

Broadcasting Mar 22

Custody Court



Nothing can match the drama and emotion of parents battling one another for the love of a child. Witness the enormous appeal of *Kramer Vs. Kramer*.

Now, Stewart Cheifet, who produced and

directed more than 250 episodes of *Divorce Court* and who wrote many of those episodes as well, has created a new, first-run, daily half-hour reality-based strip that captures all of the suspense and human drama of these classic struggles.

Custody Court is available for Fall 1982.

MCA TV

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51st Year '82
NATPE '82

Keeping up with the evolutionaries in TV programming

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THANKS FOR THE MEMORIES...



SINGING COWBOY, GENE AUTRY,
PURCHASES KTLA MAY 13, 1964.



COMEDIAN BOB HOPE EMCEES
FIRST TELECAST JANUARY 22



TELEVISION PIONEER & KTLA FOUNDER, KLAUS LANDSBERG, WITH
REMOTE NEWS CREW AT FIRST TELECAST OF AN ATOMIC BOMB TEST,
APRIL 22, 1952.

5

MOVIE THEATRE

WE'RE CELEBRATING OUR 35th YEAR OF LEADERSHIP IN THE WEST—FROM BOB HOPE'S INAUGURAL TELECAST TO LAST YEAR'S MOST MEMORABLE EVENTS.

JANUARY: #1 TOURNAMENT OF ROSES COVERAGE, FOR THE 6th STRAIGHT YEAR!

MAY: #1 PRIME TIME, OUR PRIME TIME MOVIE AVERAGED THE HIGHEST RATING EVER ACHIEVED BY AN INDEPENDENT IN L.A.!

JUNE: #1 EMMY AWARDS RECIPIENT, OUR 8 EMMY AWARDS WERE MORE THAN ANY INDEPENDENT HAS EVER RECEIVED IN THE L.A. MARKET IN ONE YEAR!

JULY: #1 STATION IN L.A., THE FIRST INDEPENDENT IN L.A. TO BEAT THE AFFILIATES SIGN-ON TO SIGN-OFF IN CUMULATIVE AUDIENCE!

OCTOBER: #1 PRIME TIME NEWSCAST IN L.A., NEWS AT TEN

NOVEMBER: #1 EARLY EVENING LINEUP, KTLA'S 5-8PM LINEUP BEAT ALL OTHER STATIONS MONDAY-FRIDAY!



FIRST IN 1947. FIRST IN 1982.



KTLA 5

LOS ANGELES

WHERE THE DAILY SOAPS LEAVE OFF...

SOAP WORLD

TAKES OFF!



A daily half-hour for Fall, 1982
with host JOHN GABRIEL and
New York and Los Angeles
news anchors Toni Molloy
and Chantal Westerman

Bridging the Gap Between Daytime Drama and Local News

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"Soap World" is sold to stations in the following groups: Allbritton, Capital Cities, Chronicle, Harte-Hanks, Knight Ridder and Taft. And to WBNS, Columbus; WTHR, Indianapolis; WISC, Madison; WTMJ, Milwaukee and WPEC, W. Palm Beach.

A BARRY & ENRIGHT PRODUCTION *in association with* KING WORLD PRODUCTIONS

If you missed screening "Soap World" at NATPE,
Jody is still taking calls. Phone her immediately to
schedule a private screening in our offices or yours.



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Wall to wall at NATPE ■ Reagan quarrels with, then tries to make up with the media ■ Still another compromise on cable copyright ■ All that new TV news programming

NATPE'S WEEK THAT WAS □ Walls between media disappear in Las Vegas as record number of delegates concentrate on external and internal issues affecting their futures. **PAGE 27.** PTAR uncertainty means fewer offerings for that period with programers concentrating on other time slots with soap operas and psychologist shows. **PAGE 36.** That "International" appendage to NATPE's name becomes more meaningful. **PAGE 40.** Syndicators lay their problems on the line. **PAGE 42.** Silverman extends his frontiers with Magicable. **PAGE 42C.** Fogarty talks PTAR compromise. **PAGE 42D.** Some NATPE prognostications. **PAGE 44.** Broadcaster Leonard discusses her compatibility with cable. **PAGE 45.** FCC-Hill-NAB panelists give regulatory round-up report. **PAGE 46.** Session on independent stations analyzes network-affiliate relationships, growing muscle of independents, rising program costs and value of localism. **PAGE 48.** Keynoter Baker calls on NATPE to stand firm on prime-time access rule. **PAGE 50.** FCC's Harris anticipates DBS go-ahead this summer. **PAGE 55.** Fowler's next target: 7-7-7 rule. **PAGE 56.** Bullish outlook for cable networks backed by statistics on successful operations. **PAGE 60.** NATPE bestows its irises. **PAGE 62.** Washburn defends FCC's children's programming practices. **PAGE 64.** Fairness doctrine finds one friend in Las Vegas. **PAGE 66.** NIH previews findings of study on relationship between TV and violent behavior. **PAGE 67.** Caution urged when promoting during programing sweeps. **PAGE 68.** Barter boosters extol virtues of their practice. **PAGE 68.** Las Vegas workshop looks at adversary relations of syndicators and station program executives. **PAGE 69.** Stations in markets below top 50 want to retain own programming, don't want to turn back time to networks. **PAGE 70.** Impact of new video technologies on local broadcaster put into focus. **PAGE 70.**

HEALING WOUNDS □ President Reagan strikes more conciliatory tone on news coverage. **PAGE 28.**

COPYRIGHT CONCESSIONS □ House Judiciary Committee likely to approve latest NAB-NCTA

compromise for legislation that would omit ban on broadcast-cable crossownership and open way to exempt resale carriers from liability. **PAGE 29.**

NO FREE RIDE □ Federal judge rules carrier that distributes WOR-TV New York to cable systems is liable for copyright. **PAGE 29.**

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FTC'S 'UNFAIRNESS' STANDARD □ Reauthorization hearing on Hill concentrates on extent of trade commission jurisdiction over advertising. **PAGE 32.**

PAY TV IN CANADA □ Government grants to first six licensees, two for national service. **PAGE 32.**

AM STEREO RANKINGS □ FCC releases its ratings of competing systems, even though choice is being left to marketplace. **PAGE 72.**

SUMMER LAUNCH □ ABC Radio unveils who and how of Superadio, 24-hour satellite-delivered service that starts July 1. **PAGE 74D.**

STAKING OUT NEW AREAS □ ABC News joins land rush for late-night positions with plans for interview show at midnight. **PAGE 82.**

TV DOES OWN COUNT □ In wake of FCC decision to stop collecting financial data from broadcasters, TVB issues its scorecard that shows nearly \$6.6 billion in television station time sales in 1980. **PAGE 84.**

COMPTON SOLD □ London company buys 74-year-old ad agency that billed \$227 million in broadcasting last year. **PAGE 87.**

SOUNDINGS FOR SUCCESS □ That's the service goal of Jim Kefford, president of Drake-Chenault, pioneer radio syndication and consulting firm. **PAGE 111.**

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Thanks duPont-Columbia



But we can't take full credit.

At WCCO-TV, we are gratified to have earned the highest award in broadcast journalism for "The Moore Report." These hour-long documentaries feature in-depth reporting on subjects like the growing fear of crime, the coming water crisis and the rapid rise of the new Right.

But credit for excellence must also go to our audience in the Twin Cities. After all, we've become the most watched station in Minneapolis and St. Paul* by giving viewers what they want.

And fortunately, our viewers want the best.



Minneapolis/St. Paul A CBS Affiliate  Represented by TeleRep
*Source: ARB Jan 1982 Sun-Sat, 9:00 AM-Midnight

AM stereo test

AM stereo watchers are keeping close eye on Delco Electronics. General Motors division is country's leading maker of car radios and could take lead in determining which AM stereo system becomes de facto standard. Delco plans to test five proposed systems over next few weeks using car-radio prototypes before making any decision. Neither test results nor decision will be ready for NAB convention next month.

Crowded sky

Oak Industries is putting finishing touches on direct broadcast satellite application it's about to file with hope FCC will consider it with eight DBS applications already pending. According to Chairman Everett Carter, Oak will propose direct-to-home subscription television service of no fewer than three channels. Regardless of what FCC does with application, Oak may be in DBS business before long. Carter said within next two weeks, company will probably exercise option to lease four transponders on Anik-C, Canada's high-powered satellite scheduled for launch next November. K-band transponders will be used to deliver pay TV to homes and apartment buildings equipped with earth station antennas "less than five feet in diameter," Carter said.

Casualty, replacement

Strong possibility as successor to Representative Thomas Railsback (R-Ill.) as ranking minority member of House copyright subcommittee is Representative Carlos Moorhead (R-Calif.), who was member of subcommittee during 96th Congress but left for other assignments. Railsback, who has been highly popular with broadcasters, was defeated in primary election last Tuesday (March 16) after his district was radically changed by redistricting. He has not confided plans for future, but associates predict he'll practice law in Washington.

Show biz

Cancellation rate for exhibit hall space at upcoming National Association of Broadcasters annual convention is running "higher than ever before," according to Ed Gayou, exhibit hall director, but waiting list of companies still trying to acquire space will more than fill vacancies. Most cancellations are coming from smaller companies, disgruntled with booths on low level of 211,000-square-foot Dallas Convention Center, said

Gayou, who, by restricting booth sizes, managed to squeeze space for more exhibitors (481 paid up) than crowded last year's hall at larger Las Vegas Convention Center, which held 470 exhibitors.

Revenues from this year's exhibit should easily top \$2 million. NAB raised price of space from \$8 to \$9 per square foot and for first time this year is selling exhibit hall passes to nonregistrants. Price for passes is \$25 per day with buyer required to buy at least two days' worth.

Skeptical about PTAR

Don't expect major new access shows to be developed unless syndicators receive definite word that prime-time access rule is safe. Indications that PTAR has moved to back burner at FCC haven't been strong enough yet to convince distributors that financial gamble on access is worth it, especially when profitability often takes at least year and given competition from current access shows already on air.

Absence of new access shows in this year's NATPE International marketplace (see page 36) likely could be same story again next year. Without PTAR guarantee, only motivation to develop may be if renewed access shows—such as Viacom's *Family Feud*, Group W Production's *P.M. Magazine*, Paramount's *Entertainment Tonight* or Sandy Frank's *New You Asked for It*—take sudden nosedives.

What's at stake

If FCC rejects RCA Americom's proposal to offer \$13-million, pre-paid leases on transponders for Cable Net II (see "In Brief") this week, RCA would stand to lose about \$1 million a month in forgone lease payments under current tariff, or more than \$2 million a month in forgone interest from pre-paid leases until it could come up with assignment plan acceptable to FCC. Cable Net II is scheduled to be fully operational April 1. If FCC approves RCA plan and five parties that have signed conditional transponder sales contracts can be persuaded to accept pre-paid leases instead, RCA could get \$182 million in pre-paid leases for 14 transponders it would have available.

Condemned

Resolution to permit televising of Senate proceedings (S. Res. 20) "is being swept under the rug," according to Senator Larry Pressler (R-S.D.), because "20 or 30 senior senators who can appear on TV any time they want to in a controlled situation" will not vote to break a filibuster against passage of proposal. Pressler, who appeared last Wednesday

(March 17) on Cable Satellite Public Affairs Network (C-SPAN) call-in program, said major network news reporting has helped solidify opposition to proposal by rarely venturing beyond those "20 or 30" in "Senate star system."

Senate Majority Leader Howard Baker (R-Tenn.) again postponed consideration of resolution last week, this time until after Senate has considered highly controversial regulatory reform proposal that is likely to be weeks on Senate floor.

EEO goes on

Office of Management and Budget has granted FCC extension to continue requiring broadcasters to file affirmative action reports with their renewal applications through Jan. 1, 1983. OMB last year directed commission to stop requiring reports routinely (BROADCASTING, Nov. 30, 1981). OMB originally granted FCC extension to continue requiring reports through March 31, and although FCC was slated last January to consider acceding to discontinuation of EEO reports, item was pulled after Commissioner Henry Rivera voiced strong opposition to recommendation and package of other proposals that would have weakened FCC's EEO program (BROADCASTING, Jan. 4).

FCC officials said OMB recommendation and EEO package were "low priority" and probably wouldn't be addressed again until fall.

Change of tune

There's subtle shift in strategic emphasis at National Association of Broadcasters these days. Instead of tackling competing media head-on, or throwing organizational body on tracks in attempt to thwart their progress, leadership is undertaking new effort to show broadcasters how to profit from participation in or cooperation with others in Fifth Estate. Case in point: project under way by Larry Patrick, vice president in charge of research, to ascertain what broadcasters have done or might be doing in cable and MDS.

Example of cross-pollination surfaced at NATPE conference in Las Vegas last week when Laurie Leonard, president and general manager of WMTV(TV) Madison, Wis., detailed that station's partnership with local cable system (story page 45). Forward Communications station is under direction of Tom Bolger, former joint board chairman of NAB. Leonard, with cable as well as broadcast background, was brought on to help run station while Bolger was involved with joint chairmanship.

Business Briefly

TV ONLY

Miller Brewing Co. Miller Highlife beer. Begins March 29 for 13 weeks in over 10 markets. News, sports, fringe and prime times. Agency: Backer & Spielvogel, New York. Target: men, 18-49.

Beecham Products Calgon water softener. Begins March 29 for 13 weeks in about 35 markets. Day, early fringe, fringe and late fringe times. Agency: Cunningham & Walsh, New York. Target: women, 25-49.

Hendri's Ice Cream Begins May 17 for about 12 weeks in Boston, Springfield, Mass., Hartford-New Haven, Conn., and Providence, R.I. Agency: Emerson Lane Fortuna, Boston. Target: women, 25-54.

National Pork Producers Begins this week for six weeks in 15 markets. All dayparts. Agency: Lord, Sullivan & Yoder, Des Moines, Iowa. Target: women, 18-49.

Genstar Stone Products Sakrete black top. Begins April 26 for nine weeks in 16 markets. News, fringe and sports times. Agency: Richardson, Meyers &

Donofrio, Baltimore. Target: men, 25-54.

Pere Patriache Wine. Begins May 10 for four weeks in six markets. News and fringe times. Agency: Marsteller Inc., New York. Target: adults, 18-49.

Vernell's Fine Candies Jelly beans. Begins April 5 for six weeks in eight markets. Day, early fringe and weekends. Agency: Vantage Advertising, Seattle. Target: women, 25-49.

Purex Dry detergent. Begins March 29 for five weeks in over 10 markets. Day, early fringe, fringe, and late fringe times. Agency: Carlson, Liebowitz & Olshever, Los Angeles. Target: women, 18-49.

South Carolina Electric and Gas Youth safety promotion. Begins April 19 for four weeks in about five markets. Early fringe and weekends. Agency: Wray/Ward Advertising, Charlotte, N.C. Target: children, 6-11; teen-agers, 12-17.

Gagliardi Brothers Steak-Umms. Begins March 29 for varying flights in about 35 markets. Day, early fringe, fringe,

Rep Report

WECA(TV) Tallahassee, Fla.: To Avery-Knodel Television from Seltel.

WVGA(TV) Valdosta, Ga.: To Avery-Knodel Television from Adam Young.

KIXK(FM) Dallas: To Roslin Radio Sales (no previous rep).

WLHV(FM) Hartford, Conn.: To Lotus Representatives from Cabellero Spanish Media.

WNAK(AM) Nanticoke, Pa.: To Lotus Representatives from P/W Representatives.

WACI(FM) Freeport, Ill.: To Lotus Representatives from Pates Walton.

WADB(FM) Point Pleasant, N.J.: To P/W Radio from Roslin Radio Sales.

Fenton Group (KFIV-AM-FM Modesto, Calif.; KTOM-AM-FM Salinas-Monterey, Calif. and KPLS(AM) Santa Rosa, Calif.: To Major Market Radio from McGavren Guild.

Roslin in Texas. Roslin Radio Sales, New York, has opened its sixth regional office. It is in Dallas area at 2204 Eastwood, Richardson, Tex., 75080. (214) 238-5057. Manager of new office is Roy Lambertson, formerly general manager of wzcc(FM) East Moline, Ill.

Lotus is the right position



for quality radio representation

- 8 years old and growing fast
- A young, aggressive, hard selling sales staff that fights for your national radio dollar.
- Constant communication with our stations.
- Professional, conceptual selling techniques.
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Chicago — 903 N. Wabash Ave.
Chicago, Ill. 60601/312-346-8442
Los Angeles — 6777 Hollywood Blvd.
Hollywood, Ca. 90028/213-466-8119

San Francisco — 2225 Union Street
San Francisco, Ca. 94123/415-563-3252
Dallas — 7616 LBJ Freeway
Dallas, Tex. 75251/214-960-1707

late fringe and prime time. Agency: Doyle, Dane, Bernbach, New York. Target: women, 25-54.

Hallmark Everyday cards. Begins in March for varying flights in New York, Philadelphia, Pittsburgh, Minneapolis, Portland-Poland Springs, Me., and Syracuse, N.Y. Agency: Young & Rubicam, New York. Target: adults, 25-49.

CBS Records Pac-Man. Begins in March for varying flights in Atlanta and Philadelphia. Agency: Young & Rubicam, New York. Target: teen-agers, 12-17.

Peter Paul King size line (candy). Begins in March for varying flights in Buffalo and Syracuse, both New York and Pittsburgh. Agency: Young & Rubicam, New York. Target: children, 6-11; teen-agers, 12-17; adults, 18-34.

Uniroyal Image tires. Begins in March for varying flights in New York, Washington, Baltimore, Atlanta, Minneapolis and Phoenix. Agency: Young

NOW READY TO GO THIS SEPTEMBER

THREE'S COMPANY



1. ALWAYS
IN THE NETWORK TOP 10!

• **FOR 6 SEASONS!**

(THREE'S COMPANY network repeats have retained 97% of first run audience shares!)

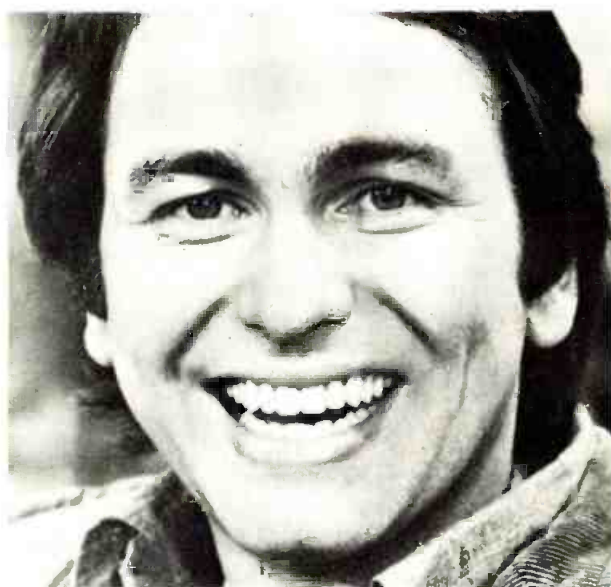
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Broad based appeal—to all ages: men, women and children. Proven programming flexibility. Daytime. Prime Time. Late Night. *Anytime.*

AVG. RATINGS TOP 25 MARKETS—ARB/NOV. 1981

TOTAL WOMEN	WOMEN 18-49	TOTAL MEN	MEN 18-49	TEENS
17	178	13.2	13.1	20



3. TOPS WITH KIDS
ESPECIALLY IN THE MIDWEST

We're big with kids at 9:00PM everywhere—and in 12 of the nation's top 50 markets located in the Central and Mountain Time Zones at 8:00PM—THREE'S COMPANY scores 56% SHARE OF ALL AVAILABLE CHILDREN 2-11!



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& Rubicam, New York. Target: men, 25-54.

RADIO ONLY

Alitalia Airlines □ Leisure travel. Begins in April for eight weeks in New York and Chicago. Agency: Calet, Hirsch, Kurnit & Spector, New York. Target: adults.

Anderson Co. □ Anco wiper blades. Begins this week for eight weeks in 20 markets. Agency: J. Walter Thompson, USA, Dearborn, Mich. Target: men, 25-54; women, 25-54.

Air Canada □ Leisure travel. Begins March 29 for five weeks in Los Angeles, San Francisco, San Diego, Miami and Chicago. Agency: McCaffrey & McCall, New York. Target: men, 25-54.

Ladybug □ Clothing stores. Begins March 24 for four weeks in four markets. Agency: Ackley Advertising, Whitehall, Pa. Target: women, 18-34.

Acapulco Restaurants □ Begins April 5 for three weeks in seven markets. Agency: Rosenberg & Co., Dallas. Target: adults, 25-54.

U.S. Postal Service □ Express Mail. Begins in March for varying flights in Pittsburgh, Washington and Phoenix. Agency: Young & Rubicam, New York. Target: adults, 25-54.

BAPTISTS IN BROADCASTING

- * Station Owners
- * Station Managers
- * Program and News Directors
- * Sales Managers
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Be a part of something exciting—
a fellowship of Baptists in
Broadcasting, joined to share ideas
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Be our guest for breakfast
during the NAB *

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Southern Baptist Radio and
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Speaker

*For Reservations: call Bonnie Wilson, (817) 737-4011

Southern Baptist Radio & Television Commission
6350 West Freeway, Fort Worth, Texas 76150

RADIO AND TV

American Dairy Association of Wisconsin □ Begins late March for eight

weeks in all Wisconsin markets, plus Chicago. Agency: CREATICom Advertising, Madison, Wis. Target: adults, 18-54.

Advantage

... and now radio. Radio has been added to New York State Department of Commerce's promotion to spur economic development throughout state. Television and print advertising kicked off "Made in New York" campaign last November, and radio schedule was added last week to run in drive time in New York, Albany, Binghamton, Buffalo, Rochester, Syracuse, Utica and Watertown. Initial flight is for two weeks and others are scheduled for April through June. Created by Wells, Rich, Greene Inc., New York, four 60-minute commercials will focus on reduction in personal income and business taxes in state; number of services offered there; stability and reliability of work force, and skills, pride and productivity of professional and clerical workers.

□

Co-op for cable. Opportunities for co-op advertising on cable television were explored in speech by Robert Alter, president of Cabletelevision Advertising Bureau, before Association of National Advertisers co-op advertising workshop in New York. He said variety of specialized programs carried on cable networks and reaching specific audience provides attractive co-op opportunities during local availabilities. Locally produced programing, he added, is another vehicle manufacturers may use to place co-op funds. Alter said he doubted there are any co-op plans in existence that now cover teletext or videotext but emphasized that there is "tremendous potential" in interactive cable for direct marketing of services. He said co-op advertiser should consider cable's multimedia capabilities with addition of program guides and direct mail functions to cable systems.

□

Christian PSA's and ads. Christian Voice, Washington-based Christian activist group, has announced \$400,000 television campaign in part to ban abortion and reinstitute voluntary prayer in public schools. Campaign will include 60-second spots starring Efrem Zimbalist Jr. and Buddy Ebsen asking viewers to "be sure your voice is being heard" and let their congressman know their pro-Christian stand on issues. Spokesman for group said most spots will run at no charge on Christian television stations but time also would be purchased on secular stations.

□

NYMRAD awards. New York Market Radio Broadcasters Association presented its Big Apple awards last Tuesday at New York's Sheraton Center. Awards pay tribute to "creative excellence" in radio commercials in greater New York area. Of 11 categories, local and national, first-place winners were: **local open** □ Levine, Huntley, Schmidt, Plapler & Beaver, for People Express Airlines with "Straight Talk"; **national open** □ Ally & Gargano for Telecommunications/MCI with "Rang Ups"; **local musical** □ John Emmerling Inc. for Reingold Beer/Christian Schmidt Brewing Co. with "Remember When"; **national musical** □ Ogilvy & Mather Advertising for Schaefer Beer/Schaefer Brewing Co. with "Gusher"; **local new advertisers** □ Calet, Hirsch, Kurnit & Spector, with "Names is on the Door," tied for first place with Ketchum Advertising/New York, for New York Airlines Inc. with "\$49"; **national new advertisers** □ Ally & Gargano for Telecommunications/MCI with "Wats on First"; **local public service** □ Herman & Rosner Enterprises, for Subway Safety/Metropolitan Transportation Authority with "Interview with a Mugging"; **national public service** □ Foote, Cone & Belding/Honig, for Forest Service-U.S. Department of Agriculture with "Blue Grass"; **local station produced** □ WPLJ(FM) for The Bank Restaurant with "Stickup"; **local humorous** □ Greenstone & Rabasca Advertising, /Dick & Bert Productions for Astoria Federal Savings with "No Go Fargo"; and **national humorous** □ Mathieu, Gerfen & Bresner for Perrier/Great Waters of France with "Lawrence of Arabia." Special award was given to Walt Kraemer Productions for Media Advertising Bureau with "Meet the Media."

□

PARBA's cautious return. For first time in more than 20 years Philadelphia market will have radio association dedicated to promoting local and national advertising there. Philadelphia Radio Broadcasters Association (PARBA), formed by more than 25 radio stations, is headed by Larry Wexler, vice president and general manager. WPEN(AM)-WMGK(FM) Philadelphia. Federal court consent decree in 1958 had blocked organization of such association, Wexler said. Members of radio/TV association in market at that time were accused of price fixing. Most stations have been reluctant to start association since then, said Wexler, until about year ago when he sent letter to court explaining his intentions for PARBA, agreeing that PARBA wouldn't violate any of consent decree's provisions. Association has plans "to run special public service campaigns designed to provide the impact of all of the member stations for the good of charitable organizations and the needy; create a personnel clearinghouse specifically designed to help qualified minorities and women to obtain employment at member radio stations and to conduct seminars so that association members can further their knowledge of the radio industry," as well as bringing new advertisers to radio.

FIRST
5 HALF-HOURS

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WILL LOVE SEEING HOW IT ALL BEGAN**



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(MAN ABOUT THE HOUSE, GEORGE & MILDRED, ROBIN'S NEST)

Now, here are the original top British comedies that became the format for America's Network and Syndication Superstar, THREE'S COMPANY.

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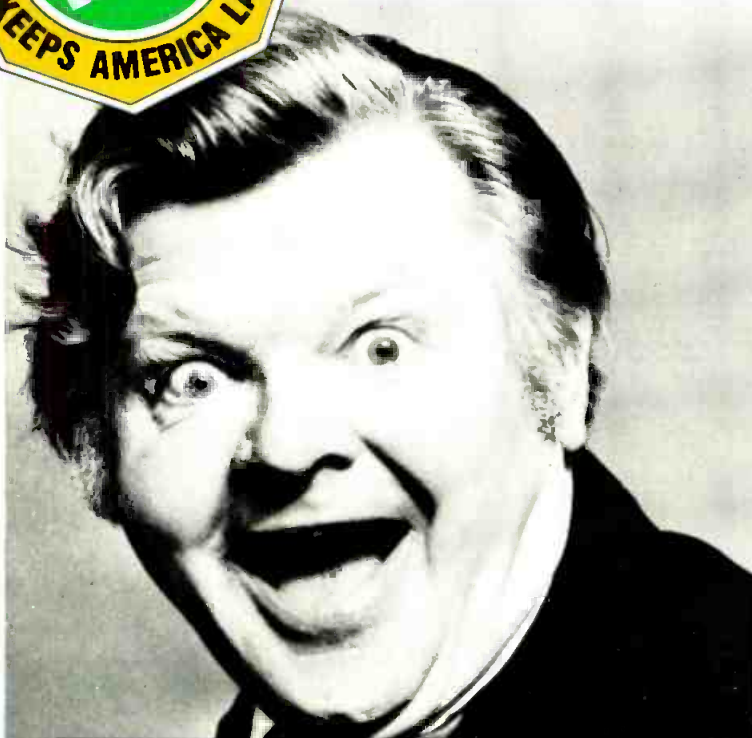
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A public relations commentary from Howard Boasberg, president, Boasberg Co., Kansas City, Mo.

Serving broadcasters with PR that's news

Madison Avenue mystique often clouds the public relations picture.

The old saying, "It isn't what you know, it's who you know," is as invalid in this business as any other. And we've found that working with national electronic media can be as effective when done from 47th and Madison in Kansas City—where our offices are located—as in New York's famous Madison Avenue.

The question is how best to attract both clients and the crucial attention of national broadcast.

Put simply, we decided to forget about the gimmickry and the often counterproductive attempt toward media hand holding, and rather to establish our agency clearly as a reliable, cooperative channel of accurate information, locally, regionally and nationally. Both the print and the broadcast media—as we well recognize—have a seemingly insatiable appetite for well targeted material, both in programing and news demands.

Our approach has been clearly demonstrated by individual staffing choices: We have always made a concerted effort to hire news-sensitive professionals with a strong journalistic background.

As a result, the resumes of public relations graduates—even those obviously extremely talented and from blue-ribbon colleges—have been passed over in favor of people who have paid their newsroom dues for several years, in print, broadcast or both.

The success we have experienced in effectively attracting broadcast interest in our clients never really varies appreciably: Find out all you possibly can about the client, ferret out the inherent news and/or programing interest (and all companies and clients seem to have some story of public interest), and do the kind of detailed research and legwork that will help to process the information for the time-pressured broadcaster. Then, once the arrangements are made, get out of the way.

That may sound simple, and of course it is. But the growth success we have realized to date is based on one premise: to help put the client before the microphone with constructive information, then to let the value of the news itself carry the weight.

Although the practice has been disparaged by some, we have found that we are most effective dealing with the broadcast personnel either: 1) individually, in person, or 2) by that wonder of technology, the telephone.

True, when we make use of the latter,



Howard T. Boasberg is president and board chairman of the Boasberg Co., a public relations firm headquartered in Kansas City. Prior to forming The Boasberg Co. July 1, 1981, Boasberg was a principal in Bernstein, Rein, and Boasberg Inc., a Kansas City advertising, public relations, and marketing agency. He was with BRB 17 years. Before that, he was with The Biddle Agency, Kansas City office, eight years, and Bowman and Block Advertising, Buffalo, N.Y., one year.

we have encountered upon rare occasions indications of slight annoyance, especially if a reporter or broadcast personality is caught on a busy day. These receptions, are in fact, exceptional.

Our reasoning is based on the impression that the news media across the country are currently battling with a growing, unparalleled paper flood. This can be tracked not only to "information overload," but also to the growth of public relations as a profession, due to increasing awareness of accurate news reporting on the part of corporations, governmental agencies, education, fund-raising organizations, and special-interest groups everywhere.

In many more cases than otherwise, when we contact broadcast people with legitimate, imaginative news and programing concepts, we find those professionals courteous and receptive. Note that using this approach does involve both expense and some element of gambling, since neither our agency nor client will have real control over what will actually reach the airwaves. That's called the First Amendment, and long may it survive intact. Some general procedural policies, however, do tend to promote positive—rather than negative—results. Working with names—and here we depend upon our constantly updated bank of media files—we put value upon getting the desired message across as briefly and succinctly as possible with the first contact.

The combination of information, thorough news releases and mailings, a professional, low-key approach to news contacts, and cautious telephone contact—sometimes necessitating several calls where a contact keeps a busy schedule—has produced impressive payoffs far beyond the toss-a-release-to-the-winds approach still being ineffectively used by far too many agencies.

To see how this has worked, we use the example of our client, H & R Block Inc. With less than four months to produce the results desired—any news stories on filing taxes after April 15 is, by and large, less than productive—we produced a comprehensive, basic press kit. It was ultimately sent to about 750 news organizations nationally.

Following the distribution of the kit, which was a basic press package conveying H & R Block Inc.'s image as a no-frills company, an intensive telephone campaign was undertaken. Over 1,400 calls were made and where specific scripts, taped cassettes and live telephone interviews were in order, these were furnished promptly.

At all times, we kept in mind both the timeliness and changing nature of information going out, informing new sources, both through news dispatches and key personal contact of any tax court cases potentially affecting their audience.

With experienced newsmen on the telephones, we typically found news editors receptive, cooperative and interested. While an attempt was made to produce results with one telephone call, our agency personnel made an extra effort to cooperate with broadcasters who found it necessary to go through their own station news channels for decisions.

What were the results?

H & R Block Inc. interviews were carried by NBC Radio News, Associated Press Radio, United Press International Audio, Copley Radio, a long list of state and regional networks, and national television talk shows, including Cable News Network and the NBC *Today Show*. National Public Radio produced a five-minute featurette on its popular *All Things Considered* newsmagazine show. By conservative estimates, the total publicity received in advertising time would have amounted to more than a half-million dollars; however, the credibility of having such extensive coverage in news exposure is, in our view, invaluable.

In short, our operations have proved that smoke blown by the Madison Avenue mystique can be cleared away by giving broadcast journalists all they really want—a solid news story.

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—**JOHN SERRAO**
President, KTRV-TV
Boise, Idaho

"The talent and wit of John Barbour (REAL PEOPLE) is evident throughout. The twins are great, concept sound and the fun everywhere. I grabbed it right away."

—**JACK MATRANGA**
President and General Manager
KTXL, Sacramento & KTMX, Denver

"A breezy combination of two classic quiz-comedy shows—'You Bet Your Life' with Groucho Marx and 'Who Do You Trust?' with Johnny Carson. The hosts—believe it or not—are a pair of dwarfs who became millionaires in real estate. And as bizarre as that may sound, it's actually funny, in the same low-to-middlebrow fashion of 'Benny Hill.'"

—**GARY DEEB**
Chicago Sun Times

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This week

March 22—*National Academy of Television Arts and Sciences* drop-in dinner. Topic: "Media Money: How Wall Street Influences the Industry," and "Is There a Gold Mine in TV's Backyard?" Copacabana, New York.

March 22—*Annenberg School of Communications* colloquium "From Print to Electronic Publishing—The Future of the Sears Catalogue." Colloquium Room, Annenberg School, University of Pennsylvania, Philadelphia.

March 22—Deadline for entries in *Corporation for Public Broadcasting's* Edward R. Murrow Award. Information: Janet Guthrie, CPB, 1111 16th Street, N.W., Washington, 20036.

March 23—*Ohio Association of Broadcasters* salute to Congress and FCC. Four Seasons hotel, Washington.

March 23—*National Video Center and Recording Studios* audio post-production seminar. National Video Center studios, New York.

March 24—*Women in Communications's* 12th annual Matrix Awards luncheon. Waldorf-Astoria, New York.

March 23—*Louisiana Association of Broadcasters* leadership seminar. Holiday Inn South, Lafayette, La.

■ indicates new or revised listing

March 24—*National Academy of Television Arts and Sciences* drop-in luncheon. Speaker: John Von Soosten, vice president, program manager, WNEW-TV New York. Copacabana, New York.

March 24—*Louisiana Association of Broadcasters* leadership seminar. Regency hotel, Shreveport, La.

March 24-25—*Alabama Cable Television Association* Citizen of the Year award meeting. Birmingham Hyatt, Birmingham, Ala.

March 24-27—National broadcasting society, *Alpha Epsilon Rho*, 40th annual convention. Statler, New York.

March 25—*Radio and Television Correspondents Association* annual banquet. Washington Hilton, Washington.

March 25—Philadelphia Cable Club luncheon meeting on "R Rated Networks—From the Suppliers Side and the Operator's View" Spectrum, Philadelphia.

■ **March 25-27**—*Women in Communications* Southwest regional meeting. Grand hotel, Houston.

March 26—*National Video Center and Recording Studios* audio post-production seminar. National Video Center headquarters, New York.

■ **March 26-27**—*National Federation of Local Cable Programers* mid-Atlantic regional workshop. Gallaudet College, Washington.

■ **March 26-27**—*National Federation of Local Ca-*

ble Programers Central states regional workshop. University of Cincinnati, Faculty Club, Cincinnati.

■ **March 26-28**—*Women in Communications* Great Lake regional meeting. Stouffer's Dayton Plaza, Dayton, Ohio.

■ **March 27**—"Cable Television: A Primer for the Professionals," sponsored by *Temple University*. Albert M. Greenfield Conference Center, Temple University, Philadelphia. Information: (215) 787-1902.

March 27—*Minorities in Cable and New Technologies* "Careers in Cable" seminar and conference. Chicago State University, Chicago.

Also in March

March 28-30—*Virginia Cable Television Association* annual convention. Sheraton Beach Inn and Pavilion Convention Center, Virginia Beach, Va.

March 28-30—*Institute for Graphic Communication* conference, "Electronic Imaging Systems." Andover Inn, Andover, Mass.

■ **March 28-April 1**—*Electronic Industries Association* spring conference. Shoreham hotel, Washington.

March 28-April 3—European and North American public television producers annual INPUT '82, *International Public Television Screening Conference*. Toronto.

■ **March 29**—*National Citizens Committee for Broadcasting* conference on proposed breakup of AT&T, "TeleConsumers and the Future." Westpark hotel, Arlington, Va.

March 29-31—Information Utilities '82 conference, sponsored by *Online Inc.* Categories of conference: hardware/media status reports; applications and marketing, and research and policy implications. Rye Town Hilton, Port Chester, N.Y. Information: Barbara Marshall, Online, 11 Tannery Lane, Weston, Conn.

March 29-April 1—*Electronic Industries Association* spring conference. Shoreham Americana, Washington.

March 30—*Advertising Club of New York* luncheon meeting. Sheraton Center hotel, New York.

March 30-April 1—*Institute for Graphic Communication* conference, "Multi-Function Work Stations." Andover Inn, Andover, Mass.

March 30-May 18—*UCLA Extension* course, "Cable Television Today: Technology, Programming, Career Opportunities," featuring guest speakers. Course coordinated by Ethel Greenfield, cable consultant. Information: (213) 825-9064.

March 31—*National Academy of Television Arts and Sciences* drop-in luncheon. Speaker: Pierson Mapes, vice president, affiliate relations, NBC-TV. Copacabana, New York.

March 31—*National Video Center and Recording Studios* audio post-production seminar. National Video Center headquarters, New York.

March 31-April 2—*Armed Forces Radio and Television Services* worldwide workshop. Huntington Sheraton, Pasadena, Calif.

March 31-April 3—*Southern Educational Communications Association* conference titled "Best Little Ideahouse in Texas." St. Anthony hotel, San Antonio, Tex.

March 31—*Advertising Research Foundation* "Key Issues Workshop on Advertising Frequency" conference. New York Hilton.

March 31—*American Advertising Federation* advertising hall of fame luncheon. Waldorf-Astoria, New York.

April

April 1—*Deadline Club, New York City chapter*, annual awards dinner. Sheraton Center hotel, New York.

Major Meetings

April 4-7—*National Association of Broadcasters* 60th annual convention, Convention Center, Dallas. Future conventions: Las Vegas, April 10-13, 1983; Las Vegas, April 29-May 2, 1984; Las Vegas, April 14-17, 1985; Las Vegas, April 20-23, 1986; Atlanta, April 5-8, 1987, and Las Vegas, April 10-13, 1988.

April 17-22—*National Public Radio* annual conference. Hyatt Regency, Washington.

April 23-29—18th annual *MIP-TV* international TV program market. Palais des Festivals, Cannes, France. Future meeting: Oct. 15-20, 1982. 19th *MIP-TV* in conjunction with *VIDCOM* (International Videocommunication Exchange).

May 2-5—*National Cable Television Association* annual convention. Convention Center, Las Vegas. Future conventions: June 12-15, 1983, Houston; May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas, and May 15-18, 1988, Las Vegas.

May 4-8—*American Women in Radio and Television* 31st annual convention. Hyatt Embarcadero, San Francisco. Future meetings: May 3-7, 1983, Royal York, Toronto; May 1-5, 1984, Renaissance Center-Westin, Detroit; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

May 10-13—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 16-18—*NBC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 23-26—*CBS-TV affiliates* annual meeting. Nob Hill Conference Complex, San Francisco.

June 6-9—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* fifth annual seminar. St. Francis hotel, San Francisco. Future seminars: June 22-26, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas, and 1985, Chicago.

June 24-27—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Crystal City Hyatt, Arlington, Va.

July 19-21—*Cable Television Administration and Marketing Society* annual meeting. Hyatt

Regency, Chicago.

Sept. 9-11—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta. Future Eastern shows: Aug. 25-27, 1983; Aug. 2-4, 1984, and Aug. 25-27, 1985, all at Georgia World Congress Center.

Aug. 29-Sept. 1—*National Association of Broadcasters* Radio Programming Conference. New Orleans Hyatt.

Sept. 12-15—*National Radio Broadcasters Association* annual convention. Reno. Future conventions: Oct. 2-5, 1983, New Orleans, and Sept. 23-26, 1984, Kansas City, Mo.

Sept. 12-15—*Broadcast Financial Management Association* 22d annual conference. Riviera Hotel, Las Vegas. Future conference: Sept. 25-28, 1983, Hyatt hotel, Orlando, Fla.

Sept. 18-21—Ninth *International Broadcasting* convention. Metropole Conference and Exhibition Center, Brighton, England.

Sept. 30-Oct. 2—*Radio-Television News Directors Association* International conference. Caesars Palace, Las Vegas. Future conferences: Sept. 22-24, 1983, Las Vegas, and Dec. 3-5, 1984, San Antonio, Tex.

Nov. 7-12—*Society of Motion Picture and Television Engineers* 124th technical conference and equipment exhibit. New York Hilton, New York.

Nov. 17-19—*Western Cable Show*. Anaheim Convention Center, Anaheim, Calif.

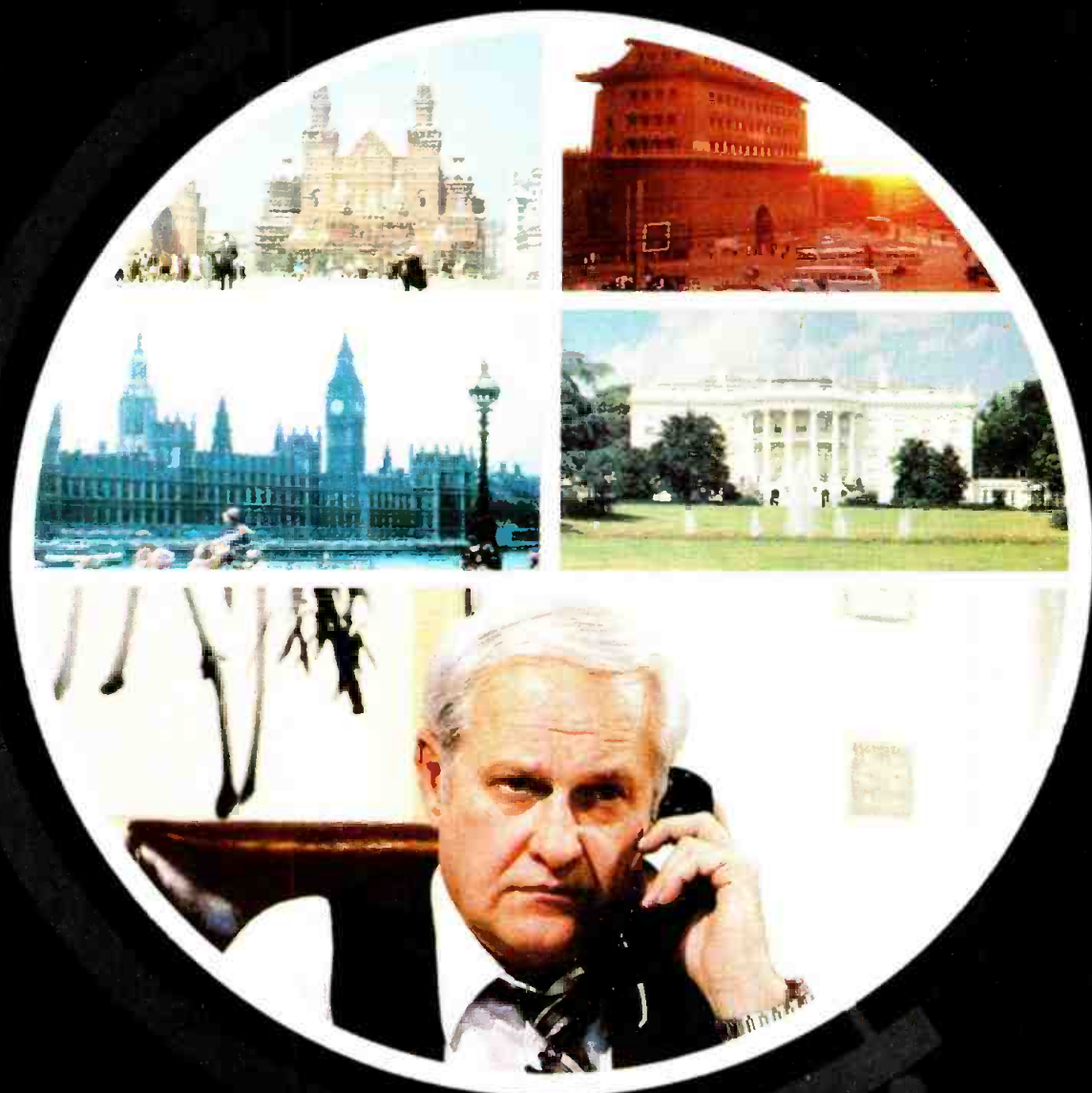
Nov. 17-19—*Television Bureau of Advertising* 28th annual meeting. Hyatt Regency, San Francisco.

Jan. 30-Feb. 2, 1983—*National Religious Broadcasters* 40th annual convention. Sheraton Washington, Washington.

Feb. 6-9, 1983—*Association of Independent Television Stations* (INTV) 10th annual convention. Galleria Plaza hotel, Houston.

■ **March 18-23, 1983**—*National Association of Television Program Executives* 20th annual conference. Las Vegas Hilton. Future conferences: Feb. 12-16, 1984, San Francisco Hilton and Moscone Center, San Francisco.

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From comedy to drama, Broadway to Bestsellers, **VOLUME III FOR THE 80'S** has something for everybody!



COLUMBIA PICTURES TELEVISION

April 1—Deadline for entries in *National Cable Television Association Awards* for Cablecasting Excellence. Information: Anne Herron, (202) 775-3611.

April 1-2—*Global Village's "New Media Series: Cable Television."* Global Village headquarters, 454 Broome Street, New York, (212) 966-7526.

■ **April 1-3**—*International Association of Satellite Users* annual Satellite Communications Conference and Exposition, Satcom '82, Hyatt Regency Dallas at Reunion, Dallas.

April 2—*International Radio and Television Society* Gold Medal anniversary banquet. Norman Lear named to receive Gold Medal. Waldorf-Astoria, New York.

April 2-3—*Radio-Television News Directors Association* region six and *AP Broadcasters Association* joint meeting. Holiday Inn, Hastings, Neb.

■ **April 2-3**—*National Association of Black Owned Broadcasters* 6th annual spring conference. Amfac hotel, Dallas, Information: Jim Winston, NABOB, 1737 H St., N.W., Washington 20006; (202) 463-8970.

April 2-4—*California AP Television-Radio Association* 35th annual convention. Miramar hotel, Santa Barbara, Calif.

April 3—*Association of Maximum Service Telecasters* special meeting of board of directors. Fairmont hotel, Dallas.

April 3—*New Jersey AP Broadcasters Association* spring meeting. Trenton State College, Ewing Township, N.J.

■ **April 3-4**—*American Bar Association and National Association of Broadcasters* seminar, "Representing Broadcasters in a Changing Business and Regulatory Environment." Amfac hotel and Dallas Convention Center, Dallas.

April 4—*Association of Maximum Service Telecasters* 26th annual membership meeting. Convention Center, Dallas.

April 4-7—*National Association of Broadcasters* 60th annual convention. Convention Center, Dallas.

April 4—*UPI broadcasters of Iowa* annual meeting. Gateway Center hotel, Ames.

April 5—Seminar on "Cable Television Franchising and Refranchising" for city/county cable TV officials, sponsored by *Community Telecommunications Services*, nonprofit consulting organization. Communications Media Center, New York Law School, New York. Information: Lesley Page-Brown, (212) 683-3834.

■ **April 5**—*National Academy of Television Arts and Sciences*, New York chapter, dinner. Hotel Pierre, New York.

April 5—Deadline for applications for *Academy of Television Arts and Sciences* annual student summer internship. Information: Michael Llach, 4605 Lankershim Boulevard, North Hollywood, Calif., 91602, (213) 506-7880.

April 5—*Association of Maximum Service Telecasters* engineering breakfast. Adlophus hotel, Dallas.

April 5-7—*Community Antenna Television Association* basic CATV technical training seminar. Ramada Inn North, Oklahoma City.

April 6—*New York Women in Film* seminar, "The TV Executive: Her Move Up and Yours." American Management Association, New York.

■ **April 6**—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speaker: Jim Spence, senior vice president, ABC Sports. Copacabana, New York.

April 6-7—*U.S. Telecommunications Suppliers Association* seminar on "The Legal Realities of Antitrust, Patents, Trademarks and Licensing." Hyatt O'Hare, Chicago.

April 6-8—*North Central Cable Television Association* annual convention. Amway Grand Plaza hotel, Grand Rapids, Mich.

April 7-10—*International Television Association* 14th annual conference, "Video Horizons." Loew's Anatole hotel, Dallas.

April 8—*UPI New England's* 26th annual Tom Phillips Awards for excellence in broadcast journalism. Speaker: Ted Turner, Turner Broadcasting System. Sheraton-Lincoln Inn, Worcester, Mass.

April 9—*Radio-Television News Directors Association* region six meeting concurrent with 10th annual broadcast journalism seminar held by William Allen White School of Journalism. University of Kansas, Lawrence.

April 9-10—*Black College Radio's* fourth annual black college radio conference. Paschal's hotel, Atlanta.

April 12—*Academy of Television Arts and Sciences* luncheon. Speaker: Thornton Bradshaw, RCA chairman. Century Plaza hotel, Los Angeles.

■ **April 12**—*New York chapter of Women in Communications* luncheon. Speaker: Tom Brokaw, NBC-TV. Waldorf-Astoria, New York.

April 13—*Southern California Cable Club* luncheon meeting. Sheraton La Reina, Los Angeles.

April 14—*International Radio and Television Society* newsmaker luncheon. Speaker: Daniel Ritchie, president and chief executive officer, Westinghouse Broadcasting. Waldorf-Astoria, New York.

April 14-19—*Pennsylvania Association of Broadcasters* spring convention. Loew's Bermuda Beach hotel, St. George's, Bermuda.

April 15—Deadline for entries in *International Radio Festival* of New York for achievement in radio programming, advertising and promotion. Information: International Radio Festival, 251 West 57th Street, New York, 10019.

April 15-17—*New Mexico Broadcasters Association* annual convention. Speaker: FCC Commissioner Henry Rivera. Sheraton Old Town Inn, Albuquerque, N.M.

April 16—*UPI-New York State Broadcast Awards* banquet. Windows on the World, New York.

April 16—*Northeastern University*, journalism department, conference on telecommunications and First Amendment. Ell Student Center, Northeastern University, Boston. Information: Bill Kirtz, (617) 437-3236.

April 16—*New Jersey Broadcasters Association* 36th annual spring managers' conference. Rutgers University, New Brunswick, N.J.

April 17-22—*National Public Radio* annual conference. Hyatt Regency, Washington.

April 19—*Florida Association of Broadcasters* "Broadcasting Day." University of Florida, Gainesville, Fla.

April 19-20—*West Virginia Broadcasters Association* spring meeting. Canaan Valley State Park Lodge, Davis, W. Va.

■ **April 19-20**—*New York State Cable Television Association* management conference. Albany Hilton, hotel, Albany, N.Y.

April 20-21—*New York State Broadcasters Association* 28th annual meeting. Hilton hotel, Albany, N.Y.

April 20-22—*Advertising Research Foundation* fourth annual business advertising research conference and fair. New York Hilton.

■ **April 21**—*Southern California Broadcasters Association* 10th annual Radio and Television Career Awareness Day for Minorities and Women. California Museum of Science and Industry, Exposition Park, Los Angeles.

April 23-25—*Alabama AP Broadcasters Association* annual meeting and awards banquet. Lake Point, Lake Eufaula, Ala.

April 23-29—18th annual *MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

April 24—*Radio-Television News Directors Association* region one meeting. Red Lion Inn, Jantzen Beach, Ore.

April 24—*Radio-Television News Directors Association* region 14 meeting. Reitz Union Building, University of Florida, Gainesville, Fla.

April 24—Fifth annual *Great Lakes Radio Conference*. Moore Hall, Central Michigan University, Mount Pleasant, Mich. Information: (517) 774-3852.

April 24—*White House Correspondents Association* annual dinner. Washington Hilton hotel.

April 24—"Cable Television Programming: The Future Is Now," presented by *UCLA Extension*, Department of Business and Management. Bonaventure hotel, Los Angeles.

April 24—*New York State AP Broadcasters Association* joint seminar with AP newspaper members. Sheraton-Airport Inn, Albany, N.Y.

April 25-27—*Minnesota Association of Broadcasters* spring meeting. Thunderbird motel, Bloomington, Minn.

April 26—Deadline for applications for *Society of Broadcast Engineers's* certification examinations. Information: SBE, P.O. Box 50844, Indianapolis, 46250.

April 30—*New Jersey Broadcasters Association* program and news seminars. Cherry Hill Inn, Cherry Hill, N.J.

April 30-May 1—*Society of Professional Journalists, Sigma Delta Chi* region two conference, featuring Distinguished Service Award. Keynote speaker: William Small, former president of NBC News. Williamsburg, Va.

April 30-May 2—*Illinois News Broadcasters Association* spring convention. University Inn, Champaign, Ill.

April 30-May 2—"MDS—For the 80's and Beyond" seminar sponsored by *Dorason Corp.*, company involved in creative financing and leasing for telecommunications ventures. (Seminar concurrent with National Cable Television Association convention.) Aladdin hotel, Las Vegas.

May

May 1—*Georgia AP Broadcasters Association* annual meeting and awards banquet. Omni International, Atlanta.

May 2-5—*National Cable Television Association* annual convention. Convention Center, Las Vegas.

May 3—Deadline for entries in fifth annual Communications Excellence to Black Audiences (CEBA) Awards, sponsored by *World Institute of Black Communications*. Information: Terrie Williams, WIBC, 10 Columbus Circle, New York, N.Y., 10019.

May 3-7—*Community Antenna Television Association* advanced CATV technical training seminar. Best Western Thruway House, Albany, N.Y.

May 4-8—*American Women in Radio and Television* 31st annual convention. Hyatt Embarcadero, San Francisco.

May 5—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Pierre hotel, New York.

May 6-8—*California Public Broadcasting Commission* conference, "Taking a Lead in the New Frontier: Minorities and Telecommunications in California." Davidson Conference Center, University of Southern California, Los Angeles.

May 7-8—*Florida AP Broadcasters* annual convention. Hilton, Tallahassee, Fla.

May 7-9—*Texas AP Broadcasters* annual convention. Hyatt Regency, Austin, Tex.

May 8—*Radio-Television News Directors Association* Region 13 meeting, with Virginia AP Broadcasters Association. Fort Magruder hotel, Williamsburg, Va.

May 10-13—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 11—*Southern California Cable Club* luncheon meeting. Sheraton La Reina, Los Angeles.

May 14—*Foundation for Accounting Education* Entertainment and Sports Industries Conference. Topics include accounting for motion picture companies, broadcasting, cable television records and music and sports. Sheraton Center, New York.

May 14-16—*Pennsylvania Associated Press Broadcasters Association* annual convention. White Beauty View Resort, Lake Wallenpaupack, Pa.

Errata

Mark Pierce, new VP-general manager, WCSC-TV Charleston, S.C., had been news director at WTHR-TV Indianapolis, not WCSC-TV as reported in "Fates and Fortunes" March 15.

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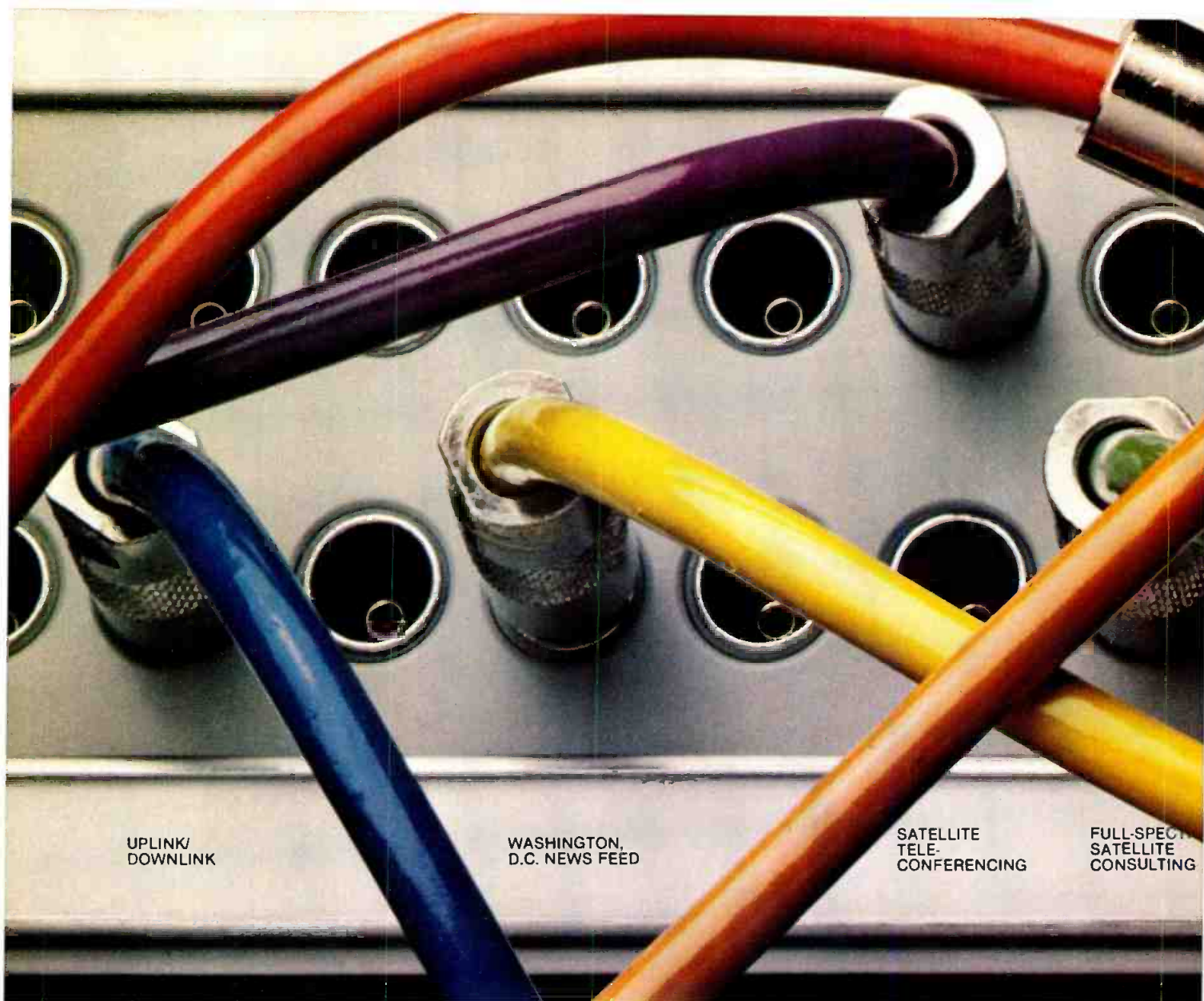
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*U.S. Patent 4,225,751. Other U.S. and foreign patents pending.

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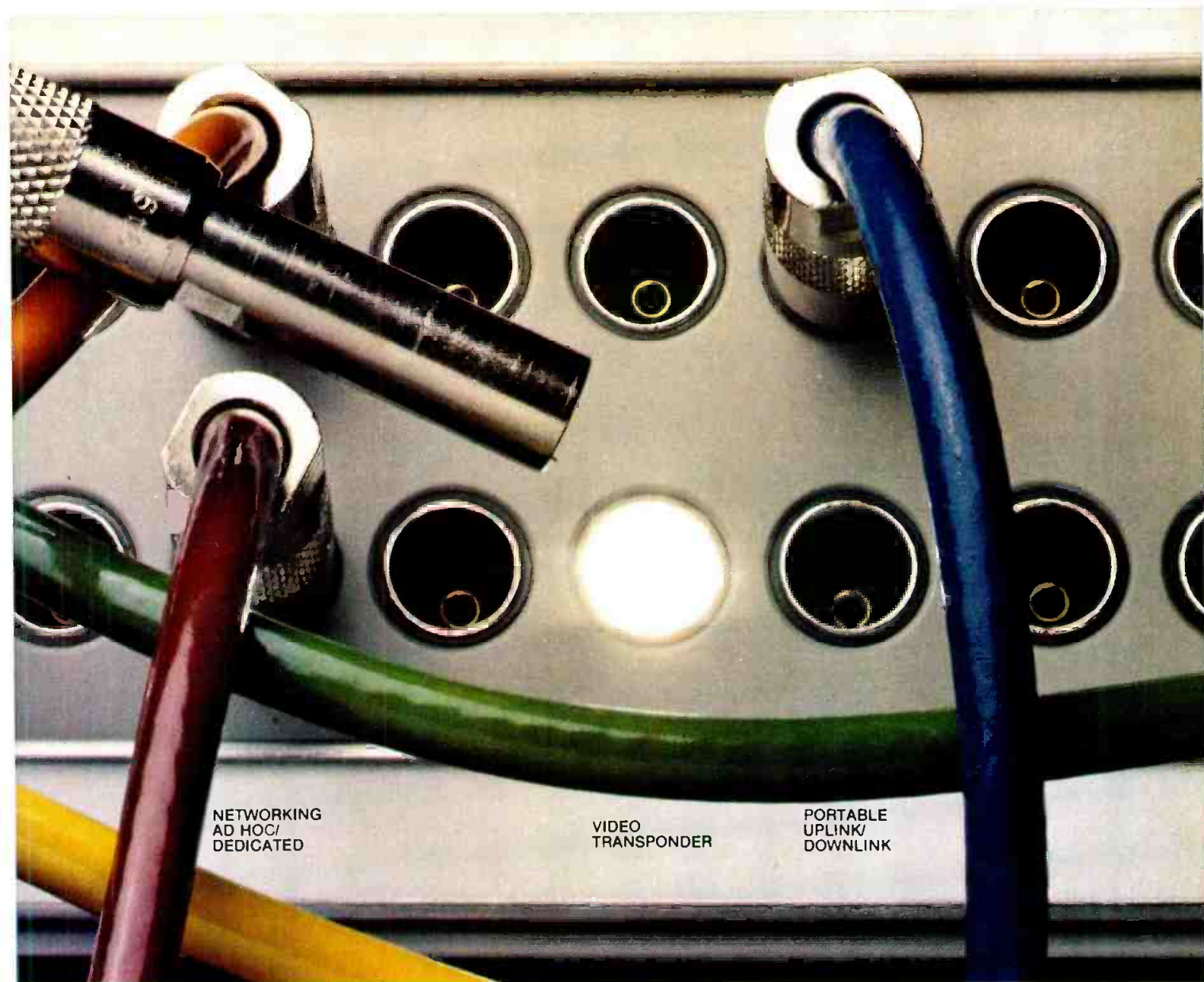
Networking Services can distribute your TV or radio program, live or recorded, ad hoc or on a dedicated basis, to any number of receiving sources anywhere. The system is ideal for sports programming, program syndication, and news distribution.

Satellite distribution assures

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Open Mike

Not fair

EDITOR: Re your glowing report on the NHK/CBS high-definition television demonstration (BROADCASTING, March 1): I too attended the "show" in Washington and feel bound to point out what may have been overlooked in the enthusiasm.

1. The side-by-side TV monitor comparison was somewhat biased. The NTSC monitors were not perfectly adjusted; while they probably looked as good as they would in the average home, they did not show NTSC's full capabilities.

2. The NTSC projector was out of adjustment, at least during the viewing I sat through.

3. I found it most disturbing the comparison wasn't limited to picture quality; after all that's what the demo was all about. Instead our aural senses were bombarded by what was referred to as "the sound of HDTV."

A very expensive stereo system was employed for the audio and good stereo was heard during the parade "footage." But it was forgotten that the NTSC system is fully as capable of stereo. At the very least the same "marching" band audio dubbed onto the HDTV tape could have been used with the NTSC picture. At least the overall comparison would have been a lot fairer. We're all human, and a TV picture with full-blown stereo sound is going to be more impressive right from the start.

4. The HDTV picture looked very good on the one properly adjusted projector. I join those who compare it favorably with 35mm film. However, for the given angular field of view typical in most home environments I question how much difference the average viewer is going to notice. It was interesting to note there were no side-by-side comparisons using smaller TV screens of the size typically found at home.

There's no doubt HDTV has a future in large-screen systems for theater and group viewing, but I wonder just how many folks would invest what will be a considerable amount of money to obsolete the several TV sets in their homes when they're not likely to see such a dramatic change on those smaller sets.—*Mark Durenberger, director of technical development, Hubbard Broadcasting Inc., St. Paul.*

Editor's note. Hubbard is an applicant for a direct-to-home satellite broadcasting service using current standards. CBS, also an applicant, has proposed reserving the DBS frequencies for high-definition TV.

Applause

EDITOR: In the audience for the annual Jesse H. Neal Awards ["In Brief," March 8] I was delighted, really delighted, to learn that Sol Taishoff was receiving the

prestigious and impressive Crain Award. Nobody ever deserved the Crain Award more, or fitted so well the standards for which the award was intended.—*Bert Peller, vice president, J. Walter Thompson USA, New York.*

Still in the fray

EDITOR: Belar has not quit the fight [for acceptance of its AM stereo system]. As BROADCASTING stated [in the March 8 and 15 issues], there are tens of millions of dollars at stake in royalties to the ultimate "winner." This may be true of the four other proponents—Harris, Kahn, Magnavox and Motorola—but is not true of the Belar AM-FM system. There is not one penny of royalties in it for Belar or anyone else. This is a decided advantage to the receiver manufacturers.

