

Broadcasting Apr 5

213 years of broadcasting leadership

1923

KSTP-AM* begins serving the Twin Cities

1948

KSTP-TV begins serving the Twin Cities

1957

KOB-TV begins serving New Mexico

1957

KOB-AM begins serving New Mexico

1958

WGTO-AM begins serving Cypress Gardens

1965

KSTP-FM begins serving the Twin Cities

1967

KOB-FM begins serving Albuquerque

1968

WTOG-TV begins serving Tampa/St. Petersburg

1980

F&F Productions begins service nationwide



HUBBARD BROADCASTING, INC.

Fine Tuning Since 1923

* formerly WAMD

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SERIAL ACQ SECTION
MONTGOMERY
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SCK DEC/84



PRESET



PREVIEW

BVE 17

FS 18

CAM 1



Control panel with various buttons and labels:

- Buttons labeled 'R12' and 'FS 8 IN'
- Buttons labeled 'R13', 'R14', 'R15', 'R16', 'R17', 'R18', 'R19', 'R20', 'R21', 'R22', 'R23', 'R24', 'R25', 'R26', 'R27', 'R28', 'R29', 'R30', 'R31', 'R32', 'R33', 'R34', 'R35', 'R36', 'R37', 'R38', 'R39', 'R40', 'R41', 'R42', 'R43', 'R44', 'R45', 'R46', 'R47', 'R48', 'R49', 'R50', 'R51', 'R52', 'R53', 'R54', 'R55', 'R56', 'R57', 'R58', 'R59', 'R60', 'R61', 'R62', 'R63', 'R64', 'R65', 'R66', 'R67', 'R68', 'R69', 'R70', 'R71', 'R72', 'R73', 'R74', 'R75', 'R76', 'R77', 'R78', 'R79', 'R80', 'R81', 'R82', 'R83', 'R84', 'R85', 'R86', 'R87', 'R88', 'R89', 'R90', 'R91', 'R92', 'R93', 'R94', 'R95', 'R96', 'R97', 'R98', 'R99', 'R100'

Control panel with various knobs, buttons, and a digital display:

- Knobs and buttons for manual control.
- Digital display showing the number '23'.
- Buttons labeled 'R1' through 'R10'.
- Buttons labeled 'R11' through 'R20'.
- Buttons labeled 'R21' through 'R30'.
- Buttons labeled 'R31' through 'R40'.
- Buttons labeled 'R41' through 'R50'.
- Buttons labeled 'R51' through 'R60'.
- Buttons labeled 'R61' through 'R70'.
- Buttons labeled 'R71' through 'R80'.
- Buttons labeled 'R81' through 'R90'.
- Buttons labeled 'R91' through 'R100'.

IN THE RACE FOR NEWS DOMINANCE, THE CNN2 ADVANTAGE IS JUST BEGINNING TO SHOW

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PROPERTY U.S. AIR FORCE

CNN2 is the newest, most revolutionary news program service ever offered to television broadcasters. Its live, around the clock newscasts update the leading national and international stories in fast-paced 30 minute cycles.

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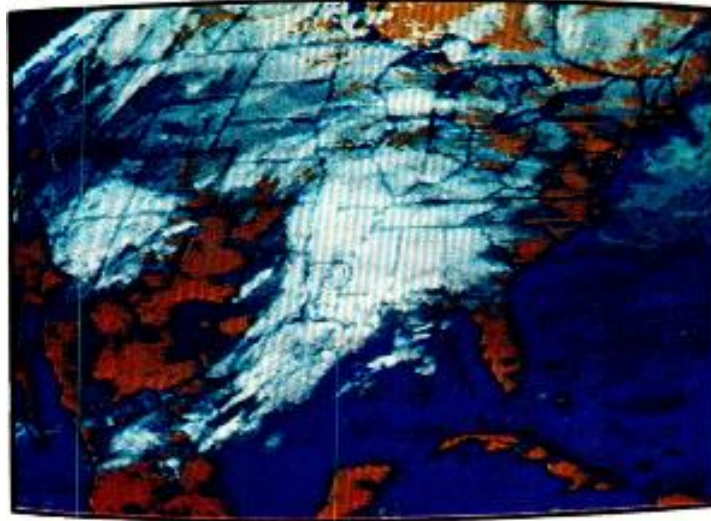
EXCLUSIVE...Broadcast rights to CNN2 are limited to only one television station per market.

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CNN2
FOR BROADCAST TELEVISION

Turner Program Services 1050 Techwood Drive NW Atlanta, Georgia 30318 404-898-8768

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Sharpen your image With our image

*Viewers see the difference. Weathermen welcome the difference.
Sales departments count on the difference.*

Be as unique in your market as we are in ours.

ESD employs digital data and technology and the GOES satellites to bring vivid, meaningful pictures to your studios.

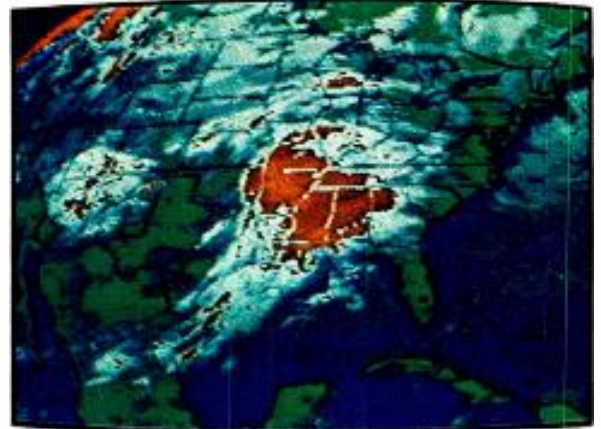
ESD supplies your selection of hourly national, regional and local weather pictures. Then the sky's the limit to creatively presenting the most exciting weather images and information ever seen in your market.

Satellite pictures, unsurpassed in quality and versatility, are only a phone call away—all day, every day.

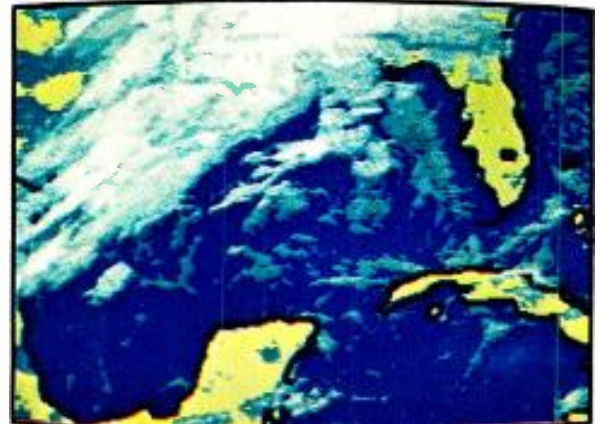
Some 85% of ESD customers receive their weather pictures on Colorgraphics Weather Systems' displays. It is the preferred terminal for broadcast TV.

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at the Colorgraphics Booth #2913.

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World Weather Building 5200 Auth Road
Suitland, MD 20746 (301) 423-2113



See us at NAB—Booth #2913



The NAB in convention assembled □ Cannon's big bill passes the Senate □ Reagan returns to radio □ Broadcast journalists flock to where the action is in El Salvador

PIVOTAL POINT IN DALLAS □ With Wasilewski expected to leave and communications in period of greatest change and challenge, NAB braces for tumultuous era and looks for strongest leadership. **PAGE 35.**

DEREG BILL WITH JERSEY BOUNCE □ Cannon measure passes Senate with provision that could let RKO make license-saving move of WOR-TV New York. **PAGE 36.**

REAGAN TO TUNE IN AMERICA □ President is stepping up pace of public diplomacy with 10-week Saturday radio talks, TV press conferences in prime time, and at least two major addresses in peak-viewing periods. **PAGE 37.**

CABLE COPYRIGHT MOVES ALONG □ House Judiciary Committee unanimously approves amendments to compromise bill. **PAGE 39.** BROADCASTING looks at nitty-gritty of H.R. 5949. **PAGE 132.**

FCC EDICTS □ At open meeting, commission rejects political action group's claim to access, expands Broadcast Bureau authority, and turns down WATCH petition to deny Washington stations. **PAGE 40.**

AM STEREO STATUS □ Most action reported by Harris and Kahn as Magnavox and Belar take conservative stances. **PAGE 41.**

SATCOM IV STUTTER STEP □ Court stays, then gives go-ahead to transponder "pre-paid" lease plan. **PAGE 42.**

THE ACTION IN DALLAS □ Complete agenda for NAB

convention there. **PAGES 45-55.** Guide to hospitality suites. **PAGES 55-59.** Directory of exhibitors and listing of other companies on convention scene. **PAGES 62-112.**

CBS ASSESSES CABLE □ TV network's marketing report doesn't see challenge to its broadcast advertising or audience numbers. **PAGE 114.**

JWT'S TIME BANKING □ Losses refigured to be \$5.5 million more than previously announced. Vice President Luisi dismissed. **PAGE 120.**

FCC REBUILDS RKO □ Commission answers arguments in Supreme Court to save WNAC-TV and says licensee's lack of candor is enough to warrant rejection of appeal. **PAGE 130.**

MEDIA RESTRUCTURING □ DDB analysis forecasts dramatic changes including drop in three-network shares to 43%. **PAGE 142.**

MARTI CONCERNS □ Clear-channel stations tell presidential commission that Cuban's retaliatory jamming will cripple their service. **PAGE 147.**

GOODNIGHT TOM ... GOODNIGHT ROGER □ NBC runs up curtain tonight on its Brokaw-Mudd news team with revamped format and lots of fanfare. **PAGE 150.**

MARKETPLACE HIS MIDDLE NAME □ A career from teen-age disk jockey to FCC chairman has ingrained in Mark Fowler a deregulatory philosophy towards communications. **PAGE 175.**

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WE'RE THE ONLY REP FIRM THAT PUTS EVERY ONE OF ITS SALES MANAGERS ON THE STREET SELLING EVERY DAY

Every one of Masla Radio's sales managers sells as well as manages.

They're not desk-men.

Not order-takers.

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They're the only sales managers that carry full agency lists.

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**MASLA RADIO MEANS MORE BUSINESS
FOR MAJOR STATIONS IN KEY NATIONAL AND REGIONAL MARKETS**

New York Chicago Detroit St. Louis Atlanta Dallas Los Angeles San Francisco

Next up

Broadcasters rubbing shoulders with Broadcast Bureau Chief Larry Harris at annual VIP dinner hosted by Broadcast Music Inc. at NAB convention (he was extended last-minute invitation) may be in company with another FCC-commissioner-to-be. Although FCC General Counsel Stephen Sharp has inside track to succeed Republican Abbott Washburn as commissioner this year, it now appears that Harris—with strong endorsement from FCC Chairman Mark Fowler—will be person to beat for vacancy coming up in June 1983, when Democrat Joseph Fogarty's term ends. Harris is Democrat, despite his ideological ties to Republican Fowler.

Hard ball

If Stephen Sharp is nominated to replace Abbott Washburn on FCC, as expected, he may encounter formidable roadblock. Senator Ted Stevens (R-Alaska), backing constituent Marvin Weatherly of Alaska Public Utilities Commission for job, has told White House Senate Commerce Committee will hold no confirmation hearing for Sharp. Commerce Committee Chairman Bob Packwood (R-Ore.) and Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) are said to be backing Stevens.

Votes for Harris

Although FCC's evaluation matrix of five AM stereo systems showed Magnavox to be best (BROADCASTING, March 22), two FCC engineers working on proceeding—John Reiser and Joe McNulty—would have chosen Harris as national standard if called upon to do so. Their preference was never elicited, however, as FCC opted for marketplace approach.

According to McNulty, matrix measures how well proponents have implemented their designs, but fails "to tell you which is the superior system." Consequently he and Reiser evaluated systems without regard to matrix and found linear Harris system to be clearly superior to other four nonlinear systems (summary of their efforts is found in appendix of report and order). McNulty stressed that he is in accord with FCC's marketplace decision which was based not only on technical analysis but on economic and legal factors as well.

More and more

Network news continues to make news. ABC News, getting ready to launch midnight-to-1 a.m. (NYT) newscast next fall (BROADCASTING, March 22), is also

scouting possibilities for 6-7 a.m. or 6:30-7 a.m. series, leading into *Good Morning America*. It's described as preliminary look, to see "what might be done."

ABC-TV's decision to introduce late-night newscast may call for rethinking of network's experiment in acceptance of issue advertising in late-night periods. Guidelines specify such spots can't appear in or adjacent to news. Among questions to be decided is whether new newscast, due to start in fall, should contain "window" for issue advertising, or what ABC calls "paid commentaries." Such questions may be academic. Since experiment started last July, one ABC-owned station has found one buyer, but network has found none.

Call to arms

"Year of Decision" is expected to be theme running through FCC Chairman Mark S. Fowler's speech at NAB convention luncheon Wednesday (April 7). It's understood he will lay responsibility on broadcasters to decide whether they will make major effort to secure full First Amendment benefits for themselves. In that connection, he will urge support for Broyhill bills—H.R. 5584 and 5585—that would spare broadcasters all content regulation and will call on broadcasters to enlist in defense of any medium, from film to print, running into First Amendment problems.

Not enough

What are revenue limits of pay-per-view sports? Nobody knows for sure right now. But word is that long-awaited research ABC has been conducting for its promised pay-per-view joint venture with ESPN suggests partners would need to add entertainment events to program mix to form profitable service. Study hints there just aren't enough sports events with sufficient drawing power to provide sole support for profitable monthly pay-per schedule.

Everybody on 1040

Administration officials dispute charge they have put WHO(AM) Des Moines, Iowa, in jeopardy with their plans to use its frequency—1040 khz—for Radio Marti (see page 147). Cubans late in November—several weeks after those plans were reported (BROADCASTING, Nov. 2, 1981)—announced intention to shift 500 kw station to 1040 khz. And WHO officials say interference from that monster station would wipe out WHO's nighttime service. But State Department officials, maintaining "retaliation" is not involved, have shown WHO representatives what they

say are minutes of Aug. 24 meeting in which Cubans said they were planning to use 1040 khz for 500 kw station.

But why, then, would U.S. pick that frequency for 50 kw station to broadcast to Cuba? Its signal would be overwhelmed by Cuban operation putting out 500 kw. Defense Department official involved in decision said administration is not convinced Cuba will make good on announced intention. But if 500 kw station does go on air, there are various technical, diplomatic "and other kinds of actions" that could be taken. Even military action "is not ruled out"—though neither is it "ruled in," he said. Meanwhile, general question of Cuban-caused radio interference has attracted attention of House Commerce Committee. Chairman John Dingell (D-Mich.) has asked House Speaker to refer Radio Marti bill (H.R. 5427), approved by House Foreign Affairs Committee two weeks ago, to Telecommunications Subcommittee.

Repair jobs

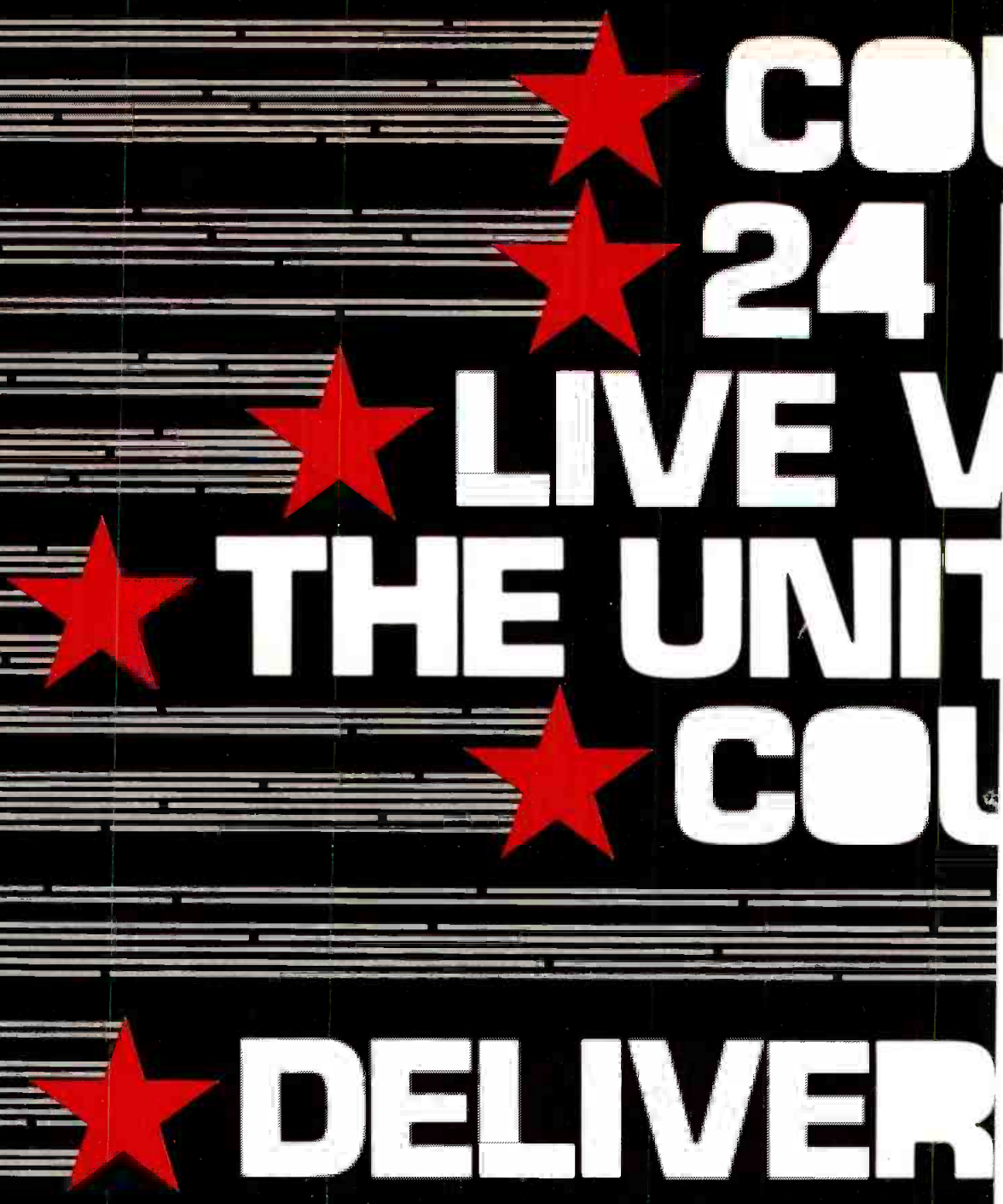
Henry Geller, former head of National Telecommunications and Information Administration, with backing of National Association of Broadcasters, will seek expansion of FCC's so-called Aspen ruling in time for start of 1982 political campaigns. As it stands, Aspen ruling permits broadcasters to cover political debates without subjecting themselves to equal-time demands from candidates not included, provided debate is sponsored by third party (such as League of Women Voters) and debate is broadcast live, or, if taped, is rebroadcast within 24 hours of event. Geller and NAB, in separate filings seeking either declaratory ruling or notice of inquiry on issue, next week will urge that broadcasters themselves be permitted to arrange debates and that rebroadcast restrictions be removed.

Petitions will also propose liberalization of rules regarding documentaries on political campaigns: they will urge commission to drop interpretation that documentaries using picture or voice of candidate are subject to equal-time rule.

In the bag

While FCC Common Carrier Bureau staff insists matter hasn't been closed, top FCC sources say that "investigation" FCC said it would conduct on "lawfulness" of tariff for RCA Americom's sale of \$13-million "pre-paid leases" on Satcom IV (see story, page 42) isn't likely to happen. Majority of commissioners is said to believe that domestic satellite carriers should be allowed to rely on market demand, not traditional rate-base regulation, to set prices for transponders.

Visit US at the N.Y.
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Hospitality Suite 2118



COU
24
LIVE V
THE UNIT
COU
DELIVER

Our major-market quality allows for a strong local identity. Your listeners may never know they're listening to a network.

Get the best in Country Music with consistent studio quality delivered via two 15kHz stereo channels on Transponder 3, Westar II—with "back-up" stereo capability. United Stations will also provide full service news and sports at the top of each hour and frequent appearances by artists as guest deejays. **Frequent opportunities for localization**—up to 16 minutes of local avails each hour, plus more than 10 additional local "ID" opportunities each hour!

COUNTRY MUSIC FOURS A DAY. A SATELLITE. ED STATIONS COUNTRY MUSIC ★ NETWORK THE STARS.

We provide plenty of opportunity for local news, sports, weather, traffic, and even contesting if desired!

Programmed by Ed Salamon, named by Billboard in 1978, 1980, 1981 as "Country Music Program Director of the Year" while at New York's WHN.

Put Ed's expertise to work for your station for only \$1000 a month.*

Offered on a market exclusive basis. Call today to reserve this exciting format in your market. Stations now being signed.

*The network reserves the right to include up to 2 minutes per hour of commercial content.

The **United** Stations

New York Office: One Times Square Plaza, New York, NY 10036 (800) 223-5676, or (212) 869-7444 in New York
Washington, D.C. Office: 7927 Jones Branch Drive, McLean, VA 22102 (800) 368-3033, or (703) 556-9870 in Virginia

TV ONLY

Matex Rusty Jones (car rust proofing). Begins this week for 11 weeks in 20 to 25 markets. News times. Agency: CPM Inc., Chicago. Target: men, 25-54.

First Mutual Savings Association Begins this week for eight weeks in Mobile, Ala.-Pensacola, Fla. Prime times and specials. Agency: Colle & McVoy Advertising, Minneapolis. Target: adults, 35-64.

Jou Jou Design Jeans. Begins this week for eight weeks in under 10 markets. Late fringe times. Agency: Richard & Edwards, New York. Target: teen-agers, 12-17; adults, 18-34.

Weight Loss Clinics Begins April 19 for seven weeks in about 35 to 40 markets. Agency: Fortune Advertising, Los Angeles. Target: total adults.

Lehn & Fink Lysol (various cleansing products). Begins April 12 for about six weeks in about 12 to 20 markets. Agency:

William B. Tanner, Memphis. Target: women, 25-49.

Casablanca Fan Co. Ceiling fans. Begins April 14 for five weeks in under 10 markets. All dayparts. Agency: Davis, Johnson, Mogul & Colombatto, Los Angeles. Target: adults, 25-54.

Coachman Recreation Vehicles Begins May 16 for five weeks in about five markets. Prime access and late fringe times. Agency: Juhl Advertising Agency, Elkhart, Ind. Target: men, 25-54.

Reynolds Metals Co. Solar hot water system. Begins April 19 for four weeks in three markets. News, prime, fringe and sports times. Agency: Clinton E. Frank, Richmond, Va. Target: men, 25-54.

Pennsylvania Lottery Begins May 1 for three weeks in about five markets. All dayparts. Agency: Lewis & Gilman, Philadelphia. Target: adults, 25-64.

Holten Meat Begins June 1 for three weeks in Kansas City, Mo., and Springfield, Mo. Day, fringe, news times and

Rep Report

WPMT-TV Mobile, Ala.: To Seltel (no previous rep).

KDNL-TV St. Louis: To Seltel from Evans Broadcasting.

WLVA(AM) Lynchburg, Va.: To P/W Radio from Pro Radio Sales.

WLOR(FM) Toledo, Ohio: To Blair Radio from Torbet Radio.

WRKA(FM) St. Matthews, Ky.: To Blair Radio from Christal.

WGBB(AM) Merrick, N.Y.: To in-house from Lotus Reps.

KOKA(AM)-KCOZ(FM) Shreveport, La.: To Blair Radio from Bernard Howard.

WOHO(AM)-WXEZ(FM) Toledo, Ohio: To Major Market Radio Sales from Blair Radio.

WJMD(FM) Washington: To Hillier, Newmark & Wechsler Radio Sales from Christal.

weekends. Agency: The Savan Co., St. Louis. Target: women, 25-49.

Ragold Velamints (sugar-free mints). Begins April 19 for two weeks in about nine markets. Early fringe and late fringe times. Agency: Don Tennant Co., Chicago. Target: adults, 18-49.

Poly-Tech Corp. Begins April 12 for two weeks in over 10 markets. Fringe, day, news and prime access times. Agency: Lee King & Partners, Chicago. Target: adults, 25-54.

Paterno Imports Corvo wine. Begins May 3 for two weeks in three markets. Fringe, news, prime access and weekends. Agency: Kelly, Scott & Madison, Chicago. Target: adults, 35-54.

Dr. Cyril Wecht Candidate for Senate. Begins May 11 for one week in six Pennsylvania markets. Agency: Lane-Golden-Philips Advertising, Philadelphia. Target: total adults.

Brown Shoe Co. Naturalizer co-op. Begins this week for one week in over 25 markets. Day times. Agency: Kelly, Scott & Madison, Chicago. Target: women, 18-49.

Physician's Mutual Insurance Begins May 14 for one week in about 60 markets. All dayparts. Agency: Robert Day



Oklahoma International Film Festival

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- WORKSHOPS ● SEMINARS ● EXHIBITS

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APRIL 4 IN DALLAS, CBS REVEALS THE SECRET OF YOUTH

Build your 18-34 audience with RADIORADIO, the new CBS network radio service specifically directed to young adults. RADIORADIO goes on air April 26 with a new direction in CBS News, special features on life-styles and trends, exclusive live-recorded concerts, music specials featuring live phone-in interviews with today's hottest

recording artists, and more. All designed to blend in with your station's sound. RADIORADIO affiliates include the top stations in top markets across the country. They've already discovered our secret and so should you. April 4-7 at the NAB, visit Suite 2622 at the Hyatt Regency.

Join the leaders: RADIORADIO's growing list of affiliates.

New York, NY WCBS FM	Norfolk, VA WWDE (FM)	Minneapolis, MN WCCO FM	Providence, RI WBRU (FM)	Escanaba, MI WFNN (FM)	Rochester, NH WWNH (FM)	Barre, VT WORK (FM)	Scranton, PA WGBI FM
Chicago, IL WBBM FM	Columbus, OH WXGT (FM)	Allentown, PA WLEV (FM)	Lake City, FL WNFQ (FM)	Cookeville, TN WHUB (FM)	Tazewell, VA WTZE FM	Two Rivers, WI WQTC (FM)	Coquille, OR KSHR AM/FM
San Francisco, CA KRQR (FM)	Hartford, CT WIOF (FM)	Detroit, MI WCZY (FM)	Dodge City, KS KDCK (FM)	Colby, KS KOOX (FM)	Great Falls, MT KLFM (FM)	Osage Beach, MO KYLK (FM)	Wisconsin Rapids, WI WWRW (FM)
Philadelphia, PA WCAU FM	Louisville, KY WKJJ (FM)	Los Angeles, CA KWST (FM)	Laramie, WY KIOZ (FM)			Pullman, WA KQQQ (FM)	Ephrata, WA KTRQ FM
Boston, MA WEEI FM	Baton Rouge, LA WAFB (FM)	Houston, TX KRLY (FM)	Albany, NY WQBK (FM)			Rock Island-Moline-Davenport WHBF FM	Moses, WA KTRM
St. Louis, MO KMOX FM	Baltimore, MD WKTK (FM)	Cleveland, OH WWWN (FM)				Fitchburg, MA WFMP (FM)	Tampa/ St. Petersburg, FL WSRZ FM
Phoenix, AZ KOOL FM	Dayton, OH WVUD (FM)					Las Vegas, NV KUDO FM	Wheeling, WV WOMP FM
Buffalo, NY WPHD (FM)	San Diego, CA KJFM (FM)					St. Augustine, FL WFOY (FM)	Wenatchee, WA KTRW FM



Communications, Los Angeles. Target: men, 50 and over.

RADIO ONLY

Ralston-Purina □ Dairy chow. Begins April 19 for four weeks in about 50 markets. Agency: Fletcher/Mayo Associates, St. Joseph, Mo. Target: total farmers.

Bristol-Myers □ Nice n' Easy (hair coloring). Begins May 10 for four weeks in about seven markets. Agency: Foote, Cone & Belding Communications, New York. Target: women, 18-34.

Holiday Universal Health Spas □ Membership drive. Begins this week for three days in Washington, Baltimore and Philadelphia. Agency: Eisner &

Associates, Baltimore. Target: women, 18-34.

Mannington Mills □ Resilient vinyl floors. Begins April 19 for two weeks in about 45 markets. Agency: Gray & Rogers, Philadelphia. Target: women, 25-54.

Simon & Schuster □ "666" paperback (pocketbooks division). Begins this week for one week in 161 markets. Agency: Calet, Hirsh, Kurnit & Spector, New York. Target: total adults.

General Foods □ Sanka. Begins this month for varying flights in New York; Boston; Providence, R.I.; Hartford-New Haven, Conn.; Philadelphia; Baltimore, and Washington. Agency: Young & Rubicam, New York. Target: adults, 25-59.

Advantage

Sun spots. Nestle Co. breaks latest TV spot for its Nestea Ice Tea Mix this week featuring theme "There is nothing like it under the sun." Dan Haggerty, formerly of TV's *Grizzly Adams*, is new spokesman in commercials that are set to run throughout summer on network and spot TV. Spots were filmed on location in New Zealand "where weather and scenery created the proper atmosphere." Campaign was created by New York's J. Walter Thompson U.S.A.

DeBeers early debut. DeBeers Consolidated Mines, Kimberley, South Africa has allocated record \$10.6-million budget to television in 1982, tripling amount spent in 1981 to promote sale of diamonds. Television effort began last week. Instead of concentrating its advertising four weeks before Christmas as has been customary, DeBeers this year will spread out its TV advertising over 20 weeks on network and from 16 to 24 weeks in local markets. Agency for DeBeers is N W Ayer, New York.

McGavren's radio analysis. Examination of spot radio availabilities for 1981 by McGavren-Guild Radio, New York, shows that 25-54 demographic was in first place, accounting for 23% of such requests, up from 19% in 1980. In a second position was 18-49/18-44 with 18%, up from 17% in prior year, followed by 25-49/25-44 with 15%, down from 16% in 1980. Most favored daypart sought by advertisers was morning drive, representing 30% of requests, same as in 1980, followed by afternoon drive, 23%, same as in 1980 and daytime, 21%, up from 20% in 1980. McGavren said 60-second spot was dominant commercial length, accounting for 77% of requests, down from 79% in 1980. In second place was 30-second commercial with 21%, down slightly from 22% in 1980.

'White Paper' buy. Xerox Corp. has obtained exclusive sponsorship of *NBC White Paper*, documentary series of approximately six programs for 1982. First, examining *Pleasure Drugs: The Great American High*, is set for April 20 telecast at 10-11 p.m. (NYT). Program was placed by ad agency for Xerox, Needham, Harper & Steers, New York.



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WHCN-FM
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Anthony Herrling, Stephen McClellan,
assistant editors.
Karen Parhas, *staff writer.*
Marie Leonard, Mona Gartner,
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Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
Richard Mahler, *correspondent.*
Tim Thometz, *Western sales manager.*
Sandra Klausner, *editorial-advertising assistant.*



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**I heard what
my dad said about
me on your radio
show...and I don't
think I ever want to
see him again**

Talknet

FROM NBC RADIO

A one-of-a-kind programming service that can cut costs and brighten up nighttime sales. Bruce Williams and Sally Jessy Raphael weeknights. Bernard Meltzer weekends. So distinctive you have to hear it to believe it. Call Meddy Woodyard at NBC Radio collect today (212) 664-4745.

A broadcast journalism commentary from Richard W. Jencks

How less can be more in television news

Battle has now been joined over the request of CBS to secure selective waivers of the FCC's prime time access rule to facilitate its planned 1983 expansion of the *CBS Evening News*. Quite apart from the FCC issues or the question of economic advantage or disadvantage, is it clear that the expansion proposal is either necessary or desirable?

CBS argues that 30 minutes is simply not enough time to offer more than a "headline service." If I were a CBS affiliate I would ask two basic questions: First, may not a concise, 30-minute "headline service," usually viewed in its entirety by an audience which peculiarly relies upon it, be of more value than a more diffuse service merely sampled by a considerable part of its audience? Second, is the network doing its level best to pack a maximum amount of intelligible information into the half hour already at its disposal?

Turning to the latter question first, some 15 or so separate news stories are typically presented during the half hour. Under the current format of many years standing, these involve 12 or 13 introductions—most by an anchorman of his reporters, some by reporters of other reporters—and each person so introduced identifies himself at the end of his piece, however short. Is all this to-do really necessary? In the recent ABC special, *Night of 100 Stars*, introductions—usually the most tedious part of such a broadcast—were almost entirely eliminated by the intelligent use of graphics. Graphics are now both attractive and technologically flexible. May there not be a lesson here for news?

But, it will be argued, the anchor not only identifies the reporter; he provides introductory background. Does he really? At least half the time the substance of the information is echoed by the reporter's own opening sentences. In any event, it is almost always information that the audience should be deemed to know or could derive from the reporter's account. Can't we now re-examine the whole question of the role of the anchor and finally recognize that when you have an anchor with real reporting credentials—as is the case, certainly, with CBS's Dan Rather—it is wrong to convert him into a talking model? The anchor role could still be critical if it were reserved for major breaking news, and for special reporting in the area of his own sources and expertise.

Surely a major expenditure of time is rooted in the reportorial star system and has become a custom so familiar we take it



Richard W. Jencks is a former president of the CBS/Broadcast Group and Washington vice president for CBS Inc. He is now a television consultant residing in Stinson Beach, Calif., and is a member of the board of directors of RKO General Inc. Among the many stops along his distinguished broadcasting career he has served with the National Association of Broadcasters (assistant to the general counsel), as president of the Alliance of Television Film Producers and as general counsel of CBS Inc.

for granted. Reporters are permitted, in their closing sentences, to pad their reports with editorial commentary, usually in the form of a nicely turned oratorical flourish relating the story to some grand theme. Such commentary is rarely found in reportorial print journalism and does not add a scintilla of information to the report. But it occupies, in the aggregate, significant time that could be well used on additional stories, or on fuller accounts. Often justified as interpretative reporting, it is really an indulgence, and it is particularly unnecessary in a broadcast which has, in Bill Moyers, someone quite capable of doing all the editorializing thought to be desirable in a half-hour broadcast.

In short, by eliminating cumbersome introductory and identifying rituals and replacing them with graphics, by reorienting the anchor function away from repetitive background and toward the presentation of stories he or she is uniquely qualified to present, and by putting an end to the custom of editorial fillips at the close of stories, a considerably tighter, more authoritative, more informational version of the evening news could be presented.

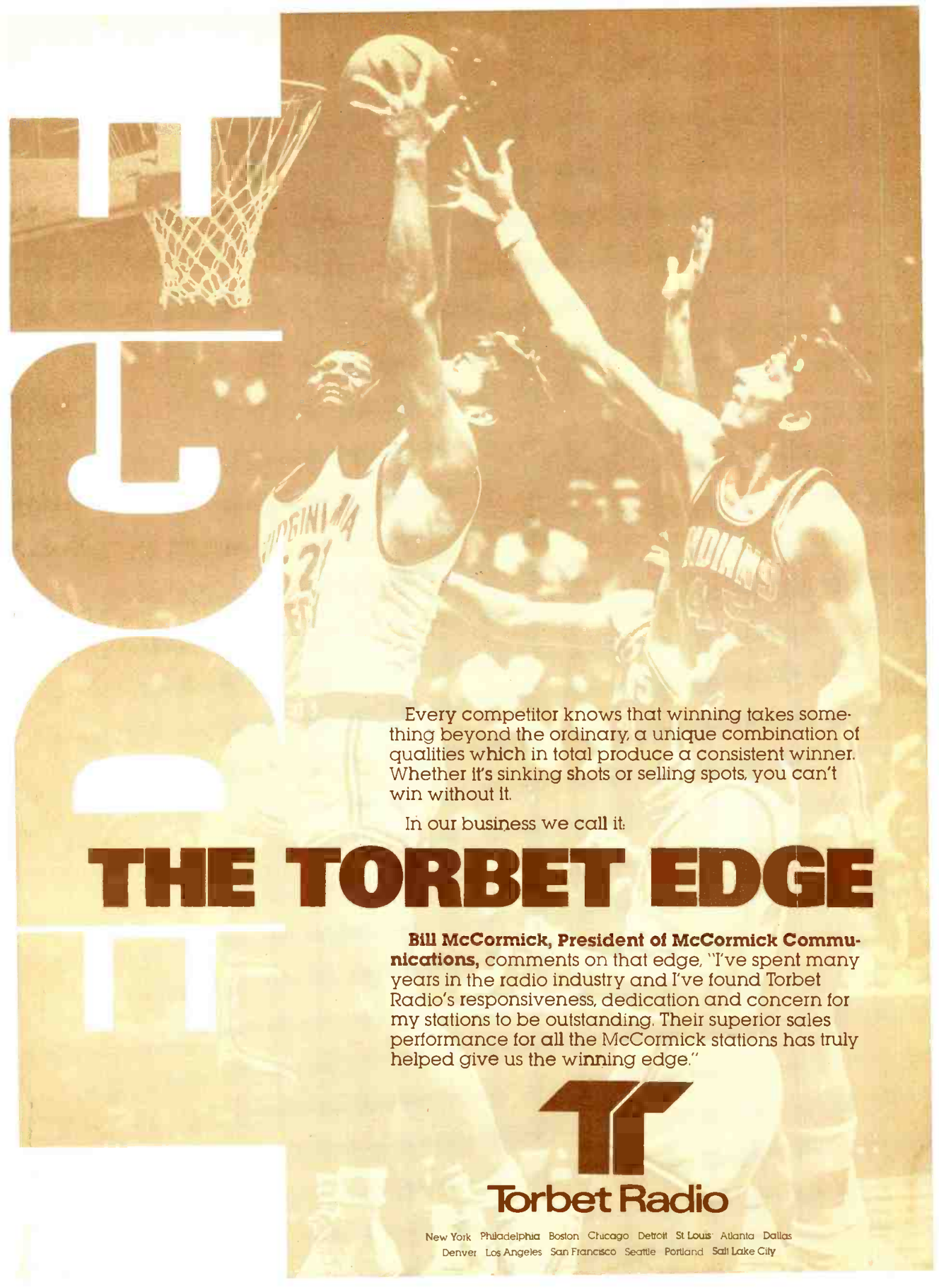
There are other benefits, less tangible but no less real, that might result from a reordering of the evening news format. They have to do with what might be called tone. Something in the existing format seems to force on anchormen and re-

porters alike an unnatural role. No human being that you meet in daily life—unless you have a particularly zealous minister—sounds quite as didactic or pontifical as any one of a number (I will not name names; you know who they are) of news anchors and reporters, this despite the fact that by personal acquaintance I know that many of the same persons are, as individuals, pleasant, natural and spontaneous. The format has become a ritual and the newsmen are embedded helplessly within it.

If you think this is unjust, compare, if you will, the moderator and reporters on the PBS series, *Washington Week in Review*. On yes, you will be to some extent comparing apples and oranges, since *Washington Week* does not purport to cover breaking news, and its format is that of a discussion among newsmen. The odd thing is that even though it is a broadcast designed to encourage the fullest expression of opinion, it is almost always more dense in information, and freer of gratuitous editorializing, than any other news broadcast in television. Its tone is one of dispassionate inquiry, without posturing or patronization, and it demonstrates that if newsmen can be encouraged to talk to us, the audience, as the best of them talk to each other, we might be very much better informed, and more concisely as well.

It is well known that the audience for the evening news is less well educated and less affluent than the audience for either documentary news or television entertainment. It is an audience skewed in the direction of those who, for one reason or another, are unwilling or unable to get most of their information from the print medium. This does not make it a less important audience. On the contrary, since the audience does not get its news elsewhere, it is of immense importance that network evening news reach it effectively and within the time period which its audience is willing to devote to news. As a CBS affiliate I would be concerned that an expanded news might lose a significant portion of this audience, and that the audience that did watch would no longer sit through the news in its entirety.

My hunch is that competition from CNN and other cable news services, as well as from services that will become available to affiliates via satellite, will eventually force the kind of re-examination of the network news format that I have suggested. The need for such a re-examination is not restricted to CBS. But CBS, by proposing to seek additional clearances from its affiliates for an expanded news, has forced the question out into the open.



Every competitor knows that winning takes something beyond the ordinary, a unique combination of qualities which in total produce a consistent winner. Whether it's sinking shots or selling spots, you can't win without it.

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Bill McCormick, President of McCormick Communications, comments on that edge, "I've spent many years in the radio industry and I've found Torbet Radio's responsiveness, dedication and concern for my stations to be outstanding. Their superior sales performance for all the McCormick stations has truly helped give us the winning edge."



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New York Philadelphia Boston Chicago Detroit St. Louis Atlanta Dallas
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This week

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

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

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

■ **April 4-6**—*Kentucky CATV Association* spring meeting. Marriott Resort, Lexington, Ky.

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

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.

■ indicates new or revised listing

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. Adolphus hotel, Dallas.

April 5—*National Video Center* and Recording Studios audio post-production seminar. National Video headquarters, 460 West 42d Street, New York.

April 5—*Community Telecommunications Services*, nonprofit consulting firm, seminar to teach city officials about cable franchising: "Don't Sign Your City's Future Away." Communications Media Center of New York Law School, New York.

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

April 5-8—*North Central Cable Television Association* annual convention. Amway Grand Plaza hotel, Grand Rapids, Mich.

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 7**—"Issue Advertising on Television" audio-visual presentation of *Washington Ad Club* seminar. Capitol Hilton hotel, Washington.

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 8—*National Video Center and Recording Studio* audio post-production seminar. National Video headquarters, 460 West 42d Street, New York.

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.

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.

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

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.

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 17-22, 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.

Also in April

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 13—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speaker: Arthur Taylor, chairman, Entertainment Channel. Copacabana, New York.

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**—*Women in Cable* panel discussion, "AT&T Uncaged." University Club, George Washington University, Washington.

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. Eli Student Center, Northeastern University, Boston. Information: Bill Kirtz, (617) 437-3236.

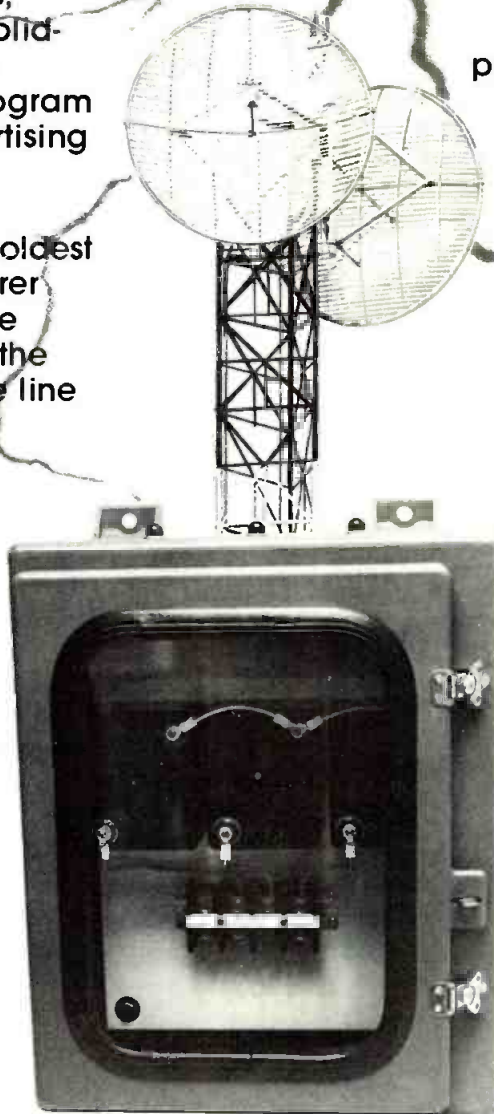
April 16—*New Jersey Broadcasters Association* 36th

Now you can protect transmitters, translators and other solid-state equipment from lightning-induced surges and powerline spikes.

Induced lightning and power company grid-switching often surge at high speeds along power lines, inflicting costly damage to transmitters, translators and other solid-state equipment. These surges can result in program interruptions, lost advertising revenue and loss of listenership.

Transtector Systems, the oldest and largest manufacturer of transient over-voltage protectors, announces the first and only, complete line of solid-state surge protectors for on-site solid-state production equipment, as well as transmitters and translators operating in remote locations.

