution service, including uplinks and downlinks, for the next 10 years ("Closed Circuit," Sept. 26). At the signing (first row, l-r): Robert E. Mulholland, president and chief operating officer, NBC; Irving Goldstein, president, Comsat. Second row (l-r): Jack Weir, vice president, broadcast operations, operations and technical services, NBC; William Mayo, vice president, satellite systems, Comsat General; Michael Sherlock, executive vice president, and Robert Kinzie, president, Comsat General; The service should be fully operational by January 1985. Last May, Comsat General signed an agreement to provide an "interim" service involving 24 affiliates beginning early next year (BROADCASTING, May 23). According to Satellite Systems Engineering, a consulting firm hired by affiliates of three networks to evaluate costs of satellite distribution, estimated that Comsat-NBC deal is worth \$450 million.

cline of 1.5 rating points and three share points. **ABC World News Tonight** bared brunt of loss with average 9.6/19, compared to 11.3/22 year ago. Preliminary indication is that expanded **MacNeil/Lehrer NewsHour** has not had major impact on commercial network news viewing. First national Nielsen measurement of expanded program, which also debuted Sept. 5, won't be undertaken until week of Oct. 10. But PBS research executive said Arbitron overnights for three weeks since **NewsHour** debut indicate that program is "slightly ahead" of performance half-hour version did year ago in Chicago, equal in New York, Los Angeles and San Francisco and slightly below in Philadelphia. Average three week rating in five overnight markets are: WNET(TV) New York, 1.56; WTTW(TV) Chicago, 1.83; KCET(TV) Los Angeles, 2.0; KOED(TV) San Francisco, 1.53, and WHYI(TV) Wilmington, Del. (Philadelphia), 1.36.

□
FCC Commissioner **Mimi Weyforth Dawson** has been appointed to **Federal-State Joint Board**. According to FCC, board is supposed to "develop recommended changes in the jurisdictional separations procedures governing the allocation of local [telephone company] exchange plant between the intrastate and interstate jurisdictions." Dawson is filling vacancy created by departure of former Commissioner Anne Jones.

□
At open meeting Thursday (Oct. 6), **FCC will consider** whether to seek comment on using **lotteries** for another use: **cellular radio franchises in all markets below top 30.**

□
Clifford Evans, 68, vice president and Washington news bureau correspondent for RKO General died last Thursday of a lung blood clot. Clifford, who had previously worked for NBC's *Today* show, joined RKO in 1963 and came to Washington as director of news bureau in 1966. He had also been producer and moderator of weekly show *Ladies of the Press*, broadcast on all RKO stations until 1968. He was president of White House Correspondents Association in 1981-82. He is survived by wife, Ruth Wolf Evans, and brother, Murray.

House last week completed action on Radio Marti legislation, passing overwhelmingly measure designed to make available to Cubans news of their country and thus break what Reagan administration says is Castro regime's monopoly on news in that country. Bill, passed on **302-109 vote**, was sent to President Reagan, who is certain to sign it into law even though it differs markedly from measure he had hoped Congress would approve. But if administration is not completely satisfied, **broadcasting industry and National Association of Broadcasters are content and pleased with success of intensive lobbying campaign.** House accepted without change Radio Marti bill passed earlier by Senate after opponents and proponents agreed on compromise that provides for establishing Cuba service within Voice of America. It will be broadcast over frequency used by VOA on Marathon Key, Fla., 1180 khz, which it shares with WHAM(AM) Rochester, N.Y. (BROADCASTING, Sept. 19). Administration had proposed separate entity that would serve as "surrogate" station for Cuba and operate under aegis of Board for International Broadcasting, which now oversees Radio Free Europe and Radio Liberty. NAB had vigorously opposed that proposal, fearing it would cause Cuba to retaliate by stepping up interference to American broadcasters. Backers of compromise say broadcasts to Cuba, if provided by VOA, which is already heard there, are not likely to have same effect. But despite NAB's satisfaction with bill, there remained some in House who predicted it would result in kind of problems broadcasters had hoped to avoid. Representative Parren Mitchell (D-Md.) noted reports that Cuba is building 500 kw station—10 times more powerful than any station in U.S.—"that would jam us to death." He said it would interfere with stations in 30 states. Bill now on its way to President provides **\$14 million for project in 1984 and \$11 million in 1985.** Appropriation process will begin in Senate this week.

Deal between Chronicle Publishing and Gannett Co. in which latter was to acquire **KRON-TV San Francisco** for \$100 million and **KOCO-TV Oklahoma City**, fell through last week. Deal, which had been pending for about one year, had been beset by number of complications, including need for Gannett to spin off two newspaper properties, *Oakland Tribune*, which it did, and *Independent Journal* in Marin county, which it had not. While Chronicle officials insisted decision to scrap deal was "mutual," one Gannett executive suggested that perhaps Chronicle tired of negotiating process, simply deciding station was not for sale. "We still wanted the station," Gannett source said of KRON-TV. Chronicle may have also been motivated by performance of KRON-TV over past year. "The station is doing much better" since time initial asking price was set, said source at station.

Bonneville International last Friday (Sept. 30) announced it has reached agreement in principle for **sale of Torbet Radio rep firm to Selcom Inc.**—national radio representative firm subsidiary of Selkirk Communications Ltd. of Toronto—for price estimated to be in \$8-million to \$10-million range.

Television itself was cited Friday as part of problem in symposium that ABC co-sponsored with Harvard University in effort to uncover causes of **continuing decline of voter participation in national elections.** Elizabeth Drew, *New Yorker* contributor, said increasing costs of elections is causing cynicism on part of public. "Most people who spend more [than their opponents] win," she said. "We're confusing the marketplace of ideas with the free market." Drew noted that West European governments require stations to give, not sell, television time to candidates, and suggested that "TV people and political practitioners get together to work out system" that need not be expensive but that would "raise the level of discourse." John Deardourff, political consultant to Republican campaigns, offered rebuttal. "I'm not sure we're spending enough, or in the most productive way," he said. "Are we using TV funds to clarify issues and differentiate among candidates, or in ways not helpful?" Leonard Goldenson, chairman of ABC, opened symposium with expression of concern that decline of voted participation will endanger democracy in America. He noted that less than half voting-age population voted in last election. Result, he said, is that administration comes to power with support of only one fourth of electorate.



Executive activity at Viacom. *Terrence Elkes, president of Viacom International Inc., was appointed chief executive officer of the company last week. He succeeds Ralph Baruch in that capacity. Baruch remains chairman of Viacom, a major television and cable program producer and distributor, cable MSO and group broadcaster. Baruch had served as CEO of the company since it was spun off from CBS in 1971. Elkes joined the company in 1972 as vice president, general counsel and secretary. He became president and a member of the two-man "office of the chief executive," along with Baruch, in 1978. Since that time, the two men have shared the overall responsibility of running the company, but, as Elkes told BROADCASTING last week, "in the final analysis, Ralph was the final decision-maker." The two executives will continue to work closely in running the company, said Elkes, except that when it comes to making those final, go-no-go decisions, "Ralph has basically passed the baton to me." The two men will continue to share the office of the chief executive.*

Elkes said that under his command there will be "no radical changes" in the direction the company is headed. He said, however, that more attention will be paid to the program production side of the business, specifically expanding the role of Viacom Entertainment Group, the company's production arm based in Los Angeles. "We've been very successful at establishing what are really marketing and distribution pipelines," he said, referring to the Showtime-The Movie Channel Inc. merger, and the Cable Health Network, which is in the process of being merged with Hearst/ABC's Daytime channel. The company also owns three television outlets, 11 radio stations and cable systems serving 700,000 subscribers. "Now that we've got the pipelines well in place," he said, "we'll be paying more attention to the software side of the business."

Most new prime time shows continued to post impressive numbers on Monday through Wednesday last week. According to Nielsen overnight ratings/shares, *AfterMASH* received a 31/47 in its premiere; *Hardcastle & McCormick* which received 26.7/43 in its first airing Sept. 18, 20.7/33 last week; *Hotel* 26.1/44 (premiere); *Emerald Point, N.A.S.* 19.2/29 (premiere); *Oh Madeline* 18.2/28 (premiere); *Just Our Luck* which premiered Sept. 20 at 14.7/24, 13.9/29; *Mississippi* 13/20 (premiere), and *Boone* 10.4/16 (premiere).

CBS Morning News and NBC-TV's Today Show are tied in ratings both for just-ended third quarter and most recent week for which ratings are available (Sept. 19-23). Trailing ABC-TV's *Good Morning America* (4.4/24), *CBS Morning News* and *Today* are neck and neck at 3.4 rating/19 share for 13 weeks ending Friday, Sept. 23, and for most recent week, they are tied at 3.6/19, behind *GMA*'s 4.8/25. First Lady Nancy Reagan plans to co-host installment of ABC-TV's *Good Morning America* on Wednesday, Oct. 12 from 7 to 9 a.m. Theme will be drug abuse in America.

Lorimar, Culver City, Calif.-based program producer and syndicator, has entered sports syndication business via deal it completed last week with Dallas-based Sports Production Inc. Deal calls for Lorimar to jointly finance with SPI rights that latter acquired for

TM's Shaughnessy: builder of bottom lines

Pat Shaughnessy was busy selling city business directories in Omaha 18 years ago when he knocked on the door of KOIL(AM). The station's sales manager, Don Tawzer, listened to the 21-year-old's sales pitch, and decided that acquiring the man's talents was more important than buying what he was peddling.

He hired him as an account executive, and in three years Shaughnessy became sales manager and found himself well on his way to making a name for himself in the radio business.

Shaughnessy is now president of Dallas-based TM Companies, one of the leading full-service syndicators of products for the radio industry. He currently oversees the day-to-day operation of TM Companies, which is divided into two divisions: TM Productions—which develops original music for local station sales purposes and produces radio and television station ID packages and television and audio-visual shows—and TM Programming, the producer and marketer of six radio formats—"Stereo Rock," "Urban One," "T-MOR," "TM Beautiful," "TM Country" and "TMAC" (adult contemporary)—as well as special features and audio programming for 47 airlines. The two divisions serve approximately 1,200 radio and TV stations.

In the years TM has been under Shaughnessy's reign, the company has enjoyed rising profits. A major reason, according to Shaughnessy, was the decision to merge the Special Projects division into TM Programming in the fall of 1981. That acted as a cost-efficient catalyst that propelled TM Companies into what he calls a profit-making "banner" year in 1982.

As a child growing up in Iowa, Shaughnessy "never dreamed of going into the broadcasting industry." He was selling business directories for the R.L. Polk Co., when he happened upon KOIL(AM) and Don Tawzer and suddenly found himself in the radio business.

After four years at KOIL Shaughnessy left and became vice president of Young Adult Marketing Inc., a Tarzana, Calif.-based company, headed by former Radio Advertising Bureau President Kevin Sweeney, that was designed to generate retail sales for local rock stations. Still living in Omaha, Shaughnessy spent six months traveling around the country meeting with station managers.

One day in St. Paul, while Shaughnessy was visiting group operator Walter Richey, who then owned KMEN(AM) San Bernardino, Calif., Richey said: "I don't need a guy to come out and see me once a month. I need someone who is at the station every day." Richey, who was impressed with Shaugh-



Patrick Sherman Shaughnessy—president, TM Companies, Dallas; b. Jan. 22, 1945, Council Bluffs, Iowa; attended Northwest Missouri State, Marysville, 1963-64; account executive, KOIL(AM) Omaha, 1966-68; sales manager, KOIL(AM), 1969-70; vice president, Young Adult Marketing Inc., Tarzana, Calif., 1971; vice president and general manager, KMEN(AM) San Bernardino, Calif., 1971-72; executive vice president and general manager, Drake-Chenault Enterprises, Canoga Park, Calif., 1973-78; vice president and general manager, KIQQ(FM) Los Angeles, 1974-79 (station was owned by Drake-Chenault, but sold to Outlet Co. in 1978. Shaughnessy also retained title of executive vice president for Drake-Chenault Enterprises between 1974-78 and stayed with Outlet through 1979); present position since December 1979. Appointed a vice president of Shamrock Broadcasting (TM's parent company) in February 1983; divorced; children—Lisa, 17; Michael, 16; Patrick, 14, and Daniel, 13.

nessy's presentation, asked him if he would accept the job of station vice president and general manager and take on the task of bringing the property into a healthier fiscal state. The answer was yes.

Shaughnessy turned a profit at KMEN(AM) by improving the format, becoming more involved in the community and employing what he terms "the basic fundamentals of selling radio."

According to Shaughnessy, during the latter part of 1972, Gene Chenault of Drake-Chenault Enterprises—a Canoga, Calif.-based radio producer and syndicator—was

impressed with the financial performance of the station and considered buying it. He contacted Shaughnessy and suggested they get together to talk about a position with Drake-Chenault.

Shaughnessy, who was planning to accept a job with KAYQ(AM) Kansas City in a matter of days, told Chenault, "we'd better meet soon" and hours later they were at a restaurant in LaVerne, Calif. Another meeting took place two nights later, climaxing with a hand-shake agreement between the two which put Shaughnessy at the helm of Drake-Chenault Enterprises as its executive vice president and general manager.

Shaughnessy says he changed the focus of the firm, which was then marketing three formats, from aiming at major-market stations to small-to-medium outlets. In so doing, the company's client list of 50 nearly doubled in one year. Shaughnessy's name in the radio syndication business had been established.

In 1974, while retaining the title of executive vice president for Drake-Chenault Enterprises, Shaughnessy took control of the company's owned station, KIQQ(FM) Los Angeles. Four years later Drake-Chenault sold KIQQ to the Outlet Co. and Shaughnessy decided to stay on with the new owners. But the next year, Bruce Johnson, then president of Shamrock Broadcasting, lured him away to head TM.

James R. Mixon, executive vice president and chief operating officer for Shamrock Broadcasting, TM's parent company, describes Shaughnessy as "an energetic, hard-working manager who cares about his people."

What lies ahead for TM? Will satellite technology play an important role in the delivery of its products? "Satellite transmissions are fabulous for network news feeds and special events programming," Shaughnessy says, "but we don't believe in it for full 24-hour programming. We can't offer stations the kind of music flexibility over satellites that we can on tape," Shaughnessy says, explaining that the tempo of the music for each format will vary from station to station. However, Shaughnessy projects that within a year TM will use satellite transmissions for specials and music updates for the tape-delivered formats.

Shaughnessy is not only a planner at the office but also while jogging. "Running has helped me become a better planner," Shaughnessy says. "You have to map out your strategy and go after it each day." Shaughnessy runs each year in the Dallas and New York City marathons—the latter coming up in three weeks.

And when Shaughnessy is not running, he likes to read, especially about how other companies are operated. That, no doubt, helps him stay a step ahead in the competitive marketplace of the 1980's. ■

sota, Fla., joins WTVT(TV) Tampa-St. Petersburg, Fla., as sports reporter.

Gloria Watkins, operations manager, WLBM(TV) Meridian, Miss., joins co-owned WLBT(TV) Jackson, Miss., as program director.

Maria Smith, programming/operations manager, noncommercial KTXT-TV Lubbock, Tex., joins noncommercial KUED(TV) Salt Lake City as program director.

Gary Deeb, television and radio critic, *Chicago Sun Times*, joins WLS-TV Chicago as media critic.

Gary Chase, program director and music director, WAVA(FM) Washington, joins WRXL(FM) Richmond, Va., as program director.

Appointments, *Entertainment Tonight*, syndicated series for Paramount Television Domestic Distribution, Los Angeles: **Alan Arthur**, anchor, KMOL-TV San Antonio, Tex., to correspondent, based in Los Angeles; **Jeanne Wolf**, correspondent, Miami, to Los Angeles bureau in same capacity; **Richard Wilson Jr.**, writer-producer, CBS Radio Network, to writer-editor; **Beverly Kopf**, segment producer, to senior segment producer; **Doug Herzog**, from WTBS(TV) Atlanta, to segment producer, music; **Karen Good**, segment producer, *Good Morning America*, ABC-TV, Los Angeles, to segment producer, movies, and **Peter Hammond**, researcher, to weekend segment producer, *Entertainment This Week*.

Landsman/Rivers Radio Services, New York, has disbanded and principals have each formed new companies. **Dean Landsman**, president L/RRS, is now president of his own radio programming and consulting firm, Landsman Media, New York. **Steve Rivers**, executive vice president, L/RRS, has formed own consulting firm, Whale Communications, Philadelphia.

News and Public Affairs

Sandy Gilmour, correspondent, NBC News, Peking, joins CBS News, Atlanta, in same capacity. **Michael O'Connor**, reporter, KRON-TV San Francisco, joins CBS News, Miami bureau, in same capacity. **Maria Shriver**, national correspondent, *PM Magazine*, joins CBS News in Los Angeles as reporter.

Velma Cato, news director, NBC Radio Network, New York, named executive producer, news coverage, Olympic games, for NBC Radio Network and The Source.

Rick Fisher, weekend anchor-reporter, WXYZ-TV Detroit, named anchor, 6 p.m. news.

Rick Roberts, from WOI-TV Ames, Iowa, joins WOTV(TV) Grand Rapids, Mich., as co-anchor.

Allison Gregory, reporter, KRDO-TV Colorado Springs, named weekend anchor.

Mary Broderick, from WTTG(TV) Washington, joins WJLA-TV there as news writer. **Jim Ramsey**, from WLS-TV Chicago, joins WJLA-TV as weeknight weathercaster.

Andrew Amador, from KPIX(TV) San Francisco, joins KHI-TV there as weather anchor.

John VanScovoc, editor, Citizen Group Publications, Boston, joins noncommercial WGBH-TV there as managing editor and producer, 10 p.m. news. **Rory O'Connor**, field



In business. William C. Paley is in business. Not William S., the CBS board chairman, but his 35-year-old son is sole proprietor of Paley Communications Inc., a communications consulting company located in Washington. His previous experience includes working for the U.S. Army as a cinematographer in Vietnam from 1969-70, several years of sailing, that he described as "sort of like a sabatical," and five years as a restaurant proprietor in Washington.

Paley said "I think my father's name gave me a hand up. He hasn't used my services yet but we won't charge him. It's professional courtesy. He never charged me."

producer, WCVB-TV Boston, joins WGBH-TV as producer, 10 p.m. news.

Debra Leach, from WBAY-TV Green Bay, Wis., and **Mark Douglas**, from WBBH-TV Fort Myers, Fla., join WTSP-TV Tampa-St. Petersburg, Fla., as reporter.

Technology

John Park, VP, marketing, broadcast products division of Sony Corp., Park Ridge, N.J., joins Thomson-CSF Broadcast, Stamford, Conn., as VP, marketing and sales.

David Graham, project engineer, Tri-Media Studios, Calgary, Alberta, joins KUED(TV) Salt Lake City as director of engineering.

Gerow Brill, from Ampex Corp., Redwood City, Calif., joins Clear-Com, San Francisco-based manufacturer of broadcast equipment, as national sales manager.

Thomas Christy, SMATV product manager, Blonder-Tongue Laboratories, Old Bridge, N.J., joins Comtech Antenna Corp., St. Cloud, Fla., as director of marketing.

Bowed out. Paul Harvey, ABC radio commentator, has written the White House saying he does not wish to be considered for the seat on the Corporation for Public Broadcasting board ("Closed Circuit," Sept. 19). Harvey said that as a political appointee in an election year his perceived credibility might be endangered. He also said he was already on the board of a foundation that had made contributions to public broadcasting, which would be another potential conflict of interest.

Promotion and PR

Gary Claussen, executive VP, television, Stone/Hallinan Associates, New York public relations firm, named partner and director of firm.

Vincent Curran, acting general manager, Carl Byoir & Associates, Detroit, joins public relations division of Lewis, Gilman & Kynett, Philadelphia, as VP and management supervisor.

Ray Grebey, executive scholar in residence, graduate school of business, Washington University, St. Louis, joins Hill & Knowlton, Chicago, as senior consultant.

John Abrams, consultant, RKO Radio Networks, New York, joins ABC public relations there as manager, audience information.

Allied Fields

Roy Easley, VP, Association of Maximum Service Telecasters, Washington, has taken early retirement at age of 57. Before joining AMST 15 years ago, he had retired as lieutenant colonel after 20-year career in U.S. Army.

C. Dennis Cryder, director of productions and development, NCAA Productions, Mission, Kan., joins Kansas City Royals as director of broadcasting and marketing.

Robert Paine, from Corinthian Television Sales, New York, joins Nielsen Station Index there as marketing development executive.

Gary Chapman, VP and general manager, WLNE(TV) Providence, R.I., re-elected chairman, Electronic Media Rating Council, New York.

Deaths

Ray Sutton, 41, vice president, Detroit sales, NBC Television Network, died of heart attack in his sleep at his home in Leland, Mich., on Sept. 24. He joined NBC as salesman in West Coast office in 1968. He is survived by his wife, Jody, and two sons.

Raymond Bell, 75, died of cancer Sept. 6, 1983, at his home in Beverly Hills, Calif. Former head of Foreign Claims Settlement Commission and director of political communications for President Reagan's 1980 campaign, Bell was former VP, corporate and government relations, Columbia Pictures, and former president of New York and Washington chapters, Public Relations Society of America. He is survived by wife, Jeanne Viener Bell, son and three daughters.

Gareth B. Muchmore, 70, editor and co-publisher of Ponca City Publishing Co., owner of WBBZ(AM) Ponca City, Okla., died of heart failure Sept. 22 in Ponca City. He is survived by his wife, Pat, and two daughters.

Jim O'Brien, 43, weeknight anchor and weatherman, WPVI-TV Philadelphia, killed when parachute failed in sky dive at New Hanover airport in Gilbertsville, Pa., on Sept. 25. O'Brien was also host of station's Saturday magazine program, *Prime Time*. He is survived by two daughters.

Marketing

Lawrence J. Flink, from Dancer Fitzgerald Sample, New York, joins Kenyon & Eckhardt there as executive VP and director, Eastern region.



Irving

Promotions at Dancer Fitzgerald Sample, New York, in media planning: **Jack Irving**, from VP to senior VP and chairman of Media Plans Review Board; **Estrea Dworkin** and **Ruthanne Greenberg**, from associate media directors, to VP's; **Lucille Monaco**, from media supervisor to associate media director; in media implementation: **Lou Dorkin**, senior VP, to newly created position of director of network relations; **Mel Conner**, senior VP, to director of network operations, and **Sondra Michaelson** and **Betsy Frank**, associate media directors, to VP's.

Allan Linderman, VP and media director, Creamer Inc., Pittsburgh, elected senior VP and director of media services, Creamer, New York.

Gary Mueller, media supervisor, Needham, Harper & Steers/USA, Chicago, named associate media director.

Alan Alexander, account executive, Needham, Harper & Steers, Chicago, named account supervisor.

Marcia Rozen, account manager and media planner, Leo Burnett, Chicago, joins D'Arcy-MacManus & Masius, St. Louis, as account executive. **William Morgan**, from Hanley Partnership, St. Louis, joins D'Arcy-MacManus & Masius there as account executive.

Frances Roberts, from Mullen Advertising, Boston, joins Quinn & Johnson/BBDO there as account executive.

Michele Butts, senior media research analyst, W.B. Doner, Baltimore, named corporate media research coordinator. **Doris Asantewa**, research planner, city of Charlotte, N.C., joins W.B. Doner, Baltimore, as manager of information services.

Mike Zinn, from Benton & Bowles, New York, joins Rapp & Collins, subsidiary of Doyle Dane Bernbach there, as production manager.

Don Hummerston, from *TV Guide*, Radnor, Pa., joins Scharfberg & Associates, Jenkintown, Pa., as art director.

Melba Meade, account executive, CBS Television Stations, Dallas sales office, named manager, national sales, CTS there.

Maury Wind, account executive, Katz American Television, New York, named VP, regional offices. **Lisa Kane**, from WKBS-TV Philadelphia, joins Katz Independent Television, Los Angeles, as account executive.

Joe Cusenza, account executive, wildcat team, TeleRep, New York, named sales manager of team.

Toni Bronfen, from Seltel, New York, joins Harrington, Righter & Parsons there as ac-

count executive, red team.

Deborah Kelly, from WKBS-TV Philadelphia, joins Blair Television, New York, as account executive, ABC/green team.

Susan Auerbach, VP, associate network television director, BBDO, New York, joins NBC there as director, daytime sales.

Lamont Pinker, general sales manager, WBNG-TV Binghamton, N.Y., named VP, sales, for parent Gateway Communications.

Christopher Rohrs, local sales manager, wDIV(TV) Detroit, named general sales manager.

Bryce Benedict, general sales manager, KAKE-TV Wichita, Kan., named director of sales. **Bill Katsafanas**, account executive, Columbia Pictures, Chicago, succeeds Benedict.

Walter Davis, general marketing manager, PF Communications, Fresno, Calif., joins KTTY(TV) San Diego as general sales manager.

Dick Morby, account executive, KYW-TV Philadelphia, named local sales manager.

Cece Wick-Mackey, marketing representative, WPTZ(TV) Plattsburgh, N.Y., named New England sales manager.

Jon Hirshberg, sales manager, WBZ(AM) Boston, named general sales manager.

Marvin Ceder, local sales manager, WTMI(FM) Miami, named general sales manager.

Bob Scherner, local and regional sales manager, KGW(AM) Portland, Ore., named general sales manager.

Programming



Goldman

Jerry Goldman, VP, finance, Paramount Television, Los Angeles, named VP, production and finance, Paramount television production.

Appointments at ABC Entertainment, New York: **Jordan Kerner**, director, dramatic series development, named VP; **Ted Har-**

bert, director, program planning and scheduling, named VP, and **Alan Wurtzel**, associate director, social and technological research, named VP, broadcast standards and practices, East Coast.

David Kurman, producer, CBS Radio Network, New York, named manager, programs.

Cynthia Tepp, sports anchor-reporter, KTSP-TV Phoenix, joins WNEV-TV Boston as sports producer-reporter.

Jeff Beimfohr, sports anchor, WCPO-TV Cincinnati, joins WHO-TV Des Moines, Iowa, as sports anchor-reporter.

Steve Schnell, from WSAV-TV Savannah, Ga., joins WSTM-TV Syracuse, N.Y., as sports anchor-reporter.

Joe Glover, anchor, WJBK-TV Detroit, joins noncommercial WTVS(TV) there as host, *Video Detroit*.

Ron Jackson, sports director, WXLV-TV Sara-

*The William B. Tanner Company
cordially extends an invitation
for the preview showing of
all our new products and services
NRBA, New Orleans Oct. 2-5th
10 a.m. to 11 p.m.*

*Suite 1943 New Orleans Hilton
Cocktails & Hors d'oeuvres*

NRBA '83

WILLIAM B. TANNER COMPANY · 2714 UNION EXT.
MEMPHIS, TN 38112

Fates & Fortunes

Media



Protter

Harold Protter, executive VP and chief operating officer, Koplak Communications, St. Louis, and general manager, KPLR-TV there, has formed The Management Group Inc., St. Louis, co-owner of WNOL-TV New Orleans with Cypress Broadcasting. Protter will leave

KPLR-TV and will be managing general partner of WNOL-TV, scheduled to go on air next February. Other principals in TMG are **Gail Brøkke**, VP and general manager, KRBK-TV Sacramento, Calif., who will join WNOL-TV in same capacity, and **Dirk Freeman**, manager, sales development and proposals, RCA, who is to become WNOL-TV's director of engineering.

Frank Kabela, executive VP and chief operating officer, Greater Media Inc., New Brunswick, N.J., named president. Greater Media owns five AM's, seven FM's and 24 cable television systems.

Jim Mikels, general sales manager, WATE-TV Knoxville, Tenn., named general manager. He replaces **Jack Lee** who retires.

Appointments at United States Satellite Systems Inc.: **Richard Greene**, treasurer, Underwriters Inc., Morristown, N.J., to chief financial officer; **Herman Kotler**, VP, marketing, Telephone Marketing Programs, New York, to executive vice president, business development; **James Preston**, VP and general manager, East Coast operations, Storage Technology Corp., New York, to executive vice president.

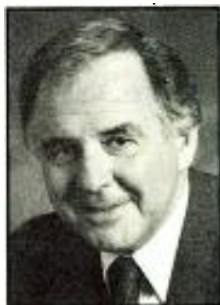
Appointed VP's at Harte-Hanks Communications: **Linda Rios Brook**, general manager, KENS-TV San Antonio, Tex.; **R. Michael**

Horne, station manager, KOY(AM)-KQYT-FM Phoenix, and **Michael D. Osterhout**, general manager, WRBQ-AM-FM Tampa/St. Petersburg, Fla.

Harry Durando, director of sales, WYNY(FM) New York, named VP and general manager, succeeding Frank Osborn, who left to become senior VP, radio, Price Communications ("Fates & Fortunes," Sept. 5).

Daniel K. Griffin, vice president, director of programming, RKO Radio Networks, New York, joins WRKO(AM) Boston as vice president and general manager, effective Oct. 31.

Harry Conlin, general manager of KYLT(AM)-KZOQ-FM Missoula, Mont., named president of parent, Spectrum Communications, which also owns WADK(AM) Newport, R.I.



Conlin



Hoker

Jay Hoker, VP and general manager, KRQX(AM)-KZEW(FM) Dallas, named VP, radio, parent Belo Broadcasting.

Robert L. Powers, sales manager, KSEA(FM) Seattle, named general manager of broadcasting division of Crista Ministries there, owner of KGDN(AM)-KBIG(FM) Seattle and KLYN(FM) Lynden, Wash.

James Carufel, VP, finance and administration, noncommercial KTCA-TV Minneapolis-St. Paul, named senior VP, chief financial officer. **Jim Russell**, VP, program production, named senior VP, station director.

Allen Feuer, VP and general manager,

wQTV(TV) Boston, joins KLRT(TV) Little Rock, Ark., in same capacity.

Peggy Solomon, director, broadcast operations, Mutual Broadcasting System, Arlington, Va., named VP.

Robert Sachs, director of corporate development, Continental Cablevision, Boston, named VP, corporate development.

Edward L. Weiss, general manager, WKIX(AM)-WYYD(FM) Raleigh, N.C., adds title of executive vice president, Mann Media, High Point, N.C.

Lee Carlson, general sales manager, KOIN-TV Portland, Ore., joins KGMB-TV Honolulu as station manager.

Catherine Shaffer, local sales manager, KYW-TV Philadelphia, named assistant to general manager.

Susan Watson, assistant vice president and media analyst, E.F. Hutton, New York, joins Metromedia there as director of financial services and communication.

Jim Carter, station manager, KEZO(FM) Omaha, named general manager of KYNN(AM)-KEZO(FM) there.

James Bryant, sales manager, WLBE(AM) Leesburg/Eustis, Fla., appointed general manager.

William P. Dix Jr., general manager, WDBS(FM) Durham, N.C., named general manager of WPAM(AM) Pottsville and WZTA(FM) Tamaqua, both Pennsylvania.

Elected officers, Illinois Broadcasters Association, Springfield, Ill.: **Gene McPherson**, WLVN(AM)-WSEI(FM) Olney, president; **Barry Geoghegan**, WAND-TV Decatur, president-elect; **Jack Bennett**, WHBF-TV Rock Island, vice president, and **Fred DeMarco**, WMAQ-TV Chicago, treasurer.

George Jostlin, regional sales manager, Falcon Cable TV of Southern California, Los Angeles, joins Colony/Harbor Cablevision, San Pedro, Calif., cable system, as regional marketing manager.

Shelley Hutsler, from Research Works, Los Angeles research and development firm, joins Cox Cable, Santa Barbara, Calif., as marketing manager.

Patricia Templor, traffic manager, RVS Cablevision, Milwaukee, joins WCGV-TV there as operations manager.

Michael Paul, VP, marketing, Consumer Concepts, Rocky Mount, N.C., joins WAGE(AM) Leesburg, Va., as operations manager.

Gregory O'Neill, senior accountant, Arthur Young & Co., Providence, R.I., joins Colony Communications there as manager of budgets and special projects.

Terry Griffith, from Michigan department of social services, Detroit, joins Continental Cablevision in Findlay, Ohio, as personnel director.

the most experienced executive recruiting firm in broadcasting and cable

More than 16 years as specialists in the communications industry.
For a confidential discussion, call 312-394-9330.

Youngs, Walker & Company

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For Sale Stations Continued

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Midwest class A FM. Well equipped. \$375,000, with \$75,000 down. Please contact:

John F. Hurlbut
PO Box 1845
Holmes Beach, FL 33509
813-778-3617

RECEIVER'S SALE KATY AM 1340 KHZ

Assets & lisc. Auction Thurs. Oct. 13, 1983, 11 A.M. PDT, at KATY offices, 1146 Monterey, San Luis Obispo, CA 93401. All cash (no brokers comm.) 10% cash deposit, balance on approval by court & FCC. Call 805-543-1340; 466-5467.

Attractive metro Mid-Atlantic station with positive cash flow. Call Bill Chapman 404-458-9226.



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Media Brokerage & Appraisals

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AM/FM COMBO

Upper Midwest. Number one combination in market. Dominant AM, Class C FM. Gross billing \$800,000 combined. Asking \$1,500,000, with \$500,000 cash. Write Box E-31.

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Colorado Springs, CO 80909

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300 North Zeeb Road,
Dept. PR., Ann Arbor,
MI 48106

ATTENTION: EARLY DEADLINE NOTICE

Due to holiday Monday October 10, 1983, the deadline for classified advertising for the October 17 issue will be:

FRIDAY, OCTOBER 7, 1983

BROADCASTING'S Classified Rates

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., NW, Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box num-

ber). c/o BROADCASTING, 1735 DeSales St., NW, Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85c per word, \$15 weekly minimum. Situations Wanted (personal ads): 50c per word, \$7.50 weekly minimum. All other classifications: 95c per word, \$15 weekly minimum. Blind box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word Count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number including area code or zip code counts as one word each.





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nationwide mergers & acquisitions

COME BY TO SEE US DURING NRBA. WE'LL BE AT THE NEW ORLEANS HILTON—SUITE 2429.

STATION						CONTACT	
FL	Maj	UHF-TV	\$7,500K	\$1,000K	Bob Thorburn	(404) 458-9226	
SE	Met	VHF-TV	\$4,000K	SOLD	Paul Crowder	(615) 298-4986	
SW	Met	FM	\$3,300K	SOLD	Corky Cartwright	(303) 740-2224	
FL	Met	FT/CI.A FM	\$2,100K	Cash	Randy Jeffery	(813) 294-1843	
SW	Met	CI.IV/CI.C	\$1,775K	SOLD	Bill Whitley	(214) 680-2807	
FL	Met	AM/FM	\$1,500K	SOLD	Bill Cate	(904) 893-6471	
R. Mtn.	Met	AM/FM	\$1,200K	SOLD	Elliot Evers	(213) 366-2554	
M. Atl.	Met	Fulltime	\$1,150K	\$ 450K	Bill Chapman	(404) 458-9226	
MW	Met	CI.IV	\$ 995K	SOLD	Peter Stromquist	(312) 580-2807	
M. Atl.	Reg	AM/FM	\$ 995K	\$ 261K	Ernie Pearce	(615) 373-8315	
SW	Sm	AM/FM	\$ 825K	\$ 200K	Brian Cobb	(404) 458-9226	
MW	Maj	Fulltime	\$ 800K	\$ 300K	Jim Mackin	(207) 623-1874	
W	Met	AM/FM	\$ 725K	\$ 275K	Ray Stanfield	(213) 366-2554	
SW	Sm	FM	\$ 712K	SOLD	Bill Whitley	(214) 680-2807	
R. Mtn	Med	FM	\$ 625K	\$ 125K	Greg Merrill	(801) 753-8090	
E	Sm	FM	\$ 595K	Cash	Warren Gregory	(203) 364-5659	
M. Atl.	Sm	AM/FM	\$ 525K	\$140K	Mitt Younts	(804) 355-8702	
MW	Maj	AM	\$ 500K	Cash	Bill Lochman	(816) 254-6899	
W	Met	FM	\$ 500K	\$ 50K	Elliot Evers	(213) 366-2554	
SW	Met	AM	\$ 450K	\$ 120K	Brian Cobb	(404) 458-9226	
MW	Sm	AM/FM	\$ 440K	Terms	Ernie Pearce	(615) 373-8315	
SW	Sm	AM/FM	\$ 300K	\$ 75K	Bill Whitley	(214) 680-2807	
SW	Sm	AM/FM	\$ 300K	\$ 75K	Bill Cate	(904) 893-6471	
MW	Sm	CI.IV/FM	\$ 275K	\$ 125K	Jim Coursolle	(414) 233-6222	
R. Mtn.	Sm	AM	\$ 220K	SOLD	Greg Merrill	(801) 753-8090	
M. Atl.	Sm	AM	\$ 210K	SOLD	Mitt Younts	(804) 355-8702	
NE	Sm	AM/FM	\$ 500K	SOLD	Jim Mackin	(207) 623-1874	

To buy or sell, for appraisals or financing—contact Janice Blake, Media Administrator, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. (404) 458-9226.

**Bill Exline
Andy McClure**

**NRBA Address:
New Orleans Hilton &
Towers
Suite 1629**

504—561-0500

William A. Exline, Inc.

4340 REDWOOD HWY. • SUITE F-121
SAN RAFAEL, CALIFORNIA 94903
(415) 479-3484

Hogun - Feldmann, Inc.
MEDIA BROKERS • CONSULTANTS
SERVING SINCE 1959
16255 Ventura Boulevard, Suite 219
Encino, California 91436
Area Code 213 986-3201

**FOR SALE
BY OWNER**

Midwest medium market regional AM, class C FM. Absentee owner, huge potential. Must sell. All offers considered. Write Box B-148.

Visit with us

at the NARB Convention in New Orleans, Oct. 23 and 24, Suite 2229, in the Hilton Tower. Serving gourmet community coffee or drinks. John Mitchell & Associates, Radio Brokers, Appraisers, Consultants.

H.B. La Rue, Media Broker

RADIO • TV • CATV • APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

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Owners wishing to sell sunbelt giant 10 KHZ clear channel AM. Will finance to qualified buyer. Profitable operation with exceptional equipment and facilities. Excellent opportunity for person wishing to leave pressure position for more leisure lifestyle. Call (daytime) 804-836-9700, or write McDougald Business Brokers, Inc., P.O. Box 3325, Danville, VA 24541.

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Small market. \$380,000 cash; \$480,000 terms, 30% down payment. Phone 803—585—4638.

901/767-7980

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BROADCASTING'S
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**For Sale Equipment
Continued**

For Sale Stations Continued

**GOING OUT FOR BUSINESS!!
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New and Used Broadcast Equipment Bought, Sold, Traded
Get your best deal, then call for ours
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40' MOBILE VIDEO TRUCK

Complete production area with Grass Valley 1600 3H switcher. Complete audio compartment with Yamaha PM 2000 console. RTS/IFB system throughout. Add cameras and tape machines and you're ready to roll tape. Call Ross Eastly, 213-466-2141.

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Sanders & Co.
1900 Emery St., Suite 206
Atlanta, GA 30318
404-355-6800

Business Opportunity

SATELLITE

Video transponder on cable TV satellite available for long-term lease at price well below market value. For more information, call Michael Gliner, 816-358-9960.

Public Notice

PUBLIC NOTICE

Applications for cable television license. Sandwich, Mass. The town of Sandwich will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 2:00pm November 28, 1983. Applications must be filed on the Massachusetts CATV Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Sandwich. A copy of the application shall also be filed with the Massachusetts CATV Commission.

All applications received will be available for public inspections in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed.

Board of Selectmen:
Joan M. Russell, Chairman; Bruce H. Stamford; H. Eugene Carr. Box 660, Sandwich, MA 02563

Wanted To Buy Stations

IF YOU HAVE

A construction permit for sale that has been issued for a city in the West or Southwest, please contact: Lambda Broadcasting Corporation, P.O. Box 1420, Yucca Valley, CA 92284. 619-365-5737.

For Sale Stations

Dan Hayslett

dh & associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
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Bob Marshall, President

This powerful 5,000 watt Sunbelt AM station located in a pleasant community is ideal for an owner-operator. \$400,000, with \$100,000 down and negotiable terms.