Belar has always maintained that AM stereo was and still is a receiver ballgame. The AM stereo systems tested by NAMSRC (National AM Stereophonic Radio Committee)—Belar, Magnavox and Motorola—were relatively close in performance. All three had *operating*, composite receivers to demonstrate off-air performance. The two systems that were not tested by NAMSRC or tested jointly with other systems—the Kahn and Harris systems—do not, to Belar's knowledge, have a properly operating, consumer acceptable composite receiver.

The function of AM stereo is to be received and enjoyed by the consumer. It is not to be a play toy for the broadcaster or an ego-booster for the program director. In a given area, say Chicago or New York, \$100,000 will buy AM stereo systems for eight radio stations. Each of these two markets could generate in excess of one-quarter billion dollars in receiver sales. It is Belar's opinion that those receiver manufacturers who participate in AM stereo will take a very careful look at the five systems again. The wrong system choice or choices, could cost them tens of millions of dollars. The bottom line is, will \$200,000 spent by radio stations in New York and Chicago for AM stereo systems, control in excess of one half billion dollars of receiver sales? We do not feel that you have to be a Wharton school graduate to know that answer.

To sum it up, if and when the receiver manufacturers want the Belar system, we will be ready and willing to produce it. In the meantime, we will participate in the marketplace decision by making any equipment that we are able to make for the various AM stereo systems. And we will manufacture this equipment to the highest technical standards to give AM a stereo every change of succeeding.—*Arno Meyer, president, Belar Electronics Laboratory, Inc., Devon, Pa.*

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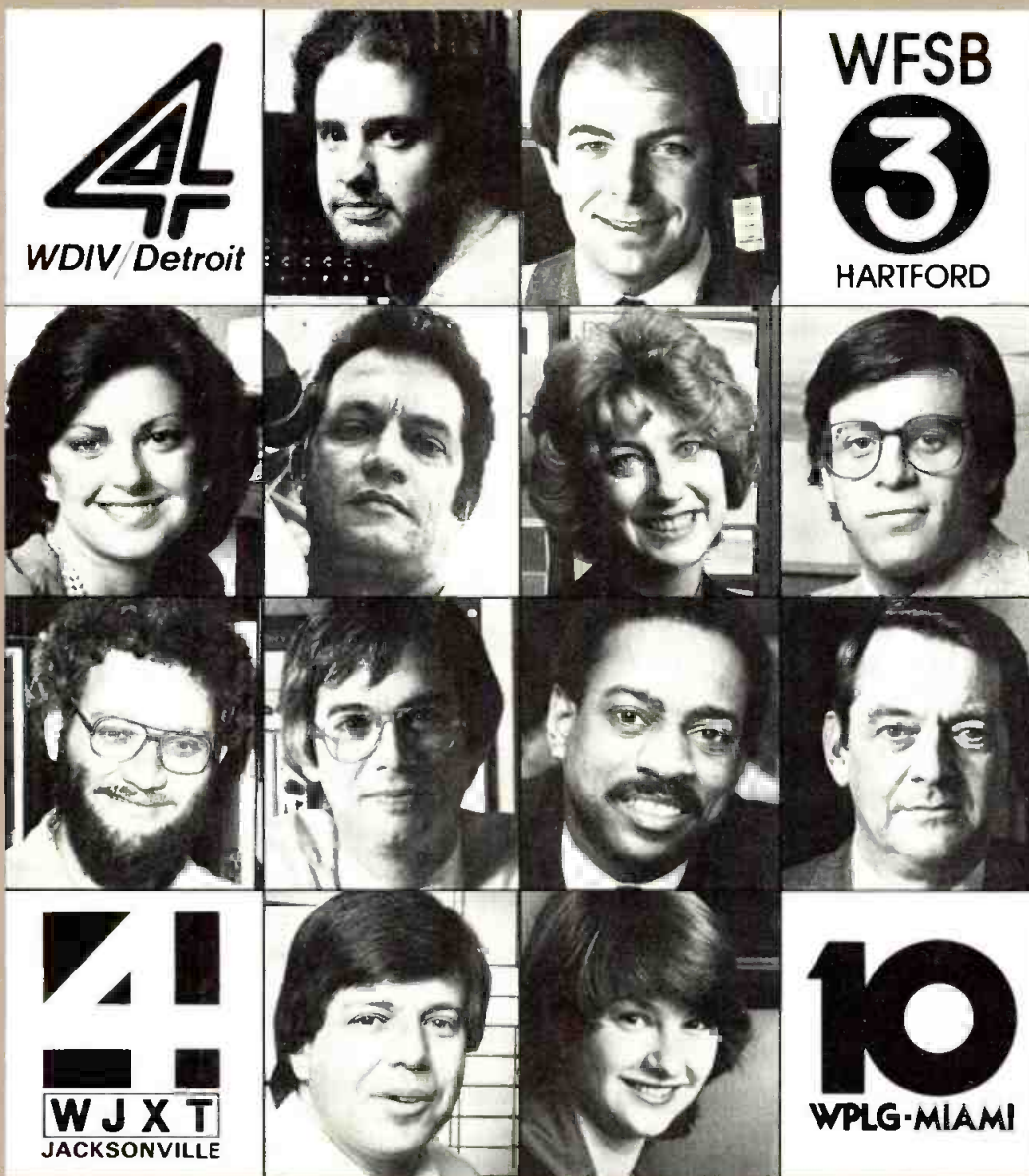
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ANDY
GREENSPAN
Reporter
WJXT

"This station stands for something special. You're always trying to live up to a tradition here. This is the station that uncovered Judge Carswell, that uncovered massive corruption in Jacksonville in the mid 60's. We have the reputation of being hard-hitting. When you work here, you're achieving not only for yourself, but you're trying not to let tradition down."

WJXT outrates all competition in its 5 station market, sign-on to sign-off (35 share), Eyewitness News at noon (64 share), at 6 (51 share), and at 11 (48 share). (ARB. Nov. '81)



AMY
McCOMBS
Vice-President
General Manager
WDIV

"I came to this company because I believe in what it stands for. I'm able to contribute, to be challenged, to grow myself. And I'm not sure there are many companies that do that. Most companies put you in a slot and leave you there. Despite our enormous investment in hardware, technology, we still realize that the most important element that makes the difference is people. If these people are growing, then we are growing as a company."



GORDON
KING
Executive Vice
President
Business
Affairs,
Post-Newsweek
Stations

"When I came into this business, thirteen years ago, it was pretty tough to get out of the way of the money coming in. And you really didn't need anybody except to put it in the bank and write checks once in a while. Nobody needed any advice. Now, this business is becoming increasingly affected by what goes on "out there" in the economy and in the competitive marketplace. For people in the business area of the business, our efforts are more needed and, hopefully, better appreciated. At PNS, we don't suffer from any lack of appreciation."



CHARLES
DUNBAR
Production
Manager
WPLG

"I started at WJXT as camera operator and worked up from there. This is my 13th year with the company. I can't really look at it as just another job. There is no way you can spend this amount of time with these people and go home at five o'clock and forget it. It goes home with you. It's like family. I'm proud to be part of it. I plan to spend my life with Post-Newsweek. I haven't seen any greener grass out there. There is no way I can put into words the enjoyment I get out of it."



RON
SACHS
News
Assignment
Editor
WPLG

"I was born and raised in this town. I was a *Herald* reporter for five years, editor of *Miami* magazine for two years and a speech writer for the last governor. Nobody really covers local news like Channel 10 does. Being a journalist, I decided that if I was going to move into television, I'd rather do it here than anywhere else in Miami."



SUE
DOWNS
Operations
Manager
WFSB

"In a lot of places, operations departments are looked down on. Oh, they're the little clerks that push the pencils. They're not really in broadcasting. I've had people tell me that. That is not the case in this company. I honestly feel that my input is as highly regarded as anybody's around here. You can sit and talk to these people. They are good people to learn from. It's a hell of a company to work for. They mean what they say!"

In February, 1982, out of 6,201 commercials aired on WFSB, the total number of discrepancies was held to 4, just over 6/100ths of 1%.



BOB WARFIELD
News Director
WDIV

The most important thing about this station is we've got momentum. We've got confident, competent people in every area. People of like and better abilities that complement and challenge you. That's what brought me in here. You have to be the best in what you do around here."

In January, '79, WDIV was tied for last place in ratings and 4th in share, 4-8 PM. In January '82, WDIV was tied for first place in ratings and share, 4-8 PM. The ratings increased 40%, the share 37%. (ARB Jan. '79, Jan. '82)



MARRY SCHLEGEL, Photographer
MARCI REITMAN, Reporter
EUGENE MOORE, Soundman
NS Washington News Bureau

MARRY: "It's impressive that the company has made this effort with the stations and the News Bureau to put together a top notch operation. They're really dedicated!" **RUGENE**: "The Bureau is sort of an enigma to networks and other groups. There is something happening at Post-Newsweek. They can't put their finger on it." **MARCI**: "We've got good vibes." **RUGENE**: "... And strong sense of belonging." **MARCI**: "Like the night of the plane crash in the Potomac. Everybody was totally involved. A team. Contributing to the story."



HARVEY MARS
Director of Broadcast Operations
WFSB

"This station is looking out for its community, and there is always going to be a place for that in local TV. When there are a hundred channels on the television set, they're still going to know channel 3."



DEBBIE NORTON
Development Associate
Post-Newsweek Productions

"What I like about Post-Newsweek is that they're willing to take a shot at all the new avenues. We've got **AGRONSKY & COMPANY**, **CHARLIE ROSE**, mini-series and movies for TV in development. And we've got stations coming up with programming. Like **SONYA**—the first show in history to be originated by a local station and sold to cable nationally."



RUTH FURMAN
Marketing Specialist
WJXT

"Im not in the business of selling time. I'm in the business of helping make other people's businesses grow and develop. They can talk to me about television or newspapers or radio or marketing strategy. I am their resource. In large markets, they've got all the resources, but not in the local markets. We supply them to agencies and clients."



ANN SAWYER
News Promotion Producer
WDIV

"I like working here. Individual contributions make a difference. You work in a large company and you're one of the little cogs. In this station, in this company, I matter very much. What I do on a day-to-day basis has impact on the air. I like knowing that I matter, that the contribution I make is seen and can make or break what happens that day."



AL RODRIGUEZ
Chief Photographer
WPLG

"We really have two jobs here. The station and the network. We make a lot of national news here in Miami and WPLG probably feeds as much to the network as any television station in the country. So we all get our stories on the network. When your work is on national T.V. you do good. We've got a good reputation. We've got to keep up with it."

In 1980 and 1981, WPLG won 32 statewide Emmies, more than both of its leading competitors combined. Plus Du Pont-Columbia, Robert F. Kennedy, Sigma Delta Chi and UPI National Broadcast awards for distinguished broadcast journalism.



**ELLEN
MANOWITZ**
Director of
Creative Services
Post-Newsweek
Productions

"I've always been in promotion. And I like it. Promotion markets what people are interested in. That applies directly to program development—for syndication, movies, series, cable. Now, I have the opportunity to work in program development and take the creative abilities I have into exciting new areas. I don't know that I would have gotten that opportunity any place else. Here, if you have an idea, the door is open."



**LANI
BASSETT**
Director
WJXT

"I've been at WJXT 7½ years. I've never been anywhere else. They took a chance on me, gave me the opportunity to start at the bottom and work up. I started as a part-time camera person and worked my way up to director, the first female director at the station. There are times in the booth now where we have an almost totally female crew. I think that's unique. We made history—and now we more or less take it all for granted!"



**SHELDON
BROWN**
Supervisor of
Field Production
and Chief Editor
WDIV

"This station is a driving force in the renaissance of Detroit... the other stations have moved away to the suburbs. We all have a desire to be #1. We originate programming. *Sonya. The Dick Purtan Special.* We try things. I'm here to be part of innovation, new ideas. That's what keeps me here."



**DEAN
ROHRBAUGH**
Business
Manager,
PNS, PNP
Washington
News Bureau

"I like the busy-ness of it here. The stereotype of the accountants in a business office isn't here at P-N. When we badger people from time to time about expenses, it's because we want the business to be profitable for everybody. And we want to be creative about it. We've got a lot to contribute."



AL LONG
Maintenance
Engineer
WJXT

"The technology in here is really mind boggling. You have to scratch your head a little harder and read a little harder, but every day is a challenge because there is something new you're gonna have to do. There's so much growing to do. Now we're doing television instead of repair."



**MARY
CIVIELLO**
Reporter/
New Haven
Anchor
WFSB

"There is a sense about Post Newsweek. The prestige, the history, the things this company has fought for—that this station has fought for. They fight for principle. That's what keeps you on your toes every minute, every story. You tap into everything you have. I wouldn't blame people for being skeptical. Because this is an advertisement. But come and sit in the newsroom at WFSB when the pressure is greatest and the producer will say, *This story isn't balanced. Have you checked? Go back!*"

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Broadcasting **4** Mar 22

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TOP OF THE WEEK

Fifth Estate togetherness in Las Vegas

Gravitational pull of new media marketplace attracts record number of delegates to NATPE conference; PTAR the big issue; syndicators threaten a rump convention

Without fanfare, the walls between media disappeared at last week's NATPE International conference in Las Vegas. Whether cable was friend or foe proved a moot point. In growing numbers, NATPE members went to the annual meeting already involved in both media or eager to be.

It wasn't NATPE leading the way this time, as it had tried to do in New York a year ago, when it proclaimed itself an organization for all TV programmers, regardless of medium; it was the catching up of reality. NATPE's own traditional broadcast membership is diversifying, and cable is coming to where the program action is.

Although the uncertain future of the prime-time access rule was the dominant subject on the agenda and indeed shaped the marketplace, the subtle but clear message from NATPE '82 was that there is only one programming business.

Take this year's keynoter. Staunchly defending PTAR and advising local broadcasters how to cope with the new technologies was William F. Baker, president of Group W Television, who also happens to be chairman of Group W Satellite Communications in the cable field.

And in the marketplace, cable programmers, while still a small minority at NATPE, were being treated more as possible partners than as outsiders.

NATPE reported another record attendance this year with 3,652 paid registrants and 5,551 participants, up slightly from last year's 3,616 and 5,440 totals in New York. NATPE conference organizers claimed to have been surprised that there was any increase at all, having expected that a Las Vegas meeting would be less attended than one in the New York communications capital.

The troubled state of PTAR also showed in the marketplace, where syndicators weren't chancing new projects on a regulated slot that could be deregulated away. In previous years, it generally has been the



The business and the show. NATPE keynoter William F. Baker, president of Group W Television and chairman of Satellite Communications, was the lead-off hitter Saturday (March 13), urging retention of the prime time access rule—a clarion call repeated throughout the Las Vegas sessions (story page 50). Lucille Ball was the recipient of NATPE's Person of the Year Award, bestowed at the close of the Iris Awards ceremonies Sunday night (March 14) (story page 62). The gavel-to-gavel report of NATPE's 19th annual conference begins on page 36 and continues through page 71.

new access shows that generated the most NATPE excitement. Without them this year, many viewed the marketplace as less vibrant. There also was no one hit to emerge or surprise syndication move shaking things up.

In addition to the flow of off-network properties into the syndication

marketplace, piloting trends this year brought NATPE several shows that include soap operas, court cases and psychologists who deal with "personal problems." Ad hoc networkers also were there hoping to put a dent in the traditional network/affiliate arrangements.

NATPE continued to phase-in its plan

to bring distributors and others onto the exhibition hall floor and out of the suites. This year about 70 of the 250-odd firms went the exhibition hall route. With distributors concentrated either in the hall or on six floors of the Las Vegas Hilton, buyer traffic was smoother and the typical NATPE elevator gripes weren't raised. Praise came from distributors who set up shop in both locations.

At the same time, however, the NATPE-syndicator relationship was rockier than ever—so much so that during the conference about 30 syndicators, including most of the majors, formed their own Association of Program Distributors to exert pressure on NATPE.

The group, led by "temporary" chairman Hal Golden, executive vice president

of marketing for Worldvision Enterprises (which held the meeting in its suite), plans to bring NATPE a "list of demands" for the 1983 conference. Common sentiment among the distributors involved was that they actually are the ones paying for NATPE conventions but don't have enough say in their planning, particularly when exhibition time is scheduled. Other distributor concerns include NATPE costs, the growth of conventioning in general, and—for those intent on staying in suites—NATPE's plan to have a 100% exhibition-hall format by 1984.

While the most vehement among distributors were advocating a pullout from NATPE, and perhaps the launch of a new syndicator-run market, the majority opted rather for a tough stand inside the present

NATPE organization for now.

The new NATPE leadership that will be dealing with that and other organizational matters includes Charles Larsen, incoming NATPE president from WNBC-TV New York, who succeeds Steve Currie from KOIN-TV Portland, Ore.; Stan Marinoff, first vice president from WISN-TV Milwaukee; John von Soosten, second vice president from WNEW-TV New York, and Phil Corvo from KGTV(TV) San Diego who will succeed George Back as executive director on May 1.

NATPE will return to Las Vegas next March 18-23 for its 1983 conference (the 20th annual). The three conferences after that are scheduled to be held in San Francisco's Moscone Center and NATPE has options there for three more after that. □

Presidential oil for troubled media waters

Reagan appears to take back some of the harshness from earlier criticism, but row over WRC-TV report continues

President Reagan, who has enjoyed a long and passionate honeymoon with the press, was attempting late last week to restore relations to that happy state after having denounced the media for sloppy and biased reporting (see page 83). "The overwhelming majority" of reporters do "a fine job," he said in remarks inserted into a speech to the National Association of Manufacturers. "I hope I didn't touch a nerve."

But a few hours later, his special assistant for communications, David Gergen, the aide regarded as most likely to have urged the President to take the conciliatory tone, was himself embroiled in a dispute with reporters, this one over the President's criticism of a WRC-TV Washington report of a man whose disability benefits had been terminated.

Reagan, in an interview with the *Daily Oklahoman*, had complained of a "constant downbeat" in the reporting on the state of the economy. He said such reporting could delay recovery. And he indicated the kind of reporting that disturbed him by asking, rhetorically, whether a story of a jobless worker "in South Succotash" was really worthy of national attention.

But on Thursday, he invoked his own background in his effort to repair relations with the press. "As a former reporter, columnist and commentator myself, I know just how tough [a reporter's] job can be." He also invoked the memory of Thomas Jefferson. "I have always been, and always will be, in complete agreement with Thomas Jefferson on this subject. He said: 'If it were left to me to decide whether we should have a government without newspapers, or newspapers without a government, I should not hesitate a moment to prefer the latter.'"

The President had aroused the ire of the WRC-TV news department in citing—without mentioning the station's call letters—its coverage of a man dropped from Social Security coverage, allegedly because of

Reagan budget cuts, as an extreme example of "downbeat" reporting. The report—in which the man (paralyzed on the left side) was shown, along with his wife and two children—as an extreme example of the "downbeat reporting" he meant. Reagan said that an investigation he had ordered after seeing the report, aired on Nov. 16, revealed that the man had been removed from the rolls in 1980, during the Carter administration, because he had been found to have been holding down a "full-time job."

WRC-TV's Stan Bernard attended the White House press briefing on Thursday and asked whether the President was aware his account was wrong on several particulars. For some 45 minutes, Bernard, with other reporters joining in, duelled with Gergen over the conflicting accounts.

WRC-TV News Director David Nuell last week was prepared to concede that the term "budget cuts" in the original report was probably inappropriate. "We should have said 'program initiatives.'" (Nuell and presidential assistant Mike Deaver have exchanged a number of phone calls and letters since the first report, and Nuell is satisfied that all nuances of the story had been reported in full and accurately before the President's *Oklahoman* interview). Gergen conceded that the man involved,

Stuart Kindrick, of Fredricksburg, Va., was not removed from the rolls until October 1981, after Reagan had taken office, but insisted it was because of legislation passed during the Carter administration, and after a physical examination indicated he was qualified to work. Nuell said the Reagan administration had accelerated a review program despite Carter administration guidelines saying it should not begin until January 1982. Kindrick's benefits were restored on March 12, after a second examination.

WRC-TV continues to challenge the President's statement that Kindrick had worked while drawing benefits. Gergen said he did not know whether the President's statement on the subject was accurate or not. The closest thing to evidence Gergen cited was an interview Kindrick had given a Reston, Va., newspaper saying he had worked. "That was in '74 and '75," Bernard said.

Those were details, in Gergen's view. The principal issue, he suggested, "was whether this man lost his disability under the Reagan budget cuts." Gergen felt it unfair that the President was being portrayed as "Scrooge" in TV reports.

Bernard saw it differently. To him, the point was that "the President was attacking television news coverage as inaccurate and using this as an example of inaccurate reporting, and the President was inaccurately himself. Now, that's the point." □



Reagan taking it back at the NAM

COULD THIS BE THE ONE?

NAB, NCTA come to terms again on copyright language

Latest compromise omits ban on broadcast-cable crossownership; resale carriers to be exempt from liability; passage by House Judiciary Committee likely; Justice Department may take anti-compulsory license stand

Yet another compromise on proposed cable copyright legislation, this one prompted by a New York court's decision that satellite resale carriers are not exempt from copyright liability (see story, below), appeared close to being reached by the National Association of Broadcasters and the National Cable Television Association. With both groups finally near agreement on the proposal, it is almost certain to be approved by the House Judiciary Committee, set to review it Wednesday, March 24.

The new compromise, approved by the NAB TV board which met in Washington last Thursday (March 18), no longer contains a provision codifying an FCC ban on local broadcast-cable crossownership, as did a previous proposal (BROADCASTING, March 15). Instead, there is an agreement from NAB not to oppose efforts by NCTA to secure an amendment to exempt resale carriers from liability.

Representative Robert W. Kastenmeier (D-Wis.), who chairs the copyright subcommittee, had tried to include protection for resale carriers in his bill (H.R. 3560), by giving carriers new permission to substitute separately licensed programs for those a majority of the cable systems they serve would be prohibited from carrying by syndicated exclusivity provisions in the bill. The New York court's decision, however, addressed a different part of copyright law by deciding that resale carriers are not "common carriers" and unless that part of the law is addressed, the compulsory license, at the heart of cable copyright law, could be dismantled.

In addition to the resale carrier amendment, NAB and NCTA agreed to new provisions on carriage of stations that include some subscription services in their programming. As in the previous compromise, systems with more than 12 channels would have to carry a local broadcast signal unless its programming is "predominantly," (more than 50%) subscription. Unlike the previous compromise, systems with 12 or fewer channels would not have to carry a station airing some subscription programming unless that station is the only affiliate of one of the three major networks in its market.

The NAB advanced that STV proposal, which appears to discriminate against local independent stations, after the NCTA rejected two previous offers, one that would have required all cable systems to carry all local stations not predominantly STV and a second to require systems with 12 or fewer channels to carry stations that include not more than 20% of subscription

programming in their broadcast schedules. Bill Schwartz, president of Cox Broadcasting in Atlanta, is said to have advanced the final STV proposal. CBS is thought to have cast the only vote against the proposal.

A new provision would prohibit the FCC from requiring a saturated cable system to drop a channel filled with made-for-cable programming in order to make room for a new local broadcast signal. If after review the FCC required the system to carry the new signal, it could make room for it by dropping another local broadcaster, which until then had been protected by must-carry law.

The other provisions in the compromise are basically the same as those considered in the previous proposal.

In an agreement separate from the basic compromise, NAB and NCTA have agreed to try to eliminate language from the bill that would prohibit the FCC from ever requiring cable systems to carry "any other audio or video services," a provision to which ABC has been staunchly opposed.

Last week's decision in the New York satellite resale case may have strengthened NAB's bargaining position on the copyright compromise, but it did not do so unaided. The Justice Department confirmed last Thursday that it may oppose the legislation and the compulsory license in a letter to Judiciary Committee Chairman Peter Rodino (D-N.J.).

Few predict that a letter from the Justice Department will derail legislation in the House, but lobbyists are less certain of the effect it could have in the Republican-controlled Senate, where both the Judiciary and Commerce Committees will have to review the legislation, as they must in the House.

The NCTA board will vote on whether to accept the new compromise today (March 22) and predictions are that it will accept it. "It's a reasonable proposal," said an NCTA staff member who by last Friday had contacted several members of the board and found, so far, "unanimous consent."

A unanimous vote is not, however, what the NAB had in approving the proposal. Of 10 TV directors attending its Thursday meeting, four voted against the proposal, citing the resale carrier amendment as their reason for doing so. Those directors were Donald Wear, vice president, CBS Washington; Don Curran, president, Field Communications, San Francisco; William Dilday, general manager, WLBT-TV Jackson, Miss., and Robert King, senior vice president, Capital Cities Communications in Philadelphia.

According to members of the TV board, Kastenmeier has been kept advised of changes in the compromise and remains prepared to introduce it as an amendment to his bill on Wednesday. □

Judge's ruling in Eastern Microwave case muddies copyright waters

Distributor of WOR-TV New York is held liable for copyright; decision is in direct opposition to that in United Video case

A federal judge in Syracuse, N.Y., has thrown one more variable into the increasingly complex copyright equation that cable, broadcast and programming interests are trying to solve. Judge Neal P. McCurn ruled March 12 that Eastern Microwave Inc. (EMI), which distributes WOR-TV New York to more than 600 cable systems (3.5 million homes) via satellite and microwave networks, and, by extension, other such carriers—notably Southern Satellite Systems (WTBS-TV Atlanta) and United Video (WGN-TV Chicago)—are liable for copyright payments to the producers or suppliers of the programming they carry.

The ruling is in direct conflict with one handed down by a Chicago district court last October. In that case WGN-TV asked the court to stop United Video from stripping its teletext service from the vertical blanking interval and replacing it with a text service of its own before transmitting it. The court dismissed WGN-TV's complaint and,

in so doing, confirmed that United Video had no copyright obligations.

The decision raises the prospect of programmers being compensated three times for product they sell to "superstations"—once by the station, once by the carrier that distributes the station's signal to cable systems and once by the cable systems through their compulsory license payments.

Although lawyers and lobbyists in Washington were still trying to figure out the ruling's implications last week, it has apparently already had an impact on the new cable copyright legislation (H.R. 3560) now being considered by the House Judiciary subcommittee charged with copyright. Concerned that cable operators might be deprived of distant signals delivered by the carriers, the National Cable Television Association last week made further concessions on the legislation in exchange for help from the National Association of Broadcasters in inserting language in the legislation that would make carriers clearly immune from copyright liability (see story, above).

EMI's troubles began a year ago this week when it began receiving letters and

telegrams from Doubleday Sports Inc., owner of the New York Mets baseball team. Doubleday, which sells the Mets' television rights to WOR-TV, was asserting its copyright over the games and objecting to EMI retransmission of them. Instead of pre-empting the games, EMI asked the Syracuse court last April to declare that, under the copyright law, it was not infringing on Doubleday's copyright interest and that it was free to retransmit the games.

To violate someone's copyright, EMI argued, there has to be a "public performance" of the copyrighted material and its retransmission of Mets games to cable headends was surely not a public performance. It also contended that it was immune from copyright liability under the carrier exemption of the Copyright Act of 1976. That provision says that a retransmission is not an infringement if the carrier has no direct or indirect control over the content or selection of the signal and if the carrier's activities consist only of providing "wires, cables or other communications channels for the use of others." The court ruled that neither of EMI's arguments was "availing."

In rejecting EMI's public-performance argument, the court said EMI's definition of the "public" as cable subscribers was too narrow. "Had Congress intended the 'public' to be limited to members of the viewing public, it could easily have limited the definition . . . In the absence of such intention on the part of Congress, this court is not willing to narrow this definition. EMI's CATV customers are themselves members of the public."

(The Syracuse court was in sharp disagreement with the Chicago court on the public-performance question. It's true that without United Video, cable systems would not be able to offer WGN-TV to their subscribers, the Chicago court ruled, but United Video "is only an intermediary in the distribution chain. The retail distributors, the cable television systems, pay royalties because they distribute to the public.")

Judge McCurn agreed with part of EMI's argument that it was not liable under the carrier exemption. He accepted EMI's contention that it had no control over the content of WOR-TV, but rejected the claim that it had no control over the station's selection. The court noted that EMI conducted a survey to determine the "marketability" of WOR-TV and that when it could come up with only one satellite transponder, it decided to carry WOR-TV instead of WSBK-TV Boston. EMI's argument that the only reason it selected WOR-TV was its inability to retransmit every station in the country, the court said simply, is "without merit." EMI also selects the cable systems that receive the WOR-TV signal, the court added.

Even if EMI did not control the selection of its signal or the recipients of that signal, the court said, "this exception would still not be available" because its transmission facilities are not available for use by others. The facilities are "used ex-

clusively to make available the product [EMI] is marketing, WOR-TV."

According to Jim Fitzpatrick, a Washington attorney for Doubleday, the decision "will help sports and other suppliers to control the distribution of our programming and permit us to deal with the satellite carrier in the same way we do with the broadcasters—across the bargaining table." Assuming the decision survives appeals, Fitzpatrick conceded that programmers would be getting paid twice by the cable industry, but he said "the compulsory license is an anachronism, totally inadequate to compensate sports." Doubleday has already claimed general damages, he said, and now can ask for specific damages.

A spokesman for the Motion Picture Association of America said the decision "certainly undermines the fiction that these guys are common carriers . . . If the initial decision stands, each resale carrier would be liable for actual or statutory damages of between \$250 and \$10,000 for each infringement. Even if Congress amends the law to exempt resale carriers from liability, it cannot make the amendment retroactive so carriers could be sued for every infringement during the last

three years under the statute of limitations."

Although EMI is expected to appeal the decision, Bob Miron, the company's executive vice president, said last Thursday the company hasn't made up its mind on what to do. Bob Ross, an attorney representing superstation WTBS Atlanta on copyright matters, said EMI has to appeal. He called the decision "totally bizarre" and said that it "nullified distant signal carriage." David Silverman, an attorney for United Video, agreed. The decision "emasculates" the cable provision of the cable copyright law. The ruling "says that you can have any signals you want, but try to get them," he said.

The conflict between the two district courts can be resolved by either the Congress or the courts. The WGN-United Video case has already been appealed and the EMI case probably will be. If the appeals court upholds the lower courts in each case and the conflict remains, the Supreme Court would probably be asked to resolve it. There is also the strong possibility that the NCTA-NAB amendment clarifying the carrier exemption in the law might be passed into law, rendering the court decision moot. □

ABC commits to additional prime time commercials

Starting next fall network will begin three-step phase-in of 18-19 30-second prime time spots

ABC-TV notified its affiliates last week that it intends to proceed with its plan to create 18 or 19 new 30-second prime time commercial positions a week, but will do so in three stages, over a period of a year.

Word that the network had decided to go ahead with a plan most of them didn't want was given to the affiliates Thursday morning in a closed-circuit message by John Severino, president of ABC Television, and James Duffy, ABC-TV network president.

Severino and Duffy said seven 30-second spots for network sale and two for affiliate sale would be added at the start of the new season next fall, with three more for the network and one more for the affiliates to be added in April 1983 and "a maximum" of four or five more for the network, plus one more for the affiliates, to complete the expansion in the fall of 1983.

All new 30's for affiliates will be positioned in station breaks. When the plan is fully implemented, it is expected to add an average of about two 30's per night for network sale, inserted in programs that do not already carry more than a "normal" load.

Officials of CBS said that for competitive reasons they felt compelled to adopt a similar plan. Officials of NBC said they didn't.

Tony Malara, CBS-TV vice president

and general manager, said "the challenge for us is to be as creative as we can" in setting up a plan. "I'm nervous about losing so many program promos [to make room for the extra commercial time]," he added, "but I'm sure it will work."

An NBC spokesman, noting that NBC all along has felt the ABC plan was "a lousy idea," said that the four extra 30's to be awarded ABC affiliates merely "brings them up to parity with the amount currently received by NBC affiliates." Accordingly, the spokesman said, "NBC has no present plans to make any changes in its prime-time commercial format."

The chief opposition to the plan, first disclosed almost two months ago (BROADCASTING, Feb. 1), has been on the ground that it would take millions of dollars out of the spot advertising market and put them into network revenues. Leaders of the Station Representatives Association have estimated that if ABC put its plan into effect and the other networks followed suit—as almost everybody assumes they will—the loss in spot dollars could reach or exceed \$150 million a year, almost 5% of national and regional spot's current annual total.

Critics of the plan also contended that the extra commercials would antagonize viewers, open up the old "clutter" argument and, with cable moving into the advertising market, would not be smart business.

ABC argued that the plan was necessary to help offset sharply rising costs. In the

Guiding hands. The National Association of Broadcasters has appointed a futures committee to plot the course of the association's immediate future. Named co-chairmen were radio board Chairman Cullie M. Tarleton, senior vice president, radio, at Jefferson-Pilot Broadcasting Co., and TV board Chairman Mark Smith, vice president, general manager, KLAS-TV Las Vegas. Radio members are Dean Sorenson, president, KCCR(AM)-KNEY(FM) Pierre, S.D.; Martin F. Beck, president, Beck-Ross Communications Inc., Rockville Center, N.Y., and Walter Rubens, KOBE(AM)-KOPE(FM) Las Cruces, N.M. TV members are William M. Dunaway, general manager, wxEX-TV Richmond, Va., and Don Curran, president, Field Communications, San Francisco. The committee is expected to meet for the first time at NAB's annual convention in Dallas, April 4-7.

message to affiliates last Thursday, ABC also said that putting the plan into effect in three stages—the only modification of the original plan—would allow the marketplace to adjust to it more smoothly.

ABC also reiterated that the plan would not violate either its own commercial-time standards or those imposed by the National Association of Broadcasters code (before the code was suspended earlier this month). Most of the new commercial time, ABC officials said, will come out of time now devoted to program promos.

Stations have opposed the plan for essentially the same reasons that station reps do—a fear that it will cut seriously into their more lucrative spot sales.

Ward Huey of WFAA-TV Dallas, chairman of the ABC-TV affiliates board, was vacationing last week and could not be reached immediately for comment. Well-placed sources within the affiliates board have indicated, however, that a poll of ABC affiliates found 90% or more against the plan.

The American Association of Advertising Agencies' committee on networks and programming also has been concerned about it, particularly its potential effect on viewers' perception of "clutter." Jack Otter of SSC&B, chairman of the committee, said late last week he planned to confer with other members about ABC's decision. But he seemed fatalistic. "If they've decided to do it," he said, "I guess they'll do it." □

Unusual cable proposal in Sacramento

Cablevision offers basic system with HBO and interactive videotext capability; other bidders: Warner Amex, United-Tribune and Maclean-Hunter

Once again Chuck Dolan has reached into his bag of cable franchising tricks to come up with what he hopes will prove to be the most attractive bid to the powers that be in Sacramento, Calif.

Four cable companies met the March 15 deadline for proposals to wire Sacramento, including Cablevision, Warner Amex, Toronto-based Maclean-Hunter Cable and United-Tribune, a joint venture between United Cable and Tribune Company Cable.

But Cablevision's was by far the most unusual—if not controversial—bid. It proposed a no-option basic service package comprising HBO and an alphanumeric keyboard for accessing pages of videotext that could also interact with any other keyboard on line within the system. The proposed cost of the basic package is \$19.50 and the basic subscriber could decline neither the HBO service nor the keyboard, currently being developed by Jerrold Electronics, to reduce the cost of the package. The Jerrold keyboards are expected to be on line by November 1983.

Cablevision also is offering one less-than-basic package, with a \$4.50 price tag and comprising 34 retransmitted and local television channels. To qualify, a subscriber would have to be receiving some form of public assistance such as welfare, according to a Cablevision spokesman. A Sacramento county official said there are approximately 82,000 recipients of public assistance in the county. The proposed franchise area has more than 300,000 homes and applicants were required to project a growth of 10,000 homes per year in preparing their bids.

Dolan has predicted that should his company succeed in winning the 15-year franchise, it would achieve 50% basic penetration by the fifth year when, he said, the Sacramento system would become the largest interconnected system in the world.

Dolan defended the costly, no-option basic package by saying: "Given the explosive growth of computer technology, we feel that the inclusion of computer services as part of the basic cable service is inevitable."

Reaction to the bid from the competition was skeptical, with some questioning Dolan's ability to successfully market the basic package, and the ability or desire of potential subscribers to pay such a steep price for it. One source suggested that Dolan may have misread the viewing and service wants of the county because the 73 local investors in the Cablevision venture are among the wealthiest residents of Sacramento.

A spokesman for the Maclean-Hunter-backed group said that its proposal, and perhaps the other two as well, offered all of the services being offered by Cablevision in its basic package, but as options, not must-takes.

The Cablevision system would cost about \$224 million to build. The New York-based investment banking firm of Drexel Burnham Lambert is putting up

\$80 million of that, \$40 million in equity interest and \$40 million in subordinated long-term debt. Various banks would put up \$60 million in senior bank debt.

Both the Cablevision and Maclean-Hunter systems would have a total capacity of 240 video channels, 120 each for residential and institutional use.

The Maclean-Hunter company, known as Greater Sacramento County Cable Inc., has proposed a three-tiered basic service: tier one would cost \$2.75 per month; and provide 42 channels; tier two would cost \$5.50 and have an additional 22 channels, and tier three, priced at \$6.95 would provide 32 more channels. Eleven pay options would be offered at \$6.95 per month each.

Warner Amex has proposed a dual 440-mhz residential system with a capacity of 118 channels, 24 of which would be held for future use as required by the request for proposal. The company has also proposed an institutional cable with a capacity of about 60 channels. The basic package would provide 36 channels for \$2.50 per month. An enhanced-basic package comprising 80 channels would be available for \$4.95. For an additional \$5.95 per month, a subscriber could obtain 14 Qube channels (two-way interactive). Warner would offer 13 pay services, ranging in price from \$4.95 per month to \$8.95 per month.

Consultants for the city will review the four bids for about three months, after which joint hearings will be held before the Sacramento city council and the Sacramento county board of supervisors. Indications are that a final decision will come by August or September of this year. And, while the county and city governing bodies will review the proposals together, they will vote separately, meaning that the county could select one company and the city another. Estimates are that the city of Sacramento accounts for between 35% and 40% of the population of the county. □

\$2-billion NFL contract expected this week

Five-year pact with three networks to be unveiled at owners meeting in Phoenix

Official word is expected to come this week on the most expensive contract in sports history, calling for the payment by the three television networks of about \$2 billion over five years for the telecasting of National Football League games, starting next fall.

Neither the three television networks nor the NFL would say officially that an agreement has been reached, but several network sources said the pact is in place and they expect the NFL to announce the transaction during the annual meeting of club owners in Phoenix, starting today (March 22).

The first word that an NFL agreement

had been reached came several weeks ago when Ed Garvey, executive director of the National Football League Players Association, revealed that the five-year \$2-billion pact had been negotiated by the league and the networks (BROADCASTING, March 8). At that time both the networks and the NFL denied that an agreement was in place but acknowledged that the negotiations were in final stages and could take a few days to a month.

The NFL would not confirm last week that an accord has been reached. A spokesman insisted that negotiations are continuing but acknowledged that "an agreement could come at any time." He said the football contract is not on the official agenda of the annual meeting but agreed that the subject would come up.

Sources at the networks would not divulge their rights figures but indications

are that ABC and NBC each would pay more than \$600 million and CBS, more than \$700 million. One source said a published report placing CBS's rights figure at \$800 million is "much too high."

The \$2-billion pact would dwarf the estimated \$640 million paid by the networks under the four-year contract that expired at the end of the 1981 season. To compensate for the highly increased costs, sources said the NFL is "sweetening the pot" by permitting the networks to carry an additional minute per game, bringing the total to 24 per contest. Networks also consider a five-year contract to be a plus, giving them an additional year to plan their costs.

For the first time, ABC will obtain rights to the Super Bowl in one of the five years. Sources said NBC will handle the Super Bowl in 1983 and 1986; CBS in 1984 and 1987 and ABC in 1985. □

FTC's 'unfairness' actions at issue

Reauthorization hearing concentrates on whether commission should have less discretion over ads; AAF, AAAA, ANA ask for First Amendment protection for commercial speech

The Federal Trade Commission's "unfairness" standard dominated discussion last week at a two-day FTC reauthorization hearing (March 18-19) before the Senate Commerce Committee. Advertising trade associations and FTC Chairman James Miller advocated amending the current standard in Section Five of the Federal Trade Commission Act that makes unfair and deceptive advertising and trade practices unlawful.

Miller said the present standard is too broad and needs definition. The agency's deceptive advertising and trade practices standard (also in Section Five), Miller added, also needs clarification.

Three advertising associations—the American Advertising Federation, the American Association of Advertising Agencies and the Association of National Advertisers—jointly asked that the existing temporary moratorium on the use of the unfairness standard in rulemakings concerned with commercial advertising be made permanent. They called for legislation that would exempt commercial speech or advertising from it, claiming protection under the First Amendment.

The advertisers complained that in the past the FTC has "overstepped" its boundaries in interpreting its responsibilities under the law. Additionally, they charged that the "standard operates as an effective, chilling, prior restraint on inventiveness and innovation. . . . Advertising must have freedom and elbow room to do its legitimate job and our proposal does no more than preserve the liberty which advertisers enjoyed until the commission's recent unfairness initiative."

Miller listed three elements he thought

should be used in determining unfairness:

□ "Consumer injury should be substantial. The substantial injury should involve objective harm rather than subjective forms of harm such as social taste."

□ "The injury from the alleged unfair act or practice should outweigh its benefits and take into account costs and effectiveness of possible remedies."

□ "The harm must be one which consumers could not reasonably have avoided."

(Two Senate bills now under consideration address the unfairness issue. The McClure-Melcher bill [S. 1984], introduced by Senators James McClure [R-Idaho] and John Melcher [D-Mont.], basically defines unfairness as "those acts which cause substantial consumer injury which clearly outweighs the benefits derived from the activity." The other bill [S. 2221], introduced by Senator Howard Cannon [D-Nev.], basically would eliminate unfairness as a basis for commission case-by-case adjudication relating to commercial advertising.)

Miller also commented on the FTC's deceptive advertising and trade practices standard. He recommended that deception be measured by "whether reasonable consumers are likely to be deceived, not by whether any consumers might be deceived." He emphasized the importance of pursuing "statements or representations of fact, not of opinion." The chairman also spoke in favor of legislative veto over the FTC, although he noted his fellow commissioners do not all agree.

Other issues Miller discussed included a procedural change in the agency's cease and desist orders. Currently firms may continue practices the FTC has ruled unlawful until the entire review and appeals process is completed. Miller said he favored amending the act so that a court-ordered stay, rather than a petition for review, could delay compliance. Also, Miller favors eliminating the commission's public participation funding pro-

gram, which provides financial assistance for interested groups to participate in rulemakings. The McClure-Melcher bill suggests the same proposal. Miller proposed a three-year reauthorization of the agency with no less than \$60.8 million for the 1983 fiscal year, \$55.1 million for FY 1984 and \$54.6 million for FY 1985. FTC reauthorization is due this fall.

Although Miller advocated reduction of agency authority in the consumer protection area, he feels that the agency's antitrust authority should remain intact. Committee Chairman Bob Packwood (R-Ore.) and Senator Robert Kasten (R-Wis.) both voiced strong objections to any attempts at limiting the agency's antitrust authority. (The Cannon bill would define the agency's antitrust authority.)

Miller reiterated his strong opposition to any amendment "exempting professional groups from FTC enforcement of the antitrust and consumer protection laws of this country." (The McClure-Melcher bill would exempt state-regulated professions from FTC authority.) Kasten asked Miller if the FTC does not duplicate state regulatory actions. Miller responded that the commission does not want to regulate such professions, but that state agencies don't always address such activities as price fixing. □

Canada chooses first licensees for pay TV

Six firms can now negotiate to provide programming via any medium; content rules included

Pay television is coming to Canada at long last. The Canadian Radio-Television and Telecommunications Commission last Thursday (March 18) announced the selection of six licensees, who are in turn empowered to negotiate with exhibitors to provide pay service.

The licensing arrangement does not restrict the licensee to any one medium—cable or over-the-air STV, for example—although Canadian cable operators have been lobbying hard for the start of such service. Taking what CRTC Chairman John Meisel styled a "light-handed" approach to regulation, the licensee does not regulate pay fees, although there are various strictures concerning Canadian content.

Only two of the six companies are licensed to provide national service—First Choice Canadian Communications Corp. and Lively Arts Marketbuilders Inc.; the former to provide "general interest" programming, the latter a "specialty" cultural service.

Three regional general interest services were licensed—Alberta Independent Pay Television, Ontario Independent Pay Television and Starchannel Services Ltd.

Senate passes bill making it illegal to identify agents

The Alberta company is owned by Allarco Broadcasting, which also holds 46% of the stock of the Ontario firm. A sixth regional licensee, to operate in British Columbia, is Worldview Enterprises Ltd.—licensed to provide a multilingual service. The CRTC also indicated that the grant of these half-dozen licenses doesn't preclude others.

The Canadian content rules imposed on the four general interest services require that in the first year, 30% of program time be devoted to Canadian product, a level that is to rise to 50% by the fifth year of operation. Moreover, 60% of their budgets must be spent on Canadian product. Regulations differ for the other two.

First Choice, in applying for the license, had proposed separate English and French language services, delivered by satellite, and each to be wholesaled to cable operators at \$7.50 per subscriber. The firm had also said it would provide 50% Canadian content from the start. The CRTC's "light-handed" approach, however, leaves the licensee free to alter those plans, as long as the regulations on content are satisfied.

Colin Watson, president of Canada's largest cable MSO, Rogers Cablesystems, said "we're delighted we're getting on with it," and expressed his satisfaction that in granting several licenses, albeit some regional, the commission created a competitive market "that gives us room to negotiate."

Watson said he has no regrets that the applicant backed by a consortium of Canadian MSO's including Rogers wasn't selected. (The CRTC, in selecting First Choice, passed over national applicants with connections to MSO's, producers or other distributors.) □

Journalists could be found guilty even for using some material already made public

A strongly worded bill that would make it illegal to disclose the identities of covert U.S. agents passed the Senate last Thursday (March 18). Despite vehement protests from print and broadcast journalists, the Senate rejected a narrow version of the bill in favor of one—similar to that already passed by the House—that its opponents say could seriously limit the ability of journalists to expose wrongdoing in the U.S. intelligence community.

The bill (S. 391) would permit severe criminal penalties for disclosure of the identity of a covert agent, even if that identity had previously been a matter of public record. It has been condemned by journalists and constitutional scholars as the "clearest violation of the First Amendment attempted by Congress in this era."

Under the narrow version of the bill, which both House and Senate rejected over the recommendations of their Judiciary Committees, a reporter could not be found guilty of a crime unless the disclosure of an agent had been made "in the course of an effort to identify and expose covert agents with the intent to impair or impede the foreign intelligence activities of the U.S." The bill as passed included an amendment sponsored by Senators John H. Chafee (R-R.I.) and Henry M. Jackson (D-Wash.) that would make disclosure a crime if done with the purpose of identify-

ing and exposing covert agents "with reason to believe that such activities would" impair U.S. foreign intelligence activities.

Supporters of the Chafee amendment, which restored the bill to the form in which it was originally introduced, argued that the intent standard in the rejected version of the bill would have been impossible to prove in court. The Reagan administration and the Central Intelligence Agency favored the Chafee version of the bill and are said to have lobbied fiercely for it.

Those who opposed Chafee maintained his version would flatly violate the First Amendment, but that if it survived constitutional muster, could result in the criminal prosecution of journalists for mere negligence. The Supreme Court has never upheld "a statute in the First Amendment area where the only criminal intent required was a 'reason to believe' standard," said Senator Patrick Leahy (D-Vt.).

In spite of vigorous debate against the reason-to-believe standard and an attempt at compromise by Senators Slade Gorton (R-Ala.) and Bill Bradley (D-N.J.), the Senate stunned reporters watching from the gallery by passing Chafee's amendment with a broad margin of support—the vote was 55-39.

Opponents of the bill argued that it will not only have a "chilling effect" on a vigorous free press, but that it could set a dangerous precedent in constitutional law, if it survives judicial review.

"This appears to be the first time a law has passed to criminalize the disclosure of



Cable talk. Last Thursday's International Radio and Television Society "Newsmaker" lunch drew the largest paid crowd in the history of the event—1,154 people—to New York's Waldorf Astoria to hear six cable luminaries discuss the future of their industry. At left, front row (l-r): speakers Mike Weinblatt, president, Showtime; Kay Koplovitz, president, USA Network; Ted Turner, president, Turner Broadcasting System, and panel moderator, Ave Butensky, IRTS president. Dais guests seated behind them (l-r) were Carl Weinstein (obscured), president, Eastman Cable Rep; Thomas Rogeburg, vice president, Christian Broadcasting Network; Mike Michaelson, (obscured), C-SPAN; John Lack, vice president, Warner Amex Satellite Entertainment Corp., and Bob Johnson, president, Black Entertainment Network. In picture at right, front row: Jack Schneider, president, Warner Amex Satellite Entertainment; James Heyworth, president, Home Box Office, and Chet Simmons, president, Entertain-

ment and Sports Programming Network, all speakers. Behind them (l-r): Gustave Hauser, chairman, Warner Amex Cable Communications; Ken Gorman, president, Viacom Enterprises, and John Goddard, president, Viacom Cable.

Asked to name cable's major coming attractions, Weinblatt cited "innovative... original programming," Koplovitz "hard data," Heyworth "diversity" and Simmons "pay-per-view sports," while Turner suggested that aside from "half-way successful narrowcasting" there won't be major changes in basic entertainment forms, and Schneider called it impossible to "pick three formats" from the "interesting, volatile, scary" sorting out process.

Turner, still, drew the most rapt attention when the questions posed gave him the chance to elaborate on his various plans "to hasten the death of the (commercial) networks," a discourse he called "beating a dead horse."

information that's already been published," said Steve Nevas, First Amendment counsel to the National Association of Broadcasters, who said the effect of the agent identities law "goes right down to every local radio and TV station" and "every journalist who is serious about his work."

As passed, the bill would permit criminal penalties of up to \$15,000 and/or three years' imprisonment for private citizens who disclose the identity of a covert agent. Government employees with access to classified documents could be liable for penalties of up to \$50,000 and/or 10 years' imprisonment, the steeper penalties

meant to punish the violation of a special trust invested in government employees.

The NAB joined the Society of Professional Journalists, Sigma Delta Chi, the American Newspaper Publishers Association, the National Newspapers Association and the Association of American Publishers in urging passage of the narrow version of S. 391, arguing with major news organization that it would not violate the constitution while the Chafee version would. The Radio-Television News Directors Association, however, opposed both versions of the bill, arguing that any prohibition on the distribution of already public information is unconstitutional. □

transponders on the satellite have been assigned to video users. American Satellite Co. has exercised its right to 20% of the entire transponder capacity of the Westar system and taken two spots on Westar IV. Equatorial Communications, which has purchased the rights to two transponders on the Westar system, will use half of one transponder to get its data communication business off the ground. And one transponder will carry audio services, including those of National Public Radio, Mutual Broadcasting System and Muzak.

The transponder purchases of Westinghouse and Equatorial are subject to the same proceeding at the FCC as the RCA sales.

The Satcom IV line-up currently includes the Entertainment and Sports Programming Network, which leases time to Rainbow Programming Services for Bravo; National Christian Network, which leases its evening hours to Rainbow for the Escapade/Channel; SIN Inc.; Warner Amex Satellite Entertainment Corp.; Showtime; Trinity Broadcasting; Home Box Office, and American Medical Buildings.

The Westar customers: Hughes Television Network; Bonneville Satellite; SIN Inc. (three transponders, including one it leases through Intelsat); Equatorial Communications; Westinghouse Broadcasting (five transponders); Wold Communications (two transponders); American Satellite (two transponders); Public Broadcasting Service (four transponders); ABC, and Southern Satellite Systems's Satellite Program Network. □

Television's latest high-flyers

As of April 1, Westar IV and Satcom IV will be operational; just who all the occupants will be, however, remains to be seen

April Fool's Day is not the most auspicious occasion to mark important milestones, but it will be one for the satellite industry. On April 1, Western Union's Westar IV and RCA Americom's Satcom IV will be fully and officially operational, providing service to a host of video, audio and data customers.

The 24-transponder Satcom IV was launched from Cape Canaveral, Fla., Jan. 15 and shortly thereafter took its place in the geostationary arc at 83 degrees west longitude. Westar IV, which also carries 24 transponders, blasted off from the Cape Feb. 25. It was tested at 79 degrees west and was scheduled to move last week to 99 degrees west where it will replace the 12-transponder Westar I, the aging satellite that currently occupies that position.

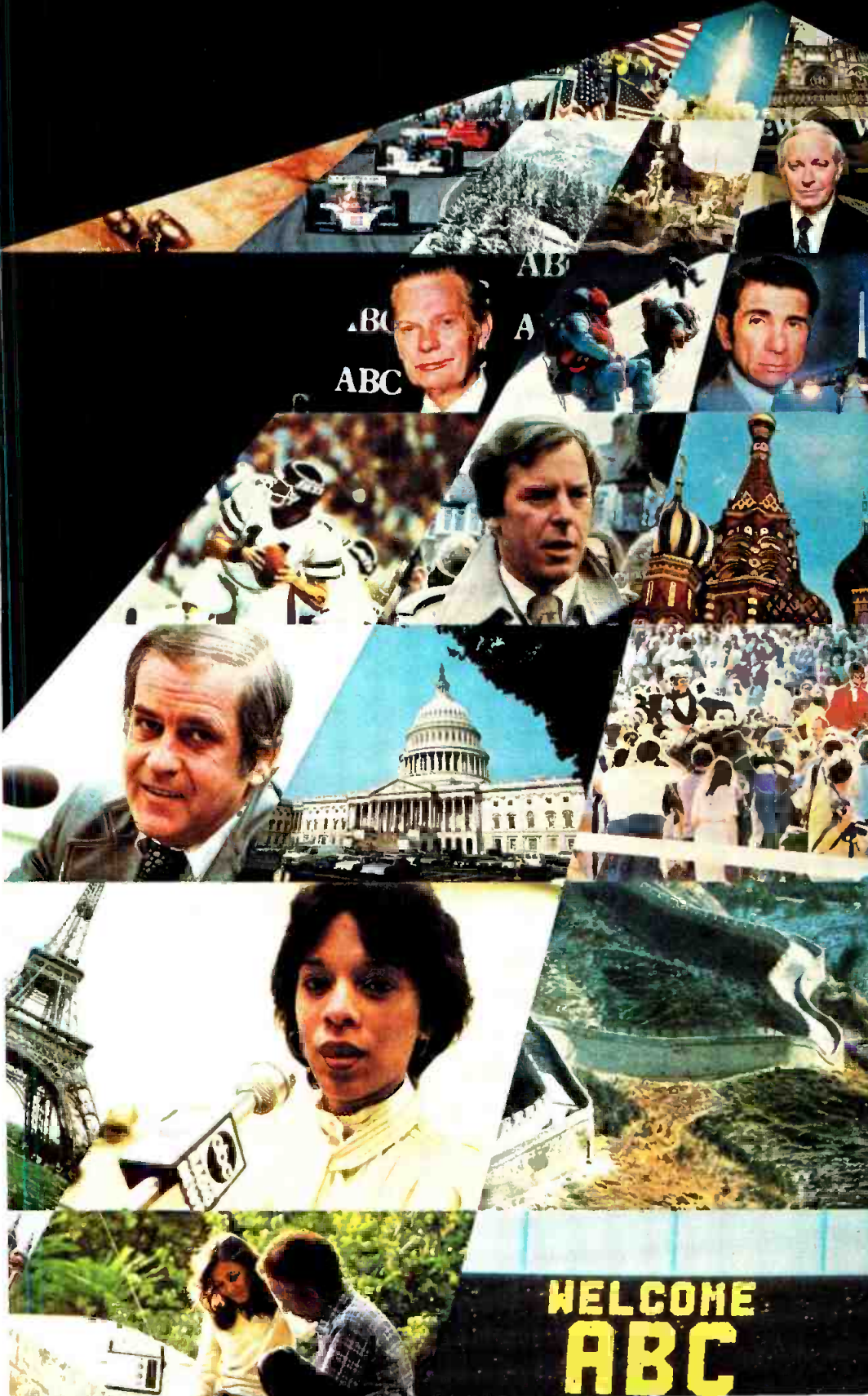
Like Satcom III-R, Satcom IV is intended to become a vehicle for distributing video programming, mostly for the cable industry. Eight customers RCA had temporarily assigned to leased transponders on AT&T's Comstar's I/II in the wake of Satcom III's loss in December 1979 have already shifted to the new satellite. Who joins them there depends primarily on the action of the FCC. RCA has reserved two transponders for occasional video users and back-up, but it would like to assign the remaining 14 to full-time customers. It has sold two transponders (to CBS) and reportedly three others, contingent on the FCC's finding transponder sales legal (see story, page 74A). It had awarded another seven last November at a highly publicized auction in New York. The FCC, however, subsequently ruled that the auction was discriminatory—a violation of the common carrier rules—and threw out the seven assignments. RCA has come back with an alternative plan to award transponders to the first seven or possibly nine companies that come to it with a check for \$13 million in hand. The FCC is expected to rule on the validity of that scheme this Thursday.

Western Union is molding Westar IV into a video bird to mimic its RCA counterpart. It is aggregating several of its current video customers on Westar I and Westar III on the new satellite along with Westinghouse Broadcasting, which has bought five transponders for the ABC/Westinghouse Satellite News Channels. In addition, two of the current customers moving over from other Westars are picking up additional transponders. With its lease with Reuters fast running out on Satcom III-R, SIN Inc. has been assigned another spot for distribution of its GalaVision pay cable service. And Wold Communications has been given a second transponder to provide service to its many resale customers. Much to some of the video customers' chagrin, not all the



Ground work. CBS Radio and Scientific-Atlantic finalized agreement calling for construction and distribution of digital earth stations to CBS Radio Network affiliates. Upwards of 600 affiliates are expected to take the \$10,000 dishes, which would net S-A \$6 million. Richard M. Brescia, senior vice president, CBS Radio Networks, said: "Our lengthy negotiations with Scientific-Atlanta have produced a system that provides flexibility for our affiliates to address the programming and operations challenges they will be facing in the 80's and beyond." Seated (l-r): Ralph E. Green, vice president, CBS Radio; Robert L. Hosking, president, CBS Radio, and Harry Toppliss Jr., senior vice president, finance, Scientific-Atlanta. Standing (l-r): Dr. Alan L. McBride, product line manager, digital audio, Scientific-Atlanta; Brescia; Peter W. Keegan, VP, finance, CBS Radio, Burke Archer, attorney, Scientific-Atlanta.

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The NATPE marketplace: Few big stars, lots of little luminaries

Uncertainty over PTAR means few new offerings for that period; programers concentrate on other slots with abundance of court, soap opera and psychologist shows

While program distributors generally were reporting good business at this year's NATPE International marketplace at the Las Vegas Hilton, no true show-stoppers emerged.

Unlike previous years when one or two programs became *the* shows to see, NATPE '82 found buyers' attention more diffused.

Lack of new big-ticket access projects was a primary reason. With syndicators holding back on that time period because of its questionable regulatory future, the NATPE marketplace lost its typical focal point. Instead, first-run action increasingly spread to morning, early fringe and late night.

NATPE may not have had consensus

favorites, but there were programming trends. At the piloting stage at least, NATPE '82 was the year of the psychologist, the soap opera and the courtroom.

It also was a year when syndicators were looking to retain more commercial time for national advertisers. Many of the new shows were being sold with 30-second spots held back. Veteran series also were being renewed with less local time. Group W Productions, for example, plans to pull a 30 out of *P.M. Magazine* as of September. In exchange, it was offering stations a one-year freeze on renewal prices and an extra half hour on Saturday.

Programming aside, both buyers and sellers viewed the marketplace structure as NATPE's most businesslike ever. Gone were the elevator hassles of past years as some 250 firms set up shop either on the exhibition hall floor or spread among only six floors of the hotel. The free gifts also for the most part were cut out.

Among NATPE's program offerings—first on the psychological front:

A late entry at NATPE, and without a pilot, was *Dr. Ruth*, a half-hour strip with psychologist Ruth Westheimer, whose *Sexually Speaking* radio call-in show now airs on WYNY(FM) New York. Behind *Dr. Ruth* are Fred Silverman's InterMedia Entertainment and MGM/UA Television Distribution. This show, with options-to-buy held by WNEW-TV New York and the Group W television stations, involved Dr. Westheimer advising guests on various problems (not only sexual), guest experts and telephone call-ins. If the show goes to series, some national commercial time would be retained.

Golden West Television was looking for cash deals for *Couples*—a half-hour strip with psychiatrist Walter Brackelmanns counseling husbands and wives, mothers and daughters and others. The show begins its run today (March 22) on Golden West's KTLA(TV) Los Angeles.

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The company said its original intention had been to air it on KTLA for a while and then syndicate. However, station interest elsewhere was said to have prompted an earlier push at this year's NATPE. Golden West was offering 13-week deals to start, with 19 episodes already having been produced.

BBI Productions was claiming to go for *Tom Cottle Up Close*, promoted with the line, "the interview becomes the inner-view." Two 30's are being retained in this half-hour strip in which Cottle, a clinical psychologist, interviews both celebrities and noncelebrities. BBI said it had a two-year deal with KTLA which also is carrying *Couples*.

Group W Productions tapped actor

early 70's. Worldvision Enterprises was claiming a 26-week cash deal in New York with the show airing there at 4:30 p.m. For the most part, however, Worldvision was aiming for 52-week contracts and said it likely would leave NATPE with 45 markets closed.

A much more recent off-network soap generating considerable attention was Columbia Pictures Television's *Soap*. This was being aimed for late-night slots locally.

Comworld International was pursuing a barter launch of *Romance Theater*. It was getting much notice for its first-run plans with a different soap opera plot for each week of half-hour shows.

Among the half-hour soap opera magazine strips, Firestone Program Syndica-

Columbia, in association with Ralph Edwards Productions, was hoping to gather enough clearance for a launch of *Family Court*. MCA TV had *Divorce Court*'s veteran Stewart Cheifet producing *Custody Court*. And Colbert, through Barry & Enright, had *Police Court*.

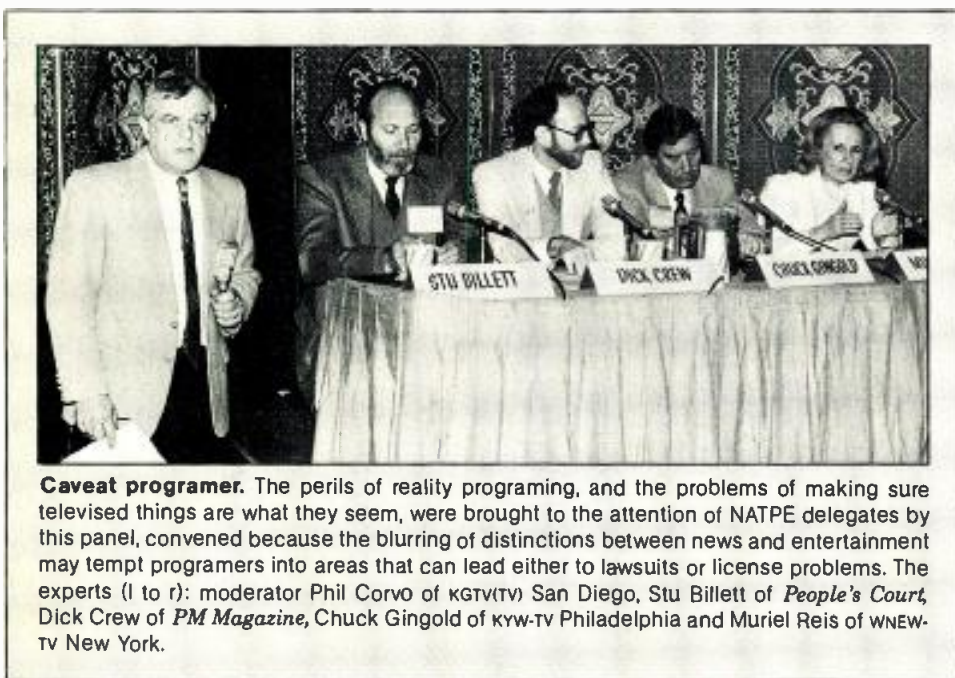
Ad hoc networking plans also were in evidence at NATPE. Lining up stations for InterMedia Entertainment's *World of Entertainment* pilot was MGM/UA. If successful with the show in prime time April 25, backers are hoping to create a weekly hour network of independents and ABC, CBS and NBC defectors next season. Another company building its own occasional network was SFM Entertainment for its *Sports Illustrated* specials to run same-time, same-day nationwide.

Yet another ad hoc deal, announced at NATPE, was the Syndicast Services/PKO Organization/MacFadden Women's Group effort to produce prime-time made-for-TV movies. Two films are planned this year and six in 1983. Syndicast was offering them on a barter basis with 50% of the commercial inventory (10 minutes) available locally during the first two runs and 85% in the third run. While remaining "flexible," this too basically is a same-time-and-date arrangement. The Metromedia TV stations were said to have committed to the films.