Transtector protectors are proven in years of experience to provide permanent, non-interrupting protection against costly damage. Transtector features include . . . solid-state reliability . . . a five nanosecond response time for both turn-on and turn-off, not only offering



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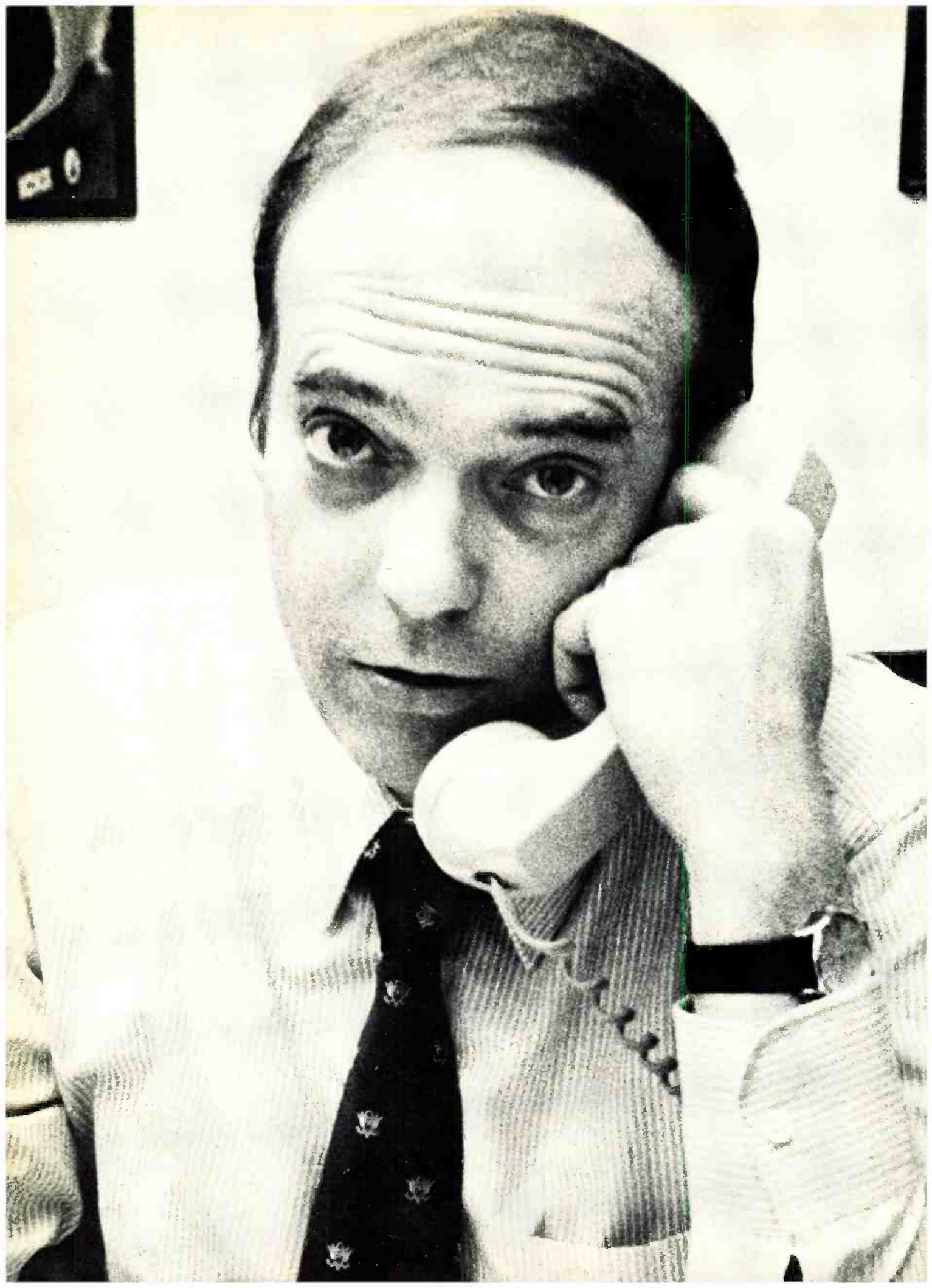
And best of all, Transtector offers cost-effective insurance against electrical surges that is not normally available in a service contract agreement.

Eliminate dead air and revenue losses from lightning induced surges and powerline spikes now with Transtector. Call Edward Bellamy, National Sales Manager, toll free at 800-635-2537.

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Transistor Tower Protector
For Broadcast Applications

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TRANSIENT
PROTECTION



Bob McKee of WPRW proved it to himself on his bottom line. AP Radio Network is the commercial-free, problem-free profit maker. The reason why? AP Radio Network makes your time and money earn money over thirteen hundred times a week. Here's how Bob explains it. **It all adds up. Flexibility, programming, sales.**

"Newscasts alone give us a total of 672 spots a week between donuts and adjacencies. In fact, hard news is probably our easiest sell. Every local merchant is a prospect: the bank, department stores, fuel companies, real estate brokers... it's what we call an image spot.

"The Business Barometer works the same way for us. Sponsors love the identity they get being associated with AP 94 times a week.

"AP Radio Network gives me 1,374 ways to make more money every week. To me, AP means Added Profit."

Robert C. McKee
President and General Manager
WPRW, Manassas, VA.

"I can just run down the line from there. The SportsLine and MotorSportsLine are naturals for sporting goods stores, the hardware shop, car dealers, auto parts houses. They get their names and message on air 242 times a week.

"We sell Project Medicine—AP's health feature—exclusively to the pharmacy, the Ag reports go to our local farm equipment dealer and so on."

A nice plus — the best delivery system.

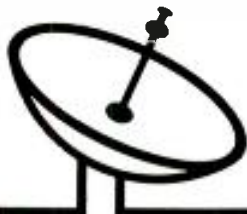
"Despite all the fancy talk I hear about technology, no one can match the AP's leadership. They've got over 450 dishes now on-line and operational. And AP's SAT plan is the world's largest, with 900 dishes scheduled by summer of 1983—that's a plan that really delivers. I'd say AP is doing it all and doing it better."

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Added Profit



Broadcast Services Innovation for better news programming

annual spring managers' conference. Rutgers University, New Brunswick, N.J.

■ **April 16-18**—*National Federation of Local Cable Programers* Midwest regional workshop. Abbey hotel, Coralville, Iowa, and Iowa City Public Library.

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—*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 21**—Fifth annual copyright law conference sponsored by Copyright Law Committee of Federal Bar Association.

April 21-22—*Advertising Research Foundation's* fourth annual business advertising research conference. New York Hilton.

April 21-23—*Indiana Broadcasters Association* spring conference. Speaker: Richard Wiley, Kirkland and Ellis, Washington. Vincennes Executive Inn, Vincennes, Ind.

■ **April 22**—*Philadelphia Cable Club* luncheon. Topic of discussion: Cable interconnects. Ovation Club, Spectrum, Philadelphia.

April 23—*Audio Independents* seminar for producers "Inside Commercial Radio." New School for Social Research, New York.

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 26-May 1—Radio-TV Week at Southern Illinois University, sponsored by *Illinois Broadcasters Association* and *Illinois News Broadcasters Association*. SIU, Carbondale, Ill.

■ **April 29**—*American Women in Radio and Television, Kansas City Chapter*, fifth annual broadcast awards luncheon. Alameda Plaza hotel, Kansas City, Mo.

■ **April 29**—*Women in Cable*, New England chapter, meeting. Newton Marriott hotel, Newton, Mass.

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 4-7—*American Women in Radio and Television* 31st annual convention. Speakers include Mimi Weyforth Dawson, FCC commissioner. Hyatt Embarcadero, San Francisco.

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

■ **May 6**—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton Inn and Conference Center, Madison, Wis.

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**—*Radio Advertising Bureau's* Idearama for radio salespeople. Holiday Inn Charlotte North, Charlotte, N.C.

May 11—*Southern California Cable Club* luncheon meeting. Speaker: Tom Wheeler, president, National Cable Television Association. Sheraton La Reina, Los Angeles.

■ **May 12-15**—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

■ **May 14**—*American Psychological Association/American Psychological Foundation* National Media Awards for reporting that increases public knowledge of psychology. Information: Public Information Office, APA, 1200 17th Street, N.W., Washington, D.C. 20036.

May 14—*Foundation for Accounting Education* En-

tertainment 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.

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

May 16-18—*University of Wisconsin-Extension* workshop, "Municipal Administration of Cable TV." Wisconsin Center, 702 Langdon Street, Madison, Wis. Information: Barry Orton, (608)262-2394 or (608)262-8953.

May 19—*Information Industry Association* workshops on "Opportunities—and Risks—in Today's Explosive Information Industry." Grand Hyatt hotel, New York.

May 20-21—Conference on "The Implications of the AT&T Settlement," sponsored by *TeleStrategies*, telecommunications consulting firm based in McLean, Va. Speakers include Tom Wheeler, National Cable Television Association; Richard Wiley, Kirkland and Ellis; Philip Vermeer, Pierson, Ball and Dowd, and Richard Neustadt, Kirkland and Ellis. Washington Hilton, Washington.

May 20-22—*First Amendment Congress*, comprising news media organizations, seminar on First Amendment values in changing information system. Steve Nevas, First Amendment counsel, National Association of Broadcasters, and Jean Otto, op ed page editor, *Milwaukee Journal*, are co-chairmen. Xerox International Center, Leesburg, Va.

May 21-23—*Carolinas UPI Broadcasters Association* spring meeting. St. John's Inn, North Myrtle Beach, S.C.

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

May 24-25—Conference on "Future Directions in Information Policy," sponsored by National Telecommunications and Information Administration. Bernard Wunder, NTIA, will host conference. Commerce Department, Washington.

May 24-25—*Energy Bureau* conference "Satellite Communications Systems." Stouffer's National Center, Arlington, Va.

May 25—*International Radio and Television Society* annual meeting with Broadcaster of the Year award. Waldorf-Astoria, New York.

May 25-27—*Ohio Association of Broadcasters* spring convention. Kings Island, Cincinnati.

May 26-27—*Federal Bar Association's* fifth annual telecommunications law conference. Shoreham hotel, Washington.

May 27-30—*Satellite Services Bureau* Northeastern, Satellite-TV Exhibition. Howard Johnson's Conference Center, Windsor Locks, Conn.

May 31-June 3—*Canadian Cable Television Association* annual convention. Sheraton Center, Toronto.

June

June 1—Deadline for entries in Armstrong Awards for excellence and originality in radio broadcasting, sponsored by *Armstrong Memorial Research Foundation* in cooperation with *National Radio Broadcasters Association*. Information: Armstrong Foundation, 101 University Hall, Columbia University, New York, N.Y. 10027.

June 1-3—Seminar on "Telecommunications Trends and Directions," sponsored by *Communications Division of Electronic Industries Association*. Dunley's Hyannis hotel and conference center, Hyannis, Mass.

June 3—*Advertising Research Foundation* conference on "Key Issues Workshop on the New Media and Research Technology." Marriott's Essex House, New York.

June 3-4—*Northeast Cable Television* eighth technical seminar and exhibition. Empire State Plaza Convention Center, Albany, N.Y. Information: Bob Levy, (518) 474-1324.

June 5—*Radio-Television News Directors Association* region seven meeting. Medill School of Journalism, Northwestern University, Evanston, Ill.

Errata

William Dunaway, member of NAB's futures committee is vice president and general manager of WTHR(TV) Indianapolis, not general manager of WXEX-TV Richmond, Va., as reported in BROADCASTING, March 22.

THREE OF THE BEST REASONS IN THE WORLD TO WATCH NBC NIGHTLY NEWS.

Starting Monday, April 5, there will be a new look at NBC Nightly News.

Roger Mudd,

one of the premier journalists in Washington, and

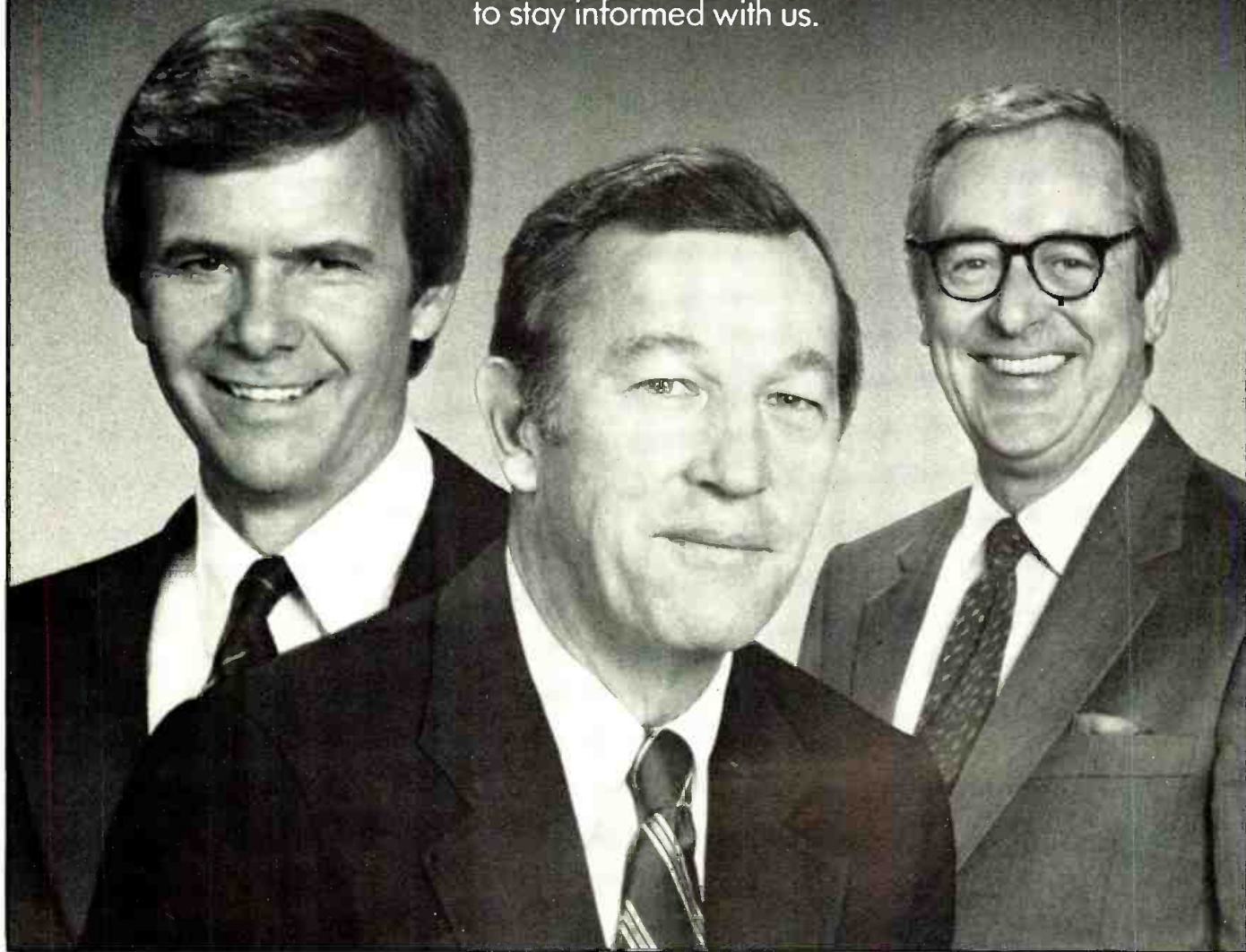
Tom Brokaw,

for the past five years a mainstay on "Today," bring their unique talents to Nightly News as co-anchors each weeknight.

Add insightful and provocative commentary by

John Chancellor

and you've got three of the best reasons in the world to stay informed with us.



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Please visit us during the NAB
Convention at our suite in the
Fairmont Hotel

■ **June 6-9**—National Indian Media Conference sponsored by *Native American Public Broadcasting Consortium* and *American Film Institute*. Old Town Sheraton hotel, Albuquerque, N.M.

June 7-9—Great Lakes Conference and Exposition, sponsored by *Illinois-Indiana Cable Television Association*. Indiana Convention Center, Indianapolis.

June 7-July 9—*Rochester Institute of Technology's* School of Photographic Arts and Sciences motion picture workshop. RIT, Rochester, N.Y.

June 6-9—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* fifth annual seminar. St. Francis hotel, San Francisco.

June 10-12—*Montana Cable Television Association* annual meeting. Sheraton hotel, Great Falls, Mont.

June 10-13—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the Ozarks, Mo.

June 11-18—*Radio-Television News Directors Association of Canada* annual meeting. Mount Royal hotel, Montreal.

June 12—*UCLA Extension* program, "The Video Revolution: Opportunities and Prospects for Pay TV, Videocassettes and Videodisks." Coordinated by James Jimarro, president, Walt Disney Telecommunications. Beverly Hillon hotel, Los Angeles. Information: (213) 825-7031.

June 12-16—*American Advertising Federation* annual conference. Omni International, Atlanta.

June 13-14—*Radio-Television News Directors Association* board meeting. Mount Royal hotel, Montreal.

June 13-16—*Kansas Association of Broadcasters* 32d annual meeting. Halidome, Hutchinson, Kan.

June 16-18—*Oregon Association of Broadcasters* spring conference. Red Lion at Bowmans, Welches, Ore.

June 16-19—*Maryland-District of Columbia-Delaware Broadcasters Association* convention. Sheraton Fontainebleau Inn, Ocean City, Md.

June 17-18—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Washington Plaza, Seattle.

June 20-23—*National Association of Broadcasters'* Children's Television Conference. Capitol Hill Hyatt Regency, Washington.

June 22-25—*National Broadcast Editorial Association* national convention. International hotel, Washington.

June 23-26—*Florida Association of Broadcasters* annual convention. Innisbrook Resort, near Tarpon Springs, Fla.

June 24-27—*Public Broadcasting Service* annual meeting. Crystal City Hyatt, Arlington, Va.

June 25-27—*West Virginia AP Broadcasters* annual convention. Cacapon State Park, Cacapon, W. Va.

June 27-30—*Virginia Association of Broadcasters* summer meeting. Wintergreen Resort, Wintergreen, Va.

June 28-30—Videotex '82 conference on videotext and teletext, sponsored by *Online Conference Ltd.* Hilton hotel, New York. Information: (212) 599-6924.

July

July 9-13—*Television Programing Conference*, "New Rules and Regulations for Programing." Radisson hotel, Charlotte, N.C. Information: Clem Candelaria, KTUT(TV), P.O. Box 2495, Fort Worth, Tex., 76113.

July 11-14—*New York State Broadcasters Association* 21st executive conference. Grossinger's Conference Center, Grossinger, N.Y.

July 12-Aug. 13—*Rochester Institute of Technology's* School of Photographic Arts and Sciences motion picture workshop. RIT, Rochester, N.Y.

July 14-16—*Arbitron Television Advisory Council* meeting. Silverado, Napa, Calif.

July 14-17—*Colorado Broadcasters Association* summer convention. Manor Vail, Vail, Colo.

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

July 18-22—*World Future Society's* Fourth General Assembly. "Communications and the Future." Sheraton Washington hotel, Washington.

July 19-24—*National Federation of Community Broadcasters* annual conference. MacAlister College campus, St. Paul.

July 18-22—*World Future Society's* fourth general assembly. Theme: "Communications and the Future." Presentation Sheraton Washington, Washington. Send papers and proposals to: 1982 Assembly Committee, World Future Society, 4916 St. Elmo Avenue, Bethesda, Md., 20814.

Open Mike

Moving letter

EDITOR: Thank you for the extensive coverage of my remarks at the recent Country Radio Seminar in Nashville. Please allow me to clarify two points.

First, as you can tell by the information [at the end of this letter], Hiber & Hart is no longer located in Los Angeles. Your reporter may have been unaware that last year we relocated to Pebble Beach, Calif., (Box 1220).

Second, you quoted me as saying that focus group projects should cost approximately \$1,500 tops. What I said was that the \$1,500 figure should be the limit per panel—so if four focus groups were done for a station, that project could total \$6,000 maximum. Don't want to have any disappointed broadcasters expecting to get several groups done professionally for a total of \$1,500—*Jhan W. Hiber, president, Hiber & Hart Ltd., Pebble Beach, Calif.*

Lack of an adjective

EDITOR: A bone to pick with BROADCASTING (one of the very few in three subscription years). Your March 8 issue "Monday Memo" by Judith Brackley lists her having been news director at WCOZ(AM) Boston. But then you add, "She has also been a journalist..." Shame. After 10 years as a radio newsman (WKBW(AM) Buffalo) and now the front page editor of an afternoon daily, let me assure you a news director of a radio station is a journalist. Just as much as anyone working for a newspaper. I would expect this from my newspaper colleagues—but from the broadcasting industry's trade journal?—*Joe Downey, Olean, N.Y.*

Editor's note. BROADCASTING regrets the truncation of the phrase "print journalist," which is what it meant to say.

YOUR AM STEREO SYSTEM IS READY AT HARRIS!

Harris, the leading broadcast transmitter manufacturer, has the complete AM stereo system*, products and services broadcasters want.

The only manufacturer to offer a complete AM stereo broadcast product line

- AM stereo generator for high quality transmission.
- Transmitter interface for most transmitters now in use.
- Stereo modulation monitor for easy system set up.
- Broad audio product line.
- Optional field installation/ checkout services.

Superior Harris Stereo System

For technical reasons alone the Harris stereo system should be your choice.

- Harris has the only system that has the same bandwidth as your current mono signal. It minimizes antenna and interference problems and is compatible with existing directional arrays, with no degradation of your signal.

- The Harris system permits the same level of modulation as your present signal to maintain loudness.
- The Harris system simultaneously provides maximum stereo and mono coverage.
- The Harris stereo system permits the use of high performance/low cost receivers that will help close the quality gap between AM and FM.

60 years of dedicated service

Harris is the only manufacturer that can put 60 years of service and experience to work to put you on a competitive basis with FM in a cost effective manner.

Order today

You can save nearly \$3,000.00 by ordering the Harris stereo generator, stereo modulation monitor and transmitter interface today. This special introductory offer is good until April 7, 1982. ACT NOW! Call Harris Broadcast Division for details. 217/222-8200.

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

Visit the Harris TV and Radio Equipment Display at the 1982 NAB, Dallas.



HARRIS

IF A SA PROGRAM PROGRAM DON'T

Listen to this.
Nobody knows
how to make money
in radio like ABC.
Because we know
how to compete
successfully in
major markets.

And because we have the best talent today.
On and off the air.

And now ABC has developed a program called Superadio, that will make all that expertise available to you. 24 hours a day. 7 days a week. So *your* station can compete successfully in your market — and make more money.

ABC's programming has made us what we are today, one of the acknowledged leaders in radio broadcasting. But our Superadio program is programming plus a

great deal more. Along with the best on-air talent, music selection and rotation, you'll get the kind of promotion and total advertising and marketing support you can't get from anyone else but ABC.

We'll plan your media. Customize TV commercials for your station. And most important, pay for the space and TV time you need to become a major voice in your market.*

Superadio's total program provides you with bigger and better on-air promo-

TELLITE W IS JUST IMMINING, LISTEN.

WABC, New York, the most listened-to station in America. And Pat Pantonini, whose award-winning promotions are among the most effective in the

ion, as well as the best musical sound in radio. But everything Superadio does for you is customized to your station's local identity. Because your local success is important to us. Our success depends on it.

What's more, we'll provide you with access to the experts who've built the largest audiences in history. Like Rick Sklar, the man whose programming made

industry. Not to mention the most imitated.

Superadio provides you with everything you need to build a bigger audience, and keep it. The strongest programming on the air. And the best marketing program off the air.

So call David Pollei collect at 1-(212) 887-5051. Because Superadio is one radio program you can't afford to miss.

SUPERADIOTM
RADIO ENTERPRISES (1-212)

Where Things Stand

A quarterly status report on the unfinished business of electronic communications

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□
Agent identities. Senate and House have passed bills making it illegal to disclose identities of covert U.S. agents, even if information has previously been made public (BROADCASTING, March 22). Conference on measures, which are similar, is expected to be brief, but once signed into law, measure could face court fight as violation of First Amendment.

□
AM-FM allocations. FCC has approved plan that will reduce protection to clear-channel stations and allow addition of 125 more AM stations on clear and adjacent channels (BROADCASTING, May 29, 1980). As of Dec. 18, 1981, 304 clear-channel applications had been filed with commission. Twenty-three of 25 clear-channel frequencies have been cut off. Seven applications had been granted as of Dec. 18, 1981, and seven others had been designated for hearing. FCC has reversed its decision of December 1979 and voted to recommend retention of AM channel spacing at 10 khz (BROADCASTING, Aug. 10, 1981). It had formerly proposed shrinkage to 9 khz. (See **Region 2**, page 33). Also, FCC has instituted rulemaking to open spectrum to additional commercial FM's. If adopted, there will be two new classes of stations as well as rules that would allow existing classes to operate in areas where they are now restricted (BROADCASTING, March 3, 1980). Commission expects to act on rulemaking proposal in second quarter of 1982. National Telecommunications and Information Administration has asked commission to include in rulemaking administration proposal for use of FM directional antennas, which could make more stations possible. National Telecommunications and Information Administration has petitioned FCC to ease restrictions under which daytime-only stations operate (BROADCASTING, Sept. 21, 1981). In petition for rulemaking, NTIA recommended that FCC increase presunrise and post-sunset operating hours of selected daytimers; give daytimers that provide only local service in their communities of license significant preference in comparative contests for new FM facilities in cases where daytimer filed original petition to amend table of assignments, and to expedite processing of petitions to amend table and of applications for construction permits for new FM facilities when filed by daytimers that provide only local service in their community. National Association of Broadcasters petitioned FCC to launch rulemaking easing restrictions under which all daytimers, "not just those that provide the only local service," operate (BROADCASTING, Dec. 7, 1981). NAB said FCC should consider modifying its application acceptance criteria (which it said have restricted some daytimers from applying for full-time operation) and change its diversification policy (which NAB said had been barrier to daytimers seeking full-time AM or FM operation in comparative proceedings).

Commission expects to take action on petitions by third quarter of 1982.

□
AM stereo. After five years of deliberation, FCC last month decided not to decide which of five proposed systems should be standard for AM stereo broadcasting (BROADCASTING, March 8). Instead, FCC said broadcasters could begin broadcasting stereo programming using any system they desire. Marketplace forces—interplay of receiver manufacturers, broadcasters and consumers—FCC reasoned, would soon determine which of five systems or some other yet-to-be-developed system should be de facto standard. FCC's action was contrary to wishes of most broadcasters and receiver manufacturers who feared marketplace approach would kill AM stereo or at least delay its introduction. Four system proponents—Harris, Kahn/Hazeltine, Motorola and Magnavox—are waging all-out battle to win marketplace acceptance. Belar Electronics, fifth system proponent, is sitting on sidelines, hoping receiver manufacturers will eventually recognize merits of its system and adopt it. FCC order authorizing stereo broadcasting featured evaluation matrix, which showed Magnavox and Harris systems to be superior to others, but it warned any decision based on its analysis would be "tenuous" (BROADCASTING, March 22).

□
Antitrust/TV code. Department of Justice has filed suit in U.S. District Court in Washington against National Association of Broadcasters' television code, charging that it unfairly manipulates marketplace by restricting advertising availabilities (BROADCASTING, July 18, 1979). Oral arguments were held late in 1979; NAB claimed case is governed by "rule of reasonableness" and Justice argued code is "per se" violation of antitrust laws (BROADCASTING, Dec. 10, 1979). U.S. District Judge Harold Greene last month ruled that code prohibition against multiple-product advertising in television commercials under minute in length violated antitrust law and set for trial two other issues—standards restricting time for commercials and limiting commercial interruptions in each program (BROADCASTING, March 8). NAB responded by suspending enforcement of all advertising provisions in its TV and radio codes and announcing plans to appeal Greene's ruling (BROADCASTING, March 15).

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

□
Cable copyright. House Judiciary Committee unanimously passed bill containing compromise on cable copyright worked out among National Association of Broadcasters, National

Cable Television Association and Motion Picture Association of America (see story, this issue). Bill (H.R. 5949) would continue compulsory licensing at present rate structure but would codify FCC's former syndicated exclusivity rules after staggered transition period ending after two years for most cable systems. Bill would also reverse recent decision by New York District Court that satellite resale carriers are fully liable under copyright laws. Bill goes next to House Energy and Commerce Committee, where its fate is uncertain, after procedural move supported by Committee Chairman John Dingell (D-Mich.) that removed 60-day time limit originally agreed to for review of bill (BROADCASTING, March 29). Senate Judiciary Committee plans no action on cable copyright until after bill has left Energy and Commerce Committee and appears headed for floor action in House. Reagan administration opposes bill in favor of full liability for cable systems, its most recent attack having come from Justice Department on eve of House Judiciary Committee passage (BROADCASTING, March 29, April 5). Although administration's opposition is not expected to hinder bill's passage in House, it could have much greater impact in Senate.

□
Cable deregulation. FCC on July 24, 1980 lifted its rules on distant signals and syndicated exclusivity—last regulations cable industry considered restrictive. In doing so, agency also turned down concept of retransmission consent, which broadcasters had been pushing as means of righting what they see as marketplace inequity. Malrite Broadcasting, backed by large contingent of broadcasters, went to U.S. Court of Appeals in New York seeking to block action (BROADCASTING, July 28, 1980). But court in late spring affirmed FCC's order (BROADCASTING, June 22, 1981). National Association of Broadcasters and National Football League have appealed to Supreme Court. In another development, Ted Turner has asked commission to repeal "must-carry" rules for local stations (BROADCASTING, Oct. 20, 1980). Senate Commerce Committee Chairman Barry Goldwater (R-Ariz.) has introduced bill to move primary jurisdiction over cable regulation from cities and states to FCC. Bill (S.2172) would permit cities to continue regulating basic rates, codify FCC's right to set ceilings on franchise fees, allow municipal ownership of cable systems as long as cities have no control over programming and require systems with 20 channels or more to reserve 20% of capacity for public and leased access channels, with fee for leased channels to be set by cable operator. Hearings are scheduled for April 26, 27 and 28 (BROADCASTING, March 8, 29). Meanwhile, House Telecommunications Subcommittee has surveyed cable systems and cities for information about problems in cable franchising but has not indicated it will advance legislation.

□
Canadian border problems. White House has asked Congress for legislation mirroring

Stouffer's is now part of the dynamic 38th Market in the U.S. Greenville – Spartanburg – Asheville

With the opening of Stouffer's \$41 million frozen prepared foods plant in Gaffney, S.C. the nation's 38th market* became the site of one of the most modern food production facilities in the world. The 240,000 sq. ft. plant employs approximately 450 people who produce premium quality main dishes, side dishes and French bread pizza for nationwide distribution in approximately 30,000 supermarkets.

Founded in 1924, the Stouffer's Corp., headquartered in Solon, Ohio, employs 15,000 nationally in operations that include some 65 restaurants and 22 hotels and inns, including the famed Mayflower in Washington, D.C.

WSPA-TV's market is home for scores of plants like Stouffer's, all benefiting from a

stable work force, superb transportation facilities, congenial climate and land availability which permits efficient one-story construction and invites expansion. Our area of dominant influence includes a half-million* television households. For availabilities please check our national reps.



Owned and Operated by Spartan Radiocasting Co.
Walter J. Brown, President • K. James Yager, Exec. Vice President
TV 7 • AM 95 • FM 99
National Reps: Blair Television

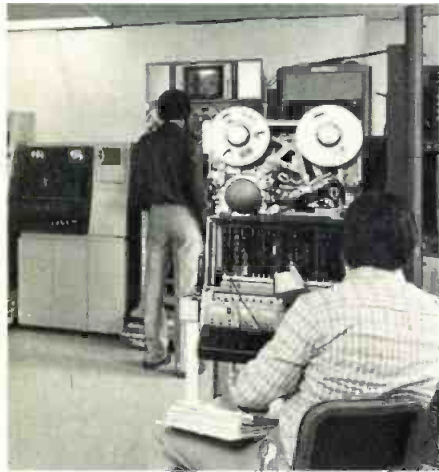
*Arbitron '81



Prime Time

For information on the products or services mentioned here, contact your RCA Representative. Or write RCA, Prime Time, Bldg. 2-2A, Camden, NJ 08102.

TR-800 Field Reports A-OK



Final testing is completed on the latest shipment of customer-bound RCA TR-800 VTRs.

Successful integration reports of the TR-800 one-inch helical scan video tape recorder are arriving daily at the RCA Camden assembly facility. The announcements have come from around the world as the TR-800 proves itself in both the International and United States video production markets.

Multi-Feature Deliveries

Various configurations of the versatile TR-800, from the compact transportable to the multi-feature studio console with monitor bridge, have been accepted at customer locations. To meet specific broadcast and production requirements, many of the TR-800s have been equipped with AE-800 time code editing systems, TBC-8000 time base correctors and Multi Rate Video Controllers. The micro-computer controlled TR-800 will interface with existing RCA Quad and One-Inch recorders providing operations with versatile and cost-effective installations.

HAWKEYE Now Even More Versatile, More Compact



Applications versatility was a major design objective of the HAWKEYE system. Modular system design the inevitable result. Now the system is even more flexible to meet more of your field and studio operations needs. HAWKEYE is the most complete, and adaptable recording camera system available today.

Compact Recording Camera With Field Playback

The HCR-1 one-person field production system is more versatile than ever. A built-in time code generator, new as a standard, saves your crew valuable post-production time. A new playback option allows your operator to play back recorded material thru the

viewfinder for in-the-field confirmation of picture results.

New Remote Control Option

For electronic field production flexibility, HAWKEYE offers triax remote control for the HC-1 camera. There's no backpack, simply a triax adaptor that links to the HC-1 camera back. The system, with complete video, control, and audio functions, provides power for the camera over cable lengths up to 5,000 feet. NTSC or PAL composite, Y-I-Q baseband or R-Y, B-Y signals may be transmitted between camera and base station. Compact, the base station mounts in a half-rack space, allowing more convenient monitoring and scope arrangements. The compact operator's panel reduces console space requirements.

New VTR Configurations

Engineered VTR improvements include new configurations. Field recorders are more compact. A four-channel microphone mixer built into the baseband adaptor offers added audio capability without bulk. The HR-2 studio VTR now provides a search and jog function to allow quick location of recorded material. Accessibility is facilitated with a front panel that swings up to reveal all circuitry, even while the HR-2 is in operation. That's convenience, that's flexibility.

HAWKEYE. The best performing, most versatile recording camera you can consider. Our new brochure Form #9298B will reveal all the HAWKEYE system advantages. Write for your copy.

TR-800 World-Wide Performer

Starting in late 1981, deliveries of RCA's TR-800 video tape recorder have been made internationally to many customers. These include:

The Arab Republic of Egypt
P. T. Taju Puspa Ltd. — Indonesia
Venevision — Venezuela
HSV-7 — Australia
WOR — New York, NY
WRGB — Schenectady, NY
WREX — Rockford, IL
WEHT — Henderson, KY
Ft. Bliss — El Paso, TX
KVUE — Austin, TX
WTRF — Wheeling, WV

TR-800 deliveries continue, and RCA has announced that new orders are now being accepted for Spring delivery.

TTG-Series TV Transmitters: 10 kW to 100 kW

With the addition of the new TTG-35H, highband 35 kW model, RCA's G-Line series of VHF Transmitters now includes 27 models, covering highband, lowband, single-end and parallel systems—in a range of power outputs from 10 kW to 100 kW. Models are available for all video color standards—NTSC, PAL and SECAM.

TTG-Series transmitters are designed for superior picture and sound quality; high reliability and operating economy. Solid state up to 1600 watts in high power versions, the transmitters employ only two tubes—an aural and a visual. There are a minimum of tuning controls, and the broadband driver has no tuning controls. Precision sideband shaping is accomplished with a high precision surface acoustic wave (SAW) filter.

Catalog TT.1000B provides descriptive data on TTG-Series transmitters, and a listing of available models. Write for your copy.

More than 100 of these new generation transmitters have been sold in a combination of single ended and parallel operation, and field performance results have been excellent.

New Generation Camera, TK-47B

RCA introduces the TK-47B, a new generation camera that refines the finest picture quality available today and cuts production time even further.

TK-47B's "Smart" remote control unit doubles the number of video controls. With its memory base, operators can file video decisions for up to 32 scenes and recall any scene at any time and in any order.

Registration is radically improved due to an asymmetrical correction scheme that reduces error throughout the entire raster. And a new preamplifier design virtually eliminates video noise for picture perfect results.

Other new features include selective auto set-up, an external chart checkout capability, and lens files that correct for lens optical path differences during auto set-up.

All American TV25 Airs Daily Show on Satellite with Three RCA TK-47 Automatic Cameras



RCA TK-47 cameras get daily workout on "Richard Hogue Show". Program is beamed via satellite to audience of over seven million.

"We put our TK-47 cameras to the test every day." Those are the words of D. K. "Spec" Hart, Chief Engineer for All American TV25, KOKH-TV, the three year old John Blair Company station in Oklahoma City. "The TK-47s have come through with flying colors... are doing an outstanding job, day in and day out," is how he sums up the performance of the cameras.

In addition to a heavy commercial production schedule, the cameras are used for the satellite airing of the hour-long Richard Hogue Show produced by the station's production arm, Studio 25.

Mr. Hart, a veteran of 28 years in the business, first saw TK-47s in action at KDFW, Dallas, at the time of the 1979 NAB. He said the newsroom shots were the quietest he had ever seen. Turned out, they were the first TK-47s shipped (Serial No's. 1 thru 4).

Shortly after joining KOKH-TV later in 1979, Mr. Hart made a return visit to Dallas to talk to KDFW personnel to get first hand information on the 47s. He also did comprehensive performance comparisons with four other cameras. Results of all that groundwork ended up with the selection of three 47s for All American TV25 and Studio 25.

"We run the cameras through a daily check—it takes only a few

seconds—every day before the live show and we know we're ready to go. The 47s have helped us grab an ever increasing share of production business, too. For a new station in the market, that's a real bonus."



D. K. "Spec" Hart, Chief Engineer at All American TV 25 and Studio 25, KOKH-TV, Oklahoma City.

RCA

Canadian tax law that denies tax deduction for Canadian advertising placed on American stations that reach Canadian audiences. Message to Congress states that if mirror legislation does not succeed in persuading Canada to modify or repeal tax law aimed at foreign stations, further retaliation will be taken.

□

Children's television. FCC's formal rulemaking on children's television, with wide range of options including imposition of mandatory program requirements to alleviate what FCC children's task force saw as insufficient volume of children's instructional and educational programming on commercial television (BROADCASTING, Dec. 24, 1979), is not priority item for commission. Chairman Mark Fowler has frequently maintained that FCC won't involve itself with program content regulation. And although Larry Harris, Broadcast Bureau chief, has stated that commission hopes broadcasters would pay attention to children's programming, "we will not get into content regulation," he said (BROADCASTING, March 29).

□

Closed captioning. Under direction of National Captioning Institute, ABC-TV, NBC-TV and Public Broadcasting Service have been broadcasting closed-captioned programming for hearing impaired since March 1980. However, NBC had second thoughts and had considered canceling four-and-one-half hours of captioning each week it provides. But network later reconsidered and agreed to continue captioning until March 1983 (BROADCASTING, March 15). Reasons for NBC pull-out were sagging caption decoder sales and possibility present captioning method will become obsolete. In two years ABC has been in program, only 43,000 decoders have been sold. Neither ABC nor PBS has indicated desire to discontinue service. NCI currently captions 35 hours on three networks and captions commercials for 70 advertisers and advertising agencies. CBS has steadfastly refused to participate in NCI's captioning program, choosing instead to develop closed captioning of just one element of teletext system (see "Teletext," page 33).

□

Communications Act. Senate passed by unanimous consent bill to abolish comparative renewal proceedings, codify FCC's radio deregulation order and direct FCC to encourage development of new, diverse and competitive services. Floor amendment to bill would permit FCC to collect license fees to cover cost of regulating most telecommunications services. Fees, proposed last year in separate proposal (S. 821), would include annual fees for broadcasters ranging from \$150 for AM stations with low power to \$7,500 for commercial TV stations in top 20 markets. Second floor amendment, added after compromise with Senator Bill Bradley (D-N.J.), would permit FCC to transfer license of nearby VHF station to New Jersey, upon request of nearby licensee (see "Top of the Week"). Bill (S. 1629), contains provisions previously passed by Senate in budget reconciliation bill (BROADCASTING, Aug. 3, 1981), but later stricken from measure in conference with House. Measures that survived that conference and became law: license terms lengthened from three to seven years for radio stations and from three to five years for TV stations, as well as permission for FCC to use lotteries in choosing among mutually exclusive license applicants. Budget bill also authorized up to \$130 million for Cor-

poration for Public Broadcasting during each of fiscal years 1984, 1985 and 1986 and for funding for facilities planning, construction and upgrading at levels not to exceed \$20 million, \$15 million and \$12 million during FY 1982, 1983 and 1984. Experiment in institutional advertising by limited number of public stations and under FCC guidance has been authorized by budget bill, which requires CPB to allocate 75% of funding after operating expenses to unrestricted stations grants beginning in FY 1984 and 25% to national programming. CPB's board of directors must be reduced by attrition from 15 members to 11 and membership must include one TV and one radio station representative. House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) has promised action on broadcast deregulation during 97th Congress and has held hearing on legislation introduced by subcommittee members (BROADCASTING, Dec. 14, 1981). Three major proposals for broadcast deregulation are pending in subcommittee, most sweeping of which is sponsored by Representative James Broyhill (R-N.C.) to eliminate all content regulations on broadcasters, including political broadcasting rules. Two-bill package (H.R. 5584-5585), which contains much of controversial legislative proposals submitted last year by FCC (BROADCASTING, Sept. 21, 28, 1981), would also codify FCC's deregulation of radio and extend it to TV, eliminate comparative renewals and end FCC's authority to revoke or suspend licenses, or impose sanctions for broadcast of lottery information, or obscenities. In provisions broadcasters are not expected to support, proposal would remove FCC's mandate to allocate frequencies in fair, efficient and equitable manner and would raise fines for violations of Communications Act from \$2,000 to \$100,000 (BROADCASTING, March 1). Second major deregulation bill (H.R. 5242) would codify FCC's deregulation of radio and extend it to TV, eliminate comparative renewals and permit FCC to dismiss petitions to deny license renewals without receiving reply to petition from licensee. Bill replaces package introduced earlier by its author, Representative James Collins (R-Tex.), that would have added to package repeal of equal time and narrowing of fairness doctrine (BROADCASTING, Nov. 2, 1981). Collins withdrew those proposals after promise that he'd have more sponsors without provisions on political broadcasting rules (BROADCASTING, Dec. 21, 1981). Third deregulation proposal is sponsored by Representative Al Swift (D-Wash.) and would simply eliminate comparative renewals in favor of two-step process also contained in Senate bill (S. 1629). Swift bill (H.R. 5752) replaces previous Swift proposals to codify FCC's crossownership rules and prohibit FCC from considering crossownership or on-site management in renewal proceedings. Swift has also abandoned proposal to deregulate radio and TV and expand news exemptions from equal-time rules in exchange for new public interest requirements to be quantified by FCC in point system broadcasters would have to meet to earn license renewal. Bills to make minor changes in act are pending in House and Senate. These include recommendations in noncontroversial "track one" portion of FCC legislative proposals (BROADCASTING, Sept. 21, 28, 1981). Landmark antitrust settlement between Justice Department and AT&T has complicated efforts by Congress to rewrite common carrier sections of act (BROADCASTING, Jan. 18). Senate-passed rewrite (S.898) would per-

mit AT&T to compete, through unregulated subsidiaries, in enhanced services, forbidden by 1956 consent decree (BROADCASTING, Oct. 12, 1981). House Telecommunications Subcommittee has unanimously passed proposal advanced by Wirth (H.R. 5158) that would modify proposed new consent decree by changing way 22 Bell operating companies are to be divested from parent AT&T, and restricting surviving company's entry into information and other enhanced services (BROADCASTING, March 29). Administration opposes bill and AT&T has launched major lobbying effort to defeat it. Senate Commerce Committee members have expressed dissatisfaction with bill, but Committee Chairman Bob Packwood (R-Ore.) said panel will decide whether to go to conference on it after Wirth's bill passes House (see story, this issue).

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Comsat. Following adoption of staff report last April (BROADCASTING, April 28, 1980), FCC adopted rulemaking to examine corporate structure of Communications Satellite Corp. to insure that its competitive domestic businesses operate independently of its congressionally mandated international ones. Commission has also put out for public comment request by Comsat to allow it to offset losses from its participation in Inmarsat with revenues from Intelsat—request commission seems dubious about granting. Decision on that request is expected shortly after report and order is issued on corporate-structure item. (See also "Direct broadcast satellites" page 31).