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809 Corey Creek - El Paso, Texas 79912 915-581-1038

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Are you considering the sale of your AM/FM combo or FM stations? If so, please talk directly with a respected, long-established group operator seeking a few more well-run facilities with own real estate. A personalized purchase proposal can be tailored to your needs including substantial cash payments, term arrangements, deferred income or covenants with retention of qualified management and staff. Write in complete confidence to Box Z-53.



**Wilkins
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MD	AM	\$400,000	25%
TN	AM/FM	\$425,000	25%
MT	AM/FM	\$350,000	30%
ND	AM	\$175,000	15%
FL	AM	\$650,000	20%
NJ	AM	\$600,000	30%
MI	FM	\$310,000	20%
IL	FM	\$250,000	25%
WV	AM/FM	\$850,000	20%
NC	AM	\$25,000	downpayment
SC	AM	\$30,000	downpayment
VA	AM	\$25,000	downpayment
PA	AM	\$25,000	downpayment
KY	FM	\$50,000	downpayment
TN	FM	\$35,000	downpayment
AZ	AM	\$75,000	downpayment
MS	AM	\$50,000	downpayment
IA	AM	\$50,000	downpayment
CO	FM	\$30,000	downpayment
SD	AM	\$20,000	downpayment
VA	AM	\$20,000	downpayment
AL	AM	\$360,000	20% downpayment
NC	AM	\$650,000	20% downpayment
OR	AM	\$185,000	\$35,000 downpayment

P. O. Box 1714

Spartanburg, SC 29304 803/585-4638

FOR SALE

Small market VHF-TV network station in the Southwest. Good equipment with newly renovated and refurbished studio and office space. \$1,750,000. Serious inquiries only. Write or call: Mr. James R. McCormick, P.O. Box 13000, Amarillo, TX 79101. 806-373-1787.

**AMERICA'S BEST
GROWTH AREA**

Rocky Mountain states AM-FM combo reaches 100,000 in beautiful area. \$450,000, with \$50,000 down. Utah regional AM/class C FM. \$675,000, with good terms and low down to qualified buyers. Principals only. Write Box B-145.

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#1 AM/FM
COMBINATION

Westgate Mall □ Bethlehem, Pa. 18017
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AM-FM STATION

Single station market of 15,000. Finest equipment-showcase building. Billing \$600,000. Price: \$1.5 million-cash. No brokers, please. Write Box B-147.

**BOB KIMEL'S
NEW ENGLAND MEDIA, INC.**

IOU

is an indication of indebtedness to someone, but what about UOU? We feel "you owe you" the opportunity to get the best price & terms possible when you sell your radio station. This means that before you list your station, you really should talk with us.

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There's A Spot Available
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KCOP is where the action is. We're a leading Los Angeles independent television station, with an excellent opportunity for an On-Air Copy/Production Coordinator.

You'll copywrite for on-air syndicated program promotion and movie showcases, as well as coordinate the production process. Your background should include knowledge of television broad equipment, accurate typing skills, a BS/BA and 3 years promotions and/or on-air copywriting experience.

If your abilities and interests suit the assignment, we offer a fine starting salary, benefits that include medical, dental and life insurance coverage, plus a fast-paced work atmosphere. Like to get in on the opportunity? Apply by sending your resume to:

Sharon Wysinger
Personnel Administrator
KCOP — TV
915 N. La Brea, Los Angeles, CA 90038
Equal Opportunity Employer M/F
Your station for Opportunity

KCOP



**Situations Wanted Programing,
Production, Others**

**BROADCAST
PROFESSIONAL**

Completing 2-year overseas contract Oct. 1. BS/MS degrees; excellent on-air presentation. 19 years' broadcasting experience, including radio sports PBP, news & production. TV news & special events director/producer, TV sports director/anchor, TV news director/anchor. Currently chief writer, producer, & director for major U.S. govt. contractor in the Middle East. Will locate anywhere in the U.S. or overseas, but prefer Southeast & Gulf Coast. 39 years old, steady & mature, with excellent references. Allied fields considered. Reply Box E-7. Available Oct. 15.

Situations Wanted News

YOU WIN AGAIN!!

The personality, the voice, the smile. Ambitious black female seeks entry level position in TV. Degree; radio, TV, & stage experience. Willing to relocate. For more information write Box E-6.

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Help Wanted Technical**

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The Sony Broadcast Company currently has two highly visible opportunities available in its Washington D.C./Philadelphia and New Jersey offices.

The successful candidates will possess 5 years experience with emphasis on installing, maintaining and servicing broadcast/digital electronics equipment. Knowledge of microprocessor technology highly desirable. BSEE or equivalent relevant experience is preferred.

SONY offers a competitive starting salary and comprehensive benefits which include company-paid pension, dental and profit sharing.

For prompt consideration, please call or forward your resume, including salary history to:

Mr. Carlo Severo
Sony Broadcast Company
1600 Queen Anne Road
Teaneck, New Jersey 07666

We are pleased to be an
equal opportunity employer m/f/h/v



Help Wanted Sales

SALESPERSON WANTED

To represent syndicated commercials and music for radio and TV. Broadcast experience a must; news and/or promotion experience ideal. Send resume to Box E-26.

Help Wanted Instruction

**DEPARTMENT OF
COMMUNICATION ARTS
CHAIRPERSON**

Search re-opened; deadline extended. Washburn University of Topeka. Applications & nominations are invited for the chairperson of an interdisciplinary department incorporating speech communication, telecommunications, & journalism. This is a 12 month position, beginning Spring semester or ASAP thereafter. Appointment expected at professorial level. Salary: mid \$40's.

Candidates must have earned doctorate & administrative experience, as well as teaching, research, & service in telecommunications. Background in speech, journalism, & public relations desirable. Candidates must demonstrate leadership in curriculum development & be willing to oversee expansion of programs in telecommunications & journalism, as well as develop a new program in public relations & a cable TV channel.

Applications should be accompanied by vita & 5 letters of recommendation. Deadline: Nov 21, 1983, or until suitable candidate is found. Send letters & applications to:

**DR. PAUL S. SALTER, DEAN
COLLEGE OF ARTS & SCIENCES
WASHBURN UNIVERSITY
TOPEKA, KS 66621**

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FACULTY POSITION

UNIVERSITY OF LOUISVILLE

Associate professor or professor and chair, Department of communications. Chair of the department of communications in a major urban university. Will guide expansion of existing department now graduating 75 majors annually. A Ph.D. in communications or related field, evidence of successful administration experience, teaching excellence, and a record of distinguished scholarship are required. Preference to candidates with experience in broadcast and/or print media, and/or public affairs/corporate communications. The chair will contribute to the research and teaching program. Appointment will be at the rank of associate professor or professor at a salary of \$35,000/45,000, depending on qualifications.

Send letter of application with complete curriculum vita, including names of references to Communication Search Committee, c/o Arts and Sciences Dean's Office, University of Louisville, Louisville, KY 40292. Applications must be received by November 15, 1983. EEO/AA.

Radio Programing

ESTHER PETERSON COMMENTS

2-min. weekly audio commentary by nationally known consumer spokesperson/presidential advisor. No charge to your station. Call toll-free 800-828-8881 5PM E.T. Monday to noon Tuesdays.

**WASHINGTON BROADCAST NEWS
202-393-6363**

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10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newscasters & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6. Special bonus: 6 consecutive weeks, only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

For Sale Equipment

**USED
VIDEO
EQUIPMENT**

Ikegami ITC-350 cameras. 3M switcher, character generator. Film chain — 16mm Beaulieu camera with angeneux lens and editing equipment. Assorted studio equipment. Nagra-Sony-Panasonic. All in very good condition. Will sell as package or in part. For more information, contact: C.W. Craig, Media Services, 813-334-5175. Fort Myers, Florida 33902.



CAN YOU MAKE OUR TEAM?

ESPN, "THE TOTAL SPORTS NETWORK" has a new position open in its "big league" lineup.

The position, Director, Program Acquisitions, is based in Bristol, Connecticut, and is responsible for the investigation and acquisition of quality sporting events that are both attractive and appealing to viewers and advertisers alike. Our team only plays before capacity crowds (6,500 affiliates, 27 million subscribers currently). This management position will oversee negotiations and contract formulation of desired sports activities.

To "make the team", your stats have to be impressive. "Prospects" should possess a college degree and a minimum of six years of "major league" television experience, with a solid background in production, event acquisitions, and negotiations. Considerable knowledge of all network televised sports is essential, as well as the ability to meet the challenge and demands associated with this growth-oriented position.

We will offer a competitive compensation and benefits package and a diversified "change of pace" to the right player "who can deliver in the clutch."

If your professional background meets our requirements, forward a resume and complete salary history in confidence to:

**ESPN
ESPN PLAZA
BRISTOL, CT 06010**

Attn: Director, Human Resources/1183

An equal opportunity, affirmative action employer. No "curveballs", "knucklers", or phone inquiries, please!

Help Wanted Sales

GROWTH POTENTIAL

WKQB has just moved to its new 1,000 foot tower and increased its power to 100,000 watts. With the best coverage of any station in the Charleston, South Carolina market, this could be one of the finest ground floor opportunities in broadcasting. The station's growing, the market's growing, and the Charleston area is a great place to live. If you've got a college education, present a good appearance, are hard working, understand a planned approach to radio sales, and know the meaning of adherence to goal, we want to talk. We'll start you on salary and work hard to make you rich...and many of our employees in other stations have become just that, rich. Send your resume immediately to: **WKQB, 107 W. 6th NORTH STREET, SUMMERVILLE, SC 29483** Please list all work experience including dates of employment. Trident Communication is an equal opportunity employer.

SALES MANAGER

FM radio station in sunny Miami, Florida, seeks a qualified, highly motivated person who likes to take charge & can accept a challenge of building sales & a sales staff. Sales, commission & override. A great opportunity. This is not a desk job. Experience required. Call Fred C. Jacob, 616-452-3111. EOE.

Situations Wanted Progaming, Production, Others

PUT YOUR STATION AT THE TOP WHERE IT BELONGS!

Highly successful programmer 14 years' experience - currently programming one of America's top rated FM/AC's in top 10 major market. If you're committed to attaining and maintaining the top position in your market, we should meet. Your reply will be held in strictest confidence. Write Box B-116.

TELEVISION

Help Wanted Management

TV RESEARCH DIRECTOR

WBZ-TV, Boston, is looking for a research director whose responsibilities will include marketing research, ratings analysis, primary and secondary data collection for news, programming, promotion and sales.

We are looking for someone who can work independently, who is willing to do hands-on research, and who will become an important part of our station's management team.

This person should have experience in marketing research and ratings analysis.

Send resumes to:

WBZ-TV
Marketing Manager
1170 Soldiers Field Road
Boston, MA 02134.

WBZ-TV is an equal opportunity employer. No phone calls, please

**For Fast Action Use
BROADCASTING's
Classified Advertising**

Help Wanted Management Continued

DO YOU BELIEVE YOU'RE AN ENTREPRENEUR?

Enormous opportunity for highly motivated person in a unique & burgeoning segment of cable TV advertising. Responsibilities include overall general management, plus building of advertising sales staff & supporting promotional programs; development of corporate & marketing direction, & initiation & innovation for communications programs. Also, responsibility for bottom line return on investment.

Remuneration dependent on present experience, skills, & on-going success in this job.

Organization established & operating successfully now. WRITE ONLY TO:

**CONNECTICUT CABLE INTERCONNECT
80 GREAT HILL RD.
SEYMOUR, CT 06483
ATTN: J. REYNOLDS**

Help Wanted Technical

CHIEF ENGINEERS PLUS FULL & PART-TIME ENGINEERS STAFF ENGINEERS

needed for Washington, DC and Southern California operations of growing Satellite co.

CHIEF must have BSEE plus ten years experience in TV broadcast engineering, working knowledge in satellite communications; terrestrial microwave operation and maintenance experience; proven ability to understand technical schematics and block diagrams and provide quality technical services; developed communication skills to maintain excellent interpersonal relationships; ability to compile effective oral and written reports and maintain accurate records of operating and maintenance activities; second class FCC license. Management experience required.

ENGINEERS must have Associate degree in electronics plus two years electronic technician experience (or equivalent) with one of the two years in:

(1) Maintenance of typically utilized technical equipment, (ENG U-Matic tape recorders, ENG television cameras, micro-wave STL equipment, audio follow video routing switching equipment, associated audio support equipment), or (2) In electronic circuit design with emphasis in micro-wave and TV broadcasting equipment. Demonstrated ability to properly use electronic test equipment and interpret electronic schematics and block diagrams; normal color vision and hearing; second class FCC license required.

Must be able to organize hours which will include evenings and some weekends. Have proven ability to work effectively with others. CALL COLLECT to BIC Personnel Department for employment application form. 801-237-2462.

AN EQUAL OPPORTUNITY EMPLOYER

**FOR SALE EQUIPMENT
CONTINUED**

Video equipment for sale: just taken from service, in good condition. Lot 1: Sony ¾ editing system, 2860a video recorder, 2260 video player, RM430 edit controller, \$3995 total. Lot 2: Sony ¾ video equipment, 2860a recorder, 2260 player, VP1000 player, VO4800 portable recorder, \$4495 total. Lot 3: Three JVC mini-cams in studio, with large viewfinders, on Kwikset dolly tripods, remote CCU's, cables, \$9995 total. Marvin Sparks, VP, or John Elliott, CE, 513-323-0026.

Rent broadcast test gear from the largest inventory in America. Potomac field strength meters and proof of performance systems, Delta operating impedance bridges, Belar modulation monitors, Orban Optimod, Moseley remote control and STL links, Marti RPU equipment. David Green Broadcast Consultants Corporation, 703-777-8660 or 703-777-6500. Box 590, Leesburg, VA 22075.

AM transmitters. Gates BC 5P2, 5kw (1963). CSI T2.5-A, 2.5 kw (1980). Gates BC-1G, 1kw (1965). Bauer 707, 1kw (1971). Gates 250 GY & 250 T. M. Cooper, 215-379-6585.

FM transmitters. Harris FM-5H w/MS15 (1974). Collins 831-G2 w/Z2 (1979). CCA 10,000 DS (1973). M. Cooper, 215-379-6585.

FM transmitters. 3-25kw's, 4-20kw's, 5-10kw's, 4-5kw's, 3-3kw's, 3-1kw. Collins, RCA, CCA, McMartin. All powers, all prices, all working, all our inventory. Crystals on your frequency supplied. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

RADIO PROGRAMING

Commentaries, 3-minutes each, on tape. An objective perspective on political, social, ethical issues that will rouse your audience to tune in, call in, write in. Heard weekly on radio and cable television in New York and other cities. Write for samples. Raymond Newman, Box 508, Lenox Hill Station, New York, NY 10021.

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

MISCELLANEOUS

The Audition Tape Handbook can assist you in producing a professional sounding tape that you can do yourself! Write for details. The Broadcast Company, Ltd., PO Box 59, Westmont, IL 60559.

Television field production. Elections/olympics/special events. Add impact to your coverage. Award-winning producer and crew available for innovative on-location production. Contact Jonathon Rosen/Impact Communications, 914-937-0900.

RADIO

Help Wanted Announcers

\$30,000 TALENT SEARCH

50kw FM adult contemp. in NE medium market needs a morning personality. Someone with talent, wit, warmth. Could it be you? T&R to: 148 Linden Street, Suite 102, Wellesley, MA 02181.

Help Wanted Management

FLORIDA FM

top resort market. Need GM and GSM in time for a warm winter. Station needs punch. Strong management track record in medium/major market? Tell us about it. Write Box E-30.

**Help Wanted Management
Continued**

**ASSISTANT
COMPTROLLER**

Due to rapid growth and expansion, SATELLITE MUSIC NETWORK is seeking an assistant comptroller with the capabilities to become comptroller rapidly. Must have at least 3 years' experience. CPA desirable. Report to David Hubschman, Executive VP of Finance. Send resume and salary requirements to:

David Hubschman
Executive Vice President
Satellite Music Network
P.O. Box 31542
Dallas, TX 75231

Help Wanted Technical

**RF Broadcast
Systems Engineer**

CBS Inc., a diversified leader in the communications industry has a position available for an allocations & RF systems engineer for its radio engineering department in NYC.

Responsibilities will include project budget preparation and planning, including FCC application, RF design and installation, and the supervision of AM, FM, microwave and 2-way communication systems.

You should have a BSEE degree and a minimum of 2 years related experience; familiarity with FCC procedures essential. Excellent written communications skills required to draft reports and comments for FCC review.

We offer a fully commensurate salary and excellent benefits package. For prompt consideration send resume and salary history to: Mr. Don Romeo, Manager of Technical Recruitment, CBS Inc., 51 West 52nd Street, New York, NY 10019.

CBS RAD 

A Division of CBS Inc.

Men and Women of All Races Desired

**ATTENTION: EARLY
DEADLINE NOTICE**

Due to holiday Monday October 10, 1983, the deadline for classified advertising for the October 17 issue will be:

FRIDAY, OCTOBER 7, 1983

Producer - Midwest network affiliate looking for producer with strong writing skills and ability to package smooth flowing show. Plenty of tools: Live vans and helicopter, satellite, DVE, still storer, and great graphics. EOE. Resume only to Box E-17.

Coordinating producer - PM Magazine. Mix and edit half-hour shows in studio control room. Alternate shooting duties in the field with videographer. Creatively rewording for someone with at least 3 years in broadcasting. Resumes and tapes to: George Hulcher, WHAS-TV, Box 1084, Louisville, KY 40201. EOE.

Technical writer. Freelance. We are a major Eastern production company. We need an experienced technical writer to adapt training and medical programs to a video format. We have business pending that requires your skills immediately. Please send resume, fee requirements, plus a written sample of your work only to Box E-24.

Executive producer for PTV station. Should have extensive experience in all forms of television production and the ability to work with creative personnel. Should possess administrative skills to supervise staff assignments and the operation of art department, EFP and ENG units, and station program producers. Should have background in cultural and public affairs programming to oversee the development and production of programs from concept to air. Should be capable of estimating and maintaining annual departmental and program budgets and operating expenditures. Please send resume to John Hutchinson, WNED-TV, Office B, Box 1263, Buffalo, NY 14240. An equal opportunity employer.

Assistant creative director. New position. Challenging career opportunity for experienced advertising/promotion specialist. Requires ability to plan/administer all station advertising and promotion campaigns and budget. Some creative input on commercial accounts. Strong creative, writing, production skills essential. Ad agency experience helpful. Resume/tapes/salary requirements to Margaret Shadburne, WAVE-TV, P.O. Box 32970, Louisville, KY 40232. No phone calls. EEO employer.

Director - Directs news cut-ins and three camera news programs. Works with news and art departments to produce graphics and pre-production. Must be able to work various shifts and on-air switching required. Requires three years' experience in directing and switching newscasts and studio production. Prefer Bachelor's degree in telecommunications or related field. Send resume to Personnel Director, KTUL Television, Inc., P.O. Box 8, Tulsa, OK 74101.

Director. Established Eastern production company seeking an experienced professional. Three to five years experience in production directing commercials and corporate communications on film and videotape. If you are creative and want to be challenged, send resume and salary requirements only to Box E-25

KPRC-TV needs a news promotion coordinator. This position in the promotion department calls for an individual who can write, produce, and edit on-air spots promoting news. It requires strong skills in writing, video tape production techniques, and imagination. The individual attaining this position will be responsible for episodic news commercials on a daily basis and will work as part of a team to develop major generic news campaigns. Please submit a resume tape of your best news promotion spots. Reply to: Bruce Bryant, Promotion Manager, KPRC-TV, P.O. Box 2222, Houston, TX 77252. EOE/M/F.

SITUATIONS WANTED NEWS

Sportscaster. Anchor-reporter. Young, experienced pro. 31, 10 years TV-radio. M.S. Communications. Former SD medium market. Also, top level radio PBP. Only interested in station with major commitment to sports broadcasting. Tom, 417-782-0031.

Young, aggressive male. 4 years background in TV radio: news, announcing, film, production. Wants career move to L.A./CA. Will be in L.A. 10/8-10/22. Set up an interview! Call Dean, 804-359-3510; 804-231-0399.

Experienced professional news writer and editor trained in TV news wants news writing or producing position in medium or smaller market. Comfortable with news, features, and specialized areas, including health and business. Columbia Journalism M.S. Call Howard, 703-521-1159.

Nightly anchor/reporter in medium market looking for major market advancement. Sincere, believable, authoritative, enthusiastic, and aggressive approach. Skilled in all phases of profession. Degrees: B/A and M/A in communication. Four years in profession. Call Christopher, 215-886-4741; 609-967-5653.

Major market assignment editor/series producer wants to produce for top-30 I-team, Northeast. Write Box E-3.

Host/feature reporter. Former PM Magazine co-host, St. Louis. Good appearance, voice, personable. 314-961-8835.

General assignment reporter who writes circles around the competition by spending more time on the phone and less time in front of the mirror. Versatile creative journalist ready for move to top fifty shop that values professionalism. Jim McClure, 312-272-6039/272-6005.

Writer/reporter. Recent graduate with major market television experience seeks entry level position with TV station in Midwest. Audition tape and resume available. Call Marilyn, 314-324-2753 or 314-521-8341.

Desire news director, Medium/small market. Currently top-20 assignment editor/producer. 19 years experience. Write Box E-4.

Weathercaster. Experienced, presently top 40 market. Excellent on-air presence, articulate, knowledgeable, enthusiastic. Ready to relocate. Write Box E-10.

Sports reporter/anchor, currently reporter with local cable TV, seeks sports position with Southern network affiliate. George, 504-475-6587.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

I can. Recent graduate, Newhouse Communications School, scholarship recipient. Extensive internship experience in promotion, programming & production. Good with people, ideas, bottom line and creativity. Hard working, responsible, ambitious. Will relocate. References. Reply Box B-76.

Black male, knowledgeable, professional. Seeks job as a cameraperson. Has experience at America's first public cablecasting station. References. Pete, 815-877-0649.

Aggressive, creative & flexible videographer with 14 yrs' experience in EFP/ENG & studio seeks permanent position. Will Relocate. Tape & resume available. 219-836-8325.

5½ year producer/director veteran with diverse commercial and program production experience. Write Box B-127.

Steadicam owner/operator. Fully equipped for video and film. Experienced with references. The Midwest's only owner/operator. Janice Arthur, 513-271-7269.

Creative producer/director. Can edit, shoot, direct, switch. Professional with degree and over 4 years' experience, one year at management level. Can help you get your productions on track. Available now. Call Joe, 813-797-1955.

CABLE

HELP WANTED TECHNICAL

Videotape editors: the cable programming industry is exciting, dynamic, & steadily growing. At the forefront of the industry is Group W Satellite Communications, a division of Westinghouse Broadcasting & Cable. The Satellite News Channel, our new 24 hour live news program, is seeking experienced videotape editors who will be responsible for editing news stories, employing judgement in determining story newsworthiness, & monitoring/insuring quality standards & recording/logging incoming feeds. To qualify, candidates must possess a minimum of 2 years' professional experience with a news operation, as well as familiarity with Sony ¾ inch editing equipment. A college graduate is preferred; a flexible schedule is a must. For immediate consideration, please send resume stating salary history/requirements to Human Resources, Dept. E, Group W Satellite Communications, 41 Harbor Plaza Dr., Stamford, CT 06904. An equal opportunity employer, M/F.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Ohio State University's school of journalism is accepting applications for the position of Kiplinger professor of public affairs reporting. Applicants must have at least 10 years' experience in public affairs reporting, with Washington experience a plus. The Kiplinger professor teaches advanced investigative and interpretative reporting techniques related to coverage of federal, state, and local governments, administers the Kiplinger graduate program in public affairs reporting, advises and recruits students. Prefer start July 1, 1984. Salary \$50,040-\$55,080 for 12 months. Applications must be received by November 1, 1983. Send resume and references to: Chair, Kiplinger Search Committee, School of Journalism, Ohio State University, Columbus, OH 43210.

WANTED TO BUY EQUIPMENT

Wanted: 1,000 foot FM tower for Phelps-Dodge CFM HP-10 10-bay antenna. Call 612-222-5555.

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Good useable broadcast equipment needed: all types for AM-FM-TV. Cash available! Call Ray LaRue, Custom Electronics Co., 813-685-2938.

Instant cash-highest prices. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

Will pay cash for Sharp XC701RP camera control unit. New or used. Call Arlee, 800-648-6966.

Bulletin type 6-pitch manual or elec. typewriters, new or used. Call Max Smith, WREX-TV, 815-968-1816.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Co., 813-685-2938.

Quality Media is the leader—over a million a month in broadcast equipment sales since January 1. Now with offices in Columbus, Mobile, and Los Angeles. Our "satisfaction guaranteed" policy is the reason. Call 404-324-1271 for your needs today!

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404-324-1271.

Studio equipment—new and used. Hundreds of items available. VTR's, switchers, cameras. Call Quality Media, 404-324-1271.

Turn-key construction—we build new TV stations fast and cost effective. Quality Media, 404-324-1271.

West coast bargains. RCA TK 27, like new; New Ampex 1" tape, 1/2 new price; JCV port ¾" recorder, thousands of other items. Call Jim Smith, Quality Media, 213-790-4393.

Ampex recorders, AG 440C - ATR 700 new, priced to close out. Special prices on ATR 800's in stock. RCA 44 BX and Neumann U47 microphones wanted in trade. We quote at bid pricing on 3M, Ampex, and AudioPak magnetic products. NorthWestern, Inc, 800-547-2252.

Used broadcast television equipment. Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

Towers, new & used. New, priced at used price. Solid steel, galvanized, AM/FM, up to 500 ft. Delivered & installed on request. Contact: W & W Towers, P.O. Box 114, Ladson, SC 29456. 803-761-2518.

AM transmitters. 5-50kw's, 4-10kw's, 9-5kw's, 7-1kw's. Continental, RCA, Harris, CCA, Collins, & GE. All powers, all prices, all good units, all our inventory. Crystals on your freq. supplied. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

HELP WANTED ANNOUNCERS

Television announcer - on-camera and V.O. experience necessary. Includes on-camera fund drives, ad-lib, booth announcing - acting background helpful. Send video cassette and resume to JR, WNET, 356 W. 58th St., NYC 10019.

HELP WANTED TECHNICAL

Chief engineer—VHF CBS affiliate seeking chief engineer. Must possess 1st or general class FCC license. Excellent pay and employee benefits. Resume should reflect personnel management, responsible television engineering achievements, and FCC compliance ability. Send resume to Charles Woods, General Manager, WTVY-TV, P.O. Box 1089, Dothan, AL 36302. EEO/AA employer.

Television production engineer with 2-3 yrs. of video & maintenance experience. Must have experience with Hitachi cameras, Ampex & Sony VTR's, CMX editing systems, and DVE units. Call Jerry Ebberts, 303-751-6000, or send resume to Telemation Productions, 7700 E. Iliff, Ste. H, Denver, CO 80231.

Experienced studio maintenance engineer for Telemation Productions/Chicago. Equipment includes: Ampex & Sony VTR's, Ikegami & RCA cameras; Ross, Vital & Utah switching; Ampex & Vital digital effects; CMX & "Epic" editors; Neve audio. For additional information, contact: John Gebhard, Chief Engineer, Telemation Productions, 3210 W. Westlake Ave., Glenview, IL 60025. 312-729-5215.

Top 25 market TV station in northern California seeking assistant chief engineer to supervise maintenance and operational areas. Individual must have at least 5 years' experience in personnel supervision and a strong background in maintenance & RF with a general class license. AE, BE, or SBE certification helpful, but not required. Modern state-of-the-art facilities and generous benefits. Good weather and close to mountains & ocean. Salary negotiable. M/F, Equal opportunity employer. Write Box B-98.

Engineer in charge for Telemation Productions/Unit 6. Equipment includes: Ampex & Sony VTR's; Ikegami cameras; Ross & Utah switching; Chyron graphics; RTS, and more. Applicant must be a self starter. Contact: John Gebhard, Chief Engineer, Telemation Productions, 3210 W. Westlake Ave., Glenview, IL 60025. 312-729-5215.

Videotape editors for top quality production company experiencing major growth in electronic publications. Must have considerable experience on CMX and ADO. Salary commensurate with experience. Send resume to Kartes Video Communications, 10 East 106th Street, Indianapolis, IN 46280. c/o Jim Kartes. 317-844-7403.

Field engineers—see our display ad in this issue under Allied Fields-Help Wanted Technical. The Sony Broadcast Company.

TV technician: immediate opening. Minimum 3 years' TV broadcasting experience. Operating experience with 1" and 2" VTR operation, camera setup, master control, and ENG operations necessary. Some maintenance experience desirable. Send resume to C.E., KBTB, 1089 Bannock St., Denver, CO 80204. We are an equal opportunity employer.

CMX editor/engineer. For maintenance and commercial CMX editing. Night shift. Call Elizabeth immediately. 615-248-1978. Southern Productions, Nashville.

Transmitter supervisor for VHF station. 3-5 years' experience. FCC license required. Also need videotape engineer. Send resume to Eng. Mgr., PO Box 510, Palm Beach, FL 33480. EOE.

Need good maintenance engineer. Self-starter. Help build new television station. Possibility for advancement. Prefer strong skills in ¾" tape and all other studio equipment. Send resume to KCWS-TV, 0050 110 Road, Glenwood Springs, CO 81601, attn: L. Brown. EOE/M-F.

Maintenance engineer for Christian UHF station. Requires 2-3 years' experience in component level repair of studio equipment. Transmitter experience a plus, not required. Send resume/salary requirements to Chief Engineer, WCFE-TV, 20 North Wacker Drive, Chicago, IL 60606. EOE.

Growing Washington, DC, network-affiliated ENG/EFP shop seeks hard-working, self-starting maintenance engineer who knows or can learn BVU110, 200, Sony BVP330 and Beta; TK-76, HL-79. Write Box E-32.

Maintenance technicians, PBS. PBS currently has openings for maintenance technicians. Our ideal candidate should have a minimum of 2 years successful full-time employment in electronic maintenance after completion of degree or training program. Candidate must be current and competent in the operation, troubleshooting, and installation/construction of current state of the art broadcast equipment including, but not limited to, digital electronics, microprocessors and computer controlled equipment. Past experience with Ampex A/R-1 and VPR-2 video tape machines and Grass Valley Group distribution equipment is desirable. Duties will include routine maintenance and repair of all equipment within the PBS technical plant. If interested, submit letter of interest, resume, and salary requirements to: PBS, Attn: Sheila Ellington, 475 L'Enfant Plaza, SW, Washington, DC 20024. EEO/AA.

HELP WANTED NEWS

News director - WRCB-TV is looking for a news pro with college degree to lead the news department to a number one position. Must be a dedicated leader, motivator, and manager. This individual will be responsible for organizing the news staff, implementing policy, long and short term planning, administration, and must have a strong desire to function in a hands-on capacity in the day-to-day news operation. Minimum 5 years' experience in television news. Send resume and background listing to Hal Edwards, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. An equal opportunity employer.

Weekend sports anchor/photographer - WRCB-TV seeks an individual to anchor sports on weekends and function as ENG photographer during the week. On-air sports experience and experience with ENG equipment necessary. Send tape and resume to Hal Edwards, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. An equal opportunity employer.

News anchor-producer, reporter: Good writing skills and news experience required. Send tape and resume to News Director, P.O. Box 1488, Lake Charles, LA 70602.

Anchor for major newscasts: If you have on-air experience, have a background as a working journalist, can produce and write, and are dedicated to developing a number one news cast, we're looking for you. Minimum of two years' experience. Degree in journalism or communications necessary. Send tape and resume to Hal Edwards, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. An equal opportunity employer.

Reporter: top 20 network affiliate seeks reporter who can turn personal finance and national economic stories into interesting, lively reports. Must understand the world of business, finance and economics, and be able to translate it all to the viewer in understandable, down-to-earth terms. Send tapes and resumes to: Dennis Hertzig, News Director, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer. M/F.

Anchor-producer. Stable West Coast staff. Replace number-one 11PM anchor who has gone "major market." Dominant ratings. Excellent compensation. Top group ownership. Enjoy the Sunbelt lifestyle as you grow with the best. EOE. Resume only to Box B-139.

Morning anchor/producer—WRCB-TV is looking for an experienced on-air newscaster to produce and anchor early morning news cut-ins and local noon newscast. Experience with weather information also desirable. Send tape and resume to Hal Edwards, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. An equal opportunity employer.

News producer. Top five market station needs series/specials producer. Must be skilled writer, researcher, packager, and have experience in newscast production. Show us your writing skills when you send your resume only to Box E-8. EOE.

Highly motivated meteorologist needed immediately for TV, radio, and commercial weather forecasting. One year's television experience required, and you must be able to demonstrate skill in forecasting. You will work in a state of the art forecast center with excellent fringe benefits. Please send tape and resume to Mike Smith, WeatherData, Inc., 833 N. Main St., Wichita, KS 67203.

Sports/news combo. The best of both worlds. 50's group looking for talented, experienced person to anchor weekend sports and cover news 3 days. If you're this uniquely qualified individual, then rush resume only to Box E-12. Equal opportunity employer.

TV news 5 & 10PM co-anchor. WOI-TV is looking for a dedicated & totally qualified weekday anchor. Need person with outstanding broadcast journalistic capability, B.A. in broadcast journalism, 5 years' current commercial television news experience in reporting & primarily anchoring, as well as TV news production, or a combination of education & experience equivalent to a degree & 5 years. Salary \$27,000 minimum, depending upon degree & experience. Send complete current resume & VTR to Janis E. Marvin, WOI-TV, Ames, IA 50011, by Oct. 10, 1983. AA/EEO

Primo People, Inc., Now accepting tapes and resumes. Contact Steve Porricelli, Box 116, Old Greenwich, CT 06870. 203-637-0044.

News manager. If you're currently an executive assistant news director or news director looking for a challenge, we have it. Flagship group station looking for talented individual to steer news operation. Only those with experience need apply. Send resume only in confidence to Box E-13. Equal opportunity employer.

KSTP-TV is looking for a producer for an investigative/consumer unit. We're looking for a person who can research, write, and produce quality reports. Persistent self-starter with good news judgement a must. Previous TV/investigative work preferred. Send resume and tape to Susan Steger-Welsh, Executive Producer, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer, M/F.

KSTP-TV is looking for a top-notch producer. We're looking for experience. We need a creative self-starter who has an imaginative and innovative method of presenting the news. A great opportunity to work with the largest and best equipped TV newsroom in the upper midwest. Send resume and tape to Susan Steger-Welsh, Executive Producer, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer, M/F.

Meteorologist/reporter—qualified meteorologist with AMS seal for weekend weather 6 & 11 p.m. newscasts. The second meteorologist in operation equipped with Color-Graphics, WSI-ESD-Alden fax, and local weather radar. Will also handle reporting duties 3 days during week. Top rated station. Contact Ron Miller, News Manager, WWBT-TV, Richmond, VA. 804-233-5461. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Production manager: applicant should have minimum two years' experience, prefer college degree, expertise in all phases of TV production. Send resume to Dave Miller, Program Manager, WCMH-TV, PO Box 4, Columbus OH 43216. EOE.

Producer/director for Toledo PTV station WGTE-TV. Minimum 3 years' broadcast TV station P/D experience. Capable of wide range program design, production and post-production. Salary range \$16-21,000. Send resume, salary history, credits, and cover letter stating your special public television qualifications and commitments to Shirley Timonere. Box 30, Toledo, OH 43692. EEO/AA.

Co-hosts. We're looking for two people to co-host a newly formatted live daytime show. The successful candidates will actively participate in all aspects of the program. Prior on-air professional experience, excellent communication skills and program production experience required. News background most desirable. Videotape must be submitted with resume. Applicants to our previous blind box ad need not reapply. Employee Relations Director, WISN-TV, P.O. Box 402, Milwaukee, WI 53201. No calls, please. An equal opportunity employer.

Wanted: aggressive, self-starting ENG shooter for an on-the-move CBS affiliate in competitive Wichita, Kansas, market. Send tape and resume to Jim Anderson, KWCH TV, Box 12, Wichita, KS 67201.

Producers and cameramen wanted. Experienced professionals needed to provide features for national Catholic television program to air in early 1984. We're seeking both freelance and staff teams, with a knowledge of Catholicism and commitment to the church preferred. Send resume and demo tapes on ¾ inch or VHS to: United Catholic Broadcasting, Features Search, 840 Airport Boulevard, P.O. Box 8034, Ann Arbor, MI 48107. All applications confidential. Demo tapes returned within 6 weeks. EOE.

Northern Arizona University is presently seeking a news director for public radio station KNAU, a new 100kw fine-arts and information service in 7000-foot Flagstaff, AZ. Responsible for all daily news programming and direction of student news-staff; production and broadcast of news and public affairs programming; generation of material for NPR. Responsible for news dept. budget. Participates in underwriting and fundraising activities. May include some university teaching. Requires knowledge of broadcast regulations, good voice, and administrative ability. Minimum qualification: Bachelor's degree in journalism, radio/TV or related area, and 3-years broadcast news experience, or an equivalent combination of related education and/or experience. Deadline: Oct. 10, 1983. Apply: Personnel Dept., Box 4113, Northern Arizona Univ., Flagstaff, AZ 86011. NAU is an EEO/affirmative action/Title IX/Section 504 employer.

Wanted-sports director. Experience a must. Station has over 30-year sports reputation. West central Minnesota location. Call or write Dan Carlson, KDMA, Montevideo, MN 56265. 612-269-8815.

Strong anchor/reporter for afternoon drive. Experience preferred for position with award winning news team. Tape and resume to: Jeff McMurdy, WKZQ, P.O. Box 2389, Myrtle Beach, SC 29577. EOE.

News director needed for southeastern NY. Must be experienced in handling people, organization-minded, and community involved. Only pros with three to five years' experience need to apply. Air shift with supervision of three person staff. If you have the commitment to local news and a good voice, send resume and salary requirements only to Box E-15. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Northern Arizona University is presently seeking a program manager for public radio station KNAU, a new 100kw fine-arts and information service in 7000-foot Flagstaff, AZ. Responsible for all local, syndicated and network programming; direction of student production-staff; management of program/production budget; participation in underwriting and fundraising activities. Possibility of some air-work and university teaching. Requires knowledge of public broadcasting regulations and working knowledge of classical music. Familiarity with jazz and folk-music helpful. Good voice and administrative ability. Minimum qualifications: Bachelor's degree in radio and 3 years programming and/or production experience preferred; or an equivalent combination of related education and/or experience. Apply: Personnel Dept., Box 4113, Northern Arizona University, Flagstaff, AZ 86011. NAU is an EEO/affirmative action/Title IX/Section 504 employer.

Program director for WNLK, Norwalk, CT. Station is full-service A/C in dynamic, suburban market, just 40 miles from NYC. We're looking for a mature, community-oriented individual with broad interests, great ideas, and strong leadership and organizational skills. Position includes M-F airshift. Talk show experience a plus. Tape and resume to Mike Hanson, WNLK, P.O. Box 1350, Norwalk, CT 06852. EOE.

AM-FM operations manager- talented individual with strong administrative ability to assume responsibility for air-sound, production, & promotions. Adult contemporary & country formats. Dallas area. Send tape and resume to: Tom Gibson, 5924 Royal Lane #210, Dallas, TX 75230, 214-361-0405.

SITUATIONS WANTED MANAGEMENT

Small market GM, Southwest, Excellent opportunity for non-resident owner. Country format only. Bill Taylor, 213-791-4836.

Owners and/or brokers: vice president & general manager seeks to own! Promissory note in lieu of down payment. Will turnaround and pay all company debts as well as promissory note within 2 or 3 years. Write Box B-124.

Four for one sale-team motivator and organizer to make your station a force in the community; winning sales and selling audience promotions; programming innovator and research oriented; and your added bonus, engineering plus. Audio and RF; competitive, quality sound. All for the price of one top administrator, bottom line oriented. Box B-137. Available immediately.

General manager/sales. Previous owner. Working knowledge in all phases. Excellent track record. Responsible, honest. Investment possibility. Texas. Write Box E-27.

General manager with a strong tradition of success. Committed to professionalism and goal achievement. Superior leader and motivator. 18 years in management, both AM/FM, all markets. Competitor with knowledgeable skills that produce high sales and profits. Top drawer with excellent credentials. Write Box E-1.