Among the off-network hours and half hours coming into the syndication marketplace, Telepictures' *More Real People* was attracting attention as the company secured a reportedly hefty asking price from WNBC-TV New York. Other titles said to be available for 1982-84 starts, with many already tallying major clearances before NATPE, included MCA TV's *Those Amazing Animals*, *Buck Rogers* and *Quincy*; Warner Bros.' *Alice*, *Harry O* and *Dukes of Hazzard*; Lorimar's *Dallas* and *Eight is Enough*; Embassy's *One Day at a Time* and *Diff'rent Strokes*; D.L. Taffner's *Three's Company*; 20th Century-Fox's *Best of the Midnight Special* and *Trapper John M.D.*; Columbia Pictures Television's *Soap* and *Fantasy Island*; MGM/UA's *CHiPs*; Worldvision's *Love Boat*; Paramount Television's *Taxi*, *Mork & Mindy* and *Shogun* mini-series; ITC Entertainment's *The Saint* and *Return of the Saint*; Jim Victory's *WKRP in Cincinnati*, and Metromedia Producers' *Vega\$*.

These series joined others such as Fox's highly successful *M*A*S*H* which already has made its syndication mark and now continues with renewals. Overall, the off-network variety ranged from the vintage *Best of the Beverly Hillbillies* and *Rawhide* from Viacom and *Dark Shadows* from Worldvision to foreign fare such as Gould Entertainment's Australian *Paul Hogan Show* or British offerings such as Taffner's "Britcom" *George and Mildred* and *Robin's Nest* and Lionheart Television International's BBC portfolio including *Not the Nine O'Clock News*.

On other NATPE programing fronts, late-night slots were being pursued by Paramount's *Madame's Place* which also was said to be picking up access station time as well. D.L. Taffner was competing



Caveat programmer. The perils of reality programing, and the problems of making sure televised things are what they seem, were brought to the attention of NATPE delegates by this panel, convened because the blurring of distinctions between news and entertainment may tempt programers into areas that can lead either to lawsuits or license problems. The experts (l to r): moderator Phil Corvo of KGTV-TV San Diego, Stu Billett of *People's Court*, Dick Crew of *PM Magazine*, Chuck Gingold of KYW-TV Philadelphia and Muriel Reis of WNEW-TV New York.

Joseph Campanella for hosting duties on its *Getting Personal* pilot. Featured with Campanella will be guest psychologists and, in *Donahue*-fashion, opinion also will be gathered from the studio audience. Group W was looking to keep one minute for national advertising.

In a comedic vein, Telepictures had *So You Think You've Got Troubles*, another of the half-hour strips. While there was advice (in the pilot from a psychologist, minister and astrologer), the hosts here are ventriloquist Jay Johnson (*Soap*) and his dummy, Bob. There also is prize money involved, with the guests earning cash by choosing whose advice the audience agrees with. The pilot features two young sisters who married a father, aged 79, and son.

These shows, however, weren't the only ones to deal with "personal problems." Polygram Television, for example, had its sights set on a revival of the *Queen for a Day* concept.

Soap opera and related programing were coming from both off-network and first-run directions.

One of the most unexpected deals at NATPE involved WNBC-TV New York's pick-up of *Dark Shadows*, a gothic soap that ran on ABC-TV in the late 1960's and

tion, Colbert Television Sales, Mag-Net and Polygram Television all were competing.

Firestone had *Soap Opera Digest*, produced by the magazine of the same name. Co-hosts are *Days of Our Lives* stars Bill Hayes and Susan Seaforth-Hayes. Colbert was at NATPE with the Barry & Enright production of *Soap World*, featuring John Gabriel of *Ryan's Hope*. Mag-Net gave hosting responsibilities to a Canadian talk-show host and producer in the *Alan Thicke Soap Talk Show*. And Polygram had Robert Woods (*One Life to Live*) and Colleen Zenk (*As the World Turns*) as co-hosts of *Daytime: The World of Soaps*.

A weekly half-hour entry, intended as a satellite-delivered weekend wrapup of soap opera plots, was Andrews/Mitchell Enterprises' *Soap Opera Recap*, featuring soap veterans Lou Bedford and Carol Pfander.

Soap shows weren't the only genre in which several distributors were going with different variations of essentially the same concept. Given the track record of Telepictures' *People's Court*, launched successfully last year and renewed by the ABC-owned-and-operated TV's, Columbia Pictures Television, MCA TV and Colbert had their own courtroom settings.

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CBS

with *That Awful Quiz Show*. Embassy had *The Jeff Clark Show* but claimed it was not rushing to get that off the ground, instead concentrating on its network pilots. Out of the late-night race was Viacom's *Night Court in Vegas*.

As for game shows (this year generally being promoted as "prize shows" or "entertainment shows"), entries were fewer than in previous years. Aside from *That Awful Quiz Show*, Firestone had *Freeze Frame* built around film and TV clips; Great American Syndication was going with jokes on *Say Something Funny*; Metromedia Producers Corp. had celebrities trying to guess future spouses on *Let's Get Married*, and Worldvision had *Take My Word for It*.

The selection of programs across the marketplace ranged from MPC's *Weekday* talk and Multimedia Program Productions' *American Pie* magazine to Lexington Broadcast Services' *Glen Campbell Music Show* and On the Air's *784 Days That Changed America* documentary. Add to that shows seeking renewals and new sales including Paramount's *Entertainment Tonight* and Sandy Frank Film Syndication's *New You Asked for It*, the two major access shows launched last year.

It wasn't only programs in the marketplace, however. M.A. Kempner, for example, was selling The Telephone Poll, a device enabling stations to take up to 360 calls per phone per hour when polling the audience, with votes "instantly registered." □

The other half of NATPE's name

That's 'International' and more than ever that segment of the television industry was on hand; cracking the U.S. market is still tough, but co-productions flourish

In 1977, the NATPE conference logged a mere 47 international registrants, with foreign producers and distributors barely represented among domestic exhibitors. This year, and now with the official addition of the word "international" to NATPE's title, more than 10 times that many delegates appeared from Europe, Latin America, Australia, and other parts of the world to participate in the programming event.

"The NATPE meeting is one we can no longer afford to miss," declared one South American buyer last week, in Las Vegas looking for material to air on a Colombian station. "Every year, there is more here for us to choose from."

The increasingly cosmopolitan atmosphere at NATPE was evident throughout exhibit halls and hotel suites, as dozens of foreign producers and marketers screened programming, discussed deals and in some cases merely showed the flag for their country.

Unifrance Film, for example, greeted visitors with this disclaimer: "We are not

selling or buying anything. We are here to acquaint you with the French film industry (represented by Unifrance)."

Meanwhile, in an exhibit area as large as those occupied by many major U.S. producers, a consortium of major French television companies was looking to sell product for mostly overseas buyers. Two of those firms—Gaumont and Antenne 2—announced a co-production deal with Canada's Telemetropole International in association with Columbia Pictures for a new motion picture and mini-series, "Louisiana," to be shot simultaneously in French and English for international distribution.

At another large booth, the publicly funded Canadian Broadcasting Corp. displayed CBC programming and a Telidon-based teletext magazine, prepared each day specifically for conference-goers. A CBC spokeswoman reported considerable interest among U.S. cable operators and broadcast executives in the new technology, which the Canadian government is actively promoting.

The NATPE board of directors has encouraged the broadening of the organization's image. In addition to the name change, NATPE last year lifted a prohibition against international members serving on the organization's board and executive committee.

"We are very proud of our sizable foreign contingent in 1982," outgoing NATPE President Steve Currie said last week, "We believe this has become a truly international conference."

Among those international representatives contacted at the conference last week, there were few who disputed Currie's observation. Their enthusiasm was tempered in some cases, however, by the feeling that NATPE's international contingent exists as an entity almost completely separated from its domestic counterpart. Except for Canada, the view held by many was that most of the overseas buyers and sellers are dealing exclusively with each other, not U.S. program producers.

"It is very hard to crack the U.S. market," said Midge Barnett, director of U.S. program sales for Western-World Television, a California-based distributor producer of international programming. "We have done some business with a U.S. television station and with cable, but most of our distribution is outside the country."


Western-World sells BBC, BBC/Time-Life, and CBC programs, most of them dubbed into Spanish, to Latin America. The company has seen Latin American participation at NATPE increase significantly during the three years it has had a hospitality suite at the show. However, it acknowledged that much of the actual buying and selling of programs for international distribution takes place outside the halls and suites of NATPE, especially for large firms that maintain international

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The *Sports Illustrated* Network, created by SFM Enter-

tainment, will broadcast four shows in 1982. All are being cleared on a same-day, same-time basis, with the first show airing Wednesday, May 26th. The SI Network will consist of major stations (network affiliates and independents), which will deliver a minimum 80% coverage of U.S. TV households.

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Sports Illustrated A SERIES FOR TELEVISION



World view. Providing an "Update on the International Program Scene" were (l to r) moderator Bruce Gordon, Paramount Television; Mike Gould, Gould Entertainment; Arthur Weinthal, CTV; Renato Pachetti, RAI, and Regina Dantas, CBS Cable.

sales offices and personnel.

Tel-Com Enterprises, a newly-formed Latin American producer/distributor with offices in Los Angeles, Mexico City, and Buenos Aires, described NATPE as "a good place to meet the people you are doing business with. This is where you must go in order to meet them all at the same place and at the same time."

A few companies were trying to straddle both the foreign and domestic market at NATPE, notably major U.S. television and motion picture distributors such as MCA and Columbia Pictures Television.

Pasadena, Calif.-based Glenray Communications pitched children's and animated programming to both U.S. and overseas buyers last week. According to a company spokesman, both genres are easily dubbed and accepted by foreign audiences.

That sentiment was echoed by a representative of Japan's Fuji Network, which has found animated material is its biggest international seller. Fuji has made sales to a pay cable service in Hawaii, but still finds European outlets most receptive to its offerings.

There was grumbling from some domestic NATPE exhibitors about the increased presence of international buyers and sellers at the conference. Their argument was that NATPE was diluting itself with an overseas element. As long as there are other major international marketplaces, the NATPE International conference is considered an unnecessary frill by some firms doing business both inside and outside the U.S.

A number of overseas program producers said an important ingredient in the NATPE meeting was the presence of cable and pay TV representatives. Many foreign producers reported their only significant penetration of the U.S. market has been through sales to new cable services, including CBS Cable, ABC/Hearst's ARTS channel and The English Channel.

"I think there are more sellers than buyers represented among the international participants at NATPE," contended Ronald Kweskin, executive director of The English Channel, the six-hour-per-week package distributed by the USA Cable Network.

"They are hoping to sell to cable and subscription TV. The commercial [broadcast] TV market in the U.S. has not changed that much for overseas producers," he said. Kweskin speculated that

more cable and pay TV services will begin turning to international acquisitions "as a way of differentiating themselves. They realize that the viewer has trouble identifying a specific pay cable service when he can see four feeds of [the movie] 'Popeye' almost simultaneously."

Kweskin claims The English Channel became profitable three months ago, largely because of viewer acceptance and "the fact we don't pay a lot for our [foreign-produced] product and don't produce any original programming."

Great Britain's commercial Granada Television claims to be one specific source of British programming that has done well in new U.S. markets, reporting sales to CBS Cable, ARTS, and the USA Network. The producer has had high visibility as well with its distribution of *Brideshead Revisited* to the Public Broadcasting Service.

Smaller companies also came to NATPE for the first time this year with the expectation that new technologies would mean new sales opportunities. Belbo/Chanowski, a documentary producer based in London and Amsterdam, pronounced the U.S. commercial networks as still "almost impossible to crack," except in the form of excerpts, but claimed "there is growing interest from cable" in its material.

TV Globo of Brazil, one of the world's largest TV networks, was an early supporter of NATPE's expansion effort. The network went to NATPE several years ago with the hope of distribution within the U.S., as well as expanded programming sales elsewhere. Although most of its NATPE traffic concerns international buyers, representatives said they are close to closing some significant distribution deals with U.S. cable operators. Like most overseas producers, TV Globo, makes its programs available in a variety of languages and formats. Travel-oriented and children's programming were considered good candidates for U.S. exposure.

While NATPE is still emerging as an important trading site within the Latin American television industry, it has long been an essential marketing event for Canadian television.

The percentage of Canadian television stations and groups represented at NATPE is estimated to be as high as that from U.S. licensees, with programmers vying for many of the same syndicated, off-network, and

first-run fare as their southern neighbors. Canadian-produced material has found wider acceptance in the U.S. lately—NBC-TV's *SCTV Network* (produced in Toronto and Edmonton) and Showtime's *Bizarre* (shot in Toronto) are two examples—and a number of Canadian production units were on hand for the first time this year screening programming that included hockey specials, a children's series and a motorcycle show.

"It's much less expensive for us to come to NATPE than it is to attend MIP-TV," one Ontario producer explained. "We would rather just attend this conference—but I don't think we can afford to do that yet." The producer is one of many in Canada actively seeking co-production ventures with U.S. companies for entertainment programming. New York's Syndicast Services announced such a venture recently for production of a two-hour "romantic drama" in Toronto that will be distributed to a consortium of independent U.S. stations. □

The problems of syndication

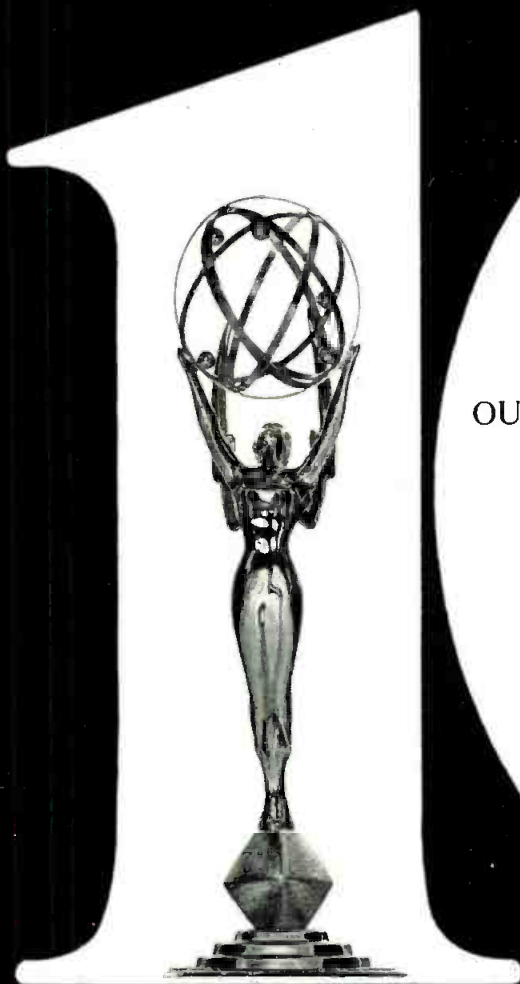
Number of new shows offered is down this year; panelists say PTAR must be kept, need more input from stations on what types of shows are wanted

At this year's NATPE, distributors and producers provided 85 new shows for the marketplace—100 fewer first-run programs than were exhibited the previous year. Panelists at a session entitled "The Syndicator's Dilemma—To Develop or Not to Develop" seemed to agree that the threatened dismantling of PTAR was in large part responsible for the lack of development and that if the syndication business is to remain viable, network encroachment into affiliates' local time must be checked. The moderator for the session was David Sifford of Comworld, based in Nashville. The panelists included Sandy Carter of Carter-Grant Communications, New York; Dick Colbert of Colbert TV Sales, Hollywood; David Salzman of Telepictures, Los Angeles; Gold Key's Jeff Alan; ABC's Phil Boyer, and Al Masini of TeleRep.

Deletion of PTAR from the FCC's rulebook, said Carter, "means a licence for the networks to push into that time period." And, she said, "If I don't have a place to sell product, it's pretty difficult to develop." She said that broadcasters and suppliers should form a "nonadversarial relationship" through which they can develop programs together to the greater satisfaction of both parties.

Colbert noted that the "continued [network] infringement" on affiliate time provides less opportunity for the development of first-run product by suppliers. And on the flip-side of the coin, he said, broadcasters, with less time of their own, have to be that much more concerned with

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To go or not to go. Panelists debating whether or not syndicators should develop new product included (l to r): Al Masini, TeleRep; Sandy Carter, Carter-Grant; Jeff Alan, Gold Key Entertainment; Dick Colbert,

Colbert TV Sales; David Salzman, Telepictures, and Phil Boyer, ABC. At far left: moderator David Sifford of Comworld. One point upon which all agreed: stations must be involved.

the bottom line. They are less inclined to "get involved with a risky new first-run show which is less safe than an off-network rerun."

Salzman's answer to the question of whether syndicators should develop was "emphatically yes." Anything that is a "stimulus to bring new [material] to the marketplace is a very positive thing," he said.

Salzman noted that never before has he seen more of a "commonality of interest among producer, supplier and the stations." He said that bond has to be strengthened in what appears to be an ever-expanding "multichannel universe" where competition is greater than at any other time. He said that broadcasters should become involved in the program marketplace before the start of NATPE each year and that they "can take steps to insure that the shows you're involved with become a reality."

Jeff Alan noted that station time in general "is getting eaten up on weekends" by the networks and that Gold Key, which is for the most part a daytime program supplier, is concerned "with the availability of time periods. We've got to have a place to put [our product]."

Masini said there was "no question" that syndicators should develop, but that the signing up of affiliates was essential to the successful marketing of program packages. Of the Operation Prime Time packages he sells, Masini noted that generally about 70 affiliates sign up while only about 30 independents sign up.

ABC's Boyer defined syndication as "spreading out the costs of doing a properly among many different stations." And sharing expenses in these times of extremely high production costs is "very important," he said. Syndicators should develop new product, he said, but it must be in the direction that "the stations are going," which is toward locally oriented material.

Alan complained of the slow response time that his firm often faces in dealing with station groups. He asked Boyer if anything could be done to speed it up. Boyer said ABC was working on the problem but that with a group operation several different markets with "individual needs" have to be considered. He described as a "tightrope situation" the process of deter-

mining which stations within a group actually need a particular product.

The need for greater station feedback was a theme expressed by all the suppliers on the panel. Stations complain that all the new first-run material consists of "courtroom shows and soaps," said Masini. But then they "don't tell us what they want. They don't get involved." □

Cable and local broadcasters: the opportunities are multiplying

Fred Silverman announces new advertiser-supported program service; tells stations they are in the best position to buy and sell programming

Fred Silverman is getting into cable.

The former NBC president, now with his InterMedia Entertainment production firm, last week said he was developing an advertiser-supported program service called Magicable.

Silverman mentioned his plans only briefly—as more of an aside than an announcement—during Katz Communications' annual programming meeting held concurrently with NATPE.

When discussing local time-sales opportunities through cable, he said, "Other cable services in the planning stage, including my own Magicable, are allocating several commercial units per hour for local sale."

Silverman provided no other details on Magicable in his speech. Questioned later during the NATPE conference, however, Silverman told BROADCASTING that he expected to have an announcement in about three weeks. He said he would be in partnership for a 24-hour entertainment service with principal elements being talk, music, comedy and entertainment and information features. Silverman added that the format would be "akin to the way radio stations operate on a [programming] wheel" and that the service was being aimed particularly at the 18-34 age group.

While Silverman's Magicable remark

was the major news in his address, it came in the context of a broader message:

"Not since TV exploded into a national medium in the early 50's have there been such outstanding opportunities for stations as now exist for you."

Television stations, he claimed, will find themselves in a buyer's market as program suppliers increase and in a seller's market as local efforts are syndicated. Cable, he added, will provide broadcasters with programming and marketing opportunities as well.

Of the coming buyer's market, he explained, "By taking advantage of the wider variety of choices available, you can easily negotiate your way through the competitive changes of the upcoming decade."

Silverman expects the most radical change to be the growth of ad-hoc networking. "I believe the big story of the next five years will not be cable but these occasional networks, especially now that live programming is a reality, as Independent Network News and *Entertainment Tonight* have proved," he said.

Late night, Silverman claimed, could be a major target for new ad hoc networkers. "I don't need a crystal ball to see that late night is another area that could soon be vulnerable for all stations," he said, "particularly if Johnny Carson decides to call it quits next year. Also the well of reruns for that time period is already running dry."

He believes prime time, "the final bastion of the Big Three's control, can be breached" as well. And here, Silverman is hoping to do some breaching himself.

Silverman explained his plans, with MGM/UA Television Distribution and veteran variety-show producer Bob Finkel, for *The World of Entertainment*, an hour variety show to be piloted in prime time next month. "If this test works in late April," he said, "we'll be back in the fall on a regular basis in this same time period [8 p.m. NYT]. If we establish this foothold, many other producers will be waiting in line to do the same thing, and this would certainly change the face of prime time forever and, I feel, for the better."

Of a local station's program distribution potential, Silverman said, "Not only are you in a buyer's market when programming, but you're in a seller's market when producing." He claimed that "there is a horde

of distributors out there now actively seeking fresh product, and not just from the two production capitals. Don't hesitate to take advantage."

More good news for stations will come from cable, Silverman said.

Aside from occasional movies and specials, Silverman claimed, "cable will evolve into a handful of narrowcasting formats" and "will not present any real audience threat."

Silverman encouraged local stations to take the lead from major communications companies that have diversified and now work in various electronic media. "Look

at the marketplace," he urged, "and see if there isn't a way to work side by side with the cable operators."

"You and I know there's money to be made from cable. There's no reason why your stations shouldn't share in this growing business," he said.

Silverman said broadcasters could prosper as cable suppliers by selling systems shows "that would be too narrow in interest for your [broadcasting] viewers."

He also suggested that broadcasters take advantage of cable advertising. Silverman cited the ABC/Westinghouse arrange-

ment for the upcoming Satellite News Channels where "the local broadcast stations producing the news inserts also share in the time sales of those local segments. This is hardly an isolated example." (It was at this point that Silverman mentioned his Magicable as a future service with local availabilities.)

Silverman claimed that few cable system managers have "anywhere near your expertise in sales, advertising and promotion and certainly none have the people in place like you do. Unquestionably, there will be opportunities, and you're in a perfect position to take advantage of them." □



Center stage. The prime time access rule was the subject of the first general session of the NATPE convention. Participating in this forum were (l to r) Gene Bohi, WGHP-TV High Point, N.C.; Joel Chaseman, Post-Newsweek Stations; Jim Coppersmith, Hubbard Broadcasting Co.; FCC

Commissioner Joseph Fogarty; Mickey Gardner, Bracewell & Patterson (moderator); Sandy Frank, Sandy Frank Film Syndication; John Lane, Hedrick & Lane; Tony Malara, CBS-TV; Representative Al Swift (D-Wash.), and Ray Timothy, NBC-TV.

PTAR: To be or not to be?

Stations and programers argue importance of keeping time for local product; network stand for repeal is softened, Fogarty offers compromise

The prime time access rule, which was controversial in conception and has remained so through the 11 years of its life—was held up to the light and scrutinized from a variety of angles last week at the NATPE convention in Las Vegas. Whether the FCC would move soon on its repeal—a question that had been expected to dominate the convention—had lost a bit of its urgency with reports the networks were backing off in their efforts to win repeal (BROADCASTING, March 15). Nevertheless, a nine-member panel in a 90-minute session provided a kaleidoscope of attitudes the rule generates.

There was more, too. FCC Commissioner Joseph Fogarty, who has changed his mind since the day, at a NATPE convention three years ago, when he described the rule as a "terrible error" the commission should rectify, suggested an amendment that would permit the networks to compete with others in offering programming for the time now closed to them.

But for the most part, the panelists devoted themselves to the question of whether the rule that bars affiliates in the top 50 markets from taking more than three hours of prime-time programming from their networks has achieved the goals set for it, principally of reducing network "dominance" of prime time programming, stimulating new sources of programming and increasing licensee discretion over prime time. They also addressed the questions heard in connection with the rule as to whether the government should interfere in network-affiliate relations and whether the rule violates the First Amendment.

Fogarty is convinced the rule has achieved its public-interest objectives. And he does not see it raising a constitutional issue. But he also believes that, because deregulation is "au courant" and "chic" in the Washington of Ronald Reagan, the commission will re-evaluate PTAR "sooner or later." And when that happens, he will be ready with a proposal to amend it—a proposal that responds to the network argument he says bothers him: "It is a curious kind of pro-competitive policy that locks a potential competitor out of a marketplace or one of its segments."

His proposal—it's only an "idea," at

present—would involve new and original programming. It would permit the networks to offer four hours of prime time programming if the first hour were of new programming not previously seen on the network, and if it did not conclude later than the beginning of the second hour of prime time. He is not sure the proposal answers all questions, however. He said the critical one is whether it would avoid or at least minimize network clearance pressures and preserve free local station choice between nonnetwork and original network offerings. In that connection, Fogarty said the commission should consider whether to allow affiliates to program off-network material in the access period from which it, as well as network material, is now barred.

As for the others who support the rule, there was no talk of compromise. To them, the rule, which has allowed affiliates to prosper from the spots they can sell in the half hour that is theirs, not the networks', is essential to the well being of these stations and ultimately, the public. And without the rule, they feel, they would be unable to resist network recovery of the access time.

As Eugene H. Bohi, president and general manager of WGHP-TV Greensboro-High Point, N.C., put it: "The networks and affiliates need each other, but the net-

works have historically had the upper hand in negotiations. The loss of the prime-time access rule would open the doors for network expansion at the expense of the stations." Bohi noted that the networks and their 15 owned stations accounted for 51.8% of all television revenue in 1980, and that only 48.2% was left for the remaining 849 commercial stations. "The prime-time access rule is the television industry's 'little antitrust law,'" he said. "It's the only protection we have in our industry to guarantee our continued financial viability."

Joel Chaseman, president of Post-Newsweek Stations, appealed to the networks' self interest. "We believe in localism, not as an empty buzz word, but as the surest way to build local individuality in an era when half our marketplace will be able to watch . . . network programs on several other channels." Networks, he said, need their affiliates to be strong. "How can it make sense to crowd us out of those very time periods in which we can best establish our strength—local news and a half hour of early evening?" Chaseman, too, talked of affiliates and networks as unequal negotiators. "The networks are Godzilla to our Bambi," he said.

To Representative Al Swift (D-Wash.), a member of the House Commerce Committee, nothing less than the survivability of "broadcasting as we know it" is at stake. In making that point, he rejected the belief he said is abroad in Congress and at the FCC—that the marketplace should be the final arbiter or, as he put it, "that broadcasting should be thrust into a pit with all the other competing technologies and that the public will be served best by whoever crawls out of the pit at the end."

Swift fears that in such a contest local television stations would not be among the survivors. And while he does not believe Congress should prop up businesses that cannot help themselves, broadcasting, he said, is "unique" among the telecommunications technologies. It offers the public "local programing—localism." And that, he said, is worth preserving.

Sandy Frank, of Sandy Frank Film Syndication, long a vigorous opponent of any effort to cut back the reach of PTAR, not only ascribed the rapid growth in recent years of NATPE and of the syndication business to PTAR, he was not content to just defend the rule. Rather, he went on the offensive: "What we should be demanding from the FCC is more access time from the networks—in the morning, in the afternoon and in prime time, too."

Nor is the First Amendment any bar to implementation of the rule, according to John Lane, counsel for Westinghouse Broadcasting Co., which had originally proposed it at the commission. He noted that the U.S. Court of Appeals in New York—and not, he said, the so-called "liberal" appeals court in Washington—had reviewed the rule three times, and on each occasion had found it consistent with the First Amendment. He also said the networks' vigorous challenges of any rule regarded as in violation of the Constitu-

tion has resulted in a body of law that holds it is not the networks' rights that are paramount but those of the public to receive information from "diverse and antagonistic sources."

Representatives of CBS and NBC were on the panel to urge repeal. But, it was a broadcaster who, because he is a broadcaster, may have made a greater impact.

Jim Coppersmith, of Hubbard Broadcasting Co., which owns three television stations (two of them network affiliates) and which has asked the commission to repeal the rule, said, "We believe there is no place for government in the contractual relationship between networks and affiliates." And he suggested it was unbecoming of broadcasters to urge retention of a rule that "protects" them when they are forever asking for repeal of rules they say are burdensome.

What's more, he brushed aside the argument that broadcasters would, in the absence of PTAR, lack the strength to reject network offerings. He said stations need "a little antitrust law as much as Ma Bell" does. He said that if PTAR is repealed, Hubbard would not surrender its "right or obligation to provide localism in prime time."

NBC's readiness to concede victory to the affiliates on PTAR was indicated by Ray Timothy, president of NBC-TV. He said NBC is "uncomfortable" with PTAR, but that it is not the rule whose repeal is uppermost in the minds of network officials. The financial interest rule, which bars the networks from acquiring any financial interest in the programing they purchase, other than the rights to two network runs, has that priority, he said. And Tony Malara, vice president and general manager of CBS-TV, said following the panel that CBS will withdraw its petition to the FCC for a waiver of the rule to permit affiliates to take an hour of network news if the proposal runs into serious opposition at the network's meeting with affiliates scheduled for May.

Nevertheless, the two network executives made the argument for repeal. They said the marketplace, not the government, should determine what programs stations will carry in prime time. And both sought to ridicule the notion that networks would have the unfair leverage, in dealing with affiliates, that station officials said they would. The rule "should be looked at in light of current reality," Timothy said. "I don't feel I'm a Godzilla. It's the other way around. That's the reality." "The networks," Malara said, "will be surprised to learn the only way stations can provide local programing is if they are protected against the networks."

The last word in the discussion went to a member of the audience, FCC Commissioner Abbott Washburn, who went to a microphone when the floor was opened to questions. He had none, only a comment. The goals of the rule have been achieved, said Washburn, a staunch defender of PTAR. "The industry is healthy." Then he paused, and said "If it ain't broke, don't fix it." □

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NATPE's programing prognosticators

Among predictions and assessments of the state-of-the-program art: larger role for program director, more emphasis on quality, less on research, fierce competition for viewers, 24-hour operation

NATPE's attempt last week to identify "The Next Really True Program Form" didn't come close to doing so, but the six panelists—queried through the process in Phil Donahue style by moderator Charles Larsen of WABC-TV New York—managed nevertheless to touch most of the bases of importance to the programing future, and in the process to strike a few sparks about the present. The result amounted to a not-so-short course in the dynamics of the programing business, circa 1982.

□ **Mickey Hooten of WISN-TV Milwaukee:** "We're all headed for 24-hour operation." He's disappointed that "we're regurgitating so much national news when we need more local news." And he's not so sure that the network role won't decrease in the future. Local stations, he said, will have to "reassume" the development of programs. In truth, although few would like to admit it, "your news director is probably your program director." And: "I see [the development of] some kind of super program director who will preside over both news and entertainment programing—or else program directors will "evolve back" to being traffic managers. Stations, he said, are going to have to become "the institutions" the local newspaper used to be. And he urged a greater degree of research and development in television, lest it suffer the same fate as the American automotive industry.

□ **Richard M. Ballinger of Metromedia:** Will independents follow the network lead in developing more news programing? Not likely. The secret of independents has been in counterprograming, he said, suggesting that independents would crank up their entertainment efforts in direct proportion to affiliates increasing reality programing. He's sick of hearing the word

"innovator," and having innovation cited as a be-all and end-all of programing. Much better, in his view, "to see something well executed." Ballinger, who returned repeatedly to his thesis that there was really nothing new under the sun, insisted just as frequently that the answer to success is in "quality," not innovation. "Quiz shows," he said, "were invented in the Bible." Moreover, he feels that the media revolution is more a matter of technology than programing. "The crisis is the quality crisis... What will work in the future is what has worked in the past: quality." Ballinger also had encouraging words about, if not for, the syndicators. "We have to encourage them, not criticize them," he said. "I for one am very impressed by what I see here [at NATPE]. I think it's better than last year. The syndicator is the real crap-shooter." He struck one of the panel's most sobering chords when he said, toward the close: "I'm a little fearful about the next 10 years, frankly. Fragmentation may make it impossible for us to do a good job. [But] quality will still win. Programing hasn't changed over the last 1,000 years; it won't change over the next 10."

□ **Bill Lord of ABC News, Washington:** Addressing ABC's new plans for a midnight-1 a.m. news strip to follow *Nightline*, Lord said "the audience has a true choice at 11:30" among Carson on NBC, a movie on CBS and news on ABC. What ABC discovered, he said, was that "the *Nightline* audience wouldn't stick around to watch *Charlie's Angels* reruns." Having "established the franchise" for news at that hour, "we can absorb the lows [of poorer performing news nights] and be exhilarated by the peaks." He described *Nightline*'s audience as the most intensely involved in his experience; "we've never been forced to think more about the audience," he said. "We are on the cutting edge of programing without knowing quite what the next step will be." Referring to the general trend toward expanded news operations at the networks, Lord said: "We're meeting

ourselves coming around the clock. If we all do it we're going to be sorry." And, after a show of hands in the audience indicated some disappointment over the quality of shows available at this year's NATPE, Lord remarked: "As many dissatisfied hands are out there, so many are the opportunities for us."

□ **Robert Pittman of Warner Amex Satellite Entertainment:** Would he consider developing a new news channel? "Absolutely not," he responded, but added that he does have a corporate eye on shopping and game channels. "There's a need for almost any idea you can bring up," he said, "but you have to establish priorities. If we can get 3% of the people to use a shopping channel we'd have a huge business." Ours is becoming a "stay-at-home society," Pittman said, and when people watch TV (wherever there's a broadly cabled universe) they'll be able to find what they like, although not all people will watch all channels. If it's a 100-channel system, a given subscriber might watch 10 or 20 of those channels on a regular basis. "There's a dichotomy between those people who grew up with TV and those who didn't," Pittman said. "With the former you can put almost anything on the tube and they'll respond to it." The big difference in the coming television society may not be in the kinds of programs themselves, he said, but in the fact that the consumer will be in control of the variety of what he's viewing. Ours also is evolving into a nation with *less*, not more, leisure time, Pittman said, remarking that as it becomes more scarce (due to people having to work two jobs, or work longer at one job to make ends meet) people will put a greater value on how they use it and be more demanding of that part they devote to TV. The car, he said, used to be the status symbol when ours was a "going-out society." TV and its ancillary equipment (large-screen projectors, videocassette and videodisk players, auxiliary stereo sound systems and the like) will be the new status symbols. The programer, he said,



Whither we goest. The assignment of crystal-balling television's programing future was handled at NATPE by (l to r) Chuck Larsen of WABC-TV New York, John Goldhammer of Paramount Television, Dick Ballinger of

Metromedia, Mickey Hooten of WISN-TV Milwaukee, Bob Pittman of Warner Amex Satellite Communications, Bill Lord of ABC News and George Resing of Group W.

must position himself to have a unique place among the array of services that will be available, as opposed to trying to be all things to all people.

□ **George Resing of Group W:** There's no doubt there's a trend to reality programming—but it's just as certain that there will be a counter trend to meet it. Seconding Hooten's comments about the need for redefinition, or redevelopment, of the program director's role, Resing cited the growing disparity in salaries paid to news directors and those commanded by PD's. And getting into the middle of a discussion about the value of research in program development, he said that "PM grew out of more than a year of development with heavy research involvement." And he agreed with a comment from the floor that if stations want first-run syndicated product, they have to be willing to stay with those programs while they develop.

□ **John Goldhammer of Paramount TV:** It's a "brave new world" for the program developer these days, he said, as creators try to fill the void left by network inability to control their time periods. And there's a blurring of lines between news and show business. *Entertainment Tonight*, a Paramount vehicle, is a news show, he insists—indicating that not all people are yet willing to agree with that identification, still feeling that reality can be approached only by conventional news divisions. "We broke the John Belushi story and the Mike Douglas story," he said. Taking the anti-research side of a debate among the panelists, Goldhammer insisted that "what we need is people with ideas. Then you have to have the research to sell the idea to corporate." Also aligning himself with those who felt there was an amazing program mix available at NATPE, he said: "We're being too cynical" in judging product. There will be more and more ad hoc networks, he said, as satellite technology opens the door wide. And: "We're no longer programming for time periods," Goldhammer declared. "There's been too much cubbyholing in the past [designing shows for access or for early fringe or late night]. It's better just to produce darn good programs and let the stations put them where they work." □

Coming together

The differences between cable and TV stations are narrowing as mutually beneficial programming arrangements are being invented

A broadcaster stole the show at a meeting devoted to cable as the NATPE convention was getting off the ground last Sunday (March 14). Laurie Leonard, president and general manager of WMTV(TV) Madison, Wis., captivated the delegates with her story of that station's partnership to gain access to three channels on the local cable system, and captured most of the questions in the Q & A that followed. Leonard, who worked in several executive



The subject was cable. This Sunday morning session was struck by the possibilities of partnership between broadcasters and cable systems, and by the opportunities for new program forms afforded by the many-channeled medium. That was the subject being addressed by Mert Koplin of the Corp. for Entertainment & Learning when this picture was taken. Awaiting their turns (l to r): Derk Zimmerman of Group W Satellite Corp., Russell Rhodes of Ogilvy & Mather and Laurie Leonard of WMTV(TV) Madison, Wis.

capacities for American Television & Communications before advancing to her present broadcast position, made it clear the day to join 'em, not fight 'em, has arrived.

The clincher in that rationale, from her point of view: that while WMTV and the other over-the-air stations in Madison had a 91% share of audience in noncable homes, they had only a 75% share in cable homes. If that audience was going to be fragmented anyway, she reasoned, it was better that WMTV get another crack at it through the cable medium. Her initial deal, for three years, covers a weather channel, a public affairs channel to cover city council meetings and other full-text events and an as-yet-unactivated channel for event programming. "With distant signals coming in, localism is our only ace in the hole," she said. Moreover, there's a strong crosspollination involved. "If they watch us on cable they'll be more likely to watch us over the air," she said.

Leonard was joined on the panel—moderated by Madison Square Garden Communications' Joe Cohen—by Mert Koplin of the Corporation for Entertainment & Learning; Russell Rhodes of Ogilvy & Mather, and Derk Zimmerman of Group W Satellite Corp.

Koplin observed that the big difference between cable and network television is that the former is still "shooting from the hip," ready to experiment with new program forms, while networks always wonder where they are going to put any new program idea that comes along. "That it's never been done before is a negative factor in network television," he said. "They're locked into the most perfect piece of machinery for doing what they want to do," which is to deliver a mass audience, he said.

Not only is cable willing to experiment, but it will do so in volume. Whereas a network might give a producer an order for,

say, four shows, Koplin said he had just received an order from the Entertainment Channel for 130 half hours (of a zoo show), and had been asked to submit an idea for still another 130 half hours. For the producer, he said, cable represents "an unparalleled opportunity for doing something new."

Rhodes cited parallels between Ogilvy's experience with the American Express account and its work for Warner Amex's cable systems. Each had three requirements: acquisition, retention and usage. That is, new accounts (and subscribers) first had to be acquired, then kept happy and then encouraged to order new services. Positioning, he said, was the key to success for each product. In cable's case, that meant positioning Warner's systems as "the ultimate source of in-home programming... we'll promise you a good time."

Zimmerman cautioned that cable program expansion is going to take "more than good ideas, it's going to take capital." Today's competitors are going to end up being tomorrow's partners, he said, as the economics of production require ever larger investments. (That process, of course, has already begun, with Group W in partnership with ABC, CBS negotiating a joint venture with 20th Century-Fox and Hearst in a deal with ABC among the more conspicuous ventures now under way.) But Zimmerman went on to add the good news: that what was the LOP—"least objectionable program"—approach (to viewing the network television) would in the cable-enhanced program future become PPC—"positive program choice."

Elaborating on her cable partnership in Madison, Leonard noted that WMTV was programming an automated weather channel 24 hours a day, advertising supported, with the cable operator getting a small percentage of the advertising revenues in return. The station at present is programming about

12 hours a week on the second channel, which it operates as part of the system's franchise requirement to cover local meetings. (WMTV has made a \$50,000 investment in equipment for cable coverage, of which the operator will reimburse half of its share of advertising revenues.) The third channel has not yet been activated (it is still dark on the operator's 28-channel, 30,000-subscriber system) but she anticipates it will be used for local programming, sports events and the like.

WMTV's is not a leased channel arrangement but a "partnership," she emphasized, as the cable operator is concerned about being considered a public utility. The station does have a right of first refusal on the operation of other channels, and is granted exclusivity on the weather channel. It does not attempt to sell advertising on the channel devoted to coverage of public meetings.

John Small, of Warner's Qube system, remarked from the floor that there remains a "vast spectrum" of people in cable who don't yet understand that they're in the programming business, and that it takes a great deal of convincing to persuade them they're not in the utility business. □

Regulatory roundup: a report for NATPE

Panelists, including FCC's Dawson and Rivera, provide political situationer on deregulation, PTAR, LPTV

Broadcasters looking for further relief from government regulation will continue to receive a sympathetic hearing at the FCC. But Congress, this year, at least, has other things on its mind. And as for the newest service the commission has introduced—low-power television—it may be years before it takes hold, if it ever does.

Those were some of the impressions gleaned from a tour of the Washington horizon, conducted at the NATPE convention by former FCC Chairman Richard E. Wiley in moderating a panel drawn from the FCC, Congress and the National Association of Broadcasters.

For instance, no one on the panel thought there was a chance Congress this year would pass the FCC's legislative package of proposals for repeal of the equal time law and the fairness doctrine. But Commissioner Mimi Weyforth Dawson thought the proposals were worth making, even if only as a "strong philosophical statement" of the commission's position.

Erwin Krasnow, senior vice president and general counsel of NAB, said Congress would approve a deregulatory bill in the current session; he noted a measure had already passed the Senate. But Representative James Santini (D-Nev.), a member of the House Commerce Committee, said any broadcast legislation seems unlikely this year. He noted that the chairman of the House Commerce Committee,



Tour guides. The Washington scene was the subject of this NATPE panel, moderated by former FCC Chairman Richard E. Wiley. L to r: FCC Commissioners Mimi Weyforth Dawson and Henry Rivera; Erwin Krasnow, National Association of Broadcasters; Mark Smith, KLAS-TV Las Vegas, and Representative James Santini (D-Nev.).

Representative John Dingell (D-Mich.) and Representative Timothy Wirth (D-Colo.), chairman of the Telecommunications Subcommittee, are "not for deregulation." Furthermore, he cited three barriers to action on broadcasting matters this year: Wirth's preoccupation with his telecommunications "reform" legislation (H.R. 5158); the "battle of the budget," which he said will take an "enormous" amount of time on the House floor, and the fall elections.

What, then, about the FCC? Will it move in those areas, involving the fairness doctrine, where it would have jurisdiction? Wiley mentioned such matters as the personal attack rule and the Cullman Doctrine, under which broadcasters can be required to afford free time for reply to a statement on a controversial issue of public importance that was made in paid time.

Commissioner Henry Rivera said it is likely. "If we don't see legislation, you will see the chairman [Mark S. Fowler] move in that direction"—although he cautioned he did not intend to speak for the chairman.

As for ownership rules, Krasnow said the commission has made a number of moves of which the NAB approves: It has rejected proposals to require a breakup of AM-FM combinations, retained the exception to the crossownership rules that permits UHF television stations to be sold in combination with radio outlets, and is proposing repeal of the antitrafficking, three-year rule. The commission's next move, Krasnow said, should be the elimination of the ban on television-cable television crossownership.

But as for the repeal or modification of the multiple-ownership rule limiting ownership of stations to seven AM, seven FM and seven TV, Krasnow indicated the NAB would have trouble forging a position. "It's hard to see a consensus on the NAB board [on that issue] at this time," he said.

Mark Smith, of KLAS-TV Las Vegas and chairman of the NAB television board, however, appeared to have no doubts. He said the industry would like complete repeal of the rule. But, he said, it "will settle for any movement" toward that goal.

Despite their professed dislike of program content rules, Dawson and Rivera were not prepared to say they are ready now to vote for repeal of the prime-time access rule—whose retention is virtually a sacred cause of NATPE members. Both

repeated their known positions on the rule with which they say they are philosophically at war: Dawson feels the commission should provide for a competitive structure in the video market before the question of repeal can be addressed. Rivera said, "We have to do an analysis of need in terms of structure." In short, PTAR will not be on the commission's agenda for the foreseeable future.

The collateral rules adopted with PTAR—financial interest and syndication—are another matter. Dawson said the commission will consider their repeal or modification in April.

For those on the panel, the future of low-power television is obscured in mists of uncertainty. Smith said LPTV is "a totally unknown quantity." He also indicated he is not excited by its prospects. "A lot of people, including some in my area, have delusions about where we're going," Dawson, who said she is "no fan" of LPTV, sees it as a very long range prospect at best, even in rural areas. "We're looking at five years before we look at service," she said. "We have authorized something that may never happen."

One of the principal obstacles to the start of service is the mountain of applications—including many that are mutually exclusive—waiting to be processed. In view of the commission's failure to adopt a lottery to resolve conflicts, Wiley asked Rivera, how will the commission handle the "avalanche of applications?" "Very slowly," Rivera answered.

Both Dawson and Rivera indicated they favored an easing of the commission's position on character issues in license renewal proceedings. Dawson, who said a report and order on proposed changes in commission policy on the issue will be before the commission in April, indicated she felt there were some matters—unspecified—involving character best left to other agencies of government. Rivera said the commission must be concerned about those to whom it issues licenses. But, he said, "Do we have to be concerned about everything?"

Both also appeared frustrated by the strictures the ex parte rules impose on their contacts with industry representatives. Dawson said it was "dreadful" that commissioners are barred from talking to the people whose lives will be affected by the rules the commission is formulating. But Rivera appeared grateful for the rules as a protection against the hordes of lobbyists who descended on the commission

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If the commission seems bent on deregulating, the NAB was said to be determined to maintain its codes of self regulation. No, said Krasnow, in answer to a question from Wiley, the decision of U.S. Judge Harold Greene ordering the NAB to cancel the multiple-product advertising rule in its television code does not signal the end of industry self-regulation. The NAB executive committee has canceled all advertising provisions of the code until further notice as a result of the court decision (BROADCASTING, March 15). But, Krasnow said, "We will appeal. We hope the code will become a living instrument

once again."

Wiley, who led the discussion through the questions he asked the panel, did not confine himself to broadcasting matters. What is the impact of the proposed settlement of the Justice Department's suit against AT&T on the commission's power to regulate AT&T, he asked.

Rivera said he is concerned. "The FCC is not a major player" in that game, he said. "Once the settlement is approved, Justice and AT&T will make policy in the back room." He said the commission will file comments on the proposed settlement expressing concern. But he appeared discouraged. Where some at the commission feel its authority to approve or reject the

applications AT&T would be obliged to file to implement the settlement gives the agency a "bomb" with which to blow up the agreement, Rivera said he is "not sure" how powerful that bomb is. "There are ways around that," he said. "It's too bad," he said. "Telecommunications policy should be made by Congress, of which we are a part."

But Santini indicated Congress is moving in that direction. He said Wirth has set a "rigorous agenda" for dealing with his telecommunications legislation. "You will see telecommunications reform on the floor by June," he said. The Senate has already passed a telecommunications bill (S.898). □



Feeling their oats. The rising fortunes of independent TV stations were the object of NATPE's attention at this panel. L to r: Alan Bell of KTVU(TV) Oakland-San Francisco, Lucie Salhany of Taft, Carol Myers of WJLA-TV

Washington, Fred Silverman of InterMedia Entertainment, John Serrao of KTRV(TV) Boise, Idaho, and the session's moderator, Sheldon Cooper of WGN-TV Chicago.

The problems and prospects of independents

More and more of these stations are giving the affiliates a run for their money (and rating points); there's concern over rising program costs; value of localism stressed; Silverman sees networks stripping shows in prime time

The subject of the panel was independents, but the most dramatic prediction emerging from it had to do with networks. Fred Silverman, the former NBC president who now heads his own production company (InterMedia Entertainment), made it as an aside to the matter of cost-consciousness: "If there is a trend it will be to [network] strips in prime time. My guess is that you will see it happen first in the 10 o'clock time period, probably in the spring or summer. There is a point when you can't afford to spend \$800,000 an hour for a film program."

There were none present to confirm the accuracy of that prediction, but it was apparent that the panelists foresaw even more changes ahead for the network-affiliate relationship. "I'm just looking for the day when they pull back compensation," said Lucie Salhany, head of program development for Taft broadcast and cable. "When that happens they [the affiliates] will look just like independents. And once

that happens, to heck with them."

Those remarks notwithstanding, most of the panel had to do with how well independents are doing these days—and particularly in metered (by the rating services) markets. Salhany said that all the independents in Philadelphia were credited with increased audience when meters went in there, expanding the salable inventory of secondary product. The three independents, she said, are now vying for the second or third position in the market. "In prime it's incredible," she said, with the three splitting about 20 share points.

Carol Myers, of ABC-affiliated WJLA(TV) Washington, confirmed that independents had outpaced market growth there, too, becoming "very competitive for ratings and revenues." Washington is not yet a metered market, and only the independent UHF in town (Taft's WDCA-TV) has so far signed up for that service.

Alan Bell of KTVU(TV) Oakland-San Francisco said that stations were now seeing the "ungodly cost of bringing new programs to television," a mechanism that he said had been distorted in the past by price rises that had to do with shrewd marketing, not increased costs of production. He likened the situation to a masochist-sadist relationship, where one needed the other: the distributor to de-

mand such high prices, the station to pay them. But he conceded that all programmers periodically fall victim to the show business axiom that "if it's a hit, it doesn't matter what you paid for it, while if it's a flop you paid 10 times too much."

Silverman contended that there were ways to economize in program production, a lesson he had learned since leaving NBC. But the process he recommended most seriously for program development was that of groups combining to finance new product—a process similar to that which produced Operation Prime Time. The TV networks are ordering fewer shows than ever before, he said, but the production community is still geared up and ready to go.

"But the price is incredible," said Salhany, not only of production but of promoting new product that has never been pre-sold to a television audience. "So you have to find a way to beat the high costs," responded Silverman. "I believe price is a negotiable commodity." Bell agreed that the effort was worth it. "Any event creates excitement and it may be worth it to pay the price. If you get typed for reruns you are considered old-fashioned" in today's television marketplace, he said.

John Serrao, from KTRV(TV) Boise,

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BRONZE	WFLD-TV Chicago	WCMH Columbus	WTVH Syracuse
BEST EDITING			
GOLD	KIRO-TV Seattle	WDBO-TV Orlando	WALA-TV Mobile (tie) WJXT Jacksonville (tie)
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Idaho (the 141st market), spoke up for making much out of little. There's plenty of life left in old movies, he said, reporting that his independent had beat the network affiliates with a replay of "Shane," the old western starring Alan Ladd. And when the subject turned to news, he said that "our policy is 'no news is good news.' We put *Wonder Woman* against the early news [on the network affiliates] and killed 'em."

The high cost of news programming also was noted by Carol Myers, who said the three Washington network affiliates had spent an estimated \$6 million in their news competition in the last two years—and in the process handed over the opportunity for entertainment counterprogramming to the independents. But she didn't see any way out as news is so important a part of the station's overall positioning in the market.

The decision to go big with news is "cost intensive," added Bell, but "one that pays off if you know how to push the buttons. It can be done, but it can't be done on the cheap. The public knows the difference, and God bless the public."

Silverman noted that there will always be a place on independents for feature films, but said they, too, will be more scarce and thus more expensive; there have been only 12 movie starts in Hollywood this year versus 90 at this time a year ago. And speaking of the scarcity of off-network series, he said that at the rate new

shows are failing the only package that could be put together would be *Disaster Playhouse*. It's harder and harder for new shows to succeed because of the diminishing number of share points left to the networks, he said. In the next few years, he said, producers would be stepping into that void—himself included, first with *The World of Entertainment and Ruth*.

The children's programming business, noted Serrao, was "coming back like gangbusters." Salhany agreed, although qualifying her observation with the comment that only one independent in dual independent markets would concentrate on kid's programming. "We still need them to turn those sets on and lead into early fringe," she said.

When the subject turned to cable, Bell cited the San Francisco market as a precursor of what will happen to the U.S. "What the public is hungry for is choice," he said. "What hasn't been said here is 'localism.' A TV station is either a full service appliance or a narrow appliance. The best protection is to improve your own product." Recalling the advent of television, Bell said that "the networks rode radio right down to the floor. Independent radio stations had the ingredients to change. They did it with localism."

In summing up, the panelists showed no lack of faith in the viability of the present broadcast marketplace. "I would like to own a TV license 10 years from now," said

Serrao. And, echoed Silverman, "there will always be networks—but there may be 10 networks." Bell didn't disagree, but noted that there's no guarantee the present three would be among them. "The customer may not give a damn if General Motors fails," he said, and there's no reason that those buildings in New York have to go on housing "dinosaurs." □

Baker challenges NATPE to stand firm for PTAR

In keynote speech, president of Group W TV asks programmers to be uncompromising in defending PTAR, urges NATPE members to raise quality of local programs

If a single issue emerged from this year's NATPE International convention, it was the television stations' battle to maintain the prime-time access rule. The challenge, as articulated in the keynote address by William F. Baker, president of Group W Television and chairman of Group W Satellite Communications, is two-fold: Stand firm "in uncompromising opposition to any attempt to abolish or to dilute [PTAR]," and in the long-term, work to maintain and perhaps even raise the level of local-program quality.

PTAR must be retained, said Baker, because it has succeeded in bringing about changes in television programming that it was designed to accomplish. "American television," said Baker, "has been moving toward the goals of wider choice and high quality local service." And, he said, while progress was slow at first, it has not only "persisted, it has accelerated. And in the last three years, it has been genuinely dramatic."

As evidence of his contention, Baker said that while three years ago the ratio of syndicated programming to local programming in the access period in the top-10 markets was greater than 2 to 1, "local programming [now] accounts for one-half of that time."

Baker said that among local programs, those using the magazine format have grown 75% over the past three years and that perhaps "even more significantly, other types of locally produced programs—mainly information and public affairs—also have accelerated, growing by more than a third." Game shows, he noted, "have declined by nearly 60%."

Another sign of increasing program diversity, Baker said, if the top-10 markets are an indication, is that viewers of network affiliated stations have the option of watching a local program during the access period 90% of the time, up from 67% three years ago. Baker's conclusion: "The public wants local programming."

And if the networks are successful in their bid to recapture the access period, said Baker, "there will again be no choice—no choice for the station and, therefore, none for the audience."

Baker pointed out that affiliate motives

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to retain PTAR are by no means altruistic. "The value of gross revenues from the prime-access half-hour has been estimated at up to \$600 million," he said, "or almost 15% of an affiliate's total billing. And this loss is being proposed just as competition from the new technologies has become a present and serious worry." In turn, that revenue loss would make it more difficult for stations to provide local programming, "the very kind of programming that will enable them to hold their local audiences."

As to the question of expanded network news, Baker, armed with the findings of a Roper survey done on behalf of Group W, suggested that such a plan would literally be a waste of time—air time that is—because the public does not want an hour of network news ("In Brief," March 15).

"By a margin of 2 to 1" said Baker, the U.S. public is opposed to expanding network news from a half-hour to an hour. That statement was based on the responses to the following question asked in the Roper survey: "Actually if one network news show went to an hour, they probably all would go to an hour. Would you like to see them all go to one hour or would you prefer that they all stay a half hour?" Of the universe of network news viewers, 64% responded that they would prefer the existing half-hour format, while 32% said they would prefer a one-hour news program. The remaining 4% expressed a preference for both formats.

As to the long-term struggle of increased competition, and the challenge of meeting it with an arsenal of quality programming, Baker said that "perhaps I'm particularly sensitive to the difficulties in winning this second struggle," given Group W's cable and satellite programming interests. The new technologies he said, are "here to stay and can only grow more powerful with each year." But, he said, "there's no real reason why traditional broadcasting should not remain strong. It has two enormous weapons: 100% penetration and a zero-cost to the viewer."

Baker suggested that the ability of local stations to survive will depend in large part on their creative ingenuity and he strongly advised against relying on the three television networks to "keep them successful" throughout the 1980's. "It's useful to remember what happened to radio in the '50's," he said. "Radio was almost totally programed by the networks. Then almost overnight, the networks put all their top talent on television and simply walked away from radio. That fact should be carefully considered today by all local television management."

Television, he said, "will live or die solely by the quality of its programming. It is by that that you—and I—will succeed or fail."

Baker's keynote address was preceded by brief remarks from Senator Howard Cannon (D-Nev.). He noted his sponsorship of legislation to take the FCC "out of the business of controlling radio programming and format," and his intention to sponsor similar legislation for televi-

sion. While TV programming is not perfect, he said, "I have seen no evidence whatsoever . . . that indicates the federal government can perform your job either better or more effectively than you can yourself." He also noted his sponsorship of legislation to do away with the existing comparative renewal process. "I have seen few federal programs as wasteful of time and money as [that process]," he said, adding it has not even begun to "meet the lofty ideals that have been claimed for it by some groups . . . [and] it hasn't and it won't. Let's get rid of it." □

Get ready for DBS

FCC's Harris says commission will OK new service by summer; Back urges rapid involvement

The clearest signal yet that the FCC is ready to open up America's skies to direct broadcast satellites was transmitted in Las Vegas last week when Larry Harris, chief of the Broadcast Bureau, declared flatly: "We will authorize DBS. I believe we will have an order out on DBS this summer. Maybe earlier."

The declaration came in response to a question asked of Harris—during a NATPE convened panel devoted to that subject—regarding how the FCC would protect the established broadcasting business from DBS competition. It won't, was the answer. "The FCC's role is to facilitate new technologies. It's not our place to set up artificial barriers to competition." Moreover, Harris added, the broadcaster "can't have his cake and eat it too"—asking for deregulation on one hand while seeking protection on the other. "We'll deregulate broadcasters today, but we will also make them vulnerable to others."

The best news from all this, Harris indicated, should be to programmers—in whose midst he enjoyed himself thoroughly last week. "I've been to a lot of conventions and this was the most first-class I've ever seen," he said, after saying that the new program opportunities created by DBS would be "legion." The whole business will "explode" over the next four, six or

10 years, he said.

How long would it be before cable or broadcasters were replaced by DBS? Harris said he didn't know: "That's up to the public. The automobile wiped out the horse and wagon and nobody stood in the way of that. Let the new technologies come out," he said. "Let the chips fall where they may—that's the American way." And then he quoted a "Harrisism"—that "the Constitution gives you the absolute right to go bankrupt."

Earlier, Harris had indicated he felt that could be the fate of early DBS entrepreneurs. "It's interesting that this DBS panel is being held in Las Vegas," he said. "Those who are getting into it are taking a big gamble." The game, he said, "is really for the big boys" ready to invest over \$1 billion for a single system.

Harris also declared his belief that the present system would survive. And he remarked about the arguments that had been made 10 years ago when competition was introduced into the common carrier business to a chorus of cries that it would ruin AT&T. That was followed by 10 years of record profits for Bell, he noted, while the new carriers also made money.

Robert Wold, whose company specializes in fixed satellite interconnections, traced a brief history of that medium. From the first satellite network in 1975, the broadcast system has grown to embrace 275 stations today with 400 scheduled to be on line by the end of 1982. In the top 50 markets 161 stations can now be accessed by satellite, either co-located or via common carrier (a 71% penetration of stations that use syndicated programming), while in the top 100 markets there is 57% penetration. Wold estimates there will be nearly 100% penetration of broadcast stations, with the three networks moving to satellite interconnection in 1984 or 1985.

One of the panelists—Robert Howard of United Satellite TV—remarked that he didn't know what he was doing there: that "I am not nor is my company in DBS." USTV was organized to "meet a goal," he said: "to make money." It hopes to do so by distributing programming via Ku-band fixed satellites to areas underserved by either cable or MATV (master antenna) services—a potential market of five



Looking for launch. The imminent reality of direct broadcast satellites was explored by this NATPE panel—which was brought to attention by FCC Broadcast Bureau Chief Larry Harris's declaration that interim DBS operations would be authorized by this summer. L to r: Robert Wold, of Robert Wold Co., Joe Tagliaferro of Hughes TV, Robert Fransen of Hubbard's U.S. Satellite Corp., Harris, and Bob Howard of United Satellite Television.

million to six million subscribers to whom he plans to supply four channels of programming (two pay, two advertiser supported) on a scrambled basis. Using Canada's Anik-C satellite, he hopes to be operational as early as February 1983.

Robert Fransen of Hubbard Broadcasting's U.S. Satellite Corp. said that company's intended system would be going for the mass audience: "We're not going to be scheduling ballets in prime time." And he also emphasized that its DBS would be in head-to-head competition with the existing TV networks, while running with its own set of affiliates that could rebroadcast DBS signals terrestrially. Asked how his system would bring anything new to existing programming fare, Fransen said "there is a difference in sitcoms and movies, and we'll go for the best."

Another panelist, Joe Tagliaferro of Hughes Television, said that, in the long run, he felt DBS would be successful. Initially, he said, it will be a way to reach un-

deserved viewers. Asked about the CBS plan to introduce high-definition television through DBS, Tagliaferro called HDTV "very impressive. It's as though you're there. It's better than a 35 mm slide. I think that over the long term HDTV will be the standard. But not in the 1980's. I see no reason" why everyone should have to "program in that format," he said.

During the question period, Jane Cohen of the National Association of Broadcasters asked Harris whether the FCC was concerned about microwave users that might be displaced by the DBS service. That's a valid concern, he responded, and one the FCC will look at carefully. "We don't have a lust to rush down the road and not be able to get back," he said.

Moderator George Back, the retiring NATPE executive director, said in closing that "none of us participated enough in the growth of cable. I ask us all to join early" in developing DBS. □

Fowler's next target: 7-7-7 rule

The chairman says the regulation restricting multiple ownership of stations is arbitrary and has no rational basis

FCC Chairman Mark S. Fowler says it is time to start thinking the "unthinkable" about the commission's multiple ownership rules. "Think whether artificial restrictions on ownership lead to greater choice or whether they restrict choice. That is the question," he said in a speech to the NATPE convention in Las Vegas, last week, "not whether bigness is badness or goodness."

And while he indicated he has no hard answers, he made it clear he is preparing to zero in on the commission's 7-7-7 rule, which bars ownership by any entity of more than seven AM, seven FM and seven TV stations (no more than five of them VHF) ("Closed Circuit," March 15). "It is the regulatory equivalent of 'shoot first, ask questions later.'"

Fowler, the hallmark of whose chairmanship has been a drive for de- or "un"-regulation, did not spend much time on the key issue before the convention, the prime-time access rule. He is the only member of the commission believed prepared to vote for repeal, as the networks have urged. But he did not soften his criticism of the rule that is practically revered by NATPE as the instrument of its growth and of the prosperity of its members.

Indeed, Fowler noted that "the size, not to mention the lavishness of this convention, suggest that the rule has fostered new entrants who have been able to survive in the prime-time syndication field." But he said the rule "distorts the marketplace for programming"—and without expanding the choice of programming the way a new video channel does. And he said that, in limiting the amount of prime-time programming networks may offer affiliates, the government has made a judg-

ment it should not make "if we believe in a marketplace orientation." Nor, he said, is it a judgment the government is equipped to make.

Ironically, while those remarks were received with the coolness that might have been expected, Fowler was interrupted earlier four times when he restated his now familiar opposition to regulation of program content. For instance, the audience applauded when he pledged to deny himself a role as an arbiter of public taste in programming.

But the NATPE convention apparently was chosen as the launch pad for a campaign to reshape commission policy on the concentration of control of media issue, with the 7-7-7 rule earmarked for repeal or modification. He called the rule "our most questionable nostrum" in the ownership rules area, and said he does not support "artificial bans on ownership that have as their only policy justification vague theories about how they contribute to diversity of ownership."

To Fowler, the rule has nothing to recommend it. It does not deal with regional concentration, since the 21 stations involved could be spread throughout the country, he noted. And it has "almost certainly led to inefficiencies," since an operator with 21 stations in the bottom 21 markets has far less concentration than the owners of even three stations in the top three markets but is barred from acquiring more outlets.

What's more, Fowler said, the rule has probably made it more difficult for alternative program production and for the distribution companies to develop. "Greater ownership of stations by groups could lead to even greater efficiencies in the marketing of new programming," he said. "In short," he added, the rule "has limited the ability of broadcasters to exercise a full range of business judgments without a demonstrated, even a rational, public in-

terest reason."

Fowler feels the commission has begun its efforts at regulating concentration of control of the media from the wrong premise. "The right place to start is with the Department of Justice and the criteria applicable to concentration of business generally," he said. "It means defining markets and then measuring concentration or focusing on anticompetitive tendencies. It does not mean pulling some arbitrary ownership limits out of thin air and using them to restrict those who operate over it."

Fowler does not rule out *any* limit on multiple ownership. "I am willing to consider what ownership limits might be appropriate for the industries we regulate," he said. He would also consider whether different limits should be applied to the commercial networks. Fowler in the past is known to have felt tighter limits for the networks might be reasonable, given the market power they already have.

The aim, he said, must be to approach the issue "with a presumption that the antitrust laws should not be made stricter over broadcasters and other media owners without a rational basis for doing so. That has not been commission policy in the past . . . It should be commission policy in the future. For an arbitrary standard that ignores the efficiencies of larger ownership makes no sense in the broadcasting industries."

Fowler evidently believes efforts to change the multiple ownership rules will not go unchallenged. Ownership limits have been on the commission's books for almost as long as there has been a commission regulating broadcasting. "For a number of people, including many in Washington, the idea of larger ownership of broadcast properties and other media outlets by single sources seems unthinkable. To them, I say, 'Start thinking.'" □

Guest appearance. President Reagan slipped back into a previous role last week to hype a program in the NATPE convention marketplace. Appearing on videotape at the luncheon on Monday, the President said, "I know *Death Valley Days* is getting a little shopworn for prime time, but how about trying to 'strip it in.' If it's good enough for *I Love Lucy*, it's good enough for me."