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Copyright Royalty Tribunal. After operating without its full complement for almost year, CRT has found itself with fifth commissioner: Edward W. Ray (BROADCASTING, March 29). Ray, 55, was appointed by President Reagan to fill term, which expires in September, vacated when Clarence James resigned last year (BROADCASTING, May 11, 1981). Tribunal has completed 1979 cable royalty fee distribution proceeding (BROADCASTING, Dec. 7, 1981) in which it issued formula to divide \$20.7 million paid in royalties by cable companies. Under formula, U.S. commercial TV will receive 4.5%; Canadian TV, 7.5%; program syndicators, 70%; sports claimants, 15%; National Public Radio, .25%; music performing rights societies, 4.25%, and Public Broadcasting Service, 5.25%. CRT completed final phase of proceeding (BROADCASTING, March 15), allocating funds among individual parties within categories that weren't able to agree among themselves to split. As result, of 70% awarded program syndicators, MPAA will receive 96.8%; Multimedia Program Productions Inc., 1.6%; National Association of Broadcasters, 0.8%; Spanish International Network, 0.7%; Mutual of Omaha, 0.1%. Christian Broadcasting Network, PTL Television Network and Old Time Gospel Hour received none. NAB had argued TV broadcasters deserved 5% of syndication award, contending broadcasters produced hundreds of hours of original programming and deserved share of royalties awarded for syndicated programs (BROADCASTING, Feb. 8). Tribunal's formula on how to divide \$14.6 million in royalties paid in 1978 was issued in September 1980 (BROADCASTING, Sept. 29, 1980). Under formula, U.S. and Canadian TV broadcasters split 3.25% of pie; program syndicators, 75%; sports claimants, 12%; PBS, 5.25%, and music performing rights societies, 4.5%. Although decision is still subject to appeal, tribunal, holding that total amount in fund wouldn't be affected by appeals, has dis-

tributed 50% of fund (BROADCASTING, July 27, 1981). Notices of intent to participate in 1980 cable distribution proceeding are due April 26. Tribunal, in response to petition from National Cable Television Association (BROADCASTING, Sept. 21, 1981), is holding cable royalty rate adjustment proceeding to determine cable operators' copyright obligations in wake of FCC's dropping syndicated exclusivity and distant-signal rules. Commissioner Frances Garcia became tribunal chairman Dec. 1, 1981, replacing Commissioner Thomas Brennan, who had been serving as acting chairman after James resigned.

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Crossownership (television broadcasting-cable television; telephone company-cable TV). FCC has launched proceeding soliciting comment on staff report recommending that FCC drop most of its cable crossownership rules (BROADCASTING, Nov. 9, 1981). Report, put out by FCC Office of Plans and Policy, recommended that FCC allow co-located broadcast-cable crossownership; allow networks to own cable companies; place no restrictions on size of MSO's, but continue to restrict entry of telephone companies into cable. In comments, report drew praise from broadcasters and networks; cable interests and public interest groups were opposed, and telcos argued for easing restrictions on telephone companies (BROADCASTING, Jan. 25, 1981). FCC has dropped public notices adopted in 1979 that warned AM-FM combinations would be subject to future proceedings considering divestiture of combinations (BROADCASTING, March 8). Public notices stemmed from when FCC approved mergers of Combined Communications Corp. into Gannett Co. and Starr Broadcasting Group into Shamrock Broadcasting in 1979 (BROADCASTING, June 11, 1979). Commission had said companies would have to comply with whatever future rule FCC adopted regarding AM-FM combinations. FCC also placed same condition on all other applications that would result in creation of co-located AM-FM combinations as of June 7, 1979. FCC has also adopted rule exempting rural areas, as defined by Census Bureau, from its telephone company-cable television crossownership prohibition (BROADCASTING, Nov. 9, 1981). FCC amended its rules to require divestiture of either cable system or co-owned TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, April 26, 1976). National Citizens Committee for Broadcasting appealed, arguing rule should be broader. Two system owners involved also appealed on other grounds (BROADCASTING, April 26, 1976). In December 1978, court sent case back to commission at FCC's request. FCC on June 25, 1980, adopted notice of proposed rulemaking that seeks to require divestiture of all crossownerships of TV stations and cable systems located in TV station's Grade B contour (BROADCASTING, June 30, 1980). Late in 1980, Marsh Media petitioned commission to do away with cable-broadcast crossownership rules altogether, arguing that prohibition is outdated, in violation of First Amendment and not in public interest.

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Direct broadcast satellites. Despite stiff opposition from some broadcasters, FCC is preparing to authorize direct broadcast satellite operation late this spring or early summer. It is considering eight system applications and could grant all eight, although that is con-

sidered unlikely. Applicants include Comsat's Satellite Television Corp., CBS, RCA, Western Union, Graphic Scanning Corp., Video Satellite Systems, DBS Corp. and United States Satellite Broadcasting (Hubbard Broadcasting). Oak Industries has also indicated that it may soon file application ("Closed Circuit," March 22). STC proposed three-channel subscription television service, but other applicants have taken different tacks. DBSC, Western Union and RCA plan to lease transponders, and CBS has dedicated its entire system to distribution to homes and broadcast affiliates of high-definition television (HDTV). Concept of DBS and speed with which FCC is moving on applications have come under attack from broadcasting industry in comments on DBS applications and before House Telecommunications Subcommittee (BROADCASTING, Dec. 21, 1981) and in comments on FCC's two DBS proceedings, one to prepare U.S. policy for 1983 international DBS conference and one to formulate domestic U.S. policy.

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Equal Employment Opportunity. Although FCC voted in 1980 to launch rulemaking looking to more stringent EEO reporting requirements for all broadcast stations with five or more employees, and comments were filed in proceeding on Oct. 24, 1980, FCC under Chairman Mark Fowler appears headed for more lenient EEO reporting requirements. Although commission was slated to address rulemaking in January, item was pulled after Commissioner Henry Rivera voiced strong opposition (BROADCASTING, Jan. 4). One item proposed reducing frequency of broadcasters' annual employment reports. Second item proposed to exempt all licensees with 15 or fewer employees from EEO reporting requirements. (Currently, only stations with five or fewer employees are exempt.) Third item would have requested comment on Office of Management and Budget recommendation that FCC stop requiring licensees routinely to file affirmative action reports—FCC model EEO program forms—at renewal time. In directive to FCC, OMB said model EEO program forms should be required only in cases where FCC had first determined licensee had been engaging in "discriminatory practices" (BROADCASTING, Nov. 30, 1981). OMB has granted FCC extension to continue requiring filing of affirmative action reports through Jan. 1, 1983 ("Closed Circuit," March 22). FCC officials, however, have said OMB recommendation and EEO package were "low priority" and probably wouldn't be addressed again until fall. Under current EEO guidelines, stations with five to 10 full-time employees are required to have 50% parity overall with available work force. Stations with more than 10 full-time employees must reach 50% parity both overall and in top four job categories, and stations with 50 or more full-time employees receive complete review of their EEO programs.

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Family viewing. Ninth Circuit of U.S. Court of Appeals in San Francisco has thrown out November 1976 ruling by Judge Warren Ferguson that held family-viewing self-regulatory concept unconstitutional (BROADCASTING, Nov. 19, 1979). And Supreme Court denied petition for review (BROADCASTING, Oct. 13, 1980). Appeals court ruled that Ferguson erred in concluding that U.S. District Court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC, with

claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions. Parties in case participated in hearing before Ferguson, on March 20, 1981, on question of how order referring case to commission should be framed. Case has been remanded to commission, which has sought and received comments on how to proceed. NAB and networks have urged commission to hold evidentiary hearing on policy. Tandem Productions and Writers Guild have urged commission to merely state views on issue "so that the entire matter may be returned to the courts for a prompt, fair adjudication."

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Federal Trade Commission. FTC, under new leadership of Republican economist James Miller III, has taken new direction aiming for "leaner" and "more productive" agency. Since taking office Oct. 5, 1981, Miller has consolidated some of agency's programs and is proposing more. FTC is up for reauthorization this year. At first of authorization hearings held by Senate Commerce Committee, Miller outlined agency's position on several issues (BROADCASTING, March 22). Miller advocated amending current standard in section five of Federal Trade Commission Act that makes unfair and deceptive advertising and trade practices unlawful. Chairman also recommended that agency's deceptive advertising and trade practices standard (also in Section Five) be clarified. Other issues expected to be addressed at authorization hearings include agency's cease and desist orders, public participation funding program and exemption of professional groups from FTC enforcement of the antitrust and consumer protection laws. Several bills have also been introduced in Senate and House concerning those issues. Congress trimmed FTC's 1981 budget of \$74.3 million to \$70.7 million. FTC received \$68.7 million for fiscal 1982 in continuing resolution passed by Congress, escaping 12% cuts recommended by Office of Management and Budget. For fiscal 1983, Miller is proposing \$60.8-million budget that would consolidate activities in commission's three major bureaus, reduction in force of 145 full-time employees, and closing of four of its 10 regional offices. Closing of regional offices reflects staff reduction of 150 (BROADCASTING, March 8). Nomination of Democrat F. Keith Adkinson was returned to White House late last year and then withdrawn by White House March 29 (see story, this issue).

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FM quadraphonic. Nine years after FM quad was first pioneered, FCC began rulemaking that sought comments on two approaches to set standards for system: either to adopt general standards and rely on marketplace to determine which systems will be used or to adopt specific operating characteristics of system, along lines of those proposed by RCA and QSI (BROADCASTING, July 21, 1980). FCC issued initial notice of inquiry in 1977 to study merits of various techniques proposed to commission by National Quadraphonic Radio Committee. Second notice of inquiry was issued early in 1979 (BROADCASTING, Jan. 15, 1979). In comments on second notice, Muzak franchisees argued that alternatives would be acceptable only if they didn't interfere with the 67 khz subcarrier channel company uses to transmit its background music service to clients. Though most other commenters lent their support to the establishment of specific

standards, ABC argued in support of general standards (BROADCASTING, Jan. 19, 1981). Commission is expected to consider item by third quarter of 1982.

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Home videotaping and copyright. Ninth Circuit Court of Appeals in Los Angeles has overturned decision by lower court declaring home videotaping of broadcast programs legal and not liable for copyright fees. In reaction, rash of bills have been introduced in Congress to assure legality of home taping and Senate Judiciary Committee has held first of several hearings (BROADCASTING, Oct. 26, Dec. 7, 1981). Bill under consideration (S. 1758) would not assess fees for purchase of VCR's or blank tapes, but amendment proposed by Senator Charles Mathias (R-Md.) would do so. House copyright subcommittee has scheduled hearings on issue for April 12, 13, 14 in Los Angeles. Representative Don Edwards (D-Calif.) introduced bill (H.R. 5488) similar to Mathias's (BROADCASTING, Feb. 22).

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License renewal forms. FCC adopted rule that shortens renewal form to postcard size for most AM, FM and TV stations. Random sample of about 5% (excluding commercial radio service), however, will have to submit longer "audit" form. Broadcast Bureau will conduct on-site audits of some of those stations completing long form to verify accuracy of information submitted (BROADCASTING, March 30, 1981). Rule has been opposed by Henry Geller, former head of National Telecommunications and Information Administration, in petition for reconsideration. Although FCC rejected reconsideration, Geller filed appeal with U.S. Court of Appeals for D.C. Circuit Dec. 4, 1981.

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Low-power television. FCC gave birth to new broadcast service March 4 adopting rules for low-power television (LPTV) (BROADCASTING, March 8). New-generation television stations are technically similar to translators, but are permitted to originate programming. (Translators had been restricted to rebroadcasting signals of full-service stations.) In adopting service, FCC estimated as many as 4,000 new stations could eventually be spawned by rules, adding to 4,000 existing translators that can rise to LPTV status simply by notifying FCC. LPTV stations will have few regulatory obligations and there are no crossownership or multiple-ownership restrictions. Stations must observe same statutory prohibitions against broadcast of obscenities and lotteries, however, and they have limited equal time and fairness doctrine obligations. Freeze imposed in 1981 to deal with backlog of 6,500 applications will remain in place for foreseeable future. Applications for new LPTV stations proposing to serve areas now unserved or served by one full-service station are exempt from freeze. FCC expects to receive about 1,200 freeze-exempt applications each year and hopes to dispose of them and existing backlog at rate of 600 per month once new computer system comes on line in early 1983.

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Minority ownership. FCC three years ago adopted policies aimed at easing minorities' path to station ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans in first year went to nonwhite-owned en-

terprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$10 million from networks and other broadcast organizations for its nonprofit Broadcast Capital Fund (formerly Minority Broadcast Investment Fund [BROADCASTING, Sept. 29, 1980]), through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1, 1979). Fund's subsidiary MESBIC (minority-enterprise, small-business investment corporation) has invested \$800,000 in four radio ventures and hopes to announce several more commitments, bringing total spent to \$1.3 million soon (BROADCASTING, Feb. 15). National Radio Broadcasters Association is matching minority license applicants with broadcasters who advise on obtaining license and getting facility into operation. Meanwhile, FCC created Advisory Committee on Alternative Financing for Minority Opportunities (BROADCASTING, Nov. 30, 1981), chaired by FCC Commissioner Henry Rivera, which plans to issue report to commission by April 1982 detailing ways to encourage private financial institutions to help minorities enter telecommunications. At March meeting, committee, among other things, agreed to recommend that FCC revise its tax-certificate and distress sales policies to make it easier for minority-controlled limited partnerships to take advantage of them (BROADCASTING, March 22). It also recommended that tax-certificate policy be applied to common carrier and land mobile services.

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Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers agreed on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters \$6.5 million to \$8 million over full term (BROADCASTING, Aug. 21, 1978). Committee also negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING, March 12, 1979). In TV, similar all-industry committee quit negotiating for new TV-station licenses with ASCAP and BMI and filed class-action suit in U.S. Southern District Court in New York against two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). That case was tried in November and December 1981 (BROADCASTING, Dec. 14, 1981). It now awaits decision of U.S. District Judge Lee P. Gagliardi.

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Network inquiry. FCC's network inquiry staff disbanded in fall of 1980, submitting its final report to commission Oct. 20, 1980. Staff suggested best way to achieve goals of added competition, diversity and localism in television is to open existing allocations plan to more local outlets so that new networks can be formed. Staff also concluded that commission can foster growth of more networks in newer forms of technology such as direct broadcast satellite, multipoint distribution service and cable by not placing regulatory barriers in way of new technological development (BROADCASTING, Oct. 27 and Nov. 10, 1980). Broadcast Bureau has completed review of network inquiry report and hopes in third quarter of 1982 to present commission with recommendations on proposed rulemaking examining continuing need for all or some of rules that currently regulate network activity.

Network standings. Prime-time TV rating averages, Sept. 15, 1981-March 28, 1982: CBS 19.3, ABC 18.2, NBC 15.3.

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Noncommercial broadcasting rules. FCC has amended rules to permit public TV. stations to broadcast logos and to identify product lines of program underwriters (BROADCASTING, April 27, 1981). New identifications may be run without limit. Public broadcasters may now also promote goods and services on air as long as no consideration is received—with proviso that they make determination that such promotion serves public interest. National Association of Broadcasters has filed petition for reconsideration. Commission, under authorization given it in budget reconciliation bill, has established committee that has implemented 18-month experiment by limited number of public radio and television stations to air commercials (see "Public broadcasting" page 33). Commission initiated inquiry and rulemaking designed to bring regulatory policies for public broadcasting up to date (BROADCASTING, June 12, 1978). Inquiry is aimed at helping commission determine standards for who can be non-commercial licensee. Commission is considering establishment of FM table of allocations for educational assignments and new classes of stations and extension to noncommercial licensees of limits on ownership now applicable only to commercial licensees. Comments have been received in all (BROADCASTING, Jan. 28, 1981). FCC has also launched proceeding considering elimination of ascertainment and logging rules and program oversight of public broadcasting (BROADCASTING, Nov. 9, 1981). Broadcast Bureau hopes to recommend action on deregulatory proposal to commission by second quarter of 1982. FCC has also launched rulemaking proposing to permit non-commercial broadcasters to use their FM subsidiary communications authorizations to turn profits (BROADCASTING, Jan. 18).

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Performer royalties. House Subcommittee on Courts, Civil Liberties and Administration of Justice has postponed indefinitely markup of proposal to assess royalties for use of recorded music according to radio stations' net advertising receipts after agency commissions. Introduced by Representative George Danielson (D-Calif.), bill (H.R. 1085) would also allow assessment at TV stations (BROADCASTING, March 2, 1981). Prospects for passage of bill are all but gone after Danielson retired from House to accept appointment to California court of appeals (BROADCASTING, Feb. 22).

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Prime-time access rule. FCC dismissed petition by Chronicle Broadcasting Co. to delete prohibition against use of off-network programming during prime-time access (BROADCASTING, Nov. 16, 1981). FCC argued that though there might be merit to Chronicle's proposal, it should be considered in context of review of entire prime-time access rule which it said might be addressed when commission takes up staff recommendations stemming from FCC's network inquiry (see above). Chronicle petitioned FCC to repeal section of PTAR that restricts off-network programming on network affiliated stations in the largest 50 TV markets in July (BROADCASTING, July 27, 1981), arguing that it was unconstitutional, ineffective and gave stations not affected by rule competitive advantages. NBC, filing comments, urged

that proceeding be expanded to consider repeal of entire prime-time rule, arguing that rule presented "barrier" to expansion of its *Nightly News* to 60 minutes (BROADCASTING, Aug. 17, 1981). NBC's proposal to expand proceeding was strongly opposed by Chronicle and all network affiliates' associations (BROADCASTING, Aug. 31, 1981). Networks last month were signaling surrender—at least in present battles to win repeal or waiver of PTAR. But at same time, NBC, with some support from ABC, was lobbying hard for repeal of two collateral rules—those prohibiting networks from obtaining subsidiary financial interests in programs they acquire and barring them from domestic syndication. Chances of success appeared good.

Public broadcasting. Corporation for Public Broadcasting is facing series of budget reductions. CPB is asking for \$130 million for FY 1985, while Office of Management and Budget is recommending \$85 million (BROADCASTING, Feb. 15). In addition, CPB's FY 1983 is being threatened by proposal from OMB to rescind it from \$137 million to \$116.5 million. That budget was reduced from original \$172 million. And continuing resolution passed by Congress last December leaves CPB with \$105.6 million budget for fiscal 1984, 40% below current 1983 budget of \$172 million (BROADCASTING, Dec. 21, 1981). Concerned about reduced federal support, CPB has set up Financial Task Force to explore possible alternative funding methods. Also National Association of Broadcasters formed task force to look at alternative funding methods for public broadcasting (BROADCASTING, Jan. 18, Feb. 22). NAB has also joined CPB in lobbying Congress to restore federal funds to public broadcasting. Public Broadcasting Service, which will be affected by budget cuts, has introduced reorganization plan that will consolidate services to reduce costs. Plan is still under consideration; action is not expected until June (BROADCASTING, Jan. 25). Temporary Commission on Alternative Financing for Public Telecommunications has authorized advertising experiment granting 10 public TV stations permission to air commercial messages. Experiment was originally authorized by Congress to explore potential of advertising revenue for public broadcasting. Several problems developed before experiment could continue, but now stations are set to air commercial messages by end of April. Meanwhile, Public Broadcasting Service continues efforts to develop pay television network, now being called PBS/Cable, which would be supported by pay television revenue and institutional advertising (BROADCASTING, Feb. 9, 1981). At PBS annual meeting, noncommercial stations voted 107-18 to let PBS proceed with development phase of service. PBS has received \$500,000 in seed money from Carnegie Corp. and Mobil Oil to develop project and was awarded \$250,000 grant from General Electric, to be used for intensive study of subscriber potential, methods of local distribution via cable TV, and structuring arrangements with arts and educational institutions.

Radio deregulation. In January 1981, FCC adopted radio deregulation proposal initiated by former FCC Chairman Charles Ferris in October 1978. Order went into effect April 4, 1981. Commission eliminated nonentertainment programming guidelines (which were 8% for AM's and 6% for FM's); formal ascertainment requirements for new station and renewal

applicants as well as for those acquiring stations; commercial limit guidelines (maximum, 18 minutes per hour), program-length commercial prohibition and requirement to keep detailed program logs in licensees' public files. United Church of Christ filed for review of decision in Washington appeals court. Senate has passed bill that would eliminate even more regulation (see "Communications Act" above).

Region 2 (western hemisphere) conference on AM broadcasting. Second and final session of Region 2 conference on AM broadcasting ended on Dec. 19, 1981, on note of uncertainty. Cuban delegation on preceding Monday had walked out, with strong denunciation of U.S. (BROADCASTING, Dec. 21). Question of how U.S. and Cuba would negotiate incompatibilities in their respective inventories was key question left unresolved, and Cuba's inventory posed most serious problems faced by U.S. broadcasters. Among actions of conference U.S. regarded as victories was decision to retain 10 khz channel spacing rather than adopt 9 khz plan that U.S. had advanced originally, at first session, in Buenos Aires, in March 1980.

Teletext. In rulemaking released last fall, FCC proposed authorizing television stations to broadcast teletext services during vertical blanking interval without specifying what teletext system they must use (BROADCASTING, Oct. 26, 1981). Choice of system would be left to marketplace (presumably broadcasters) to decide. Rules would dedicate seven lines of the vertical blanking interval to teletext service (lines 14, 15, 16, 17, 18 and 20); line 21 could be used on "equal access" basis with closed captioning service of National Captioning Institute. Marketplace approach to teletext brought mixed results from teletext proponents in comments. Generally, proponents of North America Broadcast Teletext Specification, worked out last spring by AT&T, CBS and promoters of French Antiope and Canadian Telidon systems, argued against marketplace; they urged FCC to dub NABTS as national standard. CBS went so far as to file petition for reconsideration of proposed rulemaking (BROADCASTING Jan. 18). Proponents of British Ceefax system, on other hand, supported marketplace approach, confident their system would quickly win widespread acceptance. Meanwhile, on-the-air tests of systems are being conducted in Los Angeles, Chicago and San Francisco.

TV allocations. FCC Broadcast Bureau plans to recommend item to commission on its VHF drop-in proceeding by end of summer, according to Larry Harris, bureau chief. And, according to Harris, bureau wouldn't be receptive to "protectionist" arguments, basing recommendation "strictly on whether they [drop-ins] cause interference or not" (BROADCASTING March 29). FCC approved VHF drop-ins for four markets—Salt Lake City (ch. 13), Charleston, W.Va. (ch. 11), Knoxville, Tenn. (ch. 8) and Johnstown, Pa. (ch. 8)—and proposed changing its rules to ease creation of more two years ago (BROADCASTING, Sept. 15 and Sept. 21, 1980). In proposal, FCC said that if rulemaking were adopted, there would be "presumption in favor" of additional service. Although applicant would be required to provide equivalent protection to existing stations, it would be incumbent upon opponents of drop-in allotment to

prove addition of short-spaced VHF stations would be harmful to extent that "net loss of service to the public" would result. As of March 15, no applications were on file for drop-in at Charleston. Eight applicants have filed for Salt Lake City, 11 for Knoxville and three for Johnstown.

TV cameras in Senate. Resolution to allow televising of chamber proceedings (S. Res. 20) has been pending in Senate for nearly two months, but has been withdrawn from floor until Majority Leader Howard Baker (R-Tenn.) has secured votes to break filibuster against passage (BROADCASTING, Feb. 8, 15). Votes to pass measure are secure, but Senator Russell Long (D-La.) has promised to do anything necessary to defeat measure, and at least 30 senators will not consent to vote to break filibuster.

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether proximity of stations could be reduced (BROADCASTING, June 2, 1975) was terminated with adoption of new proceeding looking toward development of new television receivers (BROADCASTING, Feb. 20, 1978). In 1979 FCC set up task force to work toward UHF comparability, and made plans to spend up to \$610,000 on project (BROADCASTING, Jan. 8, 1979). Task force released first in series of reports that will seek to define problem, evaluate improvements and formulate alternatives for improved UHF reception (BROADCASTING, Sept. 17, 1979). Second report sees number of possible technical gains for transmitters that would narrow VHF advantages (BROADCASTING, March 10, 1980). Subsequent report, "Comparability for UHF Television," released September 1980, concludes that although UHF is running poor second to VHF, disadvantages suffered by UHF service could be drastically reduced if viewers installed proper antenna systems (BROADCASTING, Sept. 22, 1980). In comments broadcasters and equipment manufacturers have taken issue with that conclusion. Commission has initiated further notice of inquiry and notice of proposed rulemaking on some of concerns raised in report and looks toward revising some technical rules regarding UHF television. Task force released two more reports in September 1981—although neither has been placed in commission's proceeding—dealing with preamplifier effect on reception and analysis of field data obtained from sample of antenna systems. FCC Office of Plans and Policy has released staff report, "UHF Viewing and Television Channel Selector," which concludes there is no systematic relationship between UHF viewing and channel selector type (BROADCASTING, March 15). Comments on study are due April 19; reply comments are due May 4.

WARC. White House has yet to send to Senate for ratification treaty and protocol negotiated at World Administrative Radio Conference, which concluded in Geneva in December 1979. U.S. officials said 11-week conference—which managed to avoid ideological conflicts some had feared would occur—was "success" (BROADCASTING, Dec. 10, 1979). Among results: Upper end of AM band was extended from 1605 to 1705 khz, shortwave frequencies were increased by about 500 khz, and proposal was adopted to increase three-fold number of broadcast and fixed satellites that can operate in 12 ghz and in western hemisphere.



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NBC Radio's Young Adult Network

Broadcasting Apr 5

Vol. 102 No. 14

TOP OF THE WEEK

NAB bracing for 'most tumultuous era'

Thought of choosing new leader triggers realization that broadcasters are facing new era of competition that may revolutionize ways they do business; belief that Wasilewski will go heightens drama of succession, with Summers, Thurston and even Wiley among the possibilities

The National Association of Broadcasters will soon face the difficult task of finding a new president. That's the consensus of those close to Vincent Wasilewski, who, after 17 years at the head of the organization, has made it known he is contemplating entering the practice of law in Washington (BROADCASTING, March 29).

Until Wasilewski makes definite his future plans—a decision he has promised within the next few weeks—the NAB will not move officially to look for a successor. Unofficially, however, the search for a new leader is already under way and is likely to take further shape this week in Dallas, as much of the industry gathers for the NAB's 60th annual convention.

The effort to replace Wasilewski—whose esteem in the eyes of broadcast leaders seems to be rising in direct proportion to their realization that he may indeed leave—will include a search for candidates from both within the NAB staff and outside the organization, among broadcasters and Washington policymakers. A poll of NAB board members reveals a variety of qualities likely to be sought in the next president, but there's consensus on one major point. The search for a new leader will be inextricably bound to the search for a new identity at NAB, one that will lead broadcasters through what they see as the most tumultuous era in the history of their industry.

The list of potential successors continued to grow last week, with NAB's executive vice president and general manager, John Summers, and a former joint board chairman, Donald Thurston, president of Berkshire Broadcasting Co., North Adams, Mass., the men most often mentioned. But a striking new name joined the list last week: that of former FCC Chairman Richard E. Wiley, now managing partner of the Washington office of Kirkland & Ellis. But he has told BROADCASTING he is not interested in the job.

Summers and Thurston would have to be considered in any contest for the NAB presidency, according to NAB leaders, who

cite Thurston's ability as an inspiring leader and articulate spokesman for the industry and Summers's highly capable management of NAB's staff, which many board members say has never been better organized or more effective.

Wiley, on the other hand, would be a formidable competitor to anyone seeking the NAB presidency, according to industry leaders. Known as one of the best administrators ever to hold the FCC chairmanship, he is highly respected among broadcasters as someone who knows their industry and could lobby effectively on its behalf. And as legal representative for some of the broadcast industry's foremost competitors in the emerging teletext and other information services, Wiley also is thought to have an understanding of what broadcasters face in the coming years, both on the Washington regulatory scene and in the rapidly expanding marketplace.

It is the last of these attributes—the

tomorrow's NAB must answer the concerns of "people wearing many different hats."

"The deregulatory mood in Washington presents opportunities for us that we've never had before," said John Dille III, president of WTRC(AM)-WYEZ(FM) Elkhart, Ind., and a member-elect to the NAB board. "Our industry has to move forward as one," said Dille, who believes NAB's primary mission in the next five years will be to continue efforts toward deregulation and to "pilot broadcasters" to the extent that it can through the "technological revolution" already in progress.

As the FCC withdraws its regulatory harness from the broadcast industry it will leave a vacuum that must be filled by much more long-range planning by the industry as a whole and by every broadcaster who wants to survive, according to Gary Stevens, president of Doubleday Broadcasting, and another recently elected NAB



Wasilewski



Summers



Thurston

capacity to lead broadcasters through what many are calling the "maze" of future uncertainties—that could put Wiley in a league by himself, according to industry leaders.

"It's a different world out there," said NAB TV board vice chairman, Gert H.W. Schmidt, vice president of Harte-Hanks Communications, Jacksonville, Fla., who sees "a tremendous trend" toward "closer alignment among broadcast, cable and newspaper interests" in the coming years.

"There are so many inroads being made on our business that we have to change our thinking," said NAB director Kathryn F. Broman, president of Springfield Television Corp., Springfield, Mass., who believes the next NAB president must be able to "address all of the interests" of the changing broadcast industry including "cable and low-power TV." Broadcasting is "in a state of flux," said Broman, and

director. "The next couple of years will be the most important in the history of our industry," said Stevens, who sees NAB's most important mission in the coming years as the "protection of broadcasters' rights, both proprietary and otherwise."

Can NAB and its next leader live up to such a tall order from its membership?

"There's tremendous potential in this industry, and in NAB as representative of 6,000 broadcasters, that's never been exploited," said an NAB executive committee member, who believes industry leaders not on the NAB board should be included in the search committee appointed to find a new president and that NAB should consider hiring an executive search firm.

"Wasilewski's shoes will be tough to fill," said many industry leaders polled last week, "but it's a whole new ballgame out there and we need the very best person available." □

Deregulation bill passes Senate

Cannon's S. 1629, codifying radio's giant strides forward and extending license protection to both radio and TV, is passed after deal that would move RKO's WOR-TV to New Jersey; license fees and pro-competitive media policy included in measure

A bill to abolish comparative renewal proceedings to codify the FCC's deregulation of radio and to require the FCC to "encourage ... the introduction of new and additional" communications services passed the Senate last Wednesday (March 31) by unanimous consent. The measure (S. 1629) also would permit the FCC to collect license fees to cover the cost of regulating telecommunications services and would permit automatic license renewal to a VHF operator who requests reassignment to a state that now has no VHF licensee. Behind it all: a deal for RKO General to shift its under-the-gun WOR-TV New York to an as yet unidentified site in New Jersey.

Introduced by Senator Howard Cannon (D-Nev.) and passed unanimously by the Commerce Committee last year (BROADCASTING, Dec. 14, 1981), the bill had been delayed in its progress toward the Senate floor for over three months by the promise of an amendment, to be tacked on prior to a final vote, that sponsors of the bill considered unacceptable. That amendment, advanced by Senator Bill Bradley (D-N.J.), would have required the continuation of comparative renewal proceedings for VHF licensees in the vicinity of New Jersey and Delaware, the only states that

at present have no VHF stations of their own.

Bradley, who has been trying for years to require the provision of VHF service to his state, has been pressured in recent weeks by broadcast groups trying to get him to compromise on his latest attempt. It was Commerce Committee Chairman Bob Packwood (R-Ore.) who is said to have forged the final agreement with Bradley.

Instead of requiring comparative renewals for broadcasters capable of serving New Jersey, the new amendment would require the FCC to "issue a license ... for a term not to exceed five years" to any VHF licensee that notifies the FCC that it will "agree to the reallocation of its channel to a community within a state in which there is allocated no VHF commercial channel at the time of such notification."

RKO, which is appealing an FCC decision not to renew the company's license to operate WNAC-TV Boston, is said to have agreed to begin serving New Jersey through another of its stations, WOR-TV New York, in exchange for the amendment that could secure renewal of its license to operate WOR-TV. License renewal for each of RKO's six AM, six FM and four TV stations has been in jeopardy since the FCC found the company unfit to operate WNAC-TV in 1980.

The Bradley amendment also would require the FCC to "allocate channels for VHF commercial broadcasting in a manner which insures that not less than one such channel shall be allocated to each state."

A second floor amendment to the Can-

non bill would establish a schedule of license fees that the FCC could raise or lower periodically as long as their total proceeds for a single year did not exceed 50% of the budget authorized for the FCC by Congress for that year.

The proposal to charge license fees first surfaced a year ago (BROADCASTING, March 30, 1981), when Packwood introduced it as a separate bill (S. 821). It was later passed by the Senate with a pair of broadcast deregulation bills (S. 270 and S.601) in a giant budget reconciliation bill (BROADCASTING, June 29, 1981). Packwood took the fees out during conference with the House, however, when House conferees refused to accept most of the deregulatory proposals included in the bill (BROADCASTING, Aug. 3, 1981).

Annual fees for commercial radio broadcasters would range from \$150 for AM stations operating with less than 1 kw to \$1,000 for class B and class C FM stations and AM stations operating with more than 5 kw. Commercial TV stations would have to pay annual fees ranging from \$750 in the smallest markets (below market 181) to \$7,500 in the top 20 markets. Fees also would be charged for initial licensing, hearings and new and major-change construction permits.

Cable systems and common carrier, satellite, subscription TV and multipoint distribution services would not have to pay annual fees, but would be charged for initial applications, renewals and modifications (BROADCASTING, May 11, 1981).

The Cannon bill would eliminate provisions in the Communications Act that require the FCC to consider competing applications when renewing the license of a broadcaster. Instead, the FCC would be required to renew the license of any radio station operator that it finds "has been free of serious violations" of the Communications Act or the FCC's rules and regulations. It would have to renew the licenses of any TV station that, "during the preceding term of license, substantially met the problems, needs and interests of the residents in its service area in its program service."

When acting on a license renewal, the FCC would be prohibited from considering the application "of any other person for the facilities for which renewal is sought."

Radio deregulation, as ordered by the FCC over a year ago (BROADCASTING, Jan. 19, 1981), would be set into law by the Cannon bill. The FCC would be forbidden to require radio broadcasters to "provide news, public affairs, locally produced or any other programs." Nor could it require a radio station "to adhere to a particular programing format, maintain program logs, or ascertain the problems, needs and interests of its service area." The FCC could not restrict "the amount, length, frequency or scheduling of commercial matter."

The Cannon bill would set two new policies for the FCC in its relation to broadcasters. First, it would be required to "encourage the development of competi-

Metromedia go-ahead. The FCC at its open meeting last week approved the largest station trading deal in history: Metromedia's \$220-million purchase of wcvb-TV Boston and its related sale of kmbc-TV Kansas City, Mo., for \$79 million to the Hearst Corp. Metromedia had to sell one of its VHF outlets to comply with ownership rules that prohibit group owners from owning more than five VHF's. Included in the purchase was Boston Broadcaster's wholly owned subsidiary, BBI Communications-its television production arm that is responsible for such shows as *The Baxters* and *Summer Solstice*. In approving the sale, FCC also turned down a petition to deny the transaction filed by Christopher Bennett and Arley King, former employes who alleged they weren't properly compensated for their help in producing *The Baxters*. They are now suing Boston Broadcasters in U.S. District Court over the airing and syndication of the show. Metromedia said there will be no major management changes in management and hopes Robert M. Bennett, the current general manager, will stay although he has not yet announced his plans.

□

Newhouse exiting. The Newhouse Broadcasting Co. sold two of its remaining radio stations last week and announced that the rest were on the market. Newhouse sold out of television broadcasting two years ago. The company, a subsidiary of Newhouse Newspapers, will continue to operate its cable and microwave businesses through its subsidiaries, NewChannels Corp. and Eastern Microwave Inc. E.R. Vadeboncoeur remains president at the company's headquarters in Syracuse, N.Y. The stations sold by Newhouse last week were w5YR-AM-FM Syracuse, which went to the Katz representative firm for \$5.1 million (see "Changing Hands," page 144). The company said it was "in negotiations" to sell WAPI-AM-FM Birmingham, Ala., and WTPA-FM Harrisburg, Pa., the last of its broadcast properties. Newhouse sold its five television stations to the Times Mirror Co. for \$82 million (BROADCASTING, March 31, 1980). Vadeboncoeur said the company decided to sell the radio stations "primarily as a result of federal regulatory policies in opposition to ownership of newspapers and radio stations in the same communities." Newhouse owns papers in all three radio markets. The same reason was given when Newhouse sold its television group.

tive and diverse sources of broadcast programming and the introduction of new and additional services to consumers." It would also have to "review all rules, regulations, and policies directly or indirectly applicable to broadcast licensees and eliminate those that are not necessary or those which limit competition."

The FCC also would be required to encourage new competition in the broadcast industry: "Consistent with sound spectrum management, the FCC shall, to the maximum feasible extent, encourage the introduction of new and additional services by new applicants, existing licensees or other persons. In any proceeding in which new or additional services are proposed, such services shall be presumed to

be in the public interest whenever the FCC finds that such services are technically feasible without causing significant technical degradation to or interference with radio transmissions by other licensees."

Despite its license fees and pro-competitive language, the Cannon bill drew an enthusiastic response from broadcast representatives in Washington last week. "Senator Packwood deserves an enormous amount of credit," said Gene Cowen, ABC vice president, Washington. John Summers, executive vice president and general manager of the National Association of Broadcasters, called it "a good bill," even though NAB "has never supported license fees." □

Reagan goes overhead to the people

President steps up pace of his public diplomacy, will offer 10-week series of Saturday radio talks to sell presidential policies; takes TV press conferences into prime time, plans speeches; Democrats move promptly to counter new strategy, seek equal time from broadcasters

President Reagan, who has hit a number of bumps in the road recently in his dealings with Congress and whose popularity in the polls is slipping, is going back to what is regarded as one of his principal strengths—communication. And radio communication, at that.

The President at 12:06 p.m. last Saturday (April 3) was to begin a series of 10 weekly five-minute radio broadcasts offered to anyone interested in carrying them. The first one, from the Oval Office, attracted nine networks and organizations.

The radio broadcasts are not the only means Reagan is using to reach the public. Last Wednesday (March 31) he held his first prime time news conference since entering office. And there are reports he plans at least two prime-time television speeches.

But for now, the emphasis will be on radio. Mark Goode consultant to the White House on broadcasting matters, said one reason radio was picked was the feeling that "radio doesn't get anything that is strictly theirs." But there also was the feeling that radio—being mobile—offered the opportunity to reach a substantial audience on a Saturday afternoon in the early spring. "Not many people are watching television at that time," Goode said.

The decision to go to radio comes at a time when criticism of the President and his domestic and foreign policies is on the rise in Congress and the press. With the President now in his second year in office, he has had his first run-in with the media, which he has accused of sloppy and biased reporting and which he feels unfairly pictures him as a "Scrooge."

Reagan will be working with familiar tools when he speaks into a radio microphone. Radio offered him his first avenue to the public, when, in the early 1930's, he worked as a sports announcer at WOC Davenport and WHO Des Moines, both Iowa. Some 40 years later, in 1975, the actor-turned-politician left the governor's mansion in Sacramento, Calif., and began a new career as a radio commentator. Some 200 stations took his three-minute commentaries, syndicated by O'Connor Creative Services.

The first broadcast of the new series was to deal with the economy and Reagan's policies for dealing with it. Subsequent ones will bear on other issues of particular concern to the President during the week.

The commentaries—as in speeches from the Oval Office—offer him the opportunity to express himself directly to the public without worrying about the filter of the minds of reporters, print and electronic, who cover him and the editors who review their material. They also have advantages over news conferences, in which reporters follow their own interests

in their questions, rather than Reagan's.

David Gergen, the President's adviser on communications and one of those who advocated the new communications strategy, made the point in discussing the matter with reporters. "This just happens to be one of the ways he would like to reach people," Gergen said. "We think it's an effective means of reaching a broad cross section of the American people."

The programs, Gergen said, would not be "partisan." Goode said they would be "presidential," and would offer Reagan an opportunity to demonstrate "leadership." But the announcement of the 10-piece series promptly generated a request from the Democratic leadership in Congress for time to respond to each of the 10 commentaries. House Majority Leader James C. Wright Jr. cut a five-minute tape to run after the President's first appearance, and as of Friday, Mutual and NBC said they would carry at least some of it. ABC was considering the request.

But CBS has already announced it will not take any of the President's radio talks. It said its policy on reply would require it to provide time for other viewpoints on the subjects the President discussed. It also cited "potential fairness doctrine implication."

The possibility broadcasters would provide time for conflicting views does not appear to concern the White House. Gergen, in an interview on ABC's *Good Morning, America*, on Friday, said that all the White House wants is an opportunity for "Ronald Reagan to speak to the country." If the networks then put on a Democrat—"in fact, if [they] want to put on any 10 Democrats, we'll welcome it. We think he [the President] can carry our side very, very well."

The programs will be broadcast live every week from wherever the President happens to be. This week, he will be in Barbados, on what the White House describes as a working vacation. He will be in Versailles, outside of Paris, at an economic summit, for the 10th broadcast, June 5.

The broadcasts are being handled like any other presidential speech. The network responsible for the pool on a particular Saturday will arrange for distribution of the broadcast to whoever wants to carry it—and share in the costs. Mutual Broadcasting System was to serve as pool for the first broadcast; CBS comes next in the rotation and will serve in that capacity in Barbados.

Those who carried the first broadcast live, besides Mutual, NBC and ABC, were Sheridan Broadcasting Network, Westinghouse Broadcasting Co., UPI and Associated Press. National Public Radio carried the piece live as part of a 29-minute program analyzing the President's plan to use radio for 10 weeks running. NPR made a point of declaring, on Friday, it will not carry any of the nine remaining broadcasts live, but will monitor them for whatever news they provide. RKO General Inc. will carry the broadcast on a one-hour delay basis. □



Reagan prime-timing it last Wednesday

SHUTTLE JOURNALISM IN CENTRAL AMERICA

News ranks escalate for election coverage

There were almost as many journalists as guerillas, quipped CNN's correspondent, but networks took it seriously

Broadcast media coverage of the conflict in El Salvador crested March 28 with coverage of that country's weekend elections. Staffs already in place were joined by bigger news names shuttled in for the action, and correspondents on assignment in neighboring countries of that turbulent region who were flown in as well.

Accessibility to the country was no problem, with regular flights from Miami to the capital city of San Salvador. And even with many news organizations sharing the one transmission link out of the country, feeds generally ran smoothly.

Despite the "media event" atmosphere that some perceived in the influx of international journalists, network news executives claimed the extent of their coverage was warranted. Basically, they said they were following the U.S. government's lead. Jeff Gralnick, executive producer of ABC's *World News Tonight*, said that "it required the coverage" because of "the stake our government publicly put" in the events there. "It became more than just an election in a small country," he added. Ed Fouhy, CBS News vice president, offered a similar explanation, referring to the special interest President Reagan has taken in the political situation there.

There were critics, however. Reese Schonfeld, president of the Cable News Network, for one, charged that his three broadcast network competitors were guilty of "journalistic overkill," exemplified by those that sent anchor people to cover El Salvador. He claimed it was a "reporter's story and not an anchor's story."

And of the large numbers of reporters who showed up for the election, Schonfeld quoted CNN correspondents Peter Arnett as quipping, "There must have been 700 journalists there; there weren't enough guerillas to go around."

At ABC, CBS and NBC, however, the growth of the news ranks was being explained as following the progression of events.

Jerry Lamprecht, NBC's director of foreign news, summed up the feelings at ABC and CBS as well when he said that his network had made "a great deal of effort" prior to the voting and that "everything was pointing to the election as a climax."

Over-all, the Salvadoran government estimated there were about 600 to 700 journalists there for the election. U.S. State Department sources say there were some 200 American newsmen on hand before the election, but that their ranks grew to 450 during the election period. How many guerillas are there? The State Department estimates about 5,000.

The network claiming the largest contingent was ABC, "with an in-country team of 50 correspondents, producers and support personnel." CNN, on the other hand, said it had a staff of 12, including seven Americans and five Salvadorans.

Network staff estimates in El Salvador



ABC's Threlkeld



CBS's Sawyer



CNN's Miklaszewski



NBC's Brokaw

were rough at best since many broadcasters were shuttling between Central American countries or adding drivers and other local support. In any case, the networks swelled the international press corps considerably.

NBC estimated that it had about 36 people working on election day, up about a third from previous weeks, and including about four correspondents and four crews. CBS put its total at 31. That included five correspondents, four crews and about a half-dozen producers.

Among others there was AP Radio that tapped the services of a correspondent went from AP's Washington bureau and four others dispatched from Mexico City. UPI Audio was represented by its regular bureau manager in El Salvador, its Central American news editor and a correspondent sent from Mexico.

There even were reporters covering the reporters. The Public Broadcasting Service's *Inside Story* had chief correspondent Hodding Carter and four others watching coverage of the war and elections.

In addition to building up its general staff contingent, CBS sent its morning news co-anchor, Diane Sawyer, to report for a few days for her show. Bill Moyers also was there on assignment for a special.

Tom Brokaw, who today (April 5) begins as co-anchor of the *NBC Nightly News*, stayed in El Salvador from March 24 to 30. NBC's Lamprecht explained that with all the various correspondents for the network in El Salvador, Brokaw provided "cohesion . . . You want your main correspondent to provide an overview."