SITUATIONS WANTED ANNOUNCERS

Female announcer looking for position in Indiana. Have training from Columbia School of Broadcasting. Call Ruth Bull, 317-643-7956.

Christian seeking to segue from secular to contemporary Christian format. PD potential. Aggressive, hard worker. Write Box B-79.

Available now! Trained announcer prefers evening C/W or '60s rock formats. Ohio, nearby state. Doug, 419-387-7761.

Can wear two hats. 9 years computer operator, now a trained broadcaster with writing skills. Seeking entry level position. All markets. Salary negotiable. Guy Hamilton, 212-297-4334.

Excellent knowledge of music. Willing to relocate anywhere for entry level position. Call Gary, 201-863-0917.

Dependable announcer with 10 years' experience. Mike, 373 Williams, Daytona, FL 32018. 904-255-6950.

Announcer, 15 yrs.' experience. Out of radio, but desires return. PBP capability, sales, PD background. Robert Paul, 211 S. Lincoln, Monterey Park, CA 91754. 213-288-0511.

Male announcer, 23, broadcast school trained, desires starting position with AOR-CHR format, small market FM. Good production, promotion skills. Will relocate. Call Jeff, 717-839-7448, anytime.

Holding to priority! I don't want to do secular. I am still confident that I am capable of doing a contemporary Christian music show to expand your urban audience. Tape & resume avail. Vincent Allen, 259 E. 107th, Chgo., IL 60628. 312-264-3299 (message).

Professional, 12 years. Dependable, 1st, DJ, news, production. Resume/tape: Rick Brown, 2425 N. Adams, Enid OK 73701.

Announcer or salesman. Extensive experience, dependable. 612-447-2835. Bill Hannen, 15745 Ridgmont, Prior Lake, MN 55372.

Zany, fresh, premier talker with splendid ratings. Long on humor and entertainment, deftly intertwined with serious discussion and interviews. Write Box E-16.

Evening announcer desires back in radio fulltime. Ohio, nearby state, or Alaska. C/W or rock oldies. Doug, 419-387-7761.

SITUATIONS WANTED TECHNICAL

Well organized chief engineer with general phone, first phone and advanced amateur licenses. Experienced in AM directionals, FM, stereo, automation, studio construction and maintenance, proofs, and record keeping. Write Box B-121

East Coast resort combo preferred by young multi-talented CE. Experienced with AM directionals, FM stereo, STL, RENG. Announcing, news duties welcomed. Carl Olson, 2835 Terrace Dr., Chevy Chase, MD 20815. Phone 301-588-8934.

Engineer, 30 years' experience, all aspects, including directional & construction, audio production. Top references. William Naramore, 212-457-3844.

Looking for a position as a chief engineer in a major or medium market radio station(s). I have 10+ years experience in this chosen field. I believe in and practice professional engineering techniques with technical references to prove it. Contact Robert King, 3450 Procyon Avenue, Las Vegas, NV 89102. Call 619-321-1934.

SITUATIONS WANTED NEWS

Overnight news-major market or all-news, veteran journalist, 27 years, impeccable credentials and references. Box B-144.

Basketball season's almost here. Need a heady, prepared PBP man? Big ten experienced. Mark Rosman, 201-536-4183.

Experienced news pro. Reporter, anchor, editor/writer, producer, director. Dedicated, flexible, organizer. Call Steve, 904-769-5350.

News director for Southern medium market. Experienced, motivated, community active. Prefer metro area. Write Box E-9.

Sportscaster with 9 years' experience desires major market challenge. Knowledgeable, informative, and entertaining. Proven track record. Call 512-428-8494.

Professional radio/TV sportscaster: PBP football, basketball, hockey, baseball, soccer; anchoring/reporting; 5 years in NY market and KMOX-AM, St. Louis. Seeking new challenge in aforementioned capacities, medium to large market. Available now 914-961-5432.

Female news anchor/reporter, currently radio news director & anchor in top 40 market & TV show host, seeks news position in top 50 market. Creative journalist, versatile voice, stable. 801-350-8668.

Sports enthusiast ready for play by play opening. Excellent sportscaster in baseball, football, basketball. Tape and resume upon request. Chuck Gordon, 312-824-3538, after 1 PM CDT.

Sports director who paints a complete and objective picture seeks good PBP opportunity; will consider news combo. 703-943-5939.

Need move up! Small market operations manager wants news, sports position. Strong writer, interviewer, reporter. Does news, sports well! Knowledgeable, hardworking journalist. Want medium, larger market. Prefer East, but anywhere for right price! Box E-21.

Experienced newsmen. Researcher, promotions, announcing, public affairs. Recent MBA telecommunications/marketing seeks position in NY metropolitan area. Don, 212-643-9390.

Experienced, knowledgeable, and energetic minor-league baseball PBP man seeks major league, AAA, or AA position for 1984. Write Box E-23.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Programming pro: 10+ years' experience A/C, country, CHR. Profit oriented. Promotion and marketing knowhow. Degree, first phone. Thom Davis, 704-827-0300.

Programming/operations: 7 years in NY market. Looking to relocate. Heavy music background; big band and early jazz. Well versed in blues, bluegrass, western swing, and country. Produced public affairs interview and review programs plus wrote/produced career studies of artists. Larry Hopper, 28 E. Sheffield Ave., 8C, Englewood, NJ 07631.

Thank God I'm a small town boy! Warm, witty, conversational 13-year radio veteran with programming experience, currently in top-50 market, willing to settle down in PD slot with AC/country station. Reply Box E-20.

TELEVISION

HELP WANTED MANAGEMENT

Research director needed. If you have strong TV rating experience and are creative, our hard working TV operation wants you. Send resume to: GSM, WCIX-TV, 1111 Brickell Avenue, Miami, FL 33131.

General manager for independent U in prime Southern market. Experience required in sales, programming, technical, and all other aspects of station management. Salary and outstanding bonus. Send resume to Bob Kearn, Coit Services, 897 Hinckley Road, Burlingame, CA 94010.

Promotion manager. Up-and-coming middle market network affiliate requires creative manager to head up department. Must have excellent writing, communications skills, solid background in video and radio production techniques. Supervisory and budgeting skills a must. Minimum three years experience in agency or broadcast facility required. Salary commensurate with experience. EOE. Send resumes only to Box E-19.

HELP WANTED SALES

CBS affiliate, channel 10, 81st ADI. Looking for an experienced sales rep. Send resume & income history to GSM, KOLR Television, PO Box 1716 S.S.S., Springfield, MO 65804.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General manager who, while sales-oriented, also understands importance of format and facilities. She/he must be prepared to handle a very short list, be a team leader, and a personal doer. Have knowledge of cash flow management. This AM & FM mid market station is well rated. So, if you have a record of management, are settled and ready for your last job, let's talk. Participation considered after a full get-acquainted period. Write Box B-114.

General sales manager- Multimedia Radio, Inc., is seeking an experienced sales manager for 50 KW KEEL & class C FM KMBQ, Shreveport, Louisiana. Both stations are top performers in ratings and revenue. If you have documented sales management successes, can carry and build upon a minimal amount of house billing, and direct our large pro staff, let us hear from you. Contact Carl D. Hamilton, KEEL/KMBQ, 318-425-8692. EOE.

Rapidly growing radio group is accepting applications for future general manager positions. Great growth potential for strong, sales-oriented people. Various markets now being considered in addition to current available positions. Send resume and letter to Box B-135. EOE.

Experienced operations director for A/C formatted class C FM in west Michigan metro. Must be strong in programming and promotion with some technical background. Send tape and resume to: Station Manager, WJFM Radio, 280 Ann, NW, Grand Rapids, MI 49504. Please—no phone calls. Fetzer Broadcasting is an equal opportunity employer.

Washington. Local sales manager: hands-on management position at AM/FM country. Candidate should have 5 years' radio sales experience; excellent communication skills; strong attention to detail, and the ability to direct, train and motivate salespeople. Call or write: Bob Woodward, GSM, WPKX Radio, 510 King St., Alexandria, VA 22314. 703-683-3000, by October 14th. EOE/MF.

Big radio group looking for experienced general manager. Must have good people skills and experience in sales & programming. Send resume to Box E-14.

Station manager for independent public radio station. Responsible for overseeing all operations. Fulltime, \$16,000/year. Contact: Don Alan, WORT, 118 S. Bedford, Madison, WI 53703. 608-256-2695. Deadline: Oct. 21. EOE.

Strong selling general manager. AM/FM, Corpus Christi. Call Arnold Malkin at Le Pavillion during NRBA or later at 817-626-0931; or Ken Burgess, 512-883-3516.

HELP WANTED SALES

WOCB/WSOX looking for professionals to sell and live in year 'round vacation community, Cape Cod, Massachusetts. Experience required. Excellent opportunities for aggressive salespersons. Resume to Don Schuette, General Manager, 278 South Sea Avenue, West Yarmouth, MA 02673.

We are looking for a vice-president for our radio stations who has proven leadership abilities, and 1st hand experience in all areas of AM & FM station management. We offer high growth potential; competitive compensation plan; excellent benefits and top quality of life in SE Sunbelt. Send resume to Box E-22. EOE.

Sales manager: immediate opening—on-the-rise-5,000 watt regional AM targeted 25-54 in beautiful Burlington, Vermont. A must: proven track record, motivated, leadership qualities. Salary to be commensurate with experience. Respond to Bill Hunter, WDOT Radio, 395 College Street, Burlington, VT 05401. 802-862-5776.

Are you on your way up? We need an enthusiastic, knowledgeable sales person. Leading FM CHR, 60,000 watt station. Call Manager, KQ93, 505-863-4444, in Gallup, NM. EOE.

Central coastal California. AM/FM combo opportunity with one of the largest radio groups. Come live in our beautiful community if you are motivated to make great money and enjoy selling direct retail. Send resume: KSLY/KUNA, P.O. Box 1400, San Luis Obispo, CA 93406. EOE.

Wanted: strong salesperson looking for opportunity as sales manager at progressive station. Prefer North Dakota, Wisconsin, or Minnesota resident. Resume only to Box E-28. EOE.

Director of development for KCFR in Denver. Qualifications include demonstrated track-record in public broadcasting fundraising or in commercial broadcasting sales. Contact Max Wycisk, KCFR, 2056 South York Street, Denver, CO 80208, before October 15, 1983. AAEOE/FMHV.

Opportunity unlimited with Hedberg Group. Sales position open for an ambitious, self-disciplined, self-starter who can sell 100,000 watts of country's best in Sioux Falls, South Dakota. Opportunity to earn and advance is unlimited. New station with aggressive promotion creates a position for a proven sales producer. Must be an 8-5 street-fighter. If you can sell me, you'll have both security and opportunity unlimited. Confidential contact guaranteed. Resume requested: send to Glenn Pederson, KLQL, Box H, Luverne, MN 56156. Telephone: 507-263-4444.

East Texas FM country station has opening for experienced radio salesperson. Base pay plus bonus arrangement will give you an opportunity to earn \$800-\$1200 per month within 60 days. Personal interview required. Send resume to GM, Box 1292, Greenville, TX 75401.

\$30,000 guarantee. Our top billers earn \$70,000. Medium (14 station) market. Leading CHR #1 teens, 18-34, 18-49, #2 25-49, 25-54. Our employees know of this ad. Send resume to P.O. Box 31879, Omaha, NE 68131. EOE.

Harrisburg-York-Lancaster ADI. WHTF-FM. Newest and fastest growing station, 92 Rock, CHR format, needs 2 seasoned salespeople ready to join area's most aggressive team. Earn \$18-\$22K first year. No time for resumes. Call Bob Russo, GSM, 717-266-6606.

Get packed. Like to travel? Our salespeople are heading for Rio this Spring as a reward for selling our annual media trip package. Last year we went to Europe and next year we're considering Australia. This major market East Coast station needs experience in selling news, remotes, packages, concepts, and creative ideas. We give you tools and high ratings. A major active account list including agencies is available. Our salespeople earn between \$30-43,000. But act now. We start selling this package in November. Send your success stories to Box E-33.

HELP WANTED ANNOUNCERS

WSVS has an opening for a qualified announcer. Minimum of three years' experience required. Primary responsibility will be commercial production, with the ability to back up in any area of station operation. Must be available by October 17, 1983. To arrange for an interview, call 804-645-7734 Monday-Friday between 9:00 and 5:00 p.m. EDT. WSVS is an equal opportunity employer and encourages minorities and females to apply for this opening.

WSVA is seeking a mature sounding personality for afternoon drive. Must be familiar with big bands/all time hits format. Must have experience & background in air work and a good commercial voice. Tape & resume to: Box 752, Harrisonburg, VA 22801. EOE.

Rapidly growing radio group in small to medium markets accepting applications for qualified on-air talent. Various shifts and format styles. These positions are for current and future openings. Letters and resumes only to Box B-136. EOE.

Crazy, off the wall morning personality wanted. Midwest medium market. Right bucks for right person. Personality a must! The more bizarre, the better! Send resume only to Box E-5.

Dominant CBS adult contemporary seeks experienced, mature individual for long term commitment with stable, personality-oriented station in a beautiful college town. Outstanding facilities. Resumes only to Box E-11.

Classical/NPR FM station seeks program mgr. Must have on-air experience in announcing and programming, competence in classical format and terminology. Position includes air work, supervision of three program supervisors, programming, and budgetary responsibilities on 3,000 watt stereo FM. Send resume and sample tape to: Dennis Webster, Director of Broadcasting, The University of Southern Mississippi, Box 10045, Southern Station, Hattiesburg, MS 39406.

HELP WANTED TECHNICAL

Looking for permanency? If you are up on FCC regulations, directional AM, FM, and automation, we offer stable employment, congenial staff and surroundings, and excellent salary. Contact Manager, KGAK, Gallup, NM. EOE. 505-863-4444.

Position available for chief/maintenance engineer. Responsive management provides well-equipped shop, State-of art equipment, Back-up transmitters for two-tower, directional, daytimer AM and class B automated satellite-receive FM. Rental home available near station. Very attractive salary and benefits commensurate with qualifications. Location in peaceful community with fine school system. Please send resume to: General Manager, Mount Vernon Broadcasting, Box 348, Mount Vernon, OH 43050. An EOE.

Michigan resort stations looking for capable engineer, (1) 100,000 watt station, total 4-station group with new equipment. Good benefits. Resume and salary requirements to Box B-130.

Opening for chief engineer. Minimum five years' experience. Technical skills include AM/FM transmitters, directional arrays, studio construction and maintenance. Must have management ability to participate as part of station management team. Call 915-779-6454. KYSR, El Paso, TX.

Chief engineer: for major established East Coast radio station. Thorough knowledge of FCC regulations, good technical ability, and supervisory experience required. Competitive salary and benefits. Please send resume, references, and salary requirements to Box E-2.

Engineer for teamwork on The Village Companies' Chapel Hill/Burlington, North Carolina operations. Properties include WCHL-AM, WBAG-FM, the Tar Heel Sports Network and Village Cable. Must be a hands-on, production-oriented engineer. Salary based on experience. Send resume to The Village Companies, P.O. Box 3300, Chapel Hill, NC. 27514. Equal opportunity employer.

Ambitious engineer. Top 50 market FM. Well managed. Good city. Write Box E-18.

HELP WANTED NEWS

WUPE/WUHN award winning news needs in-house/street reporter. Experienced team player for competitive market. Join growing chain. Send tape and resume to Phillip A. Weiner, Executive Vice President, WUPE/WUHN, Box 1265, Pittsfield, MA 01202. EOE/MF.

News director: news excellence is a tradition here! Lead by example: report, write, anchor, administer four-person department. Midwest 80,000 metro. A career move with a large group owner. Resume and written statement of news philosophy only to Box E-29.

Professional Cards

<p>ATLANTIC RESEARCH CORP. Jansky & Bailey Telecommunications Consulting Member AFCCE 5390 Cherokee Avenue Alexandria, Virginia 22314 (703) 642-4164</p>	<p>EDWARD F. LORENTZ & ASSOCIATES CONSULTING RADIO ENGINEERS 1334 G St. N.W., Suite 500 Washington, D.C. 20005 (202) 347-1319 Member AFCCE</p>	<p>A.D. RING & ASSOCIATES CONSULTING RADIO ENGINEERS Suite 500 1140 Nineteenth St., N.W. Washington, D.C. 20036 (202) 223-6700 Member AFCCE</p>	<p>COHEN and DIPPPELL, P.C. CONSULTING ENGINEERS 1015 15th St., N.W., Suite 703 (202) 783-0111 Washington, D.C. 20005 Member AFCCE</p>
<p> TELEPHONE: (703) 569-7704 CARL T. JONES ASSOCIATES CONSULTING ENGINEERS 1901 YARNWOOD COURT - SPRINGFIELD, VA. 22153 MEMBER AFCCE</p>	<p>LOHNES & CULVER Consulting Engineers 1156 15th St. N.W., Suite 606 Washington, D.C. 20005 (202) 296-2722 Member AFCCE</p>	<p>A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 631-8360 Member AFCCE</p>	<p>SILLIMAN AND SILLIMAN 8701 Georgia Ave. #805 Silver Spring, MD 20910 ROBERT M. SILLIMAN, P.E. (301) 589-8288 THOMAS B. SILLIMAN, P.E. (812) 853-9754 Member AFCCE</p>
<p>Moffet, Larson & Johnson, P.C. CONSULTING ENGINEERS 1925 North Lynn Street Arlington, VA 22209 (703) 841-0500 Member AFCCE</p>	<p>DAVID STEEL & ASSOCIATES Inc DAVID STEEL, Sr., P.E. P.O. Box 230 Main St. & Melvin Ave. Queenstown, MD 21658 Member AFCCE (301) 827-8725</p>	<p>ANDRUS AND ASSOCIATES, INC. ALVIN H. ANDRUS, P.E. 351 SCOTT DRIVE SILVER SPRING, MD. 20904  301 384-5374 Member AFCCE</p>	<p>HAMMETT & EDISON, INC. CONSULTING ENGINEERS Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member AFCCE</p>
<p>JOHN B. HEFFELFINGER 9233 Ward Parkway, Suite 285 816-444-7010 Kansas City, Missouri 64114</p>	<p>JULES COHEN & ASSOCIATES, P.C. Suite 400 1730 M St. N.W. Washington DC 20036 (202) 659-3707 Member AFCCE</p>	<p>CARL E. SMITH CONSULTING ENGINEERS AM-FM-TV Engineering Consultants Complete Tower and Rigging Services 8500 Snowville Road Cleveland, Ohio 44141 216/526-9040</p>	<p>VIR JAMES CONSULTING ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 3137 W. Kentucky Ave. - 80219 (303) 937-1900 DENVER, COLORADO Member AFCCE & NAB</p>
<p>E. Harold Munn, Jr., & Associates, Inc. Broadcast Engineering Consultants Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>	<p>ROSNER TELEVISION SYSTEMS CONSULTING & ENGINEERING 250 West 57 Street New York, N.Y. 10107 (212) 246-2850</p>	<p>Mullaney Engineering, Inc. Consulting Telecommunications Engineers 9049 Shady Grove Court Gaithersburg, MD 20877 301-921-0115 Member AFCCE</p>	<p>HATFIELD & DAWSON Consulting Engineers Broadcast and Communications 4226 6th Ave., N.W., Seattle, Washington, 98107 (206) 783-9151 Member AFCCE</p>
<p>MIDWEST ENGINEERING ASSOCIATES  Consulting Engineers 150 Wesley Rd Creve Coeur, IL 61611 (309) 698-3160 F.W. HANNEL, P.E. Member AFCCE</p>	<p>MATTHEW J. VLISSIDES, P.E. STRUCTURAL CONSULTANT TOWERS, ANTENNAS, STRUCTURES Studies, Analysis, Design Modifications, Inspections, Supervision of Erection 6867 Elm St., McLean, VA 22101 Tel (703) 356-9765 Member AFCCE</p>	<p>C. P. CROSSNO & ASSOCIATES CONSULTING ENGINEERS P. O. BOX 18312 DALLAS, TEXAS 75218 Computer Aided, Design & Allocation Studies Field Engineering, (214) 669-0294 Member AFCCE</p>	<p> RADIO ENGINEERING CO CONSULTANTS NORWOOD J. PATTERSON P.O. Box 420 SANTA YNEZ, CA 93460 (805) 688-2333 Serving Broadcasters over 35 years</p>
<p>JOHN F.X. BROWNE & ASSOCIATES, INC. CONSULTING ENGINEERS 525 Woodward Avenue Bloomfield Hills, MI 48013 Tel (313) 642-6226 Member AFCCE</p>	<p>D.C. WILLIAMS & ASSOCIATES, INC. Consulting Engineers AM-FM-TV-LPTV-CATV POST OFFICE BOX 700 FOLSOM, CALIFORNIA 95630 (916) 933-5000</p>	<p>R.L. HOOVER Consulting Telecommunications Engineer 11704 Seven Locks Road Potomac, Maryland 20854 301-983-0054 Member AFCCE</p>	<p>SHERMAN & BEVERAGE ASSOCIATES, INC. Broadcast/Communications Consultants Box 181, R.D. #2 Medford, N.J. 08055 (609) 983-7070</p>
<p>LAWRENCE L. MORTON, E.E. AND ASSOCIATES Consulting Telecommunications Engineers AM, FM, TV, LPTV, CATV, MDS, STL, Cellular, Field Engineering, Computerized Channel Searches 21671 SUPERIOR LANE LAKE FOREST, CALIFORNIA 92630 (714) 859-6015</p>	<p>EVANS ASSOCIATES Consulting Telecommunications Engineers AM-FM-TV-CATV-ITFS-LPTV-Satellite 216 N. Green Bay Rd. THIENSVILLE, WISCONSIN 53092 Phone: (414) 242-6000 Member AFCCE</p>	<p>McCLANATHAN & ASSOC., INC. Consulting Engineers APPLICATIONS & FIELD ENGINEERING RADIO - TELEVISION P.O. Box 750 PORTLAND, OREGON 97207 Member AFCCE TWX 910-464-6112 Phone (503) 246-8080</p>	<p>SELLMEYER ENGINEERING Rt. 1, Box 270 McKinney, Texas 75069 214-542-2056 Applications Facilities Planning Field Engineering</p>
<p>EDM & ASSOCIATES, INC. B/cast - AM-FM-TV-LPTV-ITFS-Translator- Frequency Searches & Rule Makings C/Carrier - Cellular, Satellites MDS, P/P Microwave FCC 1st Class & PE licensed staff 1110 Vermont Ave., N.W., Suite 1130 Washington, D.C. 20005 Phone (202) 296-0354</p>	<p> CONSEARCH INCORPORATED 11503 Sunrise Valley Dr./Reston, VA 22091 Frequency Coordination Services for Earth Stations, Terrestrial Microwave and Other Communications Systems Jerry D. Schulman, PE. 703/620-6300</p>	<p>George Jacobs & Associates, Inc. Consulting Broadcast Engineers Domestic & International Member AFCCE Suite 402 8701 Georgia Ave. Silver Spring, MD 20910 (301) 587-8800</p>	<p>LECHMAN, COLLIGAN, & JOHNSON Telecommunications Consultants Applications - Field Engineering 2033 M Street, N.W., Suite 702 Washington, D.C. 20036 (202) 775-0057</p>

WTCX Ellerman Broadcasting Co., Bay City, Mich.
 WGGR Hibbing Broadcasting Co., Hibbing, Minn.
 WKXR Dallas M. Tarkenton, Asheboro, N.C.
 WRZK Crest Communications Inc., Spring Lake, N.C.
 WPXY Associated Communications Corp., Rochester, N.Y.
 KCUL Gordon Media Corp., Marshall, Tex.
 KZXL Gibson Broadcasting Co., Sherman, Tex.
 WQBE WHAZ Inc., Charleston, W. Va.

Existing FM's

KOJY Radio Dinuba Co., Dinuba, Calif.
 KYA-FM King Radio Broadcasting Co., San Francisco
 KCLK KLOK Radio Ltd., San Francisco
 KYBB Central Valley Communications Inc., Tracy, Calif.
 WTNT-FM Palmer Communications Inc., Tallahassee, Fla.
 WCEM-FM VerStandig Broadcasting Inc., Cambridge, Md.
 KCMO-FM Fairbanks Broadcasting Co. of Kansas City Inc., Kansas City, Mo.
 WRLT Dallas M. Tarkenton, Asheboro, N.C.
 WMOU New England Broadcasting Inc., Berlin, N.H.
 WKOZ Strafford Broadcasting Corp., Rochester, N.H.
 WSJL Paul E. & Nancy Schumacher, Cape May, N.J.
 KTXF Bixby Great Electric Radio Co. Inc., Brownsville, Tex.

KSAQ C&W Wireless Inc., San Antonio, Tex.

Existing TV's

WMGT Morris Network Inc., Macon, Ga.
 KOBF KOB-TV Inc., Farmington, N.M.

Grants

Call	Assigned to
	New AM
	New FM's
KTUN	Humble Audiocomm Corp., Humble, Tex.
WODB	Taylor & Taylor, Camden, Ala.
KHBC	Hassayampa Broadcasting, Wickenburg, Ariz.
KBCV	Rocky Haven Investments Inc., Bentonville, Ark.
KCID-FM	Twin Cities Broadcasting Co., Caldwell, Idaho
KBOC	Stromquist Broadcast Services Inc., Bettendorf, Iowa
*WCLL-FM	Copiah-Lincoln Junior College, Wesson, Miss.
KJFM	Thomas T. Sanders, Louisiana, Mo.
KQDB	Dakota North Plains Corp., Volga, S.D.
KFOX	Fox Broadcasters Inc., Llano, Tex.
KRGO-FM	Margarette Kathlene Wamsley, Roy, Utah
WFCL-FM	Clintonville Broadcasting Inc., Clintonville, Wis.
WRJQ	R.J.P. Broadcasters, Tomahawk, Wis.
KOLT	Natrona Broadcasting Co. Inc., Casper, Wyo.
KNWY	Broadcast Enterprises, Powell, Wyo.

New TV's

KDAV Multi-Metro Communications Ltd., Davenport, Iowa
 WPMJ Volunteer Communications Society, Owensboro, Ky
 KOOG-TV Ogden Television Inc., Ogden, Utah

Existing AM's

KEZL Par Broadcasting Co., Oceanside, Calif.
 KIIQ Wiskes/Abaris Communications KIIQ, Manitou Springs, Colo.
 WCKJ SKC Inc., Augusta, Ga.
 WBGA Radio Station WGIG Inc., Brunswick, Ga.
 WDUN WDUN Radio Inc., Gainesville, Ga.
 WGGA WGGA Radio of Gainesville Inc., Gainesville, Ga.
 WKGO Baldwin County Broadcasting Corp., Milledgeville, Ga.
 WMRZ Mid America Broadcasting Inc., Moline, Ill.
 WIFE WCNB Inc., Connersville, Ind.
 WACM Portuguese Broadcasting Inc., West Springfield, Mass.
 WVIC Goodrich Theaters Inc., Lansing, Mich.
 KOKN Warren Broadcasting Inc., Claremore, Okla.
 KRVC M-3-X Corp., Medford, Ore.
 WFXK P.A.C. Communications Inc., South Williamsport, Pa.
 KIEZ Pyle Communications of Beaumont Inc., Beaumont, Tex.
 KTRM Spindletop Broadcasting Inc., Beaumont, Tex.
 WNSY COMMCOR, Newport News, Va.
 WLXR Thomas E. Ingstad, La Crosse, Wis.

Existing FM's

KVMA-FM William M. Bigley, Magnolia, Ark.
 *KWAP Menlo-Atherton High School, Atherton, Calif.
 KKHR CBS Inc., Los Angeles, Calif.
 KEZL-FM Par Broadcasting Co., Oceanside, Calif.
 KEZN Classic Broadcasting Inc., Palm Desert, Calif.
 WZNE Plough Broadcasting Co. Inc., Clearwater, Fla.
 WGIG-FM Radio Station WGIG Inc., Brunswick, Ga.
 KVKI Triple J. Communications, Shreveport, La.
 *WBQY Board of Education of Baltimore County, Baltimore
 WYXX Holland Communications Inc., Holland, Mich.
 WVIC-FM Goodrich Theaters Inc., Lansing, Mich.
 KSRQ Area Vocational-Technical School District #564, Thief River Falls, Minn.
 KEZS-FM Zimmer Broadcasting Co. Inc., Omaha, Neb.
 KBBZ Bee Broadcasting Inc., Kalispell, Mont.
 WOW-FM Omaha Great Empire Broadcasting Inc., Omaha, Neb.
 KEER Donrey of Nevada Inc., Las Vegas
 KITT Jomay Broadcasting Inc., Las Vegas
 WFMV Park V Broadcasting Inc., Blairstown, N.J.
 *WEEE Performing Arts Network of New Jersey Inc., Cherry Hill, N.J.
 KCPK KICA Inc., Clovis, N.M.
 KWSI Confederated Tribes of Warm Springs, Warm Springs, Ore.
 WFXK-FM P.A.C. Communications Inc., South Williamsport, Pa.
 KALK Grayson Collegiate Communications Inc., Denison, Tex.
 KJNE KCLE Inc., Hillsboro, Tex.
 WNSY-FM COMMCOR, Newport News, Va.
 WLXR-FM Thomas E. Ingstad, La Crosse, Wis.

Existing TV's

WEVV Family TV Inc., Evansville, Ind.
 KWWL American Black Hawk Broadcasting Co., Waterloo, Iowa
 KOAB-TV State of Oregon, Commission on Public Broadcasting, Bend, Ore.

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change ERP to 3 kw and change HAAT to 237 ft. Ann. Sept. 19.

■ WJYW (107.1 mhz) Southport, N.C.—Seeks CP to change TL; change ERP to 3 kw, and change HAAT to 300 ft. Ann. Sept. 19.

■ WITO (107.1 mhz) Ironton, Ohio—Seeks CP to change TL; change ERP to 3 kw and change HAAT to 275 ft. Ann. Sept. 7.

■ WNPQ (95.9 mhz) New Philadelphia, Ohio—Seeks CP to change TL; decrease ERP to 2 kw, and increase HAAT to 395 ft. Ann. Sept. 13.

■ KDUK (104.7 mhz) Florence, Ore.—Seeks modification of CP (BPH-830201AG) to increase ERP to 16.6 kw and decrease HAAT to 385 ft. Ann. Sept. 19.

■ WQKX (94.1 mhz) Selingsgrove, Pa.—Seeks CP to change ERP to 16.1 kw and change HAAT to 875 ft. Ann. Sept. 13.

■ WZDQ (102.3 mhz) Humboldt, Tenn.—Seeks modification of CP to change SL and request waiver of section 73.1125(B)(2) of rules. Ann. Sept. 13.

■ KABE (107.5 mhz) Orem, Utah—Seeks modification of CP (BPH-810727AD) to change ERP to 45 kw and change HAAT to 2,846 ft.

■ WFLO-FM (95.7 mhz) Farmville, Va.—Seeks CP to change type trans.; change type antenna; increase ERP to 50 kw, and change TPO. Ann. Sept. 23.

■ WJZQ (95.1 mhz) Kenosha, Wis.—Seeks modification of CP (BPH-830201AG) to increase ERP to 16.6 kw and decrease HAAT to 385 ft. Ann. Sept. 19.

TV applications

Accepted

■ KHU-TV Los Angeles—Seeks MP to change ERP to 141 kw vis., 28.2 kw aur. and change HAAT to 3,184 ft. Ann. Sept. 19.

■ KBSA-TV (ch. 46) Ontario, Calif.—Seeks MP (BPCT-830104KG) to change ERP to 2,455 kw vis., 372 kw aur. and change HAAT to 3,044 ft. Ann. Sept. 21.

■ WPAN (ch. 53) Fort Walton Beach, Fla.—Seeks modification permit (BPCT-820503KE, as mod.) to change ERP to 3,088 kw vis., 308 kw aur., and change HAAT to 722 ft. Ann. Sept. 16.

■ KGAN-TV (ch. 2) Cedar Rapids, Iowa—Seeks MP to install transmitter and make changes in antenna system. Ann. Sept. 16.

■ WGTR-TV (ch. 66) Marlborough, Mass.—Seeks to change ERP to 2,950 kw vis., 295 kw aur.; change HAAT to 1,463 ft. Major environmental action. Ann. Sept. 23.

■ WFDG (ch. 28)—New Bedford, Mass.—Seeks MP to change ERP to 2,754 kw vis., 275.4 kw aur. Ann. Sept. 19.

■ KJRH (ch. 2) Tulsa, Okla.—Seeks MP (BPCT-5078) to change HAAT to 1,828 ft. and change antenna to omnidirectional. Major environmental action. Ann. Sept. 23.

■ KOTV (ch. 6) Tulsa, Okla.—Seeks MP (BPCT-5068) to change ERP to 100 kw, 10 kw aur. and change HAAT to 1,885 ft. Ann. Sept. 19.

■ WCGV-TV (ch. 24) Milwaukee—Seeks modification to reduce ERP to 3,000 kw visual. Ann. Sept. 16.

AM actions

■ KYOS (1480 khz) Merced, Calif.—Granted MP (BP-20976, as mod.) to augment nighttime directional antenna standard pattern. Action Sept. 12.

■ WJIL (1440 khz) Niagara Falls, N.Y.—Granted modification of CP (BP-810806AB, as mod.) to install new antenna. Action Sept. 14.

■ KBBJ (1300 khz) Tulsa, Okla.—Granted modification of CP (BP-811224AD) to make changes in antenna system. Action Sept. 14.

■ KAJO (1270 khz) Grants Pass, Ore.—Granted CP to increase antenna height and make slight change in location. Action Sept. 13.

■ WRSC (1390 khz) State College, Pa.—Granted MP (BP-820702AO) to make changes in antenna system and to reduce two tower heights in three tower array. Action Sept. 12.

■ WBJA (1540 khz) Guayama, P.R.—Application returned for CP to change hours of operation to unlimited by adding night service with 250 w and make changes in antenna system. Action Aug. 14.

■ WSKE (1040 khz) Everett, Pa.—Application dismissed for modification of CP (BP-820715AA) to make changes in antenna system. Action Sept. 2.

■ WSDT (1240 khz) Soddy-Daisy, Tenn.—Granted CP to

change TL. Action Sept. 13.

■ WPWC (1480 khz) Quantico, Va.—Granted MP (BP-781130AD) to make changes in antenna system. Action Sept. 14.

■ WXVA (1550 khz) Charleston, W.Va.—Granted CP to increase antenna system. Major environmental action under section 1.1305. Action Sept. 13.

■ WLIP (1050 khz) Kenosha, Wis.—Granted CP to make changes in antenna system and change TL. Action Sept. 13.

FM actions

■ KCMS (103.1 mhz) Palm Desert, Calif.—Granted CP to make changes in antenna system; change TL; increase ERP; decrease HAAT to 590 ft., and change TPO. Action Sept. 8.

■ *WWPT (90.3 mhz) Westport, Conn.—Granted CP to make changes in antenna system; change TL; change type trans.; change type antenna; change ERP to .325 kw; decrease HAAT to 60 ft., and change TPO. Action Sept. 12.

■ WMKM (105.5 mhz) St. Augustine, Fla.—Granted CP to make changes in antenna system; decrease ERP to 2 kw, and increase HAAT to 378 ft. Action Sept. 13.

■ WOJC (93.3 mhz) Tampa, Fla.—Granted CP to make changes in antenna system; decrease ERP to 97.7 mhz; decrease HAAT to 925 ft., and change antenna. Action Sept. 12.

■ KMFE-FM (101.7 mhz) Emmett, Idaho—Granted CP to change SL. Action Sept. 15.

■ WZZR-FM (96.7 mhz) Grand Rapids, Mich.—Granted CP to make changes in antenna system; change TL; reduce ERP to 41 kw; increase HAAT to 554 ft., and change TPO. Action Sept. 13.

■ WJBL-FM (94.5 mhz) Holland-Grand Rapids, Mich.—Granted waiver of section 73.1201(B)(2) of rules to identify as "Holland-Grand Rapids, Mich." Action Sept. 14.

■ KLOH-FM (98.7 mhz) Pipestone, Minn.—Granted CP to make changes in antenna system and increase ERP to 100 kw. Action Sept. 13.

■ KKEE (94.3 mhz) Alamogordo, N.M.—Granted CP to change TL; change ERP to .1 kw; change HAAT to 1,642 ft., and make changes in antenna system. Accepted nunc pro tunc. Action Sept. 6.

■ WXDU (88.7 mhz) Durham, N.C.—Granted modification of CP (BPED-820727AB) to make changes in antenna system; change TL, and decrease HAAT to 294 ft. Action Sept. 13.

■ KDUK (104.7 mhz) Florence, Ore.—Dismissed request for waiver of section 73.1201(B)(2) of rules to identify as "Florence-Corvallis-Eugene." Action Sept. 16.

■ KSRR (96.5 mhz) Houston, Tex.—Granted CP to change TL; increase HAAT to 1,191 ft., and make changes in antenna system. Major environmental action under section 1.1305. Ann. Sept. 20.

■ KKQB-FM (92.9 mhz) Pasadena, Tex.—Granted CP to install auxiliary antenna system at main TL; ERP: 9 kw; change HAAT to 1,080 ft. and change TPO. (for auxiliary purposes only). Action Sept. 12.

■ KBLQ-FM (92.9 mhz) Logan, Utah—Granted CP to change TL; change ERP to 100 kw (H); change HAAT to 168 ft. (H), and make changes in antenna system. Action Sept. 15.

■ KCRK-FM (92.1 mhz) Colville, Wash.—Granted modification of CP (BPH-791231AA, as mod.) to change TL; change HAAT to minus 790 feet; change type transmitter, and make changes in antenna system. Action Sept. 11.

TV actions

■ KHBS (ch. 40) Fort Smith, Ark.—Granted CP to change ERP to 3,160 kw vis., 316 kw aur.; change HAAT to 2,000 ft., and change TL. Action Sept. 12.

■ WDPB (ch. 64) Seaford, Del.—Granted CP to change ERP to 19 kw vis.; 1.91 kw aur. and change TL. Action Sept. 8.

■ WAFV (ch. 44) Evansville, Ind.—Granted MP (BPCT-790507KL, as mod.) to change ERP to 1,235.9 kw vis., 123.59 kw aur., and change HAAT to 972 ft. Action Sept. 14.

■ WGGN-TV Sandusky, Ohio—Granted MP (BPCT-820825KH, as mod.) to change ERP to 264.22 kw vis., 48.09 kw aur. Action Sept. 12.

■ KLMG-TV (ch. 51) Longview, Tex.—Granted MP (BPCT-810424KE) to change ERP to 5,000 kw vis., 500 kw aur. and change HAAT to 1,283 ft. Action Sept. 12.

■ KDOG (ch. 19) Nacogdoches, Tex.—Granted CP to change ERP to 2,685 kw visual, 268.5 kw aur. and change HAAT to 1,288 ft. Major environmental action. Action Sept. 12.

■ KABD (ch. 22) Seattle—Granted MP (BPCT-5106) to change electrical and mechanical beam tilt. Action July 14.

Call letters

Applications

Call	Sought by
New AM's	
WGRR	Mobile Broadcast Service Inc., Prichard, Ala.
WJEP	Lifeline Ministries Inc., Ochlocknee, Ga.
New FM's	
KHCR	Harnuka Broadcasting, Paaulo, Hawaii
WLKZ	The Fifth Estate Inc., Wolfeboro, N.H.
KDAK-FM	Carrington Broadcasting Inc., Carrington, N.D.
KEOR-FM	Ballard Broadcasting Co. of Oklahoma Inc., Atoka, Okla.
KSLT	Black Christian Communications Inc., Spearfish, S.D.
WLLX	Prospect Communications, Minor Hill, Tenn.
WJKC	Radio 95 Inc., Christiansted, St. Croix, Virgin Islands
New TV's	
KPTW	Kansas Public Telecommunications Service Inc., Wichita, Kan.
WCMV	Central Michigan University, Cadillac, Mich.
WCMW	Central Michigan University, Manistee, Mich.
KXBJ	John W. Boler, Bemidji, Minn.
KCWT	Fred Alan Ross, Wenatchee, Wash.
Existing AM's	
KOIT	Bonneville International Corp., San Francisco, Calif.
WWRV	WFXI Inc., Haines City, Fla.
KJCY	Mr. Jack Jensen, Mountain Home, Idaho


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■ **WVJQ(AM)** Zeeland, Mich. (1260 khz, 1 kw-N, DA-2)—Granted assignment of license from Ottawa Broadcasting Corp. to Lanser Broadcasting Corp. for \$950,000, plus other considerations. Seller is owned by Peter J. Vanden Bosch, president. It also owns **WJBL-FM** Holland, Mich. Buyer is owned by Leslie J. Lanser. It has no other broadcast interests. (BAL-830725FB). Action Sept. 12.