The President also recalled he had addressed a NATPE convention once before, in 1974, when he was governor of California and the convention was held in Los Angeles. He noted that NATPE then had a membership of 450, while today its ranks have swelled to 1,700. He said he would like to think the growth reflects "the variety and competitiveness in programming that this administration believes in."

Most in the audience would have agreed NATPE's growth was attributable in large part to the prime time access rule, which FCC Chairman Mark S. Fowler, whose remarks followed the President's, said was not consistent with a marketplace philosophy.

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Life saver. Barbara Skolaut saves lives and property for the Manchester (Virginia) Volunteer Fire Department.

Home providers. Mike Gay and his wife Anita thought about adoption, decided they could help more children by volunteering to provide a foster home for Houston's homeless children.



Church work. Fox joined the works seven as a church volunteer in M

Helper of the handicapped. Ad Demmers of Holland helps handicapped children and their parents.

Rescuer. In Germany, Alfons Thomann works as an unpaid volunteer diver for the Bavarian Red Cross when underwater catastrophes occur.



Fund raiser. Irene Pitcock gives her time to the American Legion Ladies Auxiliary in Louisville raising funds through bake sales, picnics and bingo games for hospitals, handicapped children, the blind, the needy.



Teenagers' friend. Joyce Cranon works with disadvantaged youngsters in St. Louis, Mo. to help the teenagers realize their full potential.

Beauty restorer. Nora Kennington works to restore neglected gardens in N.Y.'s Central Park.



Food provider. Manuel Jaquez helped find a cooperative supermarket that provides his Dominican Republic community with quality food at reasonable prices.



First-the-spot Samaritan. As a volunteer for the Milwaukee Red Cross, Dale Clark brings his emergency services van right to the scene to aid victims of fires and other disasters.



o good things.



MS angels. In Melbourne, Australia, Shirley Delamott, Pat Kein and Heiltje Grieve raised over \$6,000 for the Multiple Sclerosis Society with picnics, a movie and supper evening, plant and recipe book sales and raffles.



Animal protector. Last year Debbie Goik helped over 100 injured or neglected animals as a volunteer for the Humane Society in Livingston, Michigan.

Soapbox safety teacher. Alan Lane helped organize a soapbox derby association in Fulton, N.Y. to teach kids safe driving from the ground up.



Aid organizer. S.K. Patankar donates his time to the Bombay Lions Club to help raise funds and organize aid to the elderly, handicapped and blind.



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High on cable networking. Yes, they work, concluded this group of cable partisans at the NATPE conference. L to r: Greg Nathanson of Showtime, Bill Gruber of Cox Cable, Char Beales of NCTA, Robert

Wussler of Turner Broadcasting, Bob Johnson of Black Entertainment Television, Dick Cox of CBS Cable and moderator Kay Koplovitz of USA Cable Network.

Bullish outlook for cable networking

They're growing like Topsy, and none have failed yet, NATPE told; 400 may try hand at the business in the '80's; new cable syndication 'window' predicted for programing future

The short answer to the question, "Is Cable Net-Working?"—supplied by moderator Kay Koplovitz of USA Cable Network at the start—is "yes." The longer answer also is yes, but panelists took various roads to that end at one of NATPE's closing workshops last Tuesday (March 16).

Char Beales, research chief for the National Cable Television Association, provided the statistical context for the discussion. There are now 48 cable networks operating on 41 transponders, she said, with another 20 announced (although of those only 15 have as yet acquired transponders). Responding to remarks at other NATPE sessions about the lack of innovation in programing, Beales insisted that cable's new networks *were* innovative, in that they met customer demands for convenience, for providing programing not available elsewhere and for going beyond passive to interactive programing.

(As if those numbers weren't impressive enough, Koplovitz said that 400 new networks may be introduced during the 80's. Of those she estimated that eight to 12 might be "wildly successful" while another 25 vertically programed networks "with smaller upside potential" might nevertheless "make it." She noted that there will, of course, be failures, mergers and acquisitions among the many who come before the few are chosen.)

Cable programers face three obstacles to begin with, Beales said: (1) getting an idea to the marketplace, (2) getting it on cable systems, with more than half confined to 12 or fewer channels and required to carry many broadcast signals, and, after those obstacles are overcome, (3) to get the viewer. The working out of that process means that programers have to wait longer

to be profitable in cable. But as for "dire predictions" that all the new services can't make it, Beales noted that none have failed yet.

Dick Cox, president of CBS Cable, who was marking his first anniversary with that venture, said his most vivid impression of those 12 months was the pace of cable progress, and the rate of change. But as one who had come out of the broadcast-agency universe, he foresaw no threat to the earlier media. Radio panicked when TV came along, he said, because it "measured the future in terms of the past" and then was paralyzed into inaction. That need not happen now, he said: we'll end up with three broadcast media—radio, television and cable—that are all very strong.

Cox referred to the difficulty CBS Cable has had in getting off the ground as an advertising-supported service. The key word at advertisers and agencies has been: "Wait," and that could end up "killing the baby," he said.

Bob Johnson, head of Black Entertainment Television (BET), said his network was designed to reach 26 million black Americans who found their programing needs unaddressed by conventional broadcasting. Johnson had his own slogan to substitute for the LOP (Least Objectionable Program) thesis: "PIC," standing for "Passionately Interested Consumer."

Johnson also said that "we're in the market for programs"—although he hastened to add that he hadn't seen any black-oriented offerings while touring NATPE's program exhibits. "We're not going to pay you what you want to be paid," he said, "but neither is anybody else. Some of that programing is sitting on your shelf," he said, referring to episodes of shows that hadn't been network hits and weren't being released in syndication. Rich Frank, of Paramount Television, later explained that guild residuals made the costs too high for such release.

BET also is interested in buying black-oriented programing from local stations,

Johnson said, or in co-production ventures.

Greg Nathanson of Showtime, a pay cable service, estimated that there were 15 million pay subscribers (including STV) at the end of 1981, that there would be 20 million by the end of 1982 and 26 million by the end of 1983. Pay TV is not just an alternative to network television but in some cases is the first choice; "Blue Lagoon," he said, got a 42 rating and a 59 share in pay homes.

Bill Gruber of Cox Cable's San Diego system was another who remarked on the reluctance of programers to develop product for the cable medium. "If you don't you're going to give rise to a number of independent producers," he warned.

Robert Wussler of Turner Broadcasting cited "superstation" WTBS-TV Atlanta as proof of the success of cable networking, saying it now reaches 25% of TV homes with 21 million subscribers in all 50 states, Puerto Rico and the Virgin Islands, anticipates reaching 30% of TV homes by September and over one-third of the U.S. TV universe by January 1983. As to advertising revenues, they were \$17 million in 1979, \$33 million in 1980, \$55 million in 1981, are estimated to be over \$100 million this year and "the challenge is to reach \$200 million in 1983."

Speaking of Turner's 24-hour news channels, Wussler said CNN now has 11.5 million subscribers on almost 2,000 cable systems and has "changed the face of the news industry." The just-launched CNN2 he called the "fastest moving format in news history." Turner's syndication arm was an exhibitor at the NATPE convention and Wussler said would "in the next 10 days" announce the names of broadcast subscribers to its news service.

Wussler discounted as "a myth" the supposed reluctance of syndicators to do business with WTBS because of the fear of depressing sales in other markets reached by its cable-carried signal, but said it was "easier" to do business now because

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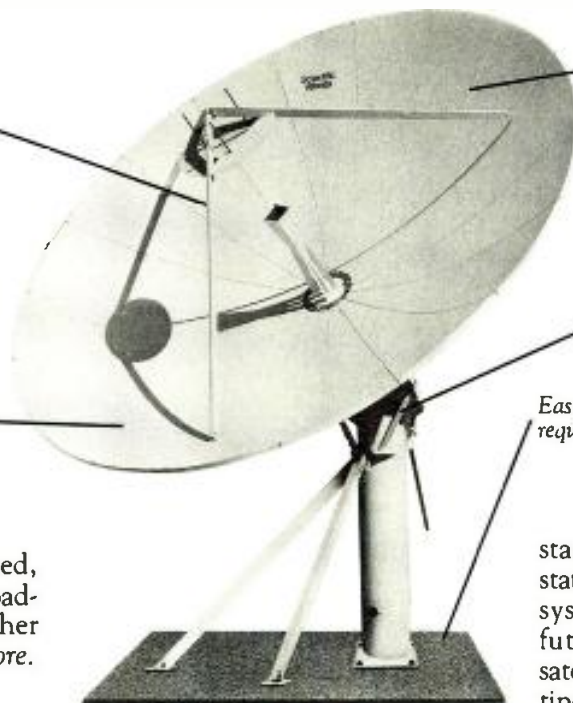
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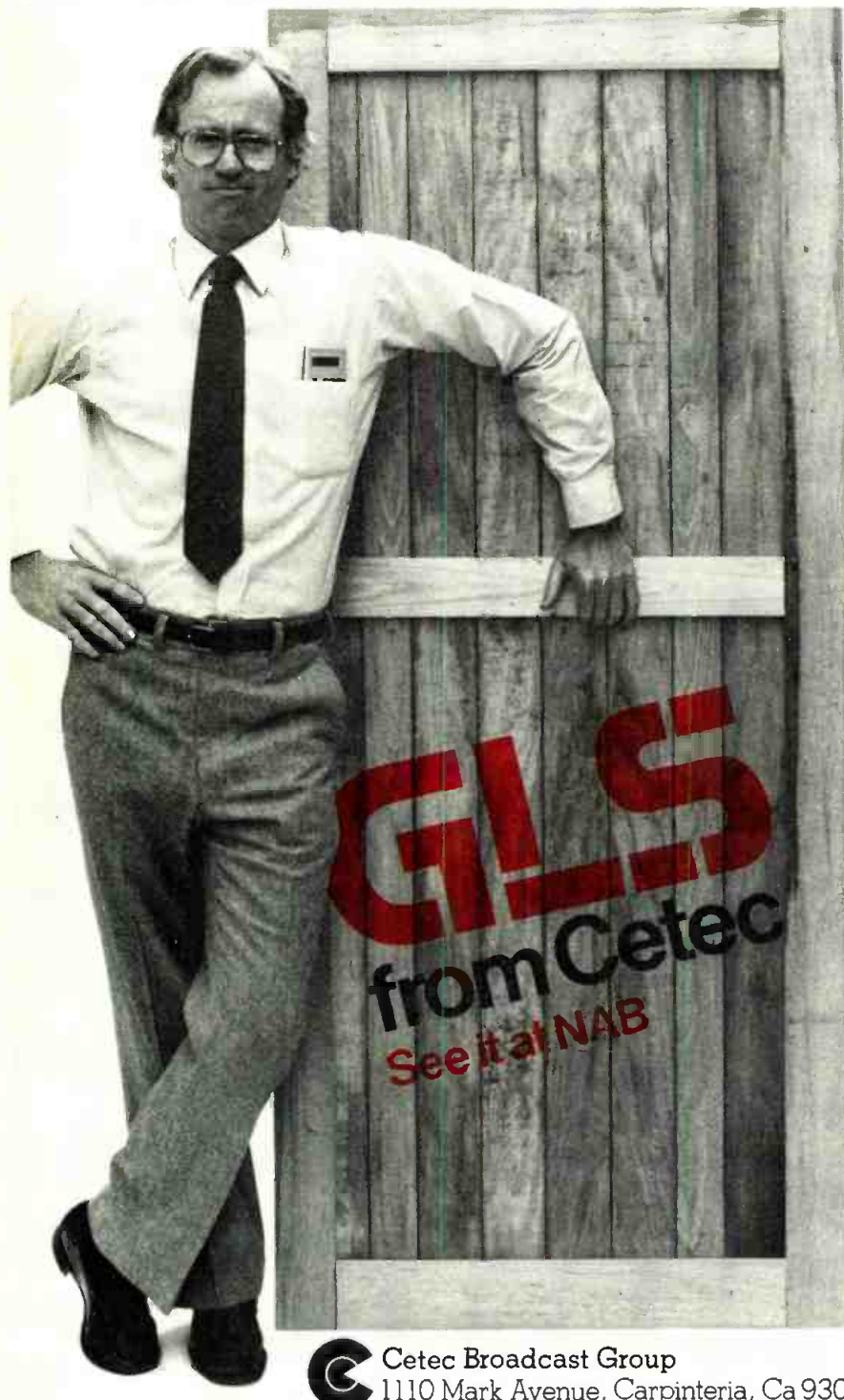
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"they know we can afford it." And he noted that Turner had purchased about 750 movies while at NATPE last week. "We're paying a million dollars an hour for some of the programs we use now," he said (later identifying the Cousteau series as an example).

Both Koplovitz and Wussler agreed that new syndication "windows" would be created in cable between network and station runs. Why? "Because it's an easier sale," said Wussler, suggesting that some off-network series might run as strips for 18 months on cable before being syndicated to stations. □

NATPE bestows its Irises

Ball, McGannon, Van Deerlin, Welk and Qube get special awards

Twenty-three television stations from 18 broadcast markets were the recipients of this year's Iris Awards, NATPE's top honors in recognition of outstanding locally-produced television programming. In addition, the Iris Award of the Year went to Lucille Ball, in recognition of her contribution to television entertainment over the past three decades. Four NATPE President's Awards were given this year, including one to Donald H. McGannon, retired president of Westinghouse Broadcasting Co., for "a lifetime of service to television," and one to former Representative Lionel Van Deerlin (D-Calif.) for his leadership in communications on Capitol Hill. Also receiving the President's Award were Lawrence Welk, who was cited for a quarter-century of quality television entertainment, and Warner Amex, for development of the Qube two-way interactive cable system in Columbus, Ohio.

Entertainment at the Iris Awards, which were held at the Aladdin's 7,500-seat auditorium, included Glen Campbell, Lou Rawls, The Sahara Girls and Joey Heatherton.

Three Irises (one each for a station in markets 1 to 10, 11 to 40 and 41 to 211 respectively) were awarded to stations in the following program categories:

Entertainment □ WBBM-TV Chicago for *The Trial of Shoeless Joe Jackson*; KTCA-TV St. Paul for *Nighttimes: Variety*, and KGMB-TV Honolulu for *Homegrown 4*.

Public affairs specials □ WABC-TV New York for *Essay on Drugs*; WPLG-TV Miami for *Assembly Line Justice*, and WMTV(TV) Madison, Wis. for *Incest: The Family Secret*.

Public affairs series □ WJLA-TV Washington for *Until We Say Good-Bye*; KATU-TV Portland, Ore. for *Townhall—Behind Closed Doors*, and KNTV(TV) San Jose, Calif. for *Eastside/Westside*.

Sports □ WCBS-TV New York for *1955 Brooklyn Dodgers: Champs at Last*; KING-TV Seattle for *Hydro Highlights '80*, and KITV(TV) Honolulu for *Downwind to Paradise: Transpac '81*.

Children's programming □ KGO-TV San Francisco for *Dudley's Diner*; WCCO-TV Minneapolis for *Incredible Kids*, and WOWK-TV Huntington, W. Va. for *Breaking Away: So That's How It's Done*.

Magazine formats □ WNAC-TV Boston for *More*; KOMO-TV Seattle for *PM Northwest*, and KUTV(TV) Salt Lake City for *Extra*.

All other □ WBZ-TV Boston for *Big Boys Can Cry: The Changing American Man*; KPNX-TV Phoenix for *Northlands: Sky-12*

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What to do about children's programming

Washburn defends FCC practices in NATPE session but other panelists have other ideas; ACT launches program monitoring

The NATPE panel session on children's programming was originally titled, "What-ever Happened to Children's Programming?" However, the session's moderator, Barry Thurston of Field Communications, noted that the title was changed to sound less pessimistic: "What Will Become of Children's Programming?" Judging from the comments made by panel members, with the exception of FCC Commissioner Abbott Washburn, the original title may have been more appropriate.

Panel members expressing doubts about the adequacy of children's programming today included Peggy Charren, head of the Boston-based Action for Children's Television; John Claster, former executive producer of *Romper Room*, who now heads his own firm specializing in children's programming, Claster Productions, and Linda Rios-Brook, program director of KENS-TV San Antonio, Tex.

Charren charged both the networks and local stations with what she termed "backsliding" in children's programming. Shortly after the session, she held a press conference to announce a new ACT-sponsored "grass roots" project aimed at inspecting the program logs of television stations in 20 markets to monitor stations' children's programming efforts. Those stations that appear to have poor records in that area and do not respond positively to the grass roots initiative to improve children's programming may find themselves targets of petitions to deny their licenses, said Charren.

Markets targeted by the ACT project include: Montgomery Ala.; Fort Smith, Ark.; San Francisco; Denver; Miami; Atlanta; Cedar Rapids, Iowa; Bangor, Me.; Baltimore; Detroit; Minneapolis-St. Paul; Columbia, Mo; Rochester, N.Y.; Charlotte, N.C.; Fargo, N.D.; Portland, Ore.; Providence, R.I.; Galveston, Tex.; Salt Lake City, and Wheeling, W. Va.

Charren suggested that broadcasters may be less concerned about the quality or quantity of children's programming they provide because they perceive "the heat is off" with the deregulatory-minded Fowler FCC firmly entrenched in Washington. As evidence of her contention that broadcasters are not adequately serving younger audiences, Charren referred to a study, conducted on behalf of ACT by F. Earle Barcus, a communications professor at Boston University, that focused on the amount of regularly scheduled commer-

cial children's programming aired on weekdays between 6 a.m. and 6 p.m. The data was collected from license renewal applications of 588 commercial TV stations in September 1981.

The survey found that, on the average, stations reported airing about 50 minutes of regularly scheduled children's programming each day between the hours of 6 a.m. and 6 p.m. About 30% of that programming was network-originated, the rest being recorded, syndicated or locally originated. However, 29% of those stations surveyed reported no regularly scheduled children's programming during that time period, 45% reported none between 6 a.m. and 2 p.m., and 62% reported none between 2 p.m. and 6 p.m.

Independent stations, the study found, provided 32% of all the children's programming reported while representing only 13% of the stations in the survey.

Captain Kangaroo, the only regularly scheduled network children's program the study found, represented nearly 30% of such programming reported by the survey stations.

Washburn was the most optimistic panelist. "I don't believe that the industry has failed our children" as the Ferris administration contended, he said, "My own experience with children's programming has been enormously enriching," he said, suggesting that parental involvement can be extremely beneficial.

Educational materials on how to use the medium are "essential," said Washburn. And "there's an awful lot of material out there," he said, such as scripts and program guides that parents and teachers can use in helping children to more fully understand the lessons conveyed by quality children's programming.

Washburn characterized any notion that "the heat is off" broadcasters to provide quality children's programming a "misperception." He said the 1974 commission policy statement concerning children's programming is still in force and has "not been changed by one comma." He said the commission's attitude has been consistent throughout the past four FCC administrations with the exception of the Ferris

years. The attitude has been that broadcasters must serve younger audiences but the FCC "can't tell them how to do it," Washburn said, thus leaving stations to fulfill that responsibility.

Charren charged that self-regulation was an inadequate method of insuring that broadcasters meet their children's programming obligation. She said conversations with suppliers of children's programming at this year's NATPE indicated that sales to overseas programmers accounted for nearly all of their business. Domestic buyers showed virtually no interest at all, Charren said she was told.

KENS-TV's Rios-Brook contended that any decline in the quality or quantity of children's programming is "not due to the deregulatory climate in Washington," but rather to consumer groups attempting to dictate the content of such programming. Ten years ago, she said, KENS-TV ran a daily 90-minute children's program that consisted of a mix of cartoons and interviews, and was in a large part directed at the "depressed Hispanic minority" within the San Antonio market. Feedback from viewers in the market, she said, generally indicated that the show was "terrifically beneficial." And then "along came the '70's," and groups like ACT entered the picture and said the program "really wasn't beneficial or educational. Take out the entertainment portions and substitute educational material." The station did just that, she said, and the result was that viewers "went away in masses." The program, she said, was reduced to 60, then 30 minutes and finally cut back to once a week. "It's not that stations aren't committed to quality children's programming," she said. "The problem is children won't watch it." Charren responded that ACT has "never said we didn't like programming. It's not ACT's fault that it went off the air."

Like Charren, John Claster disagreed with Washburn on the state of children's programming today. "It is on the decline, although independents do far and away more than affiliates, especially educational programming." He said that affiliates have "no sense of commitment to it," because



Kids are viewers too. Discussing the adequacy of children's programming (l to r): FCC Commissioner Abbott Washburn; John Claster, Claster Productions; Peggy Charren, Action for Children's Television; Linda Rios-Brook, KENS-TV San Antonio, Tex., and moderator Barry Thurston, Field Communications.

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Given this situation we reluctantly came to the understanding that only the "marketplace" should make the final system choice.

2) Now I wish to address those broadcasters who intend to exercise leadership in selecting a system. The cost and time of installation of any system is significant and it would only be prudent for such broadcasters to protect themselves by insisting upon a written guarantee covering the following:

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the business is "bottom-line oriented." Such programing "is not producing enormous revenues for most stations," he said, "and almost no revenue for affiliates." Claster called on affiliated stations to at least make an effort to improve the situation. "Station's should get together" and discuss the possibilities, and perhaps pool resources to produce more and better programing for children, she said.

Claster, whose company produces the *Great Spacecoaster* children's show, said that "it never would have gotten off the ground" had not the Ferris administration "been looking hard toward" children's programing guidelines. □

Fairness doctrine finds lone friend in Vegas

Broadcasters say rule has hindered public debate; NCCB's Sam Simon is lone dissenter

It was Sam Simon of the National Citizens Committee for Broadcasting against the world last week at the NATPE convention in Las Vegas. The session dealt with the FCC's fairness doctrine, and he was the only one of five panelists who urged its retention and argued its constitutionality.

The broadcasters and FCC General

Counsel Steve Sharp were the others who expressed the customary frustration and irritation with the doctrine that they feel hobbles broadcasters in exercising their journalistic judgment while the print press is free to operate without fear of government supervision.

But broadcasters are licensed by the government, Simon said, repeatedly, as the question came back at him, repeatedly. As long as the government maintains a system of licensing some people and not others, there is a need for a fairness doctrine to assure the airing of all views, he said.

Nor did he place much stock in broadcasters' assertions that they would, of course, be fair without a fairness doctrine. He said an "ethic" of fairness had developed as a result of regulations included in the Communications Act of 1934. "If you get rid of the ethic, in a couple of generations, we'll have people in broadcasting who didn't grow up under it," he said.

(Simon might have noted he was added to the panel for balance only after he had asked to participate.)

But those on the panel maintained the doctrine is more of a hindrance than a help in ventilating issues. Fred Young, general manager of WTAE-TV Pittsburgh, and Charlotte Hall, program director of WLNE-TV New Bedford, Mass.-Providence, R.I., said their stations would do as much public affairs programing as they do now, if not more, and with more spirit, if the doctrine were repealed. "There would be less concern over whether an issue would generate a fairness doctrine challenge," Young said.

Stan Paige, legal counsel for Post-Newsweek Stations, said broadcasters "are fair now," and do not use the doctrine. But he suggested that the industry could adopt some form of self-regulation "to deal with abuses." He would not get rid of all aspects of the doctrine, however; he would keep the personal attack rule. "It's not appropriate for people discussing controversial issues of public importance to attack the character of people not present," he said.

But it was left to Sharp to deal with Simon's arguments. "You don't have a logical progression that because of a technological necessity [to license broadcasters] you must reach [program] content," he said. He noted that the mailing and tax benefits accorded the press do not carry with them government-imposed obligations regarding content.

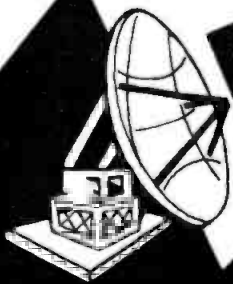
Sharp also said that the need for the doctrine would decline as new technologies of communication come on line. But he also said that, as long as the doctrine remains on the books, the commission is obligated to enforce it.

The commission has urged Congress to repeal the equal-time law, which incorporates the statutory basis for the fairness doctrine. "We're trying," Sharp said, "to



Four to one. The FCC's fairness doctrine took a pummeling at NATPE last week, with only Sam Simon of the National Citizens Committee for Broadcasting supporting it at a panel session. L to r: Stan Paige, Post-Newsweek Stations; Steve Sharp, FCC general counsel; Simon; Fred Young, WTAE-TV Pittsburgh, and Charlotte Hall, WLNE-TV New Bedford, Mass.-Providence, R.I.

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While Sharp did not mind going head-to-head with Simon, the moderator of the panel, Jim Major, of KGO-TV San Francisco, threw a couple of questions that caused Sharp to gulp.

"What's your personal feeling on PTAR?" Major asked, toward the end of the session "I haven't got a feeling for it yet," Sharp said of the highly charged issued. "I'm hearing arguments on both sides. I'm still listening."

Major topped himself with the next question: "Do you want to be chairman of the FCC some day?" Clearly flustered, Sharp said, "I don't know. I have served with four chairmen. I see things they enjoy. I also see the ulcers. I'm not sure it's worth the hassle." □

TV violence can contribute to violent behavior, NIH study finds

Results of upcoming paper are released at NATPE; it finds children can be affected by violent subject matter and way it is portrayed on television

Research indicates that television viewers can be affected not only by the content of a show but also by its format. The pace of a program or the camera techniques that are used can increase emotional arousal and in some cases contribute to aggressive or violent behavior.

Those are among the findings of an upcoming research paper being worked on by Dr. David Pearl, chief of behavioral science research at the National Institutes of Health. Pearl was among the panelists at NATPE's closing luncheon session that expanded well beyond its title, "The Communications Year Ahead." The moderator was Jeff Greenfield, author and CBS News television critic.

In giving advance word on the report, Pearl said the findings are based not on new research but rather on an assessment of information gathered over the past decade. In general, he explained, research indicates that television can increase aggressive and violent behavior both through its subject matter and its program structure. He cautioned, however, that television shouldn't be seen as a sole cause and rather "is only one influence."

Among children in particular, Pearl said television is a major teaching medium, and children's personalities can be shaped by what they see on the screen. He added that heavy television viewing has been associated with a lack of imaginativeness among children.

On the other side, Pearl claimed, television also can be a "potent" force for good, through such programming as public service announcements and when accurate infor-

mation is presented.

Calling the current quality of economic reporting "a disgrace" was financial advisor Howard Ruff. He had sharp words for the medium overall, claiming that news has an Eastern bias and entertainment a Hollywood bias in values.

As for a television advertising forecast, Ruff expects a short-term decline but then a burst of activity when companies realize that the economy is keeping more people at home in front of the set. Television stations themselves, he said, are "an excellent investment," and he admitted he's considering buying one.

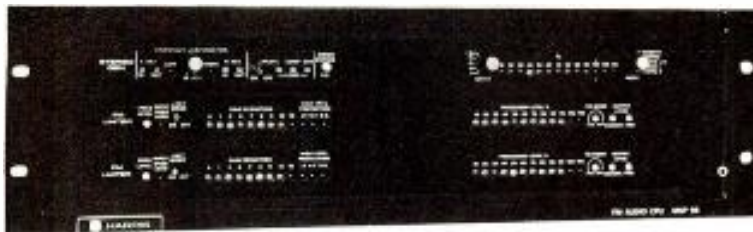
Maureen Christopher, deputy executive editor of *Advertising Age*, dealt more

directly with the specific year ahead, quoting an advertising agency projection that ad revenues likely will be up to \$66.5 billion-\$68.5 billion in 1983.

Ron Miller, television critic for the *San Jose (Calif.) Mercury*, as well as president of the Television Critics Association, told the audience to expect increasingly serious reporting from his colleagues. He said that today's critics would rather write about prime-time access than "Gary Coleman's train set." Miller said that will mean more coverage of industry issues and conventions and more attention on the performance of local station management.

■ Immediately prior to the panel, NATPE President Steve Currie of KOIN-TV

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Portland, Ore., called upon the organization's members to lobby individually for a long-term telecommunications policy. Currie claimed that the country "cannot continue to operate in a fragmented and disorganized" fashion. Currie recommended that there be a special council advising the President on telecommunications and a blue-ribbon panel of no more than 18 to 24 persons (the bulk from the industry) studying issues ranging from the impact of new technologies to defense use of satellites. □

Tip-toeing around hype during programing sweeps

NATPE session discusses line between hype and promotion

"Today we're going to talk about hype," announced moderator Allen Sternberg, of WCKT(TV) Miami, at a NATPE panel session entitled "Programing the Sweeps," held during the final day of this year's convention.

Panelists included Ron St. Charles of WUAB(TV) Cleveland; Gene Davis, a programing promotion consultant based in New York; Stew Park of KNTV(TV) San Jose, Calif.; Brooks Spectorisky of WSB-TV Atlanta, and Don Tillman of KTTV(TV) Los Angeles.

Two rules that guide the use of hype, Sternberg said, are: "Pretend your station doesn't use it," and "Don't get caught by the rating services."

Sternberg pointed out that the rating services do not monitor stations during sweep periods for excessive hype activity, and that to get caught, a letter of complaint must be received by the ratings service within seven days of the sweep period, outlining alleged hype activity. If the charge sticks, after an investigation conducted by the firm, the service will either insert a note in the ratings book calling attention to the station's irregular promotional activity or perhaps show blanks for the station in the time period affected.

However, one audience participant suggested that the "punishment" means very

little. "The media buyers," he said, "don't care whether a station uses hype or not." He noted that in the Jacksonville, Fla., market book, asterisks denoting irregular hype activity appear for various stations after every sweep with little, if any, effect on the offending stations.

Sternberg noted the rating services frown upon two things during sweeps: contests and on-air announcements that a ratings survey is under way.

WUAB's St. Charles noted that his station programs prime-time movies year round and while there is some "added effort" to promote those movies during sweep periods, "you can't just promote during the sweeps." One reason for that, he said, is that it would have no effect because viewing habits cannot be changed that rapidly.

In addition to on-air spots and print ads, the station runs about 500 spots a week on 11 Cleveland-market radio stations to pro-

mote its prime-time movies.

KNTV's Park suggested that in an "umbrella situation" where a smaller market such as San Jose, Calif., is overshadowed by a much larger one, in this case San Francisco, a station "has to make a point of knowing who has what" in terms of programing. "Schedule carefully," he said. "If an umbrella market is playing [a product your station also has] in the afternoon, try to play it in the morning."

Gene Davis noted the "tremendous value" of developing a quality news opening, which he said is seen perhaps "five, six, seven or nine times a week."

WSB-TV's Spectorisky suggested that as far as affiliates are concerned, they "can apply a lot of pressure on the networks to give them more dollars to promote [the affiliates'] image. Co-op advertising is one way that ABC has worked with WSB-TV "to tie our image with their image," he said. □



Hype artists. Tackling the question of "Programing the Sweeps" were (l to r) Allen Sternberg (moderator), WCKT(TV) Miami; Ron St. Charles, WUAB(TV) Cleveland; Stew Park, KNTV(TV) San Jose, Calif.; Gene Davis, Gene Davis & Associates, New York; Brooke Spectorisky, WSB-TV Atlanta, and Don Tillman, KTTV(TV) Los Angeles.

Barter boosters

The activity is seen as a good way to keep costs down

Ave Butensky of Ed Libov Associates and moderator of the NATPE panel on time banking and barter joked that 24 of the first 25 prospective panelists declined to participate on the advice of legal counsel. And while the time banking and barter process has come under increasing

scrutiny as a result of the apparent mismanagement and perhaps fraudulent activities uncovered within the J. Walter Thompson syndication unit (BROADCASTING, March 8), they have for quite some time been perceived as somehow less than above-board activities.

The panelists finally rounded up for the session included Marve Grieve of MG Films; Rod Erickson of Time Buying Services, New York; Gentry Trotter of KPLR-TV St. Louis, and Stan Moger, a principal in SFM Entertainment.

Grieve, who has been bartering programs for 30 years, said: "Ever since the Phoenecians invented money, barter became a dirty word. Skeptics ask, 'If a show is also good why barter it'" said Grieve. He said bartering "takes some of the risks out" of financing a program.

Erickson, who has signed "millions of dollars" in barter deals, said that "everyone barter at one time or another," although the more affluent buyers in the industry will barter less. The motivation for bartering: "protection of cash flow and profit and survival in some cases." As to the practices of his own company, Erickson said: "We barter as we need time [to sell to an advertiser] and use it as fast as possible." He said his company avoids



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bartering for time banks, where a program is given to a station in exchange for a dollar amount of advertising time which is credited to the supplier's account.

Moger said his company's bartering practices were similar to those of Time Buying Services in that he will barter for time that is "specifically allocated to a particular program [where] the advertisers are identified." SFM does not deal in time banks either, he said.

Trotter, the only panelist representing the station side, described bartering as an "excellent alternative" that "helps the cash flow problem." As a programmer, however, Trotter pointed out one serious drawback with the process. A barter deal is usually worked out between the station's general sales manager and the program supplier, often leaving the station's program department in a situation where it is "forced to run a product with no merit."

As to the purported arm twisting of stations by agencies to get them to clear certain programs, Trotter said stations often feel forced to accept some programs for "fear of losing part of a budget," which then might go to a competitor. □

Adversary relations

NATPE panel discusses problems between syndicators and station program executives

NATPE tried to look at a traditional problem in an untraditional way during a Sunday general session on the question, "Why Don't You Return My Phone Calls?"

Instead of using the time-honored panel format to cover well-traveled ground, the morning workshop began with a "docudrama" casting a stereotypical syndicator's sales representative, program director and station secretary in two versions of a "typical" sales call. In the first skit, the sales person was portrayed as an aggressive, hectoring sort while the program director and his secretary came off as innocent, ethical business people. The tables were turned in the second version, with the sales representative fending off come-ons and innuendo from the station staff.

The dramatization, which later drew mixed comments ranging from "the most embarrassing misrepresentation I've ever seen" to "we all know people who act just like that," kicked off an informal discussion among selected station and syndication executives peppered with responses from the audience.

Moderator and past NATPE president, A.R. Van Cantfort, program director of WSB-TV Atlanta, also released results of a straw poll of buyers and sellers, which concluded that "buyers basically consider station people to be good business people ... but perceive syndicators as mostly just interested in sales, and (sometimes) trying to rush unwanted, unneeded or low-quality product using questionable, or offensive sales techniques." When sellers were asked about buyers, they responded

that "buyers are basically sound and knowledgeable business people ... But 90% of syndicators contacted felt station buyers 'string them along' too often, use questionable tactics, and keep them needlessly waiting for a decision." They also described station executives as "indecisive, vague and evasive" in too many instances.

"These areas of friction have probably always been there, and maybe they always will," Cantfort ventured. The consensus of the panel, co-moderated by Michael Garin of Telepictures, embraced that view.

Comworld International President David Sifford stressed that "it takes a long time to develop good relationships with program directors and managers. (But) you've got to win that PD's confidence. That's part of the game."

Another program distribution representative, PolyGram Television President Norman Horowitz, asked that more sales people be sent out with the authority to make a deal with stations, rather than having to refer to the home office for clearance on a proposal.

"It's difficult to say 'no' and easy to say 'maybe,'" Horowitz pointed out, suggesting that if both sides were more honest, there would be "less pain and suffering" all around.

Jon Gluck, vice president, director of programing, MMT Sales, said "the name of the game is profitability" when it comes to program decision-making, and given the volatility of the current programing market, stations are reluctant to make commitments unless they are confident a show will do well.

One of those who felt he "could not identify at all" with the docudrama was panelist and program director John Shreves, WWBT(TV) Richmond, Va., who reported "syndicators I deal with are fair and reasonable most of the time. I never

refuse to see them," he said. Responding to the problem of rapidly escalating prices, Shreves asked for more accountability in developing new projects: "I don't mind paying for your successes, but I do mind paying for your failures. I compare it to the problem of nuclear power plant safety."

Gluck's version of that comment was, "you [producers] may kill the goose that laid the golden egg" unless prices are brought under control.

In response, Horowitz contended that "there is no free lunch in this business ... The stations wind up paying for the development of programing, one way or another." The process, he said, is and will remain "very expensive."

Sifford, in turn, called upon stations "to tell us a little quicker when you are going to go with a first-run program." Assets and big-name stars cannot be tied up for long, he said, or the price will be driven up further.

Both Horowitz and Shreves found agreement in their conviction that television program sales is essentially an unfair business. "It's not supposed to be fair," argued Shreves. "I stopped believing in fair when I stopped believing in the tooth fairy." He said the competing goals of buyer and seller would make it difficult to resolve the differences between program director and syndicator. In lieu of that, he suggested their interaction be kept as honest and open as possible.

Horowitz defined fairness as "what the marketplace will pay ... If the price of a program is too high, all you have to do is say no. But don't be surprised if the guy across the street says yes."

Garin urged those who view the relationship between product buyer and seller as "unfair" to be careful. "That approach," he said, "may not work well for either side in the long run." □



NATPE VIP'S. L to r: Stan Marinoff, 1982 conference chairman from WISN-TV Milwaukee; past president Jim Major, KGO-TV San Francisco, and his wife, Barbara; incoming president Charles Larsen from WABC-TV New York; Phil Corvo, future executive director from KGTV(TV) San Diego; Steve Currie, outgoing president from KOIN-TV Portland, Ore., and Ron Gold, conference committee member from ABC Television.

Strong feelings in small markets

Stations in markets below the top 50 also want to keep PTAR; they like their local programming and don't want to give time back to the networks

Major-market network affiliates may be leading the fight against repeal of the prime time access rule, but stations in markets below the top 50 also appear to strongly favor its retention. But there is a difference. Some small-market station people talk tough when the subject gets around to dealing with the networks.

Four officials of small-market stations, during a panel session at the NATPE convention last week, made it clear they liked the rule as is; they have found ways to make money with it, as have their colleagues in the top 50 markets. Roger Ottenbach, vice president and general manager of KMTV(TV) Omaha, said the half hour of access time generates 12.81% of the station's gross revenues. "The off-network product the station can carry"—that is only denied affiliates in the top 50 markets—"gives us a little extra ability to make money to play with," he said.

And while Ray Timothy, president of NBC-TV, had said at an earlier panel that small-market affiliates missed the half hour of programming the networks are now barred from providing in prime time, there was no evidence of such longing at the small-market session. In response to a request from the moderator, Ray Alexander of KRGV-TV Weslaco, Tex., for a show of hands, no one in the audience of some 70 indicated support for that statement. When the question was put in the nega-

tive, virtually everyone's hand was raised.

What's more, the broadcasters—even though they lack the resources of those in major markets—appear determined to produce their own programming. Stuart Seibel of KIMA-TV Yakima, Wash.—in the 121st market—said the station produces a half-hour news program, *News Beat*, that leads into *60 Minutes* at 7 on Sundays. Raising the funding from advertisers is not easy; the advertising rate is not high. So "you use other day parts to subsidize *News Beat*." But it's important. "You have to position yourself against competition with local programming." And Seibel indicated it could not be done without PTAR "and the revenue derived therefrom."

Bill Logan, operations manager of wis-TV Columbia, S.C.—he said "it is the 94th market for buying or the 86th for selling"—offered similar testimony. "Localism is the key to our future. Because of PTAR we have *PM Magazine*. Without it, these programs wouldn't exist. If the rule is repealed, there goes our opportunity for getting quality programming in that period."

There also was testimony indicating that if the desire is great enough, the most serious obstacles can be overcome with ingenuity. Barry Barth, of Post-Newsweek's WJXT(TV) Jacksonville, Fla., described the cooperative venture in which that station and five others in the state—WPLG-TV Miami (another Post-Newsweek outlet), WTSP-TV Tampa, WFTV(TV) Orlando, WCTV(TV) Tallahassee and WPEC-TV West Palm Beach—produce a one-hour magazine program, *Florida*, four times a year. The series is in its second year. Yes, he said, in response to a question, "you can

sell it."

To Barth, "the bottom line" in considering repeal of PTAR and the abandonment of efforts to produce programs for prime time is, "I'd hate to see the evolving program process go back to where it was a few years ago, and the manager at 7:30 p.m. said, 'Take the net,' and just sit there until the local news comes on at 11."

Would the stations have to yield if the networks were permitted to fill access time, with, say, news? What if the networks offered a long-form program that stations would have to take in full or not at all? Perhaps there are alternatives. Someone in the audience said, "I'll talk to Ted Turner and get CNN 2. I don't like him, but I'll talk to him." Someone else said, "I'm not going to be bullied by a network. If I don't want to clear something, I won't. I'll replace it with local programming or something else." □

What the new video environment will mean for local broadcasters

NATPE panel on new technologies examines inroads of videocassettes, effect of home-taping decision, ways to maintain audience

If the market for programming is growing with each quantum increase in the sale of home viewing equipment, there would appear to be enough work to keep new armies of creative personnel working overtime—lawyers, too, given some of the copyright problems involved. But for the local broadcaster, the burgeoning of that market would appear to signal problems ahead.

A panel session at the NATPE convention in Las Vegas helped give currency to the term "aftermarkets"—a new term denoting markets to which programming is sold after it is seen on conventional television that was rejected as misleading by one of the panelists. Seth Willensen, of RCA SelectaVision, said producers are attempting to combine the various markets—cable, television, disk and videocassette—"so release patterns will change dramatically."

Whatever it is called, the nontelevision market is growing rapidly. Willensen said 100,000 videodisk players are in consumers' hands, and he appeared confident disks will overtake the videorecorder market, which is zooming. (Willensen noted that disks cost \$20 and videocassettes, about \$70.) Seymour Horowitz, vice president for programming of 20th Century-Fox Video, said 3.5 million recorders are in U.S. homes today, and added that the number is expected to grow to 16 million by 1985. In Western Europe, the rate of growth is even faster, with 9 million expected to be sold by next year and 29 million by 1986.

Willensen and Horowitz were talking of that hardware as expanding the market for theatrical films and other entertainment



From the bottom up. Representatives of stations in markets below the top 50 discussed what the prime time access rule means to them. L to r: Stuart Seibel, KIMA(TV) Yakima, Wash.; Barry Barth, WJXT(TV) Jacksonville, Fla.; Bill Logan, wis-TV Columbia, S.C.; and Roger Ottenbach, KMTV(TV) Omaha. Ray Alexander, KRGV-TV Weslaco, Tex., was the moderator.

material, akin to what is seen now on television. Indeed, much of the material is the same. But the video recording manufacturers are now confronted with an appeals court decision that home recording of television programs violates the copyright law (BROADCASTING, Oct. 19, 1981). Sony Corp., whose Betamax product figured in the decision, has appealed to the U.S. Supreme Court (see page 74). But Sony's counsel in the case, Dean Dunleavy, of Los Angeles, a member of the panel, predicted that even if Sony is successful in court, Congress would assure some form of copyright payment to those whose material is recorded at home. Congress is considering legislation to legitimize home recording.

To Dunleavy, who offered a brief summary of Sony's position, a person who views a program on a delayed basis no more violates the copyright law than a viewer watching the original transmission. Anyone with the technical capacity to receive a television signal has a legal right to it, he said. MCA's Universal Studios and Walt Disney Productions, plaintiffs in the case, were not represented by their counsel at the session. But Richard Barovick, of the New York law firm of Fulop & Hardee, served as surrogate, and he said the appeals court read the law as requiring anyone who copies something that is not his, to pay for it if a "fair use" test is not met. "If that's a problem," he said, "we have to resolve it, but not by ignoring the law and not seeking proper redress through legislation."

Copyright problems aside, broadcasters wanted to know the impact on them of the new technologies. Alan Perris, of Post-Newsweek Stations, who served as moderator, said: "When you tape a movie off the air and watch it later, what does that do to our ratings?" Dunleavy said ratings would increase as the program is recorded—at least as far as Nielsen and its automatic survey is concerned. Arbitron's diary technique would pick up a viewer at the time the program is being seen. "That's the state of the art," Dunleavy said.

But Perris was not reassured. The viewer looking at his Betamax, he noted, is not watching what is currently being offered. "There's a lot of competition for a viewer's time," Dunleavy observed. The answer, he suggested, is improved programming that the viewer will not ignore.

But it was left to FCC Commissioner James H. Quello, another member of the panel, to give voice to the broadcasters' darkest thoughts. He talked of a coming "glut" of information.

"We'll eventually have 6,000 to 10,000 low-power television stations," he said. "How will the consumer be served by all the technologies, including disks and tape and down the road, DBS? We'll have a system that could threaten the economic base of local stations. Are we encouraging pay services over free service?"

All of which he saw as confirming the rightness of his position in favor of retaining the prime-time access rule. "I'm the foremost commission advocate of retaining [the rule]," he said. "It's essential to

the economic viability of stations. With all the new technologies, it's all the more important. Soon, we'll have a glut [of new services]." □

Dealing with the loss of PTAR

Workshop looks at financial options in the event of repeal

According to Bill Key, controller of WHBQ-AM-TV Memphis and chairman of the Broadcast Financial Management Association, about 8% to 10% of a television station's revenue comes from the prime-time access half hour.

How would stations adjust without it?

That was among the questions Key and other panelists tackled last week at a NATPE workshop called "The Bottom-Line Syndrome—Making Budget Either Way." During the workshop, moderated by Bob McAuliffe, BFM executive director, panelists and members of the audience were asked to assume they all worked for the same company and were making recommendations to top management.

Perspectives varied depending on each panelist's job in broadcasting.

Cliff Curley, program manager at WCVB-TV Boston, suggested that current access shows could be moved into early fringe and that local programming could be beefed up in prime time.

Jack Shenkan, director of sales for Hearst Broadcasting, however, warned that management must be realistic and not put "unbearable" pressure on salespeople to continue or increase revenue levels if PTAR is lost.

Mick Schafbuch, general manager of KOIN-TV Portland, Ore., claimed that, with or without PTAR, local programming is needed in "high-visibility" time periods. However, at the same time he made the case for cost consciousness before just routinely giving the go-ahead for local shows.

Of particular concern to panelists was the state of the spot market.

Schafbuch said that stations should be increasingly concerned when syndicators such as Group W Productions with *P.M. Magazine* start pulling back 30-second spots for national advertising. Shenkan claimed that it's bad for business "any time anyone comes in and takes our time."

One audience member claimed that local stations face a "double-edged sword" with national time being retained by syndicators as the networks seek to expand into current local time.

Curley urged programmers to join the fight against any network attempts to increase commercials in prime time. He claimed that stations would likely compensate for the added network time by reducing the number of local promotional spots.


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FCC issues 'tenuous' AM stereo rankings

On 90-point scale, 18 points separate Magnavox, leader, from Belar, trailing the pack

The FCC's best guess is that the Magnavox AM stereo system is the best of the five systems proposed—but just barely. According to the FCC's order authorizing AM stereo broadcasting (but leaving choice of systems to the marketplace), Magnavox, which for three months in 1980 was the FCC's choice for the national standard, ranked slightly ahead of the Motorola and Harris systems but significantly ahead of the Kahn and Belar systems.

The five systems were scored on 11 criteria ranging from each system's compatibility with existing monaural receivers to its stereo performance. Of a maximum of 90 points, Magnavox garnered 76; Harris, 72; Motorola, 71; Kahn, 65, and Belar, 58.

But it's all academic. In adopting the order March 4, the FCC ruled broadcasters

could use any stereo system they desired as long as it didn't cause interference to other radio services and provided "acceptable" stereo service. The matrix ranking the systems and an evaluation of the systems contained in the order are the results of the FCC's ill-fated effort to come up with a clearly superior single system the FCC could dub the national standard. The ranking and evaluation were included in the order, despite the FCC's decision to take the marketplace tack, to aid broadcasters and receiver manufacturers in deciding which system they should use. But the FCC warned that any decision based on its research would be "tenuous."

With the exception of Belar, all the companies that have proposed systems are fighting to win marketplace approval. What impact the release of the FCC matrix and analysis will have in that battle is unknown. But Magnavox will surely make much of its number-one status, and Motorola and Harris will be quick to point out that is not a hair's breadth of difference among the three. The cause of the Kahn system is not expected to be helped by its fourth-place showing. Leonard Kahn,

president of Kahn Communications, says he has convinced more than 40 stations to begin stereo broadcasts using his system. But as an attorney for one of the other systems said, it may be difficult for engineers at other stations to justify the Kahn system to their bosses in light of its fourth-place finish at the FCC.

Magnavox's first-place finish almost brings the FCC proceeding full circle. In early 1980 the FCC's Broadcast Bureau decided that the marketplace approach was the best way to go. But after some last-minute lobbying by the broadcast and electronics manufacturing industries that argued the marketplace would create chaos, the FCC decided that it had better pick a single system. On the advice of the Office of Science and Technology, it picked the Magnavox system. Cowed by a storm of protest from broadcasters—much of it instigated by other system proponents—and fearing court challenges, the FCC reneged on its selection and opened a further notice of rulemaking that the staff was to use to build a solid foundation for the selection of the Magnavox or some other system. Some time during the last several months, however, the Broadcast Bureau began drifting back to its original marketplace solution and ultimately recommended it to the FCC. If the FCC had rejected the recommendation and picked Magnavox as the national standard, the FCC would have been just where it was two years ago.

The FCC decision to go the marketplace route was based in part on its inability to distinguish one system as better than the others, the order said, despite a "substantial investment of the commission's scarce resources," which included two engineers full time for the last five months. "After pouring this relatively large level of resources into the continued proceeding," it said, "the commission finds that any decision for one AM stereo system would be highly tenuous." Since there were no uniform tests conducted on all five systems, the order explained the agency had to evaluate the systems on the basis of incompatible data. It added that the weights assigned to the various criteria used in the matrix were arbitrary. The order also noted that even if its analysis were beyond reproach, the systems are ranked so close that "no clear choice is apparent."

According to the order, there were some positive reasons for allowing the marketplace to make the decision the FCC couldn't. First, it said, those interested in AM stereo can weigh the different characteristics of the systems as they see fit. Moreover, the marketplace doesn't preclude the emergence of other AM stereo systems, better than any of those the FCC evaluated, and the competition encourages system proponents to make

Scoreboard. The FCC's matrix shows the Magnavox AM stereo system to be the best of five proposed as the national standard. However, because the choice of criteria and the values assigned to them are arbitrary, the FCC warned that the rankings should not be taken as gospel. In fact, the FCC's own lack of confidence in the matrix was a contributing factor in its decision to authorize use of all five systems and allow the marketplace to decide which should become the de facto standard. (Asterisks are shown instead of rating points for coverage of stereo broadcasts to stereo receivers relative to monaural coverage, the FCC said, because it lacked sufficient data.)

	MAGNAV OX	MOT OROLA	HARRI S	BELAR	KAH N
I. MONOPHONIC COMPATIBILITY:					
(1) Average Harmonic Distortion (15)	15	9	6	9	12
(2) Mistuning Effects (5)	5	5	5	5	5
II. INTERFERENCE CHARACTERISTICS:					
(1) Occupied bandwidth (10)	3	4	10	5	6
(2) Protection Ratios (10)	7	7	8	1	9
III. COVERAGE (Relative to Mono):					
(1) Stereo to mono receiver (5)	5	5	5	5	5
(2) Stereo to stereo receiver (5)	*	*	*	*	*
IV. TRANSMITTER STEREO PERFORMANCE:					
(1) Distortion (10)	8	8	6	8	4
(2) Frequency Response (10)	8	5	5	6	8
(3) Separation (10)	10	10	10	8	3
(4) Noise (10)	6	10	8	6	8
V. RECEIVER STEREO PERFORMANCE:					
Degradation in stereo performance over that measured at the transmitter, including consideration of directional antenna and propagation degradation (10)	9	8	9	5	5
TOTAL SCORES:	76	71	72	58	65

their systems as good and as cheap as possible.

The FCC said it was not persuaded by arguments that multiple systems would so fragmentize the audience that AM stereo service would flop. Noting that it is, first of all, not obliged to insure the success of AM stereo, the FCC said in the order that it expects that one system's loss will be another's gain. "So, if a threshold level of acceptance is necessary for success it will be gained by some systems failing and other systems gaining their shares of the market," the FCC said. "Even if such a failure could occur, its likelihood is remote and the commission should act ... not upon the worst-case scenario."

The FCC conceded that the consumers and broadcasters could be taking a chance in buying receivers and equipment that could become obsolete but said risk-taking is inherent in any free-market system. "Our society generally has not seen fit to supplant the free decisions of consumers with those imposed by government, and there is no convincing reason why AM radio represents a special case."

The order also contains seven pages of rule changes that define AM stereo service and sets down general guidelines for monaural receiver compatibility, emission limitations, adherence to international rules, adjacent channel interference and stereo separation. The rules require broadcasters to use monitors. □

Lift restrictions on use of auxiliary facilities, say comments at FCC

Commission's proposal to amend rules restricting use of broadcast auxiliary equipment gets good reception, but how rules should be changed is debated

The FCC should amend its auxiliary broadcast station rules to permit shared use of facilities, according to comments filed at the FCC last week. But, also according to those comments, precisely how the FCC should amend those rules is open to question.

The comments came in response to an FCC proposal to remove the current restriction on use of broadcast auxiliary facilities—studio transmitter links, TV intercity relay stations and TV pickup stations—to licensees only. It has proposed to allow auxiliary broadcast station licensees to share their excess capacity with broadcast and nonbroadcast entities, for either broadcast or nonbroadcast purposes, for profit or not for profit. Another proposal would permit expanded use of multiplexed audio signals by eliminating the current limitation of their use to broadcast stations owned by or under common control of the licensee of the auxiliary station. Another proposal would substantially deregulate the FCC's current auxiliary broadcast sta-

tion licensing policies.

Westinghouse Broadcasting Co. said it supported the commission's proposals, which it said would "substantially deregulate" the use of auxiliary services, permitting "the more efficient use of facilities and spectrum in this rapidly changing technological age."

Although the Public Broadcasting Service had proposed that the expanded use of auxiliary facilities be restricted to non-profit cost sharing, Group W said "a non-profit limitation would be an arbitrary and unnecessary restriction on commercial licensees."

According to Group W, although the commission had suggested that if broadcasters were permitted to earn a profit from their auxiliary broadcast facilities, they might become common carriers, Group W said that wasn't the case. "As a matter of law ... the offering of services for profit is not enough to create the quasi-public character of a common carrier," Group W said.

Hughes Aircraft Microwave Communications Products said it "strongly" endorsed the commission proposals. "The present rules, which permit sharing only for the transmission of program material to nonbroadcast closed-circuit educational television systems operated by educational institutions, encourage construction of parallel facilities," Hughes said. "Thus the current restrictive policies have led to spectral inefficiencies. Allowing shared use of television auxiliary broadcast facilities will eliminate the need for duplicative facilities. This will result in the conservation of scarce microwave spectrum. It will also result in cost efficiencies to all users of such microwave systems and ultimately to the viewing public," Hughes said.

Hughes also said the deregulatory proposals should be extended to the community antenna relay service. "Every argument in favor of allowing shared use of broadcast auxiliary facilities is equally applicable to CARS stations," Hughes said.

The National Association of Broadcasters said it would support the proposed rules provided that the broadcast-related uses for which the auxiliary frequencies were originally allocated would "continue to be the primary, first-priority uses of the frequencies and facilities."

The NAB also recommended that use of the facilities for nonbroadcast-related purposes continue to be limited to 50% of the time for mobile facilities to avoid interference problems.

NAB also said that a priority system was essential. STL and cable TV relay service links should be given top priority, intercity relays should come second, TV pickups and translator relays should come third, and fixed links outside the service area should come fourth, NAB said.

NAB added that the rules should provide for some flexibility in the application of the priority system by local coordinating committees and the FCC.

Cox Broadcasting Corp., Fetzer Television Corp. and Multimedia Inc., filing

together, urged the commission to "protect adequately the ability of television auxiliary broadcast stations to perform their primary functions, and, further, that revised licensing policies and procedures clearly reflect the commission's ultimate licensing authority and incorporate adequate safeguards to prevent interference."

The groups also said the FCC should make explicit that ultimate control over the use of the facilities would rest with the licensee; that only excess capacity should be available for nonbroadcast purposes; that specific limits should be established on the time auxiliary facilities may be used for alternate purposes, and that any system of priorities for frequency assignment and use "should clearly reflect the absolute preference which must be accorded the facilities' primary, broadcast purposes."

According to the groups, "establishing a rule whereunder facilities must be used at least 50% of the time for their primary broadcast-related purposes would serve to maintain the basic principles underlying existing frequency allocations and contribute to securing sufficient frequency availability to meet broadcast-related needs."

Fisher Broadcasting Inc., however, said that "no artificial percentage limitations" should be put on the time a facility could be used for time-sharing purposes. "All that such percentage limitations would do is provide an artificial limitation on the use of facilities, thus encouraging wasteful construction of parallel facilities," Fisher said.

Fisher also said it opposed limiting sharing arrangements to a "nonprofit, cost-sharing basis." Instead, Fisher said, the FCC should permit the "marketplace" to determine charges for shared use.

Bonneville International Corp. said that unless guidelines were implemented, use of the facilities for profit could "undermine the primary function" of the auxiliary service. "Thus, unless guidelines are implemented ... licensees should be required to provide these additional services on a cost-sharing basis only," Bonneville said.

Entertainment and Sports Programming Network said the commission should also "alter the eligibility standards to permit nonbroadcast entities engaged in television programming, such as ESPN, to obtain auxiliary authorizations."

The National Association of Public Television Stations said it "enthusiastically" supported the proposal. Like most of the other public broadcasters commenting, NAPTS said the rule changes would lead to a more efficient use of the spectrum and could help public broadcasters earn revenues.

NAPTS urged the commission to permit public broadcasters to make excess capacity on their auxiliary facilities, including the use of multiplexed audio signals, available on a profit-making basis.

A group of public broadcasters, including the Maryland Public Broadcasting Commission, the Mississippi Authority for Educational Television and the Greater

Toledo (Ohio) Educational Television Foundation, said "exclusive frequency assignments for basic auxiliary services must be maintained in order to guarantee public television licensees a legitimate expectancy as to their continued uninterrupted use." □

Public broadcasters lobby for greater control of SCA's

In comments to FCC, they see it as a way to put more money into empty pockets; blind groups that use reading services presently found on sub-bands oppose change

While public broadcasters appear to be unified in their belief that they should be allowed to expand their use of subsidiary communications authorizations—and turn a profit from those uses—the blind among those who utilize SCA services disagree, according to comments filed at the FCC last week.

The comments come in response to an FCC proposal to permit noncommercial broadcasters, who currently can offer only noncommercial, educational programming with their SCA's, to offer the same SCA services commercial broadcasters do—and to turn profits on those offerings (BROADCASTING, Dec. 21, 1981).

Although the noncommercial broadcasters that commented said the proposed change would help noncommercial FM stations pick up some of the slack from cuts in their federal funding, representatives of blind persons said they were concerned that such an expansion would see them losing out on low-cost reading services.

The Corporation for Public Broadcasting said it supported the FCC proposal, even though it was "aware and concerned for the continued ability of print-handicapped individuals to receive radio reading services now carried on the SCA's of many noncommercial educational FM stations."

Nonetheless, CPB said, there "no longer exists a regulatory justification for prohibiting the realization of revenues from SCA activities by noncommercial educational FM stations."

CPB added, however, that it would "approach the commission soon" with a petition for rulemaking recommending technical and regulatory options "to insure the survival" of reading services for the blind.

National Public Radio also endorsed the proposal. "In this period of declining federal support for public broadcasting, public stations must be allowed to pursue every reasonable means of raising funds, especially when they involve self-help measures as in this case," NPR said.

According to NPR, that expansion of authority need not threaten the use made of SCA's by public service users unable to afford more than "nominal" leasing costs.

That, NPR said, was because it was technologically possible for stereo FM stations to transmit voice-quality signals on two additional subchannels. Although commission rules currently don't permit the use of a baseband wide enough to accommodate that many subchannels, NPR said it intended to file a petition for rulemaking requesting the amendment of relevant rules to permit the wider baseband. With the wider baseband, NPR said, "stations could then continue to provide facilities to public service users and have a capacity remaining with which to earn extra revenues."

The Greater Washington Educational Telecommunications Association Inc., licensee of noncommercial stations WETA-FM-TV Washington, also supported the proposed change, but urged the FCC to expand the permitted uses of an SCA service to "any and all digital information or data transmissions, provided there is no interference with operation of the main channel."

It also said that the FCC should drop its rule prohibiting operation of the subcarrier, except when the main channel was being programed.

The Ohio Educational Broadcasting Network Commission said it seemed "self evident that the continued healthy operation of public broadcasting in the United States will require not only concerted effort of the private sector through direct funding of public broadcast operations, but also the raising of funds by public broadcasters through the sale of such products and services as they may efficiently provide without adulterating the basic nature of the broadcast services which they supply."

Muzak, a division of Teleprompter Corp. that uses SCA's to deliver its background music service, said it also supported the proposed change, which "will ameliorate the impact on public broadcast licensees of the recent sharp reduction in federal financing."

Muzak said the proposed change also would increase the potential for energy conservation (by adding public broadcast-

ing SCA's to the list of technologies available for utility load management) and increase the number of FM SCA's available for commercial use. "These scarce resources would then be more accessible to accommodate the great variety of valuable broadcast services which depend upon FM SCA's for their delivery to the public," Muzak said.

Nonetheless, the American Council for the Blind said that although it was conscious of public broadcasters' financial plight, it also said the "present proposal would unleash market forces which will coerce public broadcasting stations to sell their SCA's to commercial interests and would undermine the intent of Congress to preserve certain telecommunications services for public purposes."

The American Foundation for the Blind urged the FCC to take a "more realistic" view of radio reading information services for the blind. "Public stations must continue to offer SCA availability in furtherance of an educational purpose," it said. "This is a simple extension of their major function through the main channel carried into their subsidiary channel."

The foundation also noted that public broadcasting's need for more revenue and the blind's need for reading services wouldn't be incompatible if the FM baseband were broadened "permitting an additional SCA and allowing it to be made available on the same footing as commercial stations."

The York County Blind Center, York, Pa., said that although it recognized public broadcasting's need to seek revenues, it also saw that the loss of the SCA frequencies "to commercial business interests as being in direct opposition to President Reagan's philosophy of providing local services through local funding and voluntary service in the community."

Radio Information Center for the Blind, Philadelphia, urged that the "67 khz space be reserved for its mandated use and that the commission, with its expertise, provide for a second subcarrier for the commercialization of a segment of the NPR system." □

In Sync

And now Mavigraph. Sony Chairman Akio Morita has introduced new color video printer, dubbed Mavigraph, companion piece to company's Mavica electronic still camera introduced last year (BROADCASTING, Aug. 31, 1981). Printer will make full-color glossies from any still video signal; Sony sees applications beyond amateur photography market to hard copy printing of full-color teletext and videotext pages and computer displays. Two models are planned to reach market in 1983—industrial unit costing \$2,000 and home printer "under \$800." Cost per print is put at 50 cents; dry thermal process employed now takes five minutes per print. Sony hopes to cut time to one minute. □

Moving on up. Taking advantage of open date on NASA's calendar, Western Union has moved up launch of Westar V from Sept. 30 to June 8. Western Union said it elected to go with early launch after it was informed that spacecraft and launch vehicle would be ready by June. Like Westar IV, which was launched Feb. 25, Westar V contains 24 transponders and will be used for transmission of data, video, voice and facsimile communications. It will replace 12-transponder Westar II in geostationary arc at 123 degrees west longitude. Older bird will be moved to another slot to spend its waning months.

Backing the transponder sales option

Justice, Hughes, RCA, SIN and Turner come out on side of selling transponders on noncommon-carrier basis, but others, including PBS, AT&T, SSS Cox and Wold aren't so keen

Whether the FCC should permit carriers to sell transponders on a noncommon-carrier basis still seems open to question, according to comments filed at the FCC last week.

While transponder sale proponents argued that permitting such sales would serve the public interest, most of those who disagreed seemed unwilling to foreclose the possibility of ever permitting such sales. Instead, most of those who were opposed to sales urged the FCC to hold off on permitting the sales at least until the satellite marketplace became more competitive.

The comments came in response to a rulemaking the FCC launched the same day it rejected RCA Americom's auctioning of seven transponders on Satcom IV (Cable Net II) (BROADCASTING, Feb. 1).

The Department of Justice said it "strongly" supported the offering of transponders on a noncommon-carrier basis. "There is no economic justification for preventing any domsat from selling or even leasing transponders on a noncommon-carrier basis," Justice said. "The domestic satellite industry does not possess the characteristics of a natural monopoly, and no domsat enjoys significant market power. Permitting transponder sales on a noncommon-carrier basis would allow domsats to capture the full value of their product, thereby promoting efficient entry into the industry and technological innovation," Justice said.

Hughes Communications Inc., which also applied for a modification of its domestic satellite authorization, agreed with Justice. "The domestic satellite service does not exhibit the characteristics that typically require common carrier regulation," Hughes said. "Transponder sales will stimulate entry to the domestic satellite communications industry by reducing the risk facing new entrants, aiding capital formation and permitting the benefits of ownership of satellite facilities on less than a full satellite or satellite-system basis."

RCA Americom said transponder sales would serve the public interest "and should make a significant contribution to realization of the full potential of domestic satellites benefitting satellite owners, buyers and the public. Transponder sales will further the commission's goal of deregulation, allow free market forces to work in a meaningful and productive

fashion, and permit full and effective competition with all of the benefits of competition."