ABC's contingent included Richard Threlkeld, who previously had been filing from Nicaragua, and James Wooten, who went to El Salvador specifically to report on *This Week with David Brinkley*.

With the election over, the networks have been gradually decreasing their staffs in the country. But as CBS's Fouhy said, "the staff will be beefed up again if the situation heats up . . . El Salvador gives us the flexibility to come in and go out depending on the situation." He added that the country "is only a two-hour flight from Miami and we have the satellite capability of bringing in live coverage."

The networks and others have been using only one transmission link—actually a landline and microwave system from El Salvador to Guatemala to Mexico where the signal is beamed to New York. Until a transmission point in Nicaragua was blown up earlier this year, that had been part of an alternate feed route.

ABC's Gralnick explained that at one time there were up to nine agencies waiting to transmit over the link from El Salvador. Order on the bird was determined by lot. Gralnick said that the shared use worked well. (That was an improve-

ment over the news coverage situation after the government changed in Guatemala, when 18 organizations were waiting at the same time, Gralnick said.)

There was one satellite snafu on the *CBS Morning News* last Monday (March 29). Each correspondent had been allotted 90 seconds for morning transmission. When Sawyer apparently continued to talk beyond the specified time, technicians routinely shifted to Brokaw, who for a split second appeared live on the rival network's news program.

While access to and transmissions from the country generally ran smoothly, the journalists' presence in El Salvador itself was dangerous—with close calls for some.

An NBC News crew—producer Irv Cuevas, cameraman Harvey Reinsma and soundman Al Moldonade—reported being fired upon by a Salvadoran air force helicopter. According to NBC, the crew was about 30 miles east of the capital when it turned its cameras on a helicopter flying overhead. The helicopter then was said to turn around and start shooting although the NBC van was easily identified as carrying journalists. Standard procedure for journalists has been to fly white flags over their vehicles, which are marked by the words TV and/or press/Prensa (latter word is Spanish).

The crew jumped in a ditch and escaped injury, although, according to their comments reported to headquarters, "the dust from the bullets soiled their shoes." NBC last Tuesday ran the footage of the helicopter (what was taken before the crew ran for cover) with a voice-over from John Chancellor remarking, "El Salvador remains a very dangerous place for journalists."

About a month earlier the same crew claimed to have been attacked by guerrillas who threw a grenade and then started shooting. At that time, too, the crew escaped uninjured.

CNN's James Allen Miklaszewski said

his crew came under attack a few weeks ago and was pinned down for half an hour by government snipers even though they had identified themselves as unarmed American journalists. Afterwards, Miklaszewski told CNN colleagues that a government official explained that perhaps the snipers "thought you were distorting the news."

Colleagues also quote Miklaszewski as offering this description of problems for foreign newsmen: "the hardest thing here, when you're out in the field, is that you never really know which side you're

on. And what's worse, neither do they."

Fouhy, himself recently back from El Salvador, said that there is particular danger as roads change hands several times a week. "Our men don't operate at night at all," Fouhy added, "The roads are too dangerous."

There also have been reports of harassment. ABC News correspondent Jack Smith described a method in one of his pieces, saying, "The easiest way to do that is to spook out our drivers; not to go around and intimidate every journalist here. . . . That would take too long." □

Cable copyright gets full committee approval

House Judiciary OK's amendments contained in compromise among NAB, NCTA, MPAA; consideration by full House expected in summer

The House Judiciary Committee unanimously approved copyright law amendments last Tuesday (March 30) that would continue compulsory licensing for cable retransmission of broadcast signals, reinstitute syndicated exclusivity for local broadcasters competing with imported signals and codify a modified version of the FCC's rules on mandated carriage of local broadcast signals.

In approving the compromise, the Judiciary Committee resoundingly defeated a proposal offered by Representative Harold Sawyer (R-Mich.) to abolish compulsory licensing altogether at the end of three years. It also defeated, but by a margin of only two votes, a proposal offered by Representative Thomas Railsback (R-Ill.) that would have significantly reduced the number of sporting events a cable system could import to within 35 miles of a particular game in progress.

Representative Robert W. Kastenmeier

(D-Wis.), who chairs the copyright subcommittee, said Sawyer's proposal would be a "disaster" for many cable systems which would find it impossible to negotiate the rights for each program retransmitted as part of an imported broadcast signal. It would also deprive many cable subscribers of programming they've become accustomed to, he said.

Kastenmeier, who sponsored the compromise bill (H.R. 5949), said his proposal would provide proper relief for broadcasters and program suppliers whose control over distribution of their programming had been diminished when the FCC eliminated its restrictions on distant-signal importation and its rules on syndicated exclusivity.

Because the compromise has the support of the three major parties affected by it, the National Association of Broadcasters, the National Cable Television Association and the Motion Picture Association of America, Kastenmeier said it is likely to pass Congress, while the Sawyer proposal, which is vigorously opposed by cable operators, would hardly stand a chance.

Sawyer countered that it would be

Journalists protest attacks on press in Central America

A delegation of U.S. journalists returning from Central America last week called "the problem of protecting the physical security of journalists" in El Salvador "an international scandal."

The six journalists—including George Watson, an ABC News vice president—had been on a 10-day investigation of the treatment of journalists and the state of press freedoms and free expression in El Salvador, Nicaragua and Guatemala. Their investigation was sponsored by the New York-based Committee to Protect Journalists, an organization founded last year with CBS News's Walter Cronkite as the honorary chairman.

While the deaths of four Dutch journalists brought attention, the group said that 19 other Salvadoran and foreign journalists have died since 1979—"some have been killed accidentally, under combat conditions, but others have died under highly suspicious circumstances." They charged that "these deaths are part of a larger pattern of intimidation of journalists that has chilled the newsgathering process. To date scores of journalists have been threatened, arrested, imprisoned or kidnapped since the 1979 coup and subsequent civil strife."

The group urged that Salvadoran President Jose Napoleon Duarte "uphold and implement his recent proclamation defending the security and rights of journalists." The journalists also said that while in El Salvador they had obtained similar pledges from rightist leader

Roberto d'Aubuisson and General Jose Guillermo Garcia.

The committee's delegation also called upon leftist insurgents "to issue their own stern pronouncement . . . and to distribute this statement widely."

Of Guatemala, the group's report said that no other country in Central America "has been as inhospitable to journalists or to a free press. Exact figures are difficult to establish but, since 1978, more than two dozen employees of news organizations have been murdered or abducted. Newspaper and radio offices have been machinegunned on numerous occasions."

They said that "radio broadcasters in particular have been subject to repeated threats, assaults and murders; no fewer than five employees at one station were gunned down in 1980." The group said that the new government in Guatemala has indicated that it wants the situation to improve. The report said that "one way the junta could demonstrate its sincerity would be to launch investigations into the numerous cases of disappeared journalists."

Of Nicaragua the group reported the situation "profoundly threatening. . . . Virtually all independent journalists to whom we spoke believe that the government has begun a drive either to emasculate through censorship or close the few radio stations and single newspaper which today uphold the tradition of independent journalism in Nicaragua."

It's go again for Satcom IV

last month Miller asked for clarification of the standard. He recommended that deception be measured by "whether reasonable consumers are likely to be deceived, not by whether any consumers might be deceived. . . . Statements or representations of fact, not opinion," he said, "should be pursued" (BROADCASTING, March 22). Miller also called for defining the unfairness standard primarily through determining if consumer injury is substantial and objectively determined and if the injury outweighs the benefits and takes into account the costs and effectiveness of possible remedies.

Clanton and Bailey objected to an exemption for advertisers. Said Clanton: "While there may be few instances where an unfairness test will be suitable for advertising, I can think of situations where an unfairness rationale may be more appropriate than deception." Bailey said she feared the public will perceive the exemption as "a license to perpetuate unfair advertising in the media."

Pertschuk favored retaining both standards without any alterations. He said: "Every public opinion poll I've seen indicates that advertising tops the list of consumer distrust and citizen demand for effective government regulation."

Pertschuk attacked a position paper prepared by Tim Muris, head of the FTC's Bureau of Consumer Protection, that defends the need for definition of deception, and cites cases that have been brought to trial as unreasonable and trivial. The paper argues that Miller's "reasonableness" standard would operate efficiently and pose few enforcement problems. □

Court lifts temporary stay of transponder tariff; line forms in Princeton Tuesday

RCA Americom's plan to sell \$13-million "pre-paid leases" for fixed terms of seven years and nine months on Satcom IV was stalled last week while the U.S. Court of Appeals for the District of Columbia temporarily stayed the FCC order permitting the sale. Then, last Wednesday (March 31), after reviewing the order and responses from the parties involved, the court lifted the stay without comment. As a result, RCA said it planned to start accepting cashier's checks for an undisclosed number of the transponders at 9 a.m. Tuesday (April 6) in Princeton, N.J.

If demand exceeds supply, RCA will hold a lottery to allocate those transponders that same afternoon.

In a hotly disputed 5-2 vote (with Commissioners Joseph Fogarty and Henry Rivera dissenting, and Anne Jones concurring), the FCC agreed to permit RCA to sell the leases two weeks ago (BROADCASTING, March 29). Nonetheless, the FCC said it had "serious questions" about RCA's tariff and put RCA on notice that ultimate approval of the plan would be subject to an investigation of the tariff's lawfulness.

Immediately after the commission meeting, the Authority for Kentucky Educational Television and UTV Cable Network filed for a stay, alleging that the tariff had been unlawful on its face and should

have been rejected. If the tariff were allowed to go into effect, the companies would suffer "irreparable harm," they said.

KETV was one of more than 15 parties waiting for transponders on RCA's "first-come, first-served" list that had petitioned the commission to reject the tariff last month (BROADCASTING, March 15). UTV Cable had bid and won a transponder at RCA's rejected auction and had made a deal to share any transponder awarded to KETV.

Joining those companies in requesting judicial relief were United Press International, Post-Newsweek Stations Inc., Timothy Flynn, Joseph Corazzi and the Hon Foundation. Those companies' appeal of the FCC order is still pending.

Among the charges brought before the court were that the \$13-million price tag was unlawfully high, and that the tariff would allow RCA to discriminate unlawfully, charging different rates for the same sorts of transponders. The eight RCA transponder customers moved from Comstar D 2 to Satcom IV would be paying considerably less under the current tariff's monthly charges than would those customers who bought pre-paid leases, the petitioners said.

In its response, RCA said the petitioners wouldn't suffer "irreparable harm" if the tariff went into effect, but that RCA would suffer "serious and irreparable injury" if the tariff offering were delayed. According to RCA, if the tariff were delayed beyond April 1—when Satcom IV was slated to be operational—RCA would lose about \$4,650 per transponder per day in forgone revenues.

RCA also contended that the petitioners' claims that they would suffer "irreparable harm" were based on the "false assertion that those parties have some 'right' to Cable Net II transponders under a 'first-come, first-served' transponder assignment scheme," RCA said. "For several years, potential customers have been sending RCA Americom unsolicited letters stating an interest in receiving transponder service. RCA Americom's standard reply has been that such potential customers will be kept informed of future availabilities. None of these so-called 'orders' has been accepted, nor has RCA Americom given assurance that any such 'order' would be accepted at any particular time with regard to any particular satellite," RCA said.

In its response, the FCC said the court should dismiss the petitioners' motions, contending that the court had no jurisdiction to review agency decisions allowing rates to become effective subject to investigation, and that the relief requested was "barred under well established principles of law that the court has no authority to enjoin, suspend, or otherwise prevent carrier-initiated rate revisions from taking effect, and that it may not order the commission to take such action." □



Fogarty

Odd man still in. Joe Fogarty lost another one last week. Not at the FCC, where he's used to it by now, but in the court of appeals, which he considers his personal court of last resort. For the self-described "last liberal Democrat at the commission," these are lonely times. Alone or with only one colleague on his side, he has adopted the minority's classic tactic of trying to win while losing, constructing elaborate dissents to halt the torrent of FCC unregulatory policy.

The most recent reversal was in connection with RCA Americom's plan to lease satellite transponders on a demand basis instead of the traditional cost basis that has been the rule in common carrier regulation. Fogarty dissented (with Henry Rivera his sole support) to the FCC's grant of the latest RCA tariff proposal two weeks ago (BROADCASTING, March 29). His opinion—

made available immediately to the contending parties—was a basis for a temporary stay issued by the Court of Appeals in Washington the same day. Last week, however, the court lifted the stay without comment (see story above), although the case is not yet closed.

Fogarty doesn't always go through the back door, but his victories in the commission meeting room are increasingly rare. The most notable: persuading four votes to go along with him on reconsideration of the cellular radio ruling, which ended up reserving half of that spectrum for telephone companies (read AT&T). But he concedes that the tide is against him, and has been since the Fowler FCC overturned the Ferris FCC's unanimous decision to favor reduction of AM channel spacing to 9 khz. "We really took a hosing on that," Fogarty says, saying the reversal persuaded him to "pack my bags and close up my tent."

But he hasn't gone yet, and in the meantime—with the assistance of legal aides H. Russell Frisby and James Graf—he's devoting the remaining year and three months of his term to derailing "this hell-bent effort to unregulate." In many instances, Fogarty says, "it's illegal, and where it's illegal, I'll dissent. Deregulation has got to be carried out within the parameters of the law as it exists today, and I think this present commission would rather determine what the law is by reason of the policy they want to implement rather than take a look at the law as it actually is."

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Those are among the subjects the 30,000 Fifth Estaters flocking to the National Association of Broadcasters convention in Dallas will have to think about—and hear about—wherever they turn during the three-and-a-half days of the organization's "The Sky's the Limit" 60th annual convention.

And that's just on the official agenda (the full text of which begins on page 46).

Still more of the action will take place in at least 180 hospitality suites and in an exhibit hall where as many as 481 companies will be marketing their products. (The complete list of hospitality suites begins on page

55; a listing of the exhibitions begins on page 62.)

Much of the radio action will take place in the Hyatt Regency hotel. Loews Anatole houses a large share of the TV suites (including the ABC and CBS television networks) with the Fairmont hotel housing still more (including NBC-TV). The equipment vendors are all over town, hospitality-wise; their hardware is confined to the exhibit floor.

Agenda: Radio, TV and Engineering Session Lineup

Registration. NAB's registration desk will be located in the lobby of the Convention Center. It will be open 9 a.m.-5 p.m. Saturday, 8-5 Sunday and Monday, 9-5 Tuesday and 9-noon Wednesday.

Exhibits. The exhibits, on two floors of the Convention Center's exhibit hall, will be open 9 a.m.-6 p.m., Sunday, Monday and Tuesday, and 9-2, Wednesday.

Sunday, April 4

Joint session. Convention Center arena. 2:15 p.m. Doors open with musical entertainment. Welcome: Edward O. Fritts, NAB chairman. Keynote address: Vincent T. Wasilewski, NAB president. Musical entertainment by Glen Campbell.

Small-Market Legal Clinic. 8-9:30 a.m. Regency ballroom A. Moderator: Erwin G. Krasnow, NAB. Panelists: Vincent Pepper, Pepper & Corazzini, Washington; Howard Braun, Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun, Washington; Richard Swift, Tierney & Swift, Washington.

Monday, April 5

Joint session. *Behind the Scenes with Congressional and FCC Staffs.* 8:15-9:15 a.m. Room E 404.

RADIO SESSIONS

Four concurrent clinics. 9:30-10:45 a.m.

Where's the Hot Button? Room S 411. Presenter: Pam Lontos, Pam Lontos Inc., Dallas.

What the FCC Didn't Deregulate. Room S 412. Moderator: Barry Umansky, NAB. Panelists: Jeff Baumann, FCC; Richard Zaragoza, Fisher, Wayland, Leader & Cooper; Gordon Coffman, Wilkinson, Cragun & Barker.

Leasing a Cable Channel. Room S 413. Moderator: Lew VanNostrand, Cedar Rapids, Iowa. Panelists: Dennis Gros, WFEZ(AM) Meridian, Miss.; Phil Zeni, KAAZ(AM) Little Rock, Ark.; Howard Liberman, Liberman, Sanchez & Bentley, Washington.

Small Market—A State of Mind. Room S 414. Presenter: Tim Moore, Noble Broadcast Consultants, Charlevoix-Petoskey, Mich.

People management forum. 9:30 a.m.-12:30 p.m. Ballroom A. Presenter: Jim Newman, The PACE Organization, Los Angeles.

Four concurrent clinics. 11 a.m.-12:15 p.m.

1982 is an Election Year. Room S 412. Moderator: Michael Berg. Panelists: Irving Gastfreund, Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun, Washington; Stephen Sharp, FCC, Washington; Earl Stanley,

Dow, Lohnes & Albertson, Washington.

Recruiting, Selecting and Retaining Top People. Room S 414. Presenters: Jim Hooker and Chris Lytle, Media Sales Training Systems, Chicago. Legal adviser: Wayne Coy Jr., Cohn & Marks, Washington.

AM Radio Sales Clinic. Room S 413. Presenters: Gary Fisher, WABC(AM) New York; Tom Howard, BBJ&T Advertising, Massapequa, N.Y.

The Great American Arbitron Roundup. Room S 411. Moderator: Larry Patrick, NAB. Panelists: Steven Trivers, WOLR(FM) Kalamazoo, Mich.; Jhan Hiber, Hiber & Hart, Pebble Beach, Calif.; Ellen Hulleberg, McGavren-Guild Radio, New York; George Green, KABC(AM) Los Angeles; Rick Aurichio, Arbitron, New York. Legal adviser: John R. Feore Jr., Dow, Lohnes & Albertson, Washington.

Spanish Language Radio Forum. 1:30-4:30. Room E 402/403. Moderator: Herb Levin, WOBA(AM) Miami; Welcome: John Summers, NAB. Presenter: Howard Kalmenson, Lotus Communications, Las Vegas. Legal adviser: Michael Bader, Haley, Bader & Potts, Washington.

The Budget and the American Dream. 2:30-3:45. Rooms E 409/410. Moderator: Mike Jensen, NBC News; Panelists: Senators Pete Domenici (R-N.M.), Robert Dole (R-Kan.), Representatives James Jones (D-Okla.), Dan Rostenkowski (D-Ill.).

Daytimers forum. 3-4:30. Ballroom A. Moderator: Jim Wychor, chairman, Daytime Broadcasters Association. Panelists: Rod Porter, FCC; Gregg Skall, Blum & Nash, Washington; Wally Johnson, Association for Broadcast Engineering Standards, Washington; Richard Shay, National Telecommunications and Information Administration, Washington; Chris Payne, NAB. Technical advisers: Doug Cromby, NTIA; Dale Hatfield, Daytime Broadcasters Association. Legal adviser: Barry Umansky, NAB.

Two concurrent workshops. 4-5:15.

Cable Copyright—On the Move! Room E 409. Introduction: Don Curran, Field Communications, San Francisco; Jerry Holley, Stauffer Communications, Topeka, Kan. Panelists: Senator Charles Mathias (R-Md.), Representatives Robert Kastenmeier (D-Wis.), Henry Waxman (D-Calif.), Tom Railsback (R-Ill.).

Unregulation, Reregulation, Deregulation! Room E410. Introduction: Cullie Tarleton, Jefferson-Pilot Broadcasting, Raleigh, N.C.; J.T. Whitlock, WLBN(AM)-WLSK(FM) Lebanon, Ky. Panelists: Senators Harrison Schmitt (R-N.M.), Howard Cannon (D-Nev.), Wendell Ford (D-Ky.), Representatives Cardiss Collins (D-Ill.), Billy Tauzin (D-La.), Jim Collins (R-Tex.), Carlos Moorhead (R-Calif.).

Minority Programming for Profit and Progress clinic. 4-5:30. Room E 401. Opening remarks: FCC Commissioner Henry Rivera. Moderator: Eugene Lothery, CBS Inc., New York. Panelists: Dewey Hughes, Almic Broadcasting, Washington; Bill Shearer, KACE(FM) Inglewood, Calif.; Lynne Joy Rogers, Sheridan Broadcasting Network, Pittsburgh; Jim Maddox, Maddox-Patterson Associates, Downers Grove, Ill. Legal adviser: Edward Hayes Jr., Hayes & White, Washington.

TV SESSIONS

General sessions. 9:30-11:30 a.m. Theater. Opening remarks and

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welcome: Gert Schmidt, NAB television board vice chairman.

The AT&T Settlement: Views from Capitol Hill and the FCC. Discussion leader: R. Michael Senkowski, McKenna, Wilkinson & Kittner, Washington. Panelists: Representative Timothy Wirth (D-Colo.), FCC Commissioner Joseph Fogarty.

The Dollars & Sense of Broadcast Investing. Overview: Larry Patrick, NAB. Moderator: Paul Kagan, Paul Kagan Associates, Carmel, Calif. Panelists: Robert Buford, Buford TV, Tyler, Tex.; Karl Eller, Columbia Pictures Communications, Phoenix; David Croll, TA Associates, Boston; Howard Hawkins, Security Pacific National Bank, Los Angeles.

Television luncheon. Noon-2:15 p.m. Call to order: Mark Smith, NAB television board chairman. Guest speaker: Senator Robert Packwood (R-Ore.), chairman, Senate Commerce Committee. Presentation of Grover Cobb award to Packwood.

Four concurrent workshops. 2:30-3:45 p.m.

Management by Strengths. Room S 414. Michael Postlewait, MBS Inc., Leawood, Kan.

Selling Problems and Solutions in 100+ Markets. Room S 413. Moderator: Robert Lefko, Television Bureau of Advertising, New York. Panelists: Clark Wideman, WEAU-TV Eau Claire, Wis.; Ronald Bergamo, KFDM-TV Beaumont, Tex.; Robert Kizer, Avery-Knodel TV, New York; Wayne Kilmer, KBAK-TV Bakersfield, Calif.

Teletext and the Information Explosion—Part I: Making a Business of Electronic Publishing. Room S 411. Moderator: Richard Neustadt, Kirkland & Ellis, Washington. Panelists: Ben Smylie, Field Electronic Publishing, Elk Grove, Ill.; Hadassa Gerber, McCann-Erickson, New York; Harry Smith, CBS Inc., New York.

The Future of Broadcast Automation. Room S 412. Moderator: Bill Boyce, Data Communications Corp., Memphis. Panelists: Peter Ryan, Harrington, Righter & Parsons, New York; Art Biggs, Corinthian Broadcasting, Houston; Peter deVaux, Young & Rubicam, New York; Jack Anker, Storer Broadcasting, Miami Beach.

Four concurrent workshops. 4-5:15

Teletext and the Information Explosion—Part II: The Laws and Regulations That Will Govern Teletext. Room S 411. Moderator: Erwin Krasnow, NAB. Panelists: Richard Neustadt, Kirkland & Ellis, Washington; Chris Sterling, George Washington University; Lee Mitchell, Sidley & Austin, Washington.

How to Effectively Promote Considering the New Competition. Room S 413. Discussion leader: B.J. Anderson, KXAS-TV Dallas. Legal adviser: Wade Hargrove, Tharrington, Smith & Hargrove, Raleigh, N.C.

Management by Strengths. Room S 414. Michael Postlewait, MBS Inc., Leawood, Kan.

Local Programming vs. the New Technologies. Room S 412. Moderator: Chuck Larsen, WABC-TV New York. Panelists: Phil Corvo, KGTV(TV) San Diego; Stan Marinoff, WISN-TV Milwaukee; Steve Currie, KOIN-TV Portland, Ore.; Lucie Salhany, Taft Broadcasting, Boston.

ENGINEERING SESSIONS

SMPTE presentation. Ballroom C. 8:30-8:45 a.m. *The Role of SMPTE in the Future of Television.* Roland Zavada, Eastman Kodak, Rochester, N.Y. 8:45-9:10—*SMPTE Engineering for Today: The New Specifications for Digital Control of Television Studio Equipment.* Thomas Meyer, Digital Video Systems, New York; William Bauer, RCA Corp., Camden, N.J. 9:10-9:45—*SMPTE Engineering for Tomorrow: Digits and Beyond.* Kerns Powers, RCA Labs, Princeton, N.J. 9:45-10:30—*Television Techni-*

cal Progress. Moderator: Merle Thomas, Westinghouse Broadcasting, Baltimore.

Radio workshops. 9-10:30 a.m. Ballroom D. *Getting Wired With Ma Bell.* Moderator: William Ruck, KFOG(FM) San Francisco. Panelists: Roy Trumbull, KRON-TV San Francisco; Robert Cohen, Clear-Com Intercom Systems, San Francisco; Robert Tourkow, RTS, Burbank, Calif.; Tom Croda, GTE-Lenkurt, Sunnyvale, Calif.; Paul Blakemore, National Public Radio, Washington.

Cleaning Up the Audio—Practical RF Elimination. 10:30-11. Ballroom D. William Ammons, Broadcast Electronics Inc., Quincy, Ill.

Digital Audio: Where It's Been, Where It's Going. 11:15-noon. Ballroom D. John Jenkins, International Tapetronics, Bloomington, Ill.

Television workshops. 10:30-noon. Ballroom C. *One-Half-Inch In-Camera Video Recording* (The Hawkeye system—C. Robert Thompson, RCA Corp., Camden, N.J.) (The Betacam system—Ichiro Segawa and M. Takano). Panelists: Bernard Dickens, CBS Technology Center, Stamford, Conn.; Jeffrey Meadows, NBC News, New York; Otto Claus, WBAL-TV Baltimore; LaVerne Pointer, ABC Inc., New York.

High-Definition Television for Terrestrial Broadcast. 1:30-3. Ballroom C. An Overview—Renville McMann, Thomson-CSF, Stamford, Conn. Terrestrial HDTV Transmission—Robert O'Connor, CBS, New York. Bandwidth Reduction for HDTV—John Rossi, CBS Technology Center, Stamford, Conn.

Multichannel Television Sound. 3:30-5. Ballroom C. Visual Performance Characteristics Which Affect Multicarrier Sound—William Resch, Harris Corp., Quincy, Ill. Post Production: The Key to Stereophonic Sound for Television—Richard Green, CBS, New York.

Tuesday, April 6

RADIO SESSIONS

Frequency Allocation and Cuban Interference clinic. 8:30-9:15 a.m. Ballroom D. Wallace Johnson, Association for Broadcast Engineering Standards, Washington; Michael Rau, NAB.

Four concurrent clinics. 9:30-10:45 a.m.

Winning with Negotiation. Room S 413. Dr. Tessa Albert-Warschaw, Beverly Hills, Calif.

Creating Your Niche—Positioning Part II. Room S 412. Moderator: Harvey Gersin, Reymor & Gersin Associates, Southfield, Mich. Panelists: Gina Gallagher, WMKE(AM)-WBGS(FM) Milwaukee; Doug Clemensen, Reymor & Gersin Associates, Southfield, Mich.

Cash Management: Credit and Collections. Room S 411. Moderator: William Hansen, WJOL(AM)-WLLI(FM) Joliet, Ill. Panelists: Glenn Stinchcomb, Gaylord Broadcasting, Dallas; Jim Hooker, Media Sales Training Systems, Chicago; Chris Lytle, Media Sales Training Services, Chicago. Legal adviser: Samuel Miller, Malrite Communications, Washington.

You Can Do Amazing Things with Home Computers at Your Station. Room S 414. Ken Maness, WJCW(AM)-WQUT(FM) Johnson City, Tenn.; Dave Brown, WTVL-AM-FM Waterville, Me.

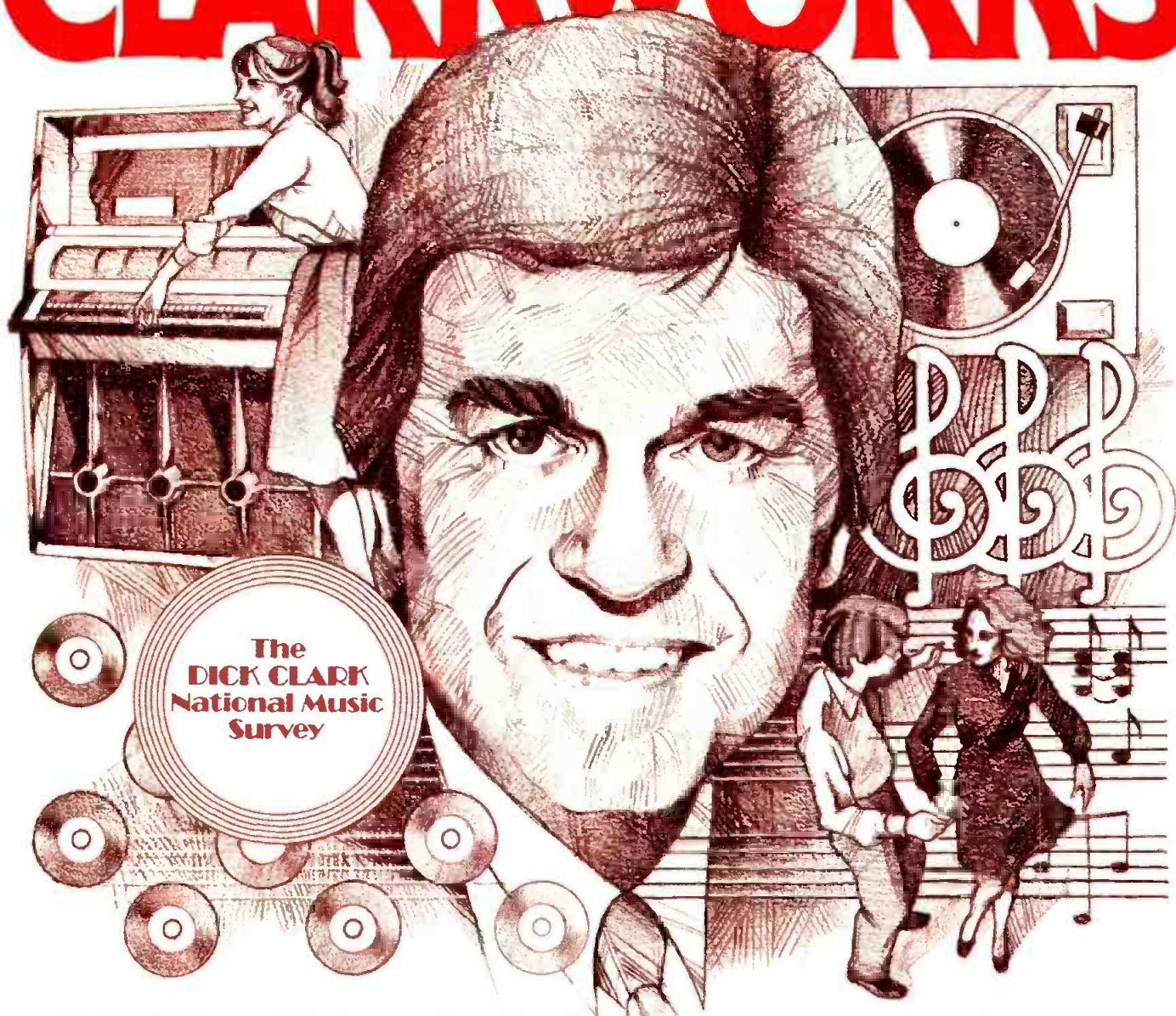
Open Line to Congress workshop. 9:30-10:45. Rooms E 402/403. Introduction: Kathryn Broman, Springfield Television, Springfield, Mass.; Martin Beck, Beck-Ross Communications, Rockville Centre, N.Y. Panelists: Senators Alan Simpson (R-Wyo.), Slade Gorton (R-Wash.), Representatives Al Swift (D-Wash.), Ron Wyden (D-Ore.); Patricia Schroeder (D-Colo.).

Sales forum. Small-Market Sales: New Ideas for the 80's. 9:30-noon. Ballroom A. Moderator: Dean Sorenson, KCCR(AM)-KNEY(FM) Pierre, S.D. Panelists: Lindsay Wood Davis, WSDR(AM) Sterling, Ill.; Bill Sanders, KICD-AM-FM Spencer, Iowa; Philip Smith, WAOV(AM)-WRTB(FM) Vincennes, Ind.; Norm Goldsmith, Radio Marketing Concepts, Warrenton, Va.; Judy Currier, KLOK(AM) San Jose, Calif. Legal adviser: Harold McCombs, Marmet &

BROADCASTING's contingent. BROADCASTING will have a hospitality suite in the Plaza of the America's hotel. On hand will be: Sol Taishoff, Larry Taishoff, John Andre, Dave Berlyn, Gene Edwards, Kira Greene, Kathy Haley, Ed James, Harry Jessell, Kwentin Keenan, Win Levi, Charles Mohr, Jay Rubin, Tim Thometz, Don West, Len Zeidenberg, Steve McClellan.

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Sales forum—Large-Market Sales: New Ideas for the 80's. 9:30-noon. Ballroom B. Moderator: Fred Walker, Broad Street Communications, New Haven, Conn. Panelists: Norm Goldsmith, Radio Marketing Concepts, Warrenton, Va.; Judy Currier, KLOK(AM) San Jose, Calif.; Charles Warner, Carbondale, Ill.; Joseph Abel, KIRO(AM) Seattle. Legal adviser: Edgar Holtz, Hogan & Hartson, Washington.

Four concurrent clinics. 11 a.m.-12:15 p.m.

Killer Marketing: War Strategies of the 80's. Room S 411. Bill Moyes, The Research Group, San Luis Obispo, Calif.

Why Didn't You Call Your Attorney First? Room S 412. Richard Wyckoff, NAB; Jason Shrinsky, Shrinsky, Weitzman & Eisen, Washington.

The New Tax Law and You. Room S 413. William Kennard, NAB; Raymond Wiacek, Jones, Day, Reavis Pogue, Washington.

You Can Do Amazing Things with Home Computers at Your Station. Room S 414. Dave Brown, WTUL(AM) Waterville, Me.; Ken Maness, WJCV(AM)-WQUT(FM) Johnson City, Tenn.

Radio luncheon. 12:30-2:30. Arena. Presiding: Cullie Tarleton, NAB radio board chairman; Bill Stakelin, radio board vice chairman. Radio Hall of Fame induction ceremony. Inductees: Don McNeill, Edgar Bergen. Luncheon presentation: "Your World is Exploding," Larry Patrick, Wayne Cornils, NAB.

A Conversation With ... Larry Harris. 2:30-3:45. Room S 414. Moderator: Edward Fritts, NAB board chairman. Larry Harris, FCC Broadcast Bureau chief.

People management forum. 2:30-5:30. Ballroom A. Repeat of Monday 9:30 a.m. session.

Joint workshop. 2:30-5:30. *Sales Ideas for the 80's.* Ballrooms A/B. Moderator: Miles David, Radio Advertising Bureau, New York. Panelists: Ken Greenwood, Greenwood Development Programs, Tulsa; Robert Schwarz, Purdue University; John Quale, Kirkland & Ellis, Washington.

Satellite programing forum. 2:30-5 Theater. Moderator: Wayne Cornils, NAB. Panelists: Ed McLaughlin, ABC; Richard Brescia, CBS; Martin Rubenstein, Mutual; Richard Penn, NBC; Tom Burchill, RKO; Frank Murphy, The United Stations; Dwight Case, Transtar; Ivan Braiker, Satellite Music Network; Michael Hauptman, ABC Enterprises; Gary Stevens, Doubleday Broadcasting; Jim Kefford, Drake-Chenault; Ralph Guild, McGavren-Guild Radio; Pat Shaughnessy, TM Companies; Dick Verne, LIN Broadcasting.

Concurrent "How To" legal clinics. 8-9 p.m. All at the Hyatt Regency.

How To Succeed with Low-Power TV. Regency A. Moderator: Valerie Schulte, NAB. Panelists: George Borsari Jr., Daly, Joyce & Borsari, Washington; John Bankson Jr., Hamel, Park, McCabe & Saunders, Washington; Leon Knauer, Wilkinson, Cragun & Barker, Washington.

How To Do Business with Cable Systems. Regency B. Moderator: Michael Berg, NAB. Panelists: Brenda Fox, National Cable Television Association; Morton Berfield, Cohen & Berfield, Washington; R. Clark Wadlow, Schnader, Harrison, Segal & Lewis, Washington.

How To Handle Ballot Propositions, Independent Committees and Issue Ads. Regency C. Moderator: William Kennard, NAB. Panelists: Robert Bruce, Leva, Hawes, Symington, Martin & Oppenheimer, Washington; John Lane, Hedrick & Lane, Washington; Joel Rosenbloom, Wilmer, Cutler & Pickering, Washington.

How To Conduct Contests and Lotteries Legally. Reunion A. Moderator: Barry Umansky, NAB. Panelists: Ashton Hardy, Jones, Walker, Waechter, Poitevent, Carrere & Denegre, New Orleans; Lisa Stevenson, Koteen & Naftalin, Washington; Edward O'Neill, Wilner & Scheiner, Washington.

How To Cope with Subpoenas. Reunion B. Moderator: Steve Nevas, NAB. Panelists: J. Laurent Scharff, Pierson, Ball & Dowd, Washington; Samuel Fifer, Reuben & Proctor, Chicago; Matthew Leibowitz, Leibowitz & Rice, Miami.

How To Maintain an Effective EEO Program. Reunion C. Moderator: Er-

win Krasnow, NAB. Panelists: Terry Banks, Tepper, Edmundson, Green-spoon & Stoer, Washington; R. Michael Senkowski, McKenna, Wilkinson & Kittner, Washington; David Honig, National Black Media Coalition, Washington.

Concurrent "How To" legal clinics. 9:15-10:15 p.m. All at the Hyatt Regency.

How To Buy and Sell Stations Successfully. Reunion A. Moderator: Barry Umansky, NAB. Panelists: Stanley Cohen, Cohn & Marks, Washington; James Riley, Fletcher, Heald & Hildreth, Washington; B. Jay Baraff, Baraff, Koerner, Olender & Hochberg, Washington; J. Geoffrey Bentley, Liberman, Sanchez & Bentley, Washington.

How To Behave Legally Post Radio Deregulation. Regency C. Moderator: William Kennard, NAB. Panelists: Harry Cole, Farmer, Wells, McGuinn, Flood & Bechtel, Washington; John King, Haley, Bader & Potts, Washington; Dennis Kelly, Cordon & Jacobs, Washington.

How To Participate in Radio and TV Satellite Networking. Regency A. Moderator: Valerie Schulte, NAB. Panelists: Peter Tannenwald, Arent, Fox, Kintner, Plotkin & Kahn, Washington; Tom Davidson, Sidley & Austin, Washington; Henry Goldberg, Verner, Lipfert, Bernard & McPherson, Washington.

How To Handle the Demands of Political Candidates. Reunion C. Moderator: Erwin Krasnow, NAB. Panelists: Richard Rodin, Hogan & Hartson, Washington. Lewis Paper, Grove, Engelberg & Gross, Washington; M. Scott Johnson, Gardner, Carton & Douglas, Washington.

How To Hire and Fire Legally. Regency B. Moderator: Michael Berg, NAB. Panelists: L. Michael Zinser, King, Ballou & Little, Nashville; Robert Woods, Schwartz, Woods & Miller, Washington; Martin Leader, Fisher, Wayland, Cooper & Leader, Washington.

How To Get Access to Government Information. Reunion B. Moderator: Steve Nevas, NAB. Panelists: Richard Schmidt, Cohn & Marks, Washington; Charles Duncan, WFAA-TV Dallas; Bruce Sanford, Baker & Hostetler, Washington.

TV SESSIONS

In the Box. 9-9:30 a.m. Theater. *Resolved: That the FCC Should Repeal the Prime-Time Access Rule.* Moderator: William Dilday Jr., WLBT-TV Jackson, Miss. Proponent: Tom Krattenmaker, Georgetown University Law Center. Opponent: Ken Cox, MCI, Washinton.

TVB Presentation. 9:30-11. Theater. Hosted by David Henderson, TVB chairman. Participants: John Ralston, J & T Ralston Inc., Menlo Park, Calif.; Roger Rice, TVB; Dick Severance, TVB.

Four concurrent workshops. 11:30 a.m.-12:45 p.m.

Measuring the New Technologies. Room E 409. Moderator: Gary Chapman, WLNE-TV Providence, R.I. Panelists: Phil Guarascio, Benton & Bowles, New York; Peter Megroz, Arbitron, New York; Dave Traylor, A.C. Nielsen, New York.

Regional Interconnections. Room E 401. Moderator: Dick Block, Hollywood. Panelists: Joseph Cohen, Madison Square Garden Communications, New York; Allen Gilliland, Gill Industries, San Jose, Calif.; Thomas Sassos, Cable Networks Inc., New York. Legal adviser: George Wheeler, Koteen & Naftalin, Washington.

Tomorrow's Newsroom Today. Rooms E 402/403. Moderator: Howard Kelley, WTLV-TV Jacksonville, Fla. Panelists: Paul Davis, WGN-AM-TV Chicago; George Pupala, Station Business Systems, Greenwich, Conn.; Phil Keirstead, Florida A&M University, Tallahassee, Fla.

High-Definition TV: Will Broadcasters Be Left Out in the Cold? Room E 410. Moderator: Valerie Schulte, NAB. Panelists: Gregory Schmidt, Covington & Burling, Washington; A. James Ebel, KOLN-TV Lincoln, Neb.; Joseph Flaherty, CBS, New York.

A Conversation With ... Larry Harris. 2:30-3:45. Room S 414. Moderator: Edward Fritts, NAB board chairman. Larry Harris, FCC Broadcast Bureau chief.

National UHF Broadcasters Association caucus. 1:30-4:30. Room

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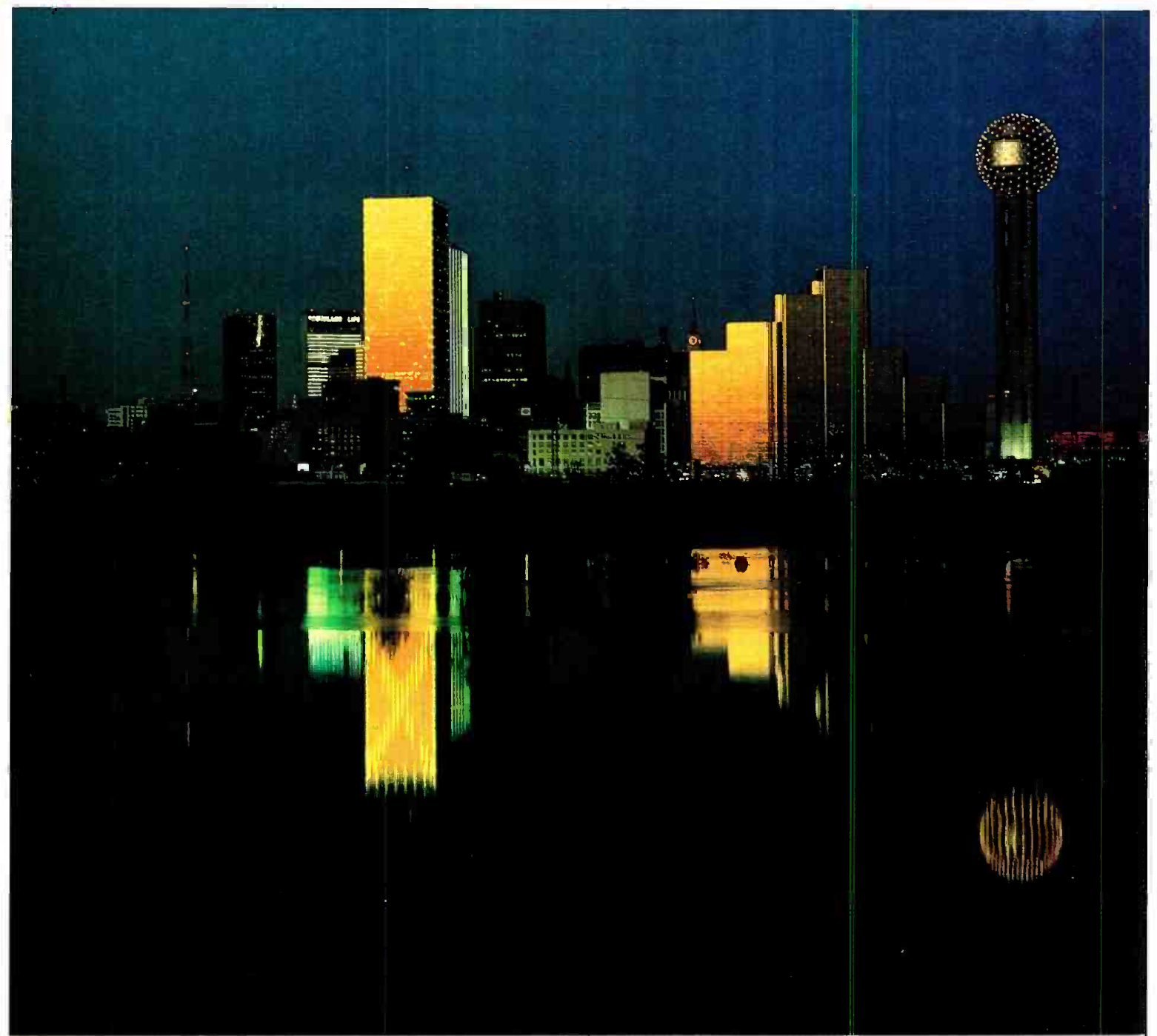
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E 401. NUBA President Cyril Vetter and former FCC Chairman Robert E. Lee.