■ **KTWN-FM** Anoka, Minn. (107.9 mhz, 57 kw; HAAT: 400 ft.)—Granted assignment of license from Northern Suburban Radio Co. to **KTWN-FM** Inc. for \$3.8 million. Seller is headed by Jack L. Moore, president; Bruce B. James, and Allison R. Mercer. It also owns **KKKC(AM)** Anoka. Buyer is owned by C.T. Robinson, president and William Moyes (50% each). They also have interest in **KQEO(AM)-KZZX(FM)** Albuquerque, N.M.; **KVOR(AM)-KSPZ(FM)** Colorado Springs; **KFYE(FM)** Fresno, Calif., and subject to FCC approval, **KRAB(FM)** Seattle (BROADCASTING, June 27). (BAPLH-830705HQ). Action Sept. 14.

■ **WJDQ(AM)** Meridian, Miss. (1330 khz, 5 kw-D)—Application dismissed for assignment of license from Broadcasters and Publishers Inc. to **Butler Broadcasting Co.** for swap of **WPRN(AM)** Butler, Ala. Principals: see **WPRN(AM)** Butler, above. (BAPL-821119GM). Action Sept. 12.

■ **KGLM-FM** Anaconda, Mont. (97.7 mhz, 210 kw; HAAT: 940 ft.)—Granted assignment of license from Anaconda Broadcasting Inc. to Howard N. Neckles and J.R. Strickland for \$50,000. Seller is owned by John Odegaard, president and Roger T. Bell (50% each). Buyer is owned by Howard N. Neckles (60%) and J.R. Strickland (40%). They have no other broadcast interests. (BALH-830706HS). Action Sept. 13.

■ **CP** for new TV at Greenville, N.C. (ch. 14; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,478 ft., ant. height above ground: 1,517 ft.)—Granted assignment of license from Elcom Inc. to **ACTS of Eastern North Carolina Inc.** for \$88,597. Seller is owned by Charles E. Franklin, president (90%), and wife, Elizabeth S. (10%). It is also permittee of **WJIK(AM)** Camp Lejeune, N.C., and owns **WRCS(AM)-WQDK(FM)** Ahoskie, N.C. Buyer is nonprofit corporation, headed by Tommy Payne, president. It has no other broadcast interests. (BAPCT-830802KE). Action Sept. 6.

■ **WLQR(FM)** Toledo, Ohio (101.5 mhz, 15 kw; HAAT: 810 ft.)—Granted assignment of license from Radio Akron Inc. to **WSPD Inc.** for \$3,275,000, including \$500,000 for noncompete agreement. Seller is owned by Susquehanna Broadcasting Co., York, Pa.-based group owner of six AM's, seven FM's and one TV principally owned by Louis J. Appell, president, and family. Buyer is principally owned by Willard Schroeder, chairman. It also owns **WSPD(AM)** Toledo and **WOOD-AM-FM** Grand Rapids, Mich. (BALH-830712GL). Action Sept. 15.

■ **WBHC(AM)-WJBW-FM** Hampton, S.C. (1270 khz, 1 kw-D; FM: 103.1 mhz, 3 kw; HAAT: 145 ft.)—Granted transfer of control of Hampton County Broadcasters Inc. from Joseph B. Wilder (80% before; none after) to Hampton County Broadcasters Inc. (20% before; 100% after). Consideration: \$220,000. Principals: Seller also owns **WBAW-AM-FM** Barnwell, S.C. and **WAKS-AM-FM** Fuquay Varina, N.C. Buyer is owned by Carl A. Gross, president, who is general manager of **WBHC-WJBW-FM**. (BTC-830725FC). Action Sept. 16.

■ **WKDY(AM)** Spartanburg, S.C. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Capitol Broadcasting Corp. to **Spartanburg Investors Ltd.** for \$600,000. Seller is owned by Kenneth S. Johnson, president (88.9%) and Allen Paul Howard (11.1%). It also owns **WCAW(AM)-WVAF(FM)** Charleston, W.Va.; **WLLF(AM)WJKS-FM** Prichard-Mobile, Ala.; **WRKA(FM)** St. Matthews, Ky.; **WMJJ(FM)** Birmingham, Ala. Buyer is limited partnership with no other broadcast interests. John Horton, Atlanta-based financial planner, and James R. Cairo, former news manager of **WNGE(TV)** Nashville and **WBBH-TV** Fort Myers, Fla., are general partners. (BAL-830722EY). Action Sept. 12.

■ **KOAV(TV)** [CP] Denison, Tex. (ch. 20; 5,000 kw vis., 500 kw aur.; HAAT: 1,088 ft.)—Granted assignment of license from Broadcast Affiliates Inc. to **KLMB-TV** Inc. for \$198,000. Seller is headed by Thomas L. Johnson, president, who also has interest in new FM at Sand Springs, Okla. Buyer is principally owned by Clara J. McLaughlin, president (33%). It also has CP's for new TV's at Longview and Paris, both Texas, and has purchased, subject to FCC approval, **KDOG(TV)** Nacogdoches, Tex. (BAPCT-830404KJ). Action Sept. 12.

■ **KVFM(FM)** Ogden, Utah (95.5 mhz, 100 kw; HAAT: 1,200 ft.)—Granted transfer of control of Utah Broadcasting Corp. from shareholders of Utah Broadcasting Corp. (100% before; none after) to **Sherman Greenleigh Sanchez Broadcasting of Utah Inc.** (none before; 100% after). Consideration: 35% interest in buyer, plus other considerations, in-

cluding consulting agreement. Principals: Seller is headed by Michelle A. Haston, president. It has no other broadcast interests. Buyer is owned by Thomas V. Greenleigh, president, and eight others. It also has interest in **KRCQ(AM)** Indio, Calif., and **KJQN(AM)** Ogden. (BTCH-830727GF). Action Sept. 13.

Facilities changes

AM applications

Tendered

■ **WABT** (1360 khz) Madison, Ala.—Seeks CP to change frequency to 730 khz; increase power to 1 kw, and change to non-DA. Ann. Sept. 19.

■ **KYUK** (580 khz) Bethel, Ark.—Seeks CP to change frequency to 640 khz; increase day and night power to 10 kw, and make changes in antenna system. Ann. Sept. 19.

■ **WMIB** (1510 khz) Marco Island, Fla.—Seeks CP to change hours of operation to unlimited by adding night service with 2.5 kw; increase day power to 2.5 kw; install DA-2; change frequency to 1480 khz and make changes in ant. system. Ann. Sept. 7.

■ **KGEM** (1140 khz) Boise, Idaho—Seeks CP to increase day power to 50 kw; change to DA-D and change TL. Ann. Sept. 14.

■ **KJCB** (770 khz) Lafayette, La.—Seeks CP to increase day power to 10 kw and change to DA-2. Major environmental action under section 1.1305. Ann. Sept. 13.

■ **WPLW** (1590 khz) Carnegie, Pa.—Seeks CP to change frequency to 660 khz; change power to 250 w, and change to non-DA. Ann. Sept. 19.

■ **WIXR** (1500 khz) Mt. Pleasant, S.C.—Seeks CP to increase power to 5 kw/500 w (CH). Ann. Sept. 23.

■ **KFHM** (1150 khz) San Antonio, Tex.—Seeks CP to change frequency to 1160 khz; change hours of operation to unlimited by adding night service with 1 kw; increase day power to 10 kw; change TL, and make changes in antenna system. Major environmental action under section 1.1305. Ann. Sept. 19.

■ **WPED** (810 khz) Crozet, Va.—Seeks CP to change power to 1 kw. Ann. Sept. 7.

■ **KQQQ** (1150 khz) Pullman, Wash.—Seeks CP to

change hours of operation to unlimited by adding night service with 500 w and change to DA-N. Major environmental action under section 1.1305. Ann. Sept. 19.

Accepted

■ **KUXL** (1570 khz) Golden Valley, Minn.—Seeks modification of CP to make changes in antenna system and increase height. Ann. Sept. 7.

■ **KUTI** (980 khz) Selah, Wash.—Seeks modification of CP (820629AA) to change night TL. Major environmental action under section 1.1305. Ann. Sept. 23.

■ **WKEX** (1430 khz) Blacksburg, Va.—Seeks modification of CP (800401AE) to change TL and change antenna ground system. Major environmental action under section 1.1305. Ann. Sept. 7.

FM applications

Tendered

■ **KSPA** (96.7 mhz) Hot Springs, Ark.—Seeks CP to replace trans.; increase TPO, and change from horizontal to circular polarization. Ann. Sept. 19.

■ **KHTN** (92.1 mhz) Placerville, Calif.—Seeks CP to change TL and make changes in antenna system. Ann. Sept. 7.

■ **KBCO** (97.3 mhz) Boulder, Colo.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 1,546 ft., and make changes in antenna system. Major environmental action under section 1.1305. Ann. Sept. 19.

■ **KVMT** (104.7 mhz) Vail, Colo.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 451 ft., and make changes in antenna sys. Ann. Sept. 23.

■ **WQUH** (103.1 mhz) DeFuniak Springs, Fla.—Seeks CP to change TL; change HAAT to 268 ft., and make changes in ant. sys. Ann. Sept. 13.

■ **KOJC** (89.7 mhz) Cedar Rapids, Iowa—Seeks modification of CP (BPED-830805AB) to change TL; change ERP to .5 kw, and make changes in antenna system. Ann. Sept. 19.

■ **KMGK** (93.3 mhz) Des Moines, Iowa—Seeks CP to change TL; change HAAT to 1,055 ft., and make changes in antenna system. Ann. Sept. 23.

■ **WAMX** (93.7 mhz) Ashland, Ky.—Seeks CP to change ERP to 50 kw and change HAAT to 720 ft. Ann. Sept. 19.

■ **KSJU** (89.1 mhz) Collegeville, Minn.—Seeks CP to change frequency to 96.5 mhz. Ann. Sept. 7.

■ **KHFM** (96.3 mhz) Albuquerque, N.M.—Seeks CP to change ERP to 12.9 kw. Ann. Sept. 21.

■ **WRFE** (105.5 mhz) Arguanda, P.R.—Seeks CP to change ERP to 3 kw and make changes in antenna system. Ann. Sept. 13.

■ **WVDM** (101.3 mhz) Sumter, S.C.—Seeks CP to change TL and change antenna system. Major environmental action under section 1.1305. Ann. Sept. 19.

Accepted

■ **WZZK** (104.7 mhz) Birmingham, Ala.—Seeks modification of CP (BPH-810119AU, as mod.) to change HAAT to 1,300 ft. Ann. Sept. 13.

■ **KAFF** (92.9 mhz) Flagstaff, Ariz.—Seeks CP to change ERP to 100 kw; change HAAT to 1,514 ft. Ann. Sept. 14.

■ **KZZZ** (92.7 mhz) Kingman, Ariz.—Seeks to change ERP to 25 kw; change HAAT to 208.09 ft., and change frequency to 94.7 mhz. Ann. Sept. 19.

■ **KCFR** (90.1 mhz) Denver—Seeks CP to change power to raise 29 kw to 49.7 kw. Ann. Sept. 13.

■ **WJST** (93.5 mhz) Port St. Joe, Fla.—Seeks CP to change antenna; change transmitter; change ERP to 100 kw; change HAAT to 520 ft., and change frequency to 94.5 mhz. Ann. Sept. 7.

■ **WTXR** (94.3 mhz) Chillicothe, Ill.—Seeks CP make changes in antenna system for auxiliary purposes only. Ann. Sept. 19.

■ **WGRT** (107.1 mhz) Danville, Ind.—Seeks CP to change TL; change ERP to 1.74 kw; change HAAT to 400 ft., and make changes in antenna system. Major environmental action under section 1.1305. Ann. Sept. 7.

■ **WZZY** (98.3 mhz) Winchester, Ind.—Seeks CP to change TL; change ERP to 3 kw, and change HAAT to 300 ft. Ann. Sept. 13.

■ **WJZZ** (105.9 mhz) Detroit—Seeks CP to change TL; change ERP to 22 kw; change HAAT to 724 ft., and make changes in ant. sys. Ann. Sept. 13.

■ **WMJY** (107.1 mhz) Long Branch, N.J.—Seeks CP to

Service	On Air	CP's	Total *
Commercial AM	4,720	158	4,878
Commercial FM	3,441	420	3,861
Educational FM	1,091	166	1,257
Total Radio	9,252	744	9,996
FM translators	656	413	1,069
Commercial VHF TV	528	8	536
Commercial UHF TV	316	183	499
Educational VHF TV	111	6	116
Educational UHF TV	172	19	191
Total TV	1,127	215	1,342
VHF LPTV	164	85	249
UHF LPTV	42	65	107
Total LPTV	206	150	356
VHF translators	2,792	228	3,020
UHF translators	1,820	377	2,197
ITFS	248	110	358
Low-power auxiliary	824	0	824
TV auxiliaries	7,387	205	7,592
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,291	53	12,344
Aural STL & intercity relay	2,819	166	2,985

* Includes off-air licenses.

for 1010 khz, .25 kw-D. Address: #300, 1800 W. Hillcrest Drive, Newbury Park, Calif. 91320. (BP-830823AE). Action Sept. 13.

■ Jacksonville, Tex.—Cherokee Broadcasting Co. application returned for 840 khz, 1 kw-D. Address: 650 North Bolton Street, Jacksonville, Tex. 75766. (BP-830527AA). Action Sept. 12.

FM action

■ Casper, Wyo.—Natrona Broadcast Inc. granted 103.7 mhz, 57.7 kw, HAAT: 1,929 ft. Address: 2301 Belmont Road, Casper 82601. Principal is owned by Daniel A. Roberts, who is consulting engineer and has no other broadcast interests. (BPH-810916A1). Action July 27.

Ownership changes

Applications

■ WNDB(AM)-WWLV(FM) Daytona Beach, Fla. (1150 khz, 1 kw-U; FM: 94.5 mhz, 54 kw, HAAT: 330 ft.)—Seeks assignment of license from Raceway Broadcasting Corp. to Root Communications for \$2.5 million (BROADCASTING, Sept. 19). Seller, owned by majority stockholder and president, Joel M. Thrope, also owns WRKR-AM-FM Racine (Milwaukee), Wis.; WCNW(AM) Fairfield (Cincinnati), Ohio, and WINF(AM) Manchester (Hartford), Conn. It is also applicant for new FM at Naples Park, Fla. Buyer is Daytona Beach, Fla.-based company, headed by Chapman S. Root. Buyer recently bought, subject to FCC approval, WVFM(FM) Lakeland, Fla. (BROADCASTING, Sept. 5). Filed Sept. 14.

■ KPVI(TV) Pocatello, Idaho (ABC, ch. 6; 100 kw vis., 17.4 kw aur; HAAT: 1,530 ft.) Seeks assignment of license from Futura Communications Corp. to Ambassador Media Corp. for \$3.2 million, including \$500,000 noncomplete agreement. Seller is headed by Robert Hansberger, president. It has no other broadcast interests. Buyer is newly formed company, headed by Senator William L. Armstrong (R-Colo.), president. Filed Sept. 14.

■ WXXM(FM) Elmwood Park, Ill. (105.9 mhz, 4.2 kw, HAAT: 1.55 ft.)—Seeks assignment of license from WXXM Inc. to Cox Communications Inc. for \$9 million (BROADCASTING, Aug. 22). Seller is headed by Robert C. Victor, president. It has no other broadcast interests. Buyer, based in Atlanta, is publicly traded major station group and cable owner, headed by Garner Anthony, chairman of executive committee. It has sold, subject to FCC approval, WLIF(FM) Baltimore (see below), to comply with FCC multiple ownership rules. Filed Sept. 12.

■ WLIF(FM) Baltimore (101.9 mhz, 13.5 kw, HAAT: 960 ft.)—Seeks assignment of license from Cox Communications Inc. to Island Broadcasting Co. Inc. for \$5,750,000 (BROADCASTING, Aug. 22). Seller has bought WXXM(FM) Chicago (see above). Buyer is headed by Alan S. Beck, president and former general manager of WLIF, who also owns WALK-AM-FM Patchogue, N.Y. Filed Sept. 12.

■ WBFC(AM) Stanton, Ky. (1470 khz, 1 kw-D)—Seeks assignment of license from Roger H. Wells to Jerry Wilson for \$67,000. Seller has no other broadcast interests. Buyer is on-air personality at WBFC. Filed Sept. 15.

■ WBOZ(AM) San German, P.R. (1090 khz, 250 kw-U)—Seeks assignment of license from Southwestern Broadcasting Corp. to Gauthier and Rodriguez Radio Associates for \$138,225. Seller also owns WGIT(FM) Homigueros, P.R., and have interest in WVOZ-AM-FM Carolina, P.R., and is applicant for new AM at Sabana Grande. Buyer is owned by Frederick Gauthier de Castro (51%) and Juan B. Rodriguez Aguayo (49%). It also owns CP for new AM at Sabana Grande, P.R. Filed Sept. 21.

■ WHJJ(AM)-WHYJ(FM) Providence, R.I. (920 khz, 5 kw-U; FM: 94.1 mhz, 50 kw, HAAT: 546 ft.)—Seeks assignment of license from Franks Broadcasting Co. Inc. to Federal Communications Corp. for \$8.85 million (BROADCASTING, July 4). Seller is owned by John E. Franks, president. It has no other broadcast interests. Buyer is owned by Robert E. Fish (75%) and Janet R. Karger (25%). Fish is vice president and general manager of WRKO(AM) Boston. Filed Sept. 21.

■ WATO(AM)-WETQ(FM) Oak Ridge, Tenn. (1290 khz, 5 kw-D, 500 w-N; FM: 94.3 mhz, 1.82 kw; HAAT: 395 ft.)—Seeks assignment of license from Rau Radio Stations Inc. to Oak Ridge Radio for \$225,000 (BROADCASTING, Sept. 19, 1983). Seller is principally owned by estate of Henry Rau. Robin Henry, Rau's daughter, is president. It recently sold, subject to FCC approval, WBBB(AM)-WPCM(FM) Burlington, N.C. (BROADCASTING, Aug. 15), and WPDJ-AM-FM Clarksburg, W.Va. It has sold WDOV(AM)-

WDSB(FM) Dover, Del. (BROADCASTING, Sept. 5). Buyer owns WJER-AM-FM Dover-New Philadelphia, Ohio. Filed Sept. 21.

■ KGNS-TV Laredo, Tex. (NBC, ABC, ch. 8; 316 kw vis., 42.2 kw aur; HAAT: 1,021 ft.)—Seeks assignment of license from Gulf Coast Broadcasting Co. to Alfred T. Burke for \$3 million, including \$325,000 noncomplete agreement (BROADCASTING, Sept. 26.). Seller is owned by T. Frank Smith Jr., who has no other broadcast interests. Buyer, based in Longview, Tex., also owns KRIS-TV Corpus Christi, Tex. Filed Sept. 15.

Actions

■ WPRN(AM) Butler, Ala. (1240 khz, 1 kw-D, 250 w-N)—Application dismissed for assignment of license from Butler Broadcasting Co. to Broadcasters and Publishers Inc. for swap of WJDQ(AM) Meridian, Miss. Seller is owned by Debra W. Jackson, who also owns 51% of co-located WQGC(FM) Butler, Ala. Buyer is owned by Houston L. Pearce and Don Partridge (50% each) who also own WJDQ-AM-FM and 40% each of WJKX(AM) Moss Point and WGUD(FM) Pascagoula, both Mississippi. Pearce also owns 50% of WARF(AM) Jasper, Ala., WTSK(AM)-WTUG(FM) Tuscaloosa, Ala., and 30% of WJQY(FM) Chickasaw, Ala. (BAL-821119GN). Action Sept. 12.

■ WVSF(FM) Stevenson, Ala. (101.7 mhz, 940 w; HAAT: 490 ft.)—Granted transfer of control of Lynn Ltd. Inc. from Ted Edmiston and others (100% before; 50% after) to Charles Nelson and others (68% before; 100% after). Consideration: \$32,025. Principals: Seller is owned by Ted Edmiston, Charles M. Pendley and Jimmy D. Blevins. Edmiston and Pendley will retain part interest; Blevins is selling his 32% interest. Buyer is owned by Charles Nelson, president (20%), Harold Brookshire, Charles M. Pendley (30% each) and Ted Edmiston (20%). They have no other broadcast interests. (BTCH-830706HR). Action Sept. 13.

■ KSOJ(FM) Flagstaff, Ariz. (93.9 mhz, 100 kw, HAAT: 1,510 ft.)—Granted assignment of license from Harvest Ministries to Merit Media International for \$429,492. Seller is owned by Grace Broadcasting System Inc. and Grace Full Gospel Church Inc., headed by James R. Burke. It also owns KVOI(AM) Tucson, Ariz. (see below). Buyer is owned by John R. Ward, president. It bought KVOI(AM) Tucson (see below) and owns KLEI(AM) Kailua, Hawaii. (BALH-830722HP). Action Sept. 16.

■ KVOI(AM) Tucson, Ariz. (690 khz, 250 w-D)—Granted assignment of license from Abundant Life Ministries to Merit Media International for \$990,279. Seller also sold KSOJ(FM) Flagstaff, Ariz. (see above). (BAL-830722EZ). Action Sept. 16.

■ KMSL(FM) Stamps, Ark. (100.1 mhz, 3 kw; HAAT: 300 ft.)—Granted transfer of control of Southwest Arkansas Broadcasting Co. Inc. from Elmer Harris and others (52% before; none after) to William H. Handy and others (48% before; 100% after). Seller is owned by Elmer Harris and wife, Maureen; J. Dudley Talbot and brother, Ben P. It has no other broadcast interests. Buyer is owned by William H. Handy, his wife, Neva, and R.E. Mosley Jr. It has no other broadcast interests. (BTCH-830726HU). Action Sept. 13.

■ KQKK(FM) Manteca, Calif. (96.7 mhz, 3 kw; HAAT: 320 ft.)—Granted assignment of license from McFadden Broadcasting Co. to Jonsson Communications Corp. for \$1.072 million. Seller is owned by Jack L. McFadden Sr. and wife, Virginia Jo. They are also applicants for new FM at Twain Harte, Calif. Buyer is principally owned by Kenneth A. Jonsson, president (65%) and family. It also owns KENZ(AM)-KROY(FM) Sacramento, Calif., and KROI(AM) Sparks, Nev. (BALH-830706HU). Action Sept. 13.

■ KGO-FM San Francisco (103.7 mhz, 7.8 kw; HAAT: 1,468 ft.)—Granted assignment of license from American Broadcasting Co. to KLOK Radio for \$5.5 million. Seller, based in New York, is publicly traded owner of television networks, six AM's, seven FM's, five TV's and other major interests. Buyer, based in San Jose, Calif., is owned by Philip C. Davis, David Fowler and Bill Weaver. It also owns KARM(AM)-KFIG(FM) Fresno; KLOK(AM) San Jose and KWIZ-AM-FM Santa Ana, all California. (BAPLH-830719HE). Action Sept. 9.

■ WBSR(AM) Pensacola, Fla. (1450 khz, 1 kw-D, 250 w-N, DA-2)—Granted assignment of license from Budworth Broadcasting Inc., debtor in possession to Seaway Broadcasting Inc. for \$600,000. Seller is owned by Joan E. Neuwirth, president (35%) and estate of her husband, H.D. Neuwirth (65%). It has no other broadcast interests. Buyer is owned by Robert D. Hanna, president (75%), Jay C. Roulier (25%). Hanna also has interest in KERV-AM-FM Kerrville, Tex.; KROX(AM) Crookston, Minn.; KCLW(AM) Hamilton, Tex.; KICS(AM)-KEZH(FM) Hastings, Neb.; KLRN(AM)-KLMC(FM) Leadville, Colo., and WVSI-AM-FM Jupiter, Fla. (BAL-830727FL). Action Sept. 12.

■ WIRK-AM-FM West Palm Beach, Fla. (1290 khz, 5 kw-

D, 1 kw-N; FM: 107.9 mhz, 100 kw, HAAT: 340 ft.)—Granted assignment of license from Ken Sell Inc. to Price Communications for \$7 million. Seller is principally owned by Joseph Field and Rome Hartman, who have no other broadcast interests. Buyer is headed by Robert Price, president, which also owns WOWO(AM) Fort Wayne, Ind., and recently bought KIOI(FM) San Francisco for \$12.4 million (BROADCASTING, May 2). (BAPL-830706HV). Action Sept. 13.

■ WMOG(AM) Brunswick, Ga. (1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Burrows Broadcasting Co. to WBA Corp. for \$590,000. Seller is owned by Robert T. Shircliff, president and Robert Burrows. Shircliff also has interest in WLLL(AM)-WGOL(FM) Lynchburg, Va. Burrows has no other broadcast interests. Buyer is owned by James I. Arbogast, president, Robert P. Bartlett Jr., Joel R. Williams (28.33% each) and Linda D. Cate (15%). Cate has interest in KTOGR(AM)-KCMQ(FM) Columbia, Mo.; KJEZ(FM) Poplar Bluff, Miss., and WQPD(AM) Lakeland, Fla. (BAL-830705FB). Action Sept. 7.

■ WIAF(AM) Clarksville, Ga. (1500 khz, 5 kw-D)—Granted transfer of control of Radio Habersham Inc. from Dallas M. Tankenton III (100% before; 25% after) to Timothy A. Harper (none before; 75% after). Consideration: \$149,849, plus other considerations. Principals: Seller has no other broadcast interests. Buyer is manager of WIAF. (BTC-830725FI). Action Sept. 12.

■ KZHI(AM) Honolulu (1080 khz, 5 kw-U)—Granted assignment of license from Radio Hawaii Inc. to KZHI Radio Inc. for \$1.2 million. Seller is owned by Carolyn Wagenvoord, chairwoman (50%) and her children, Alice (20%), Barry, Michael and Sam (10% each). They have no other broadcast interests. Buyer is owned by James E. Quinn Jr. (51%) and his son, Ronald K. (49%). It has no other broadcast interests. (BAL-830628EL). Action Sept. 15.

■ WIHN(FM) Normal, Ill. (Bloomington, Ind.) (96.7 mhz, 3 kw; HAAT: 300 ft.)—Granted assignment of license from McLean Communications Corp. to Gerald Mason and Stanley Bell for \$700,000. Seller is principally owned by Hamuel A. Hassan, president. He has interest in WILY(AM)-WRXX(FM) Centralia, Ill., and WBIS(AM) Bristol, Conn. Buyer is equally owned by Gerald Mason and Stanley E. Bell. Mason is majority applicant for new FM at Las Vegas. Bell is general contractor and developer in San Luis Obispo, Calif., and has no other broadcast interests. (BALH-830706HT). Action Sept. 13.

■ KRKR(AM)-KFKF(FM) Kansas City, Kan. (1340 khz, 1 kw-D, 250 w-N; FM: 94.1 mhz, 100 kw; HAAT: 460 ft.)—Granted assignment of license from CKCN Inc. to KFKF Broadcasting Co. for \$4 million. Seller is subsidiary of Allbritton Communications Co., which is based in Washington and headed by Joe L. Allbritton, chairman. It also owns five TV's. Buyer, based in Laconia, N.H., is headed by Scott R. McQueen, president. It owns WZZC(FM) East Moline, Ill.; WOCB(AM)-WSOX-FM West Yarmouth, Mass.; WKZU(AM)-WLNH-FM Laconia; WCMF(FM) Rochester, N.Y.; WTMA(AM)-WSSX-FM Charleston, S.C. (BAL-830722HN). Action Sept. 12.

■ KKAN(AM)-KBMJ(FM) Phillipsburg, Kan. (1490 khz, 1 kw-D, 250 w-N; 92.1 mhz, 3 kw; HAAT: 199 ft.)—Granted assignment of license from Bengel Broadcasting Inc. to Barracuda Broadcasting Inc. for \$620,000. Seller is headed by Bernard M. Brown, president. Buyer is owned by Jan D. Parker, president, and Kenneth R. Kohrs (50% each). It has no other broadcast interests. (BAL-830629ER). Action Sept. 8.

■ WIKC(AM) Bogalusa, La. (1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from M.T. Broadcasting Inc. to Timberlands Broadcasting Inc. for \$180,000. Seller is owned by Michael Tiller, who has no other broadcast interests. Buyer is owned by G.S. Adams Jr., president, who has no other broadcast interests. (BAL-830706FE). Action Sept. 12.

■ WAAM(AM) Ann Arbor, Mich. (1600 khz, 5 kw-U, DA-2)—Granted assignment of license from WAAM Broadcasting Corp. to Whitehall Convalescent Homes Inc. for \$500,000. Seller is headed by Warren P. Williamson Jr., chairman. It also owns WKBN-AM-FM-TV Youngstown and WIMA(AM) Lima, both Ohio. Buyer is owned by Lloyd R. Johnson, president, who owns nursing homes in Ann Arbor, Farmington and Novi, all Michigan, and in St. Petersburg, Fla., area. It has no other broadcast interests. (BAL-830802EG). Action Sept. 15.

■ WXMI-TV Grand Rapids, Mich. (ch. 17, 1300 kw vis., 130 kw aur; HAAT: 802 ft.)—Granted transfer of control of TV 17 Unlimited Inc. from Peter Cook and others to Richard Shively and others. Consideration: \$479,350. Principals: Seller is owned by Peter Cook and 14 others. None has other broadcast interests. Buyers are increasing stock percentage which will result in controlling interest of company. They have no other broadcast interests. (BTCT-830722KE). Ac-

reau wouldn't be receptive to "protectionist" arguments, basing recommendation "strictly on whether they [drop-ins] cause interference or not" (BROADCASTING, March 29, 1982). FCC has denied nine petitions to reconsider its approval of four drop-ins: Salt Lake City (ch. 13); Charleston, W. Va. (ch. 11); Knoxville, Tenn. (ch. 8), and Johnstown, Pa. (ch. 8) (BROADCASTING, May 17, 1982). FCC approved those four drop-ins three years ago (BROADCASTING, Sept. 15 and Sept. 21, 1980). In proposal, FCC said that if rulemaking were adopted, there would be "presumption in favor" of additional service. Although applicant would be required to provide equivalent protection to existing station, it would be incumbent upon opponents of drop-in allotment to prove addition of short-spaced VHF stations would be harmful to extent that "net loss of service to the public" would result. Nine applications are on file for drop-in at Charleston, eight for Salt Lake City, 13 for Knoxville and four for Johnstown. All four have been cut off, and Knoxville applications have been designated for hearing.

□

TV cameras in Senate. Senate Rules Commit-

tee passed resolution (S. Res. 66) to allow televising of chamber proceedings (BROADCASTING, June 20). After barely reaching quorum, committee voted out resolution that would permit radio and television coverage of Senate proceedings, by 6-3. Vote in committee is reflection of intense division both on committee and in full Senate on issue. Senate Majority Leader Howard Baker (R-Tenn.), chief proponent of measure, will continue push for passage. Resolution's major critics, Senators Russell Long (D-La.) and Wendell Ford (D-Ky.), will continue to try to defeat measure. Ford is considering introducing substitute proposal to permit radio-only coverage of Senate.

□

TV deregulation. FCC has proposed to deregulate commercial TV along lines it already has deregulated radio (BROADCASTING, July 4). In notice of proposed rulemaking, FCC has proposed to eliminate current nonentertainment programming and commercial loading guidelines. It also has proposed to eliminate formal ascertainment requirements. It further asked what sort of logging requirement would be "appropriate" for any new regulatory scheme. At

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

□

WARC. Senate has approved treaty protocol negotiated at 11-week World Administrative Radio Conference, which concluded in Geneva in December 1979. Among results: Upper end of AM band was extended from 1605 to 1705 khz, shortwave frequencies were increased by about 500 khz, and proposal was adopted to increase three-fold number of broadcast and fixed satellites that can operate in 12 ghz and in western hemisphere.

In addition, conference provided for co-equal sharing by television, mobile and fixed services in 806-890 mhz band, but U.S. took footnote to assure right to such sharing between 470 and 806 mhz and from 890 to 960 mhz and reserved right to ignore WARC-imposed conditions on coordinating such sharing with Canada, Mexico and Cuba (BROADCASTING, Dec. 24, 1979). Senate action came on voice vote in closing hours of 97th Congress.

For the Record

As compiled by BROADCASTING, Sept. 19 through Sept. 23, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

AM applications

■ Greenup, Ky.—Greenup County Broadcasting Inc. seeks 1520 khz, 5 kw-D. Address: Main and Harrison, Suite A, Greenup, Ky. 41144. Principal is headed by Phillip Bruce Leslie, president. It also is applicant for new FM at Greenup.

Filed Sept. 20.

FM applications

■ Milton, Fla.—Florida Public Radio Inc. seeks 90.3 mhz, 2 kw, HAAT: 300 ft. Address: 505 Josephine Street, Titusville 32796. Principal is headed by Randy Henry, president. It also owns WPIO(FM) Titusville, Fla., and is applicant for new FM at Winter Garden, Fla. Filed Sept. 8.

■ Winter Haven, Fla.—Florida Public Radio Inc. seeks 89.5 mhz, 3 kw, HAAT: 300 ft. Address: 505 Josephine Street, Titusville, Fla. 32796. Principal is nonprofit corporation, headed by Randy Henry, president. It also owns WPIO(FM) Titusville and is applicant for new FM at Milton, Fla. (see above). Filed July 28.

■ Springfield, Mo.—Baptist Bible College Inc. seeks 89.1 mhz, 50 kw, HAAT: 270 ft. Address: 628 East Kearney Street, Springfield, Mo. 65802. Principal is nonprofit educational institution, headed by A. V. Henderson, president. It also owns KWFC(FM) Springfield. Filed Sept. 15.

■ Marlow, Okla.—Herman B. Hogsed seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 5201 Atlantic Blvd., #49, Jacksonville, Fla. 32207. Principal is chief operator at WOKV(AM)-WAIV-FM Jacksonville, Fla. Filed Sept. 19.

■ Marlow, Okla.—Sherry Lynn Austin seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 72, Sheridan, Ark. 72150. Principal is program director at KKDI-AM-FM Sheridan, Ark. Filed Sept. 15.

■ Hamlin, Tex.—Grande Broadcasting Co. seeks 103.7 mhz, 5.3 kw, HAAT: 920 ft. Address: 5234 North Third, Abilene, Tex. 79603. Principal is equally owned by Ray Silva and Richard C. Tomlinson. It has no other broadcast interests. Filed Sept. 20.

■ Rocky Mount, Va.—WNLB Radio Inc. seeks 100.7 mhz, 3 kw, HAAT: 174.54 ft. Address: P.O. Box 602, Rocky Mount 24151. Principal is owned by William Geasey, president (80%) and Glen D. Lynch (20%). It also owns WNLB(AM) Rocky Mount. Filed Sept. 21.

TV applications

■ Marianna, Fla.—Marianna Television Inc. seeks ch. 34; ERP: 2,500 kw vis., 250 kw aur., HAAT: 324.48 ft.; ant. height above ground: 268.4 ft. Address: P.O. Box 777, Marianna 32446. Principal is owned by Joseph Edward Davis (51%) and William Harold Hopkins (49%). It also owns WTYS(AM) Marianna, and is applicant for new TV at Fort Walton Beach, Fla. Filed Sept. 21.

■ McAlester, Okla.—Marjoy Corp. seeks 104.9 mhz, 1.7 kw, HAAT: 400 ft. Address: Route 5, Box 227, Sapulpa, Okla. 74066. Principal is owned by Michael P. Stephens, president (70%), Doyal Hoover and daughter, Pamela Kay Hoover (15% each). Stephens owns KXOJ-AM-FM Sapulpa, Okla., and with Doyal Hoover, is applicant for new FM at Paris, Tex. Filed Sept. 19.

■ Union City, Tenn.—Futures Television Inc. seeks ch. 41; ERP: 5,000 kw vis., 500 kw aur., HAAT: 238.65 ft.; ant. height above ground: 270.2 ft. Address: 613 Jackson Street, Union City 38261. Principal is owned by David G. Critchlow, who has interest in WFWL(AM) Camden, Tenn. Filed Sept. 21.

AM actions

■ Prichard, Ala.—Mobile Broadcast Service granted 960 khz, 2.5 kw-D. Address: 758 St. Michael Street, Mobile, Ala. 36602. Principal is owned by Howard L. Smith, for self and as trustee (45.5%) and his father, E.H. Smith (29.5%). Elder Smith has real estate interests; younger Smith is manager of electronics company. (BP-20613). Action July 29.

■ Leesville, La.—West Central Broadcasting Co. Inc. application returned for 1160 khz, 1 kw-D. Address: Highway 468 1 M, N.E., Leesville, La. 71446-0910. (BP-830617AB). Action Sept. 13.

■ Enka-Candler, N.C.—Application returned for Enka-Candler Communications for 830 khz, 1 kw-D. (BP-830428AB). Action Sept. 13.

■ Beaverton, Ore.—Dale A. Owens application returned

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er courts. Judge ruled that during appeals period of at least one year, ASCAP and BMI could continue to offer TV blanket licenses, but at prices approximately 25% less than in 1982 (BROADCASTING, Dec. 20, 1982). ASCAP/BMI have filed appeals briefs in U.S. Second Circuit Court of Appeals in New York (BROADCASTING, April 25), and all-industry committee answered last month (BROADCASTING, June 27). Oral argument has been tentatively set for Aug. 8. Although not involved in suit, SESAC agreed to roll back estimated 24% increase in its station music rates pending final court decision on legality of ASCAP and BMI blanket licenses ("In Brief," June 27).

□

Network standings. Prime time TV rating averages, Sept. 27, 1982-Sept. 25, 1983: CBS, 16.1/27; ABC, 15.6/26; NBC 14.2/24.

□

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

FCC also has amended its rules to permit public TV stations to broadcast logos and to identify product lines of program underwriters (BROADCASTING, April 27, 1981). Under new rules, identifications may be run without limit and public broadcasters may promote goods and services on air as long as no consideration is received—with proviso that they make determination that such promotion serves public interest. Although National Association of Broadcasters had petitioned FCC to reconsider decision, commission dismissed that and similar petitions in reaffirming its order (BROADCASTING July 19, 1982). In response to petition for declaratory ruling, FCC said it would permit public broadcasters to air paid, promotional announcements for nonprofit groups, as long as those announcements didn't interrupt regular programming. FCC also said its prohibition against paid announcements for profit-making entities still stood.

□

Prime time access rule. FCC dismissed petition by Chronicle Broadcasting Co. to delete prohibition against use of nonnetwork programming during prime time access (BROADCASTING, Nov. 16, 1982). FCC said that although there might be merit to Chronicle's proposal, it should be considered in context of review of entire prime time access rule which it said might be addressed when commission takes up staff recommendations stemming from FCC's network inquiry. Chronicle petitioned FCC to repeal section of PTAR that restricts off-network programming on network affiliated stations in 50 largest TV markets (BROADCASTING, July 27, 1981), arguing that it was unconstitutional, ineffective and gave stations not affected by rule competitive advantages. NBC, filing comments, urged that proceeding be expanded to consider repeal of entire prime time access rule, arguing that rule

presented "barrier" to expansion of its *Nightly News* to 60 minutes (BROADCASTING, Aug. 17, 1981). NBC's proposal to expand proceeding was strongly opposed by Chronicle and all network affiliates' associations (BROADCASTING, Aug. 31, 1981). ABC has stated publicly that it won't seek repeal of PTAR without consent of its affiliates (BROADCASTING, March 21).

Networks first appeared to back off on drive to win repeal or waiver of PTAR, rechanneling their energies to lobby for repeal of financial interest and network syndication rules, (see "Financial interest" above). Network affiliates have agreed to support networks in that endeavor, but have linked their support to retention of PTAR (BROADCASTING, Dec. 13, 1982).