ABC and CBS, filing together, said the transponder sales rulemaking was "one of the most important proceedings" pending before the commission. "The continued development of a competitive, innovative and healthy domestic satellite industry will be influenced greatly by the decisions that commission makes," they said. "There is no legal or policy reason for the commission now to renounce its long-standing policy of 'unregulation' in this vital segment of the communications industry."

Spanish International Network Inc. also supported transponder sales. "Diversity in the methods of making transponder space available will provide greater flexibility to both satellite licensees and users, meet specialized consumer needs, promote greater efficiency in transponder allocations, stimulate new entry into satellite construction and operation and transponder use and serve other beneficial purposes," SIN said.

Turner Broadcasting Systems Inc. said "private transponder sales will encourage the entry of additional satellite suppliers which, in the evolving competitive marketplace, will insure ready access to satellite capacity at reasonable prices."

Sotheby Parke Bernet Inc., the auctioneer of RCA's seven transponders, said it took no position on whether the FCC should handle transponder sales on a noncommon-carrier basis, but said "regardless of the outcome of this rulemaking, the auction process remains an effective and desirable means of allocating a scarce resource."

The Public Broadcasting Service, however, said that transponder sales would run counter to the Communications Act. "PBS is particularly concerned that the sale of transponders will make it materially more difficult for public broadcasting to acquire the satellite capacity essential for it to continue providing the high-quality, innovative and diverse programming it is now providing."

AT&T questioned whether unregulated

Washington Watch

Surfacing again. More hearings on impact of broadcast networks' early projections of election returns are being planned by House Administration Committee for latter half of April. Hearings are to be chaired by Representative Al Swift (D-Wash.), who has been named chairman of special task force on election reform. Swift chaired hearings on early projections last year, held jointly by House Administration and Telecommunications Subcommittees. Attention on early projections is part of larger effort to reform election laws. □

Microband objection. Group of commenters have asked FCC to deny motion of Microband Corp. of America to consider its proposal to establish "wireless cable" network through expanded and restructured multipoint distribution service (BROADCASTING, Feb. 15). They filed additional comments in FCC's proceeding to reallocate frequencies for Instructional Television Fixed Service, MDS and Private Operational Fixed Microwave Service. "If Microband wants the commission to consider its 'proposal' to establish a 'wireless cable' network, it should petition the commission to institute an entirely new rulemaking proceeding. It should not attempt to use these proceedings for this goal, and well over a year after comments were due, to camouflage its 'proposal' as 'additional comments,'" commenters said. Commenters included Association for Higher Education of North Texas, Catholic Television Network, Center for Excellence Inc., Illinois Institute of Technology, National Instructional Telecommunications Council Inc., Leland Stanford Junior University and San Francisco Archdiocese. □

Travelin' blues. Budget problems and workload appear to be cutting into FCC commissioners' travel plans, at least as far as National Cable Television Association convention in Las Vegas in May is concerned. Chairman Mark S. Fowler and Commissioner Henry Rivera will not make it. Commissioner Mimi Weyforth Dawson plans to be on hand. Other four, in part because of uncertainty of what funds will be available for travel, are saying "maybe." (Commission is operating on continuing resolution which runs out end of March, and must be renewed.) Five commissioners say they will attend National Association of Broadcasters convention in Dallas in April. Commissioner Abbott Washburn says "maybe," Commissioner Joseph Fogarty says "no." Other travels show up on some commissioners' schedules. Fowler will attend American Newspaper Publishers Association convention in San Francisco, in April, where he is planning major address on First Amendment. Commissioner James Quello will return to home town of Detroit in April to attend Public Relations Society of America meeting.

transponder sales would be in the public interest, "particularly given the present transponder shortage and orbital-arc limitations for domestic satellites."

Hughes Television Network said carriers that had obtained their satellite licenses under common carrier representation must be made to honor that representation.

"Even if the commission should determine that some transponder sales can be justified, fair access to this segment of the communications system requires, at the very least, that a substantial number of transponders on each satellite (e.g., 18 out of 24) be retained for common carrier service," Hughes said.

Satellite Syndicated Systems said sales by existing carriers should be prohibited because communications carriers are bound to provide service for hire to the general public.

"Such sales are not in the public interest at this time, when satellite transponders and orbital slots are scarce. Only after the number of satellites has been increased enough to eliminate the monopoly results of commission authorizations will sales be in the public interest," it said.

Rainbow Programming Services Co., which distributes Bravo and Escapade via satellite to cable systems, urged the FCC "not to engage in premature" deregulation. "Until the current scarcity in transponders available for video relay service is

alleviated, there can be no public interest basis for abandoning the requirement that service provided by domsat carriers be offered pursuant to lawful tariffs that reflect reasonable and nondiscriminatory rates, terms, conditions and practices," Rainbow said.

Cox Broadcasting Corp. said the commission "should not be misled by an overly heightened deregulatory zeal and permit unequal and unfair risk allocation to shift all risks from the carriers to the users. Such action will not likely withstand judicial scrutiny. Continued uncertainty engendered by further litigation is most assuredly not in the public interest."

Wold Communications Inc. said the commission should continue to regulate the domestic satellite marketplace as long as a scarcity of transponders exists. "If, and when, a balanced marketplace arrives, the commission may at that point relax or eliminate its common carrier regulation. To do so today would be to create an orbital OPEC at the expense of the American consumer," Wold said.

Hughes Communications Inc., RCA Americom, Southern Pacific Communications Co. and Western Union Telegraph Co. have all filed applications with the FCC to modify their space station authorizations to sell transponders on a noncommon-carrier basis. Comments or petitions to deny the applications are due April 16. □

Easing rules for minority ownership

FCC panel on improving minority representation in communications recommends revising distress sale and tax certificate policies

To help increase the number of minority-owned telecommunications facilities, the FCC should revise its tax-certificate and distress-sale policies and cooperate with a Department of Commerce program that offers business advice to minority entrepreneurs. Those were among the recommendations that the Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications agreed upon at a meeting at the FCC last week.

The committee, chaired by FCC Commissioner Henry Rivera, will advise the FCC on steps that could be taken to develop alternative financing and increase private capital assistance for minorities entering the telecommunications industry.

Rivera said the group planned to present its recommendations to the commission at an en banc meeting next month.

Erwin Krasnow, general counsel for the National Association of Broadcasters and member of the committee's policy panel, said the panel thought the FCC should establish a minority-ownership ombudsman in its Office of Public Affairs and revamp its tax certificate and distress-sale policies.

Under the tax certificate program, a broadcast station owner is allowed to defer the capital gains from the sale of a station to a minority. Under the distress-sale policy, a licensee that has been designated for hearing can sell his station to a minority at 75% of the station's market value before the hearing begins.

Although some question had been raised about the effectiveness of the commission's distress-sale policy at the committee's previous meeting (BROADCASTING, Nov. 30, 1981), Krasnow said the policy panel had concluded that distress sales were a "good thing" and that the FCC should give them "expedited consideration."

Nonetheless, Krasnow said, the panel thought the FCC should issue a new policy statement on how it interprets "adequate minority ownership" for tax certificates and distress sales.

Although the FCC currently doesn't approve distress sales when the minority interest is a corporate buyer with less than 50% ownership, that policy should be liberalized for limited partnerships, Krasnow said.

In limited partnerships, the general partner frequently holds less than a 50% share in the partnership, even though the general partner controls its operation. The limited partners, who often hold the majority share, are passive investors who don't exercise control over partnership affairs.

According to the panel, a minority

FTC backs FCC on trafficking rule

It says marketplace can better allocate resources than commission

The Federal Trade Commission has lent its support to the FCC's proposal to drop its trafficking rule, which generally prohibits the sale of a broadcast station within three years of its purchase (BROADCASTING, March 8).

In late comments filed at the FCC, the FTC said it endorsed the FCC's conclusion that the trafficking, or three-year rule, is no longer warranted. "The operation of market forces is more likely, than retention of the rule, to achieve the most efficient allocation of resources and thus enhance consumer welfare," the FTC said.

Broadcasters filed overwhelmingly in support of dropping the rule earlier this month.

In its comments, the FTC said dropping the rule was warranted for several reasons. First, it said, the FCC had granted waivers to the rule liberally in the past, suggesting that "as a practical matter, the need for the rule was not as great as initially perceived."

According to the FTC, the FCC from 1962 through 1979 had approved waivers in all 697 transfer or assignment cases to which the rule would have applied, including "all 154 cases in which the party seeking transfer apparently did not qualify for any of the exemptions specified in the rule."

The FTC said the rule unnecessarily impedes the functioning of the marketplace for broadcast properties. "The

marketplace compels businesses to provide those services that consumers value most and to provide them at the lowest possible cost," the FTC said. "The FCC's 'three-year rule' serves only to impede these beneficial market forces that would efficiently allocate broadcast resources."

Although the FTC noted that the rule had been based on the notion that "speculation," or "pure station brokerage," in broadcast properties could lead to a decline in broadcast service, the FTC said the "evil" the rule was aimed at was illusory. "Far from being an evil to be discouraged, the existence of station brokers may facilitate the process by which scarce broadcast resources are transferred from low-valued uses to those more highly valued by viewers and listeners," the FTC said.

The FTC also said the FCC should take the "additional step" of ending the current distinction between resale after, as opposed to before, broadcast operations are started.

"A more liberal policy concerning resale and transfer prior to station operation will promote the efficient use of station brokers and serve to reallocate broadcast resources from lower-valued to higher-valued uses more rapidly," the FTC said.

"Few, if any, countervailing concerns are posed by the rule's elimination, since specific issues raised by individual applications to transfer will continue to be reviewed by the FCC under its public interest standard," the FTC said. □

general partner, since he is the one in control of the business, should be able to qualify for tax certificate or distress-sale benefits, even if he doesn't own 50% of the partnership.

The committee approved the recommendation, but indicated the FCC should determine when a general partner would have a "substantial" interest to qualify.

The panel also recommended that the FCC issue another policy statement expanding tax certificates to apply to cable, common carrier and land mobile services, in addition to broadcast services.

Another proposal the panel made was that the FCC adopt a policy statement that would enable shareholders in a minority-owned or controlled entity, who hold less than a controlling interest, to sell their interests to the controlling shareholders and be eligible for a tax certificate.

The panel also recommended that a "one-stop," nonprofit organization be established in Washington to furnish minority investors with advice and information on entry and expansion in the telecommunications industry. The organization would be funded primarily by telecommunications corporations and communications law firms, the panel said.

Victor Rivera, director of the Department of Commerce's Minority Business Development Agency and coordinator of the committee's management and technical assistance panel, said an effort should be made to find minority-owned telecommunications businesses to serve as role models and to try to develop a "mentor"

program to match minority entrepreneurs with their nonminority counterparts for voluntary on-the-job training and internships.

Although Rivera said there are currently several government and private-sector programs that provide management and technical assistance to minorities, there is still a need for a "formalized interconnecting system" to steer minorities in the right direction and to deliver the type of management and technical assistance needed.

To that end, Rivera recommended that agencies that had relevant programs or information, such as the Department of Commerce and FCC, agree to cooperate.

One possibility, Rivera said, is that the FCC and the MBDA could refer minorities seeking advice to one of the about 100 MBDA business development centers slated to be in operation by September around the country.

The committee agreed to encourage groups to participate in a "mentor" program through NAB's BROADCAST, a funding service for minorities.

Ed Cardona, Commissioner Rivera's special assistant, said the finance panel had surveyed banks, insurance companies and other financial institutions. While the institutions said they would "welcome" minority applicants, they also tended to maintain that minority applicants would have to meet the institution's traditional lending criteria. Major problems for which the panel had no answers were the "incredibly high interest rates" and "sources of equity," Cardona said.

In its draft report, the panel also proposed to urge the commission to develop a way that minority enterprise small-business investment corporations could solve the attribution problems raised by the FCC's multiple ownership rules when they made equity investments in minority firms. □

Sony asks high court for review of VCR case

Sony Corp. of America has made good on its promise to take to the Supreme Court its case for home videotaping of over-the-air broadcasts. The company has asked the high court to review the U.S. Court of Appeals for the Ninth Circuit decision that held off-the-air recording of commercial broadcasts to be in violation of copyright law (BROADCASTING, Oct. 19, 1981).

Joseph A. Lagore, president of Sony's consumer products operation, called the appeal an implementation of "our company's pledge to defend the consumer's right to use this equipment to the fullest extent permissible under the law." Sony alleges that "billions of dollars in sales and thousands of jobs in the U.S." will be threatened if the lower court ruling stands.

Sony also contends that Universal and Walt Disney Productions, the producers who brought the original suit back in 1976, "admitted they had suffered no damages." □

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Superadio set for July 1 launch

ABC's 24-hour satellite-delivered service, labeled contemporary entertainment radio, names on-air staff, gears up marketing for summer debut

This summer may prove to be tumultuous for radio as ABC Radio Enterprises unveils its 24-hour satellite-delivered format, Superadio, on July 1, and the Christian Broadcasting Network shuts down Continental Radio, its own turnkey format on June 5 (see page 76).

For ABC Radio, months of planning for its new satellite service are finally coming into fruition as the bulk of the on-air staff has been selected and a marketing strategy defined.

In a formal presentation in New York last week, Michael Hauptman, vice president in charge, ABC Radio Enterprises, explained that the new technologies may have a more pronounced effect on radio than on television and when such changes occur, it is often the leaders in that medium who are touched by it the most. Hauptman added that "new operating groups must be established," and as a result ABC Radio Enterprises was formed with Superadio in the forefront.

Rick Sklar, vice president, programming, ABC Radio Enterprises called the upcoming satellite network "top notch radio entertainment" highlighting music and performers of today. Contemporary entertainment radio is the label chosen for the format, said Sklar, and it will feature songs by artists including The Beatles, Air Supply, The Eagles, Barbra Streisand, Olivia Newton-John and the Supremes.

Originating in New York, Superadio will offer affiliates at least eight minutes per hour and will claim two minutes for national spots. Fees for the service have yet to be determined, although they will be based on market size, according to a spokesman.

Prospective affiliates have been contacted, Hauptman said, although none have been signed. He hopes to have the first signed up this month.

Michael S. Lasser, chairman and chief

executive officer, The Marschalk Co., whose firm has been retained by ABC Radio Enterprises to help create, produce and place customized television and print ads in each licensee's market, claimed "major national advertisers are very interested and want to be a part of it at its early stages."

Operating seven days per week, Superadio will be beamed in stereo via a Wold Communications uplink facility to Westar III and down via Associated Press downlinks to "market-exclusive FM licensees."

Sklar contended that Superadio is different from the other 24-hour satellite turnkey operations such as Satellite Music Network, Transtar and Continental Radio, mainly because of the format and lineup of personalities.

That lineup consists of two WABC(AM) New York announcers—Dan Ingram and Ron Lundy; Dick Purtan, from CKLW(AM)

Windsor, Ont.; Jay Thomas, from WXLO-FM New York (now WRKS-FM) who left to join the cast of ABC-TV's *Mork and Mindy*; Paul Barsky, evening announcer at WBBF(AM) Rochester, N.Y.; Robert W. Morgan, morning man at KMPC(AM) Los Angeles and host of syndicated radio specials; Larry Lujack, from WLS(AM) Chicago, and Bruce Bisson from WTGC(AM) Lewisburg, Pa.

The weekend schedule may depart from the music service heard daily, Sklar suggested, refusing to elaborate. Live concerts or interview shows appear unlikely, he indicated.

With Hauptman and Sklar in the top positions at Radio Enterprises, other officers in the group include: David Pollei, vice president, station marketing; Pat Panttoni, director, creative services; Dennis Feely, director, technical operations; and Joseph Sherikjian, director, planning, finance and administration. □

Cooperation keeps 'Real-to-Reel' rolling

Syndicated TV show, funded by U.S. Catholic Conference, mixes national stories with locally produced features

On March 2 in Miami, the Radio and Television Center of the Archdiocese of Miami received a Proclaim Award from the national Catholic Communications campaign. It was for three television features that the local center contributed to *Real-to-Reel*, the nationally syndicated Catholic TV magazine.

Real-to-Reel Executive Producer Martin Doblmeier wasn't there; he was elsewhere, on the road with a production assignment. But he didn't have to be there to feel exhilaration from another proof that his 14-month-old cooperative program was succeeding. Also, he admits happily, this growing expertise at the local level could virtually pre-empt much of his production work and relegate his office more to the role of coordinator.

That was the idea two years ago when the U.S. Catholic Conference made a \$195,000 grant to his Dabar Productions (BROADCASTING, Sept. 8, 1980). The seed money was part of a sum raised in an annual collection in all Catholic churches. For the second year, funding was reduced to \$157,000, about half of Dabar's operating budget. Last month, funding for the third year was set at \$163,400.

Doblmeier avoids the word, syndication, when discussing *Real-to-Reel*. He says it is more aptly described as a television cooperative between diocesan program directors and a national production office.

The program's format includes:

- A nine-minute national feature, exploring an issue or a person. Though subjects are predominately Catholic, anyone or any event that reflects the Word of God is profiled. That has led Doblmeier and his crew to a nomadic existence on the road, visiting the barren outposts of the Fairbanks diocese in Alaska; Xavier University, the only black Catholic College in America; a group in Texas that grows fruits and vegetables for the poor in Mexico; hospice volunteer groups; and innumerable other stories that mirror faith, hope and charity.

- Several short (two-minute) national segments in a six-minute package. These include "Expressions," an artistic expression in music, art, dance or drama; "Dabar" (Hebrew for "the Word"), featuring a distinguished speaker on issues of personal concern, and "People and Places," offering everything from a look inside New York's St. Patrick's Cathedral to a priest who is said to play the best jazz clarinet on New Orleans' Bourbon Street.

- Dabar Productions' national package of intros, outros and national credits.

- A local nine-minute feature story or special production by the participating diocese and the local "business."

The participating diocese supplies a host who blends the 15-minute national segments to the local portion of equal length. Dabar also suggests that, for maximum effectiveness, the local feature relate to the national story.

Doblmeier, a Providence College graduate and one time field producer for the na-



Hauptman



Sklar

Monday syndicated *Evening Magazine*, has assembled a staff that includes Holy Cross Marianite Sister Gretchen Dysart, associate producer; Gonzalo Accame, associate producer; Steve Schindler, editor, and Rozanne Elwell, office manager at Dabar headquarters at 3035 Fourth Street, N.E., Washington 20019.

To match its funding from the U.S. Catholic Conference, Dabar has set up a series of nominal fees for participating dioceses, based on the TV market ranking of those dioceses. Dioceses using cable only fall into a separate category. As for the cost of local air time, some dioceses buy it, others get it free.

Real-to-Reel currently is telecast in 25 dioceses on TV stations and cable. Doblmeier is particularly proud of the breakthrough into prime time in Philadelphia where WPHL-TV carries the series Sunday evenings at 8. □

Method to his on-air madness

Howard Stern, known for his 'irreverent' and 'outrageous' air style, picked to complement WNBC New York's morning man, Imus; Stern to fill afternoons

The adjectives "outrageous," "irreverent" and "vulnerable" are frequently used to describe WDC-FM Washington personality, Howard Stern, who after July 31, leaves for New York to join the on-air staff at WNBC(AM).

Stern, often referred to as "the wild man of the airwaves," will take over the afternoon drive time slot, just a few dayparts away from Don Imus, the morning man there with a similar reputation.

Don Fioravanti, vice president and general manager of WNBC(AM), claimed, "The last thing we want to do is remain static." Banking on the success of *Imus in the Morning*, Fioravanti explained that his adult contemporary station intends to stress personalities more.

To exemplify this, WNBC(AM) has, in the past few years, flooded the media with advertisements using Imus as spokesman for the station. "It's a bit early to presume we'll promote Stern the same way we've promoted Imus," said Fioravanti, noting that the latter will continue as spokesman.

Planning to prove that the AM band can still support music stations, Fioravanti said of WNBC, "There are wonderful opportunities being presented to us this year" referring to the availability of Stern and the prospect of AM stereo.

Regarding Stern, however, Fioravanti stated, "We didn't set out to lure Howard away from DC 101"; rather, at the suggestion of Jerry Nachman, vice president and general manager of NBC-owned WRC(AM) Washington, inquiries were made and it was discovered that his contract would expire at the end of July.

Details of Stern's contract with WNBC(AM) were not released, but Fioravanti asserted that reports of his salary reaching \$700,000 to \$1,000,000 were "absolutely false."

Prior to his morning drive-time position at WDC, Stern had a morning show at WWWW(AM) Detroit and worked at WCC-FM Hartford, Conn., and WRNW-FM Briarcliff Manor, N.Y. □



Stern

Taft to offer 24-hour satellite radio feed

Taft Broadcasting Co. announced last week its entry into the 24-hour satellite-delivered, radio format business.

After testing its Primetime Radio format for about six months at Taft's WDAE(AM) Tampa, Fla., the company expects to have it ready for national distribution sometime this summer. The live service will originate from WDAE's studios and will feature the station's air personalities.

Music on Primetime Radio network will consist of "nostalgia" selections encompassing "the big names of the 30's, 40's, 50's and 60's," according to Mark O. Hubbard, vice president, Taft Radio Group.

Although the programing, targeted to the 35-plus demographic, will be delivered in stereo, the service can be used by monaural AM and FM stations, said a spokesperson.

Formal introduction of Primetime Radio is planned for the National Association of Broadcasters convention next month, where Taft will provide live demonstrations "of how the format will work at a typical affiliate station."

Taft contends that the new service will allow subscribing stations to take "full advantage of the total 24-hour satellite music programing, special segment features and also maintain the flexibility of local service, personalities and news to fit their own programing, station and market needs." □

Television ranked for violence

ABC called worst, NBC best, in prime-time Saturday study; HBO also criticized by NCTV

While the Coalition for Better Television has called for a boycott of NBC (BROADCASTING, March 8) for alleged "anti-Christian" bias, the National Coalition on Television Violence, on the other hand, has commended the network for its efforts to decrease program violence. The coalition, which claims no relation to the CBTV, has released its fall-winter monitoring results on TV violence. According to those results, NCTV has found NBC to be "clearly the least violent" of the three networks. NCTV claims that: "NBC in January 1982, had half the level of violence of the other two networks." Therefore, NCTV says it "supports NBC's efforts at decreasing program violence."

ABC was cited by NCTV as airing the "most violent quarter" by a network since the coalition began monitoring two years ago. NCTV monitored the networks for 13 weeks (Sept. 27, 1981, through Dec. 26, 1981), during prime time and for three weeks for Saturday morning cartoons. Home Box Office and the Public Broadcasting Service were also monitored for one week during prime time. HBO was rated the "most violent overall," and CBS was reported as presenting the "most violent children's programing."

The coalition also cited those sponsors



Birthday blast. WOR(AM) New York celebrated its 60th anniversary with a two-hour black-tie live broadcast from the stage of Carnegie Hall. WOR's vice president and general manager, Rick Devlin (l), joined program hosts Arlene Francis and John A. Gambling on stage with the performers, journalists and guest artists who presented the station's history before 2,800 listener-guests in the hall. During the preceding week WOR programed 25 hours of historical broadcasts that were edited from the station's archives of approximately 30,000 disks and tapes. WOR went on the air Feb. 22, 1922, with 250 w of power. On March 4, 1935, President Roosevelt turned on a switch from the White House, increasing the power to its current 50 kw. That event was also the occasion of a live broadcast celebration from Carnegie Hall.

that gave the "greatest level of support for violent programming." Schering-Plough, according to the results was found to be the "highest sponsor" of violence followed by Zenith, Mattel, Johnson & Johnson, American Cyanamid and Procter & Gamble. McDonald's was named by NCTV as the "leading sponsor both for the past quarter and over the past two years" of violence in Saturday morning children's programming. "General Mills (Kenner & Parker Bros.), Pillsbury (Burger King), and Schaper Toys were other high sponsors," NCTV said. Kraft, Quaker Oats, Squibb and Chesebrough-Ponds, however, were ranked among the lowest sponsors of prime-time violent programs. Saturday morning sponsors with the lowest scores were Lego and Tonka.

Overall results show that network programs "now average six violent acts per hour." NCTV noted that these results are "300% higher than its recent findings on Canadian networks." The coalition has been monitoring programming since July 1980. Its membership is predominantly made up of physicians and research psychologists.

Further details show that ABC had an average of 7.9 violent acts per hour and airs five of the six most violent programs: *ABC Sunday night movies*, *Fall Guy* (ABC), *Strike Force* (ABC), *Incredible Hulk* (CBS), *Greatest American Hero* (ABC) and *Hart to Hart* (ABC). □

Mutual, Osmond sign programming pact

Special music programs, produced by Osmond, are at heart of agreement

The Mutual Broadcasting System has reached a one-year agreement with a subsidiary of Osmond Enterprises for production of special programming, much of it to be musical. Under the pact, Mutual will receive at least six specially produced music features and gain the audio rights to all radio programming produced at the Osmond Entertainment Center in Orem, Utah.

Broadcast International, the radio production arm of Osmond Enterprises, will produce the programs, which Mutual plans to market to its network affiliates and other stations. Mutual has been offering special programming in addition to its news, information programming and commentaries since early 1980. Last year, it offered eight music specials, the most popular of which, a New Year's special by Anne Murray, cleared 750 stations.

The agreement with Broadcast International represents a move to rely more on independent producers for special programming, according to Marty Rubenstein, president and chief executive officer of Mutual Broadcasting.

The network also maintains a long-term contract with Dick Clark Productions of Burbank, Calif., for special programs.

The Osmond Entertainment Center is a

new facility that offers recording studios, video production for TV and video-cassettes and subordinate services, such as production of TV and radio commercials. It is meant to offer a "one-stop" production shop for performers, according to Merrill Osmond, who, as chief operating officer of Osmond Enterprises, also manages all of the Osmond family entertainers and several other family ventures.

Dynamic Duos is the first music special to be produced for Mutual, to be aired May 15. The three-hour show will feature the music of and interviews with three well-known contemporary music teams: Hall and Oates, Seals and Crofts and England Dan and John Ford Coley.

Another special, to be entitled, *Triple*, will air Memorial Day weekend. That three-hour program will highlight country music stars Crystal Gayle, Ronnie Milsap and Anne Murray.

Plans are also in the works for a rock music special and one devoted to the music of the Rolling Stones, according to Dick Carr, Mutual vice president, programming. □

Autopsy on Continental Radio

Lack of affiliates seen as chief reason for demise of first of new 24-hour satellite networks

"Broadcasting has lost a unique network." Those were the words of one disappointed affiliate after learning that Continental Radio, a live, 24-hour satellite music service, will pull the plug on operations June 5 ("In Brief" March 8).

Craig Hodgson, executive director of Continental Radio, said news of the network's impending demise came about "rather suddenly" in the form of a memo from Pat Robertson, president of the Christian Broadcasting Network, parent of Continental.

The radio network, which supplied an adult contemporary format with a few cuts of gospel music per hour, was launched last Sept. 21 from originating station WXRI(FM) Norfolk, Va. Since then, Continental had acquired only 13 affiliates, seven of which were not yet on the air. Lack of affiliate support is a main reason for CBN's decision to shut down the radio network, according to Hodgson.

But, despite a slow start with affiliates, Hodgson contended that CBN failed to keep its original agreement to stay with the project for about two years.

While admitting that the market is "soft," Hodgson believes the concept of the 24-hour turnkey radio network is viable. He points to the rating successes of stations carrying Continental's format.

Bert Williams, president of Multi-Media Ministries Inc., owner of KPMS(FM) in Brownwood, Tex., concurs with Hodgson. "We paid \$500 per month for the format," he said, "and we cut our overhead in half and doubled our billing." Williams says "there are many people in the U.S. who

Ratings Roundup

For the second week in a row, ABC-TV won the prime-time ratings honors for the week ended March 14, coming in a point and a half ahead of usually first-place CBS-TV and 4.6 points in front of NBC-TV. The score: ABC 18.5 rating/30 share; CBS 17.0/27; NBC 13.9/22.

Night of 100 Stars, a three-hour special on Monday, won each half-hour of that stretch and ended up with 26.4/39 for the night, placing second among all shows for the week. First place went to CBS's *Dallas*, 27.0/44. Against *100 Stars*, NBC shows managed a 15.7/23.3 and CBS shows a 14.9/22.3.

The week's schedule was sprinkled with repeats, and one of them—a *Love Boat* episode on ABC—placed seventh for the week with 23.1/42.

The premiere of ABC's *T.J. Hooker* scored impressively at 8-9 p.m. NYT on Saturday, racking up a 21.9/39 to rank 11th for the week. Against it, two of NBC's newer entries, *One of the Boys* and the first half-hour of *Chicago Story*, placed third for the night. *Boys* scored 10.2/18 while *Chicago* was en route to a 9.0/16 for the evening—both of them behind a repeat of Part One of Walt Disney's *Moon Spinners* (11.9/21) on CBS as well as *Hooker* on ABC.

ABC took Monday, Tuesday and Saturday nights, CBS won Thursday, Friday and Sunday and NBC won Wednesday.

Outside of prime time, *CBS Evening News With Dan Rather*, *ABC Evening News* and *World News Tonight* emerged from six weeks in the basement to place second with 12.7, while *NBC Nightly News* slipped to 12.0.

The First 20

1.	<i>Dallas</i>	CBS	27.0/44
2.	<i>Night Of 100 Stars</i> (Special)	ABC	26.4/39
3.	<i>60 Minutes</i>	CBS	25.6/41
4.	<i>Jeffersons</i>	CBS	25.4/38
5.	<i>Alice</i>	CBS	24.2/35
6.	<i>Too Close For Comfort</i>	ABC	23.3/36
7.	<i>Love Boat</i> (Repeat)	ABC	23.1/42
8.	<i>Three's Company</i>	ABC	23.0/35
9.	<i>Dukes of Hazzard</i>	CBS	22.6/38
10.	<i>Hart to Hart</i>	ABC	22.1/38
11.	<i>T.J. Hooker</i>	ABC	21.9/39
12.	<i>Magnum, P.I.</i> (Repeat)	CBS	21.2/34
13.	<i>One Day At A Time</i>	CBS	21.2/31
14.	<i>Trapper John, M.D.</i>	CBS	20.5/34
15.	<i>Archie Bunker's Place</i>	CBS	20.4/31
16.	<i>Real People</i>	NBC	20.1/31
17.	<i>Falcon Crest</i>	CBS	19.9/36
18.	<i>Happy Days</i> (Repeat)	ABC	19.7/31
19.	<i>Facts of Life</i>	NBC	19.7/31
20.	<i>Laverne & Shirley</i>	ABC	19.0/29

The Final Five

60.	<i>NBC Friday Night Movie</i> "The Great American Traffic Jam"	NBC	10.3/18
61.	<i>Barbara Mandrell</i>	NBC	10.3/17
62.	<i>One of the Boys</i>	NBC	10.2/18
63.	<i>Chicago Story</i>	NBC	9.0/16
64.	<i>NBC Magazine</i>	NBC	8.7/15

would benefit from the Continental service," which he calls, "good family-oriented product." While aware of the other satellite services available, Williams stated, "other networks don't screen the music (for objectionable lyrics) or contain selections from the gospel charts." Williams added: "We're trying to duplicate the format, and use automation" but discovered that the quality and diversity are lacking.

The stations that are currently on the Continental Radio Network are: WXRI(FM) Norfolk, Va.; KPSM(FM); WHAG(AM) Hagerstown, Md.; KBCN(FM) Anchorage, Alaska; KGTL-FM Homer, Ark., and KXOI(AM) Crane, Tex.

Continental's closing will mark the first 24-hour satellite turnkey network to do so in a year of predicted "shakeout." □

PBS cuts back its Saturday feed

Service will shrink from 15 hours to three and one half; move is seen as cost saving

The Public Broadcasting Service is planning to reduce its Saturday programing ser-

vice beginning June 5, from roughly 15 hours to three and one half. The dramatic reduction is only part of a larger reorganization plan now under consideration by PBS to deal with cutbacks in federal support.

Saturday services would be completely eliminated according to the proposal with satellite time provided to stations on a charge-back basis. The freed transponder would allow PBS to lease time on the satellite to raise income. PBS would operate Saturday service from 5 p.m. to 8:30 p.m. Currently, it provides feeds to member stations from 8 a.m. until 11 p.m.

While the reduction may pose problems for some stations, PBS's Peter Downey, senior vice president-program support group, noted that most Saturday service is repeat programing. Historically, Saturday feeds did not contain premiere programs. Downey explained that carriage reports also indicated that stations rely more heavily on local or regional network programs instead of PBS feeds. Stations had confirmed those findings at regional meetings last month.

Downey said the programs provided on the PBS feed will be: *Soccer Made In Germany*; *Matinee at the Bijou*, and *Tony Brown's Journal*. He said PBS does not know how much it will save from the programing and staff cutbacks. □

PlayBack

50 strong. Music Country Network, joint venture between Associated Press and Wsm Inc. (BROADCASTING, Dec. 14, 1981), has cleared more than 45 markets for late-night country music service that premieres April 1. So far, 50 affiliates have signed for live show that will originate at wsm(AM) Nashville seven days per week and be transmitted to stations from Westar III satellite from 10 p.m. until 8 a.m. (NYT). Line up includes: woko(AM) Albany, N.Y.; WIRK-FM West Palm Beach, Fla.; WOIK-FM Jacksonville, Fla.; WNOE(AM) New Orleans; KVGQ(AM) Tulsa, Okla.; KCBO(AM) San Diego; WTMJ(AM) Milwaukee; WSAI(AM) Cincinnati; WDAF(AM) Kansas City, Mo.; WPLO(AM) Atlanta; KERR(AM) Polson, Mont.; WWOD(AM) Lynchburg, Va.; WMPS(AM) Memphis; KFSD(AM) Fargo, N.D.; WEME(AM) Endicott, N.Y., and WLAS(AM) Jacksonville, N.C. □

Headliners. Manhattan Transfer, contemporary music group, will perform at National Association of Broadcasters' Radio Programing Conference, set to take place Aug. 29-Sept. 1 at New Orleans's Hyatt Regency hotel. Group will entertain at private dinner concert Tuesday, Aug. 31. □

Real rock. DIR Broadcasting for fourth consecutive year has sold *Rock Radio Awards* to be broadcast April 3 over ABC Rock Radio Network. According to Bob Meyowitz, president of DIR: "What's so crucial about the *Rock Radio Awards* is that first and foremost they are a radio program, not a mass appeal prime-time television special forced to disregard rock." This year's hosts are Carol Miller, disk jockey at WPLJ(FM) New York, and musician Billy Squier. □

Ready to roll. *Country Music Festival*, 16-hour fundraiser for National Kidney Foundation, is set to air Saturday and Sunday, April 3 and 4, on more than 275 stations. This year's event will air on nearly 100 more stations than last year's, which raised over \$800,000. Featured this year are live broadcasts from Opryland in Nashville and taped performances by top country performers including Loretta Lynn, Mel Tillis, Mickey Gilley, Johnny Lee, Tom T. Hall, Chet Atkins, Earl Scruggs, Merle Haggard, Charlie Pride, Alabama and Ronnie Milsap. □

Business-sense. Narwood Productions, New York, will launch *Minding Your Business*, series of 90-second reports, to be aired twice daily. Jim Cameron, former news director at NBC Radio's The Source wrote series dealing with decision making process in small and large business operations. Material for show is derived from *Inc.* magazine. Program is available to stations at no cost on market exclusive basis, and is sponsored by Zenith Data Systems.

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New figures reflect network radio commercial audience

Statistical Research Inc., Westfield, N.J. reported that 71% of the national population listened to network radio commercials one or more times in 1981.

Based on information from recently released RADAR reports, SRI said the projected total translates to about 127 million of the 180 million persons ages 12 and older in the U.S. Combined commercial audiences for the ABC, CBS, Mutual, NBC, RKO and Sheridan networks reaches 74% of adult men, 67% of adult women and 74% of all teen-agers in the course of a week.

The latest network radio program and commercial audience estimates issued by RADAR are based on measurements by SRI in the spring and fall of 1981. They reflect about two million network clearance records on about 3,800 network-affiliated stations. Subscribers to the RADAR studies include the ABC, CBS, Mutual, NBC, RKO and Sheridan radio networks and major advertisers and advertising agencies. □

KM&G study finds network ratings down, HUT's same

An analysis by KM&G International, New York, of the fourth-quarter network prime-time television season shows that combined network ratings and shares continue to decline while total prime-time TV usage has not varied significantly from 1979.

KM&G said the three-network rating for the fourth quarter of 1981 was 52.3 (with an 84.8 share); down from 54.6/88.2 and 56.5/92.1 in 1980 and 1979, respectively. Prime-time TV usage as a whole has been stable, the agency said, with homes using television (HUT) levels at 61.3 in 1979, 61.9 in 1980 and 61.7 in 1981. KM&G said that for second straight year viewers are turning increasingly to nonnetwork alternatives, including cable television, pay cable and independent TV stations.

The agency said that of the 23 new programs scheduled for the 1981-82 season, only four appear to be successful: ABC's *Fall Guy*, CBS's *Falcon Crest* and NBC's *Maverick* and *Father Murphy*. ABC and CBS are running "neck and neck" in ratings and shares, according to KMG, with ABC winning on Monday, Tuesday and Saturday and CBS, Thursday, Friday and Sunday. NBC is the leader on Wednesday by .2 of a share point over ABC.

KM&G said its computerized Net-Pak programing system has been successful in pre-season analysis with a 73% success ratio in predicting this season's network audience shares. □

Monitor

Lead cut in half. Ratings are in for first full year of the *CBS Evening News with Dan Rather* (March 9, 1981 to March 5, 1982) showing CBS with a 12.8 rating and 24 share to ABC *World News Tonight's* 11.9/23 and *NBC Nightly News's* 11.7/22. While CBS maintained roughly one rating point advantage over its next competitor, that's only half of lead *CBS Evening News with Walter Cronkite* averaged year earlier (March 10, 1980 to March 6, 1981) when CBS scored overall 13.9/27 to NBC's 11.9/24 to ABC's 11.8/23. CBS dropped about rating point, but, as numbers show, neither ABC nor NBC picked it up. □

Cable news. USA Network, continuing to fill in its planned daytime schedule, announced *The USA Movie*, series of feature films styled as "bringing back the classic movie matinee." Films will fill noon-to-2 p.m. slot weekdays, run at 3 p.m. weekends with added 10 a.m. spot on Sunday. First package of titles includes "Billy Liar," "The Silent Enemy," "Four Desperate Men." All are licensed from Alan Enterprises. . . . Entertainment Channel announced its co-production of both stage and cable television presentation of "major new play, 'Close Ties,'" with Harlan Kleinman Co. and L.A. Public Theater. Entertainment Channel gets exclusive cable presentation following stage run. □

Hometown documentary. Public Broadcasting Service airs first in six-part documentary series entitled *Middletown* March 24. *Middletown* will take close look at American society as represented through lives of several residents of Muncie, Ind. Final episode caused some controversy because of offensive language used. Xerox, which is one underwriter of series, decided not to promote film as originally intended after screening of program, although it will still be listed as underwriter. PBS also asked that four-and-one-half-minute segment be edited in episode. It charged that episode did not meet PBS's journalistic guidelines. However, unedited version will be made available to stations on soft feed. □

Regrouping. New entertainment industry management negotiating entity and trade association, Alliance of Motion Picture and Television Producers, has been formed in Hollywood and is expected eventually to replace Association of Motion Picture and Television Producers, which previously represented major industry employers in contract negotiations. According to Barbara Brogliatti, spokeswoman for organization, alliance "will probably supplant the association," which, in turn, "will probably be dissolved." Brogliatti told BROADCASTING new organization was needed to encompass wider range of employers and activities than previous group. "Philosophically and procedurally it would have been too difficult to change the association" to accommodate shifts in composition and emphasis, she said. New alliance, described as permanent "industrywide bargaining association," includes: Columbia Pictures, 20th Century-Fox, Warner Brothers, Aaron Spelling Productions, Lorimar Productions, MTM Enterprises, Paramount Pictures, Embassy Communications, Universal City Studios, MGM Film Co., United Artists, and Walt Disney Productions. J. Nicholas Counter is president of new alliance and Jack Valenti, president of Motion Picture Association of America, has been named chairman of board. AMPTP's first presentation in labor negotiations will probably be during contract talks with International Alliance of Theatrical Stage Employees later this spring. □

Coming home. CBS News-produced public-affairs programs, distributed internationally by Viacom Enterprises since 1972, are returning to CBS hands. Viacom and CBS have announced "memorandum of understanding" for CBS to reacquire rights for new CBS Broadcast International unit. Deal, involving *CBS Reports*, *60 Minutes*, news specials and other programs, remains subject to definitive agreement. □

Soccer news. ABC has acquired television rights to 1982 World Cup Soccer final in Madrid, Spain. It is first live coverage of game on U.S. television. Meanwhile, Spanish International Network has announced that it will provide coverage of all 52 remaining World Cup games, beginning on June 13, to cable systems outside areas covered by SIN affiliates via Westar III transponder 8. □

New market. Comworld Productions, Los Angeles-based division of multimedia Comworld Group, announced it is now producing original programing for TV syndication and pay TV. Comworld's first pay TV venture is half-hour pilot for Home Box Office, *The Shields and Yarnell Show*. □

Women's view. George Schlatter, executive producer of NBC-TV's *Real People*, will have another series on network next season. NBC said it has picked up *The Shape of Things*, "short-run" comedy hour. Schlatter describes it as "satirical view looking at the contemporary scene from the women's point of view." It will have primarily female cast. □

Little change expected in wake of NAB code ruling

Advertising community thinks networks, stations will continue with same commercial standards

Life without the National Association of Broadcasters advertising codes is expected to go on virtually the same as life with them.

This consensus was expressed last week by broadcast advertising executives in reaction to the NAB's decision to suspend enforcement of its standards pending a court appeal (BROADCASTING, March 15). They reasoned that networks and many stations have their own advertising standards and realize they have a responsibility to their audiences and believe it makes good business sense not to offend and annoy their viewers and listeners with added commercials or those that may be in poor taste.

"If business gets bad, of course, some stations—but not many— can be expected to bend the rules," one broadcast official commented.

George Huntington, executive vice president of the Television Bureau of Advertising, said it "all boils down to common sense." He added that "common sense will prevail, with or without the code."

Huntington said the overwhelming number of broadcasters are both responsible citizens and good businessmen and will deal with the advertising codes in a responsible manner. He added: "It doesn't mean that there is not going to be some temptations from advertisers with sensitive products making overtures to get on television, but I think very few stations will succumb."

Miles David, president of the Radio Advertising Bureau, is equally confident that radio networks and stations will operate without the codes as if the codes were in effect. David contended that whether there are codes or not, stations are sensitive to their listeners.

"Good judgment will be the prevailing factor," David said. "And this situation applies whether or not a station belongs to the NAB code or not. There will be no real change."

Spokesmen for the three networks said they will continue to require all commercials carried on their air to meet their independent standards and policies. They added they are reviewing these standards and policies and expect to issue updated guidelines within the next few weeks.

Susan Rowe, vice president, broadcast supervisor, N W Ayer, New York, does not

envision any appreciable changes, especially on the network level. She expressed the view that most major advertisers and agencies would not want to place questionable commercials on the air or add to clutter. Rowe conceded that some local stations, if faced with a slow economy, might agree to adding to the commercial load or carrying the commercials of a product they might normally reject.

Walter Reichel, senior vice president and executive director of the media and programing departments of Ted Bates & Co., New York, said "it's all too early to see how it will shake down." He said a balance must be achieved between greater flexibility for advertisers and the number of commercials carried. He said a key factor will be the standards policy of individual stations.

Peter Moore, president of Torbet Radio, believes radio stations will be policing their commercial inventory more carefully and make determinations relative to the number and types of commercials to be carried. Moore stressed that probably less than 10% of radio stations in major markets have carried as many as the 18 commercials per hour permitted by the code. He said it's possible that some stations in financial straits will now opt for business from categories previously shunned, but these will be in the minority.

Code offices in limbo

Staff will remain on board pending outcome of suit, then will be reassigned inside NAB

The 33 people who do the day-to-day work of administering the National Association of Broadcasters TV and radio codes will remain in their jobs, at least temporarily, in spite of NAB's suspension of the codes two weeks ago. The codes, if revived at all after resolution of an antitrust suit filed against the TV code by the Justice Department, are likely to be scaled back considerably, however, and code staff members face the prospect of reassignment elsewhere in NAB as positions open up.

That was the word last week from John Summers, NAB executive vice president, general manager, who said NAB code offices in New York, Washington and Hollywood will remain open until a decision in the antitrust suit is made. Summers and other NAB staff members predict the codes will be reinstated some day, even though members of the NAB board of directors and other industry sources predict the codes are gone forever (BROADCASTING, March 15).

A decision in the antitrust case is anywhere from "six months to two years away," according to Erwin Krasnow, NAB

senior vice president, general counsel. Pending its outcome, code staff members will work on other NAB projects, said Summers and as other positions within the association open up, code staffers will be considered where appropriate.

The fiscal year budget for the TV and radio codes, which totals just over \$1 million, will also remain in place, according to Michael Harwood, NAB secretary-treasurer. Any changes in that budget, which takes effect April 1, must be made by the NAB board, said Harwood. "We just haven't addressed that question yet," he said.

The NAB suspended enforcement of all advertising standards in both its TV and radio codes after a U.S. District Court judge ruled one of the TV standards, limiting the number of products that can be advertised in a spot of less than 60 seconds, is illegal. The end of the advertising standards, which make up more than half of the code, meant the end of the entire code, because NAB has not enforced its programing standards since another U.S. District Court ruled its family viewing standards violate antitrust laws (BROADCASTING, Nov. 15, 1976).

Jerome Lansner, senior vice president, general manager, NAB code authority, said code staffers have not been advised that they may be transferred to other positions in NAB. The authority is working on projects "that could be useful in the future" if the code is ever reinstated, he said, but declined to say what those projects are except that they are "in areas related to advertising."

Public broadcasting: 'endangered species'

They say the effect of Reagan budget cuts will be more severe than believed; urge grassroots pressure on Congress

Larry Grossman, president of the Public Broadcasting Service, and Bruce Christiansen, president of the National Association of Public Television Stations (NAPTS), went to New York with the message that PBS has been disseminating almost since the start of the announced Reagan administration budget-austerity plan: PBS, in the height of its glory from a programing standpoint, is on the brink of financial disaster.

Public television and radio stations are "now an endangered species," said Grossman. And the reason is directly attributable to "the federal budget cuts." The current federal appropriation for fiscal year 1983 stands at \$137 million, reduced from an original \$172 million. The Office of Management and Budget is asking for

further cuts in 1984 and 1985 for public broadcasting to \$85 million.

"The fact is," said Grossman, "We're in very serious trouble," at a time when the public television audience is up by 70% over the last five years (and when prime-time viewing has increased 12% over the last year). In fact, Grossman noted, about half of all television households view public television in a given week (42.6 million homes).

The budget cuts, if they remain in effect, said Grossman, will mean severe programming cutbacks for PBS in the coming years beginning in fiscal 1983. Children's programming, he said, would be rolled back to two hours per day, while prime-time programming would be reduced to "two-and-a-half to three hours." Morning and weekend feeds would be eliminated completely, as might Saturday night programming. The strategy calls for "concentrating resources in fewer places," said Grossman, as opposed to diminishing the overall quality of programming on public broadcasting.

But while things look dim from the financial standpoint, Grossman noted plans to start a prime-time nightly news magazine on PBS, as well as plans to continue such critically acclaimed programming as *American Playhouse* and *Nova*.

Christiansen said that the proposed cuts will mean "fewer programs, smaller audiences and fewer donations." He said that "given the fragile nature" of public broadcasting's financial structure, a \$200-

million reduction in federal budget appropriations over a three-year period will "destroy the fabric of public television as we know it today." One of the factors contributing to such severe cuts in PBS appropriations, said Christiansen, was the fact that "no one believes that they will have the impact that we say they will." However, he described as "fallacious" the assumption that such programs will find

alternative ways into American homes. He noted that at one time the commercial networks were offered the opportunity to carry *Sesame Street* but rejected the program.

Christiansen said that a "grassroots" program has been formulated to make individuals in communities aware of public broadcasting's dire financial straits in an effort to pressure Congress to award greater appropriation. □

Changing Hands

PROPOSED

KVOA-TV Tucson, Ariz. □ Sold by Channel 4-TV to H&C Communications Inc. for about \$30 million. **Seller** is principally owned by Donald R. Diamond, Richard L. Bloch and Donald Pitt, who have no other broadcast interests. Station was originally part of Pulitzer Publishing Co. television portfolio, but was sold in 1972 for \$2,725,000 (BROADCASTING, Dec. 11, 1972). **Buyer** is parent of *Houston Post* and KPRC-AM-TV Houston, WTVF(TV) Nashville, and WTOK-TV Meridian, Miss., last purchased last year for \$11 million (BROADCASTING, March 23, 1981). William B. Hobby Jr., lieutenant governor of Texas, is chairman. Jack Harris is president of broadcast division. KVOA-TV is NBC affiliate on channel 4, with 35 kw visual, 18 kw aural, and antenna 3,610 feet above average terrain.

KREI(AM)-KTJJ(FM) Farmington, Mo.,

and KBOA(AM)-KTMO(FM) Kennett, Mo. □ Sold by Earldun Broadcasting Inc. to KREI Inc. and KBOA for \$2.1 million. **Seller** is principally owned by Charles C. Earls, M.F. Dunne Jr. and wife, Eleanor I. Dunne, who are also principal owners of KTHS(AM)-KSCC(FM) Berryville, Ark. Earls will keep minority interest in buyer. **Buyer** is owned by Shepherd Enterprises Inc. (80%) and Earls (20%). Shepherd Enterprises is principally owned by Jerrell Shepherd, who is sole owner of KAAH(FM) Bethany, Mo., and 78% owner of KWIX(AM)-KRES(FM) Moberly, Mo. KREI is 1 kw daytimer on 800 khz. KTJJ is on 98.5 mhz with 100 kw and antenna 870 feet above average terrain. KBOA is 1 kw daytimer on 830 khz. KTMO is on 98.9 mhz with 100 kw and antenna 370 feet above average terrain.

KRIX(FM) Brownsville, Tex. □ Sold by El Rio Broadcasting to Richard Sucher and Leon Lowenthal for \$800,000. **Seller** is owned by Charles M. Trub (32%) and remaining stock equally by C.H. Britton Jr., W. T. Bradshaw Jr., W.H. Houseman Jr. and W. F. Frost, who sold KRIO(AM) McAllen, Tex., last year for \$1 million (BROADCASTING, June 29, 1981). **Buyer** Sucher owns 80% of KKFM(FM) Colorado Springs. Lowenthal owns 16.8% of KVMT(FM) Vail, Colo. KRIX is on 99.5 mhz with 100 kw and antenna 480 feet above average terrain. **Broker: Norman Fischer & Co.**

KXGO(FM) Arcata, Calif. □ Sold by Winters Broadcasting Co. to Record Plant Broadcasting Inc. for \$400,000. **Seller** is owned by Melvin Winters, who also owns KNGT(FM) Jackson, Calif. **Buyer** is owned by Christopher Stone and wife, Gloria, who own Hollywood recording studio and have no other broadcast interests. KXGO is on 93.5 mhz with 245 w and antenna 1,050 feet above average terrain. **Broker: Chapman Associates.**

WBHB(AM) Fitzgerald, Ga. □ Sold by Ben Hill Broadcasting Corp. to Willdenway Broadcasting Inc. for \$350,000. **Seller** is owned by Paul E. Reid, who also owns WLAG(AM)-WWCG(FM) La Grange, Ga. **Buyer** is owned equally by Janet Willingham, Jackie M. Harden and Charles R. Ridgeway, who are all employees of WBHB and have no other broadcast interests. WBHB is on 1240 khz with 1 kw day and 250 w night.

KLVA(FM) Lake Village, Ark. □ Sold by

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3/22/82

Carpenter Broadcasting Inc. to Foxfire Communications Inc. for \$212,000. **Seller** is principally owned by Jack A. Carpenter who has no other broadcast interests. **Buyer** is owned by Walter J. Giller Jr., El Dorado, Ark., businessman and applicant for new FM at Natchitoches, La. (BROADCASTING, March 15). KLVA is on 105.9 mhz with 3 kw and antenna 310 feet above average terrain.

□ Other proposed station sales include: WBLO(AM) Evergreen, Ala.; KMPX(FM) San Francisco (BROADCASTING, March 15); WRIP(AM)-WOWE(FM) Rossville, Ga. (BROADCASTING, March 15); WFBB-TV Great Falls, Mont. (BROADCASTING, Feb. 16); WABY(AM) Albany, N.Y. (BROADCASTING, March 15); WIXT-TV Syracuse, N.Y. (BROADCASTING, Feb. 16); WKAD(FM) Canton, Pa.; KOHI(AM) St. Helens, Ore.; WIZO(AM) Franklin, Tenn. (BROADCASTING, March 15); WCMG(AM) [CP] Lawrenceburg, Tenn.; KELG(AM) Elgin, Tex.; KGYL(AM)-KIKT(FM) Greenville, Tex.; KWMS(AM) Salt Lake City (see "For the Record," page 90).

APPROVED

WFTM(FM) Lake Success, N.Y. □ Sold by Friendly Frost Inc. to HB Radio of New York Inc. for \$8.7 million. **Seller** is publicly traded appliance dealer and garden center with no other broadcast interests. **Buyer** is owned by Doubleday Broadcasting (90%) and Cecil Heftel (10%). Doubleday Broadcasting is New York-based group owner of three AM's and five FM's which last year bought WAVA(FM) Arlington, Va., for \$8 million (BROADCASTING, Dec. 7, 1981). Gary Stevens is president. Heftel is U.S. representative from Honolulu and president of Heftel Broadcasting, group of three AM's, five FM's and two TV's. Heftel was originally sole buyer, but Doubleday last year bought 90% for original consideration of \$8.7 million, and has option to buy remaining 10% within one year (BROADCASTING, Nov. 30, 1981). WFTM is on 103.5 mhz with 3.9 kw (H), 3.7 kw (V), and antenna 1,390 feet above average terrain.

WNOX(AM) Knoxville, Tenn. □ Sold by Scripps-Howard Broadcasting to Mack Sanders for \$1.2 million. **Seller** is publicly traded, Cleveland-based group owner of four AM's, four FM's and six TV's and part owned by Scripps-Howard newspaper group, publisher of 16 dailies, and 22 weeklies. **Buyer** owns WVOK(AM) Birmingham, Ala., and WJRB(AM) Madison, Tenn., and bought, subject to FCC approval, WIZO(FM) Franklin, Tenn. (BROADCASTING, March 1). WNOX is on 990 khz with 10 kw full time.

WXCM(AM)-WIBM(FM) Jackson, Mich. □ Sold by Booth American Co. to Casciani Communications Inc. for \$1.1 million. **Seller** is Detroit-based MSO and group owner of five AM's and seven FM's owned by John L. Booth, chairman, and family. They also bought, subject to FCC approval, WSAI-AM-FM Cincinnati for \$5 million (BROADCASTING, Aug. 31, 1981 et

seq.), and sold, subject to FCC approval, WMZK(AM) Detroit for \$2 million (BROADCASTING, Dec. 21, 1981). **Buyer** is owned by John B. Casciani, former owner of WNRS(AM) Saline and WIQB(FM) Ann Arbor, both Michigan, who has no other broadcast interests. WXCM is on 1450 khz with 1 kw day and 250 w night. WIBM is on 94.1 mhz with 50 kw and antenna 320 feet above average terrain.

WNYN(AM) Canton, Ohio □ Sold by Keyes Corp. to North Shore Communications Inc. for \$475,000 plus \$100,000 non-compete agreement. **Seller** is owned by

Donald C. Keyes (66.77%) and father, Carleton C. Keyes (33.33%). Donald Keyes owns 50% of WTAL(AM) Tallahassee, Fla. **Buyer** is owned by Stephen A. Bloomfield, president, and 10 others. He is news producer at WKW-TV Cleveland and has no other broadcast interests. WNYN is 500 w daytimer on 900 khz.

□ Other approved station sales include: KIVM(AM) Lihue, Hawaii; WKZY(FM) Escanaba, Mich.; WLXI-TV [CP] Greensboro, N.C.; WFBZ(AM) Minocqua, Wis. (see "For the Record," page 91).

Intermedia

Growing. Human Family Institute, group that awards annual \$50,000 Humanitas prize "for humanizing achievement in television," announced \$745,000-worth of contributions by group broadcasters toward institute's endowment goal of \$1 million. Figure was announced by the Rev. Ellwood Kieser, institute's president. Contributors include: Capital Cities Communications; Corinthian; Field Communications; Gannett; Group W; Hearst; Hubbard Broadcasting; LIN; McGraw Hill; Meredith Broadcasting; Multimedia; Outlet Co.; Post-Newsweek; RKO General; Scripps-Howard; Taft, and Times Mirror.

□ **ANPA on municipal ownership.** American Newspaper Publishers Association committee came out in opposition to municipal ownership of cable television systems. K. Prescott Low, publisher of Quincy, Mass. *Patriot Ledger*, and chairman of ANPA's government affairs committee, said his group will recommend association go on record against government ownership of cable.

□ **CBS gift.** CBS Inc. announced \$1.1 million in grants to 13 civic and social service organizations in St. Louis, where CBS owns KMOX-AM-FM-TV. Previous philanthropic programs have been targeted for CBS-market stations at New York, Los Angeles, Chicago and Philadelphia.

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Land rush on for news programming from the networks

ABC's weekday, late-night interview format is latest to join the fray

ABC News announced last week it will launch a one-hour interview show that will run three or four nights a week in the mid-night-to-1 a.m. NYT period on ABC-TV starting next fall.

The disclosure, one week after CBS formally announced its plans for an overnight news service for TV affiliates (BROADCASTING, March 15), served to point up the extent to which commercial network news organizations have been expanding into what used to be essentially entertainment periods.

Where network news only a few years ago was thought of as a commodity to be found primarily in the early-evening newscasts and early-morning magazine shows, plus irregularly scheduled pre-

emptions for documentaries, it now may also be found in late-night periods, in more profusion on Sunday mornings and, if the networks ever get their way, will be found in longer early-evening periods as well. Not to mention the weekly one-hour magazine shows on all the networks, the brief midevening and in some cases daytime news updates and now the plans of ABC and CBS to carry news further into or through the night.

ABC News's plan for late evening, disclosed by senior vice president Richard Wald in a meeting with ABC-TV affiliates at NATPE International's convention in Las Vegas last week, calls for an hour that will be "compatible with but not an extension of" the ABC News's *Nightline* report at 11:30-midnight.

ABC News spokesmen said the format planning is still in its early stages but that

the as yet untitled show is envisioned as primarily an interview program with a permanent host—not yet selected—and regular contributors. It will not deal with hard news in the sense that *Nightline* does, they said, but its subjects nevertheless will tend to be "topical and often controversial."

The hour also may be used to try out "some experimental elements," such as having a studio audience, and will probably end each night with a hard-news update.

Monday night on ABC-TV is devoted to sports that often run over; the new hour is expected to be presented Tuesdays through Thursdays—and perhaps through Fridays, depending on the fate of ABC-TV's *Fridays* series. *Nightline* is to be given a firm midnight sign-off time.

Nightline itself is one of the newer network news entries, as well as a breakthrough in late-night newscasts. It started as an ad hoc series in November 1979 when U.S. hostages were taken in Iran. Known then as *America Held Hostage*, it moved on to other subjects when the hostages were freed, appearing first in 20-minute form and expanded to a half-hour about a year ago. It currently has an estimated 8.5 million viewers per night, according to ABC.

More recently, ABC News expanded its Sunday-morning programming by converting *Issues and Answers* into the one-hour *This Week with David Brinkley*. That series, started last November, gets an estimated 4.5 million viewers a week.

CBS News has expanded its *Morning News* to two hours in two stages, going from an hour to 90 minutes in length last September and to two hours, with a new format and new anchor team, last Monday (BROADCASTING, March 15). *Morning* averaged 2.29 million viewers in the period from last September to Feb. 21.

CBS News also launched the 90-minute *Sunday Morning* in January 1979. The critically acclaimed series has also proved popular, averaging 5.97 million viewers a week in the five months from mid-September last year.

CBS News also made an expansion that didn't work: its introduction of the half-hour *Up to the Minute* weekday afternoon series last September. Sagging ratings led to its discontinuation in December.

NBC News has not expanded its regularly scheduled airtime in the past three years, but sources there say it's been looking into the possibility of getting into the late-night area on a regular basis. But as yet, they say, there's been no decision and "nothing definite" is in sight. □

News Beat

New from Dow. Dow Jones, publisher of *Wall Street Journal*, last week announced plans for start of new private-frequency business news service, DowAlert. Service will use Radio 2 technology and receivers that subsidiary Dow Jones Radio 2 has been developing (BROADCASTING, June 1, 1981); fed from Dow Jones' Princeton, N.J., offices via satellite, coded signal is retransmitted in local markets over subcarriers of FM stations, and special Radio 2 receiver is programed by subscriber to tape and store records on specific topics—up to 10,000 individual topic codes can be stored in receiver's memory. Cost will be \$60 per month plus installation charge, with service emphasis on business and financial news. Charles E. Barnes is president of Dow Jones Radio 2; company chairman, Herbert Hobler, one of system's developers, is also president and founder of Nassau Broadcasting Co. and former member of NAB board; on board of Dow Jones Radio 2 are former FCC Chairman Richard Wiley and former NAB Chairman Don Thurston. DowAlert is scheduled to launch in Boston and Philadelphia in May, and move to other cities in country later in year. □



Schieffer testimony. Reagan administration is threatening to "reverse" 30-year trend of improving way government documents are classified, said Bob Schieffer, CBS News national correspondent, testifying before House Subcommittee on Information and Individual Rights. Schieffer, who testified on behalf of Society of Professional Journalists, Sigma Delta Chi, joined group of historians, print journalists, and advocates of open government in deploring pending executive order to give government agencies new guidelines on how to classify information. Schieffer said order would "effectively amend" Freedom of Information Act by permitting classification of vast new categories of information. Congress has no control over order, which is expected to be signed by President Reagan soon. Its only recourse, one said to be unlikely in present Congress, would be to amend FOIA. Subcommittee Chairman Glenn English (D-Okla.) chastised administration at hearing for refusing to send spokesman to discuss bill. □

Meese critiques economic reporting

Praise and criticism of the media were mixed last Tuesday (March 16) by Edwin Meese III, counselor to the President. Speaking at a Washington luncheon sponsored by The Media Institute, he prefaced his evaluation of coverage afforded the White House's economic recovery program by saying that the Reagan administration is generally pleased with the fairness and accuracy of the media. But, he claimed, there are areas in reporting that could become major problems.

One he called "journalism by anecdote" in which a "flaming lead" is presented to capture attention and in which basics become subordinated. He also questioned such practices as "dramatic footage" of persons allegedly affected adversely by the President's economic program, but without checking family resources and other circumstances that should be germane to the story.

Meese said the need for visuals can lead to "outright inaccuracies." He cited TV footage shot for a story about the negative effects of the economic program that showed a plant in Michigan that had been forced to shut down for reasons other than the present economy.

Meese also deplored abbreviated news coverage that doesn't provide adequate treatment and felt that complete reportage is threatened by competition among the networks.

Messenger's message. President Reagan criticized news media last week for what he called their "editorial slant" and "constant downbeat" in reporting the news. The President's views came to light in published interviews in *TV Guide* and *The Daily Oklahoman*. Diplomatic relations with foreign countries have in part been frustrated, the President explained, because the media have used administration leaks on which to base stories. "You might be in the midst of some pretty delicate negotiations, and suddenly a leak or a story has endangered—threatened—what you're trying to do," the President told *TV Guide*.

To illustrate his point, the president referred to stories of whether the U.S. would sell fighter jets to Taiwan, which surfaced before either Taiwan or the People's Republic of China was notified of possible U.S. intentions. The President also complained about broadcast coverage of the El Salvador conflict, where he said there is "a tendency to editorialize in the media and present a certain viewpoint." He said the "efforts we made in El Salvador, to try to convince the American people that what we're having is an infiltration into the Americas that is really directed by the other superpower" are "challenged."

Entertainment staples like sex and violence also were singled out by the President for criticism. Although Reagan did not voice support for the Coalition for Better Television boycott, he did say that such action is natural when the public is fed up with what it sees on television.

The President also sees a misplaced negativism among broadcasters reporting stories. In an interview with the *Daily Oklahoman*, the President said: "You can't turn on the evening news without seeing that they're going to interview someone else who has lost his job, or they're outside the factory that has laid off workers and so forth."

"The constant downbeat can contribute psychologically to slowing down the economy," he added.

The ratings war, the President suggested, may force the networks to focus more on the entertainment aspect of news than news itself. However, the President admitted television has helped his administration sell its policies, including advancing its economic program, by "making time available for us to take our side of the story to the people."

The controversy over the gathering and dispensing of information cropped up in other parts of Washington last week, with a debate at the National Press Club between White House Communications Director David Gergen, and former Representative John Moss (D-Calif.), one of the principal authors of the Freedom of Information Act.

Gergen defended the administration's proposals to amend the FOIA, because an "orgy of leaks" has damaged U.S. credibility abroad. "The pendulum has swung too far," Gergen said, in access to classified government information. While Gergen made it clear that the administration basically agrees with the FOIA as it stands, he maintained that it is subject to certain "criminal abuses" that jeopardize government sources.

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TVB's financial figures: taking up where the FCC leaves off?