Concurrent "How To" legal clinics. 8-9 p.m. and 9:15-10:15 p.m. See Tuesday radio sessions, same times.

ENGINEERING SESSIONS

Radio session. 8:30-9:15 a.m. Ballroom D. *Frequency Allocation and Interference.* Wallace Johnson, Association for Broadcast Engineering Standards, Washington; Michael Rau, NAB.

Television session. 9-10:45. Ballroom C. *Improving UHF Transmitter Efficiency.* Robert Unetich, RCA Broadcast Systems, Meadow Lands, Pa.; Robert Symons, Varian Associates, Palo Alto, Calif.; Thomas Vaughan, Micro Communications, Manchester, N.H.; Heinz Bohlen, VALVO-Philips, Hamburg, West Germany.

Radio session. 9:30-10:45. Ballroom D. *Radio Satellite Systems.* William Check, Mutual Broadcasting, Arlington, Va.; Alan McBride, Scientific-Atlanta, Atlanta; Dennis Waters, Waters & Co., Binghamton, N.Y.; John Hidle, ABC, New York; Cullie Tarleton, Jefferson-Pilot Broadcasting, Charlotte, N.C.; Richard Cassidy, National Public Radio, Washington; Donald Ward, Ward & Mendolsohn, Washington.

Radio/TV session. 10:45-noon. Ballroom D. *Audio Modulation Monitoring.* Arno Meyer, Belar Electronics, Devon, Pa.; Jo Wu, TFT Inc., Santa Clara, Calif.; Ron Graiff, LIN Broadcasting, New York; Milford Smith, WPGC-AM-FM Morningside, Md.; Albin Hillstrom, KOOL(AM) Phoenix.

Television session. 11-11:45. Ballroom C. *Direct Broadcast Satellites.* Leonard Golding, MA-Com Labs, Rockville, Md.

Engineering luncheon. Noon-2 p.m. Hyatt Regency Reunion ballroom. Presiding: Russell B. Pope, Golden Empire Broadcasting, Chico, Calif. Presentation of the Engineering Achievement Award. Presenter: Thomas B. Keller, NAB. Recipient: Julius Barnathan, ABC. Luncheon address: Hartford Gunn Jr., KCET(TV) Los Angeles.

Radio session. 2:30-4. Ballroom D. *AM Stereo.* David Hershberger, Harris Corp., Quincy, Ill.; George Woodard, Continental Electronics, Dallas; Edward Edison, Hammett & Edison, San Francisco.

Radio workshop. 4 p.m. (open ended). Ballrooms C and D. *AM Stereo Marketplace.* Moderator: Chris Payne, NAB, Panelists: Arno Meyer, Belar

Electronics, Devon, Pa.; Dave Hershberger, Harris Corp., Quincy, Ill.; Leonard Kahn, Kahn Communications, Garden City, N.Y.; Robert McCarthy, NAP CEC, Knoxville, Tenn.; Frank Hilbert, Motorola, Schaumburg, Ill.; Robert McMillin, Delco Electronics, Kokomo, Ind.; Jon Strom, Sony, Long Island City, N.Y.; Almon Clegg, Panasonic, Secaucus, N.J.; Bart Locanthi, Pioneer, Pasadena, Calif.; Dan Shockey, National Semiconductor, Santa Clara, Calif.; Herbert Forest, Steptoe & Johnson, Washington.

Wednesday, April 7

Radio engineering session. 8:30-9:45 a.m. Ballroom D. *Operator Certification.* James Wulliman, WTMJ(AM) Milwaukee; Walter May, WPKE(AM) Pikeville, Ky.; Sandy Day, Canadian Association of Broadcasters, Ottawa; George Schwartz, Mercer County Community College, Trenton, N.J.; William Ramsay, Nebraska ETV Network, Lincoln, Neb.

Television engineering session. 8:30-9:45. Ballroom C. *Auxiliary Services Frequency Coordination.* Richard Rudman, KFVB(AM) Los Angeles; Ross Kauffman, WCVB-TV Boston; Leonard Heiges, CBS-TV, Washington; John Serafin, ABC, New York; Robert Flanders, McGraw-Hill Broadcasting, Indianapolis; Martin Meaney, NBC-TV, New York; David Hilliard, Kirkland & Ellis, Washington.

Joint session. 9:30-10:30 a.m. Theater. *The FCC: On the Firing Line.* Moderator: John Summers, NAB. Panelists: FCC Commissioners James Quello, Joseph Fogarty, Anne Jones, Mimi Dawson, Henry Rivera.

Joint session. 10:30-11:30. Theater. *The First Amendment: Time to Toss Out Section 315 and the Fairness Doctrine?* Moderator: Frank Reynolds, ABC News. Panelists: Julian Goodman, former NBC chairman; William Leonard, CBS News; Ralph Nader; Richard Wiley, Kirkland & Ellis, Washington.

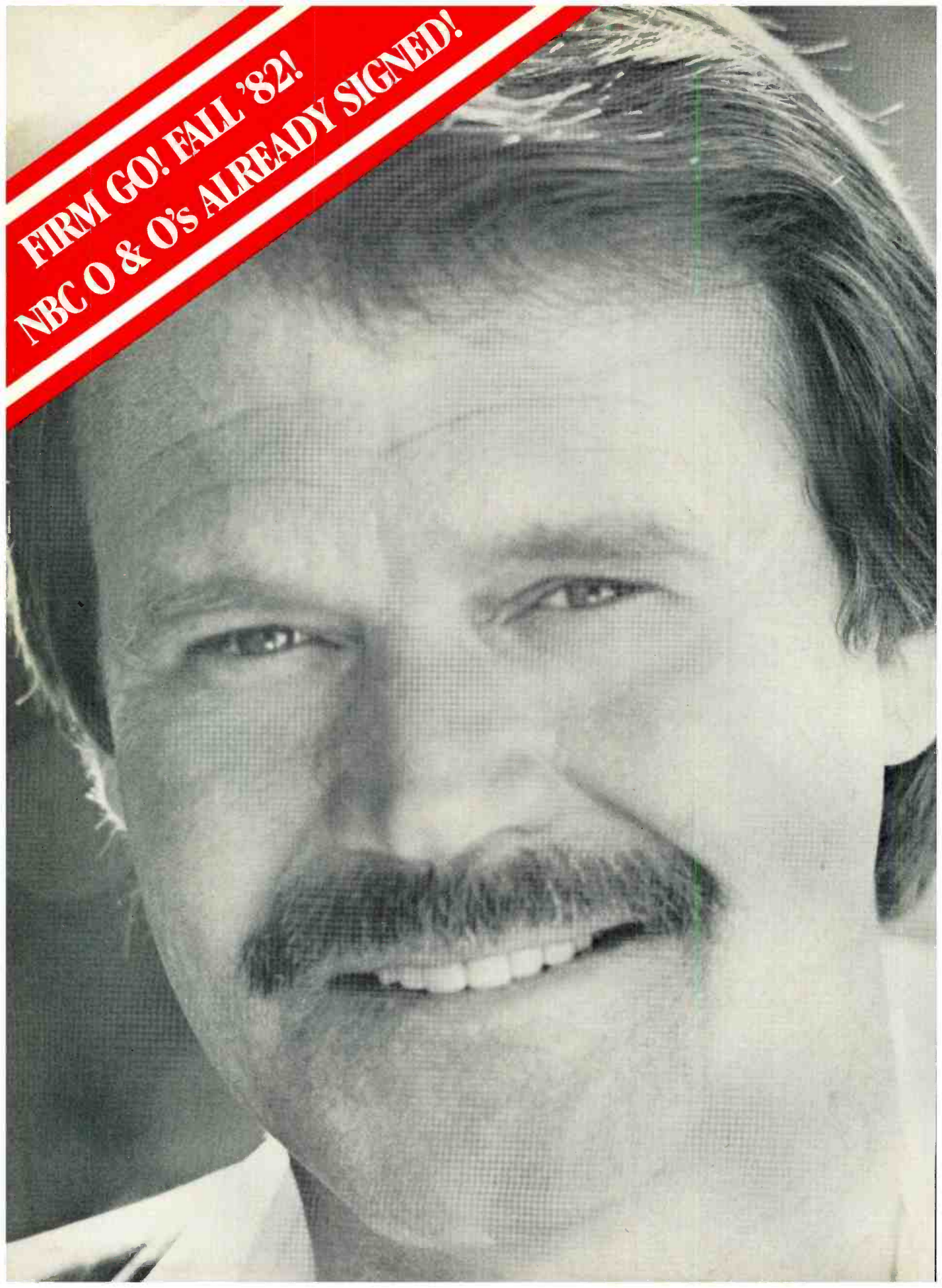
Presentation of Distinguished Service Award. 11:30-noon. Theater. Presenter: Vincent Wasilewski, NAB president. Recipient: Walter Cronkite, CBS News.

Joint luncheon. Noon-3 p.m. Arena. Presiding: Edward Fritts, NAB board chairman. Address: Mark Fowler, FCC chairman. Entertainment: Steve Allen.

Guide to NAB Hospitality Suites

Acrodyne Industries	Adolphus 1127	Blair Radio	Fairmont 1800
ADC Magnetic Controls	1648	John Blair & Co./Quantiplex Division	Marriott 132
ADDA Corp.	Plaza of the Americas-Plaza Suite	Blairsat	Marriott 104
American Broadcasting Companies Inc.		Bonneville Broadcasting System	Hyatt Regency 1618
Radio Enterprises	Hyatt Regency-Bryan Room	Bridal Fair	Dallas Hilton Hotel 1604
Radio Network	Hyatt Regency 2766	Broadcast Electronics	Holiday Inn/Downtown 1923
Television Network	Loews Anatole-Obelisk Room	BROADCASTING Magazine	Plaza of the Americas
American Image Productions	Fairmont 1201	Broadcast Programming	
Amplex Corp.		International	Hyatt Regency 1018
Audio Video Systems	Adolphus-PN. Neff Room	Broadcast Systems	Dallas Hilton Inn 913
International	Adolphus 920	Browne Associates	Hyatt Regency 1117
Magnetic Tape	Adolphus 1029	Burkhart, Abrams, Michaels & Douglas	Fairmont 821
Antiope & Telematics Corp.	Loews Anatole 1010	Business Broker Associates	Hyatt Regency 1417
Arbitron	Adolphus 820		
Arent, Fox, Kintner, Plotkin & Kahn	Fairmont 421	Calzone Case Co.	Grenelefe 819
The Associated Press	Fairmont 1801	Cavox/Tape-Athon Corp.	Dallas Hilton Hotel
AT&T	Loews Anatole 872	CBS Inc.	
Audio & Design	Dallas Hilton Hotel 1568	Radio Network	Hyatt Regency 2622
Auditronics	Grenelefe 719	Television Network	Loews Anatole 934
Aurora Systems	Loews Anatole 323	Ceco Communications	Grenelefe
Avery-Knodel Television	823	Central Dynamics Corp.	Adolphus 1227
		Century 21	
Baraff, Koerner, Olender, PC.	Plaza of the Americas	Programing	Hyatt Regency-M. Monduel Room
Barrett Associates	Fairmont 1700	Chapman Associates	Dallas Hilton Hotel 1504
Beston Electronics	Marriott 610	The Christal Co.	Plaza of the Americas-Residential Suite
Blackburn & Co.	Fairmont 1501	Columbine Systems	Fairmont 1001

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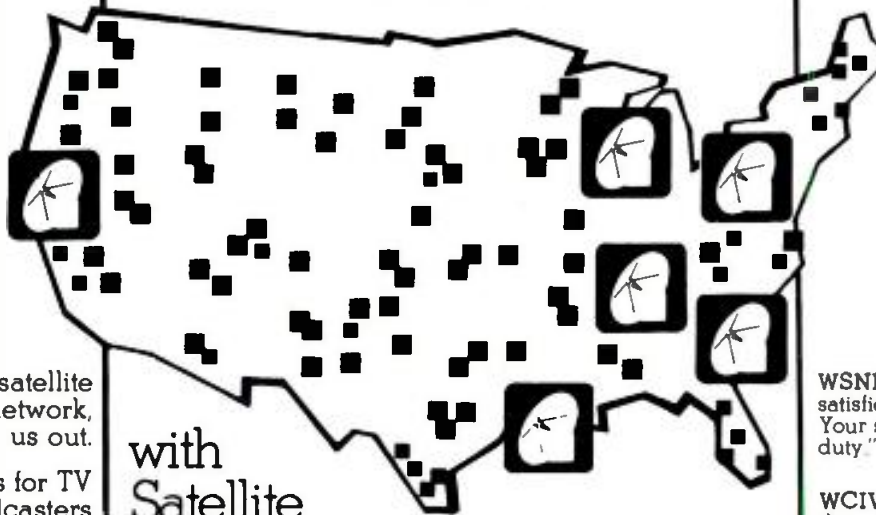
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Connect-Air International	Loews Anatole-Steuben Room	Milton Q. Ford & Associates	Dallas Hilton Hotel 1528
Continental Electronics Manufacturing Co.	Grenelefe 1115		
Continental Radio Network	Dallas Hilton Hotel 2051	Gammon, Camfield & Ninowski	Dallas Hilton Hotel 1548
Continental Recordings	Dallas Hilton Hotel 2036	Cliff Gill Enterprises	Plaza of the Americas
Convergence Corp.	Loews Anatole 310		
Country Music Association	Dallas Hilton Inn 221	Haley, Bader & Potts	Plaza of the Americas
Credgington & Assoc.	Loews Anatole-Lalique Room	Hamilton Productions	Dallas Hilton Hotel 2067
Credgington & Assoc.	Ramada Inn/Central 902	Harrington, Righter & Parsons	Plaza of the Americas
R.C. Crisler & Co.	Hyatt Regency 318	Dan Hayslett & Associates	Hyatt Regency 518
CSI Electronics	Hyatt Regency 417	Hillier, Newmark & Wechsler	Plaza of the Americas
Custom Audience Consultants		Hitachi Denshi America Ltd.	Loews Anatole 753
	Dallas Hilton Hotel 904	The Keith W. Horton Co.	Dallas Hilton Hotel 1004
		Bernard Howard & Co.	Fairmont 1421
		Hughes Electronic Devices Corp.	Holiday Inn/Downtown 923
Data Communications Corp.	Fairmont 1101		
Digital Video Systems	Marriott 312	Ikegami Electronics (USA)	Grenelefe 619
Di-Tech	Loews Anatole 953	Inflight Services	Dallas Hilton Inn 1029
Dow, Lohnes & Albertson	Fairmont 1121	Innovative Television Equipment	Dallas Hilton Hotel 2048
Drake-Chenault Enterprises	Hyatt Regency 1245	International Tapetronics	Dallas Hilton Hotel 1768
Dubner Computer Systems	Marriott 140		
Dynacom	Loews Anatole 534	JB Productions	Fairmont 600
Eastman Radio		Kalamusic	Hyatt Regency 1017
EECO	Plaza of the Americas-Americas Suite	Kaman Sciences/KBS	Loews Anatole 434
Electro	Regent Hotel	Kalil & Co.	Hyatt Regency 517
EMCEE Broadcast Products	Dallas Hilton Inn 1020	Katz Communications	Loews Anatole 1110
William A. Exline	Ramada Inn Central 814	Kline Iron & Steel Co.	Loews Anatole 810
	Dallas Hilton Hotel 1704		
FairWest Studios	Hyatt Regency 1818	Lenco Electronics Div.	Loews Anatole 734
FirstCom Broadcast Services	Hyatt Regency 1418		
Firstmark Financial Corp.	Fairmont 1600	Major Market Radio	Hyatt Regency 1118
Ron Fischman Radio Sales Service	Dallas Hilton Hotel-Blue Bonnet Room	R.A. Marshall & Co.	Fairmont 1601
Fisher, Wayland, Cooper & Leader	Plaza of the Americas	Martin Data	Marriott 141
FitzCo Sound	Hyatt Regency 1218	Reggie Martin & Associates	Dallas Hilton Hotel 1704
Fletcher, Heald & Hildreth	Fairmont 701	Masla Radio	Fairmont 1021
		McGavren-Guild	Hyatt Regency 2018

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 Radio Network
 Television Network
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 A.C. Nielsen Co.
 Nightingale-Conant Corp.
 Peters, Griffin, Woodward
 Peters Productions
 Petry Television
 Pierson, Ball & Dowd
 Prikryl Media Investments
 Quantiplex/Division of John Blair
 Radio Programing Management
 Stan Raymond & Assoc.
 Rhodes Productions
 Cecil L. Richards
 RKO Radio Network
 Satellite Music Network
 Savalli & Schutz
 Scientific-Atlanta
 Radio
 Television
 Sebastian Casey & Assoc.
 Selcom Radio
 Seltel
 SESAC

Dallas Hilton Hotel
 Loews Anatole 853
 Loews Anatole 523
 Fairmont 821
 Hyatt Regency 1818
 Dallas Hilton Hotel 1567
 Hyatt Regency 2728
 Hyatt Regency 2628
 Hyatt Regency 2666
 Fairmont Hotel Fairmont Suite
 Union Station Dealey Room
 Fairmont 801
 Dallas Hilton Hotel 2068
 Fairmont 1901
 Hyatt Regency 618
 Fairmont 1701
 Hyatt Regency 1718
 Hyatt Regency 617
 Marriott 132
 Fairmont 721
 Dallas Hilton Hotel 1048
 Loews Anatole 623
 Dallas Hilton Hotel 1104
 Hyatt Regency 2218
 Hyatt Regency 718
 Fairmont 1100
 Hyatt Regency 1217
 Loews Anatole 710
 Fairmont 1000
 Dallas Hilton Hotel 1828
 Fairmont 521
 Fairmont 1401

Sheridan Broadcasting Network
 Sherman & Brown Assoc.
 Shrinky, Weitzman & Eisen, P.C.
 Singer Broadcast Products
 Sony Video Communications
 Spectra Computer Systems
 Stainless
 Station Business Systems
 The Sunbelt Network
 TA Associates
 William B. Tanner Co.
 TelCom Associates
 Telerep
 Thomson-CSF Broadcast
 TM Companies
 Torbet Radio
 Total Service Programing
 Transtar
 Tricom Industries
 Turner Program Services
 UMC Electronics Co.
 Unidyne Technologies
 United Stations
 Via Video
 Viacom Enterprises
 Vital Industries
 Walker Media & Management
 The Wall Street Journal Report
 Warburg-Paribas-Becker
 Watermark
 Western Union/Broadcast Services
 Wilkinson, Cragun & Barker
 Wilkinson Electronics

Hyatt Regency 2621
 Dallas Hilton Hotel 1767
 Adolphus 435
 Dallas Hilton 2028
 Adolphus-Penthouse Suite
 Regent Hotel-Penthouse
 Adolphus 1220
 Adolphus 1120
 Fairmont 401
 Dallas Hilton Hotel 1848
 Dallas Hilton Hotel 2014
 Loews Anatole 334
 Loews Anatole 1053
 Hyatt Regency 1517
 Hyatt Regency-Brisbane Room
 Loews Anatole 453
 Dallas Hilton Inn 213
 Fairmont 501
 Plaza of the Americas
 Plaza of the Americas
 Doubletree Inn
 Dallas Hilton Hotel 1748
 Hyatt Regency 2118
 Loews Anatole-Travertine Room
 Adolphus 1020
 Loews Anatole 784
 Dallas Hilton Hotel 1904
 Hyatt Regency 1249
 Loews Anatole 923
 Hyatt Regency 1918
 Fairmont 1500
 Hyatt Regency 418
 Grenelefe

Related events

Saturday, April 3

BEA workshops. 8:30 a.m. Rooms S 411, S 412 and S 413, Convention Center.
BEA luncheon. Noon. Section B ballroom, Convention Center.
NAB/American Bar Association communications law seminar. 1:30-5:30 p.m. Amfac hotel.
BEA general session. 2:45 p.m. Room S 411, Convention Center.
BEA workshops. 3:45 p.m. Rooms S 411, S 412 and S 413, Convention Center.

Sunday, April 4

BEA committee meetings. 8:30 a.m. Rooms S 411, S 412 and S 413, Convention Center.
NAB/ABA communications law seminar. 9 a.m.-noon. Room N 218, Convention Center.
BEA workshops. 10 a.m. Rooms S 411, S 412 and S 413, Convention Center.
Television and Radio Political Action Committee meeting. 11 a.m. Matisse Room, Loews Anatole.
Association of Maximum Service Telecasters membership meeting. 12:30 p.m. Section A ballroom, Convention Center.
McGavern-Guild seminar. 1 p.m. Cascade ballroom, Hyatt Regency.
Association for Broadcast Engineering Standards membership meeting. 5 p.m. Room E 401, Convention Center.
Satellite Music Network and Bonneville Broadcasting System. 5:15 p.m. Rooms N 222 and N 223, Convention Center.

Monday, April 5

Broadcasters Christian Heritage prayer breakfast. 7 a.m. Duncan room, Hyatt Regency.
AMST engineering breakfast. 7:30 a.m. Ballroom, Adolphus hotel.
State Emergency Communications Committee meeting. 2:30 p.m. Room N 214, Convention Center.
DBA meeting. 4 p.m. Section A ballroom, Convention Center.
Spanish Broadcasters of America membership meeting. 4:30 p.m. Rooms E 402 and E 403, Convention Center.
SBE membership meeting. 5 p.m. Section D ballroom, Convention Center.
Satellite Music Network and Bonneville Broadcasting System. 5 p.m. Rooms N 222 and N 223, Convention Center.

Ham radio operators reception. 6 p.m. Section B ballroom, Convention Center.

Tuesday, April 6

Broadcasters Christian Heritage prayer breakfast. 7 a.m. Duncan room, Hyatt Regency.
Southern Baptist prayer breakfast. 7:30 a.m. Rosetta room, Loews Anatole hotel.
Broadcast Pioneers. Regency ballroom, Hyatt Regency hotel.

Wednesday, April 7

Broadcasters Christian Heritage prayer breakfast. 7 a.m. Duncan room, Hyatt Regency hotel.
Rocky Mountain Broadcasters meeting. 7:30 a.m. Rooms N 233 and N 234, Convention Center.

NAB Convention Headquarters - Hyatt Regency Hotel

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Exhibition showcase

The following is a list of companies exhibiting at the Dallas Convention Center. Booths between 1500 and 2900 are on the lower level, and from 3000 to 3300 on the upper level. Outdoor exhibits are also listed, beginning on page 102. An asterisk denotes product new to the market this year.

Abadon/Sun 2802
Box 6520, San Antonio, Tex. 78209

Accurate Sound 1610
3515 Edison Way, Menlo Park, Calif. 94025

Acrodyne 3315
516 Township Line Rd., Blue Bell, Pa. 19422

1 kw UHF transmitter*, 5 kw VHF transmitter, 12 kw VHF transmitter*, 5 kw UHF transmitter.
Staff: J. Parke, R. Newhook, J. Fick.

ADC Products 1923
4900 W. 78th St., Minneapolis 55435

Adda Corp. 1712
1671 Dell Ave., Campbell, Calif. 95008

Time base corrector/frame synchronizer, electronic still storage and retrieval systems, video image processor, dual channel time base corrector*. **Staff:** B. Borman, E. Bolger, F. Alioto, M. Frange, S. Holmes, E. Ray, D. Strauss, D. Tuttle, J. Peterson, A. DeVoe.

ADM Technology 1714
16005 Sturgeon, Roseville, Mich. 48066

Staff: R. Bloom, J. Juhasz, M. Shields, L. Mallett, L. Mandziuk, G. Johnson, R. Fisher, R. Webb, G. Peters, A. Jester, B. Bacon, M. Barsness.

Advance Designs 1620B
22B Franklin Ave., Bloomfield, Ind. 47424

Color weather radar, color computer graphics, color satellite. **Staff:** M. Riess.

Advanced Music Systems 2904
Wallstreams Ln., Worsthorne Burnley, Lancashire, England

AEG Telefunken 2536
167 Hunt St., Ajax, Ont. L1S 1P6

Staff: J. McIntosh, H. Hirt, B. Lindsay, J. Graaf, E. Pilchuk, H. Schmidt, B. Jones.

A.F. Associates Inc. 3320
100 Stonehurst Ct., Northvale, N.J. 07647

Mobile production van. **Staff:** A. Ferolito, L. Siracusano, B. Ebell, R. Lunniss, M. Irwin, B. Pearson, R. Gross, A. Macaluso, T. Canavan, J. Puccio, G. Durso, B. Butcher, J. McGrath, J. Kiss, B. Watt, J. Dale III.

Agfa-Gevaert 1602A
275 North St., Teterboro, N.J. 07608

AKG Acoustics 2629
77 Selleck St., Stamford, Conn. 06902

Microphones, headphones, reverb units. **Staff:** A. Brokhan, S. Ravich, P. Wellikoff.

Peter Albrecht 2319
325 E. Chicago St., Milwaukee 53202

Staff: P. Birkle, J. Glerum, B. Boettcher, B. Petty, P. Vance, B. Tetzlaff, D. Irving.

Alexander Manufacturing 2703
1511 S. Garfield Pl., Mason City, Iowa 50401

Allen Avionics 2318
224 E. Second St., Mineola, N.Y. 11501

Allied Broadcast Equipment 2920
Box 1487, 635 S. E St., Richmond, Ind. 47374

Staff: J. Timm, T. Harle, P. Hurley, T. Lewis, D. Burns, R. Ridge.

Allied Tower 3141
12450 Old Galveston Rd., Webster, Tex. 77598

Staff: J. Bennett, B. Duvall, C. White, V. Duvall Jr., M. Lancaster.

Allsop 2718
Box 23, Bellingham, Wash. 98226

Staff: R. Morgan, I. Allsop, E. Clausen, J. Heining, C. Highlander.

Alpha Audio 2309
2049 W. Broad St., Richmond, Va. 23220

Sonex acoustic products. **Staff:** N. Colteran, E. Johnson, D. Jones.

Ambro Electro Design 2016
4810 Jean Talon West, Montreal H4P 2N5

Audio test set and interface accessories, portable distortion and noise measuring systems*. **Staff:** W. Jones, P. Boyle, P. Finney, L. McGuire, M. Hogue, B. Cara.

Amco Engineering 3126
3801 N. Rose St., Schiller Park, Ill. 60176

American Data 3208
401 Wynn Dr., Huntsville, Ala. 35805

Down stream keyer*, video production switcher*, chroma keyer*, other production switchers for both small and large scale production, routing switcher, audio, video and pulse distribution amplifiers. **Staff:** W. Amos, M. Awean, J. Fowler, D. LeCroy, R. McCoy, E. Miller, F. Nabors, C. Wacker, J. Hain.

Ampere Electronic 3210
Providence Pike, Slatersville, R.I. 02876

Plumbicon TV camera tubes. **Staff:** R. Barnes, G. Gambill, R. Johnson, T. Marchner, L. Nowell, K. Rabbitt, B. Carlin, J. Carroll, H. Joly, C. Sabetti, G. Turner, L. Arprio, J. Stewart, G. Murphy, T. Perry, V. Rao, E. Rodine, R. Utterback, J. Robinson, L. Doughty, R. Harrington, B. Green, R. Koelzer, D. Steen, C. Weyer.

Ampex 3002

401 Broadway, Redwood City, Calif. 94063

One-inch and quadraplex videotape recorders, broadcast cameras, switchers, time base correctors, editing systems, digital special effects systems, audio tape recorders and accessories, EECO transport control accessories, video and audio magnetic tape, Unisyn synchronizer*. **Staff:** C. Steinberg, D. Kleffman, R. Sirinsky, W. Scullion, M. Sanders, J. Diermann, G. Woffindin, D. Haight, T. Nielson, C. Shaw, M. d'Amore, F. Nault, P. Hansil, A. Slater, F. Rush.

Ampro/Scully 3307
2693 Philmont Ave., Huntingdon Valley, Pa. 19006

Reel to reel recorders/reproducers, microtouch consoles, cartridge machines, three-deck cartridge machine. **Staff:** M. Sirkis, R. Teabo, A. Strauber, A. Meyer.

Amtel Systems 2927
29-16 Connell Ct., Toronto, Ont. M8Z 5T7

Amtron Corp. 2102
Box 1150, Aptos, Calif. 95003

Andrew Corp. 3012
10500 W. 153d St., Orland Park, Ill. 60462

Staff: E. Engebrigsten, V. Killion, W. Moore, J. Pryima, E. Andrew, T. Glab, G. Dorsey, C. Van Hedke, E. Weber.

Angenieux 3316
120 Derry Rd., Hudson, N.H. 03051

Zoom lenses for ENG/EFP cameras*. **Staff:** B. Angenieux, A. Masson, J. Moret, G. Kane, E. Wollensak, B. Levy, D. Putnam, B. Turner, H. Peterson, T. Sum, C. Stamfil, J. Naime, S. Dumartin, H. Jopson, J. Gibson.

Antiope and Telematics Corp. 2110
1725 K St., N.W., Suite 703, Washington 20006

Staff: A. Barnett, M. Berger, L. Bioche, C. Cesard, H. Corbin, J. Font, M. Goldberg, P. Graf, J. Guillermin, G. Harper, S. Nguyen, M. Remy, M. Segal, P. Soucasse, D. Taylor, P. Gaujard, J. Hice, Z. Bizri, J.M. Primaux.

Anton/Bauer 1802A
One Controls Dr., Shelton, Conn. 06484

Staff: G. Bauer, A. Wilsop, J. Lantowski, J. Corrigan, T. Sokira.

Anvil Cases 2410
4128 Temple City Blvd., Rosemead, Calif. 91770

AP Broadcast Services 3204
50 Rockefeller Pl., New York 10020

APT V wire, AP radio wire, AP NewsCable, AP Radio network, music country network. **Staff:** R. Steinfort, B. Avery, J. Hood, B. Cook, G. Serafin, B. Kallestad, R. Dalton, P. Adsit, J. Kenney, D. Kienitz, J. Williams, J. Willis, L. Perryman.

Apert-Herzog 2929

TODAY'S 4 DOESN'T JUST REACH NEW ENGLAND WE TOUCH IT.

There's a good feeling at Channel 4 in Boston. A strong commitment to the needs of the New England community that's reflected in programming throughout the station. Programming that's earning a lot of recognition for its quality and service to the community.

Most recently, WBZ-TV brought home NATPE's Iris Award for an Impact special entitled "Big Boys Can Cry: The Changing American Man." The credits for this eye-opening look at the changing sex roles in America go to the Producer, Francine Achbar; Associate Producer, Ken Tucci; our Program Manager,

Dick Kurlander; and Executive Producer, Barry Schulman.

This is the second year in a row our specials have earned the coveted Iris.

Locally, we brought home eleven New England Emmies last year. That includes more News Emmies than any other station, Best News Program, and two awards for Outstanding Public Service Programming.

As WBZ-TV touches more and more New Englanders, it's no surprise that more and more people are turning to Today's 4.*

*Source: Arbitron February, 1981 to February, 1982
Sign on to sign off Cumes.

GROUP
W

TODAY'S 4



**SERVICE
TO THE
COMMUNITY
IS ALWAYS
REWARDING.**

This year The New York Chapter of The National Academy of Television Arts and Sciences honored WOR-TV Community Affairs with FOUR EMMY Awards.

For Outstanding Editorials based on the significance of topics and effectiveness of presentation.

The Governors Award presented to the WOR-TV Children's Christmas Fund for providing clothing and toys to over 75,000 needy boys and girls annually.

The Governors Award presented to "Channel 9's Children," a special week of local programming exploring the needs and problems of area youngsters.

For Individual Craft/Director of Photography on the minority unemployment special, "UNEMPLOYMENT: SHORT END OF THE STICK."

WOR-TV takes pride in winning these awards, because we take pride in recognizing the needs of our viewers.



REACHING OUT TO OUR VIEWERS.



WOR-TV RAISES MONEY FOR NEEDY KIDS AND HEIGHTENS AWARENESS ABOUT THEIR PROBLEMS.

Each year the WOR Children's Christmas Fund reaches out and lends a helping hand to over 80,000 of the tri-state area's most needy youngsters: the handicapped, abused, alienated, poor and homeless.

But that's only half the story. In addition to raising money for these special children, WOR-TV is dedicated to raising awareness about their special problems.

For the past two years, we've presented a special campaign called "CHANNEL 9'S CHILDREN." During this time, all our local programming focuses on the numerous problems faced by area youngsters. After all, they're the real reason for the Fund.



REACHING OUT TO OUR VIEWERS.



7007 Real Dr., Suite B3, San Jose, Calif. 95119

Digital video processor. **Staff:** W. Herzog, W. Nichols.

Aphex Systems 2704
7801 Melrose Ave., Los Angeles 90046

Aural exciter*, sound enhancer—both broadcast and production, EQF-2 and EQF-2S* equalizer/filter, CX-1 and CS-1S compressor/expander. **Staff:** M. Caesar, J. Sanserino, H. Rubens, J. Garcia, P. Lintz.

Arben Design 2112A
9870 Derby Ln., Westchester, Ill. 60153

Modular set design materials including invisible wall, miniprompter. **Staff:** J. Leben, M. Leben, F. Leben, W. Moy, D. Elders, F. Leben Jr., G. Dark, J. Leben, M. Leben, T. Leben, W. Dettbeck.

Arrakis Systems 1824
1713 Willox Ct., Fort Collins, Colo. 80524

Audio routing switcher*, five and eight-channel audio console*, modular 16-channel audio console. **Staff:** M. Palmer, J. Queen, G. Cole.

Arriflex 2109
500 Route 303, Blauvelt, N.Y. 10913

Staff: V. Bahnmann, R. Schreiber, J. Schwinzer, C. Davidson.

Artel Communications 2624
Box 100, West Side Station, Worcester, Mass. 01602

Fiber optic systems for video/audio data transmission, for ENG/EPF, satellite and long haul applications. **Staff:** R. Cerny, T. Witkovicz.

Arvin/Diamond 2901
4465 Coonpath Rd., Carroll, Ohio 43112

Satellite weather receivers. **Staff:** J. Griffith, T. Johnson, R. Quinlan, D. Richards, J. Saurenman, R. Teti, R. Walker.

Asaca/Shibasoku 3308
1277 Rand Rd., Des Plaines, Ill. 60016

Staff: A. Davis, C. Barlow, C. Miller, G. Peters, P. Baker, T. Shigezaki, K. Ezo, H. Nishimura, T. Noda, R. Maefune, K. Ichinore, T. Kaneko.

AT&T 1504
195 Broadway, Rm. 30-C-1960, New York 10007

Satellite television service, satellite audio service, management information systems. **Staff:** E. Jones, J. Needel, W. Brock.

Auburn Instruments 2311
34 Lodge Rd., Newton, Mass. 02115

Two-wire machine control system, digital blanking interval meter.

Audico 2501
219 Crossen Ave., Elk Grove, Ill. 60007

Videocassette tape loader, plus loaders for broadcast carts and cassettes, videotape

splicer and cassette labels. **Staff:** B. Hinkle, N. Deletzke.

Audi-Cord 1510
1845 W. Hovey Ave., Normal, Ill. 61761

Staff: C. Martin, C. Martin, H. Greel.

Audio + Design 1514
Box 786, Brenton, Wash. 98310

Audio signal processing equipment for production and air chain including compressors, limiters, equalizers, filters, noise reduction systems, microphone preamps, LED meters, de-essers, distribution amplifiers. **Staff:** N. Branwell, B. Walther, K. Mallory.

Audio Developments 2002
Hall Ln., Walsall Wood, Walsall WS9 9AU England

Portable mixing consoles. **Staff:** A. Levesley, B. Taylor.

Audio Kinetics 1505
Verulam Rd., St. Albans Herts, England AL3 4DH

Time code synchronizers with automatic dialogue replacement software. **Staff:** S. Waldman, C. Flynn, R. Pearson, I. Southern, C. Day.

Audio-Technica 2923
1221 Commerce Dr., Stow, Utah 44224

Microphones and microphone accessories and audio mixing consoles*. **Staff:** B. Herold, J. Kelly, D. Kirkendall, F. Nichols, C. Winkler.

Audio Technologies 2728
328 W. Maple Ave., Horsham, Pa. 19044

Audio processor*, series turntable amplifier, micro amp series, microphone line, turntable, monitor and distribution amplifiers*. **Staff:** E. Mullin, S. Wenzel.

Auditronics 3124
3750 Old Getwell Rd., Memphis, Tenn. 38118

Staff: W. Jetton, S. Sage, J. Woodworth, B. Porter, J. Puckett.

Aurora Systems 2806
185 Berry St., Suite 143, San Francisco 94107

Aurora 100 digital videographics system. **Staff:** R. Shoup, J. Blount Jr., D. Rarey, D. Patton, T. Hahn, M. Mages, C. Kozak, M. Martin.

Autogram Corp. 2748
631 J. Place, Box 456, Plano, Tex. 75074

Audio consoles. **Staff:** E. Ankele, R. Whitworth, N. White, D. Ankele.

2-B Systems 2739
30105 Stephenson Hwy., Madison Heights, Mich. 48071

Manufacturer and marketer of promotional plastic card programs. **Staff:** I. Beckman, R. Kwas.

William Ball 2200

947 Newark Ave., Box 875, Elizabeth, N.J. 07207

Staff: L. Weinstock, R. Schwarz, G. Wilson, R. Kaplan.

Basys 2940
4960 Hamilton Ave., San Jose, Calif. 95130

News fury, mini fury, wire fury, clip fury, and cart fury computer systems for broadcast news. **Staff:** J. Chapman, L. Friedson, P. Kolstad.

Belar Electronics 2715
Box 826, Devon, Pa. 19333

AM, FM and TV modulation monitors, AM and FM stereo monitors, FM and TV SCA monitors, TV frequency monitors, AM, FM and TV RF amplifiers, FM modulation and stereo monitors*. **Staff:** A. Meyer, A. Galloway, M. Krangel, D. Macomber, R. Streeter, W. Voelker.

Beaveronics 2306
8 Haven Ave., Port Washington, N.Y. 11050

Belden Communications 2737
534 W. 25th St., New York 10001

Color effect, color diffusion and color correction filters, 200 w HMI units. **Staff:** M. Sheppard, D. Vaudou, R. Miller, R. Young, W. Mills, C. Young, P. Visciglia, S. Mills.

Bell Helicopter Textron 2400
Box 482, Fort Worth, Tex. 76101

Bell & Howell 3203A
300 Sierra Madre Villa, Pasadena, Calif. 91109

Best Audio 2707
5422 Fair Ave., N. Hollywood, Calif. 91601

Beston Electronics 3207
15315 S 169 Hwy., Box 937, Olathe, Kan. 66061

Marquee 2000 character generator with font compose, data-prompter, 16mm telecine projector, light controls for film chains, video slate board, teletext. **Staff:** J. Shaw, J. Sherry, R. Herring, D. Lueders, D. MacClymont, B. Barnes, D. Anderson, B.J. Lipari.

Beyer Dynamic 2915
5-15 Burns Ave., Hicksville, N.Y. 11801

BGW Systems 2841
13430 S. Yukon Ave., Hawthorne, Calif. 90250

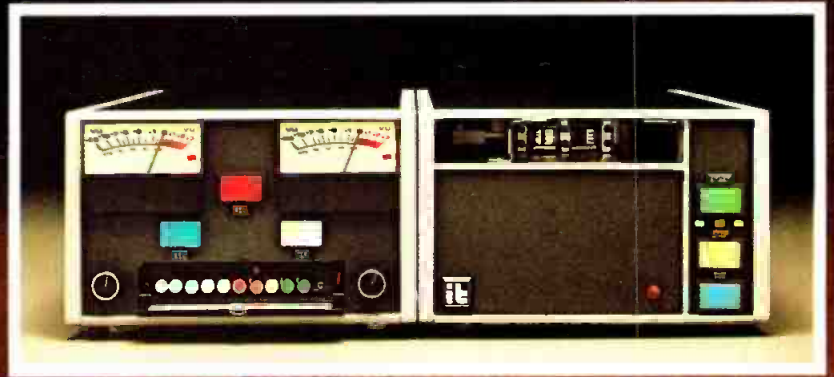
Commercial audio power amps, proline audio power amps. **Staff:** I. Laskey, H. Haji.

Bird Electronics 3204A
30303 Aurora Rd., Cleveland 44139

Calorimeter/load systems*, RF power analysts*, dolly-mounted water cooled load resistor series*, self-cooler line terminations, RF power monitor/alarm, high speed transmission line monitor/alarm, RF wattmeters, air-cooled loads. **Staff:** R. Bosler, H. Heller, J. Ittel.

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65 Bay St., Boston 02125

Fiber optic camera cables for video transmission free from electric interference, in-line and panel mount connectors, triaxial cable. **Staff:** J. Leonard, E. Ladesic, J. Hathaway, B. Osborne, J. Zackrisson, E. Manchester, H. Aghajayan, J. Rath.

Blonder-Tongue Laboratories 2312
One Jake Brown Rd., Old Bridge, N.J. 08857

STV addressable encoding and decoding equipment, low power TV products and equipment. **Staff:** I. Blonder, G. Bahue, A. Gross, C. Fitzer, E. Curreri, G. Stawicki, G. Chingery, A. Rybicki, D. Staehler, J. Schwartz, M. Eggerts, T. Christy.

Bogen Photo 2918
100 S. Van Brunt St., Englewood, N.J. 07631

Cine/video stands, tripods, heads and dollies, super clamps, fluid heads. **Staff:** B. Landau, R. Wallace, M. Bills.

Bogner Broadcast Equipment 1711
401 Railroad Ave., Westbury, N.Y. 11590

Staff: R. Bogner, L. King, R. Piano, J. Nigro, D. King, S. Weinstein, M. Burleson.

BPI 1512
Box 547, Bellingham, Wash. 98227

Radio programming formats including album rock, classic rock, announced and unannounced adult contemporary, country living and easy listening, Bright and Beautiful, Beautifully Yours, Concert Overtures & Encores and Light & Lively. **Staff:** K. Freeman Jr, J. Iles, J. Kindred, B. Wolkey, B. Concie.

British Videotext and Teletext 2526
1730 N. Lynn St., Suite 400, Arlington, Va. 22209

Teletext origination and transmission equipment with test gear and decoders. **Staff:** K. Shilson, T. Armstrong, S. Rhys-Williams, P. Mothersole, J. Warren.

Broadcast Audio 1920A
11622 Sunco Dr., Rancho Cordova, Calif. 95670

Stereo audio consoles*, monitor amplifier, stereo phone preamplifier, distribution amplifier, news/productions audio console. **Staff:** D. Evans, J. Fernandez, D. Tucker, R. Majestic.

Broadcast Cartridge Service 2316
15131 Triton Ln., Suite 108, Huntington Beach, Calif. 92649

Fone box, stereo phase meter*, aristocart, audiopak, audio cartridges, storage system, alignment tools and accessories, cartridge reloading service. **Staff:** B. Ellis.

Broadcast Electronics 3104
4100 N. 24th St., Box 3606, Quincy, Ill. 62305

Staff: L. Cervon, C. Kring, C. Mendenhall, W. Ash, J. Engle, J. Burtle, T. Bealor, D. Evers, J. Tucker, W. Ammons, J. Lyles.

Broadcast Microwave Services 2308
7316 Convoy Ct., San Diego 92111

Broadcast Music 1612
320 W. 57th St., New York 10019

Staff: A. Smith, R. Warner, J. Alves, P. Bernard, E. Cramer, T. Chapin, E. Molinelli, L. Sweeney.

Broadcast Systems 2803
8222 Jamestown Dr., Austin, Tex. 78758

TV systems support products, audio jack panel. **Staff:** B. Fincher, L. Hunt, B. Martin, A. Crocker, C. Balding, J. Spears, A. Smith, D. Forbes, C. Fitch.

Broadcast Technology 2115
33 Comac Loop, Ronkonkoma, N.Y. 11779

Card frame*, power supply card*, Microphone preamplifier*, 10 w monitor amplifier, operational amplifier, 8 output distribution amplifier, meter amplifier. **Staff:** L. Lindauer, D. Richter.

Broadcast Video Systems 2706
1050 McNicoll Ave., Unit 15, Agincourt, Ont. M1W 2L8

Color signal monitor*, dual video mix amplifier, passive video switcher, video and pulse delay lines and filters, NTSC encoder, color balance corrector, pulse width test set, line selector.