□

Public broadcasting. Corporation for Public Broadcasting continues to fight erosion of federal funding. CPB is asking Congress to maintain funding for its fiscal 1985 and 1986 budgets at \$130 million. Administration is attempting to cut CPB's 1985 budget to \$85 million, down 35% from \$130 million appropriated by Congress last year, and cut additional \$55 million from \$130 million authorized for CPB in fiscal 1986 (BROADCASTING, Feb. 28, March 21). Both House and Senate appear willing to keep funding intact.

House Energy and Commerce Committee voted additional \$70 million to authorization levels for Corporation for Public Broadcasting's FY 1984, 1985 and 1986 to offset impact of inflation. However, committee has stipulated that no federal funds will be distributed to National Public Radio until its financial crisis has been corrected (BROADCASTING, July 4). Process is now under way at CPB to relieve congressional concerns and meet existing financial criteria in order to continue funding of NPR.

Supplemental funding for public broadcasting is contained in FCC authorization bill which has stalled in House after key Republicans raised objections to additional \$70 million allocated to CPB (BROADCASTING, Sept. 26). Advertising experiment under way at nine public TV stations expired June 30. Temporary Commission On Alternative Financing for Public Telecommunications, which has jurisdiction over experiment, is to file report in October with Congress recommending that advertising be kept off public radio and television, except in form of enhanced underwriting (BROADCASTING, Sept. 26). Previous reports on experiment showed that advertising was well received by public and has become profitable (BROADCASTING, Jan. 3).

Named to CPB board (BROADCASTING, Feb. 21): current board chairman Sharon Percy Rockefeller (Democrat), wife of West Virginia Governor Jay Rockefeller; Karl Eller, media consultant and former president of Combined Communications; Richard Brookhiser, editor of *National Review*, and Harry O'Connor, O'Connor Services, Los Angeles-based radio program production company, all Republican. Nomination of Helen Taylor of Richmond, Va., was withdrawn by administration after Commerce Committee refuses to act on nomination because of concern about Taylor's FBI file and her contributions to Accuracy in Media and Moral Majority. Recess appointment of Republican businessman William Lee Hanley was made instead prior to CPB's September board meeting. Board, however, challenged appointment and refused to let Hanley participate in meeting. CPB rejected appointment on grounds that it violated Public Broadcasting Act of 1976 (BROADCASTING, Sept. 19). Hanley nomination has been referred to Senate Communications Subcommittee.

National Public Radio is searching for president following resignation of Frank Mankiewicz after disclosure of significant debt for radio network (BROADCASTING, Apr. 25). Temporary chief operating officer Ronald Bornstein has negotiated the final details of loan package from CPB to pay debt of \$9.1 million (BROADCASTING, June 20, 27). Portion of debt will be paid by NPR member stations which have committed \$1.6 million of their Community Service Grants, for next three years if necessary. Decisions about NPR programming are still being made, although number of programs will be ended, especially from Arts and Performance division. Budget of \$17.65 million for 1984 is 34% smaller than current budget.

Expanded one-hour version of *MacNeill/Lehrer Report* on PBS aired Sept. 5.

□

Radio Marti. Senate passed Radio Marti bill after it was amended to satisfy opponents who feared proposal, advanced by administration, would cause Cubans to retaliate by increasing interference to U.S. AM stations. In present form, programming aimed at Cuba would become responsibility of Voice of America and would be broadcast from VOA facilities on Marathon Key, in Florida, on VOA frequency, 1180 khz. House is expected to pass Senate bill without change.

□

Regional Administrative Radio Conference. U.S. obtained eight orbital slots at conference of western hemisphere countries that met in Geneva last summer to plan direct broadcast satellite service use of 12 ghz band. U.S. had sought eight, but three of those assigned to it are in less desirable locations than called for in its proposal. And U.S. felt obliged to take reservation on question of satellite power; U.S. wanted standard providing for more power than conference approved. Nevertheless, Ambassador Abbott Washburn, who headed U.S. delegation said U.S. had achieved its principal objectives (BROADCASTING, July 4, et seq.).

□

Teletext. Mixing some good news for broadcasters with some bad, FCC authorized television stations to offer teletext (BROADCASTING, April 4). It refused, however, to select technical standard or to give teletext must-carry status on cable. In order, FCC defined teletext as "ancillary" service—thereby exempting it from fairness doctrine and equal-time obligations. Broadcasters offering teletext as broadcast offering—that is, by offering mass media services—can launch or drop those without notifying FCC. Those whose offerings resemble private or common carrier offerings will have to notify commission first, however. Also under rules, noncommercial broadcasters may offer teletext on for-profit basis.

By deciding not to set standard, FCC touched off marketplace battle between incompatible World System Teletext, developed by British broadcasters and electronics manufacturers, and North American Broadcast Teletext Specification, developed through compromise of Canadian, French and U.S. teletext and videotex interests. WST proponents are now led by Taft Broadcasting, which is broadcasting WST-based service, Electra, in Cincinnati over WKRC-TV. Under an agreement with Taft, Zenith is selling \$300 decoder compatible with its late-model sets in Cincinnati. NABTS proponents are led by CBS-TV and NBC-TV.

□

TV allocations. FCC Mass Media Bureau plans to recommend action on FCC's generic VHF drop-in proceeding some time this year. Larry Harris, Mass Media Bureau chief, has said bu-

called it "fatally flawed" (BROADCASTING, Sept. 26). Committee for Prudent Deregulation, which has been arguing for retaining rules, asserts that tentative decision would undermine prime time access rule. Networks insisted they deserved more than FCC indicated it's willing to give. Apparently not believing PTAR is hanging in balance, network affiliates, as in past, are supporting networks. National Telecommunications and Information Administration reiterated its support for complete elimination of both rules. And Department of Justice endorsed modified version of FCC's tentative plan. Under stiff lobbying from networks, FCC launched rulemaking proposing repeal of financial interest and network syndication rules last year (BROADCASTING, June 28, 1982).

CPD, dissatisfied with FCC's tentative decision, shifted focus of its campaign to Congress. In House, Representative Henry Waxman (D-Calif.), whose district includes Hollywood, has introduced bill that would bar FCC from repealing rules for five years. Bill also would prohibit FCC from repealing prime time access rule over same period. Among co-sponsors were House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) (BROADCASTING, March 28).

Hearings on bill have been held in Hollywood and Washington. Subcommittee attempted to mark up measure before summer recess in August, but due to successful lobbying campaign by networks, bill was never reported out. During markup several subcommittee members complained that hearing record was inadequate and objected to "rushing" bill through (BROADCASTING, Aug. 8).

Later, however, Hollywood made its move in House Appropriations Committee and successfully attached amendment to stop-gap funding bill that would have prevented FCC from touching rules for year. Subcommittee also passed Waxman bill same week (BROADCASTING, Sept. 26). Hollywood's success was short-lived, however. Appropriations Committee was ordered by House Speaker Thomas P. (Tip) O'Neill Jr. (D-Mass.) to come up with new funding bill without special-interest amendments. New bill was introduced without financial interest amendment.

In Senate, CPD is expected to pursue same legislative route in Senate Appropriations Committee (see story, "Top of the Week"). Also, Senator Pete Wilson (R-Calif.) introduced bill (S. 1707) that mirrors House's H.R. 2250 on which Senate Communications Subcommittee is scheduled to hold hearing in November.

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

□

Home videotaping and copyright. Supreme Court, which agreed to Sony petition to review decision by Ninth Circuit Court of Appeals in Los Angeles that found home taping violates copyright law, heard oral arguments in case in January (BROADCASTING, Jan. 24), but failed to hand down decision before summer recess. Case will be reargued today (Oct. 3), on first day of new term. Legislative proposals were introduced in 98th Congress to exempt home taping from liability. Also introduced were proposals to compensate copyright holders through compulsory license on sale of audio and videocassette recorders (BROADCASTING, Jan. 31). Senate and

House Copyright Subcommittees are scheduled to hold hearings on home videotaping issue Oct. 25 and 27, respectively.

□

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

□

Low-power television. FCC gave birth to new broadcast service year ago, adopting rules for low-power television (LPTV) (BROADCASTING, March 8, 1982). Latest list shows FCC has licensed 204 stations and granted 149 construction permits. New-generation television stations are technically similar to translators, but are permitted to originate programming. (Translators had been restricted to rebroadcasting signals of full-service stations.) In adopting service, FCC estimated as many as 4,000 new stations could eventually be spawned by rules, adding to 4,461 existing translators that can rise to LPTV status simply by notifying FCC. Commission also has granted CP's for 650 translators. LPTV stations will have few regulatory obligations and there are no crossownership or multiple-ownership restrictions. Stations must observe statutory prohibitions against broadcast of obscenities and lotteries, however, and they have limited equal time and fairness doctrine obligations. Holding back rapid roll-out of new service is enormous backlog of LPTV and translator applications. There are now 9,830 LPTV and 1,198 translator applications pending. Using computer system to detect possible interference among stations and lottery to dispose of competing applications (both of those mechanisms are now in place), FCC says it will be able to grant or dismiss applications at rate of 250-350 per month by end of year (BROADCASTING, March 21). First LPTV lottery was held for Sept. 29. Commission also has placed freeze on major amendments and on all new LPTV and TV translator applications (BROADCASTING, Sept. 19).

□

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

FCC five years ago adopted policies aimed at easing minorities' path to station ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broad-

cast loans in first year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$10 million from networks and other broadcast organizations for its nonprofit Broadcast Capital Fund (BROADCASTING) through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1, 1979). Fund's subsidiary MESBIC (minority enterprise, small business investment corp.) has invested \$5 million in 17 radio ventures and two TV ventures. Value of stations funded through MESBIC investments now totals \$24.3 million. BROADCASTING board of directors recently voted to expand management training programs to include executives from cable and other technologies as well as broadcasting.

□

Multichannel MDS. FCC has received about 25,000 applications for multichannel multipoint distribution service (BROADCASTING, Sept. 19). New service provides two four-channel multipoint distribution services per market. It was created with eight microwave channels reallocated from instructional television fixed service (BROADCASTING, May 30). Under FCC order, all ITFS channels that had been authorized or applied for as of May 25 were grandfathered. No further ITFS applications will be accepted on eight channels reallocated, but ITFS licensees will be able to lease, for profit, "excess" capacity on their channels. Under minimal rules adopted, no operator will be able to control both four-channel blocks in market, and all applications were accepted on one day only: Sept. 9.

□

Multiple ownership. FCC has adopted notice of proposed rulemaking aimed at eliminating—or at least loosening—its rule of sevens, which limits broadcast ownership to seven AM's, seven FM's and seven TV's (no more than five VHF's) (BROADCASTING, Sept. 26). Although vote broke 3-1 (with Commissioner Henry Rivera issuing vigorous dissent), majority left little doubt that it is prepared to hack rule as much as it can. Proposal to repeal rules did not receive a warm reception on Capitol Hill. Representatives Mickey Leland (D-Tex.) and Cardiss Collins (D-Ill.) are scheduled to introduce bill preventing FCC from repealing ownership rules (BROADCASTING, Sept. 26).

□

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

In TV, similar all-industry committee quit negotiating for new TV station licenses with ASCAP and BMI and filed class-action suit in U.S. Southern District Court in New York against two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). That case was tried in November and December 1981 (BROADCASTING, Dec. 14, 1981). In decision eight months later, presiding Judge Lee P. Gagliardi sided with stations (BROADCASTING, Aug. 23, 1982). ASCAP and BMI subsequently initiated appeals to high-

"Where Things Stand" continued from page 24

ing STC. But FCC in June also gave green light to USCI, IAST and STC and any other company wishing to offer broadcast satellite service with fixed (11.7-12.2 ghz) satellites (BROADCASTING, June 6).

In setting DBS rules, FCC gave broad leeway to determine what sorts of services they want to offer and how they want to be regulated. DBS operators opting to offer broadcast services will be subject to broadcast rules; operators offering common carrier-like services will be subject to common carrier rules. FCC declined to impose any ownership restrictions, and imposed no technical standards on service beyond those required by international agreements, which were worked out at international conference in Geneva last summer (See Regional Administrative Radio Conference).

According to rules, eight permittees have until December to begin construction of satellite system. However, the FCC may extend deadline. Besides STC, they include CBS, RCA, Western Union, Graphic Scanning Corp., Video Satellite Systems, DBS Corp. and United States Satellite Broadcasting (Hubbard Broadcasting).

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

On Capitol Hill there are strong signs that EEO language may be included in broadcast and cable deregulation legislation. House Telecommunications Subcommittee held series of hearings devoted to subject of minority participation in media (BROADCASTING, Sept. 26) and discussion of including EEO language in bills repeatedly cropped up.

Family viewing. Ninth Circuit of U.S. Court of Appeals in San Francisco has thrown out November 1976 ruling by Judge Warren Ferguson that held family viewing self-regulatory concept

unconstitutional (BROADCASTING, Nov. 19, 1979). And Supreme Court denied petition for review (BROADCASTING, Oct. 13, 1980). Appeals court ruled that Ferguson erred in concluding that U.S. district court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions. Commission last month absolved then-chairman Richard E. Wiley and commission of wrongdoing in case, and held that NAB and networks acted voluntarily, in 1975, when they adopted family viewing policy. Report was filed with district court for its review.

Federal Trade Commission. Congress is focusing attention on passage of authorizing legislation for Federal Trade Commission without getting mired in controversial proposals offered in last Congress. In House, Energy and Commerce Committee reported bill in May that authorizes agency for three years. Bill includes redefinition of agency's "unfairness" standard for advertising and trade practices but does not exclude advertising industry from jurisdiction under standard. Bill also clarifies jurisdiction of state and FTC authority over professional groups. Committee rejected proposal for redefinition of agency's "deceptive" advertising standard. Bill sets ceiling of \$70.7 million in fiscal 1984, \$75.7 million in FY 1985 and \$80.9 million in FY 1986. Senate Commerce Committee passed FTC reauthorization measure (S. 1714), which would redefine commission's unfairness standard and partially exempt advertisers from jurisdiction under standards in all rulemakings

except on case-by-case basis (BROADCASTING, August 8). Senate bill sets FTC funding levels of \$71.1 million in FY 1984, \$71.1 million in FY 1985 and \$72.4 million in FY 1986.

Financial interest-network syndication. FCC issued "tentative decision" that would eliminate rule preventing TV networks from acquiring financial interests in programs produced by others and gut much of rule prohibiting them from syndicating programs (BROADCASTING, Aug. 8). Under tentative decision, major networks—ABC, CBS and NBC—would be able to negotiate for as much financial interest in independently produced programming as they want; they also would be able to negotiate for syndication rights. Decision would prohibit networks from engaging in their own syndication of entertainment series that had been given network exhibition in prime time (7-11 p.m.). Network domestic syndication of all other kinds of programming would be permitted. In addition, FCC proposed to "sunset" whatever remains of those rules, abolishing them altogether on Aug. 4, 1990. Under tentative decision, networks would be required to sell their syndication rights in prime time entertainment series to independent syndicators within six months of time series has ended its network run. If series ran beyond five years on network schedule, network would have to sell all of its syndication rights in that program to independent syndicator at end of fifth year of its network run. FCC, which plans to take final action on proceeding this year, allowed one round of comments on tentative decision. Judging from tenor of comments, not much has been settled. Independent stations, which FCC said tentative decision was designed to protect,

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It said the Democrats had not offered evidence to indicate the networks' overall programming was "unreasonably imbalanced," or that the public had been left "uninformed" on the issue.

The court affirmed that decision even though the DNC had presented evidence that, in terms of frequency of presentation, pro-administration views enjoyed an advantage of some 3-1 on CBS and 4-1 on NBC. Based on findings in previous cases, the commission found that the disparity was not "glaring." And the court agreed. It rejected what it said was the DNC's "implicit attempt" to have the court erect an equal time standard for judging fairness, rather than the present effort to ascertain a broadcaster's good faith and reasonableness.

The fairness doctrine does not require equal time, the court said, adding, "Reasonableness was the guidepost that the commission correctly used in reaching its decision regarding DNC's complaint."

The court also rejected the DNC's contention that the commission had erred in not recognizing that "30-second, high-impact commercial advertising" on a continuing basis cannot be offset by the presentation of opposing views on news programs. But the court said both the commission and the courts have held, "time and again," the wide discretion available to broadcasters in determining how to discharge their fairness doctrine obligations.

While affirming the commission's rejection of the DNC complaint, the court was constrained to say a word in behalf of the fairness doctrine, which, it said, remains "a vital aspect" of the broadcasting regime, despite the "formidable obstacles" facing the filer of a fairness complaint. (It quoted statistics for fairness complaints filed between 1973 and 1976 that indicated that the average complainant had about a one-in-1,000 chance of seeing the commission punish a station.) And it felt constrained because of what it called a "gratuitous comment" in the commission opinion the court said could be read as suggesting it would be "futile" to challenge broadcasters on fairness grounds in cases like that presented by the DNC complaint.

The commission had said that issues raised by national parties in paid broadcasts normally are covered by national news networks. As a practical matter, the commission added, "We find it difficult to envision a case in which a major political party would raise an issue of public importance ignored by the electronic press."

Commissioner Henry Rivera and then-Commissioner Anne Jones objected to that language, although they otherwise concurred in the commission's opinion. Rivera said it might "create uncertainties or unintended implications in the law of political broadcasting." And Jones said the station "may be read as indicating prejudgment by the commission as to the validity of complaints of this type which may be filed in the future."

The panel, consisting of Judges J. Skelly Wright and Abner Mikva and Senior Judge Luther M. Swygert of the Seventh Circuit, sitting by designation, expressed agreement with those statements. □



Interagency cooperative effort. Commerce Department Secretary Malcolm Baldrige (seated at left) and FCC Chairman Mark Fowler (seated at right) last week formalized an agreement to combine forces to help minority entrepreneurs take advantage of telecommunications business opportunities. Under the agreement, Commerce's National Telecommunications and Information Administration and the FCC are supposed to provide technological, financial and regulatory information for distribution by Commerce's Minority Business Development Agency.

The notion for the agreement grew out of the FCC's Advisory Committee on Alternative Financing for Minority Opportunities, which FCC Commissioner Henry Rivera chaired. After the signing, Fowler told reporters there shouldn't be any changes made in the commission's equal employment opportunity rules. "I think it's fair to say we don't anticipate any change in what we have on the books," he said. Looking on are (l-r): Victor M. Rivera, director, Minority Business Development Agency (no relation to the FCC's Rivera); David J. Markey, assistant secretary of commerce for communications and information, and FCC Commissioner Henry Rivera.

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FCC, to prevent interference, prohibits assignment when it approves a UHF TV assignment in a community. According to the report, the commission places a taboo on as many as six channels for every UHF TV channel assigned. But the report suggests that the commission may be overly conservative.

In fact, it said the FCC's experience with reduced taboo restrictions for land mobile sharing with UHF—and "preliminary" FCC comparisons of VHF and UHF TV receiver performance—suggested that taboos could be reduced or removed for other services. "All but the co- and adjacent channel taboos might be successfully removed and replaced

with some type of interference liability," the report said. "This tack would permit much greater use of the spectrum without significantly increasing interference. It would also increase usage of this spectrum immediately, without the introduction of more selective television receivers."

The report concedes that the scheme could lead to problems in permitting the intermixture of fixed and mobile services. But that problem could be solved by making mobile uses secondary—and therefore responsible for any interference problems created, it said. That restriction, in fact, might be for the best anyway, since it would encourage users to design land mobile systems that would create less interference, it said.

The report further recommends that lotteries be used to choose among mutually exclusive applicants.

"It is possible that interference restrictions needed to protect existing UHF TV stations could severely limit the usefulness of these channels in many activities; therefore our conclusions are tentative pending public comment and further commission staff analysis," it said.

In a footnote, the report added that it could "be argued that the off-channel television taboos have stymied the introduction of improvements in TV receiver performance by making such improvements unnecessary for reception of existing signals, thus preventing fuller use of the UHF spectrum." □

FCC upheld in fairness challenge

Appeals court says FCC was correct in turning down Democrats' request for time from CBS and NBC to answer earlier spots purchased by Republicans

The U.S. Court of Appeals in Washington last week described a successful fairness doctrine complaint as "a rare creature." But it emphasized "the continuing vitality" of the doctrine, and rejected language in an FCC opinion the court said might be considered as suggesting it would be "futile" to file a fairness complaint in some cases.

A three-judge panel of the court expressed those views in an unsigned opinion that affirmed the FCC action rejecting a Democratic National Committee fairness complaint against CBS and NBC. The complaint was based on the networks' airing in the fall of 1981 of a series of 30-second spots, sponsored by the Republican National Committee, supporting President Reagan's economic program.

The DNC said the networks had failed to provide adequate coverage of conflicting points of view, and asked the commission to order the networks to afford the DNC free time to reply. "This high-priced media blitz has grossly overstated the balance of the dialogue of this controversial issue of utmost public importance," said the DNC, which was represented by former FCC Chairman Charles D. Ferris.

But the commission held that the Democrats had not made the prima facie case that would cause it to investigate the complaint.

Deregulation tally. The National Association of Broadcasters continues its drive to gain co-sponsors for the broadcast deregulation bill (H.R. 2382), introduced in March by Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.). According to the latest reports, the bill's co-sponsors total 193 (218 co-sponsors represent a majority). Most of the co-sponsors are Republican (114), although 79 Democrats also favor the measure.

There is a strong support for the bill from minority members of the House Energy and Commerce Committee, which has jurisdiction over the issue. Thirteen of the 15 Republicans on the committee are co-sponsors, including Tauke. Representatives William Dannemeyer (R-Calif.) and Norman Lent (R-N.Y.) are the two minority committee members who are not co-sponsors. Only four of the 27 Democrats on the committee are co-sponsors. They are: Tauzin, Ralph Hall (D-Tex.), Richard Shelby (D-Ala) and Thomas Luken (D-Ohio). House Republican leader Robert Michel (R-Ill.) and minority whip Trent Lott (R-Miss.) also have signed on for the measure.

Despite the Telecommunications Subcommittee's efforts to draft other broadcast deregulation legislation (see "Top of the Week"), the NAB is actively supporting the Tauke-Tauzin bill. The bill primarily would eliminate the comparative renewal process for radio and TV and codify the FCC's radio deregulation and extend it to television. The co-sponsors (House Energy and Commerce Committee members are indicated with an asterisk) are:

Alabama—Tom Bevill (D), William Dickinson (R), Jack Edwards (R), Ben Erdreich (D), Ronnie Flippo (D), Bill Nichols (D), Richard Shelby (D)*. **Alaska**—Don Young (R). **Arizona**—John McCain (R), Eldon Rudd (R), Bob Stump (R). **Arkansas**—Bill Alexander (D), Beryl Anthony (D), Ed Bethune (R), John Paul Hammerschmidt (R). **California**—Robert Badham (R), Eugene Chappie (R), David Dreier (R), Bobbi Fiedler (R), Robert Lagomarsino (R), Jerry Lewis (R), Al McCandless (R), Carlos Moorhead (R)*, Charles Pashayan (R). **Colorado**—Hank Brown (R), Ray Kogovsek (D), Ken Kramer (R), Dan Schaefer (R). **Connecticut**—Sam Gejdenson (D). **Delaware**—Thomas Carper (D). **Florida**—Charles Bennett (D), Don Fuqua (D), Earl Hutto (D), Andy Ireland (D), Bill McCollum (R), Bill Nelson (D), C.W. Bill Young (R). **Georgia**—Doug Barnard (D), Newt Gingrich (R), Charles Hatcher (D), Ed Jenkins (D), Richard Ray (D), J. Roy Rowland (D), Lindsay Thomas (D). **Idaho**—Larry Craig (R), George Hansen (R). **Illinois**—Frank Annunzio (D), Tom Corcoran (R)*, Dan Crane (R), Richard Durbin (D), Lane Evans (D), Edward Madigan (R)*, Bob Michel (R), George O'Brien (R). **Indiana**—Dan Coats (R)*, Lee Hamilton (D), John Hiler (R), Elwood Hillis (R), Andrew Jacobs (D). **Iowa**—Berkley Bedell (D), Cooper Evans (R), Tom Harkin (D), Jim Leach (R), Neal Smith (D), Tom Tauke (R)*. **Kansas**—Pat Roberts (R), Bob Whittaker (R)*, Larry Winn (R). **Kentucky**—Larry Hopkins (R), Carroll Hubbard (D), William Natcher (D), Carl Perkins (D), Harold Rogers (R), Gene Snyder (R). **Louisiana**—John Breaux (D), Jerry Huckaby (D), Bob Livingston (R), Buddy Roemer (D), Billy Tauzin (D)*. **Maine**—Jock McKernan (R), Olympia Snowe (R). **Maryland**—Roy Dyson (D). **Michigan**—William Broomfield (R), Robert Davis (R), Dennis Hertel (D), Carl Pursell (R), Harold Sawyer (R), Mark Sijlander (R), Bob Traxler (D), Guy Vander Jagt (R). **Minnesota**—Timothy Penny (D), Arlan Stangeland (R). **Mississippi**—Webb Franklin (R), Trent Lott (R), Sonny Montgomery (D). **Missouri**—Bill Emerson (R), Gene Taylor (R), Harold Volkmer (D). **Montana**—Ron Marlenee (R). **Nebraska**—Hal Daub (R), Virginia Smith (R). **Nevada**—Harry Reid (D). **New Hampshire**—Judd Gregg (R). **New Jersey**—James Courter (R), Edwin Forsythe (R), Matthew Rinaldo (R)*, Christopher Smith (R). **New Mexico**—Manuel Jujan (R), Joe Skeen (R). **New York**—Sherwood Boehlert (R), Hamilton Fish (R), Frank Horton (R), Jack Kemp (R), David Martin (R), Henry Nowak (D), George Wortley (R). **North Carolina**—Robin Britt (D), James Broyhill (R)*, Bill Hefner (D), Walter Jones (D), James Martin (R). **North Dakota**—Byron Dorgan (D). **Ohio**—Doug Applegate (D), Michael DeWine (R), John Kasich (R), Delbert Latta (R), Tom Luken (D)*, Michael Oxley (R)*, Ralph Regula (R), Lyle Williams (R). **Oklahoma**—Glenn English (D), Dave McCurdy (D), Wes Watkins (D). **Oregon**—Denny Smith (R), Robert Smith (R), James Weaver (D). **Pennsylvania**—William Clinger (R), George Gekas (R), William Goodling (R), Peter Kostmayer (D), John Murtha (D), Thomas Ridge (R), Don Ritter (R)*, Robert Walker (R), Gus Yatron (D). **Rhode Island**—Fernand St. Germain (D), Claudine Schneider (R). **South Carolina**—Carroll Campbell (R), Butler Derrick (D), Thomas Harnett (R), Floyd Spence (R), John Spratt (D), Robin Tallon (D). **South Dakota**—Thomas Daschle (D). **Tennessee**—John Duncan (R), Marilyn Lloyd (D), James Quillen (R), Don Sundquist (R). **Texas**—Bill Archer (R), Steve Bartlett (R), Jack Fields (R)*, Phil Gramm (R), Ralph Hall (D)*, Sam Hall (D), Kent Hance (D), Abraham Kazen (D), Marvin Leath (D), Tom Loeffler (R), Solomon Ortiz (D), Ron Paul (R), Charles Stenholm (D), Tom Vandergriff (D), Charles Wilson (D). **Utah**—Dan Marriott (R), Howard Nielson (R)*. **Vermont**—James Jeffords (R). **Virginia**—Herbert Bateman (R), Thomas Bliley (R)*, Dan Daniel (D), James Olin (D), Stan Parris (R), Kenneth Robinson (R), Norman Sisisky (D), G. William Whitehurst (R), Frank Wolf (R). **Virgin Islands**—Ron de Lugo (D). **West Virginia**—Alan Mollohan (D), Nick Joe Rahall (D), Harley Staggers Jr. (D). **Wisconsin**—Steve Gunderson (D), Thomas Petri (R), Toby Roth (R). **Wyoming**—Dick Cheney (R).

the daily newscast in having that point come out on the plus side.

Steve Peppard, director of management information systems for the CBS Owned Stations Division, reported that while installation of a computerized newsroom at KCBS(AM) San Francisco, which began as an experiment with UPI in 1977, has had no measurable cost savings, it has brought greater efficiency to the news operations.

Maisel warned that there are hidden costs station managers should be aware of before investing in newsroom automation. First, he said, there is the technical training. He suggested that a newsroom have more than one resident expert on hand in case of emergencies. The air conditioning system must also be beefed up to handle the extra heat generated by the equipment. □

Missionary. William Stakelin, president of the Radio Advertising Bureau, went to Orlando, Fla., last week and gave a rousing pep talk to the industry's financial managers in a pre-luncheon address on the conference's last day. Stakelin was unabashedly bullish on radio's future, as well as proud of its past. He said it was radio's "dual quality" of timeliness and timelessness that has caused it to win "the loyalty and the ear of the American public."

He called radio "the medium of firsts—the first mass medium, and then as market forces and life styles changed, the first medium to narrowcast. Market segmentation is perhaps the greatest challenge facing the major media today... threatening newspapers, magazines and television. Yet as those other media scramble to meet the needs of target advertising, again they are following radio's lead." Stakelin then quoted some radio statistics—during an average day in 1983, 81.5% of all persons 12 and over listened to the radio. Stakelin also cited a recent survey by Vitt Media International that found that 70% of spot TV advertisers feel smaller TV audiences and increased viewing options have made it harder to target markets with television. "Some 43% of the respondents said TV has grown less effective as a sales tool over the last five years," Stakelin quoted, "and 45% expect it to become less effective over the next five years." Stakelin predicted that disenchanted money will find its way to radio.

Stakelin also sounded a warning. In one sense, he believes, the industry has gone soft: "We must be more aggressive about those we recruit in the industry," he noted.

Law & Regulation

NCTA takes MPAA to court over royalty payments

Cable group says movie producers are forcing operators to pay 'excessive copyright royalties'

The squabbling between the National Cable Television Association and the Motion Picture Association of America over cable's compulsory license seems to have no end or bounds. The NCTA has now named the MPAA and several of its members as defendants in a suit filed at the U.S. District Court for Washington, charging that they are coercing cable operators into "paying grossly excessive copyright royalties" and asking for a declaratory ruling that would relieve operators from having to knuckle under and pay the extra royalties.

In its 18-page complaint, NCTA claimed the motion picture companies have threatened copyright infringement lawsuits against cable operators that refuse to pay royalties in accordance with the defendants' "improper and unreasonable interpretation of the Copyright Act." The threat results in operators "substantially overpaying" their royalties.

Under the Copyright Act, cable operators pay semiannual royalties for a compulsory license that allows them to carry broadcast signals. The royalties are based on a system's "gross receipts." According to the complaint, the MPAA and its members have determined that "gross receipts" should include the total revenue from any tier of cable service "in which any broadcast program appears," even though the tier may include nonbroadcast programming provided by ad-supported and pay cable networks.

NCTA countered that "gross receipts" from tiers that contain both broadcast and nonbroadcast programming should be prorated in some way so that cable operators don't end up paying extra copyright fees for the nonbroadcast programming not covered by the compulsory license. The NCTA asked the court to "adjudge and declare... a cable op-

erator need not include any gross receipts attributable (directly or by reasonable allocation) to the transmission of other copyrighted [nonbroadcast] programming as to which the cable operator has already obtained any necessary copyright license or agreed to pay any negotiated royalty or other compensation."

According to the complaint, attorneys representing the defendants, Barbara Scott and Fritz Attaway among others, have "threatened cable operators... with copyright infringement suits if the cable operators do not pay royalty fees in accordance with defendants' views as to the proper method of calculating gross receipts." What's more, it said, the MPAA has stated publicly that it is "closely monitoring the payment of royalty

fees" to insure that it complies with the MPAA's definition of gross receipts.

To clear up the definition of "gross receipts," the NCTA could have waited for the MPAA or its members to file a copyright infringement suit against some cable operator. In deciding on whether there was an infringement, the judge would have resolved what "gross receipts" should be.

But, according to Jay Ricks, the Washington attorney who filed NCTA's suit, the risk is too great. If a judge were to agree with the motion picture companies in an infringement case, he said, the defendant-cable operator could easily be liable for "millions of dollars" in statutory damages. In many cases, he said, the liability could be greater than the value of the system. □

Proposed at FCC: wide-open radio service

OPP recommends taking frequencies from UHF and setting up band that licensees could use for any purpose and change purpose whenever they pleased

Has the time come for the FCC to create a new radio service where spectrum users would be free to use their frequencies for any purpose—for entertainment programming, land mobile communication, data transmission, anything—without technical or operational restrictions beyond those necessary to control interference?

The FCC's Office of Plans and Policy thinks so. And in a report, "A Framework for a Decentralized Radio Service," released last week, OPP staffers recommended that such a service be introduced in the existing UHF TV band.

According to the report, written by OPP's Alex Felker and Kenneth Gordon, such a service would offer a number of advantages.

It would take into account that the value of spectrum varies according to use and location, permitting licensees, not the commission, to determine what services should be offered. The plan, according to the report, also should spur the development of more efficient spectrum use, both through sharing and by encouraging the introduction of new technologies (since licensees would want to get as much out of their spectrum allotments as they could). And licensees could change the services they offered "without the need for a cumbersome hearing or rulemaking."

Of the spectrum available, the report recommended using unassigned UHF TV channels—vacant and so-called "taboo" channels—for the new service. According to the report, those channels offer "many wide-band assignments" and their frequency range is "ideal to satisfy much of the demand for communications currently competing for the reserve band."

The taboo channels are those on which the

BFM examines bottom-line effects of programing

Group's 23d annual convention ponders growing problem of increased program costs as well as more competition

A record 624 registrants attended the Broadcast Financial Management Association's 23d annual conference at the Orlando Hyatt hotel in Florida last week. The group, primarily composed of business managers from radio and TV stations, this year included more representatives from cable television as well as a significant increase in the number of women.

The total attendance came to nearly 1,000 when the 80 exhibitors, 216 spouses and 72 guests were added on. But the more important set of numbers for this numbers-oriented group surfaced in presentations by panelists and speakers. They were told by a variety of experts that down the road of the 1980's they can expect a lot more pressure, not less, on their bottom lines.

One of the primary pressures will be in programing, with spiraling costs and dwindling inventory of off-network syndicated material. In a panel on the affordability of syndicated programing, the consensus was that stations may be unwilling to pay the higher prices demanded by syndicators, but at the same time they cannot afford to go without that product.

To fight back, the panelist agreed, station groups are banding together to produce their own programing. Lucy Salhany, vice president of programing for Taft Broadcasting, which owns four network affiliates and three independents, said that the off-network syndicated shows coming on the market between now and 1988 have "nowhere near the quality, ratings or revenue potential" of syndicated program material of the past. The challenge she said is for station groups to lay out the money to develop their own programs—and defray the costs by associating with other stations or group owners. Salhany noted that the monstrous price increases began in 1975 when *M*A*S*H*, *Mary Tyler Moore Show*, and *Happy Days* all came into the syndication market at the same time.

But one of the problems of producing programs, Salhany explained, is that the station

backers—like the producers—will face deficit financing.

To illustrate the rising costs, Hal Christiansen of Metromedia said that the typical film amortization costs in the mid-1970's was 35%, while today independent stations are experiencing film amortizations costs in the range of 45% to 50%. For affiliates, he said, the level is closer to 25%. And, he estimated, the cost of programs is going to increase at the rate of 20% per year. But speaking from a general manager's point of view, Ray Rajewski, general manager of Taft's WKRC-TV Cincinnati, explained that affiliates typically get 65% of their programing from the network. But since all of an independent station's programing is assembled by the station itself, sometimes it must bite the bullet and accept the higher prices—because it has to compete. Once a syndicated show becomes successful, he said, "you can't afford not to have that show."

Edward Aiken of Petry TV suggested it was the rising strength of independents that was syphoning off viewership from the networks, not cable, as is usually claimed. While networks' share at present is about 75% during prime time, Aiken said, he believes will fall to the low to mid-60's during the next few years. Aiken also said that barter deals are "here to stay and are going to get bigger." Syndicators, he said, have gotten "smart" by offering in barter some of the old programing that was sitting on the shelf and that they weren't able to sell for cash. The drawback, he added, is that stations give up their commercial inventory. In just the past year, Aiken said, such programs as *Family*, *Laugh-In* and *How the West Was Won* have been recycled and offered in barter deals.

Aiken predicted that within three to five years major dayparts of network programing will be offered to affiliates on a barter basis. And monthly network compensation, he said, would be replaced by freeing some commercial inventory for the affiliate. Salhany conceded that the "lack of quality programing has forced us to lower our standards." She would not identify specific programs. Salhany said, however, that because of increased competition, Taft has had

to exercise "defensive buying," citing as examples Taft's purchase of *Benson* and *Diffrrent Strokes*.

Financial pros and cons of computerized newsrooms

Are computerized newsrooms cost-effective? In a budgetary sense a computerized newsroom will not significantly affect a newsroom's operating budget in the long run. And in the short term, a newscast stands to gain by the greater efficiency and added resource such tools bring to the business. That was the consensus by three veterans of computerized newsrooms during a BFM panel.

Although computers aren't new to broadcasters—many business offices have been using them for years—there are only six or seven in station newsrooms around the country, according to Larry Maisel, executive director of news operations at WBNS-TV Columbus, Ohio. He said the station's management realized that installing an automated system for its 65-member news staff was not necessarily going to cut the newsroom's budget, but it would "reduce chaos and improve the content" of the daily newscast.

As for return on investment, Maisel said that "in a classic sense, savings aren't going to be that significant." He added that the savings are not comparable to those realized in switching from film to videotape several years ago. For WBNS-TV Maisel pointed out, "cost effectiveness came on the side of the market share." The system allows for cleaner copy to be read by the anchor, he explained, and that means fewer on-air goofs and a smoother broadcast. But Philip Jones, vice president and general manager of KCTV(TV) Kansas City, Mo., knew he was addressing a group of hard-nosed business managers. When asked about justifying the cost of a computerized newsroom, he said, "It is hard to come up with a good rationale for business people." A broadcaster must ask, Jones said: "what will the system do for me?" At KCTV, he said the system allows character generation into line 21 of the broadcast signal so that the newscast can be accompanied with captions for the hearing impaired. Unlike Maisel, Jones claimed his station's system saved on paper costs, principally because wire service copy is now loaded directly into the computer system and comes up on the display screens—not over a printer. The system, he said, increases productivity while adding no jobs.

But, Jones stated, "The real cost-effectiveness factor is nebulous." There are other ways, however, to measure value, Jones pointed out. One rating point in Kansas City is worth \$250,000 a year and, he said, an automated newsroom can generously assist



Jones; Peppard; Jim MacDermott, KCNC(AM) Denver, and Maisel

into the home. In fact, he said, at least one memo dating back to that period, which came to light later during the Justice Department's antitrust suit, written by an AT&T executive, said: "We must own that pipe—not just own it, more importantly, control it." And as late as May of this year, said Wheeler, Pacific Northwest Bell tried to sever its pole attachment agreement with Cable-systems Pacific (serving Portland, Ore.) for offering competitive services—a move that was successfully thwarted in court by the cable company.

As for the skyrocketing residential rates AT&T foresees should new players be allowed to compete in the lucrative telecommunications business, Wheeler contended that the ability to cross-subsidize is irrelevant. "Since Jan. 1, phone companies have requested more than \$5 billion in local

phone rate increases. Those increases have nothing to do with competition from the cable, and the phone companies know it." The real reasons for those rate hike requests, he said, are inflation, union wage hikes and accelerated depreciation of equipment. "And for some rate-increase requests there is no justification at all. They are just blatant opportunism.

"I believe a policy which allows and encourages competition must come to pass in our nation," Wheeler concluded, adding that such a policy would be good not only for consumers but for the phone companies as well. The latter, he predicted, "will prosper more than ever once they shed their habit of running to the government for protection from competition and learn to operate in the new competitive communications atmosphere." □

The National Association of Broadcasters has 25 committees charged with examining a plethora of regulatory, legislative and industry-related issues. In this new series, BROADCASTING is examining each of those committees, focusing on their chairmen, members and goals for the coming year.