Bureau issues estimates for 1981, but it and others wonder how base figures can be collected now that FCC has quit reporting

In the wake of the FCC's decision to stop collecting financial data from broadcasters (BROADCASTING, March 15), the Television Bureau of Advertising estimated last week—using a formula that has produced results within a percentage point of FCC figures in the past—that TV station time sales last year climbed to \$6,582,400,000, up 14% from 1980.

The estimate was based on the FCC's 1980 figures as projected in line with results of TVB's own quarterly surveys of some 300 TV stations. It broke down as follows:

- Local time sales: \$2,836,500,000, up 14% from 1980's \$2,483,800,000.
- National and regional spot: \$3,355,300,000, up 15% from 1980's \$2,920,200,000.
- Network compensation (not billings): \$390,600,000, up 6% from \$368,800,000 in 1980.

A total of 292 stations supplied information on their time sales in the TVB survey, which the bureau has been conducting quarterly for the past 21 years. To protect the confidentiality of individual station data, the information is sent to the Touche Ross & Co. auditing firm for compilation.

Over the past decade, TVB said, its annual projections have come within a percentage point of the results released later—usually months later—by the FCC. The FCC's data has been based on reports from stations in all markets having more than two stations, or 650 stations in all in 1980.

TVB's 1981 estimates came at a time when TVB, the Radio Advertising Bureau and other broadcast sales and financial organizations were beginning to search for a replacement for the revenue segment of the data formerly collected by the FCC, now abandoned even insofar as last year's operations are concerned. The FCC's action had the apparent support of a majority of broadcasters (BROADCASTING, Dec. 7, 1981), but without this data, several sales officials noted last week, TV and radio will be the only major media without comprehensive revenue data.

The ideal would be a new market-by-market report on revenues, such as the FCC has produced in the past (but forgetting the expense and profit figures that the FCC provided). And David Henderson of Outlet Broadcasting, TVB chairman, said TVB would work toward that possibility with the National Association of Broadcasters, Station Representatives Associ-

ation and Broadcast Financial Management Association.

The TVB's quarterly figures, accurate though they have been, do not pretend to be all-inclusive. Broken down by regions and market size, they provide station operators with an insight into how they're doing in comparison with other stations in their areas and with other stations of similar size. But TVB has never attempted a market-by-market breakdown, and with-

out the annual FCC figures as a benchmark, the estimates it does produce could go awry without anyone's knowing it. In estimating this year's results, for instance, TVB will not have 1981 figures from the FCC to serve as a guide.

"We'll be building percentages without having a real base," TVB's Harvey Spiegel, senior vice president for research and marketing, said last week. "If one year should go haywire, for whatever

Bottom Line

CPI news. Columbia Pictures industries has called for redemption of its 5.75% convertible subordinated debentures due Nov. 1, 1994. All debentures not previously converted will be redeemed on April 12 at \$1,027.50, plus accrued interest at \$25.975, for each \$1,000 principal amount of debenture. Holders may, until that date, convert debentures into shares of Columbia common at conversion price of \$30.63 per share. Columbia Pictures board of directors also has approved terms of proposed acquisition of Columbia by Coca-Cola. Company management has been authorized to draft and sign definitive agreement, which would then be submitted to shareholders.

Oak's record results. San Diego-based Oak Industries Inc. reported record revenues of \$507.1 million for year ending Dec. 31, 1981, compared to \$385.6 million for 1980. Net income rose from \$20.1 million to \$30.4 million during period, yielding per share earning of \$2.23, compared to \$1.85 for 1980. Company ended 1981 with backlog of \$224.5 million, highest in firm's history. Biggest improvement came in communications operations, which contributed more sales than other segments combined.

MCA's mixed review. MCA Inc. reported its revenues increased to \$1.33 billion for year ended Dec. 31, 1981, compared to \$1.3 billion for 1980. Net income dropped from \$119 million to \$89.8 million last year, showing per-share decline from \$5.04 for 1980 to 52 cents for 1981. Fourth-quarter revenues were up slightly, from \$337.5 million for 1980 to \$338.8 million. Per-share earnings slipped from 71 cents to 60 cents during period, on earnings of \$14.1 million and \$16.9 million, respectively. MCA reports continuing losses incurred by its Columbia Savings and Loan activities in Colorado. MCA's Filmed Entertainment Division suffered "substantial reduction in theatrical revenues and writedown of unamortized television values of theatrical films unlicensed to television" during 1981, according to company. Records, retail and mail order divisions showed improvement, MCA noted.

Railroads at Disneyland in Anaheim. Acquisition of all outstanding stock of Retlaw Enterprises Inc. by Walt Disney Productions did not involve Retlaw broadcast stations. Two California TV stations are owned by Retlaw Broadcasting Co., which is separate from Retlaw Enterprises. Holdings of Retlaw Enterprises include rights to Walt Disney's likeness, name, and portrait—and two railroad attractions at Disneyland.

Downturn. Harte-Hanks has announced that first quarter 1982 may be company's first down quarter. Company's executive vice president, Larry D. Franklin, said that based on February results and projections for March, primary earnings per share for first quarter may be "slightly below" 44 cents per share reported for first quarter 1981. General economic climate, increased interest expense and depreciation resulting from its capital improvement programs and increased postage rates have been contributing factors to company's weak first-quarter performance, Franklin said.

New fields. At analysts meeting in New York, Chyron Corp. President Joseph Scheuer, said company had entered into agreement with Gainesville, Fla.-based Digital Services Corp. to develop inexpensive line (\$25,000-\$30,000) of special effects modules for its existing line of Chyron IV character generators. New modules would have, among other things, capability of compressing, zooming, stretching and rotating graphics. Existing lines on market are in \$200,000 range, Scheuer said. He also noted Chyron had 18-month option to acquire DSC. First of new modules, to be known as "Digifex," should be ready by September.

reason, we'd never know it."

Leaders of TVB and the Broadcast Financial Management Association are scheduled to meet this week with the NAB—which encouraged the FCC to do away with the reporting requirements—in search of a solution.

The Broadcast Financial Management Association (BFM), hoping for as broad a consensus as possible, also has asked leaders of all major organizations with a direct concern in the question to join it in a meeting in Washington on Friday. The organizations, in addition to BFM, are NAB, TVB, RAB, National Radio Broadcasters Association, Association of Independent Television Stations and Station Representatives Association.

In its FCC filing last December, the NAB appeared sure that one could be found. "We are confident," NAB told the commission, "that the broadcast industry will be able to develop a mechanism under which the most basic 'industry pulse' financial information will be collected, confidentiality of individual submissions will be strictly maintained and the aggregate and market results of such data collection will be promptly published . . . without the unnecessary and inappropriate involvement of government."

President Miles David of the Radio Advertising Bureau, which had urged the FCC to continue collecting basic data on revenues alone, said his organization, too, would be meeting with others to see what approach might be most feasible now. His first inclination, he said, was to think that reports from individual markets to a CPA firm might be the foundation on which to build.

RAB itself, through a CPA firm, currently collects such data from stations in 19 markets. Several other markets, David said, have similar ventures of their own. For starters, he said, "I'd like to see our 19 markets go up to 50 or 100. That would be the beginning of a trend indicator—at least we'd have some indication of what's happening."

The possibility that broadcasters might borrow from techniques used in developing newspaper and magazine revenue figures was seen in some quarters. These estimates rely in part on counts of actual advertising linage—easier to come by, others noted, in print than in broadcast.

For TVB, Broadcast Advertisers Reports monitors actual commercials in 75 major markets, but these measurements are limited to one week per month and also are subject to adjustment in line with results of TVB's station surveys, which in turn have been keyed to the FCC figures. Nor does BAR accumulate or publish market-by-market reports.

Others, too, said they'll miss the FCC figures. Arbitron Radio officials, besieged by station clients to find a rate basis to replace the station's highest one-minute rate, said last week they developed a formula based on station coverage, with year-to-year adjustments to be based on FCC market figures. "Now," said one Arbitron official, the company must go "back to the drawing board."

Levy leaves CBS Films, unit restructured

It now becomes division of Broadcast/Group; William Self is new head, reporting to Grant

"Policy differences" have been cited by CBS in announcing the departure of CBS/Theatrical Films Group President Michael Levy. And as CBS's stock continued to hit new lows early last week in the face of investor concern over stagnant earnings and continued development spending, it would seem that the "policy differences" between Levy and senior CBS management centered on just how substantial a push CBS would be making into the film business.

Theatrical Films, following the Levy departure, loses its group status within the CBS organization and becomes once again a division of the CBS/Broadcast Group under the auspices of its president, Gene Jankowski. He, in turn, drew on Broadcast Group veterans in making the appointments that constitute the restructuring of the film unit. William Self, who had been vice president, programs, motion pictures for television and mini-series, CBS Entertainment, was named president, CBS Theatrical Films division. Self will report to B. Donald Grant, who will now wear two hats and have two lines of reporting. In his continuing capacity as president, CBS Entertainment, Grant will report to Broadcast Group Executive Vice President James Rosenfield. But as senior vice president, entertainment, CBS/Broadcast Group, a new post announced coincident with the Levy departure, Grant will supervise the film unit and report directly to Jankowski.

In announcing Levy's leave-taking and the shift of films to division status, CBS chairman Thomas Wyman said that "our objectives in this area remain unchanged." That's being put at the release of about four films a year with spending caps of \$10 million each. It's been almost a year exactly since Wyman upgraded the films unit to group status, from its previous incarnation as a broadcast group division. (BROADCASTING, March 16, 1981). That change had been tied by Wyman to making films a "very major thrust" of the company's planned development efforts. So far, CBS has released only one film, "Back Roads," which did not fare well in its theatrical run. The film unit has said it has some 40 pictures under development.

Levy had been a partner in the Los Angeles theatrical agency Paul Kohner-Michael Levy before joining the CBS operation last March. CBS said he'll "announce his future plans shortly." Levy last week said he's leaving CBS "with no rancor or anger," only that "I believe that in the motion picture business you have to have a more aggressive nature, and they're more conservative."

Video earnings. Time Inc.'s annual report for 1981 not only reviews the year-end results (BROADCASTING, Feb. 1) that show its video group, with \$123 million in operating income, to be the largest single-line contributor to the \$149 million in net income Time earned on \$3.3 billion in revenues last year. Out of \$404.1 million Time spent last year on capital expenditures, for example, \$282.2 million of that was devoted to video operations. Through the year, the company has suggested it would spend \$300 million on capital projects, \$180 million on video. Much of the difference between those projected and actual figures would appear to be taken up by the \$91,510,000 that the report indicates was spent for the acquisition of cable television properties. Time's American Television & Communications unit purchased two systems last year—Honolulu and Austin, Tex. One line item on the company's balance sheet lists "cable television franchises, less amortization" assets at \$97 million. But that figure doesn't tell the whole story—it represents only the excess paid over book value for cable properties, a sort of goodwill line item.

More revelations on RCA-Bendix

Last week's reports concern meeting with Agee and Bradshaw

In the wake of the apparent truce struck by RCA Corp. and Bendix (BROADCASTING, March 15), reports surfaced last week that Bendix Chairman William Agee, back in September, had indicated to RCA Chairman Thornton Bradshaw that he was interested in pursuing a merger with RCA. While RCA remained mute on the subject, Bendix last week confirmed that a meeting between Agee and Bradshaw had taken place, one which a Bendix spokesman described as "wide ranging." Bendix would not say whether a merger was specifically discussed.

One tactic employed by companies fending off unwanted merger attempts is to charge the suitor with filing a false disclosure statement with the FCC. Bendix's filing last week stated, as the company said it would, that Bendix's purchase of RCA shares was "for investment." But an Agee-Bradshaw meeting that discussed a merger could, hypothetically, provide ammunition should RCA bring suit against Bendix. Indeed, RCA had noted in its initial statement about the Bendix matter that it was working with its legal counsel Wachtal, Lipton, Rosen & Katz, a firm noted for fighting hostile merger attempts.

RCA's stock, which had slipped slightly after Wall Street assumed any merger intent had been cooled, climbed 62½ cents Tuesday, with the suggestion that Bendix might yet be giving consideration to such an attempt. □

Stock Index

Exchange and Company	Closing Wed. Mar 17	Closing Wed. Mar 10	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	29 1/4	28 3/4	+ 1/2	+ 1.73	6	825
N Capital Cities	64 7/8	67	-2 1/8	- 3.17	11	844
N CBS	36 3/4	37 3/4	-1	- 2.64	6	1,026
N Cox	27 7/8	29 5/8	-1 3/4	- 5.90	14	817
A Gross Telecasting	24 1/2	24 3/4	- 1/4	- 1.01	6	19
O LIN	19 1/4	19 1/2	- 1/4	- 1.28	6	196
N Metromedia	164	167	-3	- 1.79	12	651
O Mooney	4	4			7	2
O Scripps-Howard	17 1/4	17	+ 1/4	+ 1.47	10	178
N Storer	24 3/4	25 3/8	- 5/8	- 2.46	14	393
N Taft	28 3/4	28 3/4			9	274
O United Television	7 1/4	7 3/8	- 1/8	- 1.69	12	87

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	19 1/4	20	- 3/4	- 3.75	15	74
A Affiliated Pubs.	25 1/4	25 3/4	- 1/2	- 1.94	9	131
O A.H. Belo	18 7/8	19 3/8	- 1/2	- 2.58	7	173
N American Family	7 1/2	7 3/4	- 1/4	- 3.22	6	101
N John Blair	24	24 1/8	- 1/8	- .51	7	89
N Charter Co.	6 5/8	6 3/4	- 1/8	- 1.85	10	143
N Chris-Craft	32	33 3/8	-1 3/8	- 4.11	9	80
N Cowles	29 3/4	29 1/8	+ 5/8	+ 2.14	19	118
N Dun & Bradstreet	60	61 1/2	-1 1/2	- 2.43	14	1,683
N Fairchild Ind.	12	12 1/4	- 1/4	- 2.04	4	155
N Gannett Co.	30 7/8	32 3/8	-1 1/2	- 4.63	10	1,637
N General Tire	18 3/4	18 1/2	+ 1/4	+ 1.35	5	433
O Gray Commun.	34	34			7	16
N Gulf United	16 7/8	15 1/2	+1 3/8	+ 8.87	6	452
N Harte-Hanks	23 1/2	24 1/8	- 5/8	- 2.59	9	228
O Heritage Commun.	8 3/8	8 1/8	+ 1/4	+ 3.07	28	60
N Insilco Corp.	14 3/4	15 1/4	- 1/2	- 3.27	6	210
N Jefferson-Pilot	25 5/8	26 3/8	- 3/4	- 2.84	6	560
O Josephson Intl.	6 7/8	7 1/2	- 5/8	- 8.33	7	28
N Knight-Ridder	27 1/4	28 5/8	-1 3/8	- 4.80	9	874
N Lee Enterprises	24	24 3/8	- 3/8	- 1.53	9	167
N Liberty	14	14 1/4	- 1/4	- 1.75	6	178
N McGraw-Hill	48 3/8	48 1/8	+ 1/4	+ .51	13	1,201
A Media General	35 7/8	36	- 1/8	- .34	9	253
N Meredith	53	58 3/4	-5 3/4	- 9.78	6	168
O Multimedia	30 3/4	32 1/4	-1 1/2	- 4.65	13	312
A New York Times Co.	33 1/2	34	- 1/2	- 1.47	9	414
N Outlet Co.	32 1/8	32	+ 1/8	+ .39	94	84
A Post Corp.	24 7/8	24 7/8			15	45
N Rollins	14	14 1/8	- 1/8	- .88	8	384
N San Juan Racing	22 1/8	22 1/8			8	95
N Schering-Plough	26 5/8	27 1/4	- 5/8	- 2.29	8	1,415
N Signal Cos.	21 3/8	20 1/4	+1 1/8	+ 5.55	7	1,543
O Stauffer Commun.	44	44			11	44
A Tech Operations	14 1/4	14	+ 1/4	+ 1.78	7	14
N Times Mirror Co.	37 3/4	41 1/4	-3 1/2	- 8.48	9	1,228
O Turner Bcastg.	9	9			11	183
A Washington Post	28 1/2	28 3/4	- 1/4	- .86	14	400
N Wometco	21 3/4	22 5/8	- 7/8	- 3.86	12	292

CABLE

A Acton Corp.	7 3/8	7 3/4	- 3/8	- 4.83	10	34
N American Express	43 3/8	46 1/4	-2 7/8	- 6.21	8	3,973
O Burnup & Sims	9 1/4	9 1/4			9	79
O Comcast	15 3/4	16	- 1/4	- 1.56	15	70
N General Instrument	32	32 5/8	- 5/8	- 1.91	11	982
O Rogers Cablesystems	6 5/8	5 1/2	+1 1/8	+20.45	55	127
O Tele-Communications	17 5/8	17 3/4	- 1/8	- .70	43	492
N Teleprompter	37 1/2	37 1/2			30	638
N Time Inc.	34 5/8	35 1/4	- 5/8	- 1.77	13	1,673
O Tocom	7 1/2	7 3/4	- 1/4	- 3.22	12	37
N United Cable TV	20	20			18	218
O Viacom	23 3/4	23 5/8	+ 1/8	+ .52	15	268

Exchange and Company	Closing Wed. Mar 17	Closing Wed. Mar 10	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Intl.	1 1/2	1 5/8	- 1/8	- 7.69	12	8
N Columbia Pictures	65	63 7/8	+1 1/8	+ 1.76	15	541
N Disney	50	50 1/4	- 1/4	- .49	13	1,621
N Dow Jones & Co.	45 3/8	46 1/2	-1 1/8	- 2.41	19	1,424
N Filmways	4 3/4	4 3/4			1	27
O Four Star	2	2			11	1
N Getty Oil Corp.	46	43 1/8	+2 7/8	+ 6.66	4	3,779
N Gulf + Western	15 1/8	14 1/4	+ 7/8	+ 6.14	4	1,145
N MCA	47 1/2	45 1/2	+2	+ 4.39	11	1,131
N MGM Film	5 1/4	5 3/8	- 1/8	- 2.32	5	261
O Reeves Commun.	27 3/4	28 3/4	-1	- 3.47	14	205
O Telepictures	5 3/4	5 3/8	+ 3/8	+ 6.97	11	26
O Video Corp. of Amer.	4 3/4	4 5/8	+ 1/8	+ 2.70	13	7
N Warner	54 1/4	54	+ 1/4	+ .46	17	3,326
A Wrather	20 3/8	22	-1 5/8	- 7.38	16	47

SERVICE

O BBDO Inc.	40	39 3/4	+ 1/4	+ .62	8	106
O Compact Video	5	4	+1	+25.00	8	16
N Comsat	53 3/4	53 1/8	+ 5/8	+ 1.17	14	430
O Doyle Dane Bernbach	15	15			8	82
N Foote Cone & Belding	27 1/2	28 1/2	-1	- 3.50	8	74
O Grey Advertising	65	66	-1	- 1.51	6	37
N Interpublic Group	28	27 1/4	-1 1/4	- 4.58	7	120
N JWT Group	19 1/8	19 5/8	- 1/2	- 2.54	14	100
O MCI Communications	30 1/2	29 5/8	+ 7/8	+ 2.95	49	1,448
A MovieLab	2 1/2	2 3/4	- 1/4	- 9.09	25	4
A MPO Videotronics	6 1/2	6 1/2			10	3
O A.C. Nielsen	41 3/8	43 1/8	-1 3/4	- 4.05	13	464
O Ogilvy & Mather	29	28 3/4	+ 1/4	+ .86	9	123
O Telemation	2 1/2	2 1/2			15	2
O TPC Communications	1 5/8	2 1/2	- 7/8	-35.00	2	1
O Unitel Video	7 1/2	7 1/4	+ 1/4	+ 3.44		3
N Western Union	29 7/8	29 3/8	+ 1/2	+ 1.70	14	474

ELECTRONICS/MANUFACTURING

O AEL	9 3/4	9	+ 3/4	+ 8.33	3	19
N Arvin Industries	12 5/8	12 1/8	+ 1/2	+ 4.12	5	86
O C-Cor Electronics	19 1/2	18 1/4	+1 1/4	+ 6.84	16	58
O Cable TV Industries	7 1/2	8 3/4	-1 1/4	-14.28	9	22
A Cetec	4	4			8	8
O Chyron	15	15			13	39
A Cohu	4 1/4	4 1/4			6	7
N Conrac	22 1/4	22 1/2	- 1/4	- 1.11	13	48
N Eastman Kodak	68	68 5/8	- 5/8	- .91	9	10,974
O Elec Missile & Comm.	17	17 1/4	- 1/4	- 1.44	68	46
N General Electric	59 3/4	60 5/8	- 7/8	- 1.44	8	13,614
N Harris Corp.	29 1/4	29 1/8	+ 1/8	+ .42	10	914
O Microdyne	10 3/4	11 1/2	- 3/4	- 6.52	12	48
N M/A Com. Inc.	18 7/8	18 3/4	+ 1/8	+ .66	18	720
N 3M	49 7/8	51 5/8	-1 3/4	- 3.38	10	5,846
N Motorola	54 1/4	50 7/8	+3 3/8	+ 6.63	9	1,712
O Nippon Electric	73 1/2	81 1/2	-8	- 9.81	27	2,839
N N. American Philips	30 7/8	31	- 1/8	- .40	5	420
N Oak Industries	25 1/8	26 1/4	-1 1/8	- 4.28	12	356
A Orrox Corp.	7 1/2	7 1/8	+ 3/8	+ 5.26	27	13
N RCA	20 3/8	20 1/2	- 1/8	- .60	12	1,536
N Rockwell Intl.	27 1/8	27 1/8			7	2,059
A RSC Industries	4 5/8	4 5/8			66	11
N Scientific-Atlanta	20	20 5/8	- 5/8	- 3.03	21	426
N Sony Corp.	12 1/4	13 3/8	-1 1/8	- 8.41	10	2,641
N Tektronix	44 1/2	43 1/4	+1 1/4	+ 2.89	10	828
O Telemet (Geotel Inc.)	1 1/2	1 1/2				4
A Texscan	12 7/8	12 7/8			18	59
N Varian Associates	29	29 7/8	- 7/8	- 2.92	22	230
N Westinghouse	23 1/4	23 3/8	- 1/8	- .53	5	1,980
N Zenith	12	12 1/2	- 1/2	- 4.00	11	81

Standard & Poor's 400 Industrial Average 121.01 121.68 - .67

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson/American Express, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by *Broadcasting's* own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day, price shown is last traded price. ** No P/E ratio computed, company registered net loss. *** Stock split 2 for 1. + Stock traded at less than 12.5 cents. **** Stock inactive due to limited bidding.

Compton agency purchased by English company

New York ad firm is bought by Saatchi for \$29 million in cash and additional payments to key employes; combined, agency will have \$1.4 billion billings

Compton Communications Inc., New York, which dates back to 1908 and has projected worldwide billings of about \$1 billion in 1982, has been acquired by Saatchi & Saatchi Co. Ltd., London, which was formed 11 years ago and has billings of approximately \$400 million.

Officials said the reason Saatchi, the smaller agency, is acquiring Compton is that Saatchi is a public company and can better withstand the financial strains involved in such a merger.

In a joint announcement last week, the companies said that Saatchi will acquire 100% of the share capital of Compton. On completion of the agreement, Saatchi will pay Compton \$29.2 million in cash. Additional payment may be made to certain key executives of Compton (who will sign long-term employment contracts) up to a maximum of \$27.6 million. This is contingent upon Compton achieving average annual post-tax profit of \$4.07 million for the 10 years ending Dec. 31, 1991.

Two brothers, Maurice and Charles Saatchi, are directors of Saatchi. In the U.S., O. Milton Gossett will continue as chairman and chief executive officer of Compton Communications. Both agencies will continue to operate autonomously with independent management.

Compton is an outgrowth of Blackman Co. founded in 1908. It has 41 offices in 31 countries. In the U.S., in addition to Compton Advertising, it controls three other general agencies—Rumrill-Hoyt, Ross Roy New York/Compton and Caldwell Davis Savage, as well as a medical agency, Klemtner Advertising Inc.

Compton is a leading Procter & Gamble agency. Other accounts include IBM, Johnson & Johnson, U.S. Steel, American Motors, Eastman Kodak, Bacardi, ITT, duPont and New York Life Insurance Co.

Compton ranked 16th in 1981 in BROADCASTING's compilation of top broadcast agencies, with billings of \$227 million.

Saatchi & Saatchi, which is listed on the London Stock Exchange, is considered the largest advertising agency in the United Kingdom with billings of about \$400 million. Its client list in Britain includes Procter & Gamble, Cadbury, Schweppes, United Biscuit, Black & Decker, duPont,

Mattel, Nestle, Dunlop and IBM.

The acquisition formalizes a long-standing link between the two companies. Saatchi and Compton have worked as partners in international markets for the past seven years, during which time Compton held a 20% stake in Saatchi's main advertising subsidiary, Saatchi & Saatchi Compton Ltd., and Saatchi has worked exclusively with the Compton International Network in Europe and other international markets. □

Public television ad experiment scheduled for April

10 stations have solved union and copyright problems, but may have slight delay to set research plans

Commercial messages may appear on some public TV screens by the end of April. That's the consensus of the 10 public TV stations selected to participate

in the proposed advertising experiment. The stations received final permission to begin the experiment from the Temporary Commission on Alternative Financing for Public Telecommunications.

Both union and copyright problems blocking the project appear to be diminishing (BROADCASTING, Feb. 22). Copyright holders have now indicated a willingness to go along with the experiment. The stations say they have a tentative agreement with the trade unions. That agreement, according to Chuck Warren, general counsel of WNET(TV) New York, primarily assures the unions that no product advertisements will be associated with programs produced under union contracts. WNET is one of the stations participating. The others are WTTW(TV) Chicago; WHYI(TV) Philadelphia; WQED(TV) Pittsburgh; WPBT(TV) Miami; WYES(TV) New Orleans; WQLN(TV) Erie, Pa.; WKPC-TV Louisville, Ky.; WSKG(TV) Binghamton, N.Y., and WIPB(TV) Muncie, Ind.

Although most of the stations have targeted April to begin airing commercial messages, they may still face a delay. The TCAFPT is expected to decide today

This announcement appears as a matter of record only.

HICKS COMMUNICATIONS, INC.

Dallas, Texas

\$2,500,000

Variable Interest Subordinated Notes
due 1990 with Warrants

Proceeds Used to Finance the Purchase of
Radio Stations



Austin, Texas

The undersigned served as principals and financial advisors to Hicks Communications, Inc. in connection with the placement of these Notes with certain institutional investors.



Summit Partners, Inc.
2828 Diamond Shamrock Tower
717 N. Harwood, LB98
Dallas, Texas 75201
(214) 744-1575

February 1982

(March 22), whether stations may begin the experiment before a public opinion survey is conducted. The commission may decide to select specific stations that have picked later starting dates for that research. Warren said he was optimistic that any research required may take only a week at the most. Research will also be conducted while the experiment is under way and afterwards. The temporary commission is currently accepting proposals from firms to conduct the research studies. The stations have asked the TCAFPT to pick a firm as quickly as possible so as not to delay the project any longer. The experiment is to be

completed by July 1983. The temporary commission must also approve a budget to pay for research and other TCAFPT activities. The FCC has earmarked \$214,000 for research alone.

Not all the stations plan to explore the use of conventional advertising. However, those that do have developed their own guidelines to insure the ads are suitable for their viewers. The stations have also collectively approved a series of general advertising standards. The standards call for following the National Association of Broadcasters television code and a little beyond. They would adhere to bans on liq-

uor, cigarette and advocacy advertising. Two of the 10 stations plan to use a longer version of underwriter credits that are traditionally used, rather than advertising. The other stations are exploring the use of conventional advertising or a combination of the two.

Stations looking at advertising are considering hiring a national sales representative ("Closed Circuit," March 1). They are also thinking about working with a management firm to help them develop an overall sales plan. Some of the stations, such as WQLN, are setting up their own local sales staffs. □

For the Record

As compiled by BROADCASTING, March 8, through March 12, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—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

- Sahuarita, Ariz.—Am-Mex Broadcasting Corp. seeks 1210 khz, 10 kw-D, 250 w-N. Address: 1707 Thatcher Blvd., Safford, Ariz. 85546. Principals: Roberto B. Campos (50.01%) and John W. Payne (49.99%). Payne is part owner of KCUZ(FM) Clifton, KNOT-AM-FM Prescott and KFMM(FM) Thatcher, all Arizona. They bought KNOT-AM-FM last year for \$420,000 (BROADCASTING, June 1). Filed March 4.
- Sherwood, Ark.—Sherwood Broadcasting Co. seeks 760 khz, 5 kw-D. Address: P.O. Box 508, Pocahontas, Ark. 72455. Principals: John J. Shields (80%) and son,

John W. Shields (20%). Elder Shields owns KPOC(AM)-KCYN(FM) Pocahontas, Ark., which he bought three years ago for \$418,500. (BROADCASTING, Oct. 1, 1979). He also held one-third interest in KYDE(AM) Pine Bluff, Ark., which was sold last year for \$307,000 (BROADCASTING, Sept. 7, 1981). Filed March 3.

- Commerce City, Colo.—Essential Communications Co. seeks 760 khz, 10 kw-D, 1 kw-N. Address: P.O. Box 2811, Denver 80201. Principals: Freeman Harris (100%), former air personality at KBRN(AM) Brighton, Colo., and KSML(AM) Denver and publishes *Denver Weekly News*. He has no other broadcast interests. Filed March 5.

- Cooper City, Fla.—South Florida Broadcasters seeks 860 khz, 10 kw-D, 1 kw-N. Address: 4610 Briarwood Drive, Sacramento, Calif. 95821. Estimated construction costs: \$78,000; first-quarter operating cost: \$20,500. Principals: Scott L. Smith, Marvin B. Clapp and Carl J. Auel (one-third each). Auel is station manager and Clapp is chief engineer, both at KEBR(FM) Sacramento, Calif. They are also applicants for new AM's at Champlain, N.Y. (BROADCASTING, Aug. 24, 1981), San Marcos, Calif. (BROADCASTING, Nov. 2, 1981) and Pembina, N.D. (see below). Filed March 1.

- East Fort Myers, Fla.—J & K Broadcasters seeks 830 khz, 5 kw-D, 1 kw-N. Address: 613 South La Grange Road, La Grange, Ill. 60525. Principals: Robert A. Jones and Patricia A. Krantz (50% each). Jones owns 85%, and Krantz 5% of WJJQ(AM) Tomahawk, Wis; Jones also owns 52%, and Krantz 14% of WRPQ(AM) Baraboo, Wis. In addition, Jones owns one-third of WWBC(AM) Cocoa, Fla. Jones and Krantz are part of group that last year bought WRPQ (formerly WBOO) for \$84,000 (BROADCASTING, July 13, 1981). Filed March 1.

- Hialeah, Fla.—Big Time Radio Inc. seeks 830 khz, 1

kw-D, 1 kw-N. Address: 1662 Willowmont Avenue, San Jose, Calif. 95124. Principals: Richard A. Bowers (43%), Clarence R. Pierce (20%), Joseph L. Corpuz (11%), Clifton E. Little, Douglas Childs (10%) each and Thomas F. Muller (6%). Bowers, Pierce, Corpuz and Muller are applicant for new AM at Pine Hills, Fla. (see below) and elsewhere. Little and Childs have no other broadcast interests. Filed March 1.

- Holly Hills, Fla.—Hercules Broadcasting Co. seeks 820 khz, 10 kw-D, 1 kw-N. Address: 47325 Blossom Lane, Utica, Mich. 48083. Principals: Leigh N. Feldsteen, Donald L. Markley (33.33% each), Harold Gordon and Robert W. Healy (16.77% each). They are applicants for new AM's at DePere, Wis. (BROADCASTING, Oct. 12, 1981); North Fort Myers, Fla. (BROADCASTING, Nov. 2, 1981); Sartell, Minn. (BROADCASTING, Dec. 12, 1981), and Austin, Tex. (BROADCASTING, March 8). Filed March 1.

- Oviedo, Fla.—John T. Rutledge seeks 840 khz, 5 kw-D. Address: 1038A East Michigan Avenue, Orlando, Fla. 32806. Principal: Applicant is former general manager and currently salesman at WJQT(AM) Horsehead, N.Y. and applicant for new AM at Trumansburg, N.Y. (see below). Filed March 5.

- Pines Hills, Fla.—Santa Maria Radio Inc. seeks 820 khz, 10 kw-D, 1 kw-N. Address: 1662 Willowmont Avenue, San Jose, Calif. 95124. Principals: Clarence R. Pierce, Richard A. Bowers (40% each), Joseph L. Corpuz (11%) and Thomas F. Muller (9%). Pierce owns 25% of applicant for new AM at Raleigh, N.C. Bowers, Corpuz and Muller are also applicants for new AM's at Marina, Calif. (BROADCASTING, Nov. 2, 1981); Waimea, Hawaii (BROADCASTING, Nov. 16, 1981), and new FM at Carson City, Nev. (BROADCASTING, Dec. 21, 1981), and Hialeah, Fla. (see above). Filed March 1.

- Plant City, Fla.—Cornerstone Broadcasting Inc. seeks 830 khz, 10 kw-D, 1 kw-N. Address: 1350 East Main Street, Lakeland, Fla. 33801. Principals: Applicant is noncommercial corporation. Karl D. Strader is president. He is also board member of noncommercial WCIE(FM) Lakeland, Fla., and applicant for new noncommercial FM at Greenville, S.C. (BROADCASTING, April 20, 1981). Filed March 1.

- Jefferson, Ga.—Kathryn C. Appleton seeks 880 khz, 5 kw-D. Address: 2794 Stonesmith Court, Tucker, Ga. 30084. Estimated construction costs: \$79,300; first-quarter operating cost: \$12,000; first-year revenue \$150,000. Principals: Applicant is sales manager with Atlanta, Ga., hotel and owns 5.55% of WRGC(AM) Sylva, N.C., and 7.2% of WBRM(AM) Marion, N.C. Filed March 5.

- Hugoton, Kan.—Grant County Broadcasting Inc. seeks 106.7 khz, 35 kw, HAAT: 262 ft. Address: RFD 5, BOX 135B, Lawrence, Kan. 66044. Estimated construction costs: \$6,900; first-year operating cost: \$60,000; first-year revenue: \$57,506. Principal: Sam L. Elliott, president, and family, who own KULY(AM) Ulysses, Kan. Filed March 1.

- Russell Springs, Ky.—James W. Bottoms seeks 1190

Why a broker?

By definition, balance is in the middle.

Lester Kamin & Company

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khz, 250 w-D. Address: P.O. Box 211, Russell Springs, Ky. 42642. Estimated construction costs: \$44,300; first-year operating cost: \$79,800; first-year revenue: \$120,000. Principal: Applicant is Russell Springs real estate salesman and auctioneer and has no other broadcast interests. Filed March 1.

■ Norco, La.—Vand Broadcasting Service seeks 830 mhz, 1 kw-D, 500 w-N. Address: 1500 East Airline Highway, LaPlace, La. 70068. Estimated construction costs: \$197,500; first-year operating cost: \$177,500; first-year revenue: \$180,000. Principals: Abele N. du Treil (100%) who is LaPlace, La., dog trainer and has no other broadcast interests. Filed March 1.

■ Vidalia, La.—Fredericka C. Todd seeks 1040 khz, 1 kw-D. Address: 5 West Woodlawn, Natchez, Miss. 39120. Format: Black. Principals: Applicant is Natchez, Miss. teacher and has no other broadcast interests. Filed March 5.

■ *BillERICA, Mass.—Daughters of Saint Paul Inc. seeks 720 khz, 1 kw-D, 500 w-N. Address: 50 St. Paul Avenue, Jamaica Plain, Mass. 02130. Estimated construction costs: \$185,000; first-year operating cost: \$10,000; Principals: Noncommercial corporation; Adele Cordero is president. The Daughters of Saint Paul have no other broadcast interests. Filed March 5.

■ *Raytown, Mo.—Kansas City Black Educational Broadcasting Inc. seeks 770 khz, 5 kw-D, 500 w-N. Address: 1601 East 18th Street, Kansas City, Mo. 64108. Estimated construction costs: \$261,500; first-year operating cost: \$200,000. Principals: Applicant is non-commercial corporation; John Preciphe, president. He is Kansas City minister and has no other broadcast interests. Filed March 5.

■ Salisbury, Md.—Richard J. Campbell seeks 820 khz, 10 kw-U. Address: 120 North Pennsylvania Avenue, Bethany Beach, Del. 19930. Principals: Applicant is engineer at WWTR-FM Bethany Beach, Del., and has no other broadcast interests. Filed March 3.

■ Laughlin, Nev.—Laughlin Roughrider Broadcasting Inc. seeks 870 khz, 10 kw-D, 1 kw-N. Address: 1555 East Flamingo, Suite 138, Las Vegas 89109. Principals: Sigmond Rogich (60%), Thomas L. Letizia, and wife, Marla R. Letizia (15% each) and Donald Laughlin (10%). Rogich and Letizias own KPAH(FM) Tompoh, Nev., CP for which was granted last year (BROADCASTING, Nov. 30, 1981). Filed March 5.

■ Lovelock, Nev.—88 Broadcasting Co. seeks 880 khz, 1 kw-D, 250 w-N. Address: P.O. Box 550, Fair Oaks, Calif. 95628. Estimated construction costs: \$39,000; first-quarter operating cost: \$15,000; Principal: John L. Gardner (100%), who is president of Fair Oaks, Calif., telecommunications company and owns 50% of applicant for new AM's at Riverbank, and Rancho Cordova, both California. Filed March 5.

■ Canton, N.Y.—Canton Broadcasting Associates seeks 1200 khz, 10 kw-D, 1 kw-N. Address: Townline Road, Canandaigua, N.Y. 14424. Principals: Craig Fox, Alan Gerry (30%) George W. Kimble (25%) and brother Russell Kimble (15%). Kimbles own WCGR(AM)-WFLC(FM) Canandaigua, N.Y. and with Fox and Gerry, WAQX(FM) Manlius, N.Y. They are also applicant for new AM at Cohoes, N.Y. (BROADCASTING, Sept. 14, 1981). Filed March 5.

■ Trumansburg, N.Y.—Joel R. Clawson seeks 1160 khz, 1 kw-D, 500 w-N. Address: 816 Winsor Avenue, Elmira, N.Y. 14905. Estimated construction costs: \$114,700; first-quarter operating cost: \$13,900; first-year revenue: \$200,000. Principal: Applicant is former general manager and currently salesman at WIQT(AM) Horseheads, N.Y., and applicant for new AM at Ovidio, Fla. (see above). Filed March 5.

■ Pembina, N.D.—Pembina Broadcasters seeks 750 khz, 10 kw-D, 1 kw-N. Address: 4610 Briarwood Drive Sacramento, Calif. 95821. Principals: Robert A. Jones, Marvin B. Clapp, Carl J. Auel and Scott L. Smith (25% each). Auel is station manager and Clapp is chief engineer, both at KEBR(FM) Sacramento, Calif. Jones is La Grange, Ill., consulting engineer and owns 85% of WJQ(AM) Tomahawk, Wis. 52% of WRPQ(AM) Baraboo, Wis. (formerly WBOO) which was purchased last year for \$84,000 (BROADCASTING, July 13, 1981). He also owns one-third of WWBC(AM) Cocoa, Fla. Jones, Clapp, Auel each own one-third of applicants for new AM's at Riverbank and Gonzales, both California, and with Smith, applicants for new AM's at Champlain, N.Y., and San Marcos, Calif. Filed March 2.

■ Waterford City, N.Y.—F-K-M Enterprises seeks 1020 khz, 5 kw-D, 1 kw-N. Address: 508 West Turnpike Avenue, Bismark, N.D. 58501. Principals: Larry L. Kemnitz (50%), Gaylord Fridley and Ernest Millers (25% each). Kemnitz is president and 51%

owner of KPOK(AM) Bowman, N.D. Filed March 5.

■ Trotwood, Ohio.—James E. Freeman seeks 850 khz, 1 kw-D, 500 w-N. Address: P.O. Box 713, Dayton, Ohio 45401. Estimated construction costs: \$96,700; first-year revenue: \$146,000. Principals: Applicant has no other broadcast interests. Filed March 1.

■ Brentwood, Tenn.—John T. Rutledge seeks 870 khz, 500 w-D. Address: 1038A East Michigan Avenue, Orlando, Fla. 32806. Principal: Applicant is president and 65% owner of WINN(AM) Louisville, Ky. Filed March 5.

■ El Paso, Tex.—Fina Broadcast House Corp. seeks 750 khz, 5 kw-D. Address: 6614 Sunnyland Lane, Dallas, Tex. 75214. Estimated construction costs: \$237,500; first-year operating cost: \$181,200; first-year revenue: \$324,000. Principals: Closely held group of 9 stockholders. John S. Chavez is president and 51% owner. He is former public affairs officer with Community Services Administration and has no other broadcast interests. Filed March 4.

■ Harlingen, Tex.—Border Media Enterprises Inc. seeks 1210 khz, 50 kw-D, 1 kw-N. Address: 111 Pete Diaz Jr. Avenue, Rio Grande City, Tex. 78582. Principals: Romona C. Diaz, president, and five others. She is vice president of KIWW(FM) Harlingen, Tex., of which her husband, Pedro Diaz, Jr. is principal owner. Filed March 5.

■ San Juan, Tex.—Chapman Broadcasting Co. seeks 1210 khz, 10 kw-D, 1 kw-N. Address: P.O. Box 939, McAllen, Tex. 78501. Principals: Dale Chapman (100%), who has no other broadcast interests. Filed March 4.

FM applications

■ Los Osos-Baywood Park, Calif.—Long Cove Communications Inc. seeks 101.3 mhz, 4.37 kw, HAAT: 1,531 ft. Address: 3 Misty Meadow, Irvine, Calif. 92715. Estimated construction costs: \$93,000; first-quarter operating cost: \$45,650. Principals: Anne K. Miller (60%) and husband, Andrew J. Miller (40%). Anne Miller is Garden Grove, Calif., teacher. Andrew Miller is vice president of Santa Ana, Calif., industrial and commercial developer. Neither have other broadcast interests. Filed March 2.

■ Oildale, Calif.—KB Enterprises seeks 95.3 mhz, 2.5 kw, HAAT: 316 ft. Address: P.O. Box 1477, Victorville, Calif. 92392. Principal: Kenneth B. Orchard (80%) and Robert F. Turner (20%). Orchard owns KVVQ(FM) Victorville, Calif., which was granted its CP four years ago (BROADCASTING, Oct. 23, 1978). Filed March 4.

■ Cape Coral, Fla.—Sunshine Broadcasting Inc. seeks 106.3 mhz, 3 kw, HAAT: 285 ft. Address: P.O. Box 1143, Cape Coral 33910. Principal: Jerald M. Bellairs and wife, Vivian M. Bellairs (50% each). Jerald Bellairs is former executive vice president and stockholder in WIVS(AM) Crystal Lake, Ill., and WXR(DM) Woodstock, Ill. Filed Feb. 24.

■ *Naples, Fla.—New Life Christian Fellowship Inc. seeks 88.7 mhz, 100 kw, HAAT: 753 ft. Address: 1750 Tamiami Trail South, Naples, Fla. 33942. Estimated construction costs: \$273,700; first-quarter operating cost: \$19,600. Principal: Applicant is noncommercial corporation. Clarence L. Dixon, who is Naples, Fla., minister, is president. He has no other broadcast interests. Filed March 2.

■ Fairbury, Neb.—Rethel Inc. seeks 99.3 mhz, 2.63 kw, HAAT: 320 ft. Address: 2nd & B Street, Davenport, Neb. 68335. Estimated construction costs: \$72,000; first-quarter operating cost: \$11,800. Principals: Kim A. Swearingen, M. Douglas Jennings, James W. Heller (one-third each). Swearingen is part owner of Davenport, Neb., grain facility. Jennings owns 50% of KDGO(AM) Durango, Colo., which was purchased five years ago for \$335,000 (BROADCASTING, Feb. 14, 1977) and also votes 90% of stock of KGMT(AM) Fairbury, Neb. Heller is Davenport banker and 10% owner of KGMT. Filed March 3.

■ Bend, Ore.—Terry A. Cowen seeks 97.5 mhz, 93 kw, HAAT: 591 ft. Address: P.O. Box 99, Columbus, Neb. 68601. Principal: Applicant is station manager and engineer at KJSK(AM)-KXIF(FM) Columbus, Neb. Filed March 5.

■ Glennwood, Minn.—Dove Broadcasting Inc. seeks 107.1 mhz, 3 kw, HAAT: 300 ft. Address: 1015 Minnesota Avenue, Owatonna, Minn. 55060. Principal: Melvin A. Dove (55%), his wife, Judith L. (35%) and their son, Richard M. Dove (10%). Melvin and Judith Dove are announcers at KOWO(AM)-KQDE(FM)

Waseca, Minn. None have other broadcast interests. Filed March 3.

■ Bozeman, Mont.—Mayfish Corp. seeks 95.1 mhz, 100 kw, HAAT: 53 ft. Address: Bridger Station, P.O. Box 3707, Bozeman 59715. Principals: Michael W. May and Roy M. Fish (50% each). Fish is former part owner of several radio stations but currently has no other broadcast interests. Filed March 5.

■ Temple, Tex.—Temple Broadcasting Inc. seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: 1205 Milam Building, San Antonio, Tex. 78205. Estimated construction costs: \$90,000; first-year operating cost: \$234,800; first-year revenue: \$240,000. Principals: A. John Yogerst and Tino Guerra Jr. (50% each). Yogerst is San Antonio accountant. Guerra is San Antonio attorney. Neither have other broadcast interests. Filed March 2.

TV applications

■ Selma, Ala.—James L. Oyster seeks ch. 8; ERP: 316 kw vis., 55 kw aur., HAAT: 1,771 ft.; ant. height above ground: 1,892 ft. Address: 1544 North Edgewood Street, Arlington, Va. 22201. Consulting engineer: Peter V. Gureckis, Rockville, Md. Principal is Falls Church, Va., attorney and owns permittee WSWB(TV) Scranton, Pa., and is partner in applicant for new TV at Hazelton, Pa. Filed March 1.

■ *Buffalo, N.Y.—Commonwealth Foundation for Public Broadcasting Inc. seeks ch. 23; ERP: 1,117 kw vis., 111.7 kw aur., HAAT: 491 ft.; ant. height above ground: 654 ft. Address: P.O. Box Feeding Hills, Mass. 01030. Legal counsel: Sanford, Adams, McCullough & Beard, Washington. Consulting engineer: John A. Fergie, Feeding Hills, Mass. Principal: Applicant is noncommercial corporation. John E. Williamson, who is University of New Hampshire professor, is president. Applicant also seeks noncommercial TV at Portland, Ore. (see below). Filed Feb. 26.

■ *Portland, Ore.—Commonwealth Foundation for Public Broadcasting Inc. seeks ch. 30; ERP: 2,371 kw vis., 237.1 kw aur., HAAT: 1,693 ft.; ant. height above ground: 1,000 ft. Address: P.O. Box 501, Feeding Hills, Mass. 01030. Legal counsel: Sanford, Adams, McCullough & Beard, Washington. Consulting engineer: John A. Fergie. Principal: Applicant also seeks non-commercial TV at Buffalo, N.Y. (see above). Filed Feb. 26.

FM actions

■ Metropolis, Ill.—Metropolis Communications Inc. granted 98.3 mhz, 3 kw, HAAT: 300 ft. Address: Rt. 3, Metropolis 62960. Estimated construction cost: \$184,400; first quarter operating cost: \$37,260; revenue: \$21,000. Format: Beautiful music. Principal: Samuel K. Stratemeyer (100%). He is employed at family farm service company in Metropolis and has no other broadcast interests. (BPH-800516AB). Action Dec. 14, 1981.

■ *Porcupine, S.D.—Lakota Communications Inc. granted 90.1 mhz, 100 kw, HAAT: 105 ft. Address: P.O. Box 378, Pine Ridge, S.D. 57770. Estimated construction cost: \$172,000, first-year operating cost: \$95,000. Format: Native American Music/News. Principal: Applicant is nonprofit corporation. David P. Little is president of board of directors. It has no other broadcast interests. (BPED-81019AC). Action Feb. 26.

■ Athens, Tex.—Seven Seals Broadcasting Co. dismissed application for 95.9 mhz, 1.6 kw. Address: P.O. Box 1318, Athens 75751. (BPH-801003AD). Action Jan. 28.

■ Cameron, Tex.—Bruce Lawson Enterprises Inc. d/b/a Cameron-Rockdale Broadcasting Co. granted 101.7 mhz, 3 kw, HAAT: 300 ft. Address: 1506 O'Kelley, Rockdale, Tex. 76567. Estimated construction cost \$37,000; first-year operating cost: \$89,000. Format: Popular. Principal: Bruce Lawson (100%), who owns Rockdale, Tex., automobile dealership and has no other broadcast interests. (BPH-790402AE). Action Feb. 22.

■ Carthage, Tex.—Beverly E. Brown dismissed application for 98.9 mhz, 100 kw, HAAT: 561 ft. Address: 218 E. Sabine St. Carthage 75633 (BPH-800702AE). Action Jan. 18.

■ *Roma, Tex.—Grant Communications Group granted 97.7 mhz, 3 kw, HAAT: 300 ft. Address: Box 11, 812 Main, Pella, Iowa 50219. Estimated construction costs: \$10,500; first-quarter operating cost: \$6,200; first-year revenue: \$70,000. Principal: non-profit corp.; Robert Grant Smiley is president; and also licensee of KTAV(FM) Knoxville, Iowa, and KRGS(FM) Spencer, Iowa. (BPH-810507AA). Action Feb. 25.

TV actions

■ Utica, N.Y.—Broadcast Facilities Corp. granted ch. 33, ERP: 53.5 kw vis., 5.35 kw aur., HAAT: minus 125 ft., ant. height above ground: 255 ft. Address: 431 South Wilbert Avenue, Syracuse, N.Y. 13204. Estimated construction costs: \$562,400; first-year operating cost: \$49,625; revenue: \$627,025. Legal counsel: Lauren Colby, Frederick, Md. Consulting engineer: E. Harold Munn Jr. & Associates. Principal: Robert Raide (100%), who owns Syracuse, N.Y., canvas company and is also applicant for new FM at Sidney, N.Y. (BROADCASTING, March 1), and has been granted CP for new AM at Penn Yann, N.Y. (BROADCASTING, Nov. 2, 1981). (BPCT-791012KE). Action Feb. 26.

■ Longview, Tex.—KLMB Inc. granted ch. 51, ERP: 3083 kw vis., 308.3 kw aur., HAAT: 1091 ft; ant height above ground: 1014 ft. Address: P.O. Box 38620 Houston, Tex. 77088. Estimated construction cost: \$3,217,000; first-quarter operating cost: \$231,000. Legal counsel: Fly, Shuebruk, Gaguine-Washington. Consulting engineer: Moffet, Rich & Larson. Principals: Clara J. McLaughlin (27.2%) and 13 others at 5.4% each and one at 2.2%. McLaughlin is author and former TV talk show host at KUHT(TV) Houston. They were also granted CP to build new UHF station at Paris, Tex. (see below). (BPCT-810424KE). Action Feb. 25.

■ Paris, Tex.—KLMB-TV Inc. granted ch. 42; ERP: 1545 kw vis., 154.5 kw aur., HAAT: 557 ft; ant. height above ground: 546.8 ft. Address: P.O. Box 38620 Houston, Tex. 77088. Estimated construction cost: \$1,317,000; first-quarter operating cost: \$100,000. Legal counsel: Fly, Shuebruk-Washington, D.C. Consulting engineer: Moffet, Rich & Larson-Arlington, Va. Principals: Clara J. McLaughlin (27.2%) and 13 others. They were also granted CP to build new UHF at Longview, Tex. (see above). (BPCT-810428KE). Action Feb. 25.

Ownership Changes

Applications

■ WBLO(AM) Evergreen, Ala. (1470 khz, 1 kw-D)—Seeks assignment of license from Vogel Moody Corp. to Stafford Broadcasting Inc. for \$57,500. Seller is principally owned by William R. Vogel and Billy J. Moody. Vogel is principal owner of WHOD-AM-FM Jackson, Ala., WNOI(FM) Flora, Ill.; WIFN(FM) Franklin, Ind.; WMP1(FM) Scottsburg, Tenn.; and WDOH(FM) Delphos, Ohio. Buyer: Wayne Stafford (51%), wife, Wanda Stafford (39%) and their daughter, Terri Urserly (10%). Wayne Stafford is executive with Nashville, Tenn., metal product company. Wanda Stafford is housewife. Urserly is accounting clerk. None have other broadcast interests. Filed March 4.

■ KLVA(FM) Lake Village, Ark. (95.9 mhz, 3 kw, ant. 310 ft.)—Seeks assignment of license from Carpenter Broadcasting Inc. to Foxfire Communications Inc. for \$212,000. Seller: Principally owned by Jack A. Carpenter, who has no other broadcast interests. Buyer: Walter J. Giller Jr. (100%), who is El Dorado, Ark., businessman and applicant for new FM at Natchitoches, La. (BROADCASTING, March 15). Filed Feb. 24.

■ KMPX(FM) San Francisco (98.9 mhz, 4.3 kw, ant. 1,450 ft.)—Seeks transfer of control of Golden Gate Radio Inc from stockholders (100% before; none after) to Broadcast Associates Inc. (none before; 100% after). Consideration: \$5.5 million (BROADCASTING, March 15). Principals: Sellers are L.E. Chenault (40%), Lloyd Edwards and wife, Barbara Edwards (30% each). Chenault owns KYNO-AM-FM Fresno, Calif. Edwards owns KYAC(AM) Seattle, Wash., which he bought for \$1.6 million (BROADCASTING, May 4, 1981). Buyers are Frederick C. Mazey (60%) and Robert A. Elkins (40%). They are New Brunswick and Jersey City, N.J., attorneys who own WGGG(AM) Gainesville, Fla., which they bought last year for \$1,103,400 (BROADCASTING, Sept. 7, 1981). Filed Feb. 25.

■ WBHB(AM) Fitzgerald, Ga. (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Ben Hill Broadcasting Corp. to Willdenway Broadcasting Inc. for \$350,000. Seller: Paul E. Reid (100%), who also owns WLAG(AM)-WVCG(FM) La Grange, Ga. Buyer: Janet Willingham, Jackie M. Harden and Charles R. Ridgeway (one-third each). They are all employees of WBHV and have no other broadcast interests. Filed March 5.

■ WRIP(AM)-WOWE(FM) Rossville, Ga. (AM: 980 khz, 500 w-D; FM: 105.5 mhz, 3 kw, ant. 270 ft.)—Seeks assignment of license from WRIP Inc. to WOWI Inc. for \$1,060,000 (BROADCASTING, March 15). Seller is owned by Jay Sadow, who also owns WRIP-TV Chattanooga. Buyer is principally owned by David King, president and 50% owner of WF1X(AM) Haines City, Fla. Filed March 3

■ KREI(AM)-KTJJ(FM) Farmington, Mo., and KBOA(AM)-KTMO(FM) Kennet, Mo. (KREI: 800 khz, 1 kw-D; KTJJ: 98.5 mhz, 100 kw, ant. 870 ft.; KBOA: 830 khz, 1 kw-D; KTMO: 98.9 mhz, 100 kw, ant. 370 ft.)—Seeks assignment of license from Earldun Broadcasting Inc. to KREI Inc. and KBOA Inc. for \$2.1 million. Seller is principally owned by Charles C. Earls, M.F. Dunne Jr., and wife, Eleanor I. Dunne, who are also principal owners of KTHS(AM)-KSCC(FM) Berryville, Ark. Buyer is owned by Shepherd Enterprises Inc. (80%), and Charles C. Earls (20%). Shepherd Enterprises is principally owned by Jerrell Shepherd, who is sole owner of KAA(AM) Bethany, Mo. He also owns 78.29% of KWIX(AM)-KRES(FM) Moberly, Mo. Earls is part owner of selling group. Filed March 3.

■ WFBB-TV Great Falls, Mont. (ABC, ch. 5, 100 kw vis., 20 kw aur., ant. 590 ft.)—Seeks assignment of license from Advance Corp. to The Wooster Republican Printing Co. for \$2,075,000 for assets plus \$3,175,000 for station equipment owned by estate and leased to licensee. (BROADCASTING, Feb. 16). Seller is principally owned by estate of Donald P. Nathanson. Advance Corp. also has interest in New Mexico Broadcasting Co., licensee of KGGM-TV Albuquerque, N.M. Buyer is closely held, Wooster, Ohio-based newspaper publisher and group owner of four AM's and four FM's owned by Albert Dix and family. Filed Feb. 24.

■ WABY(AM) Albany, N.Y. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Broadcast Management of Albany Inc. to 1400 Radio Inc. for \$525,000 plus assumption of \$24,467 trade account. (BROADCASTING, March 15). Seller is subsidiary of Broadcast Management Corp., which through subsidiaries owns WCNW(AM) Fairfield, Ohio; WINF(AM) Manchester, Conn.; WWEG(AM)-WRKR(FM) Racine, Wis., and WNDB(AM)-WWLV(FM) Daytona Beach, Fla. Buyer: William J. Selwood Jr. (51%) and Pioneer Associates (49%). Pioneer Associates is owned by Neil A. McConnell (50%), James G. Niven (30%) and R. Scott Assen (20%). Principals of Pioneer Associates are New York investors and also own Pioneer Investors Corp., which owns 49% of WWOM(FM) Albany, N.Y. Selwood is president and 51% owner of WWOM. Filed Feb. 24.

■ WIXT-TV Syracuse, N.Y. (ABC, ch. 9, 79.6 kw vis., 11.8 kw aur., ant. 1,520 ft.)—Seeks assignment of license from Transcontinent Communications Corp. to WIXT(TV) Inc. for \$13.8 million (BROADCASTING, Feb. 16). Seller is owned by WIXT Disposition Trust (51%), Larry Israel (34%), Steven J. Kumble (6.5%) and others. They bought WIXT in 1977 for \$11 million (BROADCASTING, Nov. 28, 1977). WIXT Disposition Trust is administered by former directors of Coca Cola Bottling Co. of New York, which transferred its interest into trust after merging with Coca Cola, Atlanta. Proceeds will go to former stockholders of Coca Cola Bottling Co. of New York. Israel is former president of Washington Post Co. and, with Kumble, principal owner of WICS(TV) Springfield, Mo., which they bought for \$10.7 million (BROADCASTING, April 14, 1980). Kumble also has minority interest in WALL-AM-FM Middletown, N.Y., and WRAN(AM) Dover, N.J. Buyer is principally owned by Barry A. Ackerly, who owns Bellevue, Wash.-based outdoor advertising company and has no other broadcast interests. Filed March 5.

■ WKAD(FM) Canton, Pa. (100.1 mhz, 500 w, ant. 652 ft.)—Seeks assignment of license from Galen D. Castlebury Jr. to Sterling Media Communications Inc. for \$85,000. Seller also owns WMPT-AM-FM South Williamsport, Pa. Buyer: Stephen M. Castellano (51%) and parents, Louise H. Castellano (25%) and Anthony J. Castellano Jr. (24%). Stephen Castellano is manager/program director at WNNJ(AM)-WIXL(FM) Newton, N.J. Anthony Castellano is Middlesex, N.J., consulting engineer. None have other broadcast interests. Filed March 4.

■ KOHI(AM) St. Helens, Ore. (1600 khz, 1 kw-D, 500 w-CH)—Seeks assignment of license from Brownlow, Brownlow & Ward to Volcano Broadcast for \$150,000. Seller: L. Berenice Brownlow (65%) and her son, Charles T. Brownlow (25%) and daughter Kathleen B. Ward (10%). Berenice Brownlow owns 19% of

KSEM-AM-FM Moses Lake, Wash., and along with son and daughter each own less than 5% of Zaser & Longston Inc., owner of KTUU-TV Anchorage and KTTU-TV Fairbanks, both Alaska. Buyer: Kenneth E. Karage and Forrest W. Smith (50% each). Karage is general manager and 25% owner of KSWB(AM) Seaside, Ore., where Smith is also news director and air personality. Filed March 3.

■ WIZO(AM) Franklin, Tenn. (1380 khz, 5 kw-D)—Seeks assignment of license from Harpeth Valley Broadcasting Inc. to James R. Romine for \$600,000 (BROADCASTING, March 15). Seller is owned equally by Robert E. Sewell, Revis V. Hobbs, James H. Hayes and William D. Rodgers. They sold co-located WIZO-FM to separate buyers for \$800,000 (BROADCASTING, March 1). Hobbs also owns 66.77% of WMLR(AM) Hohenwald, Tenn., and Hayes owns 25% of WAXO(AM) Lewisburg, Tenn. Buyer is former announcer at WVOK(AM) Birmingham, Ala., and has no other broadcast interests. Filed Feb. 22.

■ WCMG(AM)[CP] Lawrenceburg, Tenn. (1520 khz, 500 w-D)—Seeks assignment of license from Bill G. Mize and Marshall W. Rowland to C.W. Radwon for \$22,389.62. Sellers own WQIK(FM) Jacksonville, Fla., and WIZY-AM-FM Gordon, Ga., and were granted CP for WCMG May 21, 1981 (BROADCASTING, June 8, 1981). Buyer is Lawrenceburg real estate broker and has no other broadcast interests. Filed March 3.

■ KELG(AM) Elgin, Tex. (1440 khz, 500 w-U)—Seeks assignment of license from Bastrop County Communications Inc. to Longcrier Communications for \$138,137. Seller: Closely held group of 11 stockholders, none of whom have other broadcast interests. Raymond A. Long is president. Buyer is owned by Steven W. Longcrier and family. He is currently station manager and part owner of KELG. Filed March 20.

■ KGV(AM)-KIKT(FM) Greenville, Tex. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 93.5 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from KGV(AM) Inc. to M&M Broadcasting Inc. for \$714,000 (BROADCASTING, Feb. 1). Seller is principally owned by estate of Cecilia Kimzey, son, John P. Kimzey, and Leo Hackney. Kimzey owns 45% of KSST(AM) Sulphur Springs, Tex. Buyer is principally owned by Wayman E. and Edwin E. McMackin, brothers, who are Dallas-based real estate investors and plastic manufacturers who have no other broadcast interests. Filed Feb. 26.

■ KWMS(AM) Salt Lake City (1280 khz, 5 kw-D, 500 w-N)—Seeks assignment of license from Granite District Radio Co. to Simmons Family Inc. for \$750,000. (BROADCASTING, March 15). Seller is principally owned by Arthur P. Williams, president and principal owner of WFSH(AM) Valparaiso-Niceville, Fla., and KSHO-TV Las Vegas. Buyer is principally owned by Roy W. Simmons, president, and family who also owns KSFI(FM) Salt Lake City. Filed March 2.

Actions

■ KIVM(AM) Lihue, Hawaii (1350 khz, 5 kw-U)—Granted assignment of license from Urbatek Systems Inc. to Kauai Broadcasting Inc. for \$269,000. Seller is owned by Kenneth R. Harding and wife, Kitty, who have no other broadcast interests. Buyer is owned by Mack Lochrie and William Bayne (20% each), Donna R. Gustafson (15%), Rudy Vsetecka (10%) and others. Lochrie and Bayne each own 46% of KHUG(AM) Medford, Ore., which they sold subject to FCC approval (BROADCASTING, March 15). Gustafson is wife of Dennis Gustafson, administrator at Lihue hospital. Vsetecka will be general manager. (BAL-811006GJ). Action March 3.

■ WKZY(FM) Escanaba, Mich. (97.1 mhz, 90 kw, ant. 1,070 ft.)—Granted assignment of license from Alpine Broadcasting Co. to Northcoast Media Group Inc. for \$450,000. Seller: John D. DeGroot (45%), Charles G. Catt, Robert K. Catt, William D. Burns, Lemoine E. Noiret, Truman D. McNitt and Jerry P. Fox. They own WWRM(FM) Gaylord, Mich., and WGRY(AM) Grayling, Mich. Buyers: Timothy E. Moore, Timothy R. Ives and N. Elmo Franklin Jr. (one-third each). They also own WVOY(AM)-WKHQ(FM) Charlevoix, Mich. Ives also owns 12.9% of WJBC(AM)-WBNQ(FM) Bloomington, Ill., and 10% of cable system serving Bloomington-Normal, Ill. (BALH-820119HS). Action March 3.

■ WXCM(AM)-WIBM(FM) Jackson, Mich. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 94.1 mhz, 50 kw, ant. 320 ft.)—Granted assignment of license from Booth American Co. to Casciani Communications Inc. for

\$1,100,000. Seller also sold, subject to FCC approval, WMZK(AM) Detroit (BROADCASTING, Dec. 21, 1981) and bought, subject to FCC approval, WSAI-AM-FM Cincinnati (BROADCASTING, Dec. 21, 1981). Buyer: John B. Casciani, former owner of WNRS(AM) Saline and WIOB(FM) Ann Arbor, both Michigan, who has no other broadcast interests. (BAL-811204GO). Action March 5.

■ WTFM(FM) Lake Success, N.Y. (103.5 mhz, 3.9 kw (H), 3.7 kw (V), HAAT: 1,390 ft.)—Granted transfer of control from Friendly Frost Inc. to HB Radio of New York Inc. for \$8.7 million. Seller is publicly traded appliance dealer and garden center with no other broadcast interests. Buyer is owned by Doubleday Broadcasting (95%) and Cecil Hefel (10%). Doubleday is New York-based group owner of three AM's and five FM's which last year acquired WAVA(FM) Arlington, Va., for \$8 million (BROADCASTING, Dec. 7, 1981). Gary Stevens is president. Hefel family is Honolulu-based group owner of three AM's, five FM's and two TV's. Original deal called for Hefel to be sole buyer of WTFM, but Doubleday last year bought 90% of pending application (BROADCASTING, Nov. 30, 1981). (BTC-811208AA). Action March 3.