Bryston Vermont 2910
R.D. 4, Berlin, Montpelier, Vt. 05602

BTX Corp. 2301
11 Huron Dr., Natick, Mass. 01760

Staff: R. Nadeau, D. Krumholz, L. Karmeris, S. Gussow, J. Swift, D. Bourque, E. Hatfield, J. Sullivan.

Bush & Millimaki Services 1602C
902 Bob Wallace Ave., Huntsville, Ala. 35801

Cablewave Systems 3206
60 Dodge Ave., North Haven, Conn. 06473

Staff: K. Robinson, D. Procter, W. Meola, M. Barneschi.

California Microwave 2105
990 Almanor Ave., Sunnyvale, Calif. 94086

Calzone Case 1811
Box 862, S. Norwalk, Conn. 06856

Flight cases, road and travel cases, reusable shipping containers, adaptable tool kits. **Staff:** J. Calzone, V. Calzone, T. Mackno, M. Macari, G. Belscher, J. Monroe, J. Edelman, M. Majeski, S. Monroe, L. Mola, D. Stanford, M. Johnson.

Cambridge Products Corp. 1619
244 Woodland Ave., Bloomfield, Conn. 06002

Staff: A. Horowitz, J. Johnson.

Camera Mart 2010
456 W. 55th St., New York 10019

Canford Audio 2817
652 Glenbrook Rd., Stamford, Conn. 06906

Audio cables including color*. **Staff:** R. Chilvers, S. Ash, A. Fealdman, W. Wilson, P. Hanoud, T. Bennett, T. Parnell, C. Bray, C. Jones, K. Baldwin, P. Markham, S. Sommers, R. North.

Canon U.S.A. 3305
One Canon Pl., Lake Success, N.Y. 11042

Staff: J. Keyes, T. Sakurai, M. Momosawa, K. Saotome, B. Low, K. Morishima.

Capitol Magnetic Products 3127
6902 Sunset Blvd., Hollywood, Calif. 90028

CBS Radio Stations 3131
2020 M. St., N.W., Washington 20036

Staff: A. Balch, J. Durso, A. Sokusky.

Ceco Communications 1804
2111 Avenue X, Brooklyn, N.Y. 11235

Transmitting tubes, camera and monitor tubes, replacements, semiconductors, receiving tubes, vidicons and klystrons. **Staff:** T. Tanna, L. Levinson, H. Mullins.

Celestial Mechanic 2616
612 Hampton Dr., Venice, Calif. 90291

Central Dynamics 3208
147 Hymus Blvd., Pointe Claire, Quebec H9R 1G1

Broadcast automation system*, quadplexer*, digital test signal generator*, full range video and audio distribution*, amplifiers*, video production switcher*, other computer assisted production switchers, memory systems. **Staff:** G. Arcand, W. Anderson, J. Barker, J. Bastien, R. Blair, A. Boland, J. Boland, R. Bradley, D. Cadora, J. Clarine, D. Craig, R. DeBeradinis, J. Gardner, L. Hart, M. Hartt, R. Johns, A. Keil, N. LaBate, J. Laursen, E. Lurion, M. Mackin, R. Mahoney, R. Munzer, G. Pugh, R. Quesnel, J. Sims, R. Smith, B. Tee, P. Symes, F. van Roessel, J. Wilson.

Centro Corp. 2204
9516 Chesapeake Dr., San Diego 92123

Staff: J. Munderloh, D. Wenhardt, F. Powers, R. Reed, A. Cervenka, M. Hiles, M. Donahue, E. Davis, H. Smith, P. Trach.

Century 21 Programing 1503
4340 Beltwood Parkway, Dallas 75234

Programing services and equipment for automation and live assist radio, including seven formats, studio and automation systems. **Staff:** T. McIntyre, D. Scott, E. Bullock, D. Rau, D. Nelson, T. Copeland, J. Hastings, P. Christine, E. Baer.

Cetec Broadcast Group 3136
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Cetec Vega 3129
9900 Baldwin Pl., El Monte, Calif. 91731

Staff: P. Baughman, K. Bourne, E. Pappenfus, G. Stanfill.

Cezar International 1701
491 Macara, Sunnyvale, Calif. 94086

Chase Media 1912
5286 S. 320 WA-166, Salt Lake City 84407

John Chiles 2622
7622 Main St., Jacksonville, Fla. 32208

Christie Electric Corp. 1623
20665 Manhattan Pl., Torrance, Calif. 90501

ReFlex-20, 20-minute charger and super Ni-Cad battery packs for ENG/EFP, miniaturized camera-mounted power supplies. **Staff:** F. Benjamin, D. Church.

Chyron Corp. 3329
265 Spagnoli, Melville, N.Y. 11747

Cine 60 1704
630 Ninth Ave., New York 10036

Lithium expedition battery systems, universal fast charger, type snap mount on camera battery system, compact adapter power supply. **Staff:** P. Wildum, B. Kabo, D. Civitillo.

Cinema Products 3144
2037 Granville Ave., Los Angeles 90025

EC-35 video camera*, digital remote control systems*, zip-pak power supply*, 16mm camera*, film/video cameras, portable camera prompting system, matte box fresnel light series, microphone boom. **Staff:** E. DiGiulio, E. Clare, S. Lewis, J. Garfield, B. Auguste, V. Bushway, P. Waldeck, C. Lipow.

Circuit Research Labs 2627
3204 S. Fair Ln., Tempe, Ariz. 85282

Clear-Com 2807
1111 17 St., San Francisco 94107

Staff: E. Fitzgerald, R. Giddings, R. Cohen.

Clyde Electronics 2417
Ranken House, Blythswood Ct., Glasgow, Scotland G2 7LB

CMC Technology 1802
733 N. Pastoria Ave., Sunnyvale, Calif. 94086

Quad video headwheel refurbishment services, video accessories including amplifiers, equalizers, videotape leader generators. **Staff:** T. Mlinaric, W. Bell, J. Whitley, B. Fittz, E. Muller, T. Emm, B. Zimborski, T. Thompson, F. Koehler, D. Zimmerman, K. Pierson, B. Young.

CMX Systems/Orrox 3304

3303 Scott Blvd., Santa Clara, Calif. 95050

Computer assisted editing system, microprocessor assisted editing system. **Staff:** P. Arenson, A. Behr, M. Bevitz, J. Cottle, B. Duffy, K. Eichstadt, J. Fontenot, C. Hardman, G. Hinderliter, D. Hutten, R. Huza, T. Phillips, D. Reynolds, K. Scherzinger, G. Simon, A. Stahlberg, H. Thayer, D. Thornton, D. Vincent.

Color Graphics Weather Systems 2913
5727 Tokay Blvd., Madison, Wis. 53701

Ultra high resolution computer weather graphics system*, sports graphic displays. **Staff:** T. Kelly, R. Daly, M. Nelson, T. Hambrick.

Colorado Video 3140
Box 928, Boulder, Colo. 80306

Staff: G. Southworth, J. Dole, L. McClelland, M. Morrison, J. Phillips.

Colortran 3317
1015 Chestnut St., Burbank, Calif. 91506

Staff: K. Boyda, P. Friedman, T. Pincu, M. Rimmer, D. Wolfe, J. Sessler, J. Head, T. Cowie, P. Sherbo, C. Hurth, M. Rimmer, R. Cross, J. Gallagher, T. Young, K. Vannice, S. Massone, C. Cambuzzi, B. Fischette, I. McNabb, M. Zaremski, J. Weissberger, D. Maki.

Columbine Systems 2716
7 Jackson Bldg., Golden, Colo. 80401

Broadcast information systems including sales, traffic, billing, accounts receivable, payroll, general ledger, accounts payable, music inventory and rotation, media film inventory, automation interface and demographics. **Staff:** B. Cole, S. Thompson, D. Weidner, M. Freeman, L. Ashley.

Comark Communications 1709
Box 267, Rt. 57, Southwick, Mass. 01077

UHF transmitter turnkey systems including energy options, power supplies, waveguide and transmission line, remote control systems, exciters, heat exchangers, sound and audio notches, demodulators, coaxial tuners, remote control system, circular polarized antennas, hybrid couplers, directional couplers, patch panels, power dividers, waveguide and coaxial switching systems. **Staff:** R. Fiore, R. Fiore Jr., M. Aitken, D. Adams, D. Smith, D.S. Smith, J. Molta, B. Yorns, H. Blake, M. Duclos.

Comex 2829
Box 17011, Dulles Airport, Washington 20041

Staff: J. Rickel, L. Carlson, M. Keller.

Commercial Electronics 3321
880 Maude Ave., Mountain View, Calif. 94043

Color cameras. **Staff:** A. Jensen, D. Fish, L. Adler, A. Mellows, C. Headley, H. Romsdahl, D. Cappels, H. Nabalshi, J. Irvine, J. Comella, H. Ray, T. Leird.

Compact Video 1604
2813 W. Alameda, Burbank, Calif. 91505

Video playback system, RTS intercommunication and IFB systems. **Staff:** A. Taylor, W. Sell,

B. Manahan, B. Everett, D. Leighton, B. Weyl, M. Sayovitz, B. Tourkow, S. Hubler, G. Allison, E. Bush, B. Feightner, D. Jaqua.

Comprehensive Video Supply 2322
148 Veterans Dr., Northvale, N.J. 07647

Assortment of cables, connectors and adapters, professional microphones*, comprehensive and PAG power products, bilora tripods, quartz beam lighting*, video electronics, animated graphics generator, carts and stands, camera to VCR adapters. **Staff:** S. Dunn, T. Jacoby.

Compucon 2513
Box 401229, Dallas 75240

Engineering services including satellite frequency studies and coordination, STL band frequency studies, LPTV engineering, MDS services, FCC application preparation and interference alert monitoring. **Staff:** B. Shipman, R. Miller, K. Schimnowski, R. Hetzler, A. Koch.

Computer Concepts 2022
8001 W. 63rd St., Shawnee Mission, Kan. 66202

Music management computer system. **Staff:** G. Dean, W. Dean, J. Clark, K. Schafer, G. Cowan.

Computer Graphics Lab 2933
405 Lexington Ave., New York 10174

Image manipulation and graphic enhancement system, digital graphics design and production set. **Staff:** B. Laskin, J. Burton, M. Cardamone, M. Miller, J. McMahon, R. Peaches.

Computer Operations 2403
5001-J Forbes Blvd., Lanham, Md. 20706

High resolution video animation system. **Staff:** S. Silverman, B. Shelly, J. Williams, P. Bowen, D. West, A. Gruz, L. Given, K. Collins, K. Carter, D. Watson, D. Johnson.

Computer Video Systems 2305
3678 West 2150 South, Unit 2, Salt Lake City 84120

Comrex 1613
60 Union Ave., Sudbury, Mass. 01776

Frequency extender for sports and news*, telephone talk show system, ENG communications equipment, wireless microphone systems. **Staff:** J. Cheney, L. Distler, T. Brown.

Comsearch 2416
11503 Sunrise Valley Dr., Reston, Va. 22091

Engineering services for satellite earth stations and point-to-point microwave paths, low power broadcast TV services*, digital termination systems services*, earth stations trouble shooting for C and Ku bands. **Staff:** Jerry Schulman, Harry Stemple, Jim Fitzgerald.

Comtech Data Corp. 1503B
350 N. Hayden Rd., Scottsdale, Ariz. 85257

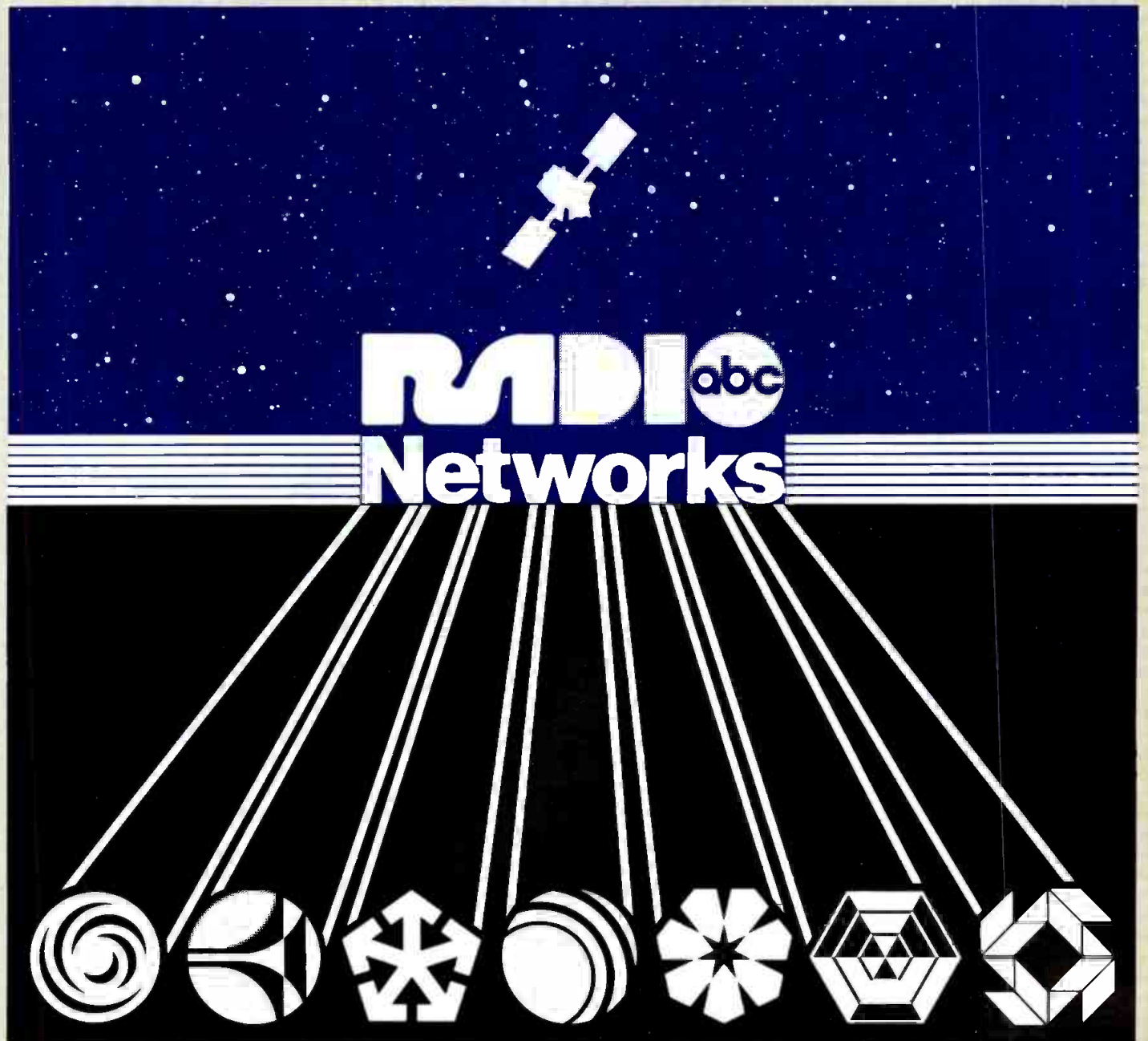
Staff: M. Deever, B. Miller, J. Hillier, J. Rufener, P.

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Windus, G. Higgins, R. Kelsey, R. Belmont, J. Dranesfield, F. Kornberg, B. Fitting.

Concept Productions 2107
 801 Riverside Ave., Suite D, Roseville, Calif. 95678
Staff: D. Wagner, M. Wagner, L. Nye, S. Stiles.

Otis Conner Productions 2916
 2829 W. N.W. Hwy., Suite 940, Dallas 75220
 Seven radio packages—Come Home, Close to You, Certified Country, Let's Make the Music Together, Fire, We Play Your Songs, Reachin' Out*, KEX custom ID package; TV—We're Something to See, Just Look at Us, Lookin' Out for You, 5 Comes Home to You. **Staff:** O. Conner, L. Conner, B. Conner, J. Conner, D. Conner, A. Conner, J. Conner, J. McCagheen, K. Bays, R. Duncan, G. Dawson, W. Thomas.

Conrac 3009
 600 N. Rimsdale Ave., Covina, Calif. 91722
Staff: R. Ablemann, J. McClimont, W. Ems, B. Mitchell, J. Keenan, R. Spallone, F. Heyer, G. Jones, G. Ornstead, P. Thomsen, S. Somers, J. Martinez, N. Chatzipetrou, D. Fili, R. Hofer.

Continental Electronics 3134
 Box 270879, Dallas 75227
 AM and FM transmitters, audio consoles. **Staff:** J. Weldon, M. Bullock, W. Mitchell, B. Watson, V. Collins, R. Floyd, S. Claterbaugh, G. Randolph, J. Hutson, E. King, G. Cuesta, B.

Dunkin, R. Tucker, J. Sainton, D. Chenoweth, G. Woodard, D. Russell, G. Bingeman.

Continental Recordings 2800A
 210 South St., Boston 02111
Staff: D. Flynn, R. Livingston, B. Donheiser, J. Falci.

Control Video 2324
 578 Division St., Campbell, Calif. 95008
 Video/audio synchronizer. CRT computerized editing system. **Staff:** L. Seemorn, M. Goddard, B. Raddatz, P. Covec, N. Short.

Convergence Corp. 1902
 1641 McGaw, Irvine, Calif. 92714
 ECS-104 list management editing system. DD-100 dual disk drive. ECS-91 edit controller, EDL-90 edit decision lister, animation video products. **Staff:** G. Bates, R. Mascarello, D. Harter, F. Jackson, J. Myers, M. Altman, D. LeFebbre, J. Klein, I. Prowse.

Cool Light 2201
 5723 Auckland Ave., N. Hollywood, Calif. 91601
Staff: R. Slutske, G. Panagiotou, F. Tucker

Corporate Communications Consultants 2413
 4250 Veterans Memorial Hwy., Holbrook, N.Y. 11741

Computerized color correction systems. **Staff:** A. Sarabia, K. Hultgren, S. Chayka, J. Keller, M. Smith, S. Schwartz, R. Post, J. Bretz, D. Dutton, G. Marston.

Crosspoint Latch 2408
 95 Progress St., Union, N.J. 07083
 Production switchers*, programable audio mixer, switcher-editor interface, computer controller for switchers, portable audio and video production system, sync generators. **Staff:** H. Pires, T. Pires, M. Molinaro, N. Accardo, G. Cudabac, P. Kraus, T. Kaseta, D. Dzioba.

Crown International 1921
 1718 W. Mishawaka Rd., Elkhart, Ind. 46517

CSI Electronics 1606
 18248 E. Rogers Cr., Boca Raton, Fla. 33431
 25 kw AM single-ended transmitter. **Staff:** B. Gelman, R. Golbin, W. Moats, W. Hoffman, H. Dempsey, B. Gelman, B. Ostrovsky, C. Caballero.

Custom Business Systems 2017/3122
 Box 67, Reedsport, Ore. 97467
 Co-op billing system*, music library system*, business computer system. **Staff:** S. Kenagy, J. Kenagy, W. Lockard, K. Beeson.

Peter W. Dahl Co. 2101A
 4007 Fort Blvd., El Paso, Tex. 79930
Staff: P. Dahl, G. Komassa.

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Staff: B. Daniels, K. Daniels, J. Pinder.
- Data Communications** 3318
3000 Directors Row, Memphis 38131
Network control system, master control automation, broadcast industry automation system, feature film and word processing. Staff: F. Pierce, N. Jefferies, G. Calhoun, S. Price, R. West, D. Summerville, S. Turnipseed, L. Madewell, M. Hunter, J. Leighton, B. Boyce, N. Turner.
- Datametrics** 1500
340 Fordham Rd., Wilmington, Mass. 01887
Time code products including generators, and character inserts, vertical interval time coding. Staff: W. Hickman, B. Parke, M. Greene, M. Merhar.
- Datatek Corp.** 3138A
1121 Bristol Rd., Mountainside, N.J. 07092
- Datatron** 3327
2942 Dow Ave., Tustin, Calif. 92680
Staff: R. Bailey, G. Rosenzweig, J. Horning, C. Peck, D. Curtin, R. Smith, S. Pogoda, J. Wagner, T. Belford, A. Ricker, T. Miller, S. Meyer, F. Blaha, M. Voorhis.
- Datatronix** 1927
2100 Reston Ave., Reston, Va. 22091
Broadcast production and on-air consoles, amplifiers, equalizers, faders, patch bays, powered equipment enclosures*, personality equalizer*. Staff: D. Brooks, S. Walker, J. Harper, P. Wolff, V. Bassi.
- Datum** 2409
1363 S. State College Blvd., Anaheim, Calif. 92806
VBI data encoder and decoder*, source identification encoder*, video time and character generator*, automatic video magnetic tape search system, rack, ceiling and wall mount time display. Staff: C. Cole, H. Evans, E. Healy, R. Goodloe, L. Turner, E. Waldrup, K. White.
- D-B Electronics** 2024
7851 Airpark Dr., Suite 201, Gaithersburg, Md. 20760
- dbx** 2113
71 Chapel St., Newton, Mass. 02195
Modular signal processors, compressor/limiters, signal enhancers, noise reduction systems, 907 compressor/limiter*, 610 equalizer*. Staff: L. Korthals, D. Roudebush, R. Revilock, J. Cullinane, J. Lemanski, L. Tyler.
- Delcom Corp.** 2710
6019 S. 66th E. Ave., Tulsa, Okla. 74145
- Delta Electronics** 3122
5730 General Washington Dr., Alexandria, Va. 22312
Frequency modulation controller*, RF instrumentation equipment including RF meters, remote control systems, AM antenna monitors, automatic transmitter power controllers and AM modulation controllers, coaxial, transfer switches, operating impedance bridges, common point impedance bridges. Staff: R. Bousman, J. Novak, J. Wright, T. Wright, C. Wright, S. Kershner, R. Geiger.
- Deltamod Corp.** 2906
2823 Ninth St., Berkeley, Calif. 94710
- De Wolfe Music Library** 2610
25 W. 45th St., New York 10036
600 LP production music library, 19 album sound effects library*, cuts for commercials package. Staff: A. Jacobs, L. Kessler.
- Dictaphone** 2020
120 Old Post Rd., Rye, N.Y. 10580
Veritac 5000 voice communications logger*. Staff: G. Moore, A. Kemp, R. Morgan, M. Fahey, L. Goin.
- Digital Communications** 2200A
11717 Exploration Ln., Germantown, Md. 20874
- Digital Video Systems** 1904
716 Gordon Baker Rd., Willowdale, Ont.
- Di-Tech** 2203
48 Jefryn Blvd., Deer Park, N.Y. 11729
- Dolby Laboratories** 2405
731 Sansome St., San Francisco 94117
Audio noise reduction consoles, noise reduction units, encoder. Staff: T. Prouty, S. Rehm, I. Allen, E. Stetter, M. Yonge, B. Stribling, D. Robinson.
- Dorrrough Electronics** 2112
5221 Collier Pl., Woodland Hills, Calif. 91364
Audio processors for AM, FM, TV, tri-band digital audio processing system*, Dorrough audio monitor*. Staff: M. Dorrough, K. Dorrough, B. Walton, A. Zendejas.
- Drake-Chenault** 1516
8399 Topanga Canyon Blvd., Box 1629, Canoga Park, Calif. 91304
Hitparade*, History of Rock and Roll, Number One Radio Show, Golden Years, Golden Year of Country, Top 100 of the '70's, Elvis: A Three-Hour Special, Country Christmas, Christmas at Our House, History of Country Music, plus adult contemporary, modern country, rock, black and contemporary/MOR formats.
- Dunbar Computer Systems** 2702
158 Linwood Pl., Fort Lee, N.J. 07024
Computer graphics system featuring character generator, full screen graphics color corrector computer. Staff: H. Dubner, E. Dubner, D. Dubner, J. Thomson, J. Ghazy, I. Maltz.
- Victor Duncan** 2404
2659 Fondren Dr., Dallas 75206
Staff: L. Duncan, V. Duncan, F. Marasco, N. Bleicher, A. Sheffield, B. Burrell, G. Hart, B. Coleman, T. Kraemer, B. Reiter, A. Conrad, S. Adams, B. Ludwig, D. Klutznik, F. Fuchs.
- Dynacom** 2424
590 Commerce Park Dr., Suite 125, Marietta, Ga. 30060
Ticket module scrambling system for STV/MDS/LPTV, addressable scrambling system for STV/MDS/LPTV, MDS downconverter. Staff: T. Craig, R. Payne Sr., R. Payne Jr., M. Oberbauer, W. Smith, P. Vickers, P. Payne.
- Dynamic Technology** 2912
Zonal House, Alliance Rd., West Action, London
- Dynair Electronics** 3135
5275 Market St., San Diego 92114
Audio/video routing switcher, machine control, data/control switching, AV routing switcher, distribution equipment. Staff: G. Gramman, B. Vendeland, B. Jacobs, M. Peterson, T. Meyer, A. Wilson, H. Maynard, C. Wilts, E. Manzo, E. Jett, P. Lynch.
- Eastman Kodak** 3212
343 State St., Rochester, N.Y. 14650
Eastman motion picture products for program origination, post-production and distribution of television programming. Staff: A. Bruno, L. Coleman, R. Hufford, K. Mason, J. McDonough, W. Koch, R. Potter, R. Schafer, A. Williams, G. Winter.
- Echo Science Corp.** 3319
485 E. Middlefield Rd., Mountain View, Calif. 94043
EFS-1B video discassette recorder/reproducer*, EFS-1B PAL/SECAM video discassette recorder/reproducer*, EFS-2 image maker video discassette recorder. Staff: D. Wotton, P. Insko, G. Elsaesser, G. Dunn, C. James, J. Crouch.
- Echolab** 2932
175 Bedford Rd., Burlington, Mass. 01803
L. Baxter, T. Whittaker, R. Smith, J. Bottali, F. Culotta, D. Comstock, B. Dawson, L. Elliot, J. Fairbank, E. Fleehart, J. Grunder, B. Hawkins, K. Kawamura, C. Lange, R. Meis.
- EECO Inc.** 1819
1601 E. Chestnut Ave., Santa Ana, Calif. 92701
Microprocessor time code systems, video character generator, time code reader, vertical interval time code reader. Staff: P. Cadigan, J. Ludutsky, G. Swetland, K. Mills, G. Miller, P. Conlon.
- EEG Enterprises** 2507
1 Rome St., Farmingdale, N.Y. 11735
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Staff: P. Plurien, T. Soldano, M. Mandl, C. Shellenberger, R. Rossert, C. Bocan, H. Kozicki, R. Knowles, D. Rose, G. Chalk, D. Clissold, E. Sondek, A. Ferry, D. Willcox, D. Farrar.

EG&G Electro-Optics 1820
35 Congress St., Salem, Mass. 01970

Aircraft avoidance lighting systems for towers, strobe lights, other lighting fixtures and accessories. **Staff:** D. MacLennan, G. Mandeville, T. Allain, A. Celata.

Eigen Video 1902A
Box 848, Nevada City, Calif. 95959

Staff: J. Romanko, G. Foster, J. Hebb, J. Lively, M. Lively, G. Kuntz, J. Warner, J. Wellman, J. Fairbanks, S. Hill, K. Efirid, M. Wagner, V. Maiello, D. Hebb.

Elcom Bauer 1908
6199 Warehouse Way, Sacramento, Calif. 95826

AM, FM transmitters, audio processing equipment. **Staff:** P. Gregg, O. Jaeger, D. Nateman.

Electro Controls 1915
2975 S. 300 West, Salt Lake City 84115

Studio lighting equipment, control equipment, scenic equipment. **Staff:** J. Good, D. Gilchrist, W. Brewer.

Electro Impulse Laboratory 1805
116 Chestnut St., Box 870, Red Bank, N.J. 07701

Staff: M. Rubin.

Electro & Optical Systems 2104
31 Progres Ct., Suite 13, Scarborough, Ont. M1G 3V5

Electro-Voice 1905
600 Cecil St., Buchanan, Mich. 49107

Studio monitor speaker system. **Staff:** G. Silsby, J. Whaley, B. Cook, A. Watson.

EMCEE Broadcast Products 3331
Box 68, White Haven, Pa. 18661

MDS transmitter*, 1 kw amplifier, TTS-20 MDS transmitter, TSA-100 amplifier, TTU-1000BM transmitter with remote interrogator, TV100V translator. **Staff:** V. Grassini, J. DeStefano, D. Parmelee, F. Diamond, T. Ferguson, C. Kemper, B. Luka, B. Price, M. Roosa, J. Saul.

Emcor 1901
1600 4th Ave., Rochester, Minn. 55901

Staff: G. Ellis, J. Horton, J. Olson, C. Elliot.

E-N-G Corp. 1501
1009 Shary Cr., Concord, Calif. 94518

Enstrom Helicopter 2406
Box 277, Menominee, Mich. 49858

Enterprise Electronics 1822
Box 1216, Enterprise, Ala. 36331

Environmental Container Systems 2907
Box 188, Grants Pass, Ore. 97526

Fiberglass carrying and transit cases, transportable electronics enclosures. **Staff:** T. Helman, J. Narmore, C. Weldon, Dennis Becklin, Debbie Becklin.

Environmental Satellite Data 2913
5200 Auth Rd., Suitland, Md. 20746

Color weather graphics.

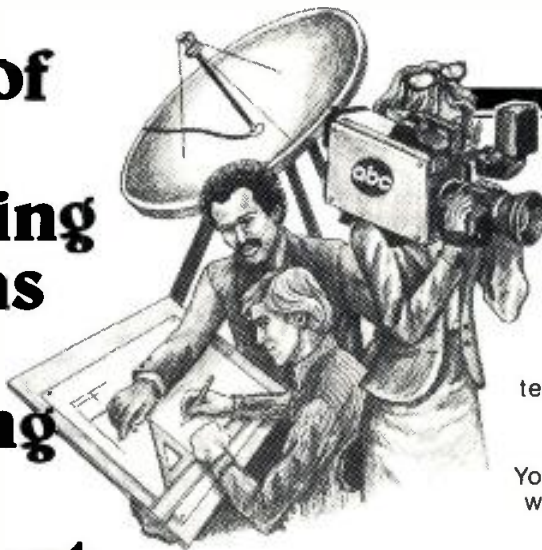
ESE 2305
142 Sierra St., El Segundo, Calif. 90245

SMPTE time code generator, solid state digital clocks and timers, code readers, programable timers, audio level indicators. **Staff:** J. Johnson, B. Mayers.

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Farrtronics 2517
151 Bentley St., Markham, Ont. L3R 3X9

Pre-wired audio patchfields*, audio editing consoles*, audio distribution amplifiers*, intercom systems*, P/L communications systems.
Staff: N. Farr, M. Thornton, R. Smith, Russell Montgomery.

Fernseh 3323
2300 S. 2300 West, Salt Lake City 84115

Staff: W. Butler, D. Zieger, A. Pignoni, J. Webb, A. Magliocco, A. Schoenberg, R. Ferguson, L. Caput, J. Fadely, D. Spindle, C. Gardner, S. Bosen, G. Crowther, D. Orr, D. Harrison.

Fiberbilt 1801
601 W. 26th St., New York 10001

Shipping and carrying cases for audio, visual and broadcast equipment. **Staff:** P. Lowman, F. Abeles, G. Bruneman.

Fidelipac 3132
Box 808, Mount Laurel, N.J. 08057

Master cart II cartridge machine*, calibration tapes, gauges, cart tracks, bulk audio and videotape degaussers, wow and flutter meter, and professional audio-technical products.
Staff: A. Constantine, D. McCloskey, R. Gosciak, R. Thanhauser.

Film/Video Equipment Service 2422
1875 S. Pearl St., Denver 80210

Wide angle adapters, portable energy products, sealed lead acid battery belts and packs. **Staff:** D. Schneider, J. Schneider, J. Swearingen, R. Cotty, E. Greenberg, S. Leiser-son, L. Domash.

Finntek 1717
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First-Com Broadcast Services 2414
13747 Montfort Dr., Dallas 75240

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FitzCo. Sound 2540
204 N. Midkiff, Midland, Tex. 79701

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ries, delay systems, intercoms, microphones, recorder care products, recorders, sound systems, speakers and enclosures, speech compressors, studio equipment, tape test equipment, monitors, meters, turntables. **Staff:** M. Fitz-Gerald, W. Williams, C. Williams, M. Hathaway, R. Schuh, C. Schuh, G. Snow, J. Fitz-Gerald, C. Fitz-Gerald, A. Fitz-Gerald, L. Fitz-Gerald, M. Snow.

Flash Technology 1708
55 Lake St., Nashua, N.H. 03060

For A Corp. 2210
1680 N. Vine St., Los Angeles 90028

Fort Worth Tower 3326
1901 E. Loop 820S, Box 8597, Fort Worth 76112

Staff: T. Moore, F. Moore, C. Moore, B. Moore.

Fortel 2106A
6649 Peachtree Industrial Blvd., Norcross, Ga. 30092

Fostex 1911
15431 Blackburn Ave., Norwalk, Calif. 90650

Multitrack recording equipment. **Staff:** Y. Abe, F. Huang, M. Cohen, S. Sugiura, L. Schuchart, R. Benson.

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Inflight Services 1705C

485 Madison Ave., New York 10022

Innovative Television Equipment 3309

6445 De Soto Ave., Woodland Hills, Calif. 91367

Staff: B. Rosenberg, S. Hollingsworth, H. Gross, R. Gallagher, R. Low, Michael Rosenberg, Mark Rosenberg.

Inovonics Inc. 1610A

503 Vandell Way, Campbell, Calif. 95008

Integrated Sound Systems 2924

29-50 Northern Blvd., Long Island City, N.Y. 11101

TDM 8000 A and stereo adapter 8200*. **Staff:** P. Friedman, M. Klasco, N. Wieland.

Interactive Market Services 2741

19 W. 44th St., New York 10036

Interand 1807

666 N. Lake Shore Dr., Suite 1100, Chicago 60611

Electronic video art system*, 100, 440 and 880 models. **Staff:** L. Reiffel, G. Dunbar, E. Lunkenheimer, W. Rickoff, W. Jung, J. Pineda, R. Karlin, P. Lewis, L. Phillips, N. Reiffel, R. Rickoff, D. Ulrickson, G. Alcime, P. Judy, K. Feith, J. Presendo, A. Holden.

Interface Data Systems 1925

2990 E. Lajolla St., Anaheim, Calif. 92806

Interface Electronics 1620A

6710 Alder, Houston 77081

Portable mixing console model 2008. **Staff:** L. Stevenson, R. Avery, B. Stevenson.

International Tapetronics 3145

2425 S. Main St., Bloomington, Ill. 61701

Audio tape cartridge machine*, telephone*, premium and economy cartridge machines, reel-to-reel recorder/reproducer and reproducer only. **Staff:** J. Jenkins, L. Cutchens, C. Kelly, J. Schaab, B. Parfit, J. Schroeder, M. Wasserman.

JAM Creative Productions 1728

4631 Insurance Ln., Dallas 75205

Jingle/image packages, commercial production library. **Staff:** J. Wolfert, M. Wolfert, F. Hardy, R. Bell.

Jamieson & Associates 2715A

4130 IDS Tower, Minneapolis 55402

Consulting and facilities design company. **Staff:** R. Jamieson, R. Johnson.

Jatex 2505

2626 Freewood Dr., Dallas 75220

Editing controllers. **Staff:** B. Eason, V. Eason, L. Phillips, L. Norris, L. Clark, D. Hackney, B. Yarbrough, C. Michel, S. Michel, K. Clark, M. Hartman, B. Yarbrough, D. Phillips, J. Hackney, C. Yarbrough.

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8500 Balboa Blvd., Northridge, Calif. 91329

Jefferson Data Systems 1710

501 Archdale Dr., Charlotte, N.C. 28210

Electronic news processing system, system 90 computer. **Staff:** M. Jones, J. McDonald, S. Shockley, D. Phillippi, B. Ballard, M. Sullivan, H. Holmes, P. Woidke, J. Abernathy, L. Withers, J. Greene.

Jensen Tools 2719

1230 S. Priest Dr., Tempe, Ariz. 85281

Jenel Consultants 2314

9550 Forest Ln., Dallas 75243

Turnkey architectural, engineering services, computer systems, two-way multichannel, single cable systems. **Staff:** E. Smalling, J. Rinklin, B. Jones, M. Reed, T. Booth, B. McAlister, R. Woodall, R. Rinklin.

J&R Enterprises 1620C

126 S. Illinois Ave., Carbondale, Ill. 62901

Kahn Communications 1810

839 Stewart Ave., Garden City, N.Y. 11530

AM stereo system. **Staff:** L. Kahn.

Kaman Sciences 3216

1500 Garden of the Gods Rd., Colorado Springs 80933

Staff: R. Smith, J. Smith, R. Durrance, J. Durrance, G. Beattie, D. Anderson, B. Hoeglund, P. Vitarelli.

Kavco Inc. 2733

3931 Image Dr., Dayton, Ohio 45414

Kavouras 1622

6301 34th Ave. South, Minneapolis 55450

Color weather radar network, Triton X high-resolution graphics system*. Realtime atmospheric monitoring for weather analysis. **Staff:** S. Kavouras, P. Post, B. Schlueter, D. Schlueter, P. Sappanos, J. Peterson, L. Fisher, J. Johnson, R. Manuel.

Kings Electronics 1907

40 Marbledale Rd., Tuckahoe, N.Y. 10707

Staff: Fred Pack, Fred Iacono.

Klark-Teknik Electronics 1818

262a Eastern Parkway, Farmingdale, N.Y. 11735

Staff: J. Kelly, P. Clarke, D. Allen.

Kliegel Brothers 3014

32-32 48th Ave., Long Island City, N.Y. 11101

Knox Video Products 1900A

5001-J Forbes Blvd., Lanham, Md. 20706

K128 colorizer/edger. **Staff:** F. Valenti, J. Fairbank, B. Dawson, J. Grunder, R. Meis, J. Schaffer, G. Gold, G. Olson, K. Kawamura, E. Fleehart, B. Carter, L. Radford, G. Sudduth, K. Hughes, P. Bowen.

Kobold Licht 2620

100 Endicott St., Danvers, Mass. 01923

Laird Telemedia 1808

2424 South 2570 West, Salt Lake City 84119

Staff: W. Laird, R. Jones, D. Golding, D. Klemm, D. Tubbs, J. Perry, K. Wootton.

Larcam Communications (formerly Canadian GE) 2736

396 Attwell Dr., Rexdale, Ont. M9W 5C3

30 kw low band VHF transmitter* and 25kw FM transmitter.* **Staff:** C. Spence, P. Balodis, C. Turner, A. Stevenson, E. Paskaruk, R. Beaudoin, L. Page.

Leader Instruments 2629

380 Oser Ave., Hauppauge, N.Y. 11788

Staff: W. Brydia, S. Hirota, J. White, G. McGinty.

LeBlanc & Royle Communications 2700

514 Chartwell Rd., Box 880, Oakville, Ont. L6J 5C5

Design, supply and installation of towers, antennas transmission lines, lighting and other accessories. **Staff:** G. Wilson, W. Friesen, J. Denyer, G. Patton.

Leitch Video of America 2004

835K Greenbrier Cr., Chesapeake, Va. 23320

Video processing amplifier, digital test generator, satellite scrambler system, PAL sync generators. **Staff:** J. Leitch, B. Lehtonen, J. Walter, D. Jackson, G. Newhook, B. Poulin, R. Kupnicki, S. Moote.

Lemo U.S.A. 2717

335 Tesconi Cr., Box 6626, Santa Rosa, Calif. 95406

Triaxial TV camera connectors, patch panel connectors, self locking connectors. **Staff:** R. Wersen, S. Wersen, J. Hughes, J. Simms, R. Duff, J. Hughes, C. Hughes.

Lenco Inc. 3214

300 N. Maryland St., Jackson, Mo. 63755

Libra Programing 2631

1954 E. 7000 S., Salt Lake City 84121

Application programs for broadcast industry for small IBM computers. **Staff:** J. Fisher, J. Husted, D. Phillips, B. Waller.

Lightning Elimination Associates 1616

12516 Lakeland Rd., Sante Fe Springs, Calif. 90670

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Staff: J. Frezzolini, J. Crawford, J. Zink, B. Birdsall.

Fuji Photo Film U.S.A. 3313
350 Fifth Ave., New York 10118

Staff: J. Dale, J. Bermingham, A. Bedross, S.P. Henderson, D. Jackson, J. Murphy, J. Walsh, D. Corrigan, R. Priske, J. Lester, P. Heenan, S. Risetter, B. Kuczik, J. Visslailli, B. Gargus, S. Petrozzini, M. Bystrom.

Fujinon 3314
672 White Plains Rd., Scarsdale, N.Y. 10583

Staff: J. Dawson, F. Nakajima, J. Newton, R. Russin, R. Morabito, M. Ebisawa, T. Sumiya, T. Wasburne, Y. Hayashi, T. Yamakawa, G. Squires, Y. Ito, L. Parrhis, D. Bastello, H. Minoshima.

Gagnon LaForest 2800
930 Wellington, Montreal H3C 1V1

Garner Industries 2304
4200 N. 48th St., Lincoln, Neb. 68504

Audio and video tape erasers. **Staff:** P. Mullin, B. Alderman, B. Laughlin, D. Becker, E. Garner.

General Electric 2500
Nela Park, Cleveland 44112

Generic Computers 2317
Box 151, Butler, Pa. 16001

Gerstenslager Co. 2630
1425 E. Bowman St., Wooster, Ohio 44691

Custom mobile television units. **Staff:** M.L. Fleming, A.W. Baehr, D. Kilmer, A. Butts, A. Stillo.

Glentronix 2008
160 Duncan Mill Rd., Don Mills, Ont.

Staff: T. Pressley, D. Carter, T. Banting, B. Torpey, L. LeBlanc, S. Banting.

Golden Image Network 1800A
3820 N. Third St., Phoenix 85012

Syndicated TV commercials for radio stations. **Staff:** R. Andresano, B. Duffield, R. Risk, D. Hull, S. Burns, A. Mickel.

Gorman-Redlich 2307
6 Curtis St., Athens, Ohio 45701

Digital AM antenna monitors, EBS encoders and decoders, rack mounted NOAA weather radios. **Staff:** Jim Gorman, Judy Gorman, John Gorman, E. Gorman, C. Gorman.

Gotham Audio 2007
741 Washington St., New York 10014

Neumann microphones, transient limiter*, turntable*, digital audio disk storage system for broadcast spot announcements and com-

mercials. **Staff:** S. Temmer, R. Hamm, H. Allen, J. Graham.

Grass Valley Group 3010
Box 1114, Grass Valley, Calif. 95945

Staff: T. Long, D. Friedley, B. Cobler.

Great American Market 2103
Box 178, Woodland Hills, Calif. 91364

Staff: J. Tawil, A. Tawil, M. Bissada, N. Armbruster, K. Ryu, K. Whwright, T. McHose, S. Harada, W. Devore, T. De Cristo, W. Hazelhurst.

David Green Broadcast Consultants 2014
Box 590, Leesburg, Va. 22075

Grove Video 2701
16851 Oakmont Ave., Gaithersburg, Md. 20877

Imager II digital key image storage and effects device. **Staff:** P. Edwards, T. Ocampo, S. Edwards.

Grunman Aerospace 2641
Sunrise Hwy., Great River, N.Y. 11739

Hallikainen & Friends 1618
101 Suburban Rd., San Luis Obispo, Calif. 93401

Hardigg Industries 1705B
N. Main St., South Deerfield, Mass. 01373

Harris 3101
Box 4290, Quincy, Ill. 62305

5 kw AM transmitter, other AM transmitters*, earth station controllers*, word processing computer*, UHF TV transmitters*, RF contractor, FM transmitters, antennas, audio consoles, turntables, FM audio composite processing unit, remote SCA generator, audio processor with tri-band AGC, automation systems, satellite system, facilities controller, color TV cameras, VHF black and white and color transmitters, microwave transmitters, computer assisted editing system, slide still storage system, frame synchronizer, complete time base corrector line. **Staff:** G. Whicker, E. Edwards, J. Delissio, A. Juettner, K. Schwenk, J. Ariana, L. Zaiser, J. Ash, M. Montgomery, J. Preston, E. Gagnon, J. Summers, D. Maase, W. Curtis, J. Murray, J. Bistrup, V. Weise, D. Northen.

Harris Corp./Broadcast Microwave 3101
1680 Bayport Ave., San Carlos, Calif. 94070

Broadcast microwave systems for ENG and STL/TSL operation. **Staff:** L. Basu, J. Bistrup, M. Brodeur, R. Colby, C. Fields, C. LaBarre, M. Lang, G. Maier, N. Marshall, D. Littleton, J. Heinemann, J. Murray, D. Northen, J. Saefke, B. Schneider, V. Weise, R. Cortes.

Harrison Systems Inc. 1910
P.O. Box 22964, Nashville, Tenn. 37202

TV-3 series console for live stereo production, multitrack production, automated multitrack metering system. **Staff:** C. Hill, E. Johnson, S. Force, M. Hurt, G. Davis.