FIRST AMENDMENT COMMITTEE □ The National Association of Broadcasters is keeping the heat on the battle for full First Amendment rights for the electronic media. Leading the charge is the NAB's First Amendment Committee headed by Martin Rubenstein, president of Mutual Broadcasting. (Rubenstein is serving a second term as chairman.)

"Our goals are both short term and long term," said Rubenstein. "In the short term we will evaluate individual cases and help broadcasters with immediate First Amendment problems. In the long term we will work toward deregulation and the repeal of all content regulation. We'll be working toward those goals at the FCC, in the courts and in Congress." NAB has been active on all those fronts. At the FCC, NAB has filed extensive comments in favor of a proposed rulemaking to repeal the FCC's personal attack and political editorializing rules. And NAB President Edward Fritts sent a letter to FCC Chairman Mark Fowler urging the commission to act on its inquiry aimed at repealing the so-called Aspen rule (BROADCASTING, Sept. 19). Under the Aspen rule, political-debate broadcasts are exempt as news events from equal time demands from candidates not included, only if the debate is sponsored by a third party and broadcast live, or if taped, rebroadcast within 24 hours. NAB is particularly interested in the rule because a presidential election year is approaching. In addition the NAB is a key backer of the FCC proposal to deregulate the television industry in the same manner as the radio industry was deregulated.

On Capitol Hill, Rubenstein said, the committee will keep a close watch on the broadcast deregulation legislation that emerges from the House Telecommunications Subcommittee. First, he explained, the committee must establish what its position is on quantification of a public interest standard. Personally Rubenstein said he opposes quantification. The committee holds its first meeting Oct. 7. At that time the chairman expects the committee to sort through the issues it faces and chart its course for the coming year. Also, he said, the committee will likely take an interest in the content deregulation bill Senator Bob Packwood (R-Ore.) is expected to introduce this month.

Rubenstein believes broadcasters have a responsibility to fight for the same rights as the printed press. His personal priority is to see the elimination of all content regulations. "I would like to see [Section] 315 completely repealed but I would settle for its suspension during the 1984 election," Rubenstein said.

Not everyone on the committee would agree with its chairman. Elmer Lower, dean of the University of Missouri School of Journalism and visiting professor at Syracuse University, says he has "never been terribly excited about getting rid of the fairness doctrine and the equal time rule. I never felt the fairness doctrine was inhibiting." But Lower, a former head of ABC News, doesn't think "the world will come to an end if it's repealed." Lower recognizes that he is the minority voice on the committee. However, "they knew my position when they picked me."

Karen Maas, vice president and general manager, KIUP(AM)-KRSJ(FM) Durango, Colo., thinks the difference of opinions makes for a "healthy committee." She maintained that small-market broadcasters are confronted every day with First Amendment challenges. Maas believes the committee can take on many of those challenges.



Rubenstein

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know of that can't be performed by women." A more sobering picture was presented during a later panel session dedicated to the business opportunities for women in video and film. Moderated by Jane Paley, director of community relations at ABC Television, the panel comprised Jane Deknatel, vice

president, made-for-pay motion pictures, HBO Inc.; Marianne Moloney, vice president, motion pictures and television, MTM Enterprises; Diane Asselin, president, Asselin Productions, and Helen Hernandez, director, public affairs, Embassy Communications. Moloney offered advice she received

early in her career: "You must not let your ignorance intimidate you—because in show business, no one else does." She agreed with Deknatel, who said that there are fewer women in visible executive positions in broadcast studios and companies today than there were a few years ago. This was attributed to a tightened economic market, which, which "goes back to more conventional methods of hiring" when "times get tough."



Dishman cometh. In an effort to educate the public about direct broadcast satellites (DBS), Comsat's Satellite Television Corp. went to what has been called one of the largest fairs in the country last week, the Bloomsburg (Pa.) Fair, which attracted some 500,000. "Dishman" (BROADCASTING, Sept. 19), STC's chief spokesman, made the rounds visiting with fair-goers and emitting beeps (above).

Back at the STC booth located in one of the fair complexes, STC staff spent the week telling Pennsylvanians and visitors from surrounding states that even without cable, they too, could have pay TV. "I bring pay TV to everyone," proclaimed a banner attached to thousands of miniature Dishmen fuzz balls with sticky feet. By fair's end, they were adhering to every possible surface on the fairgrounds, including, according to one report, some cows and pigs.

STC plans to begin its DBS service in the Northeast in fall 1984, providing five channels of programming.

Wheeler blasts phone company subsidization of services

Says House should reject AT&T argument that home phone rates will increase if others are not protected

According to National Cable Television Association President Thomas Wheeler, Congress should not accept AT&T's argument that telephone rates for residential consumers will skyrocket out of reach for many if the phone company is not allowed to cross-subsidize that service with capital from other monopoly-controlled businesses. That argument, he said, is the same one the company has been using for the past 40 years to persuade government regulators and legislators to protect its monopoly businesses from inroads by everyone from the railroads and broadcasters to the cable industry. The head of the NCTA provided a capsule summary to the New York chapter of the National Academy of Television Arts and Sciences of what he described as Ma Bell's attempts to stifle competitive threats over the past four decades or so. He urged Congress to reject the argument as it considers cable deregulation legislation.

This time around, said Wheeler, AT&T is attempting to prevent the cable industry from effectively competing in the field of enhanced telecommunications services by lobbying the U.S. House of Representatives (it failed in its attempt to persuade the Senate last June) and various state legislative bodies to make cable operate under the same set of regulations imposed upon the phone industry. However, Wheeler argued, there's no way that cable, with its smaller resources and relatively "infinitesimal" piece of the telecommunications pie, can compete against the phone industry with its massive resources. Cable "can't struggle under that yoke," at least for now, he said. But when the industry grows a bit and develops the resources and expertise to compete effectively, he said, then, and only then, should regulatory constraints be lifted from AT&T.

"I don't know of any industry which has been subjected for a longer period and in more devious ways to the telephone industry's efforts to eliminate it as a competitor than the cable television industry," said Wheeler. He suggested that the efforts began back in the 1950's, when AT&T executives first realized that cable offered the potential for a second telecommunications pipeline

July, 1983

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AWRT looks to create opportunities

Women seeking larger roles in telecommunications are talking of creating an "old girl network" that would be the modern counterpart of the old boy network that is accused of excluding women from advancement for so many years. More than 150 in attendance at a Women in Telecommunications Marketplace symposium on Sept. 23 in Washington were encouraged to "create a network of opportunity" among women and reminded that personal associations still figure prominently in today's telecommunication businesses.

The conference, sponsored by the American Women in Radio and Television and the FCC, consisted of four panel sessions devoted to the government's role in promoting women in telecommunications; business opportunities in video, film and telecommunications technologies, and how to finance a telecommunications business. Throughout the day, such speakers as Senator Nancy Kassebaum (R-Kan.), FCC Commissioner Mimi Dawson (a key organizer of the symposium); Kay Koplovitz, president, USA Network, and attorneys, brokers, and broadcast station owners, placed emphasis on



Kassebaum

"self-help" and educating women to the opportunities available in telecommunications. Lenore Ehrig, chief administrative law judge at the FCC, called for women to "strike out together, teach each other, train each other." Margita White, former FCC commissioner and now communications consultant, said that pro bono work by female engineers and female lawyers would help strengthen a female network, while former FCC Commissioner Anne Jones, cited "the need for women to coalesce and... secure an economic interest... which will lead women into the information age."

Women who are already entering the information age discussed the business opportunities in cellular radio, cable and satellites during the second panel session. Arlene Harris, consultant and principal in Cellular Business Systems Inc., predicted that such technologies would "change our lives in the next decade," and added that a multiplicity of other businesses, predominantly in the equipment supply side, would soon evolve, including the distribution of hardware, marketing services and retail jobs. She added that although there are only a few female technicians in her field, there is "no job I



Top-level gathering. Among those attending American Women in Radio and Television's seminar in Washington two weeks ago were (l-r) Charlotte Tharp, past president, AWRT; Jeri Warrick-Crisman, president, AWRT; Katy Glorkas, FCC, and Helen Dudman, president, Dudman Communications.

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\$700,000. **Seller** is principally owned by Hamuel A. Hassan, president. He has interests in WILY(AM)-WRXX(FM) Centralia, Ill., and WBIS(AM) Bristol, Conn. **Buyer** is equally owned by Gerald Mason and Stanley E. Bell. Mason is applicant for new FM at Las Vegas and San Luis Obispo, Calif., attorney. Bell is general contractor and developer there and has no other broadcast interests. WIHN is on 96.7 mhz with 3 kw and antenna 300 feet above average terrain.

KKAN(AM)-KBMJ(FM) Phillipsburg, Kan. □ Sold by Bengel Broadcasting Inc. to Barracuda Broadcasting Inc. for \$620,000. **Seller** is owned principally by Joseph Engle, general manager of KKAN, and Bernard M. Brown, station manager of KAYS-TV Hays, Kan. They have no other broadcast interests. **Buyer** is equally owned by Kenneth R. Kohrs, attorney in Kearney, Neb., and Jan D. Parker, Kearney-based Muzak operator. They have no other broadcast interests. KKAN is on 1490 khz with 1 kw day and 250 w night. KBMJ is on 95.3 mhz with 3 kw and antenna 200 feet above average terrain.

WBSR(AM) Pensacola, Fla. □ Sold by Budworth Broadcasting Inc., debtor in possession to Seaway Broadcasting Inc. for \$600,000. **Seller** is owned by Joan E. Neuwirth, president (35%), and estate of her husband, H.D. Neuwirth (65%). It has no other broadcast interests. **Buyer** is owned by Robert D. Hanna, president (75%), and Jay C. Roulier (25%). Hanna also has interest in KERV-AM-FM Kerrville, Tex.; KROX(AM) Crookston, Minn.; KCLW(AM) Hamilton,

Tex.; KICS(AM)-KEZH(FM) Hastings, Neb.; KLRR(AM)-KLMC(FM) Leadville, Colo., and WVSI-AM-FM Jupiter, Fla. Roulier is Denver-based developer. He has no other broadcast interests. WBSR is on 1450 khz with 1 kw day and 250 w night.

WKDY(AM) Spartanburg, S.C. □ Sold by Capitol Broadcasting Corp. to Spartanburg Investors Ltd. for \$600,000. **Seller** is owned by Kenneth S. Johnson, president (88.9%), and Allen Paul Howard (11.1%). It also owns WCAW(AM)-WVAF(FM) Charleston, W.Va.; WLLF(AM)-WKSJ-FM Prichard-Mobile, Ala.; WRKA(FM) St. Mathews, Ky., and WMJJ(FM) Birmingham, Ala. **Buyer** is limited partnership with no other broadcast interests. John Horton, Atlanta-based financial planner, and James R. Cairo, former news manager of WNGE(TV) Nashville and WBBH-TV Fort Myers, Fla., are general partners. WKDY is on 1400 khz with 1 kw day and 250 w night.

WMOG(AM) Brunswick, Ga. □ Sold by Burrows Broadcasting Co. to WBA Corp. for \$590,000. **Seller** is owned by Robert T. Shircliff, president, and Robert Burrows. Shircliff also has interest in WLL(AM)-WGOL(FM) Lynchburg, Va. Burrows has no other broadcast interests. **Buyer** is owned by James I. Arbogast, president, Robert P. Bartlett Jr., Joel R. Williams (28.33% each) and Linda D. Cate (15%). Cate has interest in KTGR(AM)-KCMQ(FM) Columbia, Mo.; KJEZ(FM) Poplar Bluff, Miss., and WQPD(AM) Lakeland, Fla. Williams and Bartlett are Dayton, Ohio, attorneys. Arbogast is trade

newspaper publisher based in Dayton. WMOG is on 1490 khz with 1 kw day and 250 w night.

WAAM(AM) Ann Arbor, Mich. □ Sold by WAAM Broadcasting Corp. to Whitehall Convalescent Homes Inc. for \$500,000. **Seller** is headed by Warren P. Williamson Jr., chairman. It also owns WKBN-AM-FM-TV Youngstown and WIMA(AM) Lima, both Ohio. **Buyer** is owned by Lloyd R. Johnson, president, who owns nursing homes in Ann Arbor, Farmington and Novi, all Michigan, and in St. Petersburg, Fla. WAAM is on 1600 khz with 5 kw full time.

□ Other approved stations include: WVSU(FM) Stevenson, Ala.; KSOJ(FM) Flagstaff, Ariz.; KMSL(FM) Stamps, Ark.; WIAF(AM) Clarkesville, Ga.; WIKC(AM) Bogalusa, La.; WXMI-TV Grand Rapids, Mich.; KGLM-FM Anaconda, Mont.; WBHC(AM)-WJBW-FM Hampton, S.C.; KOAV(TV) [CP] Denison, Tex., and KVFM(FM) Ogden, Utah.



MCI mail. MCI Communications used one new technology to introduce the launch of another last week in Washington. In a video news conference with reporters in New York, Los Angeles and Chicago, MCI Chairman and Chief Executive Officer William McGowan unveiled the company's new nationwide electronic postal system. The service combines personal computers and telecommunications facilities to deliver mail in minutes, hours or overnight.

MCI is offering four services. The fastest transmits letters electronically from one computer terminal to another over MCI's telephone lines. It costs \$1. Or, letters can be transmitted with letterhead and signature intact to MCI mail centers in 15 major cities and delivered via messenger within four hours for \$25. A third option is overnight delivery using a combination of electronic transmission and Purolater Courier at \$6 per letter. A fourth option is electronic delivery of letters to the nearest Post Office and subsequent distribution through regular local post office delivery for \$2.

MCI has invested \$40 million in its new Digital Information Services Corp., the new company established to run MCI Mail. J. Robert Harcharik is president.

MCI plans to market the service to both businesses and consumers. It previewed its television advertising campaign at the news conference, with the spots carrying the theme: "The nation's new postal system." MCI also plans to market the service internationally, with an exhibition planned for the International Telecommunication Union conference in Geneva Oct. 26-Nov. 1.

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percentage is divided among Al Lobeck (58%), Raymond McCarty (20%) and Scott Huskey (16%), all former Stauffer Broadcasting executives, and James Bonfiglio (6%), a Scottsdale, Ariz. businessman. Lartnez Investment Co. is headed by Keith Gunzenhauser, president. It is wholly owned subsidiary of Central Life Assurance Co., based in Des Moines, Iowa.

□ Other proposed station sales include: WNDB(AM)-WVLV(FM) Daytona Beach, Fla. (BROADCASTING, Sept. 19); WXFM(FM) Elmwood Park, Ill. (BROADCASTING, Aug. 22); WLIF(FM) Baltimore (BROADCASTING, Aug. 22); WBFC(AM) Stanton, Ky.; WBOZ(AM) San German, P.R.; WHJJ(AM)-WHJY(FM) Providence, R.I. (BROADCASTING, July 4); WATO(AM)-WETQ(FM) Oak Ridge, Tenn., and KGNS-TV Laredo, Tex. (see "For the Record," page 109).

APPROVED BY FCC

WIRK-AM-FM West Palm Beach, Fla. □ Sold by Ken Sell Inc. to Price Communications for \$7 million. **Seller** is principally owned by Joseph Field and Rome Hartman, who have no other broadcast interests. **Buyer** is publicly traded New York-based company, headed by Robert Price, president, which also owns WOWO(AM) Fort Wayne, Ind., and bought KIOI(FM) San Francisco for \$12.4 million (BROADCASTING, May 2). WIRK is on 1290 khz with 5 kw day and 1 kw night. WIRK-FM is on 107.9 mhz with 100 kw and antenna 340 feet above average terrain.

KGO-FM San Francisco □ Sold by American Broadcasting Co. to KLOK Radio for \$5.5 million. **Seller** is division of American Broadcasting Companies, New York. **Buyer**, based in San Jose, Calif., is owned by Philip C. Davis, David Fowler and Bill Weaver. It also owns KARM(AM)-KFIG(FM) Fresno; KLOK(AM) San Jose, and KWIZ-AM-FM Santa Ana, all California. KGO-FM is on 103.7 mhz with 7.8 kw and antenna 1,468 feet above average terrain.

KRKR(AM)-KFKF(FM) Kansas City, Kan. □ Sold by KCKN Inc. to KFKF Broadcasting Co. for \$4 million. **Seller** is subsidiary of Allbritton Communications Co., based in Washington and headed by Joe L. Allbritton, chairman. It also owns five TV's. **Buyer**, based in Laconia, N.H., is headed by Scott R. McQueen, president. It owns WKZU(AM)-WLNH-FM Laconia; WZZC(FM) East Moline, Ill.; WOCB(AM)-WSOX-FM West Yarmouth, Mass.; WCMF(FM) Rochester, N.Y., and WTMA(AM)-WSSX-FM Charleston, S.C. KRKR is on 1340 khz with 1 kw day and 250 w night. KFKF is on 94.1 mhz with 100 kw and antenna 460 feet above average terrain.

KTWN-FM Anoka, Minn. □ Sold by North Suburban Radio Co. to KTWN-FM Inc. for \$3.8 million. **Seller** is owned by Jack L. Moore, president, Bruce B. James and Allison R. Mercer. It also owns KKKC(AM) Anoka. **Buyer** is owned by C.T. Robinson, president, and William Moyes (50% each). They also have interest in KQEO(AM)-KZZX(FM) Albuquerque, N.M.; KVOR(AM)-KSPZ(FM) Colorado Springs; KFYE(FM) Fresno, Calif., and, subject to FCC approval, have acquired KRAB(FM) Seattle (BROADCASTING, June 27). KTWN-FM is on 107.9

mhz with 100 kw and antenna 483 feet above average terrain.

WLQR(FM) Toledo, Ohio □ Sold by Radio Akron Inc. to WSPD Inc. for \$3,275,000, including \$500,000 for noncompete agreement. **Seller** is owned by Susquehanna Broadcasting Group, which is principally owned by Louis J. Appell Residuary Trust, Louis J. Appell Jr., president. It is spinning off WLQR so it can purchase KFOG(FM) San Francisco from General Electric Broadcasting Co. for estimated \$4.5 million to \$5 million (BROADCASTING, June 27) and comply with FCC's multiple ownership rule. Susquehanna, based in York, Pa., owns six other FM's and six AM's. **Buyer** is owned by Wood Broadcasting Inc. (80%); Thomas M. Girocco, president, and Michael Lareau (6.33% each); James P. White, vice president and general manager (5.33%), and Jerry Vander Sloot, chief engineer (2%). Wood Broadcasting, owned by Lareau, Willard Schroeder and Edsko Hekman, also owns WOOD-AM-FM Grand Rapids, Mich.; WSPD(AM) Toledo and WOOD-AM-FM Grand Rapids, Mich. WLQR is on 101.5 mhz with 15 kw and antenna 810 feet above average terrain.

KZHI(AM) Honolulu □ Sold by Radio Hawaii Inc. to KZHI Radio Inc. for \$1.2 million. **Seller** is owned by Carolyn Wagenvoord, chairman (50%), and her children, Alice (20%), Barry, Michael and Sam (10% each). It has no other broadcast interests. **Buyer** is owned by James E. Quinn Jr. (51%) and his son, Ronald K. (49%). They are San Diego-based investors in reciprocal trade business

and have no other broadcast interests. **KZHI** is on 1080 khz with 5 kw full time.

KQKK(FM) Manteca, Calif. □ Sold by McFadden Broadcasting Co. to Jonsson Communications Corp. for \$1,072,000. **Seller** is owned by Jack L. McFadden Sr. and wife, Virginia Jo. They are also applicants for new FM at Twain Harte, Calif. **Buyer** is principally owned by Kenneth A. Jonsson, president (65%), and family. It also owns KENZ(AM)-KROY(FM) Sacramento, Calif., and KROK(AM) Sparks, Nev. KQKK is on 96.7 mhz with 3 kw and antenna 320 feet above average terrain.

KVOI(AM) Tucson, Ariz. □ Sold by Abundant Life Ministries to Merit Media International for \$990,279. **Seller** is owned by Grace Broadcasting System Inc. and Grace Full Gospel Church Inc., headed by James R. Burke. It also sold KSOJ(FM) Flagstaff, Ariz. (see "For the Record," page 109). **Buyer** is owned by John R. Ward, president. It owns KLEI(AM) Kailua, Hawaii. KVOI is daytimer on 690 khz with 250 w.

WWJQ(AM) Zeeland, Mich. □ Sold by Ottawa Broadcasting Corp. to Lanser Broadcasting Corp. for \$950,000, plus other considerations. **Seller** is owned by Peter J. Vanden Bosch, president. It also owns WJBL-FM Holland, Mich. **Buyer** is owned by Leslie J. Lanser, who is station manager at WWJQ. It has no other broadcast interests. WWJQ is on 1260 khz with 5 kw day and 1 kw night.

WIHN(FM) Normal, Ill. (Bloomington, Ind.) □ Sold by McLean Communications Corp. to Gerald Mason and Stanley Bell for

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"the ability of an incumbent President to manipulate the news media" and said that "Reagan will benefit more than Carter did," because of his ability to communicate through the medium. Fouhy agreed, saying that a President's ability to "dominate the agenda" of the media derived from the "importance of his office and his role in national security." But he noted that in 1982, ABC—alone of the three networks—decided not to carry a Reagan economics speech because they felt the President was "abusing" his privilege.

On the question of debates between presidential candidates, Stahl said she "thinks the networks could do a better job," in part, "because we could have our own reporters ask better questions," and because "we could take reaction shots of audiences, which we currently aren't allowed to do." Dearthourf responded, "I see the cutaways at the football games so I'm not so persuaded by that." Fouhy said he thought Stahl's points were well taken, but added he "thanked God for the League of Women Voters acting as a buffer." □

ING, May 16) fell through. Buyer of WWDB(FM) also took option to buy WHAT. Buyer is owned by Richard Balsbaugh, Robert S. Understein, Arnie Ginsberg, Sonny Joe White and Jason L. Shrinsky. Understein and Shrinsky are Washington attorneys who also have interest in KXLR(AM) North Little Rock, Ark.; KEZQ(FM) Jacksonville, Ark.; WUSQ(AM)-WVAI(FM) Winchester, Va., and WXKS-AM-FM Medford, Mass. Balsbaugh, Ginsberg and White also have interest in WXKS-AM-FM. WWDB is on 96.5 mhz with 18 kw and antenna 850 feet above average terrain. *Brokers: Chapman Associates for seller and Blackburn & Co. Inc. for buyer.*

Changing Hands

PROPOSED

KMGG(FM) Los Angeles and KSHE(FM) St. Louis □ Sold by Century Broadcasting to Emmis Broadcasting for \$20 million ("In Brief," Sept. 19). Seller also owns WAI-T(AM)-WLOO(FM) Chicago and KMEL(FM) San Francisco. Buyer is headed by Jeff Smulyan, president. It owns WENS(FM) Indianapolis and WLOL(FM) Minneapolis-St. Paul. KMGG is on 105.9 mhz with 72 kw and antenna 770 feet above average terrain. KSHE is on 94.7 mhz with 100 kw and antenna 510 feet above average terrain. *Broker: Cecil L. Richards Inc.*

WEEL(AM) Boston □ Sold by CBS/Broadcast Group to Helen Broadcasting Corp. for \$7.5 million, including rights to New England Patriots professional football team ("Closed Circuit," Sept. 26). Seller, division of CBS

Inc., is spinning off WEEL to make room for KRLD(AM) Dallas, which it bought from Metromedia (BROADCASTING, April 25). Buyer is newly formed corporation, 93% owned by Helen J. Valerio, chairman, of Framingham, Mass., who with her family owns Papa Gino's fast food chain (over 130 outlets in New England and upstate New York). Jack Baker, station vice president and general manager, will join buying group as president; he and other key employees will own up to 7%. The Gilburd Co. was financial and business adviser on deal. WEEL is on 590 khz with 5 kw full time.

WWDB(FM) Philadelphia □ Sold by Banks Broadcasting Co. to Pyramid Broadcasting for \$7.35 million. Seller is headed by Dolly Banks, president, and also owns WHAT(AM) Philadelphia, sale of which (BROADCAST-

KWFM(FM) Tucson, Ariz. □ Sold by Sandusky Newspapers Inc. to Behan Broadcasting for \$4.2 million, including \$1.2 million non-compete agreement. Seller is Los Angeles-based group of four AM's, seven FM's and owner of daily newspapers in Ohio, Michigan and Tennessee. It is headed by Dudley A. White, chairman. Buyer, based in Tucson, is headed by Dennis Behan, president. It also owns KCEY(AM)-KMIX(FM) Turlock-Modesto, Calif.; KLMR(AM)-KSEC(FM) Lamar, Colo., and KCEE(AM) Tucson. KWFM is on 92.9 mhz with 48 kw and antenna 35 feet above average terrain. *Broker: Kalil & Co. Inc.*

KPVI(TV) Pocatello, Idaho □ Sold by Futura Communications Corp. to Ambassador Media Corp. for \$4.2 million, including \$500,000 noncompete agreement. Seller is headed by Robert Hansberger, president. It has no other broadcast interests. Buyer is owned by Senator William L. Armstrong (R-Colo.), president. Armstrong also owns KEZW(AM) Denver. KPVI is ABC affiliate on channel 6 with 100 kw visual, 17.4 kw aural and antenna 1,530 feet above average terrain. *Broker: Frazier, Gross & Kadlec Inc.*

KTCR-AM-FM Minneapolis-St. Paul □ Sold by Hennepin Broadcasting Associates Inc. to John B. Parker and wife, Kathleen, for \$3.4 million. Seller is owned by Albert S. Tedesco, who also owns KTCR-AM-FM Hutchinson, Minn. Buyers also own KIKI(AM)-KMAI(FM) Honolulu and KOWL(AM) South Lake Tahoe, Calif. KTCR is daytimer on 690 khz with 500 w. KTCR-FM is on 97.1 mhz with 50 kw and antenna 150 feet above average terrain. *Broker: Blackburn & Co. Inc.*

WVOC-FM Columbus, Ga. □ Sold by Bluegrass Broadcasting Co. to Aylett B. Coleman for \$2 million. Seller is headed by H. Hart Hagan, president. It also owns WHOO-AM-FM Orlando, Fla.; WWSA(AM)-WCHY(FM) Savannah, Ga.; WVOK-AM-FM and WKYT-TV all Lexington, Ky. Buyer also owns WXLK(FM) Roanoke Va. WVOC-FM is on 102.9 mhz with 100 kw and antenna 1,521 feet above average terrain. *Broker: Cecil L. Richards Inc.*

KNGS(AM)-KKYS(FM) Hanford, Calif. □ Sold by Kings Broadcasters Corp. to Sunrise Communications of Central California for \$1,750,000 cash, plus other considerations. Seller is principally owned by Lee Smith, general partner. It has no other broadcast interests. Buyer is owned by joint venture between Sunrise Media Inc. and Lartnec Investment Co. (50% each). Sunrise Media's

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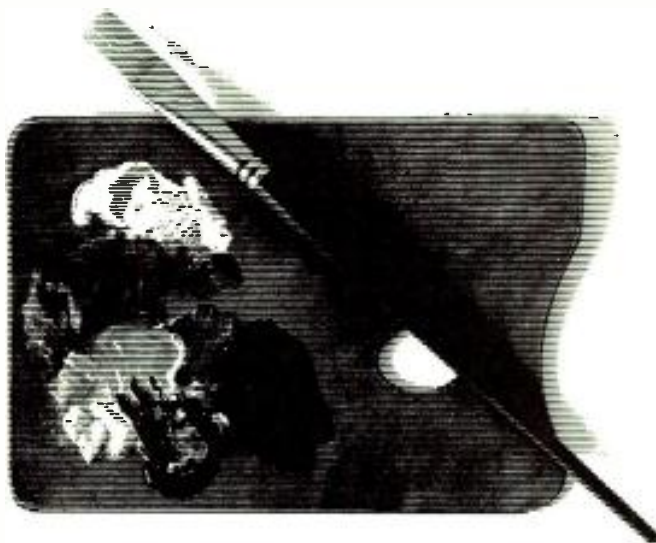
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News panel. Presidential campaign panelists (l-r): David M. Ifshin, associate, Nossaman, Gunter, Knox & Elliott; Edward M. Fouhy, ABC vice president and Washington news bureau chief; John D. Deardourff, chairman, Bailey, Deardourff & Associates, and Lesley Stahl, CBS News White House correspondent, talked about network coverage of presidential campaigns at a two-day conference in Washington, sponsored by the Practising Law Institute.

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er specifically ruled on it," adding that it "depends on how they set up their broadcast day." He ended the session on a light-hearted note when asked how he would have ruled on the childhood movies of Shirley Temple Black. He said: "I guess we'd order a coin and flip it."

A late Monday session focused on what kind of time should be made available to ballot propositions and independent political organizations. Gerson said that NBC reviews political advertisements submitted to it using a "very similar process to that of commercial advertising" making sure that the ad "not be false, misleading or deceptive" and that it contains a "reasonable substantiation of facts." As an example he cited several issue ads proposed by a committee of the Republican party in the fall of 1981 (see page 90.) "Some of them we ran as submitted," Gerson said, "on others we had asked for substantiation and changes. Rather, than edit spots they had already produced, they didn't send them."

John Deardourff said that ballot issues are not necessarily less consequential than campaigns for office and he "would like to have these considered as candidates are considered." Gross said that the FCC questioned whether it should make specific reference to ballot questions when it received comments on the fairness doctrine in 1971, but decided not to do anything. He said there has been "talk in the past year about a political party principle [rules that would also apply to non-candidate ads placed by parties.]"

On Tuesday morning, David Ifshin and Deardourff were joined by Lesley Stahl, CBS News White House correspondent, and Edward M. Fouhy, ABC News vice president and Washington bureau chief, to talk about network news coverage of presidential campaigns. Ifshin began by remarking on

Money-maker. Securities and commodities investing—as viewed by professionals—will be the subject of a national, closed-circuit teleconference to be broadcast by noncommercial WNET-TV New York and at least 24 other public stations on Saturday, Oct. 22 from 2 to 5 p.m. NYT. Created as a fund-raising event, the live-by-satellite seminar will be divided into four segments: "Stock Selection," "Portfolio Management," "High Technology Stocks" and "Gold." Panelists include Martin D. Sass, M.D. Sass Investors Services; Bruce Everitt, Granahan Everitt Investments Inc.; Douglas R. Casey, International Fund Management Inc., and Mario Gabelli, Gabelli & Co. as well as senior editors from *Forbes*, *Business Week* and *Barron's Financial Weekly*. Participating stations will charge admission to the seminar (\$60 per individual viewer or \$50 for each member of group purchase) and will keep 40% of their admission revenue. Among those participating are WYY-TV Wilmington, Del. (Philadelphia), WOED(TV) Pittsburgh, WTTW(TV) Chicago, KQED(TV) San Francisco, WGBH-TV Boston, the Oregon State Network and the Central Virginia Educational Television network. Tickets may be purchased by credit card at: (800) 338-0300.

have an absolute ban on selling political time is during a newscast. Deardourff responded that although broadcasters may want to ban political ads during a newscast to avoid any confusion between it and the ads, a candidate wants to reach "the most interested, most involved and most motivated audience." He said broadcasters will not sell time adjacent to a newscast and that even a small "buffer" between the news and a political ad may significantly reduce that audience.

The lowest-unit-rate provision of the Communications Act—which says broadcasters must offer candidates time at a rate no higher than a commercial advertiser would pay for a similar ad—was the topic of a Monday afternoon session that also included Arthur B. Goodkind, partner, Koteen & Naftalin. Goodkind noted that "in the abstract none of these concepts is very difficult," but that problems arise anyway. He said many politicians might be confused by the different "street rates" for buying time and uncertain what rate to pay in order not to have their ad pre-empted. Goodkind also said that the large percentage of time sold as packages makes it difficult to determine what the lowest unit rate is. Spinner noted that with more specific demographic audience information available, the customizing of packaged time will increase.

Gross said that the governing principle for determining lowest unit rate is that "you [broadcasters] must give the same deal as you do your best commercial advertiser." Goodkind noted that although political advertisers are in public inspection files, the candidates "have no right to examine rates for other [commercial] advertisers." Deardourff said: "We're essentially relying on the good faith of the broadcasters," but added that he was "more concerned about adequate exposure than about getting the absolutely very lowest rate." He added that he would be willing to pay a "premium" to be assured of getting his message across at a given time. Gross said: "Enforcing the lowest unit rate is a lot like enforcing the speed limit—a lot of them may get away but we'll get some of them," and called FCC enforcement "a deterrent." He said some reports of violations comes from disgruntled employees, but the greatest "source of complaints" usually comes from "the candidate talking to a local advertiser."

Ifshin said he was against letting the media stage the debate, saying candidates have more confidence that a "staging organization" such as the League of Women Voters does not have its "own agenda." Fouhy disagreed, and reminded the audience that in 1960, the commercial networks staged the four Kennedy-Nixon debates and "no one complained."

The idea of network endorsements of candidates appeared to have no support among the panelists. Deardourff said "the average person does not understand the distinction between the news department and other departments." He also said that "people who do what I do" would try to make good use of those endorsements, "rebroadcasting them in part or in whole."

The panel on fairness complaints and litigation included L. Stanley Paige, Goodkind, Ramey, Gross; Henry Geller, director of the



Time for politics. Explaining how time for political messages is bought and sold brought together last Monday (top photo, l-r): John Deardourff, chairman, Bailey, Deardourff & Associates; Erwin G. Krasnow, senior vice president and general counsel, NAB; Carl R. Ramey, McKenna, Wilkinson & Kittner; Charles D. Ferris, senior partner, Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, and Milton O. Gross, chief, fairness/political broadcasting branch, FCC.

Washington Center for Public Policy Research, and former FCC general counsel, and Daniel (Mac) Armstrong, FCC associate general counsel.

Gross said "90% of our election complaints are handled and disposed of by telephone." He said that they prefer to give advice to broadcasters over the phone. In 1980 Gross said his staff issued 12 rulings in two days, but that in 1982 they issued only two decisions in a 60-day period.

Armstrong, whose office represents the FCC in litigation on political fairness questions, said parties in litigation should consider filing with the U.S. Court of Appeals for

the District of Columbia Circuit (which last week issued a decision on the Democratic National Committee vs. CBS case [see page 102]). Armstrong said the appeals court "is very receptive to expedited rulings" and also has developed a certain "expertise" on this type of litigation.

Geller said that "stations can editorialize on an issue," and asked, if editorializing has worked with ballot questions, "why not with a candidate?" He said "there is no question that this commission will get rid of the political editorializing rule."

Asked about how the rules affect CNN or "all news" stations, Gross said, "We've nev-

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KDOK-AM - Tyler, TX. (spin-off)	\$425,000
KCFL/KQXL - New Roads, LA.	\$425,000
KBIX-AM - Muskogee, OK.*	\$370,000
KEMM-FM - Commerce, TX.	\$355,000
KSWM/KELE - Aurora, MO.	\$290,000
KAPB/KWLB - Marksville, LA.*	\$260,000
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Harris is back

Scores of AM radio stations were back on the air in stereo last week after the FCC gave them permission to use their Harris STX-1 stereo exciters while it continued type-acceptance testing of the controversial units.

Charging that the exciters were different from those that were type-accepted in August 1982, the FCC ordered the 65 Harris AM stereo stations a month ago to pull the plugs on the exciters and told Harris to stop marketing the units. The action upset Harris's efforts to win acceptance of its system among broadcasters and receiver manufacturers and make it the de facto national standard. Three other systems—Kahn, Magnavox and Motorola—are vying with the Harris system to become the standard.

The decision to allow the Harris stations to resume stereo broadcasting was made by the Mass Media Bureau at the prompting of several of the stations. One of the reasons the FCC ordered the Harris exciters off the air was their monophonic distortion. The FCC claimed that the units, at least theoretically, exceeded FCC-specified limits. But after listening to the tape of a broadcast from a Harris stereo station made by the Office of Science and Technology, which oversees the type acceptance of equipment, the Mass Media Bureau decided the distortion was not "audibly objectionable" and issued the "temporary blanket authorization" that put the stations back into the stereo mode.

According to the FCC, Harris is not allowed to install exciters at additional stations until the units are type-accepted. The FCC would not comment on the chances of the exciters winning type acceptance, nor would it say how long the testing and evaluation process would take. Harris, on the other hand, was confident the exciter would be type-accepted in short order without a need for modification.

Assuming the exciter is approved by the FCC, Harris thinks it can recover quickly and maintain its lead in the four-way race to become the national standard. Only 10 of the 65 Harris stations purchased competing

exciters during the month they were prevented from using their Harris exciters, said Gene Jaeger, vice president and general manager, broadcast transmission division, and some of the 10 may compare and determine the Harris system is better and "return to the fold."

Rallying around the standard

Joseph Flaherty, vice president, engineering and development, CBS/Broadcast Group, has called on the Joint Committee on Inter-Society Coordination to launch "an intensive review of all existing television standards" and standards-setting procedures. The effort would have four goals: 1) to determine which standards to keep and which to modify or drop; 2) to come up with a "streamlined mechanism" for establishing new standards; 3) to develop sunset provisions for standards to insure that standards don't hamper technological advances and that the books don't fill up with irrelevant standards, and 4) to decide which standards should be set by the federal government. "In this enterprise, time is the enemy," said Flaherty in making the proposal at the annual broadcast technology symposium of the Institute of Electrical and Electronic Engineers, "and I would propose that this group be required to submit its final recommendations within 12 months." (The JCIC comprises representatives of the IEEE, the Electronics Industries Association, the National Association of Broadcasters, the National Cable Television Association and the Society of Motion Picture and Television Engineers.)

Flaherty, who has led the fight for all sorts of standards, distinguished between two different types of standards. Professional standards, which affect people and groups in the industry, "should continue to be voluntary, promulgated by industry organizations," he said. "Government regulation in this marketplace would do little but delay the standardization process." On the other hand, "mass communications" standards, which involve consumer goods, require "broad application and stability," he said.

"Thus in this area government regulation may be required."

But Flaherty stressed that the setting of "mass communications" standards is not the sole responsibility of the government, but the shared responsibility of industry and government. "The FCC is roundly criticized for its failure to choose a single AM stereo standard and a single teletext standard," he said. "Yet, it was an industry committee that failed to recommend a single AM stereo standard, instead proposing no fewer than five different standards to the FCC. Further, it was the inability of another industry committee to act on a single teletext standard, which left the FCC with no recommendation at all."

That the industry is capable of setting "professional" standards, he said, is underscored earlier this year by the establishment of the Advanced Television Systems Committee by the JCIC and the adoption of a world digital video production standard by the International Radio Consultative Committee (CCIR). The ATSC has a mandate to set standards for improved, enhanced and high-definition television, he said, and "may be this nation's last chance to self-determine its future television systems and to retain the technical leadership it has so long enjoyed." The digital production standard, he noted, received the endorsement of the U.S. State Department, which urged "U.S. industry to take cognizance of [CCIR's] technical recommendations."

Those leaky RF devices

There's been some improvement on the RF-device front, but not enough, according to the FCC. In a press release last week, the FCC noted that its Field Operations Bureau, which has been conducting a marketing survey, has found that 9% of the RF devices it has inspected in retail stores across the country are not properly labeled—a sign that the equipment has not passed FCC standards. Of the computers and peripheral equipment inspected, 31% was not properly labeled. And 18% of the coin-operated video games inspected were similarly in violation of the FCC marketing rules. Although the FCC said its findings were "disturbing," they still represented a 4% improvement from last year, it said. Joseph Casey, chief of the FOB's inspections and investigations branch, said the commission will continue to try to insure that RF devices are brought into compliance. If any of the retailers continue to sell unlabeled devices after being notified of their violations, they will be assessed "substantial" fines, he said.

More for DTS

The FCC has amended its rules to permit the allocation of part of the 18 ghz band to digital termination systems for the digital electronic message service. It also has voted to make DTS frequencies available to private users.

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Association's annual convention to feature panels and sessions on rising TV ad prices, successful management

About 400 paid registrants are expected to attend this year's annual meeting of the Association of National Advertisers which convened at the Homestead resort in Hot Springs, Va., for four days beginning yesterday (Sunday). Attendance is down from last year's meeting, which was held in San Francisco and drew about 475 registrants, said an ANA spokesman, because some members may still be feeling the effects of the recent recession and thus are operating with reduced travel budgets.