■ WLXI-TV [CP] Greensboro, N.C. (ch. 61, ERP: 6.62 kw vis., 1.32 kw aur., ant. 559 ft.)—Granted transfer of control of Consolidated Broadcasting Corp. from Johnston Properties Inc. (85% before; 10% after) to Perley A. Thomas et al (15% before; 90% after). Consideration: \$20,000. Principals: Seller seeks transfer of 75% of CP's stock and will retain 10%. Buyers are Perley A. Thomas, Harrell Powell Jr., and Gary S. Smithwick. Powell and Smithwick are currently each 7.5% owners of WLXI-TV and after grant will own additional 22.5% each. Thomas will acquire 30%. (BTC-820121KE). Action March 3.

■ WNYN(AM) Canton, Ohio (900 khz, 500 w-D)—Granted assignment of license from Keyes Corp. to North Shore Communications Inc. for \$475,000 plus \$100,000 for covenant not to compete. Seller: Donald C. Keyes (66.77%) and father, Carleton C. Keyes (33.33%). Donald Keyes owns 50% of WTAL(AM) Tallahassee, Fla. Buyer: Closely held group of 11 stockholders. Stephen A. Bloomfield is president and 25.6% owner. He is news producer at WJKW-TV Cleveland, Ohio. None have other broadcast interests. (BAL-811215FG). Action March 5.

■ WNOX(AM) Knoxville, Tenn. (990 khz, 10 kw-U)—Granted assignment of license from Scripps-Howard Broadcasting Co. to Mack Sanders for \$1.2 million. Seller: Publicly traded Cleveland-based group owner of four AM's, four FM's and six TV's. Buyer owns WVOK(AM) Birmingham, Ala.; and WJRB(AM) Madison, Tenn. Sanders also bought, subject to FCC approval, WIZO(FM) Franklin, Tenn. (BROADCASTING, March 1). (BAL-820118HN). Action March 3.

■ WFBZ(AM) Minocqua, Wis. (1570 khz, 1 kw-D)—Granted assignment of license from Frederick H. Bierbaum to Lakeland Broadcasting Inc. for \$210,000 for assets plus \$150,000 for real estate. Seller has no other broadcast interests. His wife, Geraldine Bierbaum, is selling co-located WWWW(FM) (BROADCASTING, Jan. 11). Buyer: A.H. Lange Trust (90%) and L.A. Lange Sr. (10%). L.A. Lange is consultant to daily *Fond du Lac* [Wis.] *Reporter*, of which his son, L.A. Lange Jr. is publisher and less than 1% owner. None have other broadcast interests. They are also buying WFBZ-FM (BROADCASTING, Jan. 11). (BAPL-811215FL). Action March 5.

Facilities Changes

AM applications

Tendered

- KUUK(AM) Wickenburg, Ariz.—seeks CP to change power from 500 w to 1 kw; redescribe TL. Ann. March 12.
- KURM(AM) Rogers, Ark.—seeks CP to change frequency from 790 to 770 khz; increase power to 10 kw-D; change HOP to U by adding 1 kw-N; and change TL. Ann. March 12.
- KTIB(AM) Thibodaux, La.—seeks CP to change HOP to U by adding 1 kw-N; increase D power to 5 kw; install DA-2; change frequency from 630 to 640 khz; make chgs. in ant. sys. Ann. March 12.
- WXKS(AM) Medford, Mass.—seeks CP to change

ant. sys.; add 1 kw-N; DA-N change SL; change HOP to U (no change in D facilities). Ann. March 12.

■ WJIK(AM) Camp Lejeune, N.C.—seeks CP to change frequency from 1580 to 830 khz; change non-DA to DA-2; change hours of operation to U by adding 2.5 kw-N; increase D to 10 kw; change TL. Ann. March 12.

■ KDUN(AM) Reedsport, Ore.—seeks CP to change frequency from 1470 to 1030 khz; change HOP to 500 W; increase D power to 10 kw; make changes in ant. sys. Ann. March 12.

Accepted

■ WIUA(AM) Albertville, Ala.—seeks modification of CP (BP-800214AE) to change from DA to non-DA. Ann. March 8.

■ WPRY(AM) Perry, Fla.—seeks CP to increase height of tower to accommodate side-std FM ant. Ann. March 10.

■ WXIC(AM) Waverly, Ohio—seeks modification of CP (BP-811224AF) to change SL outside city limits and not at TL site and operate trans. by RC from proposed SL. Ann. March 10.

■ KMOD(AM) Tulsa, Okla.—seeks CP to change TL; and make changes in ant. sys. Ann. March 11.

■ WSEV(AM) Sevierville, Tenn.—seeks CP to relocate TL; maintain radiation constant, non-directionally. Ann. March 10.

FM applications

Tendered

■ WRES(FM) Troy, Ala.—seeks CP to change TL; change HAAT to 1802 ft.; change type trans., and make changes in ant. sys. Ann. March 11.

■ *KKTU(FM) Albuquerque, N.M.—seeks CP to change TL; increase ERP to 22.5 kw; change HAAT to 4084 ft. Ann. March 8.

■ *WHYC(FM) Swan Quarter, N.C.—seeks CP to increase ERP to 2.79 kw; change HAAT to 262 ft. Ann. March 9.

■ KOFM(FM) Oklahoma City—seeks CP to change HAAT to 1363 ft.; change transmission line; change type trans. and make changes in ant. Ann. March 9.

■ *WFMQ(FM) Lebanon, Tenn.—seeks CP to change frequency to 91.5 mhz. and change ERP to 500 w. Ann. March 9.

■ KCOT(FM) Lemesa, Tex.—seeks CP to change TL; increase HAAT to 794 ft. and make changes in ant. sys. Ann. March 12.

Accepted

■ KPLM(FM) Palm Springs, Calif.—seeks modification of CP (BPH-10991) to change TL; increase HAAT to 370 ft. and change TPO. Ann. March 12.

■ WSB-FM Atlanta, Ga.—seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase HAAT to 919 ft. and change TPO. Ann. March 9.

■ KLHS-FM Lewiston, Idaho—seeks CP to change frequency to 88.9 mhz.; increase ERP to 153w; change HAAT to minus 810 ft. Ann. March 10.

■ KFQM(FM) Boyce, La.—seeks modification of CP (BPH-800929AB) to operate on 102.3 mhz; and change TL. Ann. March 9.

■ *KNWD(FM) Natchitoches, La.—seeks CP to increase ERP to 251 w and change HAAT to 69 ft. Ann. March 8.

■ WKHQ(FM) Charlevoix, Mich.—seeks CP to change TL; change type trans.; change type ant.; increase HAAT to 922 ft. and change TPO. Ann. March 12.

■ KWTO-FM Springfield, Mo.—seeks modification of CP (BPH-810604AG) to change TL; decrease ERP to 75 kw; increase HAAT to 550 ft. and change TPO. Ann. March 9.

■ KALS(FM) Kalispell, Mont.—seeks modification of CP (BPH-800428AF) to change ERP to 26.45 kw; change HAAT to 2488 ft. and make changes in ant. sys. Ann. March 8.

■ WEVO(FM) Concord, N.H.—seeks CP to make changes in ant. sys.; increase HAAT to 383 ft. and change TPO. Ann. March 12.

■ *WVUD-FM Dayton, Ohio—seeks CP to install aux. trans. and ant. to 300 ft. from main TL; to be operated on ERP of 7 kw; change HAAT to 131 ft. and change TPO. Ann. March 12.

■ WKJB-FM Mayaguez, P.R.—seeks modification of CP (BPH-800213AF, as mod.) to change TL; operate transmitter by RC from SL; decrease ERP to 15 kw; increase HAAT to 1973 ft.; change type trans.; change type ant. and change TPO. Ann. March 3.

■ *KQIV(FM) Corpus Christi, Tex.—seeks modification of CP (BPED-2596, as mod.) to make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 3 kw; decrease HAAT to 300 ft. and change TPO. Ann. March 9.

■ KIXY-FM San Angelo, Tex.—seeks CP to increase ERP of 100 kw and change TPO. Ann. March 12.

■ WAVA(FM) Arlington, Va.—seeks CP to make changes in ant. sys. decrease ERP to 46 kw; increase HAAT to 541 ft.; change type trans.; change type ant.; utilize present trans. and ant. as aux., to be operated on ERP of 50 kw; change HAAT to 500 ft. and change TPO. Ann. March 9.

■ WTID(FM) Suffolk, Va.—seeks modification of CP (BPH-8405, as mod.) to relocate SL and RC. Ann. March 12.

■ WIUJ(FM) St. Thomas, V.I.—seeks CP to increase power to 100 w and change type trans. Ann. March 12.

■ KPQC(FM) Powell, Wyo.—seeks modification of CP (BPH800401AG) to change SL and RC. Ann. March 9.

Ammended

■ KOLA(FM) San Bernardino, Calif.—seeks CP to change TL; change ERP to 79.43 kw; change HAAT to 3470 ft. Ann. March 11.

■ KYXX-FM Seattle, Wash.—seeks CP to change TL; change ERP to 100 kw; change HAAT to 673 ft. Ann. March 11.

AM actions

■ WWLX(AM) Lexington, Ala.—Returned application for CP to increase power to 5 kw, ND-D. Action Feb. 26.

■ KRHS(AM) Bullhead City, Ariz.—Granted modification of CP (BP-790523AB) to change TL. Action March 4.

■ KOKQ(AM) Oakdale, Calif.—Dismissed modifications of CP(BPH-9978, as mod.) to change TL; change ERP to 11.22 kw; change HAAT to 912 and make changes in ant. sys. Action Feb. 18.

■ WTYM(AM) Temple Terrace, Fla.—Granted CP to change hours of operation to U by adding 1 kw-N; install DA-2; change city of license from Tampa to Temple Terrace, Fla.; change TL and make changes in ant. sys. Action March 2.

■ WJJC(AM) Commerce, Ga.—Granted CP to increase power to 5 kw, ND-D. Action March 3.

■ KOZE(AM) Lewiston, Idaho—Returned application for CP to change frequency to 950 khz; change to DA-2; and make changes in ant. sys. Action Feb. 25.

■ WFLT(AM) Flint, Mich.—Granted CP to change hours of operation to U by adding 5 kw-N; install DA-2; change city of license from Flint to Burton, Mich.; change TL; and make changes in ant. sys. Action Feb. 26.

■ WCWA(AM) Toledo, Ohio—Granted CP to change ant. sys.; increase trans. power from 618 w to 716.57 w. Action March 8.

■ KBND(AM) Bend, Ore.—Granted CP to increase D and N power to 25 kw and 5 kw; change TL; change SL and RC; make changes in ant. sys.; increase ant. height. Action March 2.

■ KDRY(AM) Alamo Heights, Tex.—Granted CP to change hours of operation to U by adding 1 kw-N; increase D power to 2.5 kw; install DA-N; change frequency from 1110 to 1100 khz; change TL; and make changes in ant. sys. Action Feb. 26.

■ KAPE(AM) San Antonio, Tex.—Dismissed application for modification of CP (BP-790208AF) to change TL, SL and RC and change from theoretical pattern with MEOV to standard pattern. Action March 1.

FM actions

■ KJJJ-FM Glendale, Ariz.—Granted CP to make changes in ant. sys.; change TL; change type trans.;

change type ant.; increase HAAT to 880.02 ft.; and change TPO. Action March 3.

■ *KUAF(FM) Fayetteville, Ark.—Granted CP to increase ERP to 150 w.; change HAAT to 295.5 ft. Action March 1.

■ KBGX(FM) Alturas, Calif.—Granted modifications of CP (BPH-781018AD, as mod.) to make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 100 kw; increase HAAT to 106 ft.; and change TPO. Action March 2.

■ *KRTM(FM) Temecula, Calif.—Granted CP to increase ERP to 916 w; change HAAT to minus 71 ft. Action Feb. 24.

■ WAIV-FM Jacksonville, Fla.—Granted modifications of CP (BPH-10.128, as mod.) to make changes in ant. sys.; change SL and RC; change type trans.; change type ant. decrease HAAT to 900 ft. and change TPO. Action Feb. 22.

■ WCRJ-FM Jacksonville, Fla.—Granted CP to make changes in ant. sys.; change TL; change SL and RC; change type ant.; decrease ERP to 40 kw; increase HAAT to 590 ft.; and change TPO. Action March 5.

■ WGNE-FM Panama City, Fla.—Granted CP to change TL and SL; increase HAAT to 268 ft.; make changes in ant. sys. Action March 1.

■ WAEV(FM) Savannah, Ga.—Granted CP to make changes in ant. sys.; change TL; change SL and RC; change type trans.; change type ant.; decrease HAAT to 463 ft.; and change TPO. Action March 3.

■ KBOI-FM Boise, Idaho—Granted CP to change type ant.; increase ERP to 57.7 kw and change TPO. Action Feb. 22.

■ *WICR(FM) Indianapolis—Granted CP to change TL; increase ERP to 10 kw; and change HAAT to 500 ft. Action March 3.

40*WJEL(FM) Indianapolis, Ind.—Granted CP to increase ERP to 126 w; change HAAT to 109 ft. Action March 4.

■ KKRQ(FM) Iowa City—Granted CP to change TL;

increase ERP to 100 kw; change HAAT to 532 ft. and make changes in ant. sys. Action Feb. 22.

■ WKYA(FM) Central City, Ky.—Granted CP to make changes in ant. sys.; change type trans.; change type ant. and change TPO. Action March 2.

■ KHOM(FM) Houma, La.—Granted modifications of CP (BPH-800702AJ) to utilize existing trans. and ant. together as aux. facilities; to be operated on ERP of 56 kw (H); change HAAT to 325 ft. and change TPO. Action Feb. 22.

■ *KNWD(FM) Natchitoches, La.—Granted CP to increase ERP to 251 w; change HAAT to 69 ft. Action Feb. 25.

■ WFAU—FM Augusta, Me.—Granted CP to increase ERP to 50 kw; change type transmitter and make changes in ant. sys. Action Feb. 22.

■ WBLM(FM) Lewiston, Me.—Granted CP to change TL; increase ERP to 32.44 kw; change HAAT to 616 ft.; install auxiliary transmitter; change type main trans. and make changes in ant. sys. Action Feb. 24.

■ *WUPI(FM) Presque Isle, Me.—Granted CP to change frequency to 92.1 mhz; change ERP to 168 w; change HAAT to minus 38.5 ft. Action Feb. 22.

■ *WPAA(FM) Andover, Mass.—Granted CP to increase ERP to 25 w; change HAAT to 211 ft. Action March 2.

■ WLBS(FM) Mt. Clemens, Mich.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 50 kw (H) and change TPO. Action Feb. 25.

■ KLAN(FM) Glasgow, Mont.—Granted modification of CP (BPH-10324, as mod.); to change TL; and increase HAAT to 300 ft. Action March 1.

■ *WPEA(FM) Exeter, N.H.—Granted CP to increase ERP to 10 w; change HAAT to 31.5 ft. Action March 2.

■ WAQX(FM) Manlius, N.Y.—Granted modifications of CP (BPH-800711A1) to change TL; change

type ant., and change TPO. Action Feb. 25.

■ *WPNR-FM Utica, N.Y.—Granted CP to increase ERP to 426 w; change HAAT to minus 150 ft. and change class of station. Action March 2.

■ WPEG(FM) Concord, N.C.—Granted CP to make changes in ant. sys.; increase ERP to 50 kw; increase HAAT to 393 ft.; and change TPO. Action Feb. 26.

■ WDCG(FM) Durham, N.C.—Granted CP; change TL; increase ERP to 98.8 kw; change HAAT to 1041 ft. and make changes in ant. sys. Action Feb. 22.

■ *WNDN-FM Salisbury, N.C.—Granted CP to change frequency to 102.5 mhz. Action March 1.

■ KCJB-FM Minot, N.D.—Granted CP to increase ERP to 100 kw; change type trans.; change type ant.; and change TPO. Action Feb. 22.

■ WDMT(FM) Cleveland, Ohio—Granted CP to make changes in ant. sys.; change type ant.; decrease ERP to 12.3 kw; increase HAAT to 892 ft. and change TPO. Action Feb. 22.

■ KSKD(FM) Salem, Ore.—Granted modification of CP (BPH-810514AB) to make changes in ant. sys.; change type ant.; increase ERP to 100 kw; decrease HAAT to 1,074 ft.; and change TPO. Action March 3.

■ WHPA(FM) Hollidaysburg, Pa.—Granted CP to decrease ERP to 95 w; increase HAAT to 1417 ft.; change type trans. and change TPO (main). Action Feb. 22.

■ WSSL(FM) Laurens, S.C.—Granted modifications of CP (BPH-800821AE) to change TL, and decrease HAAT to 1241 ft. Action Feb. 22.

■ *WEMC(FM) Harrisonburg, Va.—Granted CP to increase ERP to 100 w; change HAAT to 205.1 ft. Action Feb. 25.

■ *KCMU(FM) Seattle, Wash.—Granted CP to increase ERP to 182 w.; change HAAT to 172 ft. Action March 1.

■ *WSHC(FM) Shepherdstown, W. Va.—Granted CP to change frequency to 93.7 mhz; increase ERP to 8.5 w; change HAAT to minus 19 ft. Action March 1.

TV actions

■ WWMA-TV Grand Rapids, Mich.—Granted authority to install subscription television equipment. Action Feb. 26.

■ KTMA-TV Minneapolis—Granted CP to change aural ERP to 302 kw. Action Feb. 24.

In Contest

Appeals

■ Following FCC decisions have been appealed to U.S. Court of Appeals for District of Columbia:

■ Garden City, N.Y.—WLIR(FM), Stereo Broadcasters Inc. vs. FCC, case no. 82-1228.

■ Utica, N.Y.—WUTQ, Bunkfeldt Broadcasting Corp., vs. FCC, case no. 82-1212.

■ Laredo, Tex.—FM proceeding, Amigos Broadcasting vs. FCC, case no. 82-1236.

Procedural ruling

■ Lake Charles, La. **TV proceeding** (Holt-Robinson Television of Louisiana Inc., and Lake Charles Electronic Media Inc.)—ALJ Walter C. Miller authorized reimbursement of \$49,188.31 to Holt-Robinson and dismissed its application with prejudice; granted Lake Charles' application and terminated proceeding (BC Doc. 81-370-371). Action March 5.

Designated for hearing

■ Yucca Valley, Calif.—**New FM** (106.9 mhz)—Competing applications of Shoblom Broadcasting Inc., Corinthians XIII Broadcasting Co., Buena Vista Broadcasting Co., Total Desert Broadcasting Inc., and Desert Radio Inc., and Royce International Broadcasting Co. for same channel at Desert Hot Springs, Calif.: To determine areas and populations which would receive primary aural service from proposed operations, and availability of other primary service to such areas and populations; whether Royce's proposal would provide coverage of Desert Hot Springs, Calif., as required and if not, whether waiver is warranted; whether Shoblom is financially qualified; which of proposals would best provide distribution of radio service; in event it is con-

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Phone: 517-278-7339

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(202) 775-0057

cluded that choice cannot be based on above issue, which of proposals would best serve public interest, and which should be granted (BC Doc. 82-135-140). Action March 5.

■ Gillette, Wyo.—new FM (100.7 mhz)—Competing applications of B.F. Broadcasting Inc., Sears Broadcasting of Wyoming Inc., Octagon Corp. and Quality Communications Inc.: To determine whether Sears is financially qualified; which of proposals would best serve public interest, and which of should be granted (BC Doc. 82-129-132). Action Feb. 26.

FCC actions

■ ALJ Edward J. Kuhlmann granted application of Bluegrass Media Inc. to operate semi-satellite of ch. 13, Bowling Green, Ky., on ch. 16 at Somerset, on condition that license will be valid for two years. Judge denied competing applicant TV-8 Inc., for new TV on ch. 16. Issued Feb. 24.

■ Review Board granted BenDel Broadcasting Corp. CP for new FM at Muncie, Ind., and denied that of competing applicant, Muncie Broadcasting Corp. Decision affirmed by ALJ James F. Tierney's earlier decision. Action March 1.

■ FCC denied petition by World Press Freedom Committee seeking inquiry into whether rates charged by international record carriers to press organizations curtail free flow of news and if so, whether carriers should charge such groups special rates. Action March 4.

■ FCC approved sale of KLBS(FM) Los Banos, Calif., despite objections by KLOQ(AM) Merced, Calif. Action March 4.

■ ALJ Walter C. Miller found revisions to The Western Union Telegraph Co.'s Telex and TWX tariffs, in effect between Aug. 10, 1978 and May 1, 1981, unlawful. He concluded WU must refund \$74,621,407 to international record carriers as group and must also make refunds to any other short-haul users who were overcharged. Action March 4.

■ ALJ Joseph Chachkin granted Absolutely Great Radio Inc. CP for new FM at Ventura, Calif., and denied competing applications of Ventura Broadcasting Co., and William Shearer and Arike Logan-Shearer. Judge said VBC deserved slight preference under criteria of local residence and past broadcast experience but were outweighed by AGR's credits for female ownership (49%) and superior minority integration. Action March 4.

■ FCC voted to withdraw its request to General Services Administration to consolidate its headquarters because of adverse effect on staff and public. Agency will remain at 1919 M Street, and will try to relocate staff currently at 2025 M Street. Action March 11.

■ FCC approved two proposals for television coverage of 1982 World's Fair at Knoxville, Tenn., and waived certain experimental station rules and granted International Expo Information Broadcasters Inc. CP for new experimental TV on ch. 7 at Knoxville. Titilola Payne, permittee of UHF translator on ch. 43, Knoxville, was granted 90 day renewable temporary authority for program origination and teletext service. Action March 11.

■ FCC eliminated annual financial report, form 324,

which has been required for all stations since 1938. Broadcast licensees and permittees need not file 1981 form 324, which would have been due April 1, 1982. Action March 11.

■ FCC authorized Review Board to review ALJ's decision regarding WLBU(AM) Salem, Va., revocation proceeding and WJIM-AM-FM-TV Lansing, Mich., renewal proceeding. Action March 11.

■ FCC denied WNNE-TV Hanover, N.H., partial reconsideration of earlier decision denying it continued network nonduplication protection on area cable systems against various significantly viewed NBC affiliate stations. Action March 11.

■ FCC ordered AT&T make refunds because court found that FCC erred in allowing company to extend across-the-board rate increases to other common carriers using Bell facilities in violation of agreement involving AT&T and OCC's. Refund covers tariff imposed in 1980-81 general rate increase and in 1981 16.4% private line increases, plus 12% interest until Feb. 1, 1982, and 20% thereafter. Action March 11.

■ FCC upheld staff action denying American Satellite Co.'s request for rejection of New York Telephone Co.'s tariff revisions which added special construction charges, effective Sept. 15, 1980, covering facilities it installed for ASC.

Allocations

Petitions

■ Comobabi, Ariz.—In response to petition by O'odham Communications Inc.: Proposed assigning 103.1 mhz to Comobabi as its first FM; comments due April 26, replies May 11 (BC Doc. 82-127). Action March 2.

■ Prescott, Ariz.—In response to petition by Yavapai Broadcasting Co.: Proposed assigning 106.3 mhz to Prescott as its first FM; comments due April 19, replies May 4 (BC Doc. 82-123). Action Feb. 24.

■ Honolulu—In response to petition by KHVH Inc.: Proposed assigning 98.5 mhz, 99.5 mhz, and 100.3 mhz, as commercial assignments to Honolulu; comments due April 22, replies May 7 (BC Doc. 82-124). Action Feb. 25.

■ Breezy, Minn.—In response to petition by Thomas A. DeWinter and Allen Gray: Proposed assigning 95.3 mhz to Breezy Point as its first FM; comments due April 26, replies May 11 (BC Doc. 82-125). Action March 2.

■ Cordell, Okla.—In response to petition by Washita County Broadcasting: Proposed assigning 99.3 mhz to Cordell as its first FM; comments due April 26, replies May 11 (BC Doc. 82-126). Action March 2.

■ Plainview, Tex.—In response to petition by D.M. Walthers and F.R. Morton: Proposed assigning 103.9

mhz to Plainview as its second FM; comments due April 26, replies May 11 (BC Doc. 82-128). Action March 2.

Assignments

■ Blakely, Ga.—Assigned 93.5 mhz to Blakely as its first FM; effective May 3 (BC Doc. 81-576). Action Feb. 24.

■ Eastover, Mount Pleasant, North Charleston, Parris Island and Ravenel all South Carolina—Assigned 99.3 mhz to Eastover as its first FM; 104.9 mhz to Mount Pleasant as its first FM; 96.1 mhz to North Charleston as its second FM; 92.1 mhz to Parris Island as its first FM; and 101.7 mhz to Ravenel as its first FM; (BC Doc. 80-201, 211, 213, 81-171). Action Feb. 25.

Earth Stations

Application

■ Common Carrier Bureau accepted following application to build and operate new earth station:

■ King Broadcasting Co. for Maury Island, Wash. (10m, S-A, E2330).

Action

■ Common Carrier Bureau granted following application to build and operate new earth station:

■ Chicago Board of Education for Chicago (WU59).

Call Letters

Applications

Call	Sought by
New FM's	
KQVO	Cal-Mex Broadcasting Co., Calexico, Calif.
WBFG	Crossroads Broadcasting Corp., Effingham, Ill.
WKWC	Kentucky Wesleyan College, Owensboro, Ky.
WVTN	Vacation Media Inc., Gatlinburg, Tenn.
New TV's	
KOHA-TV	Oceanic Broadcasting Co., Hilo, Hawaii
KMLT-TV	Holt-Robinson of Texas Inc., Marshall, Tex.
Existing AM's	
WWAX	WMOB Mobile, Ala.
KXXN	KKIO Santa Barbara, Calif.
WWKC	WYLV Hazleton, Pa.
WJYT	WREI Quebradillas, PR.
Existing FM's	
KKSD	KFKX Gregory, S.D.
WVTF	WVWR-FM Roanoke, Va.
Existing TV	
WFAT-TV	WJNL-TV Johnstown, Pa.

Grants

Call	Assigned to
New AM's	
KRVZ	Round Valley Broadcast Associates, Springerville, Ariz.
WDER	Spacetown Communications Corp., Derry, N.H.
New FM's	
KMEM	Samuel Berkowitz, Memphis, Mo.
WIDA-FM	Christian Broadcasting Corp., Carolina, PR.
New TV	
WPWR-TV	Metrowest Corporation, Aurora, Ill.
Existing AM	
WGVL	WQOK Greenville, S.C.
Existing FM's	
KKLT	KBBC Phoenix, Ariz.
KHTX	KEZC Carnelian Bay, Calif.
KUMD-FM	WDTH Duluth, Minn.
KOMP	KENO-FM Las Vegas
WYLF	WMIV South Bristol Township, N.Y.
KYBE	KQFO Frederick, Okla.
KBKN-FM	KAST-FM Astoria, Ore.
KWND	KLLK Saratoga, Wyo.

Summary of Broadcasting

FCC tabulations as of Jan. 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,634	1	0	4,635	131	4,766
Commercial FM	3,350	1	0	3,351	200	3,551
Educational FM	1,120	0	0	1,120	92	1,192
Total Radio	9,104	2	0	9,106	403	9,509
Commercial TV						
VHF	523	1	0	524	7	531
UHF	225	0	0	225	113	368
Educational TV						
VHF	103	1	3	107	9	116
UHF	158	2	4	164	19	183
Total TV	1,009	4	7	1,020	148	1,168
FM Translators	449	0	0	449	206	655
TV Translators						
UHF	2,704	0	0	2,704	153	2,857
VHF	1,568	0	0	1,568	375	1,943

*Special temporary authorization

**Includes off-air licenses

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Qualified Co-op specialist needed for midwestern AOR station. Self-starter! Person selected will have station's full backing and cooperation. Need heavy digger with outstanding sales personality who has background of steady sales achievement! Must create bottom line business. Write Box T-97.

Group-owned adult contemporary FM powerhouse in Northeast major market requires turnaround sales manager. This recently-acquired property has recruited an outstanding staff and is performing beyond expectations in all areas except sales. An RAB-oriented consultant-sell "coach" who can demonstrate turnaround credentials will find a home and a substantial income here. References will be thoroughly checked. Write Box T-162.

General Manager. Strong sales and promotion skills. Ratings leader, 24-hour contemporary, group-owned FM. Mid-Atlantic state locale a plus for family life. Send resume, references and salary requirements to Box T-151. EOE.

Business Manager: Immediate opening for top rated Tidewater Virginia AM/FM station. This position includes office and administrative management and supervision of all clerical work. Minimum requirements: four year college degree with a specialization in business; sufficient experience and non academic training may be substituted. Interested persons should call Janice Elder at 804-424-1412 for further information. We are an affirmative action, equal opportunity employer. M/F.

Sales-oriented manager with interest in eventual part-ownership for small market upper Midwest station. Reply Box T-139.

General Sales Manager. We're looking for an energetic and creative broadcasting professional sales manager for 50,000 watt WAPI-AM and 100,000 watt 95 Rock. Job includes organizing, training, motivating and directing the AM and FM sales staff. A rare opportunity. No calls, please. Send resume to: Mr. Bernie Barker, General Manager, WAPI Radio, 2146 Highland Avenue South, Birmingham, AL 35205. An equal opportunity employer. M/F.

Small Group of stations in Southeast looking to expand. Currently has need for an experienced general manager strong in sales and total station operation. Paid on percentage of profits. Send resume and references to Box T-124. E.O.E.

General Manager for A/C full-time AM on Kentucky-Tennessee border. College town of 55,000. Must be strong in sales and community involvement. Excellent income and growth opportunity with ownership possibility. Write Box T-188.

General Manager—Public FM Radio Station. Want experienced person to develop and manage public broadcasting station near Jackson, Mississippi. Applicant must have knowledge of telecommunications industry, broadcasting experience, minimum of five years management experience and strong administrative and organizational skills. Salary: negotiable. Contact: J.C. Maxwell Broadcasting Group, Inc. PO. Box 22887, Jackson, MS 39205. EOE.

Station Manager for full power public FM station to administer daily station operation, including budgets, staffing, promotion, fund raising, volunteer activities and development matters. Experience in preparation of budgets and grant proposal essential. Familiarity with FCC, CPB, and NPR. Knowledge in arts and public affairs. Required BA degree, MA preferred, and six years' experience in radio management, public radio preferred, with demonstrated management and fund raising skills essential. Salary range \$20,370 to \$26,190, negotiable, depending on qualifications. Send resume with salary history and requirements to Dr. Tom Perry, General Manager, WUWF-FM, The University of West Florida, Pensacola, FL 32504. An Equal Opportunity, Affirmative Action Employer.

Program Director/AM drive personality wanted for group-owned AC in western boom market. Experience, creativity and strong execution are a must. 22K to start. Include prior earnings history, operating philosophy and tape with first letter. Our PD must be a teacher, coach, and cheerleader. EOE-M/F. General Manager-502, PO Box 550, Las Vegas, NV 89125.

HELP WANTED SALES

Northern Illinois—established AM/FM looking for bright, articulate self-starter to handle AM and FM sales. Some experience or education desired. Send resume to R. Vickrey, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. An Equal Opportunity Employer. M/F.

Ambitious sales person. Excellent account list. No. 1 rated FM country station in market of 250,000. Excellent commission, expenses, good benefits. Send resume or call Kirk Ray, 317-724-7716, WAXT Radio, Box 111, Alexandria, IN 46001.

Our major market adult contemporary FM is under new ownership. We're committed to success and are looking for salespeople who'll share that commitment. We can't offer the Sunbelt, but we can offer the market's highest commission rate and a crack at some major accounts. If you can demonstrate a stable and successful track record in media sales, we're ready to talk. Write Box T-163.

Aggressive Salesperson who wants to make it in a major market, selling a jazz format. Should know and like jazz. Resume to Box T-127.

Sales representative with experience, needed for expanding sales team. Send resume to PO, Box 98, Dayton, OH 45402. EOE.

Upper Midwest, near metro market AM-FM interviewing salesmen who like radio. Play-by-play and sports reporting would also be useful. Write Box T-209.

No recession here. Even auto sales are up over 20%. One opening on a sales team that has increased sales an average of 64% over the last eleven months. Ideal candidate will be goal-oriented, high achiever with good knowledge of business decision-making and high degree of empathy. This is a career opportunity in growing market. KBYG, PO. Box 1713, Big Spring, TX 79720. 915-263-7326. EOE.

Join a leading station in the Sunbelt. If you want a career, are a selling pro, and ready to make money, send complete resume. E.O.E. Write Box T-205.

Radio Sales. Two years sales experience required. Resumes to: WWSW Radio, One Allegheny Sq., Pittsburgh, PA 15212.

Ambitious sales person. Florida Adult contemporary. Aggressive, experienced professional. Rush resume. Box T-180.

HELP WANTED ANNOUNCERS

Experienced adult morning personality needed at MOR station in Missouri market of 20,000. Tape and resume, salary requirements to KMPL, PO Box 907, Sikeston, MO 63801

Progressive country station in St. Louis ADI is looking for morning drive/music director. Good advancement & benefits. Send confidential tape & resume to Steve Beeny, c/o KWRE, PO Box 220, Warrenton, MO 63383.

Personality-Oriented AM announcer for major market jazz station. Must know and like jazz. Salary and resume to Box T-125.

New FM, Rochester, New York, market needs announcer. Adult music format. Production skills and experience necessary. Send tape, resume and references to: Program Director, Box 511, Herkimer, N.Y. 13350. EOE.

Telephone talk. Major market station wants personality with provocative, humorous, imaginative telephone finesse. Send resume to Box T-212. EOE.

Mature, two years' experience. Need to do many things: read news well, play the right MOR/AC music, production and some sales and copy. 20 thousand population. Southern Rockies where we enjoy our winters and cool summers. E.O.E., M/F Write Box T-184.

Announcer/writer for Christian radio station in Minneapolis. Send audition tape and resume to: Wayne Pederson, KTIS Radio, Roseville, MN 55113. Equal Opportunity Employer.

Major drive shift opening in the next 30 to 60 days at KTBB, Tyler, Texas. Opening requires at least five years experience, knowledge of promotions, production techniques, and adult contemporary music. For more information, contact Foster Byrd between 10AM and noon CST at 214-597-7278. KTBB is an equal opportunity employer and urges minorities to apply.

I want a personality who comes across warm and friendly. If you love country music, and can enjoy successful small market radio in NE Kansas, send me a T & R now. We'll pay good bucks for the right person. Mike Hayes, Box 104, Hiawatha, KS 66434. EOE.

Announcer wanted. Sales helpful, but not necessary. Tape and resume to: WSER, 192 Maloney Road, Elkton, MD 21921.

Ohio leading medium market station seeking personality equally at home with talk or A/C music. Resume/salary requirements to Box T-204. E.O.E.

HELP WANTED TECHNICAL

Top Radio Engineer sought to maintain new transmitting plant and to build new studios. Must take a disciplined approach to maintenance, record keeping, and new construction. Top salary. KQDS, Box 6167, Duluth, MN 55806.

Energetic Dynamo Wanted as chief engineer for AM/FM operation in beautiful Reno. Enjoy year-round activities in this mountain paradise. Please contact Bob Ordonez at 702-826-1355, or send resume to PO Box 10630, Reno, NV 89510.

New England Metro FM seeks assistant chief engineer with first class or general class license. Transmitter and studio facility maintenance experience. Resumes to Box T-138. M/F. EOE.

Chief Engineer, public FM station in beautiful southeast Alaska. Good equipment, new Continental transmitter. Duties include relocation of some facilities, translator and satellite downlink installation, and ongoing maintenance. Full-time for 6 months, then half-time. Salary \$19-22,000. DOE. Contact David Molvik, KFSK, Box 149, Petersburg, AK 99833. 907-772-3808. EOE.

Technical Producer (Primary)—Top Southeastern radio station has an opening for a technical producer (Primary). Successful candidate must have extensive experience as both a technical and recording engineer. Principal activities include: engineer broadcasting of satellite shows and assist producer in production. If interested and qualified contact: Opryland U.S.A. Personnel Department, 2802 Opryland Drive, Nashville, TN 37214. Equal Opportunity Employer, M/F/H. Opryland U.S.A. is an entertainment property of the NLT Corporation.

Chief Engineer for AM directional and high power FM station in Durham, North Carolina. Salary competitive. Apply to Howard Wilcox, Durham Radio Corporation, PO. Box 2126, Durham, NC 27702. Phone: 919-682-0318.

Chief Engineer, AM/FM, good salary & benefits. Send resume immediately to WHLS, Box 807, Port Huron, MI 48060.

HELP WANTED NEWS

Growing Radio News Network—Looking for person with good news judgment and voice. Sports experience a plus. Excellent potential for growth. Tape, resume, references to Jerry Lademan, ND, Net New England, 269 Commercial St., Portland, ME 04101.

HELP WANTED NEWS CONTINUED

Need DJ/Newsperson for eastern Maryland easy rock high power FM. Experienced. Benefits. EOE. Resume and references to Box T-147.

Personality-Oriented AM news announcer for major market jazz station. Must be creative. Salary and resume to Box T-126.

News person for New England medium market. Minimum 2 years radio news experience. Good writing skills and mature delivery. Good salary and benefits. EOE. Write to Box T-129.

Radio reporter/anchor needed for top news station in market. Strong delivery and excellent writing skills a must. Top-notch personnel, facilities, pay and benefits. Experience is a must. Send tape, resume and writing samples to WEAQ, Box 1, Eau Claire, WI 54702. EOE/ MF.

Newsperson! Need aggressive talent for AM-FM combination. Tape and resume to Susan Giovati, WHUT, Box 151, Anderson, IN 46015. EOE.

Award-winning small market NY ADI station seeks experienced reporter-newscaster. Accuracy, speed and willingness to dig a must. Immediate opening. Call Bob Wein, 914-856-5185.

News Director, reporter, and morning anchor (3 separate positions) for Denver NPR station. Minimum 2-3 year's experience. Competitive salary and benefits. Tape, resume and letter to: James Sprinkle, KCFR, 2056 South York Street, Denver, CO 80208. AA/EOE/FMH.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Manager. Leading Adult Contemporary station in top 60 market located in the Midwest seeks program manager. Must be a strong administrator, have organizational skills, the ability to communicate with staff & management daily, and be creative. Excellent salary & benefits. Send resume and references to Box T-134. EOE/M-F.

WPOC in Baltimore is looking for an experienced, mature professional with management potential to be production director and do some vacation fill-in on the air. Interested? Contact Larry Clark, WPOC, 711 W. 40th Street, Baltimore, MD 21211. A Nationwide Communications, Inc. Station and EOE.

Program Director for 100,000 watt NPR station, to handle day-to-day operations, staff scheduling, and oversee local production. Bachelor's degree plus 5 years' radio experience, 1 year of which is in programming department; or high school diploma plus 9 years' radio experience, 1 year of which is in programming. Should have supervisory experience and demonstrable knowledge of FCC rules and regulations. NPR experience strongly desired. Salary range \$16,307.28-\$21,882.24 (maximum starting salary \$16,307.28). Deadline: open. Send resume to Program Director Search Committee, WUWF, The University of West Florida, Pensacola, FL 32504. An Equal Opportunity, Affirmative Action Employer.

SITUATIONS WANTED MANAGEMENT

Absentee Owners. Go all news, sports, talk. Become a money maker. 30-year network executive. Veteran multi-station owner. 305-588-7173.

Satellite Network SM, 8 years GM. Motivator and high achiever, seeking management position with growth oriented organization in top 100. Strong sales, earnings, references. Joe, 912-924-4852.

GSM definitely wants first GM position. Over 12 years with present employer. Heavy experience in sales, promotions, community involvement, etc. Carefully looking for another long term position with stable company. If you want strong, dependable leadership, reply to Box T-123. Prefer Northeast quadrant. All replies confidential.

Station Manager 22 years broadcasting. Presently sales manager. All inquiries considered. Small-medium market preferred. Write Box T-219.

Devoted Pro. 14 years broadcast/print. Degreed. Seek career position. Available June. Proven writing, news, production and management/motivation skills. Russ Baker, PO Box 1922, Springfield, MO 65805.

Radio is better than television! After 4 years as General Sales Manager of independent TV station in large New York market, I'm ready to go back to radio. For 16 years, I was successful and happy operating radio stations. For 4 years I was successful but unhappy in television. Let me make your radio station profitable with hard work, creative sales ideas, solid hiring practices, community involvement, and bottom line concern in all phases of the station operation. I am available immediately to turn a loser into a winner, or make a good operation better. Call Wm. "Dan" Harley, 914-266-3542, or write Harley, Hibernia Road, Salt Point, N.Y. 12578.

Very successful small market GM seeking change. Over ten years stable management. Sales-oriented, many proven small market promotions. Excel at personnel hiring and motivation. "Hands-on" manager, knowledgeable all phases. Prefer East, consider all. Write Box T-200.

Manager of small market AM station with major market experience lost in the boondocks of Northern Ontario wishes to relocate in warmer climate. Twice I have increased sales and audiences over one third in each market. Can function independently or as assistant. Write Box T-186.

Looking for a new GM? I'm profit-oriented and a sales pro who has worked in small to major markets. Welsh trained. Looking for a long term position. All areas considered. Write Box T-181.

SITUATIONS WANTED SALES

Experienced salesman seeks sales or copywriting position with small/medium market station or related industry. California, Ohio, Pennsylvania. Write Box T-192.

Sales/Announcer, mature, dependable, motivated. 25 years in entertainment, seeks position in radio. My wife and I would be an asset to any community. Small/medium market. Prefer Southwest or Colorado. Neil Webster, 2727 S. Osceola Way, Denver, CO 80236. Afternoons, 303-935-2394.

SITUATIONS WANTED ANNOUNCERS

Experienced sportscaster seeks employment immediately. Am willing to relocate. Expert PBP in football, baseball, basketball, and hockey. Also am able to anchor daily sportscasts, do sports commentaries, and interview work. Have tape and resume available. Call Joe at 312-652-2452, after 6:00 p.m.

Announcer/Sportscaster. 5 1/2 years' experience. Know rock format. Colorado, Arizona, or West Coast preferred. Anytime, 303-651-3549.

As George Washington said "I can't tell a lie." I'm an inquisitive, eager to learn self starter with a convincing voice. Recent grad from top notch communications school. Call Ned Alan, 212-627-4109 or write to Box T-113.

Professional sound. B.S. degree. Cooperative. Eager to learn business. Barney Luetgen, 4449 S. 62 Street, Greenfield, WI 53220. 414-543-7391.

I'm talented, with mature voice, looking for my debut in Urban Contemporary. Tape & resume, call Austell, at 312-547-8044 before noon (CST).

Experienced disc jockey sportscaster/newscaster looking for station to work overtime at. Young, single, ready to move anywhere, especially Oregon and Northern California. Gamble a stamp! Contact me! Mark Furrer, 400 Dorchester Road, San Mateo, CA 94402; 415-347-1894.

I can do everything right and the first time. Mornings/programming, country, AC. Coastal East Coast. Southern Texas. Before 9 PM Eastern, 919-851-3934.

Reliable, versatile, and talented personality now working in Buffalo, looking for comparable market opportunity. Will consider programming in smaller markets. Location secondary to secure operation. Call Mike, 716-876-5509.

Experienced country programmer with excellent track record seeks major or large medium market opportunity. Prefer California or Sunbelt. Let's talk. Call 219-294-2861.

Mature, all-around announcer. Talk shows, news, mature programming. Responses from responsible principals only, please. 313-682-7798.

Good voice and reader, cooperative, able to relocate. Bruce Reichert, W276 N2190 Spring Creek, Pewaukee WI 53072. 414-691-1572.

SITUATIONS WANTED NEWS

News/News talk formats. Street reporter or talk show host. 15-year radio veteran. Seen and done some amazing things. Available March 8th. All markets considered. Write Box T-105.

Accomplished anchor—seeks all news/sports talk station. All offers considered. 50KW sold. Available for interview. Degree, Journalism. References. Henry (day/ eve), 617-679-6957.

Four year news vet can dig, write, deliver, get involved in your small town environment. Rockies to the Mississippi. 313-891-2811.

Major Market talk host wants to relocate medium/small West/Southwest city. Experienced live remote, studio phone talk. Box T-175.

Six years reporting and digging news, plus experience as news director in small market. Looking for career advancement. Terry, 703-886-3073.

Position with talk-news station. Background includes news, talk, sports, sportstalk. Call Dick Teubner, 512-278-4715.

Experienced, Educated! Currently employed morning anchor-reporter-PBP man seeking new challenge. B.A. in broadcasting, two years commercial radio experience. Call Jay, 715-234-3519, afternoons.

Journalism grad seeks entry level position in news. Current print experience, broadcast internship. Prefer Northeast, but will relocate. Robert Morris, 5 Woodside Avenue, Narberth, PA 19072. 215-664-8493.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Program Director Available—Professional with successful ratings in AC, MOR, mellow rock and beautiful music in medium and large markets. Top references. Allan Turse, 214-255-7022.

Operations/Program Manager. Experienced image-producer. B.A. Knowledgeable in business, personnel, programming, research, promotion, community affairs. Will give direction to station, motivate staff. Half my eight radio years as successful Operations Manager. Excellent hands-on production, dynamic voice. Professional, responsible, dedicated. Write Box T-201.

TELEVISION

HELP WANTED MANAGEMENT

General Manager. KUAC-FM and KUAC-TV, University of Alaska, Fairbanks. The University of Alaska seeks applications for the position of general manager of its public broadcasting stations in Fairbanks, Alaska. The general manager is responsible for the operation and direction of both stations. Active leadership is required to maintain strong community interest in the stations. In addition to the public service responsibility, the general manager will play a chief role in coordinating increased use of the telecommunications systems available in the State of Alaska. The successful candidate will have extensive experience in the field of broadcasting or allied disciplines and will be a proven capable administrator. This position reports to the Office of Chancellor. Salary is competitive and appropriate to the Alaskan economy. Applications should be sent to: Robert Geiman, Chairman, KUAC Search Committee, Elmer E. Rasmuson Library, University of Alaska, Fairbanks, Fairbanks, AK 99701. Applications must be postmarked no later than April 7, 1982. Applications may be subject to public disclosure if one is a finalist for the position. The University of Alaska is an equal opportunity and affirmative action employer and educational institution.

HELP WANTED MANAGEMENT CONTINUED

Television Operations Director wanted for Washington, D.C. news and production facility. Daily supervision of ENG/EFP crew and control room personnel (40), and their equipment. A thorough knowledge of personnel management and ENG/EFP equipment operation a must. Experience with microwave and satellite communications a must. Applicants should send resume and salary requirements to Box R-9.

Major TV group seeks experienced general sales manager for network affiliate in Southeast. Prefer candidate with strong experience in local sales and good creative background in markets of four or more stations. EOE. Box T-137.

Marketing Manager sought for Real to Reel, the national Catholic magazine program for television, to coordinate sales to broadcast, cable and foreign outlets as well as to dioceses and religious education. Great position for the right person. Send resume to Martin Doblmeier, Real to Reel, 3035 Fourth St., N.E., Washington, D.C. 20017.

HELP WANTED SALES

Sales Manager—Kelly Broadcasting Co., operator of KCRA-TV (NBC)/Sacramento and KCPQ-TV (Ind)/Seattle-Tacoma, seeks an aggressive, knowledgeable television pro to manage its five person San Francisco sales office. Minimum three years of major market television sales experience necessary. Please send a resume, salary requirement, and list of professional references to: John Kueneke, General Sales Manager, KCRA-TV, 310 Tenth Street, Sacramento, CA 95814-0794. EOE, M/F.

HELP WANTED TECHNICAL

Assistant Chief Engineer. Opportunity for person with strong maintenance background and good management potential. Excellent salary, fringe benefits and advancement potential with small group. Contact John Ozier, WIFR-TV, PO Box 123, Rockford, IL 61105, 815-987-5300. E.O.E.

Maintenance Engineer: Night shift, TK76, BVU110, BVU200 experience a must. \$25,000 salary, plus benefits. 50-hour week. Washington, D.C. Write Box T-130.

Maintenance and Operational Engineers needed by new UHF ABC affiliate in Macon, GA, to go on air in April. Applicants should be proficient in RCA TR-600, Quad, Panasonic 3/4", TK-76 Eng, TK-760 studio and I.S.I. switchers. First Class License is highly desirable. Send resume and salary requirements to Richard Blanton, Chief Engineer, WGXA-TV, P.O. Box 340 Macon, GA 31297.

Wold Communications has immediate positions available in our Washington, D.C. and Los Angeles facilities for both hands-on maintenance personnel and transportable earth station technicians. Experienced technicians needed in Los Angeles for TK-76, BVU200B, BVU-110, and VPR-2B qualified engineers (RF experience a plus). Send resume, with salary requirements, to Lee Ullmann, Vice President/Operations, Wold Communications, 6290 Sunset Blvd., Hollywood, CA 90028.

Maintenance Engineer, experienced only apply. Have ENG microwave trucks, relo pkg., remote sites, 65 Sony machines, 14 Ikee cameras; satellite, ACRs, VPR-2s, microprocessor machine control, TV transmitter, AM & FM, experience desired. Require 1st FCC or equivalent. Experienced in these areas, up to \$30,628.00. KFMB-TV, AM-FM, P.O. Box 80888, San Diego, CA 92138. Attn: John D. Weigand, An Equal Opportunity Employer, M/F.

Technical Directors with FCC license apply today for work in a major market production house/TV station. Only those with CMX exp. need apply. Box T-179.

T.V. Editor/Tech for Convergence 103 system. Salary negotiable. Washington, D.C. area. 301-652-7800.

Engineering Supervisor—Major NE VHF TV station is seeking person with 5 years TV engineering experience. Good knowledge of analog and digital circuits with audio/video and RF background. Prior management experience, preferably in an union environment, to direct & supervise a group of technicians. EE degree preferred. Reply to Box T-216. EO/AEE.

Chief Engineer or Assistant Chief ready to move up. Knowledge of UHF transmitter and good maintenance background necessary. Excellent salary and fringe benefits. Send resume to Bill Embry, WOAC-TV, 4867 Fulton Dr., N.W., Canton, OH 44718.

Production Engineer with proven technical skills, and ability to train and supervise staff. South Texas. EOE. Box T-213.

Atlanta, WSB-TV, is accepting applications for camerapersons, tape editors, maintenance and basic operational technicians. If you have 2 or more years' experience in a smaller market and are ready to move up, please submit a resume and salary history to: Personnel Director, WSB-TV, 1601 W. Peachtree St., NE, Atlanta, GA 30309. An Equal Opportunity, Affirmative Action Employer.

Maintenance Supervisor position available in central California at a network affiliated VHF. This position requires a solid maintenance background in the latest broadcast technologies, including the latest E.N.G. and computer editing. A successful applicant must have completed electronic technical training and 3 years broadcast maintenance experience. Experience with ACR 25, VPR 2, Harris Epic, Grass 1600/300, TR600, TK28, TK46, Sony BVU series 3/4 a strong plus. Excellent salary and company paid benefit package. EOE, M/F. Send all replies in confidence by April 9, 1982 to Box T-207.

Maintenance Engineer thoroughly proficient in Ampex Quad, and Sony 1" C. Rank Telecine and BVU experience helpful. Excellent position with 10-year-old, fast growing Los Angeles Company. Contact Don Johnson, The Video Tape Company, 213-985-1666.

Assistant Chief Engineer wanted to work in East Coast major market television station. Starting salary is \$30,000.00. Box T-182.

ENG Editor—Washington, D.C. Two years' experience required as news editor for deadline. Familiar with BVU and Convergence editors. Duties include dubbing, camerawork, satellite, microwave and Telco transmission. Must be hardworking, dedicated, with pleasant manner. Send resume, tape and salary requirements to Pyramid Video Incorporated, 340 National Press Building, Washington, D.C. 20045.

HELP WANTED NEWS

Anchor/Producer wanted for aggressive new station in South. Must have reporting experience. Good opportunity for weekend anchor. Must be able to produce weekday Newscast. Send resume to: Box T-174. E.O.E.

Fast-growing television news service organization has openings in New York for a general assignment reporter and a cameraman/editor with location experience. Quality work and dedication expected. Send resume outlining specific skills to Box T-178.

Weekday News Anchor. Weekday News Anchor for a fast rising station in top 50's market. We are looking for the best there is; an anchor with the skills, the maturity, the substance, who wants to make a career in an exciting part of the Southeast. Only winners should apply. Please send resumes to Box T-119.

We need more coverage. Wanted: freelance ENG crews in major U.S. cities in support of news network now forming. Must have own equipment or access to same. Send information and day rates to: Lois Clarke, On Location News, 151 Lexington Avenue, Suite 7D, New York, New York 10016. No phone calls, please.

Meteorologist/Science Reporter. Excellent opportunity in first-rate news shop for a weathercaster who can do exciting field reports in science and medicine. Degree in Meteorology/AMS seal helpful. Previous experience on-air and as a reporter a must. We're a strong number one, and this position is a key to keeping us there. Send resume and salary requirement to Box T-154. An Equal Opportunity Employer, M/F.

No. 1 news station in its market wants a News Director with impeccable track record. Must be highly professional journalist with strong administration background. Please send resume to Box T-214. E.O.E.

General Assignment Reporter: Southeast medium market station seeking a reporter with at least three years broadcast news experience. Immediate opening. Resume to Box T-203. Equal Opportunity Employer.

10PM Anchor/Producer—wanted for growing Midwest NBC affiliate in top 75 market. Prior anchor-producing experience, solid writing and strong news judgment skills essential. Send tape, resume, requirements now to News Director, WICD-TV, 250 Country Fair Drive, Champaign, IL 61820. EOE.

Experienced news person to fill noon anchor position. Position includes field reporting and associated activities. Action News format station. Single V net affiliate in pleasant Northeastern market. Top-rated news service competes with large market New York state stations. Excellent benefits and growth potential. Resume and tape from qualified applicants should be sent to: News Director, WBNG-TV, PO Box 1200, Binghamton, NY 13902-1200. EEO/MF.

Weekend Anchor: Our weekend newscasts are more than just the second string, and we are looking for a sharp aggressive anchor/producer who will help us keep them that way. If you think your future is in anchoring, this may be just the break you need. Rush tape, resume and references to Michael Sullivan, News Director, WOAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801. EOE.

Weathercaster. Meteorologist or knowledgeable weathercaster with credibility and a flair for presentation. Join top 15, number one station on weekends with potential to move quickly to a prime weekday show. Please send resume to Box T-196.

Number 1 station, 74 ADI, needs assignments coordinator. College degree with 1 year as assignment editor and/or 3 years as reporter. Must be able to manage and motivate. Contact Jon Janes, KFVS-TV, PO Box 100, Cape Girardeau, MO 63701.

Reporter: aggressive journalist needed to take over for reporter moving to top 40 operation. We are a network affiliate, rated number one in market. South-eastern location, near beautiful coastal area. Resumes to Box T-191. EOE/MF.

WSAV-TV has opening for a reporter/producer and reporter/anchor. We are all-ENG with live unit. Applicants should have working knowledge of ENG shooting and editing. Television news experience preferred. Send tape and resume to Perry Boxx, News Director, WSAV-TV, P.O. Box 2429, Savannah, GA, 31402. An Equal Opportunity Employer.

Reporter. Aggressive, production-oriented general assignment reporter who can handle live situations. Minimum 3 years experience for this top 15, number one station. Please send resume to Box T-197.

News Photographer. Experience preferred. Tape and resume to: News Director, WISC-TV, 7025 Raymond Road, Madison, WI 53711. EOE.

Photojournalist. WPXI-TV Pittsburgh, is looking for a first class news photographer/editor to join our expanding team. Must be able to demonstrate ability to tell a story with pictures and know the difference between television and illustrated radio. If you have 3-5 years major market experience and a demo reel that will make our mouth water, call Mike Parker, News Operations Manager, at 412-237-1255. EOE/AEE.

News photographer with minimum of 2 years' experience in tape and film photography and editing to work at WRAL-TV, the No. 1 rated news operation in the Raleigh/Durham market. State-of-the-art equipment. Send resume and videotape to: Corporate Personnel Department, Capitol Broadcasting Company, P.O. Box 12000, Raleigh, N.C. 27605-2000. EOE, M/F.

Reporter: 100th Midwest market. We use tape, work hard, wear many hats. If you want to work hard, take direction and love news, send a tape (no calls) to: Linda Fuoco, Assistant News Director, WTVO-TV, P.O. Box 470, Rockford, IL 61105.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Pacific Northwest prime time magazine strip in the top 25 markets seeks feature and investigator reporter with strong human interests. Reporting, writing and VTR editing background. Send audition cassettes and resumes to: Personnel Manager, Department FP KATU, PO Box 2, Portland, OR 97207. An Affirmative Action and Equal Opportunity Employer.

Producers, Directors, Hosts and Hostesses. Knoxville is having a World's Fair. Looking for production staff for live inserts and Magazine Show. Call Lea Anne Smith, 615-637-1010, WBIR-TV, Knoxville, TN 37917.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

Scriptwriter wanted to develop script for historical documentary. No beginners; major documentary script experience preferred for \$6000 contract. EOE employer. Send resume to David Ferraro, WPBY-TV, Third Avenue, Huntington, WV 25701.

Videographer/Editor for dominant PM Magazine in top 60 Midwest market. One year prior experience with broadcast shooting and editing is required; prior experience with PM Magazine is preferred. Send resume to Jo-Allison Phillips, WTOL-TV, PO. Box 715, Toledo, OH 43695. An Equal Opportunity Employer, M/F.

Commercial Production Director. Experience in all phases of creative production. Ability to work with client from conception to completion. We're looking for a self-starter who can lead and grow within a group owned company. Write Box T-190.

Masterboard Operator. Top 50 market. Group owned station. 1-year masterboard experience preferred. Vital master switcher. EOE employer. Contact: Don Payne, Prod. Manager, WLKY-TV, 1918 Mellwood Ave., Louisville, KY 40206. 502-893-3671.

Program Manager. WMVS/WMTV-TV, Milwaukee, Wisconsin, seeks a qualified Manager of Programming Services to be responsible for the administration and operation of two public TV stations' programming division; the planning of local programming and procurement of all other types of programming. Person must have: seven years of experience in broadcasting, three of which must have been with a Public Broadcasting station in a supervisory programming capacity; managerial skills in budgeting, personnel, TV production, and program research; plus a Bachelor's degree in Broadcasting, Journalism, or related field. Salary is \$31,000 to \$40,000. To be considered an applicant, call 414-278-6576 for official application form and job description. Milwaukee Area Technical College. An Equal Opportunity Employer.

Promotion Director. Without promotion, nothing happens. Dominant Midwest group-owned CBS affiliate needs highly motivated creative pro to put us in motion. Write Box T-189.

Group-owned CBS affiliate seeking highly motivated advertising/promotion manager. Creativity mandatory. Experience necessary. Knowledge of graphics helpful. Ability to get along with creative ad agency, talented programming people and aggressive sales team a must. Send resume and 3/4" tape to Allan Howard, General Manager, KOTV, PO. Box 6, Tulsa, OK 74101. An Equal Opportunity Employer, M/F.

Director of Newscasts. Direct news on a daily basis. Some commercial and talk show production. Bachelor degree or comparable on-the-job experience. Direct a tight, clean and fast paced multi-anchor newscast. Have knowledge of lighting, equipment and production techniques. Creativity a must! Send air-check tapes, as well as resumes, to: Tim Martin, Vice-President/Operations, 500 North Stewart, Creve Coeur, IL 61611. EOE.

Feature Reporter. We need a feature field reporter with a broad range for our new afternoon show. This person should be distinctive in both writing style, outlook and on-air presence, and be able to field produce his/her own four to five minute packages, as well as handle live shots. Stories will range from light to serious including "reporter experiences," events, people profiles, medical, etc. If you have at least two years' experience, please send tape and resume immediately to KSTP-TV, 3415 University Ave., St. Paul, MN 55114, c/o Steve Edelman, Executive Producer. No telephone calls, please.

Assistant Promotion Manager/Copywriter: We have an immediate opening for a talented, enthusiastic person who is familiar with all aspects of television promotion. Imaginative writing skills are essential, as well as a flair for organization. Applicants should understand studio and location production techniques, recognize and create effective TV, radio, and print promotion; be a dedicated self starter; and very excited about joining a multi-award winning staff in the beautiful "rocket city", Huntsville, Alabama. Send resume to: Lew Koch, Operations Manager, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville AL 35801, EOE.

Production Manager. Top 50 group-owned network affiliate seeks experienced broadcaster to manage studio commercial/EFP/operations/program production staff of 30. As a member of station's management team, ideal candidate will coordinate and supervise all on-air production and related budgets. Must be a self-starter and a motivator of people. State-of-the-art production skills and technical knowledge essential. Excellent experience a must. Send resume, including salary history and salary requirements, to: Box T-195. All replies confidential. An equal opportunity employer.

PM Co-Host—Position available immediately to work with female in this established unit. Previous PM Magazine or feature reporting experience desired, producing/writing ability and dedication a must. Send tape and resume to Bill Wolfe, PM Magazine, KTVK-TV, PO Box 5068, Phoenix, AZ 85010. KTVK-TV is an Equal Opportunity Employer.

Medium market ABC-V seeks full-time producer-director. Must be creative, detail-oriented, with proven track record in quality spot, and fast-paced news direction. Minimum 3 years' experience, degree preferred, switching experience essential. Send tape and resume to: B. Franzen, Oper Dir, KEYT, PO. Drawer X, Santa Barbara, CA 93102. An EEO Employer.

Director/Community Affairs. Responsible position reporting to General Manager will direct all aspects of community affairs including the establishment and maintenance of community contacts for ascertainment of community problems and issues and the station's response thereto. Speaking and writing capabilities and a broad spectrum of experience working with community groups required. Broadcast experience desirable. Please send resume or file application at KMBC-TV, 1049 Central, Kansas City, MO 64105. An equal opportunity employer.

Mid-market NBC affiliate is looking for an experienced producer-director to direct and switch news, promotion, and various local programs. 3/4" editing experience preferred. Send resume to Jon Anderson, Production Manager, WHO-TV, 1100 Walnut Street, Des Moines, Iowa 50308. An Equal Opportunity Employer.

Producer-Nova. Nova, PBS' science documentary series, seeks an experienced producer/writer/director for a six-month project contract. Knowledge of state of the art video and film production techniques an absolute must. Position will require working out of Boston office to research, write, produce, and direct one hour science documentary. Requires 3-5 years' experience producing documentaries and a demonstrated interest in science and allied fields. Send resume and tape to: Personnel Dept. (A-120), WGBH-TV, 125 Western Ave., Boston, MA 02134. Deadline: April 2, 1982. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Program Manager, medium market, experienced total station management, seeks advancement. Sales/promotion knowhow, program excellence, tight operation. Reply Box T-121.

SITUATIONS WANTED TECHNICAL

Master Control Director with 5 years' experience and license in top 50 market seeking Philadelphia. Write Box T-218.

Need a break as production ass't., entry level position. Recent graduate of School of TV Arts. Knowledge of 3/4" video tape. Please contact: Jeff Levine, 36-27 Corporal Stone St., Bayside, NY 11361. Tel: 212-423-8803.

School of TV Arts graduate seeks entry level position in technical department. Willing to relocate. Rolando, 212-568-5886.

CMX1 Orrox-trained editor with First; 2 1/2 years Datatron, Sony, Convergence editing; 6 years audio production. Seeks forward-looking medium market home for skills. Write Box T-206.

SITUATIONS WANTED NEWS

Award-winning sportscaster. Very popular. Looking to relocate. Call now: 601-355-6537.

Sportscaster—top 30 market, looking for challenge. All markets considered. Box T-83.

Producer/Writer/Actor. Anxious for opportunity as news feature reporter. 518-686-4340.

Efficient and Aggressive videographer/editor seeks challenging position with small to medium market. Will relocate. Available now. Write: Gordon Chinn, 1435 Joel Court, Sacramento, CA 95822.

News Director. Able to run a happy shop that stays within budget and produces a constantly improving air product. Very stable work record. Looking for news director's job in top fifty markets. Box T-194.

Hard work wanted. FCC 1st Phone, B.A. journalism, excellent production, experienced in automation. Will relocate. Call Alan, 516-944-9067, 516-767-0212.

Radio news and sports reporter-anchor with B.A. in broadcasting seeks break in television. TV anchor-reporting and ENG experience. Call Jay, 715-234-3519 afternoons.

Sports Anchor, young, aggressive, entertaining sportscaster looking to relocate. 8 yrs. radio, 2 yrs. TV. Have tapes, will travel to small or medium market. Write now to Box T-215.

College graduate desires writing or related position in news department or public affairs. TV and radio experience. Available now. Call 302-731-8229.

Up and coming sportscaster with extensive play-by-play background available. Energetic, creative and versatile. 305-922-2777, after 4 PM.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Production Specialist: 23, holds degree in Communications (Radio, TV), desires entry level position in TV/video operation. Experienced in all aspects of production. Can start now, willing to relocate. Please contact: Marian Lawson, 6416 Roselawn Rd., Richmond, VA 23226. 804-288-3991.

Experienced Operations/Program Manager seeks challenge in major market, or station manager in small market. 18 years' experience; all phases of TV operations, programming, production, sales, promotion. Radio-TV degree. Write Box T-75.