HEDCO 2214
Box 1985, Grass Valley, Calif. 95945

Transpath 1 routing system, switcher. **Staff:** P. Hughes, B. Wincentsen, S. Douglas, R. Krause, J. Hughes, D. Bowdish, G. Bowdish.

Karl Heitz 2515
979 Third Ave., New York 10022

Staff: K. Heitz, A. Venema, Z. Sawyer, C. Sawyer.

Hitachi Denshi America 3202
175 Crossways Park West, Woodbury, N.Y. 11797

Staff: M. Muto, B. Munzelle, J. Russell, T. Califano, S. Hotta, T. Yamishita, K. Miyano, M. Ma, J. Morrison, H. Rainey, G. Nappo, M. Bussey, J. Brinnacombe, S. McWilliams, J. Breitenbucher.

HM Electronics 2402
6151 Fairmont Ave., San Diego 92120

Portable base station for wireless intercom system*, wireless microphone*, other wireless microphones and intercom systems. **Staff:** H. Miyahira, R. Carr, R. Scott, J. Kenyon.

Howe Audio/BCP 2744
3085 A Bluff St., Boulder, Colo. 80301

7000 console, 7500 console*, 2000 phase-chaser*. **Staff:** D. Howe, J. Michael, T. Tinsley, G. Pine, L. Pine, Q. Morrison, D. Morrison.

Hughes Helicopters 2611
5320 Arizona Cr., Los Angeles 90045

IGM Communications 3122
4041 Home Rd., Bellingham, Wash. 98226

Staff: J. Wells, N. Solberg, C. Peterson, R. Sawyer, J. Wolniakowski.

Ikegami Electronics 3209
37 Brook Ave., Maywood, N.J. 07607

HK-322 computer studio/field camera*, HL-83 recording camera*, editing and playback equipment, EC-35 electronic cinematography camera*, TKC-990 telecine camera*, portable microwave system for ENG*, in-line CRT color video monitors*, video distribution amplifiers*, black and white video monitors*. **Staff:** C. Sloss, J. Lynch, W. Weichel, B. Mills, Y. Sato, T. Arai, M. Narumi, H. Schloss, H. Schkolnick, S. La Conte, N. Nishi, J. Chow, L. Wolff, H. Caplan, J. Kraus, J. Starks, S. Porrao.

Image Video 2600
700 Progress Ave., Unit 16, Scarborough, Ont. M1H 2L7

Automated master control, machine assignment system, routing switcher, border generator, prewired jackfield, silence monitor, control panels, broadcast routing switcher*, voltage monitor panel*. **Staff:** A. Vanags, J. Costa, F.

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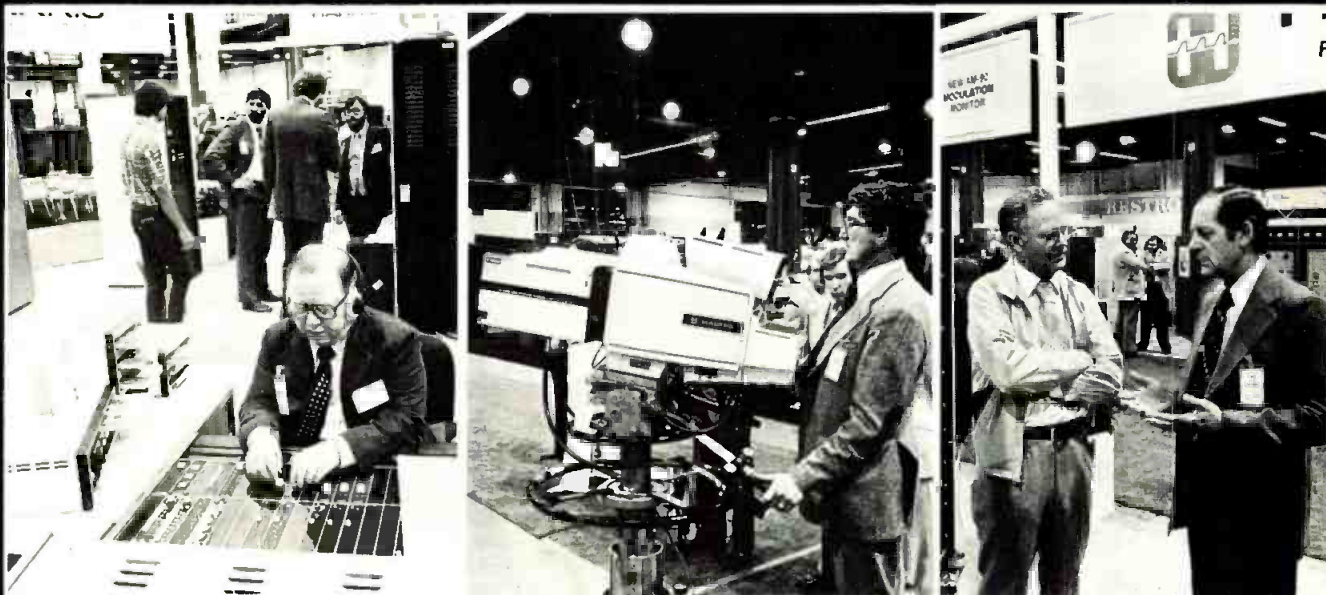
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9370 Elder Creek Rd., Sacramento, Calif. 95826

AM, FM broadcast towers, VHF, UHF antenna towers, microwave system support towers, communication towers, miscellaneous tower hardware, materials for complete AM ground systems, partial light kits. **Staff:** A. Perchevitch, L. Smith, D. Smith, P. Smith.

The Management 1809
Box "T", Aledo, Tex. 76008

Traffic and billing computer systems, electric log. **Staff:** P. Charlton, M. Charlton, D. Stafford, R. Skolnik.

Marconi Electronics 3320
100 Stonehurst Ct., Northvale, N.J. 07647

Staff: K.P. Robinson, R.T.J. Baker, B.M. Smith, J.B. White, A.O. Moore, D. Pay, B. Goulden, S. Frazer, K. Elkins, J. Gorbald.

Marti Electronics 3109
Box 661, Cleburne, Tex. 76031

Telemetry return links*, aural STL*, aircraft power supply*, bases station*, automatic repeater, battery powered remote transmitter, aircraft RPU transmitter. **Staff:** G. Marti, M. McClanahan, S. Jones, B. Shaw, D. Giddens, J. Shankles, E. Carrell.

Matthews Studio Equipment 2626
2405 Empire Ave., Burbank, Calif. 91504

Matth-pak, portable, lightweight professional video lighting. **Staff:** E. Phillips, C. DeMattos, R. Prociw, R. Haskins, F. Gerhart.

Maxell Corp. 2212
60 Oxford Dr., Moonachie, N.J. 07074

Staff: T. Okada, J. Ringwood, J. Silvaggio, J. Santangelo, J. Birsbovitch, J. Moreland, T. Monheils, P. Byrne, F. Cummings, N. Ogoshi, C. Mangiapanese.

MCI 1615
1400 W. Commercial Blvd., Fort Lauderdale, Fla. 33309

Audio production package including console, recorders and accessory furniture. **Staff:** L. Meyer, L. Lamoray, G. Lamping, G. Goodall.

MCI/Quantel 3306
2483 E. Bayshore Rd., Suite 100, Palo Alto, Calif. 94303

Staff: G. Grasso, D. Prather, J. Hanf, C. Martin, G. Young, L. Biehl, D. Dever, P. Fletcher, M. Connell, G. Hamilton, P. Kendrick, J. Martin, R. Taylor, P. Michael, J. Thoene.

McCurdy Radio 3106
1711 Carmen Dr., Elk Grove Village, Ill. 60007

Staff: G. McCurdy, R. Mitchell, S. Maruno, J. Young, R. Hess, M. Kizziah, G. Fawcett, M. Porteous, R. Jalsevac, A. Critchley, R. Peers.

McInnis-Skinner & Associates 2502A
6529 Classen Blvd., Oklahoma City 73116

NewsScan newsroom computer system, Weathergraphics, Weatherscan. **Staff:** M. McInnis, J. Skinner, R. Hudson, R. Dixon.

McMartin Industries 3102
4500 S. 76th St., Omaha 68127

30 kw FM transmitter*, 300 w sold state FM transmitter*, SCA receiver with audio processing*, satellite IF demodulators for radio*, programming services*. **Staff:** R. McMartin, J. Barton, H. Bott, K. Dunford, R. Anderman.

Mead Data 2801
200 Park Ave., New York 10166

Nexis computer information retrieval system. **Staff:** D. Prickett, M. Rea, T. Malone-Thompson.

Merlin Engineering 1706
1880 Embarcadero Rd., Palo Alto, Calif. 94303

Ultrawide band VTR's*, extended play conversions for type C VTR's*, custom quadruplex VTR's. **Staff:** J. Streets, A. Sturm, D. Dusel, B. Rees.

MICMIX Audio Products 3142
2995 Ladybird Ln., Dallas 75220

Dynafex audio noise reduction device*, reverberation systems. **Staff:** B. Allen, B. Rodgers, D. Rettig, J. Carter.

Micro Communications 3312
Box 4365, Manchester, N.H. 03108

Staff: T. Vaughan, H. Bouldry, T. Greenway, D. Heymans, K. Vaughan. Circular waveguide transmission line for UHF*, microwave antennas* and microwave interferometers*, MDS and ITFS diplexers*, filters and antennas*, rectangular waveguide for UHF, complete RF systems, C/P antennas, VHF and FM antennas, coax and waveguide switches.

Micro Control Associates 1813
Box 694, Cleburne, Tex. 76031

Aural studio transmission lines, transmitter remote control systems, subcarrier equipment. **Staff:** B. Richards, J. Freeman, M. Garibay, M. Rice, J. Adams.

Microdyne 2618
Box 7213, Ocala, Fla. 32672

MAPS II programable antenna motor drive, PC 4-70 downconverter, video satellite receiver for broadcast application, video satellite receiver antennas. **Staff:** D. Alvarez, T. Kidd, F. Currian, J. Grabenstein.

Microtime 3322
1280 Blue Hills Ave., Bloomfield, Conn. 06002

Digital and video time base correctors, image enhancers, frame synchronizers. **Staff:** G. Kesser, R. Watson, G. Sarra, D. Sofie, D. Leeson, B. Baird, A. Kartes, G. Armour, S. Krant, D. Brown, R. Crook, L. Cook, K. Hadjimichael, R. Wickland, N. Pinette, L. Skilton.

Micro-trak 3115
620 Race St. Holyoke, Mass. 01040

Audio console, CX phono preamp. **Staff:** W. Stacy, M. Stacy.

Midwest 2518
1021 W. 8th St., Cincinnati 45203

Mobile productions vans. **Staff:** D. Barnes, S. Silverstein, B. Dancy, E. Midkiff, L. Hicks, R. Thom, C. Ross, F. Wood, K. Thompson, E. Summerville, J. Willingham, B. Walden, J. Loughmiller, S. Brant, R. Rech.

Miller Professional Equipment 2532A
10816 Burbank Blvd., N. Hollywood, Calif. 91601

Minolta Corp. 2315
101 Williams Dr., Ramsey, N.J. 07446

Mole-Richardson 3203
937 N. Sycamore Ave., Hollywood, Calif. 90038

Complete line of lighting and accessory equipment including new Solarspots, risers, fixtures, kits, grip equipment, hangers and adapters. **Staff:** H. Bell.

Keith Monks Audio 2833
652 Glenbrook Rd., Stamford, Conn. 06906

Record cleaning machine*. **Staff:** R. Chilvers, K. Monks, C. Bray, T. Parnell, T. DeRovin, B. Groveman, M. Lambert, K. Baldwin, K. Kingdom, D. Mueller.

Moseley Associates 3103
111 Castilian Dr., Goleta, Calif. 93117

Composite studio-transmitter link system, microprocessor remote control system. **Staff:** J. Leonard Jr., C. Rockhill, F. Zimmerman, F. Barbara, B. Ticen, C. Connell, J. Moseley, D. Fairley, J. Cameron, D. Dumont, D. Barnett, T. Kubat, G. Sanderson.

Motorola Communications & Electronics 1508
1301 A. Algonquin Rd., Schaumburg, Ill. 60196

Two-way FM radio communications products including base, mobile and portable models.

Multi-Track Magnetics 2922
3 Industrial Ave., Upper Saddle River, N.J. 07458

Staff: S. Talian, N. Salvatore, S. Fermaglich, M. Gaeta.

Music Director Programming Service 1503-D
Box 103, Indian Orchard, Mass. 01151

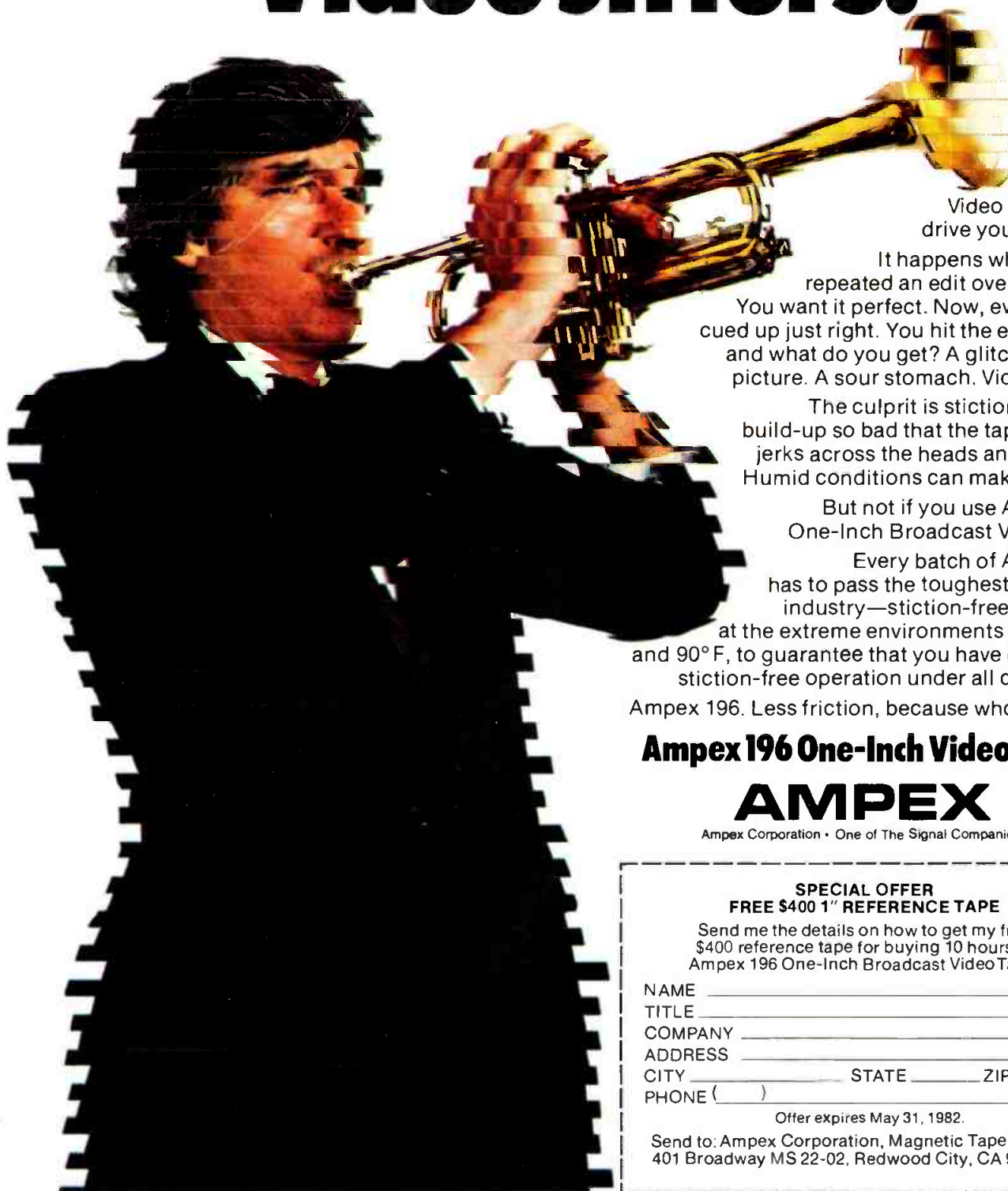
Adult/contemporary playlist, oldies library*, good music package, Christmas programming, research books*. **Staff:** B. Clain, R. Rocca, D. Garde, B. Schoenborn, L. Clain.

Musicworks 1914
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Staff: W. Robinson, S. Dodd, J. Potter, J. Miller, G. Valadez.

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1 kw, 5 kw, 10 kw, AM transmitters. **Staff:** L. Outhouse, D. Wilcox.
- NEC America** 2528
130 Martin Ln., Elk Grove Village, Ill. 60007
Dual video transmission system, fiber optic transmission system, 20 kw VHF transmitter.
- Network Production Music** 2412
4429 Morena Blvd., San Diego 92117
Whisperdisk. **Staff:** R. Skomer, M. Anderson.
- Nortronics** 3108
8101 10th Ave., Minneapolis 55427
Staff: K. Lubitz, D. Callahan, P. Lang, D. Masterson, S. Groetzke.
- NTI America** 1815
1680 N. Vine St., Los Angeles 90028
Digital generators. **Staff:** K. Jinno, R. Mikado, G. Nakaki.
- Fred A. Nudd Corp.** 2021
1743 Route 104, Box 475, Ontario, N.Y. 14519
Guyed and self-supporting towers and monopoles. **Staff:** R. Nudd, C. Nudd.
- Nurad** 1607
2165 Druid Park Dr., Baltimore 21211
- Nytone Electronics** 2725
2424 S. 900 West, Salt Lake City 85119
Flying spot scanner systems. **Staff:** G. Baldwin.
- N Z Video Systems** 2919
513 Greer Ave., Sikeston, Mo. 63801
- Oak Communications** 2206
16935 W. Bernardo Dr., San Diego 92127
STV systems and services and Orion satellite system. **Staff:** E. Keys, W. Koester, A. Nelson, J. Ackermann, G. Stubbs, O. Hanas, M. Shaughnessy, H. McKee, L. Bohn, H. Faller, H. Sauer.
- O'Connor Engineering** 2001
100 Kalmus Dr., Costa Mesa, Calif. 92626
- OKI Electric Overseas** 2218
One University Pl., Hackensack, N.J. 07601
TV standards converter LT 1200. **Staff:** J. Tate, M. Yoshihara, T. Yamauchi, N. Kayo, S. Nara.
- Olesen** 2012
Box 348, 1535 Ivar Ave., Hollywood, Calif. 90028
Staff: R. Medvitz, M. Romans, S. Romans, K. Kirstein, F. Lindauer.
- Omnimount Systems** 2928
Box 2789, Hollywood, Calif. 90058
- Orban Associates** 1812
645 Bryant St., San Francisco 94107
Optimod-TV model 8180A*, compressor/limiter/de-esser model 424A*, optimod-AM, optimod-FM and pro audio production room audio processing equipment. **Staff:** B. Orban, J. Delantoni, J. Maxenchs, S. Goldstein, K. Tam, D. Dunetz, B. Burkhardt, M. Collette, M. Furfly, M. Radke, D. Ball.
- J. Osawa Ltd.** 2938
2-8 Shiboura-4 Chone, Minato KU, Tokyo 108
- Otari** 1611 & 2214A
2 Davis Dr., Belmont, Calif. 94002
Recorders, cabinets, loaders, editing systems. **Staff:** S. Krampf, M. Bernard, M. Pappas, J. Carey, K. Wiley, P. Sun, B. Ross, T. Defiglio, J. Soma, B. Hauck.
- Pace** 2723
9893 Brewers Ct., Laurel, Md. 20707
Portable desoldering system. **Staff:** K. Russell, T. Tallcott.
- Pacific Recorders & Engineering** 1608
11100 Roselle St., San Diego 92121
Staff: J. Williams, E. Williams, M. Uhl, S. Berenics, R. Thomas, G. Anton, B. Brock, T. Costello, E. Pena.
- Panasonic (professional audio division)** 1621
One Panasonic Way, Secaucus, N.J. 07094
Staff: D. Hadler, P. Ackel, G. Juall, I. Koshio.
- Panasonic** 3217
One Panasonic Way, Secaucus, N.J. 07094
Staff: T. Ilzuka, M. Washington, M. Dollacker, T. Conner, R. Grams, T. Conboy, B. Jones, R. Karadizian, K. Maeo, T. Kasuga, J. Merrick, S. Watson, S. Planchard, G. Matthews.
- Panoak/B-W Lighting** 2804
Box 45162, Tulsa, Okla. 74145
- Parsons Manufacturing** 2023
1055 O'Brien Dr., Menlo Park, Calif. 94025
- PEP Inc.** 3211
25 W. 54th St., New York 10019
- Perrott Engineering Labs** 2011
7201 Lee Hwy., Falls Church, Va. 22046
Staff: V. Tygesen, W. Mallon, L. Westhaver, W. Aylor, C. Martin.
- Peters Productions** 1619
9590 Chesapeake Dr., San Diego 92110
The Rock and Your Music formats, jingles, marketing campaigns. **Staff:** E. Peters, P. Schafer, R. Gardner, S. Cotov, J. Merker, J. Norr.
- Phelps Dodge** 3116
Route 79, Marlboro, N.J. 07746
Staff: S. Esocoff, E. Boehm, W. Bryson, J. Nevin, R. Corwin, J. Wilde, H. Edwards, E. Perrotti, G. Anderson.
- Philadelphia Resins** 1715
20 Commerce Dr., Montgomeryville, Pa. 18936
Tower guys. **Staff:** W. Wister, J. Burghart, O. Ulmer.
- Philips Broadcast Group** 3208
900 Corporate Dr., Mahwah, N.J. 07430
Automatic studio and field camera*, mobile production TV unit*, broadcast cameras*, FM transmitter*, FM drive*, microprocessor transmitter system controller*, high efficiency klystron*, studio center remote control system*, other studio, field, EFP, ENG cameras, digital noise reducer, UHF/VHF transmitters. **Staff:** P. Bergquist, H. Blom, H. Breimer, W. Cochran, A. Moelands, A. Opstelton, T. Peek, W. Renes, J. Schipper, G. Shaw, J. Spencer, F. Stok, J. Ten Holt.
- Philips Test & Measuring Instruments** 3215
85 McKee Dr., Mahwah, N.J. 07430
Staff: R. Hynes, T. Anderson, F. Seitz.
- Phoebus Corp.** 1713
145 Bluome St., San Francisco 94107
- Porta-Pattern** 1803
6822 Santa Monica Blvd., Los Angeles 90038
Test charts, test chart systems, slides, films, transparencies and spherical transparency illuminator, grey scale chart, color test film loop, chess board aspect ratio transfer alignment film. **Staff:** E. Ries, E. Taylor, A. Ries, D. Sanders, R. Boyes, C. Webster, K. Lam.
- Potomac Instruments** 3111
932 Philadelphia Ave., Silver Spring, Md. 20910
Antenna monitors, field strength monitors, audio test equipment, automatic transmission systems. AM monitor receiver*, UHF field intensity meter.* **Staff:** D. Harry, R. Ellenberg, C. Hall, W. Casson, G. Berry.
- Power-Optics** 3113
1055 W. Germantown Pike, Fairview Village, Pa. 19409
- Procart** 1816
7012 27th St. West, Tacoma, Wash. 98466
Audio cartridges. **Staff:** I. Law, T. Schweiger, K. Wade.
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Broadcast microwave equipment, portable and fixed transmitters, receivers, power amplifiers, antennas, wireless microphone systems, and camera systems. **Staff:** J. Fackler, J. Smith, J. Homer, C. Knox, C. Bobbins.

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Rohde & Schwarz 3213
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SBI Inc. 2925
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Scientific-Atlanta 1602
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Sennheiser 2101
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Shook Electronics Enterprises 2628
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Staff: E. Shook, J. Shook, J. Zienkosky, D. Bock, J. Ewen, R. Phillips, R. Hagdo, G. Stansbery, D. Dyess, K. Hawes, A. Ingersoll.

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Singer Broadcast Products 3120
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Staff: D. Richardson, H. Anderson, E. Pezirtzoglou, J. Ott, A. Singer, A. Singer, R. Singer, J. Bicocchi.

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Sound Genesis 2026
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Sound Technology 2636
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Spectra Computer Systems 2415
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Sphere Electronics 2604
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Stanton Magnetics 3125
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Dyna headset, RC5-plus record care. **Staff:** P. Bidwell, G. Alexandrovich, J. Fox.

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Swintek 1702
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Sylvania Lighting 3013
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Staff: R. Witt, D. Scioli, M. Skerry, B. Kirschner, T. Holland, J. O'Keefe, S. Biondo, G. Norton, S. Sirek, J. Hagan.

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Systems Associates 2411
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Broker of used broadcast equipment. **Staff:** W. Shubin, B. Seidel, J. Leueck.

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TASCAM-Production Products Division 2734

TEAC Corp. of America, 7733 Telegraph Rd., Montebello, Calif. 90640

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TDK Electronics 2726
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TechTran International 2835
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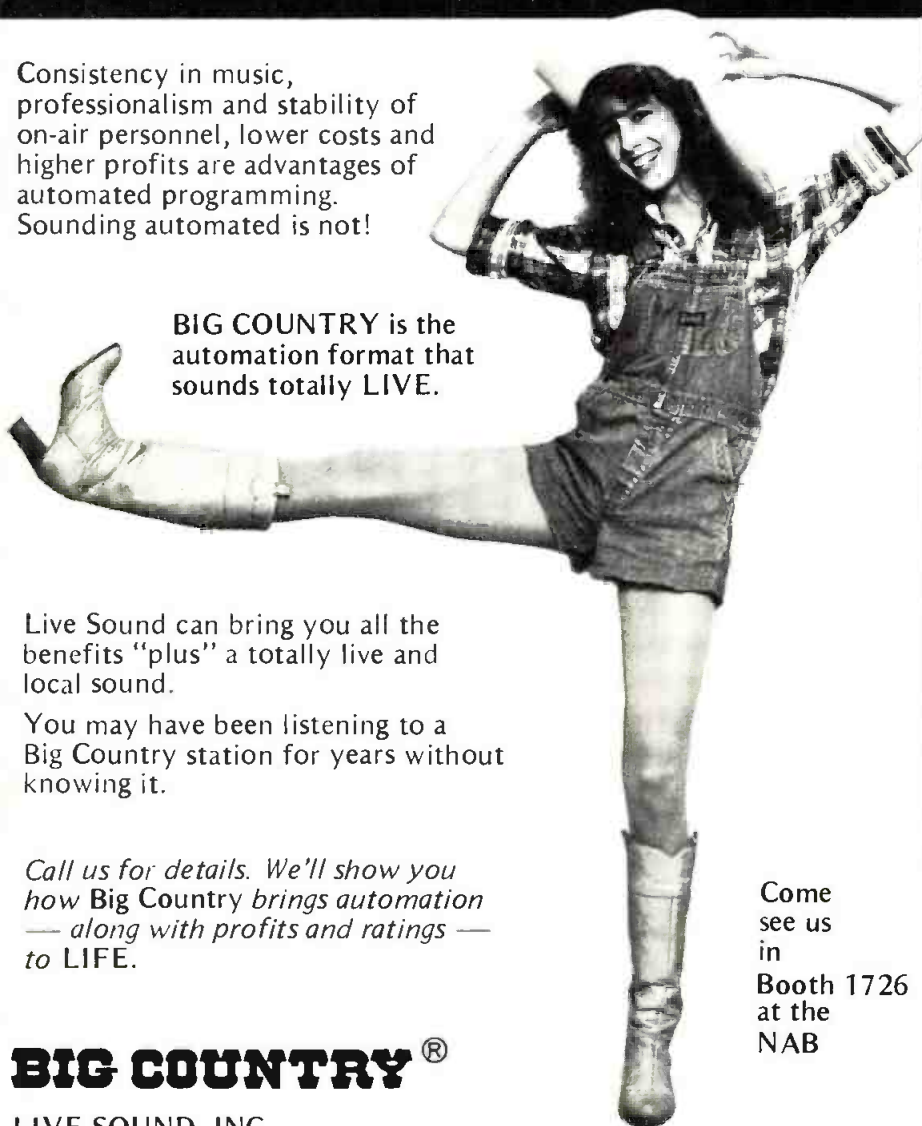
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- Tennaplex Systems Ltd.** 2111
34 Bentley Ave., Ottawa, Canada K2E6T8
Broadband kathrein antennas and combiner systems. **Staff:** M. Crouch, Manfred Muenzel, Muriel Muenzel, B. Wickline.
- Tentel** 1605
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- TESS** 1705A
701 Westchester Ave., White Plains, N.Y. 10604
- TFT** 2838
3090 Oakmead Village Dr., Santa Clara, Calif. 95051
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301 Rt. 17 North, Rutherford, N.J. 07070
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90 Oser Ave., Hauppauge, N.Y. 11788
Staff: N. Tiffen, T. Grosso, H. Tiffen.
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Big band format, production libraries for radio and TV*, Rolling Stones 20th Anniversary Radio Special*, Life and Music of Bob Wills*. **Staff:** T. Arnold, J. Kerr, W. Wienecke, C. Van, D. Arnold, C. Eilts, N. Kerr, M. Howard, M. Such, C. Clausen.
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Direct mail promotions. **Staff:** J. McCoy, B. Alfredo, G. Francis, K. Schumacher, M. Dirk, J. Lewis.
- Uni-Set** 2503
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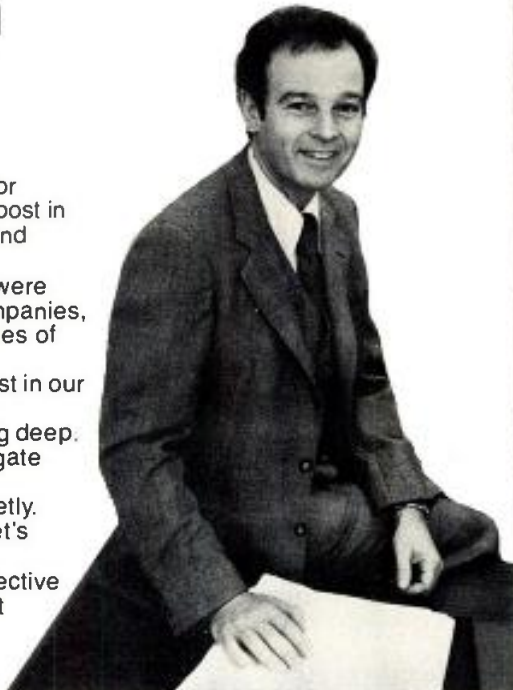
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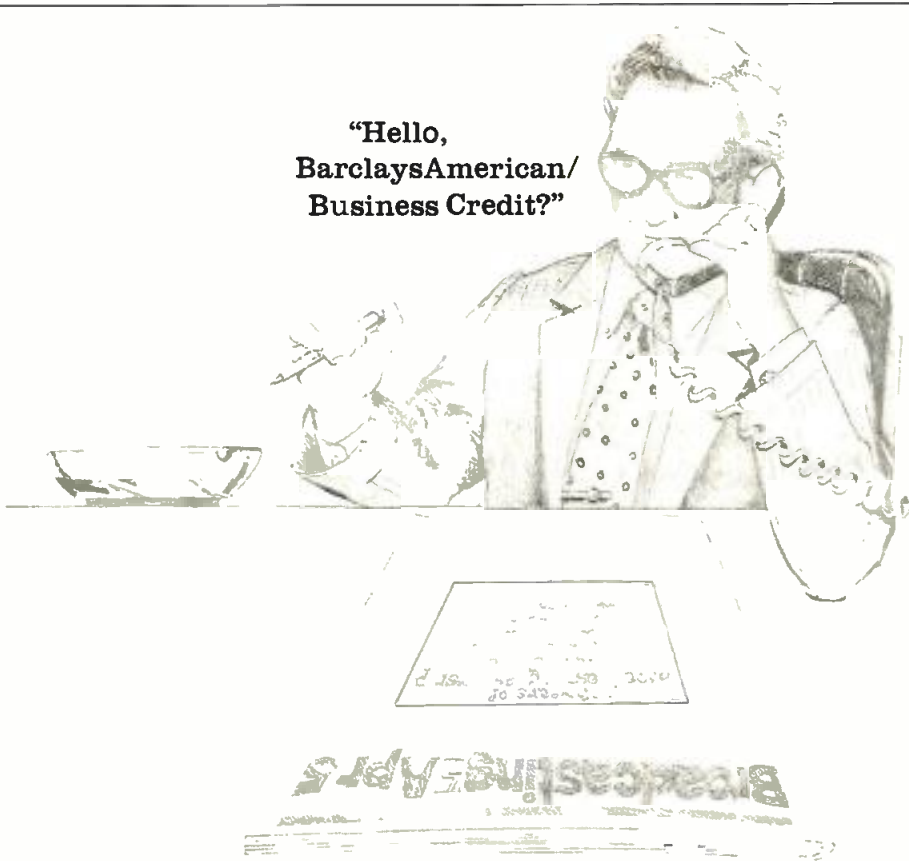
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Staff: Herb Jacobs, Grace Jacobs, Ron Kreuger.

Television Information Office Booth BB
745 Fifth Ave., New York 10022

Staff: Roy Danish, Louis Ames, Jim Folsom.

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Staff: Steve Wyman.

FCC

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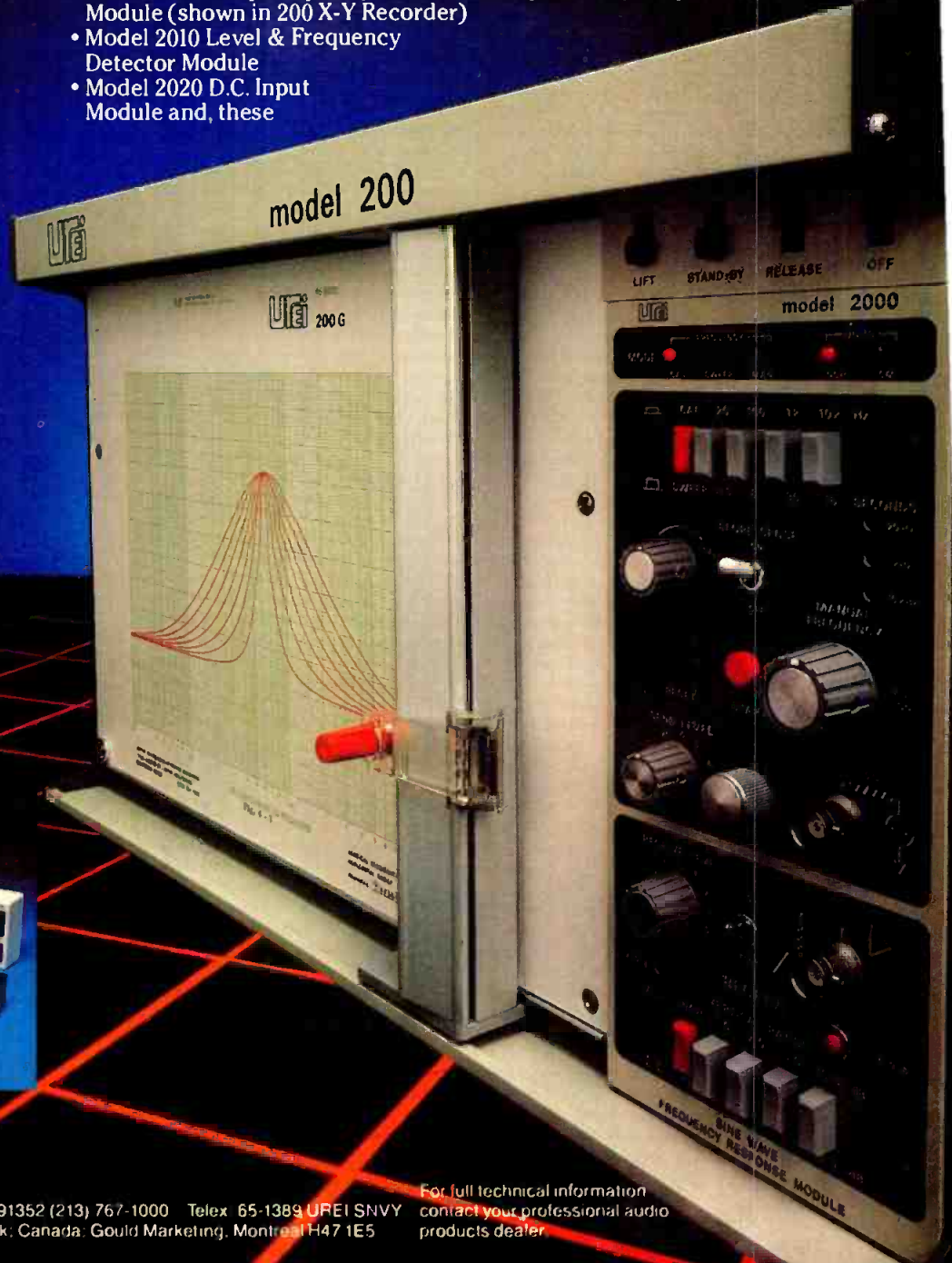
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CBS weighs cable in new media age

Marketing report says cable will make dent but won't challenge broadcast ad or audience numbers

"We are not a dinosaur"—that's the principal message in a chart-laden study released by the CBS Television Network Sales/Marketing Services unit. Titled "The Video Marketplace in 1990: Diversity and Growth in Perspective," the booklet is written with advertisers in mind. And vowing to take a "hard, cold look at the potential of cable over the remainder of the decade," the network researchers not surprisingly end up concluding that "by the end of the decade, the television landscape will look significantly different. But the CBS Television Network believes that the predominant share of television audiences, and the bulk of advertising revenues, will continue to be where they are today—in commercial broadcasting."

The study divides cable into three categories—advertiser-supported cable networks, pay cable networks and local cable services—to assess cable's impact. Looking at the first ad-supported networks, CBS suggests three "scenarios" for cable network advertising revenues in 1990—"the \$2-billion market," an audience/C-P-M model and "the magazine-based prototype."

The first scenario "focuses on the popular cable industry estimate of \$2 billion in national advertising revenues in 1990." If 10 cable networks survive, each would get \$200 million of that pie, completing scenario number one.

The second posits an overall 9% share of 1990 prime time and fringe viewing for ad supported cable networks; 675,000 viewers for each assumed survivor. Adding "a generous 33 1/3% premium for the selectivity of the cable network audiences" to a previous calculation of a \$9.56 broadcast network 1990 prime time C-P-M, CBS arrives at a \$12.75 C-P-M for a cable network. After a few more assumptions, the study brings that to \$173 million in annual revenue for each cable network.

Scenario three "models the 1990 advertising-supported cable network universe on the current magazine universe," with eight types of magazine formats: newsweekly, cultural, adult, sports, women's service, fashion/style, shelter and business, with one network per format, and perhaps another newsweekly. As is the case with print magazines, this model assumes network revenues would be a blend of advertising and subscription dollars. Working from the circulation penetration bases that exist in the parallel

print categories today, applying them to the projected 1990 cable universe, then making calculations that attempt to adjust current magazine subscription and advertising rates for inflation through 1990, and finally transposing those numbers into subscription and advertising revenues for comparable cable networks, the CBS study concludes that, on a magazine basis, cable networks in total could pull in an annual \$2 billion in circulation revenues, plus another \$1 billion in ad revenues.

This last scenario, the study claims, "represents the most potential for the cable industry. However, with the viewer base substantially reduced by the subscription fee, this scenario also represents the least threat to network television advertising revenues." CBS doesn't mention what it might do to the publishing industry.

Broadcast network 1990 revenues, meanwhile, are going to total at least \$15

billion in 1990, with another \$18 billion in television station revenue, according to the estimates the study cites. Going back to the \$200-million round figure for each cable network's 1990 revenues, the CBS researchers say "it would seem that each cable system could mount an effective schedule for \$200 million" (presumably including CBS Cable), but then the researchers go on to note that those are "1990 dollars" worth only \$80 million today.

The final conclusion on the advertiser-supported cable network vs. broadcast network comparison is that the latter "will be able to outbid their [cable] competitors for any programming that shows substantial audience appeal."

Moving on to pay, CBS estimates pay network revenues in 1990, based on 60% cable penetration and a 75% pay-to-basic ratio, would total \$5.4 billion. Those networks could develop some of their programming, CBS says, while contending theatrical features and sports will remain pay's staple. The study sees clouds on the pay network's horizons, raising the specter of studio owners who "want a bigger piece of the action," and increased competition among existing and yet-to-come pay networks. Studios will want more from pay cable networks if pay cable airings of films cut into the potential of home video sales and licensing to broadcast networks, the study hints.

On the sports front, CBS runs a set of numbers comparing revenues from broadcast and pay-cable networks for "the single most lucrative property pay cable could capture"—the NFL contract. A pay-cable network, CBS estimated, could pull in \$840 million if 28% of 1990 television homes subscribed for \$60 a season. The three broadcast networks, CBS says, had \$280 million in 1980 NFL advertising revenues, and simply projecting that out with 12.5% annual growth yields a figure of \$877 million in 1990. The study's conclusion is that "pay-cable seems to represent more revenue potential despite a low 28% expected penetration level vs. network TV's 100% level."

But wait, CBS says. "Pooled viewing" especially during championships, would cut into pay's total revenues "by a substantial amount." Then, "30% of the current NFL audience will be disenfranchised due to a lack of access to cable television," CBS maintains, adding "whether the NFL or other interest groups would accept such an exclusion seems problematical at best." The disenfranchised would provide a pool of viewers for increased broadcast coverage of college football, or for a second pro league. And CBS goes on to expound that "the NFL will look hard at these potential downside risks before yielding to the allure of pay-cable



First on. Advertising on public television became a reality March 26, when WYES-TV New Orleans, aired a 30-second spot for New Orleans Business Machines. The ad debuted at 7 p.m. during a station break and was one of a 13-week flight purchased by the company. WYES-TV is participating in an advertising experiment authorized by Congress as a means of investigating alternative funding methods for the medium (BROADCASTING, Feb. 22). Ten stations were selected to partake in the experiment. WYES-TV, however, is the first to air any commercials. Others are expected to follow in late April.

WYES has hired Audobon Communications, a New Orleans-based broadcast consulting firm, to act as its local sales representative. The station also plans to run ads for the Whitney Bank of New Orleans. It's too early to measure the public's response to the ads, but a public opinion poll will be conducted as part of a larger study. In addition, the group of 10 stations are exploring the possibility of hiring a national sales representative. One station, WKPC-TV Louisville, Ky., has dropped out of the experiment (BROADCASTING, MARCH 29) but has been replaced by KCSM-TV San Mateo, Calif.

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Well, Hitachi heard you, and has created an outright *genius*—
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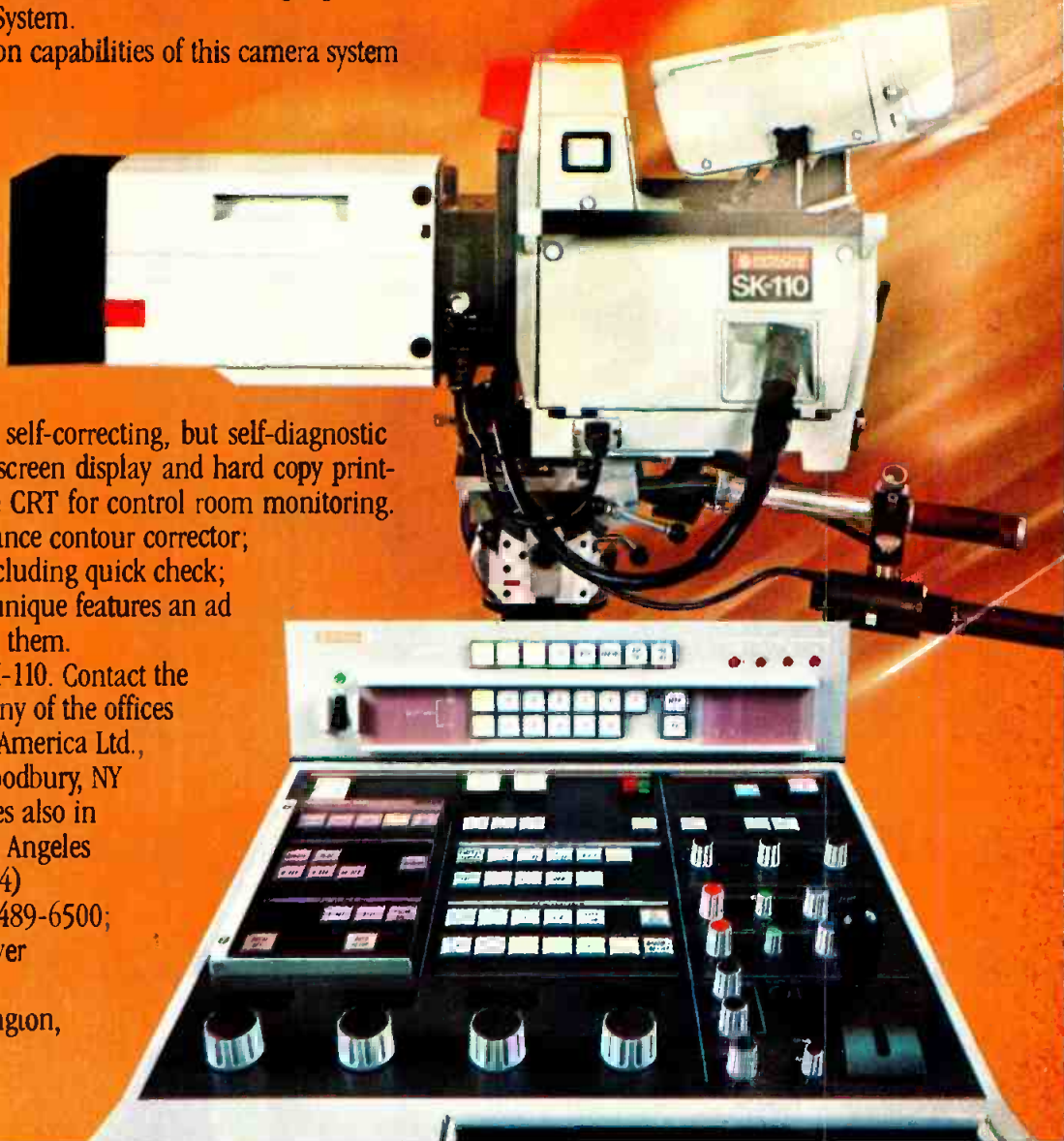
The computer registration capabilities of this camera system
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The SK-110 is not only self-correcting, but self-diagnostic
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(206) 575-1690; and Washington,
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revenues."