Of particular interest to those following trends within the Fifth Estate are two panel sessions. The first is a Tuesday morning clinic, "Coping with Television Inflation—What Are the Media Alternatives?" Moderator for the session is John J. Meakem Jr., president, Combe North America, manufacturer of over-the-counter medications. Panelists include Herbert M. Baum, vice presi-

dent, marketing, Campbell Soup Co.; Robert H. Bolte, director, media operations, The Clorox International Co.; David K. Braun, director, media services, General Foods Corp., and Philip Guarascio, senior vice president, director of media management, Benton & Bowles.

The conference's Wednesday morning closing session will focus on "Television's Roles and Responsibilities in the '80's." Syndicated talk show host Phil Donahue will moderate the session, which will be presented in a format similar to Donahue's TV program. Panelists will include Brandon Tartikoff, president, NBC Entertainment; Alvin Rush, president, MCA Television Group, and Merrill Panitt, editorial director, Triangle Publications Inc., publisher of *TV Guide*. Donahue will lead a discussion of economic, social and technological changes that will affect television.

Today's opening session will feature a panel of *Newsweek* editors discussing political and economic events, as well as a presentation by Robert H. Waterman Jr., a director of the management consulting firm, McKin-

sey & Co., and co-author of the book, "In Search of Excellence," an analysis of successful management and the topic of his presentation.

Monday afternoon will be devoted to a closed business meeting of the ANA board, which will review plans and operations of the association and elect new officers and directors. It's expected that Robert V. Goldstein, vice president, advertising, Procter & Gamble, and ANA vice chairman, will be elected chairman, succeeding John H. Dowd, vice president, business development, Hershey Foods Corp. It's also anticipated that current ANA board member Spencer Boise, vice president, corporate affairs, Mattel Inc., will be elected to succeed Goldstein as ANA vice chairman. Peter Allport, who has served as ANA president for the past 23 years, is also expected to be re-elected at the board meeting. Allport has indicated that he will retire in 1985 when he turns 65. A search committee has been established to find a successor. □

Audicom unveils commercial monitor

Audicom Corp., New York, has introduced an electronic system that can monitor television and radio commercials by means of inaudible signals placed in the soundtracks of the tapes, films or records.

Audicom also has applied for FCC authorization to place the system on the air. Its application followed FCC-authorized tests conducted during the past year over TV network terrestrial and satellite lines as well as over TV, AM and FM stations.

Robert Engelke, president and founder of Audicom, said the company expects to begin operations early next year in New York, before going national. He said the cost to stations, the primary customers, has not yet been determined.

The system will be used with various broadcast materials having soundtracks such as audio and videotapes, videodisks, records, motion pictures and films. The data collected by the system will be useful to broadcasters, unions, artists and others for proof of performance, media billing, royalty and residual collection, network and cable monitoring, according to Engelke.

In the Audicom system, the soundtrack of the master material is encoded at the producing studio or agency within the normal audio frequency range but at a very low level, Engelke said. After the master is duplicated and forwarded to a station, the code is electronically monitored at an Audicom decoding site when broadcast by the station. The decoded information is then stored at the site for later transmission by land line in daily batches to the Audicom central computer facility. Material will be distributed to subscribers on a regular basis. □

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The Body Human: The Living Code (CBS) □ Informational special.

Acting

Shelley Long, *Cheers* (NBC) □ Lead actress in a comedy series.
Judd Hirsch, *Taxi* (NBC) □ Lead actor in a comedy series.
Ed Flanders, *St. Elsewhere* (NBC) □ Lead actor in a drama series.
Tyne Daly, *Cagney & Lacey* (CBS) □ Lead actress in a drama series.
Tommy Lee Jones, *The Executioner's Song* (NBC) □ Lead actor in a limited series or special.
Barbara Stanwyck, *The Thorn Birds, part 1* (ABC) □ Lead actress in a limited series or special.
Leontyne Price, *Live From Lincoln Center: Leontyne Price, Zubin Mehta and the New York Philharmonic* (PBS) □ Individual performance in a variety or music program.

Doris Roberts, *St. Elsewhere* (NBC) □ Supporting actress in a drama series.

James Coco, *St. Elsewhere* (NBC) □ Supporting actor in a drama series.

Jean Simmons, *The Thorn Birds* (ABC) □ Supporting actress in a limited series or special.

Richard Kiley, *The Thorn Birds* (ABC) □ Supporting actor in a limited series or special.

Carol Kane, *Taxi* (NBC) □ Supporting actress in a comedy, variety or music series.

Christopher Lloyd, *Taxi* (NBC) □ Supporting actor in a comedy, variety or music series.

Directing

Jeff Bleckner, *Hill Street Blues* (NBC) □ Drama series.

John Erman, *Who Will Love My Children?* (ABC) □ Limited

series or special.

Dwight Hemion, *Sheena Easton... Act 1* (NBC) □ Variety or music program.

James Burrows, *Cheers* (NBC) □ Comedy series.

Alfred R. Keiman and Charles Bergert, *The Body Human: The Living Code* □ Individual achievement in informational programming.

Writing

Glen Charles and Lee Charles, *Cheers* (NBC) □ Comedy series.

John Candy, Joe Flaherty, Eugene Levy, Andrea Martin, Martin Short, Dick Blasucci, Paul Flaherty, John McAndrew, Doug Steckler, Bob Dolman, Michael Short and Mary Charlotte Wilcox, *SCTV Network* (NBC) □ Variety or music program.

David Milch, *Hill Street Blues* (NBC) □ Drama series.

Marshall Herskovitz and Edward Zwick, *Special Bulletin* (NBC) □ Limited series or special.

Louis H. Gortain and Robert E. Fulaz, *The Body Human: The Living Code* (CBS) □ Individual achievement in informational programming.

Creative Arts

Robert MacKichan and Jerry Adams, *The Thorn Birds, part 1* (ABC) □ Art direction for a limited series or special.

John W. Corso, Frank Grieco Jr. and Robert G. Freer, *Tales of the Gold Monkey* (ABC) □ Art direction for a series.

Ray Klausen and Michael Corenblieth, *55th Annual Academy Awards Presentation* (ABC) □ Art direction for a variety or music program.

Theodora Van Runkle, *Wizards and Warriors* (CBS) □ Costume design for a series.

Phyllis Dalton, *The Scarlet Pimpernel* (CBS) □ Costume design for a limited series or special.

Tommy Welsh, John Napolitano, Paul Vachon and Johannes Nikerk, *The Winds of War* (ABC) □ Individual achievement—costumers.

Del Acevedo, *The Thorn Birds* (ABC) □ Makeup.

Eddie Panda, Rosie: *The Rosemary Clooney Story* (CBS) □ Hairstyling.

Joseph Biroc, *Casablanca* (NBC) □ Cinematography in a series.

Charles Correll and Steven Lamer, *The Winds of War* (ABC) □ Cinematography in a limited series or special.

Heino Rippe, Mike Bennett, Al Camoin, Jan Kasoff, John Pinto and Maurey Verschore, *Saturday Night Live* (NBC) □ Technical direction and electronic camerawork for a series.

Hank Geving, *Special Bulletin* (NBC) □ Technical direction and electronic camerawork for a limited series or special.

Robert A. Dickinson and C. Frank Ollivas, *Solid Gold* (syndicated) □ Lighting direction (electronic) for a series.

John Rook, Ken Wilcox and Bob Phole, *Sheena Easton... Act 1* (NBC) □ Lighting direction (electronic) for a limited series or special.

Eastman Kodak Co. □ Achievement in engineering development for high-speed color film 5294/7294.

Ikegami Electronics and CBS Inc. □ Citation for the engineering and development of EC-35 electronic camera.

Ampex Corp. □ Citation for the development of the ADO digital effects unit.

Bruce Broughton, *Dallas* (CBS) □ Music composition for a series.

Billy Goldenberg, *Rage of Angels* (NBC) □ Music composition for a limited series or special.

Dick Hyman, *Eubie Blake: A Century of Music* (PBS) □ Musical direction.

James Di Pasquale and Dory Previn, *Two of a Kind* (CBS) □ Music and lyrics.

James Castle and Bruce Bryant, *Cheers* (NBC) □ Graphic design and title sequences.

Ray Daniels, *Hill Street Blues* (NBC) □ Film editing for a series.

C. Timothy O'Meara, *The Thorn Birds* (ABC) □ Film editing for a limited series or special.

Larry M. Harris, *The Jeffersons* (CBS) □ Videotape editing for a series.

Arden Rynew, *Special Bulletin* (NBC) □ Videotape editing for a limited series or special.

Sam Horta, Don Ernst, Avram Gold, Eileen Horta, Constance A. Kazmer and Gary Krivacok, *Hill Street Blues* (NBC) □ Film sound editing for a series.

James Troutman, Dave Caldwell, Paul Clay, Paul Laune, Tony Magro, Richard Raderman, Karen Rasch, Jeff Sandler, William Shenberg, Dan Thomas and Ascher Yates, *The Executioner's Song* (NBC) □ Film sound editing for a limited series or special.

William B. Markey, John B. Asman, William Nicholson and Ken S. Polk, *Hill Street Blues* (NBC) □ Film sound mixing for a series.

John Mitchell, Gordon L. Day, Stanley A. Wetzel and Howard Wilmarth, *The Scarlet and the Black* (CBS) □ Film sound mixing for a limited series or special.

Frank Kulaga and Ken Hahn, *Dance in America* (PBS) □ Tape sound mixing for a series.

Edward J. Green, Ron Estes and Carroll Pratt, *Sheena Easton... Act 1* (NBC) □ Tape sound mixing for a limited series or special.

Gene Warren Jr., Peter Kleinow, Leslie Huntley, Jackson De Govia and Michael Minor, *The Winds of War* (ABC) □ Special visual effects.

Debbie Allen, *Fame* (NBC) □ Choreography. □

Joint effort. ABC was to have broadcast last Friday (Sept. 30) an episode of the 13-part PBS series, *Vietnam: A Television History*, which premieres over the public network Tuesday (Oct. 4) at 9 p.m. It's said to have been the first time a commercial network has aired a portion of a PBS series before its debut on PBS. The episode, fourth in the 13-part documentary, and entitled "LBJ Goes to War," was to air on ABC during the *Nightline* time period starting at 11:30 p.m., and be introduced by *Nightline* anchor Ted Koppel. The episode deals with President Lyndon Johnson's escalation of American involvement in the war in 1965. An ABC spokesperson said the program, which runs 58 minutes, would be cut by perhaps 10 minutes to accommodate a normal load of commercials.

The series has been six years in the making, and is a co-production of noncommercial WGBH-TV Boston, England's Central Television and France's Entenne 2. Richard Ellison is the executive producer and syndicated columnist Stanley Karnow is the chief correspondent.

PBS credits ABC and Roone Arledge, president of ABC News and Sports, with making the documentary possible. ABC provided a \$50,000 research and development grant as well as complimentary access to all of ABC's archives of war coverage. (While more than 100 archival sources were used in researching the project, most of the on-air footage came from ABC.) PBS President Lawrence Grossman approached Arledge more than five years ago about a possible collaboration between the two networks on the project. And it was ABC that suggested its airing a segment of the series first. The idea, said Arledge, was "to serve the best interests of the viewing public by insuring a broader audience."

Vietnam: A Television History covers the 30-year span of the Indo-China war from 1945 to 1975. The first two episodes appear this week, Tuesday and Wednesday (Oct. 4 and 5), with a new episode each week over the next 11 weeks.

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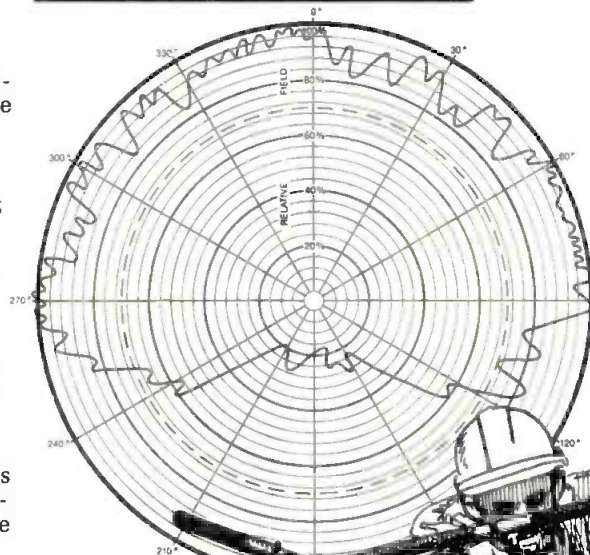
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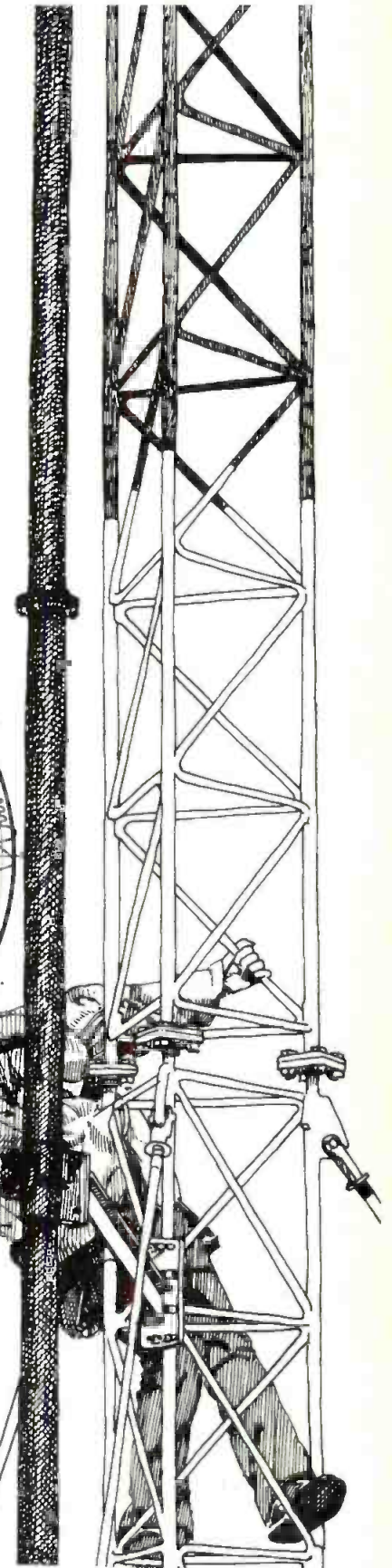
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NBC's night at the Emmys

It wins 21 prime time awards, including honors for 'Cheers,' 'Hill Street,' 'St. Elsewhere' and since-canceled 'Taxi' and 'SCTV'; ABC gets five; CBS, one

Third-place-in-the-ratings NBC-TV virtually swept the annual prime time Emmy Awards during nationally telecast ceremonies on Sept. 25, while first-place CBS-TV garnered only one award. ABC-TV received five Emmys, while PBS and nonnetwork programmers received one each. NBC, received 21 awards—more than double the number received by all other nominees combined. The Academy of Television Arts and Sciences presented the awards at the Pasadena, Calif., Civic Auditorium.

The grand total, including Emmys given in a nonbroadcast ceremony at the Century Plaza hotel in Los Angeles on Sept. 18, showed NBC with 33, ABC with 14, CBS with 11, PBS with four, and syndicated programmers with two awards.

NBC's biggest award-winning series included the often-praised *Hill Street Blues*, two struggling new series, and the recently canceled comedy programs, *Taxi* and *SCTV Network*. *Hill Street Blues* received six Emmys, including the award for outstanding drama series. *St. Elsewhere* and *Cheers*, renewed by the network last year despite relatively modest ratings, received three and five awards, respectively. *Cheers* was named outstanding comedy series. *Taxi* won three awards, and *SCTV Network* received the award for outstanding writing in a variety or music program. Both shows were canceled by NBC, although *SCTV Network* has been



Presenters: Eddie Murphy and Joan Rivers



Weaver

picked up by the Cinemax pay cable service.

Some of the acceptance speeches caused embarrassing moments for the networks. Accepting his second Emmy in three years for his leading performance in *Taxi*, actor Judd Hirsch said, directing his comments at the networks, "when a show like this is so honored...if you can't get it out of your minds...and you got to keep giving some kind of laurels to us...then you should really put us back on the air."

Thanking ABC for its four-year *Taxi* run and NBC for last season's run, and saying he bears no "hard feelings" toward either network for both cancellations, Hirsch nonetheless held his Emmy in the air and said, "I'd like to take this thing and shove it right alongside the one I won in 1981."

Directing his remarks to NBC Chairman Grant Tinker, seated in the audience, Hirsch said of the *Taxi* crew, "We're ready, Grant. We'll come back anytime you ask," and later "welcomed" local TV stations, independent and affiliated, that will be showing reruns of the program in the future. "They are the people...that may make this show mean some-

thing," Hirsch said.

Tyne Daly won for best actress in a drama series for *Cagney & Lacey*, which CBS has cancelled. A CBS Entertainment spokesman confirmed last week that network officials have been negotiating with *Cagney & Lacey* producer Filmways Inc. about resurrecting the program, after numerous viewers protested the network cancellation after the program's first season last year. A decision on it is not expected for at least a week.

Mini-series did well this year. ABC received six awards for *The Thorn Birds* and three for *The Winds of War*.

The Governors Award, announced last August, was given to Sylvester L. (Pat) Weaver Jr., former NBC president, recognized as a "pioneering creator and innovator who revolutionized network programming in the late 1940's and early 1950's."

In his acceptance speech, Weaver urged television's creative community to "aim for excellence" and to "fight the establishments that support the status quo" in programming. Specifically, Weaver called on producers to schedule more live coverage of theater, comedy and other events.

Co-hosts of the 35th annual ceremony, broadcast this year on NBC, were comedienne Joan Rivers and comedian/actor Eddie Murphy. Rivers was responsible for hundreds of protests to the network for her use of a profanity—"goddam"—early in the live broadcast and jokes involving Secretary of the Interior James Watt, homosexuals, prostitutes and herpes.

The following is a list of both broadcast and technical Emmys:

Governors Award

Sylvester L. (Pat) Weaver □ Former NBC president "who revolutionized network programming in the late 1940's and early 1950's."

Programs

Big Bird In China (PBS) □ Children's programming.
Motown 25: Yesterday, Today, Forever (NBC) □ Variety, music or comedy.
Cheers (NBC) □ Comedy series.
Hill Street Blues (NBC) □ Drama series.
Special Bulletin (NBC) □ Drama special.
Nicholas Nickleby (syndicated) □ Limited series.
Pavarotti in Philadelphia: La Boheme (PBS) □ Classical program in the performing arts.
Ziggy's Gift (ABC) □ Animated program.
The Barbara Walters Specials (ABC) □ Informational series.

Promotion backfire. "We all wish we hadn't done it," NBC Chairman Grant Tinker told *USA Today* in a story published last Tuesday concerning NBC's controversial promos during the Emmys telecast. "We haven't been known for playing rough. It's not our style. And [during the Emmy awards telecast] it looked like we were rubbing other people's noses in it."

The inserts featured tuxedo-clad announcers giving a running account of the NBC Emmy totals and originated from affiliates in Seattle; Radid City, S.D.; San Antonio, Tex.; Boston, and New Orleans.

Gene Walsh, NBC's vice president for public information, said the five 10-second promotional announcements on awards NBC had received up until that point, came off as self-serving because it's victory in the competition was so lop-sided. "We never expected to win that many," said Walsh. "Our people got caught up in the sweep—our original [promotion] plan got buried in the landslide. It didn't work out as originally planned."

"We wish we hadn't done it the way we did it," explained Walsh, "But the idea to do it was very good."

Within the auditorium where the broadcast originated, booing and hissing were heard during the promos and NBC tried to get the sound turned off during commercial breaks. "The promos were intended for the public, not the industry [audience]," Walsh explained. "We did make an effort to get them out of the auditorium at least."

In his remarks to *USA Today*, Tinker referred to the promos as "just dumb," adding "What we didn't take into account was an NBC sweep. If everyone had won their share of awards, the promos would have been just our having fun with the show. As it was, we looked like we were just bragging."

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four paths booked and that the 6 p.m. time period is no longer available—"everybody wants it."

Robert Neuman, director of communications for the Democratic National Committee, said he expects media representatives attending the Democratic convention, in San Francisco's Moscone Center, July 16-19, to outnumber by several thousand the 11,500 who covered the Democrats in Madison Square Garden, in New York, in 1980. And by satellite, television crews in the U.S. and from around the world will send pictures to what the Democrats believe will be an audience of 500 million, some 100 million more than watched the Democrats renominate Jimmy Carter.

"More and more, interest overseas is growing," Neuman said. "They find our conventions high drama and great theater."

So do local broadcasters, apparently. Hough said Bonneville expects the number of local stations seeking satellite service out of the convention halls to "quadruple" the figure in 1980 (40-plus compared to the 13 independent and group-owned stations served in 1980).

Next year, there will be a number of firms besides Bonneville providing the service—The Robert Wold Co. and Video Star of Atlanta, among them. Bonneville plans to charge \$650 a half hour.

As in past conventions, the House Radio and Television Gallery will provide credentials for representatives of independent and group-owned stations covering the conventions. It will also be given the sometimes sticky job of apportioning the rotating floor passes the two parties make available for nonnetwork outlets. (Station personnel have grumbled about what they sometimes regard as a lack of time for work on the floor.) The

networks and major groups are given permanent passes.

Mike Miller, director of news and media operations for the Republican convention, said the Republicans are attempting to alleviate the floor-pass problem. He said convention officials expect to make two areas available for cameras just off the floor in the Dallas Convention Center, where the Republicans will gather Aug. 20-23.

The word on skybooths, which are in increasing demand as the number of broadcast operations providing live coverage grows, was mixed. Neuman said the Moscone Center will accommodate 40, twice the number that was available in Madison Square Garden. But construction will be expensive—\$35 to \$40 a square foot. A barebones shell, he estimated, will cost \$8,000.

Miller said the Dallas center will accommodate "less than the 40" sky booths the Democrats will provide—the exact number depending on their size—compared to the 60 that were available for coverage of the Republican convention in Joe Louis Arena, in Detroit, in 1980. And while Miller offered no cost estimates, he said labor charges are expected to be the same in Dallas as they were in Detroit in 1980.

Officials planning both conventions will offer the press "walk throughs" of the facilities being built. The Republicans' will be on Oct. 12, the Democrats' on Oct. 19. Both parties are also scheduling meetings of their Arrangements Committees in connection with the walk-throughs to learn the media's needs and plans.

The news directors attending the panel session also were briefed on security arrangements being established by the Secret Service in connection with its responsibility for protecting the candidates during the cam-

paign. Robert Snow, assistant director for public affairs for the Secret Service, said that, as in 1980, national press passes will be issued to media representatives planning to travel with a candidate and to enter secure areas.

The passes, which will be issued through local Secret Service offices and will be in force from January 1984 through Inauguration Day, 1985, he said, save the Secret Service time and paperwork. Those planning to cover only one or two candidate appearances will be asked to apply for passes through the staff of the candidate to be covered.

A sign of the times at the session was the selection of Mike Michaelson, of C-SPAN, as moderator. Michaelson, as assistant superintendent and later as superintendent of the House Radio and TV gallery, had long been identified as the person to see about passes and credentials. And C-SPAN plans gavel-to-gavel, satellite-delivered coverage of the two conventions. □

CBS's Sawyer touches on news directors' responsibility; molding correspondents and presenting balanced coverage

"You have critical responsibility for developing the next journalistic team," CBS *Morning News* co-anchor Diane Sawyer told news directors during a luncheon address Saturday, Sept. 24, at the RTNDA conference in Las Vegas.

Television journalism should be "refracted off an intelligent and reflective mind," Sawyer insisted, and news directors are in a position uniquely suited to developing such minds. Station news departments must avoid the temptation, she said, to emphasize visual aspects to the point where newscasts "are reduced to the lowest pleasant common denominator.

"Maybe we don't spend enough time talking about written and spoken words," Sawyer speculated, adding that she sometimes worries that journalism schools are placing too much emphasis on technique.

Sawyer recalled advice from the news director who first shaped her career as a beginning reporter in Louisville, Ky., that words matter most in a story. She praised the late CBS News correspondent Edward R. Murrow for his belief "in the positive power of words to improve the human condition." Sawyer said she remains impressed with Murrow's dedication to "the importance of precision and care with the words that we use in news."

Journalists have a tendency to become cynical as a result of reporting the news, Sawyer acknowledged, and newcomers should be encouraged to develop a sense of "skeptical idealism" that will allow them to continue to approach stories with the hope that the public will ultimately benefit from their coverage.

"It cannot be said too much how much you [news directors] mean to us [reporters]," Sawyer concluded. Beginning journalists must depend on newsroom executives, she pointed out, for a sense of "what excellence as journalists really means." □



Thin ice. CNN Correspondent Peter Arnett and two-person technical crew filmed the aftermath of a bombing of Tenan Cingu in El Salvador on Sunday, Sept. 25. After guerrilla forces overran the town, government forces ordered an air strike, which killed 30 civilians. Arnett and company, barred from driving into Tenan Cingu, walked 10 miles into town to film their on-the-scene report pictured above. The U.S. embassy, responding to the coverage, is investigating the bombing.

AND THE HUNGRY SHALL BE FED.

The spectre of hunger was defeated on Saturday, June 25 by a multi-county project sponsored by WHBQ-TV to provide food for needy, hungry families. Memphis and Mid-South citizens



News anchors (l. to r.) Jim Jagers, Marge Thrasher, Nannette Baker, Gary Roedemeier.



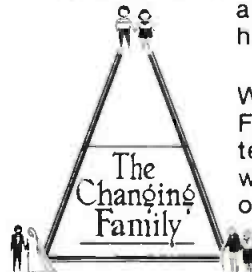
From left — WHBQ-TV Dir. of Public Affairs Sonia Walker; Memphis food Bank Dir. Virginia Dunaway; Memphis Mayor Richard Hackett; Shelby County Mayor William Morris; WHBQ-TV Vice Pres./General Mgr. Alex Bonner.



Linn Sittler, PM Magazine co-host.

responded to "Food For Families Day" with over 25 tons of food and over \$5,000 cash.

The battle against hunger was planned and coordinated by WHBQ-TV Director of Public Affairs, Sonia Walker, and conducted in cooperation with Memphis Food Bank. Hundreds of volunteers, including station employees, manned collection centers at fire stations; Federal Express provided trucks to pick up and distribute the food; and WHBQ-TV featured live reports throughout the day by news anchors and PM Magazine co-hosts. Preceding "Food For Families Day" . . . all station public affairs programs . . . THE OTHER SIDE, DIALOGUE, PRESS CONFERENCE and a prime time documentary highlighted the event.



WHBQ-TV's "Food For Families Day" was an extension of the station's widely acclaimed series on "The Changing Family".

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gress to enact voting reforms to help increase U.S. voter turnout, which often lags behind that of many Western European countries. "We have the greatest democracy in the world," he said, "but people don't seem to realize what they have."

In addition to reforms such as 24-hour voting, simultaneous poll closings and easi-

er registration procedures, Goldenson proposed that television contribute to the cause by developing, along with The Advertising Council, a persuasive ad campaign, part of which might be aimed at children to get them to encourage their parents to vote (not unlike some of the anti-cigarette commercials, aired in the 1960's, in which parents were

urged not to smoke).

The symposium was videotaped, with portions to be aired later on ABC as a documentary. Goldenson said it was his hope that the documentary would help persuade viewers of the need for voting reform and in turn put pressure on their representatives in Congress to take action. □

RTNDA examines computers and political conventions

Ed Godfrey, news director of WAVE-TV Louisville, Ky., and incoming president of the Radio-Television News Directors Association, put out the welcome mat for engineers at this year's RTNDA conference in Las Vegas (BROADCASTING, Sept. 26), and although relatively few heeded that call there was clear evidence that today's news director has a bigger choice—and budget—in equipment than ever before.

An RTNDA survey, conducted by Vernon Stone, chairman of its research committee, found 83% of TV stations and 66% of radio stations saying that news was paying its own way. News advertising revenues were up compared with the previous year at 78% of TV and 49% of radio stations. The same survey also found that news expenditures were up at 77% of TV and 43% of radio stations.

With more than 80 exhibitors to choose from, RTNDA participants had plenty of opportunity to part with some of that news budget. Godfrey pointed out that a record seven-and-one-half hours of program time was set aside exclusively for exhibition, reflecting the growing importance of that part of the conference. "We don't charge admission to the exhibits for qualified station personnel," he added.

Booth traffic reports ran the gamut—from "slow" to "excellent"—with most exhibitors appreciative of the RTNDA's scheduling and the purposefulness of the delegates.

"We don't get a lot of tire-kickers at this convention," said Anthony R. Pignoni, vice president for sales and service of Bosch-Fernseh, a television equipment manufacturer. "They come here as part of the process of making a decision. The increased news budgets have really helped give the news directors some authority in equipment purchasing."

Pignoni's firm was displaying a half-inch-format camera/recorder and editing system, although most news departments viewing the equipment said they are postponing any purchases until a standard for quarter-inch tape systems is adopted, possibly as soon as next summer. RCA was demonstrating its Hawkeye camera/recorder and Sony its Betacam camera/recorder at the conference. Company representatives said traffic was light, with most news directors apparently putting off decisions on such equipment purchases for now.

Newsroom computer systems were much in evidence at the hall, with both new and established companies demonstrating systems designed to help broadcast journalists write, file, obtain and even read stories on the air.

UPI, for example, displayed its new CustomNews programable news wire and a news computer system to be introduced early in 1984. Sales executive Ed DeLong said the computer-based system is seen "mostly as a tool for television newsrooms" and, in the case of radio, as a traffic tool for billing, program logs, affidavits and so on. The system was developed from a prototype originally unveiled at last April's National Association of Broadcasters convention. The CustomNews service allows stations to program wire printers to receive only predetermined material. The Associated Press was also demonstrating its own newsroom computer system and printers.

Present at the RTNDA conference for its second year, Telesource Communication Services of Phoenix was demonstrating its BU2 2000 newsroom computer system, which allows text editing and wire service access. Adaptation of the system to electronic teleprompters is expected next year. Telesource also offers a computer-based election reporting system. A company representative said a scarcity of general managers among the many "lookers" at the conference held down sales.

Several electronic newsroom equipment and system suppliers noted that the high cost of such systems prevents news directors alone from making purchase decisions, although one representative said news directors "are increasingly telling the engineer what they want to buy, instead of the other way around." A few news directors expressed disappointment that a scheduled session on computers for the newsroom was canceled to make room for the Thursday afternoon discussion of the implications of the Christine Craft case.

Other computer-based systems present included Newstar (offered by Colorgraphics and Integrated Technology), BASYS (displaying its News Fury system), Quanta Corp., and Boston Electronics. Mead Data Central was on hand for the first time, demonstrating its NEXIS information retrieval system. Traffic was described at most such booths as at least "fair."

Accu-Weather, a weather reporting service based in State College, Pa., introduced a new graphic service, providing customized forecasts, data, charts and other graphics through Colorgraphics Corp. and Environmental Satellite Data Inc.

There was evidence of increasing newscast specialization in programming on the exhibit floor, with more than a half-dozen satellite-delivered news or feature reporting services seeking new clients. The Sports Network, a wire service specializing in

sports, introduced last April, reported good traffic during the conference, primarily from radio. Other exhibitors remarked on a perceived downturn in the number of radio stations represented, and observers noted that the state-of-the-art newsroom display was empty much of the time. Cutbacks in travel budgets, which hit radio stations before television stations, were one explanation offered.

Programming software available included a number of new news inserts from Ivanhoe Communications, King World Productions and Alcare Communications. "News directors seem more open to the use of soft features during news," noted one exhibitor. "A couple of years ago they would hold up their hands and declare, 'Not on my newscast you don't.'" The switch in attitude is attributed to a bigger news hole, especially on weekends, and audience interest in the new product. Entertainment and consumer-oriented features appear to be popular. Viewers also seem to be demanding more and better graphics, with news directors purchasing sophisticated video effects generators to keep up with competitors in their markets, noted one exhibitor.

Another trend at the RTNDA exhibit was an increased presence of corporate and trade association personnel, offering literature and information services when news stories involve their companies. Those on hand included The Tobacco Institute, Independent Petroleum Association, Coors Brewery, Texaco and the government of Hong Kong.

Less visible than in years past were news consulting firms and outfitters of news vehicles and aircraft, although several from both businesses were on hand.

Representatives of Republican and Democratic parties outline procedures and logistics for next year's gatherings

Although the Democratic and Republican political conventions are still almost a year off, the time that radio and television stations have for preparing for their coverage is growing short, particularly if they intend live coverage from the convention centers, as many are. "Order now or forever hold your peace," was the advice one satellite transmission company representative offered radio and television news directors in Las Vegas at the Radio-Television News Directors Association's annual convention (BROADCASTING, Sept. 26).

Bruce Hough, of the Bonneville Satellite Corp., a member of a panel on coverage of the conventions, said Bonneville already has

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News for about \$35,000 per 30.

It's no secret that the network news anchors make a small fortune in annual compensation, with Rather's reported \$2 million salary being the highest. Asked by Wallace if he thought there was something "inappropriate" or "obscene" about that kind of money for the work they do, NBC's Brokaw responded, "I think that all of us find it unbelievable that the networks are paying us this kind of money... for doing a job we love doing. But they do and these are not pension funds for widows and orphans. They make a lot of money. And when they decide on our salary, that is a hard, cold business decision that they make."

Added CBS's Sauter: "If they're successful, they're worth every cent. If they're unsuccessful, it's outrageous."

ABC's Jennings said that many viewers perhaps don't fully understand the responsibilities of the anchor. "An anchorman is an editor to some extent; he's somewhat of a gatekeeper and he's looking for facts, errors. He's looking for direction on overall coverage; he's looking for comprehensibility of regional coverage." The actual broadcast is the "communicative part of the day," he said. "The other part of the day is as, if not more, important."

Wallace added that the network anchor is also expected to be an "ambassador" to local affiliates, to lend credibility and prestige to local news operations in promotional tapes. "It is that kind of hands-on stroking by the anchorman that has helped the CBS network hold onto its affiliates through some bad times," Wallace reported. "Back in 1977 when ABC had overtaken CBS in the primetime ratings, some unhappy CBS affiliates were threatening to defect. But what went a long way to keep them from jumping ship was Walter Cronkite and the news division—for his prestige was their prestige." That's one reason why the networks spend so much time and energy promoting their news anchors and why "so much nurturing goes into building the credibility of each of the three anchormen."

At one point in the program Wallace asked Reuven Frank a question that has been asked of him countless times over the course of the last several months: "Why did you go with Brokaw over Mudd?" And Frank responded in much the same manner as on previous occasions when pressed—that he acted essentially on instinct. "It just seemed to me, for reasons that are hard to specify, they are not objective reasons, [that] the future of this organization that I'm supposed to be running would be marginally better served with Brokaw. And, having been doing this kind of work for something more than three decades, I just went with my gut."

Brokaw, responding to a similar question, said: "I think it had something to do with doing two programs—one from Washington and one from New York—in the same half hour. We wanted it divided up equally. It did not work out that way. Which is too bad."

Arledge called Rather one of the few reporters with "the credentials and consistency of excellence to be a great anchorperson," in explaining his exhaustive pursuit of the CBS anchor three years ago. He added, however, that it was Rather's agent who had "come to

us well in advance and said that he [Rather] was unhappy and wasn't sure what his future was and thought he might like to come over here."

When asked by Wallace why he had "almost jumped ship" to ABC, Rather said that, in part, "it was the challenge... Part of it was the extraordinary opportunity as a professional, that what I was offered at some other places was a dream for any journalist."

At another point in the broadcast, NBC's Frank said that the *CBS Evening News* programs under Rather's command had become "softer" than those produced when Walter Cronkite was anchor and managing editor. Frank said it was his impression that "attention to what happened today as opposed to what was true yesterday is less," on the CBS program, in favor of perhaps more analytical pieces and "nice folks, and stories that presumably make people feel good."

But CBS's Sauter took exception to the notions that the network's evening news program was getting softer or putting greater emphasis on attracting an audience. "I certainly don't subscribe to that," he said. He acknowledged that the broadcast "has

changed over the last several years," but changes were "natural and appropriate. We still cover Washington with thoroughness and we have superb people there. But we try to take those stories that do have on one level a Washington locale, but to tell those stories out in the country in the context of the people who are experiencing the Washington decisions."

Toward the end of the segment, Wallace commented that Arledge had "surprised" him with some candid talk about anchoring. Said Arledge: "I think anchoring is something that, unfortunately, many times doesn't have a lot to do with journalism." Factors such as credibility, the ability to evoke trust and good looks also count, he said.

He went so far as to suggest that given the excellent journalistic skills of all three evening news anchors, their respective programs would be of better quality if they were out in the field reporting. Why aren't they, then? Arledge's answer to a similar question posed by Wallace was that even though the three are pre-eminent journalists, "they also deserve to be promoted to what is seen as the high-status role." □

ABC releases voter survey in advance of forum with Harvard

Study says more Americans would vote if reforms were made, including simultaneous poll closings, election holiday

ABC News has released the findings of a nationwide public opinion survey, done in cooperation with the John F. Kennedy School of Government at Harvard University, which the network claims indicated that voter participation could be increased by specific reforms, including easier registration, simultaneous poll closings and lengthening the period that polls are open. But the survey also indicated that no matter what reforms are enacted, significant members of Americans would still stay away from the polls.

The survey was conducted in preparation for a symposium, "Voting for Democracy," jointly sponsored by ABC and Harvard, that was held in Washington Sept.30-Oct.1.

The survey was designed to investigate the reasons for low voter turnout at the polls (only 53% of the voting population cast ballots in the 1980 presidential election) and what the public thinks ought to be done about it, if anything. ABC News interviewed more than 2,500 voting-age Americans by telephone, asking each of them 75 detailed questions concerning election procedures, political news and personal voting habits.

The response indicated that making election day a legal holiday might increase voter turnout. Half of those surveyed and categorized as "unlikely voters" said that if election day were a legal holiday, they would be more likely to vote.

The poll also indicated that 24-hour voting (with all polls closing simultaneously) was a popular reform proposal, with 70%

endorsing the concept.

ABC said that 57% of those polled said networks should be permitted to sponsor presidential debates with major presidential candidates and without the minor candidates and that 94% said that all major presidential candidates should receive equal time on the air.

The survey indicated that a majority thinks the volume of election coverage on television is about right, with only 9% saying they would like to see more. And of the 41% who said they received television or radio news projections of winners before they had a chance to vote, about one quarter said the reports made them less likely to vote.

Convention coverage is not as popular as election coverage, according to the survey. Forty-nine percent said they do not like regular programming to be interrupted by convention coverage, while 43% said they did. While two-thirds said they watched some convention coverage, less than one-third said they watched nearly all of the coverage the networks presented.

In general, the survey found, older, better-educated persons with a strong sense of political party loyalty are more likely to vote than those without those characteristics, although education is perhaps the most important factor.

The poll results made it clear, however, said ABC, that many people won't vote regardless of how many election reforms are implemented. Forty-one percent of those who said they weren't registered, explained that they "hadn't gotten around to it."

Commenting on the survey and the symposium, ABC Chairman Leonard Golden-son told BROADCASTING that it was his hope that these efforts would help persuade Con-

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Joyce also says that he and other top level executives are currently taking a hard look at the foreign bureaus as well. "Everybody does it. Periodically you stop, take stock, and re-evaluate and reassess where your people are and what kind of job they're doing and whether you have the right people in the right jobs. That's something we're very involved in right now."

His CBS experience outside New York is reflected in his present interest in the CBS News presence outside it. "The bureaus are the heart of the news organization," he says. "They are the great feeder system. It's a mistake to look at the evening news and think of it as a New York broadcast. It's not. New York is just the outlet to the nation, if you will, because the material is mostly assembled here for a worldwide organization. If you don't have the right people in the right places in the bureaus, your organization can't function successfully."

One recent development affecting CBS News that Joyce is particularly high on, was the announcement by CBS/Broadcast Group President Gene Jankowski a few weeks ago that CBS News would produce a regularly scheduled, weekly, one-hour informational program, *American Parade*, to be launched some time in 1984. *American Parade* is not just a new program. It is where all 20 of the news division's allotted prime time hours for 1984 will appear—including five election specials and the documentaries produced by the CBS Reports unit.