Producer/Director/Writer. 11 years radio-television. Please!! No beginner OPS. 518-686-4340.

Creative individual with 2 1/2 years TV production experience (1 year as Producer/Director) seeks challenging position. 912-246-4264.

Production position desired. Talented, hard worker looking for station to grow with. One year maintenance, switching, ENG. Four years radio. First ticket. Degree in production. 702-826-0937. Gene Wisemiller, 630 Robinhood No. 27, Reno, NV 89509.

Need creative, effective written material? I'm the man. Strong organizational skills, experience and education. John Gore, 20849 Decatur St., Cassopolis, MI 49031. Call collect, 616-445-2048, today.

Cost-conscious, independent producers with ideas and crews available for programming projects. Call Ande Dorman, 201-861-0934.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Director of University Relations. The University of Alabama. Position reports directly to the President and has responsibility for coordinating all external and internal public information programs. Applicants with significant managerial experience with public information programs within a major academically-oriented institution of higher education or with advanced degrees will be given preference. Nominations and applications (including resume) should be sent by March 31 to Mr. Malcolm MacDonald, Search Chairperson, PO. Box B, University, AL 35486. EEO/AA.

HELP WANTED SALES

Experienced Video Sales Person wanted for Video Production/Post-Production facility in Marina del Rey. Must have production experience. Call Brad at 213-821-4873, or send resume to American Film Factory, 4150 Glencoe Avenue, Venice, CA 90291.

Experienced Sales Manager. Broadcast equipment, Philadelphia area. Please submit brief resume to Box T-156, or phone 215-539-5300.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Internships available: Are your best efforts winding up on the cutting room floor? The Illinois Statehouse press corps recommends Sangamon State University's graduate Public Affairs Reporting program. \$2640 stipend and tuition waiver during six-month internship under top Capitol correspondents. Audio networks, Central Illinois TV stations. Write Bill Miller, Public Affairs Reporting Program Director, Sangamon State University, Springfield, IL 62708, by April 1, or call 217-782-1402.

HELP WANTED INSTRUCTION

Mass Communication. Search extended. Faculty position (tenure-track) available Fall '82, 12 hr. teaching load, advise students, participate in department activities. Qualifications: Ph.D. and professional experience required. Rank: assistant professor; salary \$15,000-\$23,000, depending on qualifications and experience. Opportunity for summer and evening teaching for additional remuneration: 1) teach media management, media criticism, TV production, cable TV management; ability to teach other mass media courses. 2) teach broadcast announcing and writing, radio production, introductory broadcasting; ability to teach other mass media course. FCC first class license preferred. Minorities and women are encouraged to apply. Send resume and letters of recommendation by April 30, 1982, to Dr. Irene Shipman, Chairperson, Department of Speech and Mass Communication, Towson State University, Towson, MD 21204. An Equal Opportunity, Affirmative Action Employer.

Broadcast Production: Tenure track, assistant professor. Teaching: beginning-advanced television-radio production; basic communications courses. Supervision-advisory: TV color productions in university studio, advising student radio station. Requisite qualifications: M.A., and TV Production. Desired: Ph.D., and radio production. Salary and benefits competitive. Equal opportunity employer. Query: Dr. Robert Fulford, University of Portland, 5000 N. Willamette Blvd., Portland, OR 97203. 503-283-7229.

Mass Communication: Tenure track appointment to teach undergraduate broadcast courses. Requires M.A. in broadcasting or mass communication. Doctorate and media desired. Application deadline: April 15, or until filled. Position available: August, 1982. Apply to: Director of Personnel, Northwest Missouri State University, Maryville, MO 64468. Affirmative Action, Equal Opportunity Employer.

Broadcasting—one year appointment at the rank of assistant or associate professor level with possibility of renewal. Open fall, 1982. Courses may include introduction to broadcasting, news writing, TV production or seminar. Professional experience in television production and/or radio or television news required. Preference will be given to holders of doctorates. Washington State University is an equal opportunity/affirmative action employer. Letters of application, vitae, and at least three letters of recommendation should be sent to Glenn A. Johnson, Department of Communication, Washington State University, Pullman, WA 99164-2520. Review of applications begins April 30, 1982.

Broadcast Teaching Position, Instructor/Assistant Professor beginning August 15, 1982. Ten month tenure track position. Ph.D. preferred, M.A. plus significant experience acceptable. Teach courses in two or more of the following areas: cable television and/or new technology; broadcast writing; corporate media; television production; mass media effects; media management. Other areas possible. Supervise students in preparation of programs for closed-circuit TV operations. Advising/committee work. State-of-the-art broadcast level color facility and equipment; 2 TV studios; 5 radio studios fully open to students. Marquette University, an urban Jesuit University, enrolls over 12,500 students, 510 in the College of Speech, (175 majors in Broadcast Communication). Application letter indicating areas of teaching interest, training and experience, accompanied by a personal data sheet and credentials from Placement Service, should be received by April 12, 1982. Send to: Michael J. Price, Acting Dean, College of Speech, Marquette University, Milwaukee, WI 53233. Marquette University is an Affirmative Action, Equal Opportunity employer.

Theatre Department seeks full-time tenure track instructor to teach television and related theatre courses. Should have strong qualifications in production and some background and/or experience in theatre. Additional duties include: supervision of student and departmental productions for cable programming. Ph.D. completed and/or professional equivalency required. Professional and teaching experience required. Apply to Alvin J. Keller, Chairman, Department of Theatre, California State University, Fullerton, CA 92634. Application Deadline: April 1, 1982. Affirmative Action, Equal Opportunity, Title IX Employer.

Mass Communication: Special appointment to teach undergraduate broadcast courses and possibly a basic speech course. Requires M.A. in broadcasting or mass communication. Application deadline: April 15 or until filled. Position available: August, 1982. Apply to Director of Personnel, Northwest Missouri State University, Maryville MO 64468. Affirmative Action, Equal Opportunity Employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Wanted: Video heads (air bearing) transistor and Newvistor for Ampex VR 1200 and Ampex VR 2000. Also, routing switcher 12 x 8. Wanted: 528 Waiveform monitors, also 3/4 VTR's for PAL-B. Call: 312-641-6030, Days.

Equipment wanted: Four, six or eight bay Batwing antenna on channel 8 with 3 1/8" input fitting. Must be capable of handling average input power of 20 KW. Contact: E. Doren, Director of Engineering, Donrey Media Group, POB 550, Las Vegas, NV 89125, or phone 702-452-2080.

Instant Cash for Broadcast Equipment: Urgently need: transmitters, AM-FM-TV, film chains, audio consoles, audio-video recorders, microwave; towers; WX radar; color studio equipment. Ray LaRue or Bill Kitchen, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

\$500 Reward for UHF Transmitters: for information which leads to our purchase of any UHF TV transmitter. Call Ray LaRue or Bill Kitchen, 800-241-7878. In GA, 404-324-1271.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

RCA-TK-76A with Canon 10-1 Zoom & Power supply - 22K. JVC 4400 LU 3/4" VCR, PS., batteries, anvil travel case. Both in excellent condition. Privately owned. Vector Video, 516-661-1019.

Five Q-TV prompting units including mirrors, hi resolution monitors and camera mounts, used sparingly for less than one year. Original cost, \$1600.00 per unit. For sale at \$1000.00 per unit. Landy Associates, Inc. Call 609-424-4660 or 617-877-9570.

We are going from 1000 watts to 5000 watts. We have for sale a 1000 watt Collins 820-D-2 transmitter, like new, price \$6500.00 Also, 25-year-old 222 foot tower. It has almost new guy wires. You take down for \$500.00 Call J.C. Johnson, 912-242-1565.

5 kw AM Collins 21E w/spares, on air. M. Cooper, 215-379-6585.

Scully 255 automation reproducer, stereo 2-track 7.5 ips includes end of tape and other features. Automated/Control Design-Kartel 2400R random access with record capability. Both new in 1979. On either accept first reasonable offer. David Green, Broadcast Consultants Corp., Box 590, Leesburg, VA 22075. 703-777-8660.

Welcome to our home, Dallas, Texas, for the 1982 N.A.B. Call to make an appointment to see our inventory of clean, guaranteed, 1kw, 5kw, 10kw AM and FM transmitters. Also, 20 kw FM and 50 kw AM in stock. \$250,000.00 inventory to chose from. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

Ikegami HL-79A w/Fujinon 14 x 9.5/2X lens Mint condition-225 hrs. use. Original owner/operator. \$33-995. 415-676-7260.

420 Ft. self-supporting galvanized tower still standing in desert climate, excellent condition—as is, where is (Las Vegas, Nevada). Best offer. Listec Krestel Camera Crane, like new, w/field tires, 1 year old, used in studio. \$17,500 or best offer. ISI 821 Master Control Switcher. 20 X 2 (PST, PGM) w/auto transition, keyer, clock, AFV plus 6 input breakaway/over/under audio system. Make offer. Contact: General Manager, KVBC-TV, P.O. Box 44169, Las Vegas, NV 89116. 702-649-0500.

Used Equipment Bargains: RCA TT-10AL 11 KW transmitter. RCA TT-35 CH W/driver & diplexer just removed from service; 3 1/8" and 6" transmission line, with fittings and hangers; GE PE-240 film camera with Eastman multiplexer, projectors; CVS 500B TBC; Envirozone air filters; Collins 2.5kw FM model 831 D/310Z-2 4 years old, low time; Gates FM1B, with 3 yr. old Sparta SS exciter good condition. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

Remote Production Cruiser: beautiful crown chassis, carpeted, full AC, camera platform on roof, 1600 mi. on diesel & drive train, good tires and brakes, includes (3) GE PE-350 cameras, working well, 10:1 & 2-18:1 lenses, motorized reels & TV-81 cables, Grass Valley Sync & line gear, new color prog. monitors, 12X 6 prod sw'r w/effects, 8x2 GE audio, well designed & professionally built. Other cameras available if preferred. \$150,000. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

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Public Notice

PUBLIC NOTICE APPLICATIONS FOR CABLE TELEVISION LICENSE SHARON, MA

The Town of Sharon 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 4:30 p.m. on May 31, 1982. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Sharon. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commission. All applications received will be available for public inspection 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. Colleen Tuck, Michael Cook, Norman Katz, Board of Selectmen, Town Hall - South Main St., Sharon, MA 02067.

PUBLIC NOTICE

The Program Service Committees of Public Broadcasting Service will meet jointly at 9:00 a.m. on March 25, 1982 to discuss programing elements of the PBS Four-Year Plan, and programing objectives for FY 1983; and to receive reports from the officers. The Executive Committee will meet at 9:00 a.m. on March 26 to discuss the Four-Year Plan; and to receive reports on PBS/Cable and National Narrowcast Service, future satellite transponder capacity, and FY 1982 six-month financial results. All meetings will be held at the PBS offices, 475 L'Entant Plaza, S.W., Washington, D.C.

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Books For Broadcasters

T5213 HANDBOOK OF RADIO A PUBLICITY & PROMOTION, by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1,500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8-1/2 x 11" bound in long-life 3-ring binder. **\$34.95**

T5819 JOURNALIST'S NOTEBOOK OF LIVE RADIO-TV NEWS, by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252pp., 29ill. **\$12.95**

T5769 HOW TO MAKE NEWS AND INFLUENCE PEOPLE, by Morgan Harris and Patti Karp. The secrets of gaining publicity for any business from small local organizations to large national groups. Starting with the basics of writing a news story, the authors proceed to unveil the process of planning a full-scale publicity campaign. Relations with editors, photographers, correspondents, and other news people are highlighted. Sample radio announcements and correct formats for submission are a large part of the section on radio. There is a similar section on television. News releases, newsletters, and handbills can pack a meeting or event, and the authors have detailed pointers on their preparation and distribution. This volume is slanted towards fattening a group's treasury, increasing its membership, and getting those all-important messages over the airwaves or in print so they can reach the desired audience. 140 pages. **\$7.95**

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

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

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

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

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per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50c per word. \$7.50 weekly minimum. All other classifications: 95c per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

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Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word Count: Include name and address, Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Fates & Fortunes

Media

Richard Lee, station manager, KFLR(AM) Phoenix, elected VP of broadcasting for parent, Family Life Radio. **Alan Cook**, network news and public affairs manager, Family Life Radio, succeeds Lee.



Clements

Jack Clements, VP, sports, Mutual Broadcasting System, Arlington, Va., named senior VP of Mutual Radio Network, with operational responsibility for network's programming, sales, sports and station relations departments.

L.W. Kliever, VP, director of operations for Corinthian Broadcasting's WVEC-TV Norfolk, Va., elected vice president of Corinthian Cable, responsible for systems in Norfolk, Roanoke, Charlottesville and Lynchburg, all Virginia.

Metromedia has created new Office of the President, comprising **John Kluge**, who retains title of chairman, president and chief executive officer, **George Duncan**, president of Metromedia Radio, who has been given expanded responsibilities as senior VP-operations and **Stuart Subotnick**, VP-finance, who has been elected senior VP-finance.

Monte Lang, executive VP, Amatur Group, owner of two FM's and four TV's, named president, radio division. He remains based at group's KMJQ(FM) Clear Lake City, Tex.

Richard Meyer, general manager, noncommercial KCTS-TV Seattle, joins noncommercial KERA-TV Dallas as president and general manager, filling post vacated by Edward Pfister when he took over presidency of Corporation for Public Broadcasting (BROADCASTING, Aug. 31).

John Rigsby, division manager, Western and Southern cable TV regions, American Television & Communications Corp., named VP of subscription television operations, with responsibility for Dallas STV system.

Richard Palmer, financial director of new market development, Tribune Company Cable, Mahwah, N.J., elected VP, finance.

Brian Horbochuk, internal audit staff, ABC, Los Angeles, named manager, cost analysis, West Coast, ABC Television Network.

Charles King, independent cable television consultant, Orlando, Fla., joins Summit Communications as general manager of Summit Cable Services of Georgia, based in Marietta, Ga.

Jeffrey Trumper, general sales manager, KSRR(FM) Houston, named VP and general manager.

Donald Robertson, general manager, KRZI(AM) Waco, Tex., joins WKBV(AM)-WRJA(FM) Richmond, Ind., in same capacity.

Joseph Simms, general manager, WBOY-TV

Clarksburg, W. Va., joins co-owned WMUR-TV Manchester, N.H., as VP and general manager. **Stan Siegal**, VP and general manager, WCFT-TV Tuscaloosa, Ala., joins WBOY-TV as general manager.

G. Mel House, director of programming and operations, KOHK-TV Oklahoma City, named VP and station manager.

Tom Barsanti, operations manager, WTIC-AM-FM Hartford, Conn., named VP, operations.

John Walker, on-air personality, KJIB(FM) Portland, Ore., named operations manager of KJIB and co-owned KWJL(AM) there.

Bob Paiva, program director, WCMB(AM)-WSFM(FM) Harrisburg, Pa., named operations manager.

Dale Stafford, production manager, WAFF-TV Huntsville, Ala., joins WGXA-TV Macon, Ga., as operations manager.

Angela Andreassi, data entry operator, Viacom Cablevision of Long Island (N.Y.), named data processing coordinator.

Carolyn Ningen, purchasing agent, Matrix Enterprises, Franklin, Tenn., joins Liberty Communications, Eugene, Ore.-based MSO, as purchasing coordinator.

Ava Rosenfeld, manager, marketing services, Daniels & Associates, Denver, named regional marketing director for Daniels's cable systems in California, Alaska, Montana and Texas.

Advertising



Jones

Abbott Jones, president of FCB Advertising, New York, domestic subsidiary of Foote, Cone & Belding until recent reorganization of company into five units, named president of new sixth unit of firm, FCB Associated Companies, New York.

William Young, senior VP, Kenyon & Eckhardt, New York, joins D'Arcy-McManus & Masius as president of Western operations. San Francisco. **Robert Largen**, research director, Tracey-Locke Advertising, Dallas, joins D'Arcy-McManus, St. Louis, as VP, director of strategic planning.

Marc Fredericks, VP, director of radio production and music services, **William Croasdale**, VP, director of program development, and **Charles Buck**, VP, director of administrative services, BBDO, New York, elected senior VP's. **Paul Green**, VP, BBDO, New York, named manager of cable TV and new technology. **John Belfiore**, VP and media planner, named associate media director.

Howard Stabin, associate creative director, Kenyon & Eckhardt, New York, named senior VP and creative director, K&E, Los Angeles.

VP's named senior VP's, Dancer Fitzgerald Sample, New York: **Dick Anderson**, **Ruth Fennessy**, **Nancy Foster**, **Cliff Freeman**, **Fred Massin**, **Patrick Peduto**, **Nancy Stevens**, **Judy Tabak** and **Steve Vengrove**.

Leni Salz, VP and director of spot buying for J. Walter Thompson U.S.A., New York, named senior VP. Last month when she was named head of spot buying she took over one of responsibilities of **Marie Luisi**, senior VP and director of communications services who was suspended without pay pending investigation into financial irregularities at agency's syndication unit.

Warren Albright, senior VP, director, account management, and **Arthur Meranus**, senior VP, director of creative services, Cunningham & Walsh, New York, elected executive VP's.

Roy Robinson Jr., VP and account supervisor, N W Ayer, New York, elected senior VP, management supervisor.

Betty Ann Morse, media research manager, Benton & Bowles, New York, named VP.

Vincent Ahern, VP, director of creative services, Studio Center, Norfolk, Va., joins Siddall, Matus & Coughter, Vienna, Va., as VP of new audio-visual division.



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Van Deerlin honored. The former House Communications Subcommittee chairman, now a professor at San Diego State University, was "roasted" by admirers at NATPE. L to r: Jerry Mandel, San Diego State University; Steve Currie, NATPE president, Representative Al Swift (D-Wash.); Lionel Van Deerlin; "roastmaster" and former FCC Chairman Richard Wiley; FCC Commissioners James Quello and Abbott Washburn, and Ken Mason of Eastman Kodak.

James Bracken, assistant media director, B&B Direct, New York, named VP and media director.

Alan Pomerantz, Scali, McCabe, Sloves, New York, joins Ogilvy & Mather, Los Angeles, as account executive.

Debbi Dorfman, from J. Walter Thompson, Atlanta, joins Hume Smith Mickelberry, Miami, as broadcast media buyer.

Gordon McCaw, account executive, Major Market Radio, Chicago, joins CBS Radio Spot Sales, Dallas, as sales manager.

Robert Sedlachek, director of sales proposals, central division, ABC Television, Chicago, named assistant daytime sales manager.

Jim Olson, executive copy director, Needham, Harper & Steers, Chicago, named creative director.

Deborah Johnson, VP, Needham, Harper & Steers, Washington, joins Earl Palmer Brown, Bethesda, Md., as account supervisor.

Bob Bolbach, account executive, WPIX-FM New York, joins Independent TV Sales there in same capacity.

Sharon Newcomb, associate product manager, Drackett Co., joins Sive Associates, Cincinnati, as account executive.

Roy Lambertson, general manager, WZZC(FM) East Moline, Ill., joins Roslin Radio Sales, Dallas, as sales manager of new office there.

Bert Goodstadt, account executive, Blair Television, New York, named assistant sales manager, ABC/Red sales team.

Alfred Naman, from Cunningham & Walsh, New York, joins Rosenfeld, Sirowitz & Lawson there as account executive. **Steven Zavidov**, from Backer & Spielvogel, joins RS&L as assistant account executive.

Neil Nation, regional account executive, Pikes Peak Broadcasting's Denver sales office, named regional sales manager of Pike's Peak's KRDO-AM-FM-TV Colorado Springs and KJCT-TV Grand Junction, Colo.

Michael Murphy, general sales manager, WBBM(AM) Chicago, joins WLAK(FM) there in same capacity.

Kyoko Hirano, local sales manager, KMOX-TV St. Louis, named general sales manager.

Catherine McFarlahe, sales manager, KPKE(FM) Denver, named general sales manager.

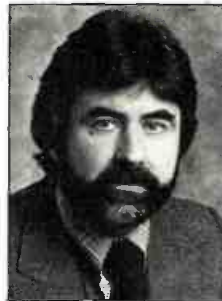
Lynn Goldstein, from Neuwirth Koller Advertising, Denver, **Randy Onders**, from WTVQ-TV Lexington, Ky., and **Greg Baird**, from WAKY(AM) Louisville, join WKYT-TV Lexington, Ky., as account executives.

Adrienne Swanson, local sales manager, WMDO(AM) Wheaton, Md., joins WMAL(AM) Washington as account executive.

Jon Flemming, art director, WAPT(TV) Jackson, Miss., joins KHOU-TV Houston as staff artist.

Alan Berkowitz, sales director, Intercity Communications Network, New York, and **Jeffrey Burnton**, account executive, WKOW-TV Madison, Wis., join Blairsat, New York and Chicago, respectively, as account executives.

Programing



Mathues

G. Todd Mathues, manager, remote facilities planning, Entertainment and Sports Programing Network, Bristol, Conn., named director, production operations.

Lloyd Wayne Weintraub, head of creative affairs, Bud Austin Productions, Los Angeles, joins MGM Television there as director of movies for television and mini-series.

Dick Woollen, executive VP, Spotlight pay television service, Times Mirror Cable, joins Columbia Pictures Television Distribution, Burbank, Calif., as consultant for feature film marketing and administration. **David Mumford**, manager of syndication research, Paramount, joins Columbia Pictures Television Distribution as director of marketing and research.

Gloria Messina, director, creative research, ABC Television, named director, entertainment research, Los Angeles.

Peter Tate, media director, Wells, Rich, Greene, Detroit, joins SIN Television Network there as head of new sales office.

James Green and Allen Epstein, executive producers, Columbia Pictures Television, Los Angeles, join Universal Television there in same capacity, developing and producing series under their own name, Green/Epstein Productions.

Michael Hurley, executive director, Rockville Center (N.Y.) Diocesan Television Center, joins Catholic Telecommunications Network of America, new satellite interconnection system which will link U.S. Catholic dioceses beginning later this year, as director of programing.

Leslye Schaefer, manager, marketing, South-eastern region, Warner Amex Satellite Entertainment Co., named director, marketing, Eastern region.

Jim Arnold, senior field producer, *Evening Magazine*, WBZ-TV Boston, leaves to form own video production company, J. Arnold Productions, at 58 Mclean Street, Wellesley Hills, Mass., 02181.

Richard McCaffery, director, national accounts group, Home Box Office, joins Comcast Cable, Bala Cynwyd, Pa., as VP, marketing and programing.

Charla Hewitt, director of promotion production and public affairs, Cable News Network, Atlanta, named director of operations, Turner Program Services there. **Tom Todd**, director of domestic syndication, Turner Program Services, named director of special projects.

William Cooper Jr., VP, film, WPIX(TV) New York, retires after 25 years of service with station to form his own production company to develop feature films and television specials. Firm, William L. Cooper Jr., will be located at 1407 Broadway, New York, Suite 3310.

Richard Harper, senior VP, international, 20th Century-Fox Television, Beverly Hills, Calif., has resigned to open his own business as producers' representative for theatrical and television productions for worldwide markets.

Larry Rickel, assistant news director, KGO-TV San Francisco, named executive producer, program development and special projects.

Max Kinkel, from CKLM-FM Windsor, Ont., joins WKHK(FM) New York as production director.

Trip Reeb, program director, WCMF(FM) Rochester, N.Y., joins WMET(FM) Chicago in same capacity.

Jim Paratore, promotion and advertising manager, WPLG(TV) Miami, named programing director.

Newt Bellis, president, Mobile Video, named general manager, Complete Post Inc., Hollywood-based post-production company.

Reid Davis, network sales account executive/director of affiliate relations, Keystone Broadcasting Co., Chicago, appointed Midwest Sales

Representative, Gold Key Entertainment there. **Joe Coppoletta**, photographer-producer, *PM Magazine*, KIRO-TV Seattle, named associate producer, *PM Magazine*.

Andrea Ambandos, producer, NBC, joins WCBS-TV New York in same capacity.

Cricket Stevenson, senior staff director, WILX-TV Onondaga, Mich., joins WFSB(TV) Hartford, Conn., as producer-director.

Mack Anderson, senior associate producer, *Eye on L.A.*, KABC-TV Los Angeles, promoted to producer of prime-time access show.

John Stengle, art director, KGW-TV Portland, Ore., named photographer, *PM Magazine*.

Paul Erdman, economist and author, joins KGO(AM) San Francisco as weekend talk show host.

Robert Schmitt, general manager-director, Phipps & Co., Tulsa, Okla., production facility, joins UAB Productions, Cleveland as producer-director.

Dave Thomas, from TM Programing, Dallas, joins Richard Kidd Productions there as communications consultant.

Donna Brake, program manager, WSM-FM Nashville, joins WSB-AM-FM Atlanta in same capacity.

Mack Anderson, senior associate producer, *Eye on L.A.*, KABC-TV Los Angeles, named producer.

Marsha Carter, news director, KBBC(FM) Phoenix, joins KTRH(AM) Houston as executive producer. **Laura Morris**, secretary, programing department, KTRH, named programing coordinator.

Dan Dillier, producer-director, WTAJ-TV Allentown, Pa. named production manager. **Pete James**, photographer, WTAJ-TV, succeeds Dillier.

Beth Wagner, regional promotion representative, *TV Guide*, Philadelphia, leaves to form own marketing firm, Media Media, there.

Casey Coleman, sports reporter, WJKW-TV Cleveland, named weekend sports anchor.

Gary Danielson, quarterback, Detroit Lions professional football team, joins WDIV(TV) Detroit as part-time sports reporter-anchor.

News and Public Affairs

Neal Gladner, reporter, KVI(AM) Seattle, named news director.

Eileen Kimble, news anchor, WKLS-AM-FM Atlanta, named news director and air personality.

Charles Sivertsen, news director, WEJL(AM)-WEZX(FM) Scranton, Pa., joins ABC Rock Radio Network, New York, as news correspondent and anchor.

Betty Rollin, author and former NBC News correspondent, joins ABC News as correspondent, *ABC News Nightline*.

Named correspondents, RadioRadio, CBS's young-adult network: **Pat Woodward**, acting news director, KYA(AM)-KLHT-FM San Francisco; **Donna Penyak**, news manager and anchor, WKYS(FM) Washington; **Ed Crane**, news director, WBBM-FM Chicago, Ill.; **Randy Riddle**, re-

porter, KCBS(AM) San Francisco, and **Bill Whitney**, director, news and public affairs, WCBS-FM New York.

I.J. Vidacovich, business manager and regional executive, Southwest division, United Press International, Dallas, elected VP, manager mid-Atlantic division.

Steve Deshler, weathercaster, WLS-TV Chicago, joins CBS News as weather reporter for *CBS Morning News*.

Gary Lee Horn, news anchor, WHCN(FM) Hartford, Conn., named news director.

Betty Green, news anchor, KNUI(AM) Kahului, Hawaii, named news director.

George LeZotte, communication specialist, New York State Division of Alcoholism and Alcohol Abuse, joins WTRY(AM) Troy, N.Y., as news director.

Mike Halloran, news director, KCIN(AM) Victorville, Calif., joins KOIT(AM) Barstow, Calif., in same capacity.

Lee Edwards, from KSIT(FM) Rock Springs, Wyo., joins KUAD-AM-FM Windsor, Colo., as news director.

Bob Johnson, radio news editor, WIBW-AM-FM Topeka, Kan., named assistant news director for radio.

Marc Magliari, public affairs director, WNIU-FM DeKalb, Ill., and **Jeff White**, producer, WNIU, named news managers.

Rick Gevers, executive news producer, KSDK(TV) St. Louis, joins WJXT(TV) Jacksonville, Fla., in same capacity.

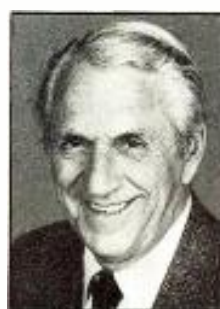
Eric Greene, co-anchor, WEYI-TV Flint, Mich., named executive news producer. **Dennis Kendall**, reporter, WEYI-TV, named anchor-reporter. **Phyllis Sykes**, news director, WDZZ-FM Flint, Mich., joins WEYI-TV as anchor-reporter.

David Clegern, news producer, KTVI(TV) St. Louis, joins KGW-TV Portland, Ore., in same capacity.

Jorge Figueredo, 11 p.m. producer, WESH-TV Orlando, Fla., joins WDBO-TV there in same capacity. **Sherry Hood**, reporter, WOC-TV Davenport, Iowa, joins WDBO-TV in same capacity.

Lynn Ketchum, news assignments editor, KGUN-TV Phoenix, named reporter. **Renee Vasquez**, reporter, succeeds Ketchum.

Nancy Valle, weekend news producer, KAKE-TV Wichita, Kan., joins WBAL-TV Baltimore in same capacity.



Coughlan

Russ Coughlan, one-time VP and general manager, KGO-TV San Francisco, and VP, ABC Owned Television Stations, New York, most recently air personality for KGO-AM-TV San Francisco, named news anchor, KGO-TV.

Richard Pfeiffer, reporter, WBEN-AM-FM Buffalo, N.Y., joins WIVB-TV there as special

projects producer-reporter. **Wadi Issa Sawabini Jr.**, reporter, WHEC-TV Buffalo, N.Y., joins WIVB-TV in same capacity.

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Dick Sheeran, anchor-reporter, KYW-TV Philadelphia, named bureau chief and anchor of new New Jersey bureau.

Milton Furness, reporter-anchor-producer, KOMO-TV Seattle, named cable news producer and chief of Northwest news bureau.

Betsy Ross, reporter, WCPO-TV Cincinnati, named co-anchor.

Julie Becker, reporter and assistant news producer, KOTA-TV Rapid City, S.D., joins KTVH(TV) Wichita, Kan., as reporter.

Fred Villa Nueva, reporter, KMGH-TV Denver, joins KWGN-TV there in same capacity.

Bob Mortali, reporter, WDRC-AM-FM Hartford, Conn., joins WMMW(AM) Meriden, Conn., as news anchor.

Technology



McMahon

Kerwin McMahon, VP, CATV division, RMS Electronics, Bronx, N.Y.-based manufacturer of cable television electronic equipment, named senior VP, corporate marketing.

Horace Easterling, studio field supervisor, ABC Radio Networks, Washington, named manager of technical

operations.

Ron Lease, assistant manager of engineering, Group W Productions Television Syndication

Center, Pittsburgh, named chief engineer.

Frank Ragone, VP, engineering, Jerrold Electronics Corp., joins Comcast Cable, Bala Cynwyd, Pa., as VP, engineering.

Thomas Dent, chief engineer, network operations, Warner Amex Satellite Entertainment, named general manager of WASEC's new Smithtown, N.Y., facility.

Randy Wood, engineering consultant, Cable & Computer Technology, Anaheim, Calif.-based manufacturer of cable TV equipment, named VP, engineering.

Douglas Wingard, assistant meteorologist, WRC-TV Washington, joins WJLA-TV there as weather production assistant.

S. James Miller, staff attorney, Oak Industries, San Diego, named senior staff attorney.

Randall Sherman, associate, Finley, Kumble, Wagner, Heine, Underberg & Manley, Los Angeles, joins Oak Industries as staff attorney.

Steven Pingelski, operating technician, WTEN(TV) Albany, N.Y., named maintenance technician.

Steve Kaluza, chief engineer, KVAL-TV Eugene, Ore., joins KGW-TV Portland, Ore., as maintenance engineer.

Promotion and PR



Douglas

Ed Douglas, network associate director, PR division, Cunningham & Walsh, New York, elected VP.

David Price, deputy bureau chief, *Cablevision*, Washington, joins Satellite Television Corp. there as manager, communications services.

Victor de Keyserling, director of public information and publicity, McGraw-Hill, New York, joins Trout & Ries Advertising there as director of public relations and publicity.

Will Martin, art director, print advertising and promotion, CBS Entertainment, Los Angeles, named to new post of executive art director.

Chuck McCartney, program director, WZYP(FM) Athens, Ala., joins WJDQ-AM-FM Meridian, Miss., as promotion director, air personality.

J. Landon Smith, from WHTV(TV) Meridian, Miss., joins WEAR-TV Pensacola, Fla., as production/promotion manager.

Nancy Davis, promotion manager, KTVH(TV) Wichita, Kan., named director of community affairs. **Jennifer Knoetgen**, promotion assistant, writer-producer, KAKE-TV Wichita, succeeds Davis.

Pat Wheelless Goldman, from Taubman Co., Troy, Mich., joins Hill & Knowlton, Chicago, as VP.

Allied Fields

Peter H. Dailey, vice chairman of Shamrock Broadcasting and president of Dailey International Group, Los Angeles, has been confirmed as President Reagan's ambassador to Ireland. Dailey helped make television commercials during Reagan's presidential campaign.

William A. (Bill) Leonard, recently retired president of CBS News, named director of National Multiple Sclerosis Society.

Michelle Minarcin, assistant director of research, National Cable Television Association, Washington, named director of research.

Molly Pauker, attorney, Policy and Rules division, FCC, Washington, named legal assistant to FCC Broadcast Bureau Chief Laurence Harris.

Marilyn Tallman, operations coordinator, Jeff Pollack Communications, Los Angeles-based consulting firm, named music director.

Andrew Faller, VP, A.C. Nielsen, New York, elected executive VP and director of marketing, Nielsen Station Index. **David Woolfson**, VP, Southeastern regional offices, A.C. Nielsen, named VP and Eastern regional manager. **David Traylor**, national marketing manager, Nielsen Station Index, named operations manager. **Paul Beard**, Eastern regional manager, Nielsen Station Index, named national sales manager.

May Moseley, director of special services, TM Productions, Dallas, joins FirstCom Broadcast Services there, radio commercial producer, as director of marketing.

Rick Kendall, director of industrial marketing, Abt. Associates, joins Peter Merrill Associates, Boston-based telecommunications consulting firm, as director of cable television services.

Elected officers, Washington State Associated Press Broadcasters Association: **John Lippman**, from KIRO-TV Seattle, president; **Mike Berriochoa**, from KONA-FM Kennewick, vice president.

Sid Connolly, independent consultant and former president and general manager, XGSC-TV San Jose, Calif., opens own consulting firm in San Jose, Calif.

Linda Goss, manager, marketing research group accounting, A.C. Nielsen, Northbrook, Ill., elected controller.

Deaths

Dee Coe, 68, president of Lake Broadcasting Co., licensee of WUCA(AM) Gary, Ind., and LaPorte County Broadcasting, licensee of WLOI(AM)-WCOE(FM) LaPorte, Ind., died of heart attack March 13, at winter residence in Sun City, Ariz. Coe is survived by his wife, Marjorie; sons, Ken, VP, general manager, WLOI-WCOE, and John, general manager, WCSM(AM) Celina, Ohio, and daughter, Penny Lemonds.

M. Lowell (Duke) McElroy, 79, former senior VP of Association of National Advertisers, died March 9 at his winter home in Sarasota, Fla., after series of strokes. He was with ANA from 1950 until his retirement in 1967, specializing in media relations, research and advertising management. Survivors include his wife, Dorothy, and daughter.

Leon Levine, 77, former director of educational and public affairs radio programs for CBS, died March 10 at Memorial hospital, Sarasota, Fla. He is survived by son and daughter.

John L. Stansbury III, 29, cinematographer, WTBS(TV) Atlanta, died March 1 on location in Griffin, Ga., when he was struck by plane during filming of crop dusting sequence for documentary. Stansbury is survived by his mother and two sisters.

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1735 DeSales Street, N.W., Washington, D.C. 20036

Drake-Chenault's Kefford: radio fan from way back

A phonograph and a play microphone; a lightbulb painted red flashing "on the air." That makeshift studio set the stage for the announcer-salesman-programmer who, at age 33, became president of Drake-Chenault, one of the oldest and largest radio syndication/program consulting firms in the country.

The man who heads that company, Jim Kefford, says he was "a typical radio groupie." About 20 years ago, Kefford could be caught acting out the aforementioned scene in his room, much to the dismay of his peers.

What was once play-acting became a reality a few years later when Kefford was offered his first radio job at WNOW(AM) York, Pa., in 1962. That position, as staff announcer, paved the way for similar jobs providing Kefford with a basic knowledge of small-market radio operations.

Looking back at his early announcing career, Kefford said, "In each of the places I've worked, it was typical small-market radio. There was little control, and I don't think it's any different today. You just got on the air and did what you wanted. If the announcer was good, you had a good show. If the announcer was bad and showed poor judgment, you could get into trouble."

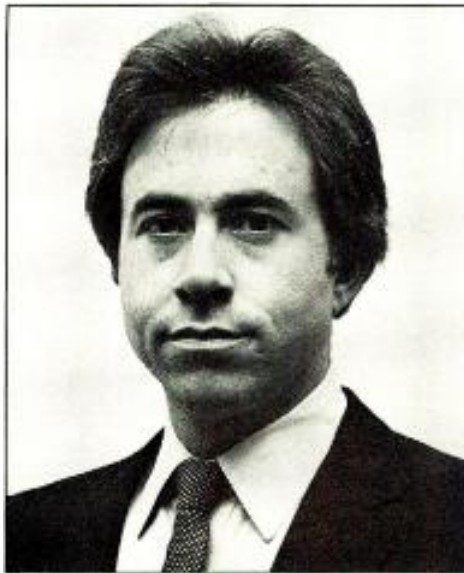
The idea of the local announcer becoming obsolete in the future due to technological advancements—24-hour satellite services for example—strikes a raw nerve in Kefford.

He explains: "Everyone said that about automation, when Drake-Chenault started doing it almost 20 years ago. You still need good people at the local level because regardless of what we do, with automated formats or syndicated formats or whatever the satellite networks are going to do, if you don't relate to that local audience, you really don't have a radio station."

Kefford's first radio programming experience came in tandem with his desire to learn sales. In 1968, while attending Penn State University, he joined WQWK(FM) State College, Pa., and was named director of sales after he successfully convinced management to give him an evening rock music show to announce, provided he sold the advertising.

The show drew a large audience and garnered a great deal of advertising, according to Kefford, who notes, "There was only one other station in the market and no television in the town."

Exposure to the print media followed a year after graduation from Penn State with a BA in speech. During the next two years, which he terms "a good hiatus," Kefford joined the United States Army and was



James Malcolm Kefford—president, Drake-Chenault, Canoga Park, Calif.; b. June 27, 1947, Reading, Pa.; BA in speech, Pennsylvania State University, 1969; announcer, WNOW(AM) York, Pa., 1962-64; announcer, WCBG(AM) Chambersburg, Pa., 1965; announcer, WMAJ(AM) State College, Pa., 1966; director of FM sales, WQWK(FM) State College, Pa., 1968; information officer, U.S. Army, 1970-72; director of East Coast sales, Drake-Chenault, 1973; account executive, 1974; regional sales manager, 1974-77; vice president and general manager, 1977-81; present post since 1981; single.

made information officer responsible for publishing the 25th Infantry division's newspaper, *The Tropic Lightning News*.

Saddled with a newspaper that "the troops weren't reading," Kefford had his work cut out for him. He discovered "how to relate to your audience" in the process.

After a year of unemployment following his service in the Army, Kefford attended the National Association of Broadcasters convention in 1973 with some friends and went "suite hopping." Drake-Chenault was one of the suites he visited. Discussions with a Drake-Chenault attorney piqued his curiosity about radio syndication, and at the next opportunity, Kefford flew to California from his Pennsylvania home at his own expense to meet with the officers of the company.

Shortly afterward, Kefford was hired as director of East Coast sales, based in Maryland.

Kefford recalls that competition in radio syndication in 1974 was almost nonexistent compared to the number of firms in the marketplace today.

Also in 1974, Kefford was promoted to regional sales manager. It was in this position that Kefford is credited with improving sales 200% within nine months. Six months later the company experienced

another 100% jump in sales.

This, in part, may have been responsible for Kefford's next promotion in 1977 to vice president and general manager.

Since 1981, Jim Kefford has been president of the company and has seen many changes in radio, particularly the spread of new competitors in the programming field.

Regarding the new radio networks, Kefford says, "I actually think it's helping [syndication] so far. It's increasing demand for the product."

Drake-Chenault's list of formats includes Contempo 300 (adult contemporary), Super Soul (black), Great American Country, XT-40 (rock) and Hitparade, which are sent to stations via disk or tape. Kefford feels this method gives a station more "flexibility" than if it were satellite delivered.

"The way it is now, if a station takes a 24-hour service from a satellite, they have to do things the network's way. Here is the program and at 12 minutes past the hour, for example, regardless of what hour it is, no matter what time zone you're in, the station has to do what the service tells him." He concedes, however, "When there comes a time, when timeliness outweighs flexibility, I think satellites will become an innovative broadcast tool." Kefford cited live concerts and coverage of special events as important uses of satellites in radio.

Throughout Kefford's rise to the top at the company, he was frequently aided by two mentors, Bill Drake and Gene Chenault. Kefford says he has regarded Chenault as "a brother, father, disciplinarian, employer and all-around best friend." Despite his "low profile," Chenault, who is now chairman of the company, is described as "probably one of the most underrated men in broadcasting" by Kefford.

In the immediate future, Jim Kefford's plans are to market the firm's newest format, Hitparade, "a labor of love" for him which encompasses about four years of work. After much research and discussion with AM broadcasters, Drake-Chenault sought to produce a format designed for AM radio and the 40-plus age group.

Formal introduction of the format will be made at the National Association of Broadcasters convention in a few weeks. There he will unveil the marketing strategy of Hitparade which includes "computerized demographic statistics, listener profiles and qualitative research to be updated quarterly for each station."

Taking a look at long-range plans for Drake-Chenault, Kefford envisions the company "becoming even more adept at what we do . . . adding more clients on a system that's working. Our next thrust will be additional specials for networks and more special feature production."

FCC was well within law when it decided not to develop rules for using lottery when choosing among mutually exclusive license applicants, according to leaders of Senate Commerce Committee, who wrote to FCC Chairman Mark S. Fowler last Tuesday (March 16). Analysis of legislation authorizing lottery by Congressional Research Service concludes bill can be read either to direct FCC to promulgate rules even if it decides never to use lottery, as leaders of House Energy and Commerce Committee have interpreted bill, or to permit FCC to decide whether to promulgate rules in wake of decision whether to use lottery. Commerce Committee Chairman Bob Packwood (R-Ore.) and Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) said requiring FCC to promulgate rules would be "useless act," and urged Fowler to work with members of Energy and Commerce Committee to develop workable lottery statute.

CBS will pay **Walter Cronkite** more *not* to anchor its *CBS Evening News* than he was paid to anchor it—company's 1982 proxy says Cronkite has seven-year contract, which started Nov. 4, 1981, that calls for payment of **\$1 million per year**—twice estimate of his old salary. That million covers services as special correspondent and consultant; Cronkite also receives regular directors' fees for sitting on CBS Inc. board. His salary and fee payments last year totaled \$567,649—not counting \$499,528 lump-sum payment of retirement plan benefits. Cronkite contract says starting November 1988 his salary drops to \$150,000 for succeeding 10 years. Broadcast Group President Gene Jankowski has new contract calling for base salary of not less than \$275,000, and \$140,000 in annual contingent credits. Jankowski received \$503,169 in cash and cash equivalents, another \$165,720 in contingent remuneration in 1981. Chairman William Paley drew \$538,438 in cash and equivalents,



Filling the ranks. Satellite News Channels, the cable news venture of ABC and Group W Satellite Communications, last week named Lou Cioffi to head its Washington bureau. Cioffi, who has been United Nations correspondent for ABC News since 1977, was introduced to the Washington press at a luncheon last Wednesday. Pictured above are (l to r): S. William Scott, president and chief executive officer, SNC; Cioffi; Tom Capra, VP and managing editor, SNC, and Bill Knowles, Washington bureau chief, ABC News.) Although Cioffi betrayed some anxiety about managing what will be a 50-person bureau, he expressed confidence that he would succeed at identifying the important stories and "advancing" them beyond other news organizations. He told the press that he plans to build a team of reporters and writers "willing to share information among themselves and the desk . . . with no room for prima donnas." Cioffi, a 35-year broadcast news veteran (he started as a copyboy for CBS in 1947 and moved to ABC in 1961), said he intends to continue to spend some time in front of the camera. "I shall be a reporter," he asserted. "I haven't totally defected." SNC is scheduled to begin its around-the-clock coverage and distribution of news to cable systems on June 21.

\$83,195 in contingent payments; president Thomas Wyman—\$862,279 cash and equivalents, another \$57,172 in contingent remuneration. Proxy notes Revlon Inc. spent \$12,769,000 for advertising on CBS TV network, owned stations and publications; Corning Glass Works \$2,301,300 for commercials on TV network and owned television stations. Those figures appear because two CBS directors are, respectively, chairman and vice chairman of those firms.

Overlooked in furor over **President Reagan's** criticism of—then making up with—television news operations was comment in interview he gave *TV Guide* regarding FCC's **fairness doctrine**. Asked his view regarding retention of doctrine, he said, "I haven't given it much thought but it seems to me there's a valid reason for the thing. I have no quarrel with both sides being presented." Answer seems to run counter to Reagan's previously stated expressions of support for broadcasters' First Amendment rights, and FCC Chairman Mark Fowler's initiatives for repeal of equal time rules and fairness doctrine.

Motion Picture Association of America reserved comment on new cable **copyright compromise** reached tentatively by National Association of Broadcasters and National Cable Television Association late last week (see story, page 29). Spokesman said MPAA had not been advised of details of compromise, but would likely be "very concerned" about any changes in bill that would affect programming interests.

Several names are currently under consideration by White House for appointment to **Corporation for Public Broadcasting board**. Five terms expire March 26, including that of Chairman Sharon P. Rockefeller (Democrat), who is expected to be renamed. Others being considered are: Karl Eller, president of Columbia Pictures Communications and former president of Combined Communications; Helen Taylor, on Family Policy Advisory Board for Reagan-Bush campaign; Richard Brookheiser, senior editor, *National Review*, and M. Stantor Evans, columnist for *Los Angeles Times* syndicate and commentator for National Public Radio, all Republicans. They would take seats of Michael Kelley (independent), Gillian Sorensen (Democrat), Charles Roll and Clyde Reed (Republicans). Appointments are still going through clearance process and are subject to change. White House is expected to make final decision next month.

National Association of Broadcasters has entered **RKO General Inc.** case with **friend-of-court brief** urging Supreme Court to review lower court decision in that proceeding. NAB says U.S. Court of Appeals in Washington had erred in affirming FCC denial of renewal of license for **WNAC-TV Boston** on issue on which hearing had not been held—RKO's candor. NAB says that constitutes "impermissible exception" to notice and hearing requirement of Communications Act. NAB also says that lower court erred in finding RKO "deliberately violated a standard of disclosure not previously pronounced by the commission or known to responsible broadcasters." Reference was to RKO's failure to report allegations of misconduct on part of its parent, General Tire & Rubber Co. If new obligation is to be imposed, NAB said, it should be accomplished by commission after rulemaking, not by reviewing court. Lower court's opinion, NAB concludes, "would permit a dangerous deviation from . . . basic guarantees and should be reviewed" by Supreme Court.

National Association of Broadcasters has named **Wilson Warr** chairman and CEO of Multimedia Inc., Greenville, S.C., to **head new task force on "National Information Services"** that will prepare NAB comments to be submitted under Tunney Act to U.S. District Court reviewing AT&T antitrust settlement. NAB is concerned about implications of settlement for broadcast

Striking the flag. CBS has virtually abandoned its hopes for a set of prime time access waivers it hoped would make it possible to expand its evening news to a full hour. Addressing a group of affiliates at the NATPE conference in Las Vegas on March 14, James Rosenfield, CBS/Broadcast Group executive vice president, told them that:

"If, when all aspects of the proposal are addressed, the affiliate body remains opposed to the concept of an expanded evening news, we won't try to force it. What we do in news, as in entertainment and sports, we must do together."

Rosenfield said that CBS had expected some station groups, particularly those involved in syndication, to oppose the network's request for a limited waiver of PTAR but "we were surprised to find that the CBS affiliates organization had filed against us ... We did not expect this kind of opposition. ..."

casting, networking and related businesses, said Edward O. Fritts, NAB joint board chairman, who also noted broadcasters are one of largest groups of users of telephone services. Members of task force, which will meet for first time on Monday, April 5, at NAB convention in Dallas, are Ancil Payne, president, King Broadcasting Co., Seattle; William A. Schwartz, president, Cox Broadcasting, Atlanta; William F. Baker, president, television group, Westinghouse Broadcasting, New York, and Robert Marbut, president, Harte-Hanks Communications, San Antonio, Tex.

\$21.5-million deal to buy three of Cincinnati-based **Mariner Communication's** four radio stations has been struck with Ten Eighty Corp., licensee of WTIC-AM-FM Hartford, Conn. Stations to be sold are WLW(AM) Cincinnati, KSXS(FM) Hamilton, Ohio, and KBEQ(FM) Kansas City, Mo. Mariner President Barry Dickstein said baseball strike last year cut heavily into revenues of WLW which carried Cincinnati Reds games. Seller will keep Boston outlet, WITS(AM), in part to stay with efforts to beef up programming along with last year's boost to 50 kw, and also because of possible overlap with buyer's Hartford facilities.

Arbitron Television announced it will conduct **cable audience measurement test** in June, using two-way cable as benchmark against which to measure effectiveness of three other techniques: its own standard TV diary, special cable diary and telephone recall. Officials said it will be conducted among some 100 homes equipped for two-way operations in Coaxial Communications Inc.'s system in Temple Terrace, Fla. They said other tests, but not involving two-way, will be conducted in Birmingham, Ala.; Rochester, N.Y., and Shreveport, La. Tests are unrelated to those, not involving two-way, that cable industry has commissioned A.C. Nielsen Co. to do, also in June (BROADCASTING, March 1). Arbitron said its tests are being funded by Arbitron, and analysis of results should be available by end of this year.

CC will hold en banc meeting Wednesday (March 24) to hear comments on what its role should be over proposed consent decree between Department of Justice and AT&T. Among 30 parties scheduled to comment are General Telephone and Electric Co., Southern Pacific Communications Corp., National Association of Regulatory Utility Commissioners, North American Telephone Association, Henry Geller, ITT, Motorola, Western Union, IBM, AT&T, and Consumers Union.

Increase in attendance of 15-20% at **Broadcasters Promotion Association/Broadcast Designers Association** seminar is expected for this year's meeting in San Francisco, June 6-10. Seminar planners said attendance jump over 1,100 last year will come from increase in design, public television and cable registrants. For first time, BPA/BDA will include series of cable

workshops on seminar agenda and also for first time Public Broadcasting Service is holding its public information directors' meeting to coincide with BPA/BDA seminar. Public TV meetings will be held in San Francisco on June 6 and June 10.

RCA Americom, responding to request from FCC, has pushed back date from March 25 to March 29 on which it hopes to accept \$13-million cashier checks for "pre-paid leases" for undisclosed number of transponders on **Cable Net II**. Although tariff for proposed Fixed Rate Transponder Service (BROADCASTING, Feb. 22) was scheduled to go into effect March 20, FCC staff requested that date be deferred until March 26 to give commission chance to review tariff at open meeting this Thursday (March 25). Common Carrier Bureau is expected to recommend that tariff be approved, subject to investigation into its lawfulness.

CBS Cable announced new advertising commitments from Ford Motor Co. (through Young & Rubicam), E.F. Hutton (Benton & Bowles), Volkswagen (Doyle Dane Bernbach), Warner Brothers (Gray Advertising) and Bristol-Myers (placed directly). Already on board are Exxon, Kraft, Kellogg, Quaker Oats, Shell Oil, *Wall Street Journal*, Bolla wines, Home Box Office and Universal Pictures.

Scripps-Howard Broadcasting announced **\$25-million credit facility** for cable expansion and possible radio station purchase. Pact with Chemical Bank is two-year revolving credit agreement and five-year term loan; carries prime interest rate with certificate of deposit rate available at borrower's option.

Four Dutch television newsmen were reported to have been killed north of San Salvador last Wednesday (March 17) while they were accompanying guerillas that encountered Salvadoran army patrol. Confirmation of death of Dutch newsmen came from Dutch consul in El Salvador. Dead men were not on death list circulating in El Salvador last week from allegedly right-wing, anti-Communist group, but list included Robin Lloyd of NBC News.

Jody Powell, former press secretary to President Jimmy Carter, has joined **ABC News** as consultant and commentator to appear on such programs as *Nightline* and *This Week with David Brinkley*. Powell also is columnist for *Dallas Times-Herald*.

Upcoming

On Capitol Hill: Senate Commerce Committee will hold hearing on National Telecommunications and Information Administration authorization legislation in room 235, Russell Senate Office building, today at 9 a.m. □ House Judiciary Committee will mark up cable copyright legislation (H.R. 3560) on Wednesday at 9:30 a.m. in room 2141, Rayburn House Office building, at 9:30 a.m., Wednesday. □ Senate Judiciary Committee will hold hearing on AT&T antitrust settlement in room 412, Russell Senate Office building, at 9:30 a.m., Thursday. **At FCC:** Open meeting Thursday will consider RCA Americom tariff seeking approval of plan to charge \$13 million apiece for transponders on Satcom IV (Cable Net II); commission will also consider third notice of inquiry looking toward further development of U.S. proposals for 1983 Region 2 Administrative Radio Conference of International Telecommunication Union for planning of broadcast satellite service in 12 ghz band and associated uplinks. □ Temporary Commission on Alternative Financing for Public Telecommunications will meet in eighth floor commission meeting room Monday. **Also in Washington:** Radio and Television Correspondents Association will hold annual banquet at Washington Hilton Thursday.

Ecumenical market

NATPE International started as an annual program fair for television syndicators and their station customers. Those were simpler times. Last week's NATPE, of which much is written in this issue, was a preview of a future that will put the creative community to its severest test.

The demand for programing is expanding exponentially with the multiplication of television pathways to the home. Will supply equal the demand? On the answer to that question will depend the fates of operators of the pathways. For producers and distributors there has never been a wider world.

Ever thus

As often happens to U.S. Presidents in moments of adversity, Ronald Reagan is blaming the Fourth and Fifth Estates for misleading the public about his economic program and foreign policy. In a *TV Guide* interview, he complained about unauthorized release of classified information that he said damages foreign relations. In an interview in the *Oklahoma City Daily Oklahoman*, he complained about the "constant downbeat" in television reporting of the economic situation.

"Is it news," asked Reagan in the *Oklahoman*, "that some fellow out in South Succotash someplace has just been laid off, that he should be interviewed nationwide, or someone's complaint that the budget cuts are going to hurt their present program?"

Well, yes, Mr. President, it is news.

It was also news that Lyndon Johnson hated when television imported pictures from Vietnam at odds with those in Johnson's head. The phone lines burned with anger during calls from Johnson's oval office to network chief executives.

It was news that Richard Nixon hated, and his Vice President repeatedly maligned, when things didn't go quite the way his administration planned them. Jimmy Carter never got along with the journalism establishment.

Television had not developed into a pervasive force at the time Harry Truman was President, but Truman could write an outraged letter to the *Washington Post* to protest an unfavorable review of his daughter's singing. It was also Truman who said: "If you can't stand the heat, stay out of the kitchen."

The advice is as good now as then.

Public service

Some enterprises and individuals that have made their livings analyzing and manipulating the broadcast financial data issued by the FCC are understandably disappointed by the disappearance of their source. It was despite their entreaties that the FCC voted to quit asking broadcast licensees to submit the annual financial reporting form (BROADCASTING, March 15).

This page admits to prejudice in stating its approval of the commission's action. Ever since the agency began collecting financial information more years ago than most readers will remember, BROADCASTING has insisted that the intrusion into private business dealings was improper and perhaps illegal. When the National Association of Broadcasters petitioned the FCC to abandon the practice, it was cheered here.

Early in the rulemaking initiated at the suggestion of the NAB, the ABC Television Affiliates Association, favoring abandonment of annual financial reports, remarked: "The solution to the problem of bureaucratic growth lies in reducing the glut of paperwork demanded by the bureaucracy." In this case, the "glut"

was given a measurement when Larry Harris, chief of the FCC Broadcast Bureau, said 4,500 "person hours," presumably equivalent to man-hours, would be needed to process 1981 financial returns.

The saving of 4,500 man-hours at the FCC may do little to balance the national budget, but it is at least a start in the right direction. The public has been paying for a service of less value to the public than to broadcast statisticians.

Not only that, since the FCC was given computers to improve and speed its work, the annual financial reports have been imperfect and belated. The market-by-market radio figures for 1979 were issued in December of 1980 and the complete 1979 radio report in April 1981. Without notification, the FCC corrected figures in an unknown number of markets between the issuances of December and April versions. The 1980 radio report, which wasn't issued until last month (BROADCASTING, Feb. 8), was recalled for repairs. Corrections will appear in this magazine.

There is no doubt here that private initiative will supply the financial information that radio and television need—and with proficiency at least equal to that paid for by the public.

Two for one

One of the more innovative program services developed for cable television is threatened with a setback April 1. C-SPAN on that date moves off the USA Network channel it has been riding daytimes and goes on a transponder of its own, as both USA and C-SPAN expand their service time.

In the process, Brian Lamb, C-SPAN president, fears he may lose a fourth of the cable systems that now carry his service. They will opt for USA or other services that promise larger audiences or revenues.

Like any other service, C-SPAN must deal with the realities of the marketplace. Still, it has peculiarities that entitle it to consideration on other than commercial grounds. Its coverage of full proceedings in the House of Representatives (only one feature of its programing) has given senators who favor television on their side of the Capitol an arguing point for entering the 20th century. If C-SPAN television from the House were discontinued, the admission of television to a Senate that is deeply divided on the subject would certainly be postponed if not denied.

Cable operators that retain C-SPAN may soon be delivering both House and Senate, a double public service.



Drawn for BROADCASTING by Jack Schmidt

"I keep thinking we forgot something."

Amoco is using 100,000,000-year-old clues to help solve our energy needs today.

Many of the world's petroleum products used in this century were created by the living organisms that flourished on our planet during the Mesozoic age. Fossilized plant and animal life from this same geologic period are performing a vital role in Amoco's exploration today.

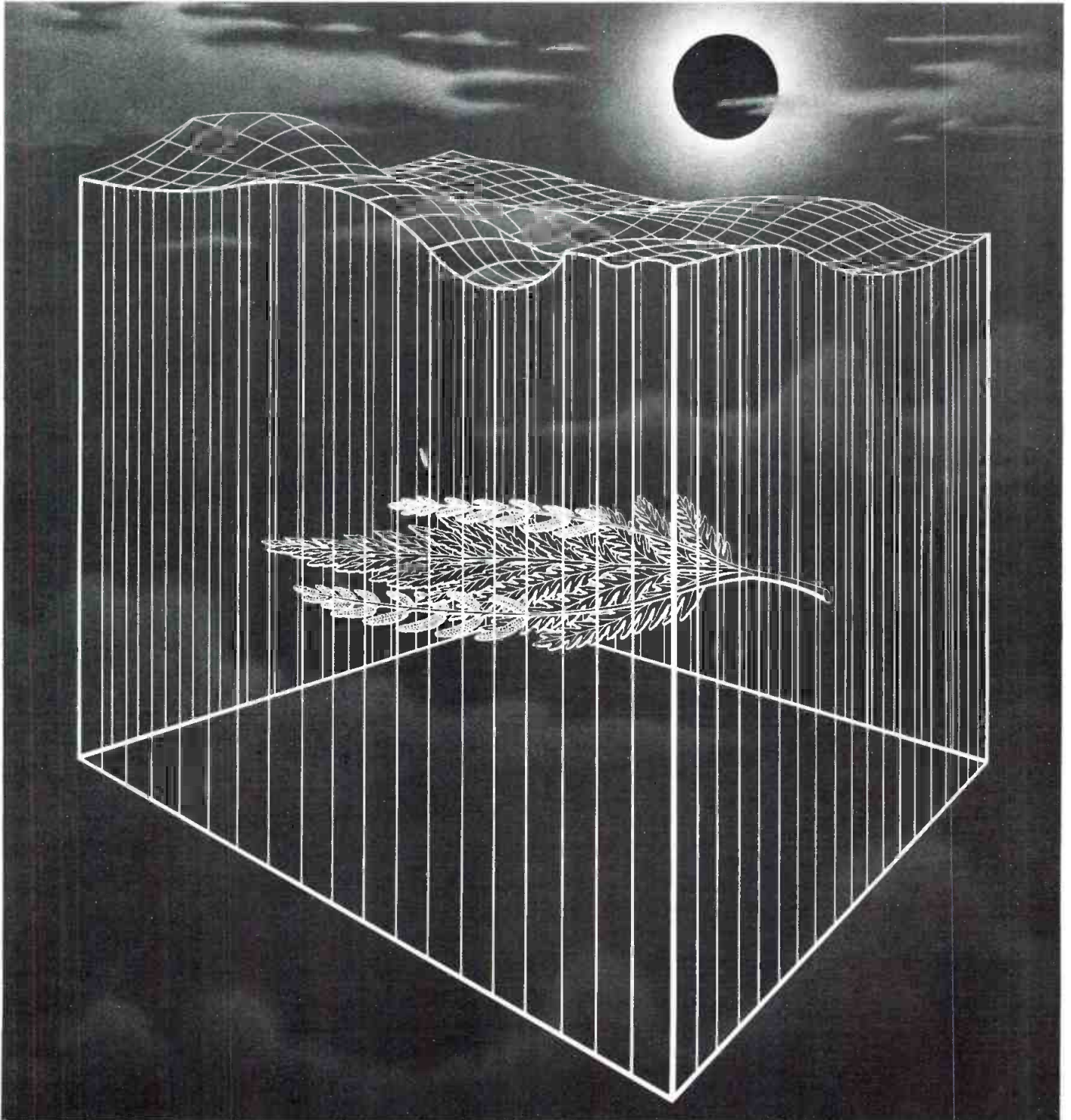
Amoco palynologists examine 100-million-year-old fossil plant spores, which provide clues to the

discovery of hidden energy sources underground. Lessons learned from the fossilized remains of these organisms have been vital to the discovery of extensive new hydrocarbon reserves in Wyoming and Utah.

Palynology is just one science Amoco is using to find the energy America needs today, and to keep growing in the year 2000 ... and beyond.



You expect more from a leader.



NEC unveils E-FLEX Digital Video Effects® System.

“C” format VTR, Dual Video Transmission System, other technology also revealed.

Visitors to NEC Booth #2528 at the NAB show will see newest addition to the DVE® family... plus other major technology innovations from NEC America, Inc.

★★★★

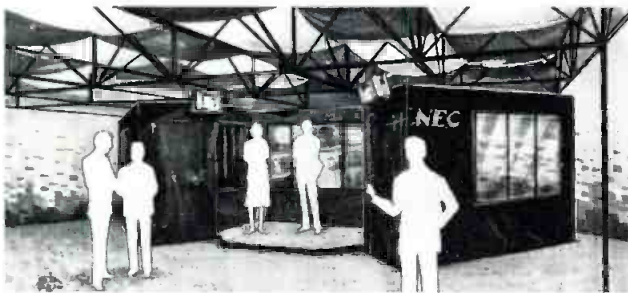
NEC/NAB NEWS MAR 23 1982 Final Edition

E-FLEX system puts Emphasis on Flexibility.

NEC adds to its string of successes in digital special effects with the introduction of the E-FLEX system.

This new generation DVE® brings many NEC optional digital effects into one package with “user friendly” control parameters and some special surprises.

Pocketable digital effects become a reality through the application of Bubble Memory technology. Special demonstrations of the E-FLEX system have been scheduled during the four days of NAB with deliveries of the first units to commence June 1.



The real show in Dallas is at BOOTH #2528 lower level. Well worth looking for. NEC AT NAB.

TT-8000/NTC-10B improve tape handling characteristics.

This new Type “C” 1-inch VTR and TBC combination is designed to handle a wide range of production, studio and post-production applications.

Improved performance, simplified operator controls, and new tape handling characteristics combine with optional heterodyne capabilities in the NTC-10B to make the TT-8000 the ideal investment in 1-inch recording.

3-chip CCD, Digital VTR prototypes demonstrated.

NEC will demonstrate its world leadership in communications technology design and manufacture through exhibition of the industry's first professional 3-chip CCD color

DV-10 Multiplexed signal horizontally compresses two images into a single picture.



camera and completely digital 1-inch VTR prototypes.

Both systems are at the forefront of the broadcast technology revolution.

DV-10 doubles video capacity.

Unlike systems that restrict you to one signal per channel, the new DV-10 Dual Channel Video Transmission system accommodates two full video signals on each video path.

Broadcasters, users of CATV, security systems or satellite transponders can now double signal capacity without increasing present video channel space.

ENG field crews can feed two live cameras, camera and VTR, or any other combination of two signals into a single channel microwave link or other interconnect with the DV-10. Built-in U-Matic TBC is an additional feature of the system.

The multiplexer is modularized in a compact package for full field flexibility. The demultiplexer and power supply rack-mount in just 12 inches of space.

NEC RF Group shows TVRO system/VHF Transmitter.

Visitors to the outside exhibit area at the Convention Center will have the first opportunity to see a new 4GH₂ TVRO earth station with NEC electronics and an ALCOA aluminum antenna. This system is a complete 4.5 meter satellite antenna and receiver for broadcast downlink applications. An NEC 20 kW VHF TV transmitter will provide a centerpiece for RF Group functions within the Convention Center in booth 2528.

NEC NEC America, Inc.
Broadcast Equipment Division
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Elk Grove Village, IL 60007