Joyce suggests that perhaps the greatest benefit given by *American Parade* to the

news division and perhaps the viewer as well, is that it provides "a regularly scheduled window to the world that we can count on and plan with. And that's probably the operative phrase—plan with. We can look ahead and say, 'Hey, we know what to do that week because we have that hour.'"

American Parade was not a concept that the news division sold Jankowski on. In fact just the opposite is true. "It was his idea," said Joyce. "We had done 10 prime time hours this summer (two back-to-back half-hour programs with Bill Moyers and Charles Kuralt, who together will anchor *American Parade*), and we were hoping that they would develop into something that was regularly scheduled. It was Jankowski who came to us and said, 'Look, you've done this, and I've given you a commitment for 20 hours of prime time in 1984, including election specials, and I think it would be a very good idea for you to take a regularly scheduled program hour and bring all of that together under that umbrella.'"

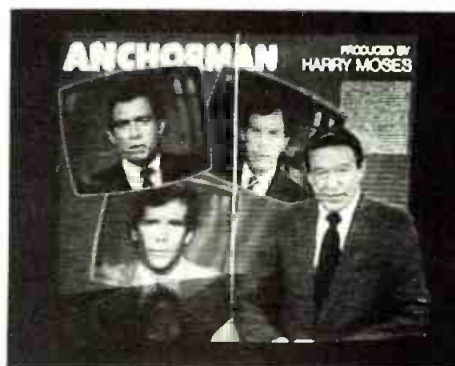
Whatever else can be said about Joyce and his new role as the head of CBS News, he can look forward to the challenge of overseeing the production of more hours of scheduled news than any of his predecessors. Last year, the news division produced more than 1,400 hours of programing, and this year that number is expected to rise to 2,000. And with an election year coming up in 1984, Joyce is almost assured that the number of program hours his division will be responsible for will increase significantly once more. □

'60 Minutes' examines news ratings race

Investigative series brings in three network anchors and news presidents for discussion of news, numbers and money in news war

CBS's *60 Minutes*—and correspondent Mike Wallace—tackled a subject close to home on Sunday, Sept. 25, airing of a segment on the stepped-up race among the network evening news programs. Conspicuously absent from the report was any mention of the expanded *MacNeil/Lehrer NewsHour*, or discussion of its impact on the news programs on the commercial networks.

Among those featured on the segment were the three current network evening news anchormen—CBS's Dan Rather, NBC's Tom Brokaw and ABC's Peter Jennings. Also appearing were the news division presidents at NBC and ABC—Reuven Frank and Roone



Arledge, respectively—and Van Gordon Sauter, who was recently promoted from president, CBS News, to a corporate position overseeing the network's news division as well as its owned and operated television stations. (Ed Joyce, second in command at CBS News under Sauter, has succeeded him as president of the news division [see page, 72]). Former NBC co-anchor Roger Mudd was invited to appear on the program but declined.

The segment focused on news as big business, the role of a network news anchor, NBC's decision to have Brokaw as sole anchor and Roone Arledge's strenuous attempts to acquire the services of Rather as anchor for ABC before Rather agreed to succeed Walter Cronkite at CBS.

Wallace reported that the network evening newscasts vie for about \$340 million in annual advertising revenue, with the winner in the ratings race "getting the lion's share." He said that if the *CBS Evening News* maintains its current lead over its competitors (for the week ended Sept. 16, Rather and company averaged a 12.6/25, nearly a three-rating-point lead over NBC, which had a 9.8/20 for the same period and close to a four-point lead over ABC which scored an 8.8/18), CBS will continue to be able to sell thirty-second spots during the newscast for about \$44,000. ABC sells *World News Tonight* for about \$37,500 per 30 and NBC sells *Nightly*



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One Up on the World

Newsman in the news at CBS

Ed Joyce, newly minted head of CBS News, has a variety of management and journalism jobs in his past to draw from and an unequalled span of prime time to air 'American Parade'

Speculation that Edward M. Joyce would become president of CBS News first arose in the latter part of 1980 when people began to wonder who was going to succeed William Leonard in that post. More than a year later, however, a colleague of his at CBS, Van Gordon Sauter, then head of the network's sports division, was appointed deputy president of the news division, with the understanding that he would succeed Leonard by early 1982, as he did. At the same time that Sauter became deputy president, Joyce was appointed executive vice president, news, and was second in command under Sauter at the division until the reorganization at the CBS/Broadcast Group announced three weeks ago which resulted in Sauter's promotion to the corporate level and Joyce's promotion to the helm of CBS news (BROADCASTING, Sept. 19).

Like his predecessor, Joyce, in addition to his news background, served for about four years as a vice president and general manager within CBS's owned and operated television stations division. Sauter served in that capacity at one station, KNXT(TV) Los Angeles, from 1977 to 1980. Joyce ran three of the network's O&O's in rapid succession—WBBM-TV Chicago from 1978 to 1980, when he left to succeed Sauter at KNXT for about a year, and then back east to run the show at WCBS-TV New York in 1981.

Before joining WBBM-TV, Joyce was vice president, news, CBS Television Stations, and for seven years before that (1970-1977) he served as news director at WCBS-TV. He joined CBS in the radio division at WBBM(AM) Chicago in 1954 as a reporter and in 1959 moved to WCBS(AM) New York where he rose to the post of director of news and public affairs. Joyce was among the architects of that station's all-news format, which debuted in 1967. One of his last assignments at the station was covering Senator Edward Kennedy's ordeal at Chappaquiddick, for which he earned a Sigma Delta Chi distinguished service award

and awards from the Society of Silurians and the New York State Associated Press Broadcasters Association.

Commenting on those years at the station level, Joyce says, in a jocular tone, that CBS "certainly enriched the fortunes of some moving companies." At the same time, however, he feels "very fortunate" to have been given the opportunity to travel and serve at various locations. "It was a very healthy and helpful experience, said Joyce. "It served as a reminder to me, someone who was born and raised in the western United States (Phoenix), that New York City was no corner on creativity and no corner on talented people."

Aside from that lesson, Joyce's years at the station level also sharpened his managerial skills, helping him prepare for the position he now holds. "Many of the principles of management are the same whether you are the news director of a television station or the general manager of the station," explains

Joyce. "A senior manager of any organization can only hope to set some standards, set some goals, and then create a climate where talented and creative people can do their best work. And when you've done all that, then and only then can you take a bow."

As the newly appointed president of CBS News, Joyce was not afforded an opportunity to respond to certain aspersions cast in the direction of the division's evening news program during a recent *60 Minutes* segment (see story, page 74). In the segment, which was reported by Mike Wallace, Joyce's counterparts at NBC and ABC, Reuven Frank and Roone Arledge, said that the *CBS Evening News* was gradually getting softer in an effort to draw a bigger audience. Joyce dismisses such innuendo as "hogwash."

"If I were competing for third place, I might make a charge like that, too," responds Joyce. He admits that over the last two years, the number of stories on the evening newscast originating from Washington has declined.

But that is the direct result of an effort by CBS News management to strengthen the organization's domestic bureaus, an effort that will continue to have high priority. "We've certainly strengthened California, Chicago, Dallas, Atlanta and Miami. And what we're seeing now is those bureaus turning out a lot of stories that were not available to the *Evening News* a couple of years ago." And the strengthened bureaus aren't just producing quantity, insists Joyce, but rather "strong, well-structured and well-reasoned stories," that demand greater consideration when it comes to deciding which pieces are allotted time within those precious 22 minutes on the newscast each evening.

"Two years ago," says Joyce, "to be very blunt, perhaps 50% of each broadcast might have automatically come from Washington." Now a story that might have a Washington connection may just as well be produced from elsewhere "because it really affects Seattle because of the impact on Boeing, just for an example. A story involving the unemployment rate might a couple of years ago have been done as a standup on Capitol Hill. Today, it's a story that will be done in Gary, Ind., or Detroit or the industrial new South.

And while the process of beefing up the network's domestic bureaus will continue,



Joyce

XEROX

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l. —adj.
bogus,
on.
real, le-
ing
ban-
swindle, hoax,
(Slang), rip off (Slang).
duplicate adj. identical, like, alike, sim-
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lent, double, twin, dual, twofold.
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duction, imitation, likeness, transfer,
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photocopy, Xerox, photostat, coun-
terfeit, counterpart, double, twin,
second, match, mate, fellow. —v.
copy, reproduce, replicate, re-
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peat, double, echo.
duplicity n. deception, double-dealing,
deceitfulness, dissimulation, hypoc-
risy, cant, insincerity, guile, artifice.
ant. straightforwardness, genuine-
ness, artlessness, openness, candor.
ly, solid, strong,

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Microdyne Corp. 201
Box 7213, Ocala, Fla. 32672
Staff: Jim Grabenstein.

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49504

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plus accounting services, financial/oper-
ational audits, acquisition reviews, allo-
cation of station purchase price, system
design, tax planning and preparation
and assistance in obtaining financing.
Staff: George Rivin, Cliff Aldrin.

Motorola 202, 04, 301, 03
1216 Remington, Schaumburg, Ill. 60195

AM stereo system. Staff: Dick Harasek,
Chris Payne, Oscar Kusisto, Jennifer De-
Palma.

**Motorola Communications
& Electronic** 2

Pam Lontos Chemin Royale

Peter Powell Associates 811
Box 10848, Eugene, Ore. 97440

Mini-BINGO, one-minute game show.
Staff: Peter Powell, Norm Clavir, Mrs.
Norm Clavir, Kep Powell, Larry Nathan.

Phillystran 607
20 Commerce Dr., Montgomeryville, Pa.
18936

Electronically transparent, maintenance
free tower guy systems. Staff: Wynne
Wister, Vincent Pappas.

Pro Audio General Store 308

Public Interest Affiliates 809
213 W. Institute Pl., Suite 204, Chicago
60610

Customized public affairs series, health
care series and crime features. Staff:

Bradley Saul, Sandra Kramer.

Radac Marketing 203

Radio Data Systems 615
69 N. 10th West, Centerville, Utah 84014

Data transmission services via FM SCA
including weather service. Staff: Joe
Meier, Brent Sylvester.

Radio Systems 710, 12

Reach Inc. 5, 6

Record-Rama 810
4981 McKnight Rd., Pittsburgh 15237

Musicmaster 45 rpm record directory*,
spin-clean record washer system*,
broadcast music service archive* Staff:
Paul Mawhinney, Colette Mawhinney.

Register Data Systems 210, 212

Sacred Heart 707
3900 Westminster, St. Louis 63108

Radio programs. Staff: Jerry Irvine,
Sarah Wortman, Nick Barr, Janet Brown.

Sony Corp. 413, 14
One Sony Park Dr., Park Ridge, N.J. 07656

Sports Network 614
3848 Sheffield Dr., Huntingdon Valley, Pa.
19006

Broadcast sports wire service. Staff: Bill
Rohrer, Will Springer.

Stoffel Seals Co. 802
68 Main St., Tuckahoe, N.Y. 10707

McGruff Crime Biter*, 1984 Olympic pro-
gram*, promotional items. Staff: Eric
Mosbacher, Evan Saxon.

3M/ITC 510, 12
3M Center, Bldg. 225-3S-05, St. Paul 55144

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Tapscan 7, 8

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3090 Oakmead Village Dr., Santa Clara, Ca-

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monitor*, FM SCA generator* and dual
SCA modulation monitor as part of FM
monitor package and IBM remote control
system. Staff: Joseph Wu, John Leonard,
Henry Wu, Dan Balfe, Darryl Parker.

TM Companies 205A
1349 Regal Row, Dallas 75247

Toby Arnold & Associates 410, 12
4255 LBJ, Suite 156, Dallas 75234

Staff: Toby Arnold, Dolly Arnold, Jim
Kerr, Norma Kerr, Chris Clausen, Caro-
line Clausen, Bill Pasha.

TTC/Wilkinson 408
5970 W. 60th Ave., Arvada, Colo. 80003

U.S. Air Force 1
RSAC/Radio, Randolph AFB, Tex. 78150

Public service syndicated country radio
show and Air Force spot disk. Staff: Pete
Franquet.

U.S. Army Reserve 708
DAAR-PA, Pentagon, Room 3E384, Wash-
ington 20310

Reel-to-reel tape spots for army, national
guard and reserve by sports celebrities.
Staff: Fran Rhodes, Gene Sexton, Larry
Fondren, George Smith.

U.S. Tape & Label Corp. 11, 12
1561 Fairview Ave., St. Louis 63132

Bumper strips, window labels and con-
cert patches. Staff: Byron Crecelius, Jes-
se Myer, Audrey Moore.

United Press International 506, 08
220 E. 42d St., New York 10017

Broadcast wire service.

Weather Services Corp. 713
131A Great Rd., Bedford, Mass. 01730

Personalized weather and sports infor-
mation services. Staff: George Stamos,
Joe Zona, Roy Reiss.

Winton Communications Group 209
9549 Koger Blvd., St. Petersburg, Fla.
33702

Programming and consulting firm with
beautiful music, nostalgia and Vegas* for-
mats*, and feature material*. Staff: Ed
Winton, Bill Dutcher, John Fennessy.

Wold Communications 205A, 205B
10880 Wilshire Blvd., Los Angeles 90024

Radio program sales for UCLA basket-
ball, 1983 Aloha Bowl and 1984 Hula
Bowl; distribution and transmission ser-
vices. Staff: Gary Worth, Clayton Pack-
ard, Ellen Kimmelman, Nell Donovan,
Woody Hubbell, Vince Walisko, Mark
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Hammond Signal 214

Harris Corp. 400
Box 4290, Quincy, Ill. 62301

Medalist console line with 8, 10 and 12 channels*, 1 kw and 5 kw AM transmitters, FM stereo exciter and other AM/FM products. **Staff:** Bob Weirather, Jack Ducart, Dan Dickey, Don Taylor, Will Bone, Curt Lutz, Jim Ariana, Ed Gagnon.

Howe Audio Productions 702, 04
3085-A Bluff St., Boulder, Colo. 80301

Audio consoles, phase chaser, phono preamps and monitor amps. **Staff:** Lee

Edwards, Jesse Maxenchs, Bob Orban, John Delantoni, Vernon Steed.

Intercassette USA 515

JAM Creative Productions 213
4631 Insurance Ln., Dallas 75205

TV spots*, jingle package*, commercial production library service and station image package. **Staff:** Jonathan Wolfert, Mary Wolfert, Fred Hardy Jr., Randy Bell.

Jefferson Data 606, 608
501 Archdale Dr., Charlotte, N.C. 28210

In-station computer and management system.

Jingle Machine 711

Johnson Electronics 306
Box 7, Casselberry, Fla. 32707

FM/SCA tuners, receivers, audio amplifiers and related accessories.

Kahn Communications 610
839 Stewart Ave., Garden City, N.Y. 11530

AM stereo system.

LEA (Dynatech) 312
12516 Lakeland Rd., Sante Fe Springs, Calif. 90670

Continuous power systems*, power line conditioners and centers, surge/transient eliminator, filtering systems and dissipation arrays for prevention of lighting strikes. **Staff:** Roy Carpenter, Peter Carpenter, David Sinn.

LPB 513, 14
28 Bacton Hill Rd., Frazer, Pa. 19355

Audio consoles, studio furniture, distribution amplifiers, compressor/limiters, turntable preamplifiers, monitor amplifiers, AM transmitters, travelers and motorist advisory broadcast system. **Staff:** Richard Crompton, Harry Larkin, Richard Burden, James Malone.

Lance Simpson & Associates 611

M.A. Kempner 10
4699 N. Federal Hwy., suite 102, Pompano Beach, Fla. 33064

Telephone poll, The Count* (automatically-answered call-counter for station promotions and giveaways), golden era jingles*. **Staff:** Marvin Kempner, Dan Kempner, Robert Grossman.

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Staff: Ray McMartin, Jay McMartin,

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trolled audio consoles, advanced air/production audio consoles, monitor amplifiers, passive RIAA phono preamplifiers and distribution amplifiers. **Staff:** David Evans, John Fernandez, Addie Fernandez, Doug Laue, Linda Laue, Kathryn Kastama, Herman Jones.

Broadcast Electronics 300
4100 N. 24th St., Box 3606, Quincy, Ill. 62305

Program automation system*, satellite program automation system, 30 kw and 5 kw* transmitters, mono and stereo audio mixing consoles and tape cartridge machines.

BSM Broadcast Systems 415
Box 8081, Spokane, Wash. 99203

Staff: Bruce Morse, Ted Hulbert, Kent Power.

**Broadcast Promotion Association
Chemin Royale**
248 W. Orange St., Lancaster, Pa. 17603

Cablewave Systems 511
60 Dodge Ave., North Haven, Conn. 06473

RF transmission systems with coaxial and aluminum cables, connectors, line components, pressurization equipment and parabolic antennas. **Staff:** William

Meola, Marjorie Barneschi, Kenneth Robinson, Douglas Proctor.

Capitol Magnetic Products 605
6902 Sunset Blvd., Hollywood, Calif. 90028
Broadcast cartridges.

CBSI 500
Box 67, Reedsport, Ore.

Staff: Steve Kenagy, Jerome Kenagy, Wes Lockard, Kathie Beeson, Barbra Simon.

Ceco Communications 16
2115 Avenue X, Brooklyn, N.Y. 11235

Transmitting tubes, receiving industrial tubes, semiconductors. **Staff:** Anthony Ianna, Hugh Mullins.

Celestial Mechanix Inc. 609
612 Hampton Dr., Venice, Calif. 90291

Staff: Ed Dale, Robert Benderson, Leah Brown, Doug Jay.

Columbine Systems 609
1620 Jackson St., Golden, Colo. 80401

Automated traffic and accounting system.

Communication Graphics 613
Box 54110, Tulsa, Okla. 74155

Bumper stickers and window decals.

Staff: Vanessa Latimer, Donna LaBonte, Rick Lawrence.

Computer Concepts Corp. 405
8375 Melrose Dr., Lenexa, Kan. 66214

Radio traffic and accounting system, music management system, total station automation, word processing and data base manager. **Staff:** Greg Dean, John Clark, Klover Schaffer, Marty Hawke, Frank Crave.

Comtech Data Corp. 211
350 N. Hayden Rd., Scottsdale, Ariz. 85257

Staff: Milt Deeever, Al Scharf, Pres Windus, Rick Cannon, Tom Christy.

Concept Productions 714
1224 Coloma Way, Roseville, Calif.

Radio formats—adult contemporary, adult rock, album rock and country—plus voiced tracked programming for automated stations. **Staff:** Dick Wagner, Mary Wagner, Rich Lee.

Consolidated Communications Consultants 406
5125 Briggs Ave., La Crescenta, Calif. 91214

Continental Electronics 207
Box 270879, Dallas 75227

50 w FM exciter with stereo generator, processor and digital disk player. **Staff:** Steve Claterbaugh, Dave Russell, Steve Schott, Dave Hultsman.

Copley Radio Network 205B

Creative Works 804
Box 176, Gladwyne, Pa. 19035

Television commercials and campaigns. **Staff:** Nancy Kocs, Jay Bigelow.

CSI Electronics 3, 4
18248 E. Rogers Cr., Boca Raton, Fla. 33431

Staff: Bernard Gelman, Saul Gelman, Bill Hoffman, Jorge Bicocchi, Jim Pinkham, Blanch Gelman, Dee Baker.

Delta Electronics 9
5730 General Washington Dr., Alexandria, Va. 22312

Dorrrough Electronics 305, 7
5221 Collier Pl., Woodland Hills, Calif. 91364

Loudness monitor and discriminate audio processor. **Staff:** Mike Dorrough, Kay Dorrough, Scott Stevens.

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FCC Chemin Royale
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Emergency broadcasting system. **Staff:** Raymond Seddon.

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Programming—Media Trends. Rosedown room. Presenter: Bob Pittman, Warner Amex Satellite Entertainment Co.

Sales—How Other Industries Sell. Melrose room. Moderator: Joseph Costello III, Gulf South Broadcasters. Panelists: George Walker, Pitney-Bowes; Larry Steanart, Xerox Corp.

Promotion—Using Your Own Airtime to Promote Your Station. Elmwood room. Moderator: Jack Gennaro, WFHR(AM)-WFRW(FM) Wisconsin Rapids, Wis. Panelists: Stephen DeWalt, KIOU(FM) Corpus Christi, Tex.; Roy Elsner, KQIP(FM) Odessa, Tex.; Bill Garcia, WFLA(AM)-WQJC(FM), Tampa, Fla.; Paul Palmer, KFMB(AM) San Diego.

Engineering—Staying Alive. Grand Salon 12. Moderator: Milford Smith, First Media Corp. Panelists: Roy Carpenter, Lightning Elimination Associates; Richard Mertz, United Broadcasting; Tom Giglio, WZLX-AM-FM Atlanta; John Lagergren, Forex Corp.; John Cullum, International Power Machines.

Cocktail party. Exhibit hall. 5:30-7 p.m.

Wednesday, Oct. 5

Registration. 8-11 a.m.

Five concurrent workshops. 9-noon. **Management—SCA Seminar.** Grand ballroom A. (Repeat of Tuesday afternoon seminar.)

Management—Management Roundtables. Small Market. Oak Alley. Discussion leader: Larry Keene, WWOC(FM) Avalon, N.J. Medium market. Rosedown. Discussion leader: Stephen Trivers, Fairfield Broadcasting. Large market. Magnolia room. Discussion leaders: John Bayliss, Charter Broadcasting.

Group Heads Rap Session. Norwich room. Discussion leaders: Bill Clark, Shamrock Broadcasting; Bernard Mann, Mann Media.

How To Live with Your Radio Spouse. Eglinton & Winton room. Panelists: Stanley Kaplan, spouse of Sis Kaplan, Sis Radio Inc.; Carol Wychor, spouse of Jim Wychor, KWOA-AM-FM Worthington, Minn.; Carol Keene, spouse of Larry Keene, WWOC(FM) Avalon, N.J.

Engineering—International Broadcasting: A Visit to the Planet. Host: Joseph Costello III, WRNO Worldwide Radio.

In the exhibit hall

The following companies are exhibiting products or services at the 10th annual NRBA convention at the New Orleans Hilton. Shown are booth number, address, staff and a description of the product or service. New offerings are indicated by an asterisk.

Allied Tower Co. 313
12450 Old Galveston Rd., Webster, Tex.
77598

Staff: Charlie White, Judy White, Richard Jessup, Cindy Jessup, Mike Lancaster.

American Data Transmission 208
15-26 215th St., Bayside, N.Y. 11360

Staff: Robert Richer, Richard Sequerra.

Antenna Technology Corp. 705
895 Central Florida Pkwy., Orlando, Fla.
32809

Earth stations.

Associated Press 805, 07
50 Rockefeller Pl., New York 10020

Broadcast wire service. **Staff:** Brent Kallestad, John Harris, Tom Robson, John Reeder, Tom Rizzo, Cliff MacGowan, So-

fia Manos, Glenn Serafin.

AT&T 801, 303
195 Broadway, New York 10007

Audiomedia Associates 409, 11
Box 29264, New Orleans 70189

Motorola AM stereo system with Nautel 1 kw transmitter and CRL stereo processor plus antennas, audio consoles, transmitters and modulation monitors. **Staff:** Corey Meyer, Don Willcox, Bill Hoelzel, Robert Surrette, Bob Richards.

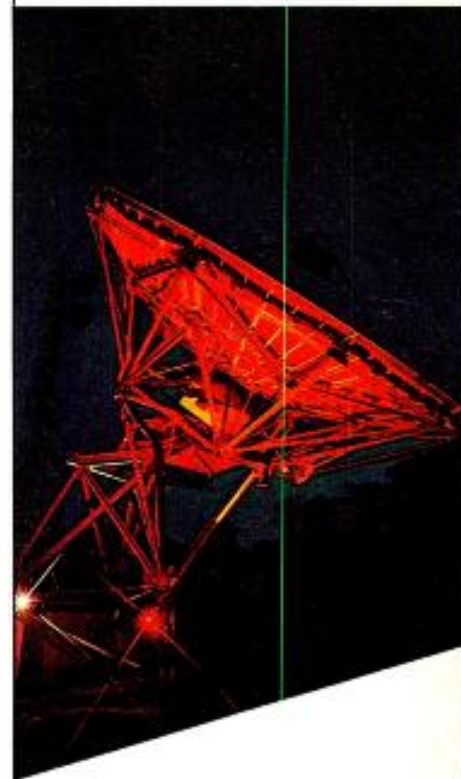
BBL Industries 309, 11

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95670

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Six concurrent workshops. 10:30-noon. *Sales—How To Make Daytimers and Other Disadvantaged Stations Profitable.* Rosedown room. Moderator: James Wychor, KWOA-AM-FM Worthington, Minn. Panelists: Tom Joyner, WISP(AM)-WQDW(FM) Kinston, N.C.; Dan Kemnitz, KNUJ(AM)-KXLP(FM) New Ulm, N.M.; Roger Swan, WLHB-AM-FM Mattoon, Ill.

Sales—Large Market Sales. Melrose room. Moderator: William Phippen, WWSH(FM) Philadelphia. Panelists: Clarke Brown, WOXI-AM-FM Atlanta; Jack Maloney, WNBC(AM) New York; Bill Sherard, WPKX(FM) Washington; Warren Bodow, WQXR-AM-FM New York.

Management—Hey, Boss! Watch How You Talk To Me. Oak Alley room. Presenter: Dr. Leonard Bornstein, Human Resource Consultants

Management—New Tech, New Profit Opportunities. Belle Chase room. Moderator: Gary Worth, Wold Communications. Moderator: Mark Foster, Microband; Stanley S. Hubbard, Hubbard Broadcasting; Dennis Waters, Waters & Co.; Ed Taylor, Southern Satellite Systems.

Promotion—Radio's Five Most Outlandish Promotions. Elmwood room. Presenter: Bert Gould, WPX-FM New York.

Engineering—FCC-Industry Engineering Dialogue. Grand Salon 12. Moderator: Harold Kassens, A.D. Ring & Associates. Panelists: James Gabbert, KTRZ(TV) San Francisco; Ogden Prestholdt, A.D. Ring & Associates; Greg DePriest and Bob Greenberg, FCC.

Luncheon. 12:30-2:15 p.m. Grand ballroom. Sponsored by Christal Co. Presentation of Golden Radio award to Walter Cronkite.

Exhibits. Open 3-6 p.m.

Tuesday, Oct. 4

Registration. Open 8 a.m.-7 p.m.

Six concurrent workshops. 9-10:30 a.m. *Sales—How To Double and Triple Your Station's Sales.* Melrose room. Presenter: Pam Lontos, Pam Lontos Inc.

Management—Docket 80-90: It's Impact, It's Implications. Belle Chase room. Moderator: Ross Reagan, KUDL(FM) Merriam, Kan. Panelists: James McKinney, FCC; Howard Head, A.D. Ring & Associates; Joe Strick, Blackburn & Co.

Promotion—National Promotion Contest. Elmwood room. Presenter: Bernard Mann, Mann Media.

Programming—Programming Trends and the Parity Problem. Jasperwood room. Presenter: George Burns, Burns Media Consultants.

Management—Computers For Everyone. Rosedown room. Moderator: Ken Maness, WJCW(AM)-WQUT(FM) Johnson City, Tenn. Panelists: Danny Brown, WGOW(AM)-WSKZ(FM) Chattanooga; Tad Fogel, WINH(AM)-WGMB(FM) Georgetown, S.C.; Jim Wood, Malrite Broadcasting.

Engineering—Satellites: The Sky Is No Longer the Limit. Grand Salon 12. Moderator: Mark McKibben, Wold Communications. Panelists: Richard Cassidy, National Public Radio; J. Walter Johnson, Modulation Associates, Mount View, Calif.; William Wisniewski, Mutual Broadcasting; P. Michael Kelly, Scientific-Atlanta.

Exhibit hall. Open 10:30 a.m.-7 p.m.

Seven concurrent workshops. 11 a.m.-12:30 p.m. *Management—Buying and Selling Stations.* Oak Alley room. Moderator: Norman Wain, Metroplex Communications. Panelists: W. Stewart Cahn, Chemical Bank of New York; David Croll, TA Associates; Robert Huefner, Arthur Anderson Co.; Dan Hayslett, Dan Hayslett & Associates; Robert Martin, Deer River Broadcasting Group.

Sales—How To Capture Regional and National Business in Small and Medium Markets. Melrose room. Moderator: John Morris, WHWH(AM)-WPST(FM) Princeton, N.J. Panelists: Gene Dickerson, KWKH(AM)-KROK(FM) Shreveport, La.; Greg Dumas, KXOR(FM) Thibodaux, La.; Martin Lessard, WOKQ(FM) Dover, N.H.

Programming—There's A Dish in Your Future. Belle Chase room. Moderator: Jonathan Hall, *Radio & Records.* Panelists: Mike McVay, Robinson Broadcasting; Ben Avery, Mutual Broadcasting; Brent Hill, WRNB(AM)-WAZZ(FM) New Bern, N.C.; Allan Stinson, NBC Radio.

Sales—Rate Card Legerdomain. Rosedown room. Moderator: Steve Edwards, KNEW(AM)-KSAN(FM) Oakland, Calif. Panelists: Bruce Blevins, Christal Co.; Peter Casella, WEEP(AM)-WDSY(FM) Pittsburgh; Fred Hildebrand, KVOC(AM) Casper, Wyo.

Management—Is Radio Really Deregulated? Magnolia room. Moderator: Thomas Schattenfield, Arent, Fox, Kintner, Plotkin & Kahn. Panelists: Henry Geller, Washington Center for Public Policy Research; Henry Baumann and Roger Holberg, FCC.

Research—Local Research. Jasperwood room. Presenter: Jhan Hiber, Hiber, Hart & Patrick.

Engineering—SCA's: Facilities Unlimited. Grand Salon 12. Moderator: Harrison Klein, Westinghouse Broadcasting & Cable. Panelists: Richard Cassidy, National Public Radio; Charlie Goodrich, McMartin Industries; Joseph Wu, TFT Inc.

Luncheon. 12:30-2:30 p.m. Grand ballroom. Sponsored by Reach Inc. Presentation by Mary Kay Ash, founder and chairman, Mary Kay Cosmetics.

Workshop. 2:30-5:30 p.m. *Management—SCA Seminar.* Versailles ballroom. Moderator: Tom McCoy, NRBA. Panelists: Ken St. John, Johnson Electronics; Steve Shapiro, Motorola; Dave Lockton, Dataspeed; Joe Meier, Radio Data Systems; Bob Richer, American Data Transmission; Jon Canaday, Reach Inc.; Tom Albright, Millidyne Inc.; Irv Joel, Schulke Radio Productions; Harold Kassens, A.D. Ring & Associates; Michael J. McCarthy, Dow, Lohnes & Albertson; Gregg Skall, Blum & Nash.

Five concurrent workshops. 2:30-3:45 p.m. *Programming—Focus Group Videotape.* Jasperwood room. Presenter: Dwight Douglas, Burkhardt/Abrams/Michaels/Douglas & Associates.

Sales—The 35-64 Audience. Belle Chase room. Presenters: Maurice Webster, The Webster Group; Dean Landsman, Landsman/Rivers Radio Services.

Sales—The Strange New World of Repts. Melrose room. Moderator: Bob Duffy, Christal Co. Panelists: Bill Burton, Eastman Radio; Ralph Guild, McGavren Guild Radio; Peter Moore, Torbet Radio; Ken Swetz, Katz Communications.

Promotion—Special Event Promotion. Elmwood room. Moderator: Scott Slade, WAYS(AM)-WROQ(FM). Panelists: Michael Byrd, KLV(AM)-KYKR(FM) Beaumont, Tex.; Janet Evans, WBTH(AM) Williamson, W. Va.; Louisa Henson, WLRS(FM) Louisville, Ky.; Dick Yancey, Yancey Marketing Corp.

Engineering—Digital: Delight or Disaster? Grand Salon 12. Moderator: Bill Sacks, Straight Wire Audio. Panelists: Bob Adams, dbx Inc.; Marc Finer, Sony Audio; Daniel Gravereaux, CBS Technology Center; David Ranada, *Stereo Review.*

Six concurrent workshops. 4-5:30 p.m. *Sales—AM Survival.* Belle Chase room. Moderator: Kent Burkhardt, Burkhardt/Abrams/Michaels/Douglas & Associates. Panelists: Phil Fisher, Mid-West Family Stations; Al Martine, WWNH(AM) Beckley, W. Va.; Ray Saadi, La Terr Broadcasting; Jim Tazarek, KTAR(AM) Phoenix; James Duncan Jr., American Radio.

Management—How To Keep Your Good People. Oak Alley room. Moderator: Gary Edens, Harte-Hanks Radio. Panelists: Bob Caron, WBLM(FM) Lewiston, Me.; Mike Crusham, WHAS(AM)-WAMZ(FM) Louisville, Ky.; Ken Gaines, KTOK(AM) Oklahoma City; Jim Peterson, The Hilliard Co.



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Sunday, Oct. 2

Registration open. 10 a.m.-8:30 p.m.

Exhibit hall open. Noon-6 p.m. Grand Salon.

Opening reception. 6:30-8 p.m. Grand ballroom.

Eight concurrent format rooms. 8 p.m. *Nostalgia.* Magnolia room. Discussion leaders: Bob Williams, WHLI(AM) Hempstead, N.Y.; Arnie Ginsburg, WXKS(AM) Medford, Mass.; Wally Clark, KPRZ(AM) Los Angeles; Stephen Godofsky, WYLF(AM) Rochester, N.Y.

Adult contemporary. Elmwood room. Discussion leaders: Richard Harker, KCNR-AM-FM Portland, Ore.; Steve Hatley, KOV-FM Albuquerque, N.M.; Sam Church, WEZS(FM) Richmond, Va.

Country. Rosedown room. Discussion leaders: Charlie Lindsey, WEZL(FM) Charleston, S.C.; Ted Stecker, WSAI(AM) Cincinnati; Rusty Walker, WZZK(FM) Birmingham, Ala.; Bob Young, KHEY-FM El Paso; Mike McGann, WRKZ-FM Hershey, Pa.; Don Bell, WSOC-FM Charlotte, N.C.

Beautiful music. Jasperwood room. Discussion leaders: Al Braud, WBYU(FM) New Orleans; Dave Verdery, WLAQ(FM) Chicago; Rob Edwards, KBIG(FM) Los Angeles; Bill Moos, WEZW(FM) Milwaukee; David Safir, KOXT(FM) San Antonio; Lee Martin, WEAZ-FM Bala Cynwyd, Pa.

AOR. Belle Chase room. Discussion leaders: Alan Sneed, WKLS-AM-FM Atlanta; Arin Michaels, KLAQ(FM) El Paso; Rick Harris, WLPX(FM) Milwaukee;

Rich Hawk, KILQ(FM) Colorado Springs; Jeff Sattler, KDKB(FM) Mesa, Ariz.; Smokey Rivers, WKDF(AM) Nashville; Oedipus, WBCN(FM) Boston; Frank Wood, WEBN(FM) Cincinnati; Steve West, KISW(FM) Seattle.

CHR/Top 40. Oak Alley room. Discussion leaders: Dan Wilson, KJYO(FM) Oklahoma City; John Young, WZGC(FM) Atlanta; Nick Bazoo, WEZB(FM) New Orleans; Randy Rice, WFMF(FM) Baton Rouge, La.; Jerry Cagle, KFRC(AM) San Francisco.

Urban. Cambridge room. Discussion leaders: Barry Richards, WAIL-FM New Orleans; Bill Chatman, KSAX(AM)-KNOK-FM Fort Worth.

News/Talk/Sports. Eglinton and Winton room. Discussion leaders: Scott Slade, WAYS(AM)-WROQ(FM) Charlotte, N.C.; Jim Taszarek, KTAR(AM) Phoenix.

Engineers' rap session. 8 p.m. Grand Salon. Moderator: Steve Brown, WCCO-FM Minneapolis.

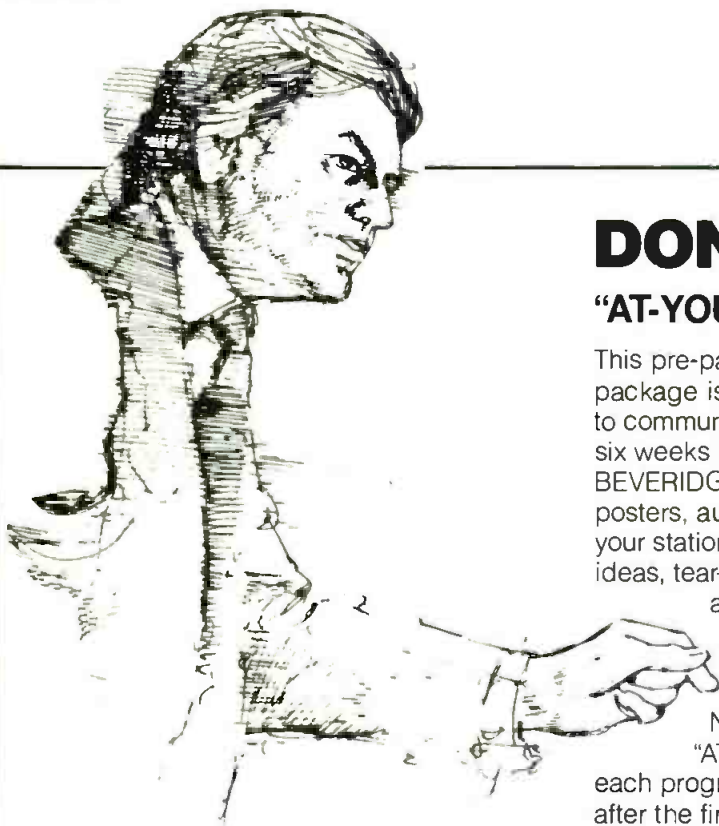
Monday, Oct. 3

Registration. 7:30 a.m.-6 p.m.

Opening session. 9:30-10:30 a.m. Versailles ballroom. Keynote address: Mark Fowler, FCC chairman.

Exhibits. 10:30 a.m.-6 p.m. Grand Salon.

Six concurrent workshops. 10:30-noon. *Sales—How To Make Day-*



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or might not be, some costs. At one point, we were talking about some very, very low figures—a quarter or an eighth percentage point, and nothing was ever written down on a piece of paper. But it would have been a long-term, nonescalatable contract. That's another of the areas that was grossly misrepresented in many ways, but that's probably out the window, too.

Frankly, I have a very pessimistic view today because of all the grief that has happened in achieving deregulation in this Congress.

We do not believe there has been meaningful deregulation from the FCC. If a new administration came along, and a new commission, it would be a horse of totally different colors. We could have a totally different view of what's going on. Whatever the courts uphold that the FCC can do, it certainly stands to reason that that same thing can be undone.

That's essentially saying that your only salvation is in the Congress.

Absolutely. Absolutely. The Federal Communications Commission was not formed to deregulate radio. It was formed to regulate radio. So Congress is the only place that we can see meaningful deregulation.

Might radio be better off with the deregulation it's gotten so far through the FCC than with this potential legislation in Congress?

Well, I am in no way ungrateful for the FCC's actions—don't misunderstand me. I am very grateful for those actions. And I am not saying that some of it isn't meaningful; I am saying that a great deal of it is also scary. What will happen in instances where a station is filed on? What is going to be the judgmental factor of that station's

having served the public interest standard?

But as I said before, some of the minor paperwork and all kinds of layers of things I am delighted not to have on our backs anymore.

There's been some recent suggestion of a federation of broadcast organizations. Do you feel that NRBA might fit within such a federation?

Tell me what you're speaking of when you say a federation.

Well, something like the United Nations, I suppose, in which a number of independent states might band together, maintaining their own sovereignty, but working together, and perhaps even with a secretary general.

I have no problem discussing that at all.

Were you to make a farewell address to the troops in New Orleans, what would you say?

Well, I would basically tell the troops that if you're a broadcaster, you must remain involved in the industry. And you must remain concerned with the future of radio and be willing to work at insuring its success. And in many instances, that means doing some things that are beyond the interest and more than the interest of an individual bottom line. One of the most important things that broadcasters have to realize is that we could have a great deal more success in legislative areas, and in all kinds of areas, if we realized our strengths and took advantage of them, better than we do. ■

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