As for pay networks' cable impact on broadcast viewing, CBS says it's unlikely they'll get more than a 9% share of viewing in 1990.

A second threat from pay would be if those networks took advertising as well, CBS notes. Pay networks, CBS says, will resist that push from agencies, but might end up running commercials in clusters. CBS figures ad revenues from such a mix might total \$420 million a year, "not a severe threat to the networks \$15 billion revenue base." The closing lines of this section of the study suggest that pay-cable's advertisers would likely be new to television, and once introduced to the medium might move over into broadcast network buys.

Local cable advertising gets short shrift in the study, which cites estimates of its 1990 potential that range from \$500 million to \$1 billion. And that, it says, is likely to affect newspaper and radio revenues, not television station dollars.

CBS then reminds its readers that "broadcasters are not without their own new technological weapon"—teletext, which it says could generate \$1 billion in 1990 revenues. And a further "offsetting factor" CBS cites is that monies lost to cable will likely be replaced "with new dollars from new advertisers."

In a final portion of the study, CBS takes on three existing ad-supported networks—WTBS(TV) Atlanta, the Entertainment and Sports Programming Network and Cable

News Network. Ad investments in cable have so far "represented more of a hedge against the future than efficient television buys," CBS charges, proceeding to present its comparative analysis of the efficiency of those three cable networks against The CBS News's *Morning* wins.

Toward the end of the study, CBS says its television network "currently is sponsoring research designed to measure the advertising values delivered by these new cable contributors," and will distribute regular reports on the subject. □

Oversampling: extending the ratings reach

Although it is not widely known, stations may request rating services to place more diaries in selected areas; opinions on merits of practice are mixed

For a price, a broadcast station may request that additional diaries be placed within selected areas of its ADI during a ratings period. Oversampling, as the practice is known, has been used sparingly by broadcasters to date, perhaps because the industry is largely unaware of the option.

Sources indicate oversampling is most likely to be requested in medium-sized markets where tower sites of competing stations are located farther apart (as opposed to the clustering of towers often seen in large metro areas) and where stations may want to target specific areas, where their signal strengths are dominant, with added diaries.

And while at least one of the major rating services, Nielsen, defends the practice as one that can only improve the accuracy of ratings, oversampling in the 38th ranked Grand Rapids-Kalamazoo-Battle Creek, Mich., market has aroused the ire of at least one broadcaster there. Marvin Chauvin, vice president and general manager of WOTV(TV) Grand Rapids, says the practice "creates the impression, if not the reality, of tampering with the numbers" and allows a station, in effect, to buy higher ratings.

Chauvin said the ratings disparities between a survey using oversampled data and one using the standard number of diaries are sharpest for news programs which tend to generate "geographic loyalties." He said that during the February sweeps in his market, a competing station, WZZM-TV Grand Rapids, purchased from Arbitron 100 additional diary samples for five northern counties in the market where the station's signal strength is dominant. The station also placed an order with Nielsen for 150 additional diaries in six northern counties, he said, but Nielsen was unable to fill the order. The oversampled Arbitron survey tabulated a 13 rating for WZZM-TV during the late evening news period beginning at 11 p.m., Chauvin said, while the standard Nielsen survey awarded the station a 9 rating for the same period, a 44%

difference. During the noon newscast Arbitron gave the station a seven rating while Nielsen gave it a four, Chauvin said, adding that during the 6 p.m. evening news period the disparity was not as great, but was still one full rating point.

During that sweep period, Arbitron made an attempt to counterbalance the oversampling in the northern counties, said, Chauvin, by adding 457 diaries to the remaining portion of the market. However, 75 of those diaries were also placed in the northern counties, he said, thus nullifying the attempt to counterbalance the oversampling. He has formally requested that Arbitron withdraw its February survey of the Grand Rapids market. Arbitron declined to comment on the matter.

And while Arbitron has in the past expressed great doubts about the legitimacy of oversampling, Nielsen steadfastly insists the practice can only improve the accuracy of ratings. Roy Anderson, executive vice president for Nielsen's media research group, contends that the data derived from oversampled markets (or counties within markets) is just as valid "because each diary is worth less." As an example, he suggested a hypothetical six-county area containing 100,000 households to be surveyed with 100 samples for each county. "Each diary would be worth 1,000 households." If the sample were to be increased to 200 homes per county, he said, "each of those 200 diaries would be worth 500 households, thereby increasing accuracy [with] no creation of bias," he added.

And, according to George Lyons, president and general manager of WZZM-TV, that's why his station takes advantage of the oversampling option: "They're [Arbitron and Nielsen] not weighing the market properly. How can you tell how a whole county of 4,000 homes [is viewing] with five diaries?" He suggests the problem is compounded with a hyphenated market such as Grand Rapids-Kalamazoo-Battle Creek because of the different coverage patterns of the stations within such markets.

Oversampling helps to remedy the situation, he said, because "the more diaries you have, the more people you have filling them in," resulting in higher HUT (homes using television) levels. "It's to my advantage and not to the disadvantage of other stations," he maintained.

Gordon Anderson, vice president of administration and station manager of WZKO-TV Kalamazoo, said he was not opposed to the practice per se, but that oversampled data "should be [compiled] in a separate report and not lumped in with the main group of books. A single purchase by a customer should not be permitted to have an impact on the survey." As to Arbitron's attempt at counterbalancing requested oversamplings with additional diaries throughout the remainder of the market, Anderson sees that solution as "second best [and] fraught with dangers." A rating survey "ought to be above attack," he said, and spinning off oversampled data would help the rating companies achieve



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JWT restates earnings, fires Luisi

Time-banking scandal causes \$30 million to be refigured, up \$5.5 million from numbers reported earlier

The financial shortfall flowing from accounting irregularities within JWT Syndication (BROADCASTING, Feb. 8 et seq.) has grown with the announcement last week that pre-tax adjustments for the four-year period from 1978 through 1981 actually amounted to more than \$30 million.

That is \$5.5 million higher than the \$24.5 million reported preliminarily several weeks ago. In releasing audited results for 1981 and restated figures for 1978 through 1980, JWT Group, the parent company, said the final numbers were uncovered after two months of investigation.

Included in a large assortment of material issued by JWT was a brief reference to Marie Luisi, senior vice president and director of communications services for the agency, who directed syndication and spot TV buying. Thompson said that Luisi, who was suspended without pay from her post last February, has been dismissed, effective last Wednesday (March 31). Thompson said its investigation over the past two months led the agency to conclude that she was responsible for the improper activities and other improprieties.

Luisi has been in seclusion since her suspension. Her attorney, Ivan Fisher of New York, maintained that Luisi is "innocent" and said "we are considering legal action against Thompson."

Summarizing the financial impact of the irregularities, JWT said the pre-tax adjustments amounted to \$12,354,000 in 1981, \$8,066,000 in 1980, \$8,134,000 in 1979 and \$1,451,000 in 1978 for a total of \$30,005,000.

Thompson said there were three activities involved in the improprieties. The first was fictitious entries into the computer system to overstate syndication revenue and recoupment of program investments. This amounted, for the four years, to \$22,845,000 of the total pre-tax charges against earnings.

The second area involved fictitious entries covering certain client-financed syndication activity. The unit contracted to generate and utilize an agreed-upon amount of time bank and grant credits for shortfalls. Shortfalls did occur and credits were granted, the agency said, but their cost was not recorded as an expense when

incurred. JWT said this amounted to \$2,726,000 in pre-tax adjustments.

Apart from the syndication-related matters, JWT investigators found that in violation of company policy, some spot TV time was purchased without corresponding client commitment for the use of the time. This amounted to \$4,434,000 in pre-tax adjustments.

JWT stressed that these fictitious entries did not result in billings to clients. But the company said its special investigation revealed improper billings for spot TV time to two clients, who were advised immediately. Adjustments will be made in 1982 but the agency said they will not have any material impact on net income for this year.

Don Johnston, chairman and chief executive officer of the JWT Group, said "these one-time adjustments are behind us; they should not obscure the fact that J. Walter Thompson U.S.A. had a solid

operating performance last year."

Revenues of the JWT Group for 1981 climbed to \$407,523,000, as against \$349,496,000 in 1980 (restated from \$352,163,000). Net income dropped to \$7,106,000 from \$12,530,000 in 1980 (restated from \$16,771,000). Income per share fell to \$1.34 from \$2.56.

A Thompson spokesman said net income figures reflect pre-tax adjustments of \$12.4 million in 1981 and \$8.1 million in 1980, attributable to the irregularities in the syndication and spot-buying units.

In its announcement, Thompson noted that it has discontinued its general time bank activity, in which the bulk of the irregularities occurred. Henceforth Thompson will barter programs only on behalf of its clients and also will distribute on a cash basis. In addition, this function has been divorced from the media-buying operations and relocated in the entertainment division of JWT/U.S.A. □

Bottom Line

Taking over. Tymshare Inc. has acquired Multi-Point Communications Corp., which provides MDS Service in metropolitan Chicago. Multi-Point also owns and operates microwave transmission station which distributes Reuters Financial Information Services and provides Showtime pay cable service to Teleprompter. Tymshare, based in suburban San Jose, Calif., is largest MDS operator in U.S., through its Microband Corp. of America subsidiary. Terms were not announced. □

Republic's report. Republic Corp. reported net income of \$2.1 million, or 74 cents per share, for second quarter ended Jan. 31, 1982, compared with net income of \$3.5 million or \$1.21 per share, in corresponding period last year. Net sales were \$83.5 million versus \$74.8 million. Company attributed lower earnings in film and videotape division to "recessionary conditions." □

Cohu's mixed review. Cohu Inc., San Diego-based electronics manufacturer, has reported revenues for year ending Dec. 31, 1981, of \$25.4 million, compared with \$24.8 million for preceding year, yielding net income of \$1.2 million or 70 cents per share versus \$1.3 million or 80 cents per share in 1980. Company reports "television camera sales and earnings reached record levels in 1981," with income decline attributed to sale of land in 1980. □

M-H buy. Maclean-Hunter Ltd., Canadian-based cable MSO, has purchased assets of system under construction in Waterford Township, Mich., from Michigan Cablevision, joint venture between ATC and local Lakeside Cablevision, for approximately \$2.5 million. In light of its approval of transfer of assets, township also granted Maclean-Hunter franchise for 24,000-home area, initially given to Michigan Cablevision. So far, 59 miles of proposed 360 miles of plant have been constructed, with operations expected to commence in August. System is expected to be completed within 13 to 14 months. □

Another step. Columbia Pictures Industries and Coca-Cola Co. have signed definitive agreement for Coke's acquisition of producer. Terms are 1.2 million shares of Coke common plus \$32.625 for each Columbia share, making deal worth about \$725 million. Agreement will be submitted to shareholders of each company for approval. □

Nielsen payout upped. A.C. Nielsen Co. has increased quarterly dividend from 26 cents per share to 28 cents. Dividend is payable May 1 to holders of record April 12. □

Lorimar notes. Lorimar says it plans to offer three issues of senior subordinated notes, each worth \$10 million. Notes are to be due April 15 in years 1985, 1986 and 1987. □

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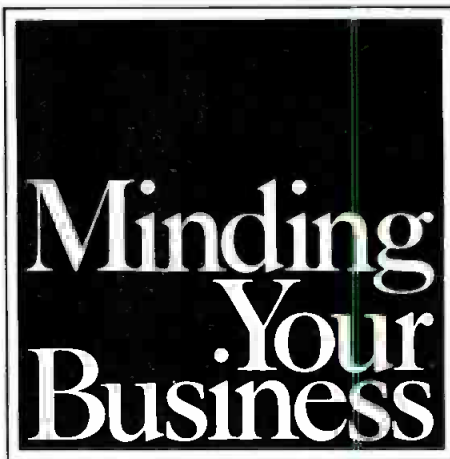
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Tracking spot TV

Annual TVB survey shows investments in national and regional topped \$2.8 billion in 1981; P&G still on top

National and regional spot television climbed by 14% in 1981 to \$2,864,644,-100, according to the Television Bureau of Advertising.

Citing figures compiled by Broadcast Advertisers Reports, TVB said the largest product classification in spot TV last year was food and food products with estimated expenditures of \$580.8 million, up from \$507.4 million in 1980. In second place was automotive advertising with \$276.8 million, as against \$223.5 million in 1980.

By dayparts, nighttime headed the spending in regional and spot TV, with \$865,855,200, up from \$757,645,200 in 1980, followed by early evening, \$735,887,800, up from \$650,351,200 in 1980; daytime, \$643,185,200, up from \$572,394,000 and late night, \$601,715,900, up from \$515,642,500.

The top 100 advertisers and their 1981 expenditures follow:

Spot TV's top 100

1. Procter & Gamble	\$128,355,800
2. General Foods	84,045,000
3. AT&T	56,496,900
4. General Mills	52,394,100
5. Coca-Cola	47,746,100
6. Pepsico	46,022,400
7. Dart & Kraft	44,081,300
8. Lever Brothers	42,950,300
9. American Home Products	40,381,500
10. Toyota Motor Distributors	38,616,600
11. Mars	32,220,200
12. R.J. Reynolds	30,606,000
13. Warner-Lambert	29,788,300
14. Nesfood	27,242,600
15. Time	27,209,900
16. ITT	26,734,500
17. Anheuser-Busch	26,203,800
18. Revlon	23,375,300
19. A.H. Robins	22,757,300
20. Ford	22,477,300
21. Colgate-Palmolive	22,182,200
22. Consolidated Foods	20,945,800
23. American Motors	20,179,100
24. Philip Morris	20,007,300
25. Nissan Motor Corp.	20,006,600
26. Nabisco Brands	19,999,900
27. Chrysler	18,996,900
28. Kellogg	17,276,800
29. UAL	16,728,100
30. Adolph Coors	16,383,700
31. H.J. Heinz	15,857,600
32. Milton Bradley	15,188,800
33. Beatrice Foods	14,964,000
34. Triangle Publications	14,858,200
35. Richardson-Vicks	14,818,200
36. Norton Simon	14,708,300
37. Quaker Oats	14,451,800
38. General Motors	13,940,600
39. Heublein	13,869,500
40. Wm. Wrigley Jr.	13,661,500
41. Volkswagen	13,140,000
42. CPC International	13,079,900
43. Kimberly Clark	12,941,400
44. Estee Lauder	12,858,400

Shopping by satellite. That's name of new cable service to be co-production of Metromedia and Comp-U-Card. It's to be two-hour daily magazine style series, offered free to cable operators, starting in fall. Revenues are to come from mix of advertising dollars and membership dues viewers would pay Comp-U-Card if they want to order merchandise appearing on service. Transponder time hasn't yet been secured, but production facility—Metrotape West—is set. (Comp-U-Card last summer ran limited market test of similar six-hour series, "The Shopping Channel," jointly with Times Mirror)

45. Datsun Dealers	12,691,000	74. Gillette	8,593,600
46. Standard Oil of Indiana	11,792,100	75. Olympia Brewing	8,503,800
47. Jordache Enterprises	11,742,000	76. American Express	8,453,500
48. Campbell Soup	11,540,500	77. Esmark	8,453,200
49. Gulf Oil	11,530,300	78. Buick-Opel Dealers	8,322,100
50. Bristol Myers	11,515,100	79. Ralston Purina	8,218,200
		80. Chesebrough Ponds	8,180,800
51. Pillsbury	11,457,400	81. Squibb	7,934,500
52. Royal Crown Cola	11,331,000	82. Brown-Forman Distillers	7,918,200
53. American Dairy Association	11,312,500	83. General Electric	7,770,500
54. Scott Paper	11,265,300	84. Shell Oil	7,746,000
55. Standard Oil of Calif.	10,900,100	85. Goodyear Tire & Rubber	7,568,000
56. Mattel	10,829,400	86. Toyota Dealers	7,522,100
57. Jos. Schlitz Brewing	10,734,300	87. Morton-Norwich	7,018,300
58. American Airlines	10,418,200	88. Ford Dealers	6,912,400
59. Alberto Culver	10,291,600	89. Clorox	6,813,400
60. Mobil Corp.	10,285,900	90. Hershey Foods	6,755,000
61. K-Tel International	9,960,600	91. Schering-Plough	6,661,500
62. MCI Communications	9,938,000	92. Coleco Industries	6,661,300
63. American Cyanamid	9,812,200	93. Capitol Holding Corp.	6,438,900
64. Hasbro Industries	9,415,300	94. Texas Instruments	6,405,800
65. Trans World	9,344,600	95. Seagrams	6,391,200
66. Warner Communications	9,258,100	96. Exxon	6,245,700
67. Jeffrey Martin	9,088,500	97. Chevrolet Dealers	6,233,800
68. Sterling Drug	9,030,400	98. Ronco Teleproducts	6,232,900
69. Pabst Brewing	8,961,900	99. Vertronix	6,199,300
70. Stroh Brewing	8,837,000	100. Foremost-McKesson	6,111,300
71. G. Heileman Brewing	8,670,200		
72. Colonial Penn Group	8,620,400		
73. Cadbury Schweppes	8,600,400		

Note: Investments classified as local retail by BAR (i.e., General Foods/Burger Chef, Sears, Roebuck & Co., American Express/Shearson), are not included in the above.

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Stock Index

Exchange and Company	Closing Wed. Mar 31	Closing Wed. Mar 24	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	33 1/2	32 1/2	+1	+ 3.07	7	945
N Capital Cities	71 5/8	70 3/4	+ 7/8	+ 1.23	12	932
N CBS	40 1/4	40 1/4			6	1,124
N Cox	33 1/4	31 7/8	+1 3/8	+ 4.31	17	974
A Gross Telecasting	24	24 1/4	- 1/4	- 1.03	6	19
O LIN	20 3/4	21	- 1/4	- 1.19	12	212
N Metromedia	184	173 1/2	+10 1/2	+ 6.05	14	731
O Mooney	4	4			7	2
O Scripps-Howard	16 3/4	17	- 1/4	- 1.47	10	172
N Storer	29 7/8	27 1/2	+2 3/8	+ 8.63	17	474
N Taft	29 3/8	29	+ 3/8	+ 1.29	9	280
O United Television	8 3/4	7 3/4	+1	+12.90	14	105

Exchange and Company	Closing Wed. Mar 31	Closing Wed. Mar 24	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	22 3/8	21 5/8	+ 3/4	+ 3.46	17	87
O Affiliated Pubs.	25 1/2	25 3/8	+ 1/8	+ .49	9	132
A A.H. Belo	18 3/4	18 7/8	- 1/8	- .66	7	172
N American Family	7 5/8	7 7/8	- 1/4	- 3.17	6	102
N John Blair	25 1/2	25 1/4	+ 1/4	+ .99	8	95
N Charter Co.	7	6 7/8	+ 1/8	+ 1.81	10	151
N Chris-Craft	35 1/2	34 7/8	+ 5/8	+ 1.79	10	89
N Cowles	33	30 3/8	+2 5/8	+ 8.64	21	130
N Dun & Bradstreet	60 5/8	61 1/8	- 1/2	- .81	15	1,700
N Fairchild Ind.	12 7/8	12 5/8	+ 1/4	+ 1.98	4	166
N Gannett Co.	34	31 3/4	+2 1/4	+ 7.08	11	1,803
N General Tire	18 3/4	19 1/4	- 1/2	- 2.59	5	433
O Gray Commun.	34	34			7	16
N Gulf United	18	17 3/8	+ 5/8	+ 3.59	6	482
N Harte-Hanks	27 5/8	27 3/4	- 1/8	- .45	11	268
O Heritage-Commun.	8 3/8	8 1/2	- 1/8	- 1.47	28	60
N Insilco Corp.	14 7/8	15 1/4	- 3/8	- 2.45	6	212
N Jefferson-Pilot	25 3/4	26 3/8	- 5/8	- 2.36	6	562
O Josephson Intl.	7 3/4	7	+ 3/4	+10.71	7	31
N Knight-Ridder	29	28	+1	+ 3.57	9	930
N Lee Enterprises	25 3/8	24 3/4	+ 5/8	+ 2.52	9	176
N Liberty	13 3/4	13 5/8	+ 1/8	+ .91	6	175
N McGraw-Hill	50	49 1/2	+ 1/2	+ 1.01	13	1,241
A Media General	36 1/4	35 7/8	+ 3/8	+ 1.04	9	256
N Meredith	55 1/8	56 1/4	-1 1/8	- 2.00	7	175
O Multimedia	31	31 1/4	- 1/4	- .80	13	314
A New York Times Co.	35	34 3/8	+ 5/8	+ 1.81	9	433
N Outlet Co.	36	36 1/4	- 1/4	- .68	106	95
A Post Corp.	25	25 1/4	- 1/4	- .99	15	45
N Rollins	14 3/8	13 1/2	+ 7/8	+ 6.48	9	395
N San Juan Racing	22 1/8	22 1/8				95
N Schering-Plough	29 5/8	28 1/8	+1 1/2	+ 5.33	9	1,575
N Signal Cos.	20	20 3/4	- 3/4	- 3.61	6	1,444
O Stauffer Commun.	44	44			11	44
A Tech Operations	17 1/2	16 3/8	+1 1/8	+ 6.87	8	18
N Times Mirror Co.	43 1/4	42 1/2	+ 3/4	+ 1.76	10	1,476
O Turner Bcstg.	8 1/2	8 1/2			10	173
A Washington Post	30 1/4	29 1/4	+1	+ 3.41	14	425
N Wometco	24 7/8	24 1/4	+ 5/8	+ 2.57	14	334

Exchange and Company	Closing Wed. Mar 31	Closing Wed. Mar 24	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
CABLE						
A Acton Corp.	6 3/4	7 3/8	- 5/8	- 8.47	9	32
N American Express	47	48 1/2	-1 1/2	- 3.09	8	4,305
O Burnup & Sims	10 1/4	9 7/8	+ 3/8	+ 3.79	10	88
O Comcast	18 1/2	19 1/4	- 3/4	- 3.89	18	82
N General Instrument	34 3/4	34 3/8	+ 3/8	+ 1.09	12	1,066
O Rogers Cablesystems	6 7/8	6 7/8			57	132
O Tele-Communications	17 5/8	18	- 3/8	- 2.08	43	492
N Timeprompter	37 1/2	37 1/2			30	638
N Time Inc.	35 3/4	35 7/8	- 1/8	- .34	13	1,728
O Tocom	8 3/4	9	- 1/4	- 2.77	14	43
N United Cable TV	22	22 3/8	- 3/8	- 1.67	20	239
N Viacom	26 1/4	25 1/4	+1	+ 3.96	16	296

Exchange and Company	Closing Wed. Mar 31	Closing Wed. Mar 24	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Intl.	1 5/8	1 5/8			13	8
N Columbia Pictures	67 1/4	67 7/8	- 5/8	- .92	16	560
N Disney	53	51 7/8	+1 1/8	+ 2.16	14	1,718
N Dow Jones & Co.	46 3/8	46 1/2	- 1/8	- .26	19	1,456
N Filmways	5 1/8	4 3/4	+ 3/8	+ 7.89	1	29
O Four Star	2 1/4	2 1/8	+ 1/8	+ 5.88	13	1
N Getty Oil Corp.	44 1/8	45 3/4	-1 5/8	- 3.55	4	3,625
N Gulf + Western	15	15			4	1,136
N MCA	51 3/4	48 3/8	+3 3/8	+ 6.97	12	1,233
N MGM Film	6	6 1/8	- 1/8	- 2.04	6	298
O Reeves Commun.	28	29 3/4	-1 3/4	- 5.88	14	207
O Telepictures	7 1/4	6 1/8	+1 1/8	+18.36	14	33
O Video Corp. of Amer.	5 1/8	5 1/8			13	8
N Warner	55 1/4	56 1/2	-1 1/4	- 2.21	18	3,387
A Wrather	25 3/4	22 1/2	+3 1/4	+14.44	20	59

Exchange and Company	Closing Wed. Mar 31	Closing Wed. Mar 24	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
SERVICE						
O BBDO Inc.	40 3/4	40 3/4			8	108
O Compact Video	5 3/8	6 1/2	-1 1/8	-17.30	9	17
N Comsat	58 3/4	56 1/4	+2 1/2	+ 4.44	15	470
O Doyle Dane Bernbach	14 1/2	15 1/4	- 3/4	- 4.91	8	80
N Foote Cone & Belding	29 7/8	30 1/2	- 5/8	- 2.04	8	80
O Grey Advertising	65	65			6	37
N Interpublic Group	28 1/4	27 5/8	+ 5/8	+ 2.26	8	130
N JWT Group	17 3/4	19 1/2	-1 3/4	- 8.97	13	92
O MCI Communications	32 1/8	31 7/8	+ 1/4	+ .78	52	1,525
A Movielab	2 1/2	2 1/2			25	4
O A.C. Nielsen	45	44 1/8	+ 7/8	+ 1.98	14	505
O Ogilvy & Mather	30 1/4	29	+1 1/4	+ 4.31	9	129
O Telemation	2 3/4	2 5/8	+ 1/8	+ 4.76	16	2
O TPC Communications	1 1/2	1 3/4	- 1/4	- 14.28	2	1
O Unitel Video	7 1/2	7 1/2			14	3
N Western Union	30 1/2	30 5/8	- 1/8	- .40	14	484

Exchange and Company	Closing Wed. Mar 31	Closing Wed. Mar 24	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
O AEL	10	10 1/4	- 1/4	- 2.43	4	19
N Arvin Industries	13 5/8	13 3/8	+ 1/4	+ 1.86	6	93
O C-Cor Electronics	18 1/2	18 1/4	+ 1/4	+ 1.36	15	55
O Cable TV Industries	7 3/4	7 3/4			9	23
A Cetec	4 1/4	4	+ 1/4	+ 6.25	8	9
O Chyron	16 1/2	16 1/4	+ 1/4	+ 1.53	15	43
A Cohu	4 1/2	4 3/4	- 1/4	- 5.26	6	7
N Conrac	23	23			14	49
N Eastman Kodak	72 3/4	71 5/8	+1 1/8	+ 1.57	9	11,741
O Elec Missile & Comm.	19 1/4	18	+1 1/4	+ 6.94	77	53
N General Electric	63 3/8	61 3/8	+2	+ 3.25	9	14,440
N Harris Corp.	28 7/8	30 1/8	-1 1/4	- 4.14	10	902
O Microdyne	12 1/2	11 1/2	+1	+ 8.69	14	56
N M/A Com. Inc.	21 5/8	20 3/8	+1 1/4	+ 6.13	21	825
N 3M	54 1/4	54	+ 1/4	+ .46	11	6,359
O Motorola	57 1/8	56 5/8	+ 1/2	+ .88	10	1,802
O Nippon Electric	68 7/8	75 3/8	-6 1/2	- 8.62	26	2,660
N N. American Philips	34	34 1/2	- 1/2	- 1.44	6	463
N Oak Industries	25 3/8	26 3/4	-1 3/8	- 5.14	12	360
A Orrox Corp.	7 7/8	7 5/8	+ 1/4	+ 3.27	28	14
N RCA	20 1/8	20 1/2	- 3/8	- 1.82	11	1,517
N Rockwell Intl.	26	27 1/2	-1 1/2	- 5.45	7	1,973
A RSC Industries	4 5/8	4 1/2	+ 1/8	+ 2.77	66	11
N Scientific-Atlanta	18 5/8	18 7/8	- 1/4	- 1.32	19	397
N Sony Corp.	13 1/2	13 3/4	- 1/4	- 1.81	11	2,910
N Tektronix	48	48 5/8	- 5/8	- 1.28	11	894
O Telemet (Geotel Inc.)	1 3/4	1 3/8	+ 3/8	+27.27		5
A Texscan	13 7/8	14 7/8	-1	- 6.72	19	63
N Varian Associates	31 5/8	31	+ 5/8	+ 2.01	24	251
N Westinghouse	24 1/8	23 3/4	+ 3/8	+ 1.57	5	2,054
N Zenlth	14 3/8	12	+2 3/8	+19.79	13	97

Standard & Poor's 400 Industrial Average 124.49 125.40 - .91

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.

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Producer pulls final episode of 'Middletown'

'Seventeen,' on controversial subjects, is withdrawn from series

The final episode of the *PBS Middletown* series, "Seventeen," which caused much commotion, has been removed from the Public Broadcasting Service's programming schedule.

PBS announced last week that Peter Davis, producer of the six-part series that chronicles the lives of several Muncie, Ind., residents, "has withdrawn" the final episode. Davis's decision was a result of several discussions with PBS, which asked him to make "certain changes in the program in light of questions raised by several minors concerning their participation in the program," according to a PBS memo.

The memo said Davis preferred to "keep the program intact," rather than edit it. Davis would not comment any further than to say that the memo,

"speaks for itself." PBS now says it will announce a replacement program shortly for the April 28 episode. A discussion program is planned as a follow-up to the series, scheduled tentatively for May 3.

Middletown, which premiered Wednesday, March 24, generated a good deal of publicity before it aired (BROADCASTING, March 29). Controversy in particular developed over "Seventeen." The episode focuses on high school seniors and was labeled as containing offensive language. PBS has asked Davis to edit four-and-one-half minutes of the episode where a male student is bragging explicitly about his sexual exploits, and he complied.

Other complaints about "Seventeen" were raised by Xerox, one of the series underwriters, which saw the segment and decided not to promote the series as originally intended. PBS officials, however, say they don't know whether Xerox will change its position now that "Seventeen" has been removed.

PBS officials said they could not comment on details of the questions raised by the minors appearing in the segment. Representatives from the Muncie school

system met with PBS officials in March to discuss that final episode (BROADCASTING, March 22). □

ABC pursues affiliate in Columbia, Mo.

ABC-TV let it be known last week that, though it hadn't acquired a major new affiliate in months, it was still in the market for acquisitions. The network and the University of Missouri announced that they would begin negotiations looking to a switch of affiliation for the university's KOMU-TV Columbia from NBC to ABC.

That "begin negotiations," ABC sources said, was largely a technicality. They said they had no doubt it would lead to an agreement to switch. The agreement, when reached, would be subject to approval by the university's chancellor, president and board of curators, but that, too, apparently was considered a technicality.

KOMU-TV, a commercial station, is closely identified with the Columbia University School of Journalism, long regarded as one of the nation's most prestigious journalism schools.

The station is on channel 8 and has been exclusively an NBC affiliate since 1971. The present ABC affiliate there, KCBJ-TV, is on channel 17. The CBS outlet in the market is KRCG-TV Jefferson City, Mo., on channel 13. □

Monitor

Warner-Spelling pact. Warner Bros. Television Distribution has new "long-term" deal with producer Aaron Spelling for worldwide syndication rights to all his future TV properties. Spelling, who produces under exclusive contract to ABC-TV, uses various distributors for his current shows in syndication. □

Howard awards. WTHR-TV Indianapolis will be first-prize recipient of annual Roy W. Howard Public Service Award to be presented at April 7 luncheon at Westin hotel in Cincinnati. WTHR will receive \$2,500 prize and medallion plaque for its program, *Klan*. Two runners-up will receive \$1,000 each—WBBM-TV Chicago for *Watching the Watchdog* and WOR(AM) New York for special, *Goodbye Lucy*. □

Bowing out. Long-running comedy series, *M*A*S*H*, produced by 20th Century-Fox Television for airing on CBS-TV, will conclude first-run production in middle of 1982-83 season. Reported agreement between CBS and Fox calls for series to film 16 segments for next season. □

Saying goodbye. *Barney Miller*, ABC-TV comedy series produced by Four D Productions, will not return to network next season, according to show's producers. Program, which is in its eighth year, briefly announced shut-down for current season last spring, but decision was overruled by ABC. □

Prime target. *Fridays*, ABC-TV's late-night comedy series, will move from current midnight Friday starting time (NYT) to 9 p.m. same night in special broadcast April 23. According to show spokesman, *Fridays* is being considered for permanent berth in 9-10 p.m. slot beginning next fall. Future of show has been unclear since ABC announced plans to expand news programming between 11:30 p.m. and 1 a.m. □

Looking back. *The American Diary* is package of 26 one-hour television episodes produced by American National Enterprises (ANE) with Americom International and Berkshire Productions. Series, hosted by E.G. Marshall, explores social, political, economic and technological events that shaped America over last century. ANE currently is offering series to American and Canadian television markets, with programming scheduled for fall. □

Health Network sets the date

June 30 is launch day for new Viacom cable service; it will be delivered over Satcom III-R

The Viacom-backed Cable Health Network is scheduled for launch on June 30, Jeffrey Reiss, CHN's president and chief executive officer, announced last week at a press conference in New York.

Don Andersson, CHN's vice president, affiliate relations, noted that as of March 31, cable systems with a combined subscribership of 1.6 million had signed up for the service. He also said the network expected to meet and perhaps even surpass its goal of reaching 4 million cable subscribers by the June 30 launch date.

The CHN signal will be beamed to cable systems over Satcom III-R, transponder 17. Viacom, the rights holder of record for that transponder, has been subleasing it to resale carrier Eastern Microwave, which has been using it to distribute the signal of WOR-TV New York to cable operators nationwide on a full-time basis. Reiss noted

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that the superstation has been given notice to vacate the transponder no later than June 30. At press time, WOR-TV had not lined up an alternative means of distribution.

Loreen Arbus, vice president in charge of programming for the network, noted that 25 daily or weekly series of either a half-hour or hour duration are ready for launch. She also said that the network would be producing about 80% of all the CHN programming, while the remaining 20% would be acquired from outside sources. Over the last month, she said CHN has received more than 700 submissions of programming ideas.

Specific program titles will be announced in May at the National Cable Television Association convention in Las Vegas.

CHN will run 10 minutes of commercial time per hour, eight minutes of national advertising, with two minutes going to the local operator. If the operator so desires, CHN will also sell the two local minutes, sharing the revenues.

CHN also announced the appointment of Dr. Tom Rockwell as the network's medical director. He will work with CHN's broadcast standards and practices department on a code of standards for both programming and commercials and will be responsible for communications between the network and professional and lay associations and organizations in the fields of health and science. Rockwell is currently an associate clinical professor in the department of medicine at UCLA and a staff physician at Harbor General Hospital in Los Angeles.

More Donahue? ABC wants Phil Donahue. CBS wants Donahue. NBC wants Donahue. Walter Bartlett, president of Multimedia Broadcasting, which has Donahue, said last week that all three networks have indicated interest in getting the host of the syndicated *Donahue Show* and that he's met "intensely" with all three over the past three months and off and on over the past couple of years. In the latest evidence of interest to surface, ABC News confirmed last week that it would like to have Donahue do segments, before a live audience, for use in the as yet untitled midnight-to-1 a.m. news hour it plans to launch on ABC-TV next fall (BROADCASTING, March 22). NBC currently has Donahue doing four weekly segments on its *Today* show, but that contract expires this spring. Multimedia's Bartlett noted that the five-a-week *Donahue* syndicated hour is "tremendously successful" and leaves its host "only limited" time and energy for other broadcast endeavors. "We don't need a network," he said, indicating that any pressure for a deal will have to come from the other side of the bargaining table. Multimedia's contract with Donahue, he said, has "several years" to run.

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Ratings Roundup

For the second week in a row, ABC-TV and CBS-TV ran almost neck-and-neck in the prime time ratings race.

During the week ended March 28, only two-tenths of a rating point separated the two networks. This time victory went to ABC with an 18.0 rating and 29 share to CBS's 17.9/29. A week earlier, CBS was the winner by one-tenth of a point: 18.0/29 to 17.9/29. Both times, NBC-TV was a distant third with a 14.0/23 (through March 28) and 14.6/24 (through March 21).

With only about a month left before the networks announce their 1982-83 lineups, ABC and CBS continued to give trial runs to new series. Both of ABC's new half-hour entries that week brought strong numbers. The *Happy Days* spin-off, *Joanie Loves Chachi*, scored an impressive 26.6/40, better than its *Happy Days* (22.6/35) lead-in and *Three's Company* (25.2/38) lead-out on Tuesday; it was the second-highest scorer of the week after a 28.0/46 for CBS's *Dallas*. ABC's *9 to 5* also received a solid sampling with a 21.3/33; that was sandwiched between *Bosom Buddies* (11.9/19) and *Taxi* (15.7/25) on Thursday.

Also of ratings note was ABC's decision to count network news specials in the overall prime time averages. Last April ABC began excluding them, claiming that the generally lower scoring news specials shouldn't be lumped in with regular entertainment programs. Last week, a year later, ABC ended that policy, explaining that the other networks didn't follow suit and it therefore was causing ratings confusion.

The First 20

1.	<i>Dallas</i>	CBS	28.0/46
2.	<i>Joanie Loves Chachi</i> (premiere)	ABC	26.6/40
3.	<i>60 Minutes</i>	CBS	26.0/43
4.	<i>Three's Company</i>	ABC	25.2/38
5.	<i>Too Close For Comfort</i>	ABC	24.5/37
6.	<i>Jeffersons</i>	CBS	23.8/37
7.	<i>Dynasty</i>	ABC	23.7/42
8.	<i>Magnum, P.I.</i>	CBS	23.7/37
9.	<i>Hart to Hart</i>	ABC	23.5/39
10.	<i>M*A*S*H</i>	CBS	23.5/36
11.	<i>Dukes of Hazzard</i>	CBS	23.0/37
12.	<i>Happy Days</i>	ABC	22.6/35
13.	<i>Alice</i>	CBS	21.7/33
14.	<i>9 to 5</i> (premiere)	ABC	21.3/33
15.	<i>Fall Guy</i>	ABC	20.8/33
16.	<i>House Calls</i>	CBS	20.2/32
17.	<i>One Day At A Time</i>	CBS	20.2/31
18.	<i>Trapper John, M.D.</i>	CBS	19.8/34
19.	"The Wizard Of Oz"	CBS	19.8/33
20.	<i>Fantasy Island</i>	ABC	19.6/37

The Final Five

65.	<i>Baker's Dozen</i>	CBS	9.1/15
66.	<i>NBC Magazine</i>	NBC	6.9/14
67.	<i>Shannon</i>	CBS	7.6/14
68.	<i>NBC Friday Night Movie—"Magic"</i>	NBC	7.0/12
69.	<i>CBS Reports "Pablo Picasso"</i>	CBS	6.5/12

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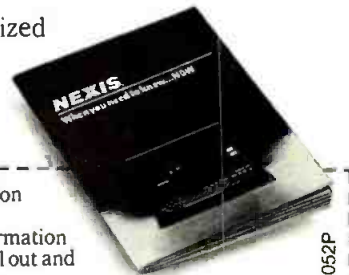
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FCC urges Supreme Court to reject WNAC-TV case

It says RKO's lack of candor is reason enough to turn down review of appeal court's decision that upheld commission denial of renewal

The FCC has no quarrel with the decision of the U.S. Court of Appeals in Washington in affirming the denial of license renewal for RKO General Inc.'s WNAC-TV Boston on only one of the three grounds cited by the commission—lack of candor. The commission notes it held that any of the grounds warranted denial of renewal. And “the persistent lack of candor” the commission says it pointed out in its decision was the wrongdoing “perhaps of greatest importance.”

The commission made that argument last week in urging the Supreme Court to deny RKO's petition for review of the appeals court decision upholding the commission's action in the WNAC-TV case.

The candor issue involved RKO's failure to disclose facts it was said to know regarding the wrongdoing of its parent, General Tire & Rubber Co. In fact, RKO is said to have withheld facts that were inconsistent with its assertion that the charges regarding General Tire that had been made by a competing applicant for the channel 7 facility were without foundation.

RKO, in seeking Supreme Court review, had held that in affirming the decision on only one of three grounds, the appeals court had departed from the commission's rationale and, thus, was obliged to remand the case. But the commission said the appellate court “reasonably concluded” that the lack-of-candor finding constituted an independent ground for nonrenewal. “No purpose would be served by remanding the case to permit the commission to state once more what it already has made clear in this and subsequent decisions,” it said.

The commission also responded to two other RKO arguments made in connection with the candor issue—that the finding amounted to a new disclosure standard with which RKO could not have known it was bound to comply and that the finding was made without the notice and hearing to which RKO was entitled.

As for the first point, the commission said that existing case law and commission regulations “made it clear that an applicant has an obligation to be truthful and forthcoming in its representations to the commission and that this duty may be violated by deliberate omission or by withholding of relevant facts.” The commission added that the “failure to report

known facts” occurred in connection with a response to detailed allegations regarding specific kinds of illegal conduct on the part of General Tire.

As for the lack of notice and hearing, the commission said that RKO was put on notice when Community Broadcasting of Boston, the applicant who had originally raised the charges against General Tire, alleged that the matters admitted in July 1977 by a General Tire committee looking into the alleged wrongdoing demonstrated a lack of candor on the part of RKO that warranted its disqualification. RKO's response was to assert that its pleading, in January 1976, asserting that Community's charges against General Tire were groundless could be regarded as a proper procedural device. RKO had also said it was entitled to withhold information it knew concerning Community's charges. RKO had ended its response by asserting that there was no need to reopen the record and that none of the facts were “in dispute.”

The commission contends that “the undisputed documentary evidence” before it provided a sufficient basis for resolving the question of whether RKO had demonstrated a lack of candor “by concealing certain material facts.” Thus, the due process clause of the Constitution does not require an evidentiary hearing. And “because of the unusual circumstances of this case,” it added, the commission's rules

Wirth turned away. Representative Tim Wirth (D-Colo.) was rebuffed last week in his attempts to meet with representatives of the Communications Workers of America. Wirth, who is the author of the common carrier bill, H.R. 5158, had asked if he could address the group, which is adamantly opposed to the legislation. (CWA was holding a political and legislative conference in Washington.) However, CWA members were in no mood for debate and turned down his offer. According to CWA president, Glenn Watts, a debate is what members would have got: “If Congressman Wirth does address this group, I can promise there will be a debate, because I intend to debate every issue of the bill with him.” Watts pointed out that the conference was on a tight schedule with other events already planned. Watts maintained that although CWA disagrees with Wirth on the bill, it is “not after him.” He noted that in the past the union has agreed with Wirth on many issues.

“did not require reopening of the proceeding for an evidentiary hearing.”

Thus, the commission says, there is “no basis for RKO's speculation that the court of appeals' decision will encourage administrative agencies to disregard parties' rights to notice and hearing . . .”

The commission's position was generally supported by New England Television Corp., which was formed from a merger of Community and another former applicant, The Dudley Station Corp., and which has received a conditional grant to take over the channel 7 facility.

NETV contends not only that the appeals court's decision was correct but also that it was “extraordinarily narrow and limited to the particular situation” before the court. Thus, NETV says, in urging the high court to deny review, “it is absurd to suggest”—as RKO does in its petition—“that the decision below will have widespread application to the conduct of administrative proceedings before the FCC and other administrative proceedings.”

NETV contended “there could hardly be a clearer case than this one for the application of the rule that a decision must have wide-ranging significance and effect before it is entitled to this court's plenary review.” □

President withdraws Adkinson nomination

Washington attorney, in face of vote denying him nomination, asks to be dropped from consideration

The controversial nomination of Washington attorney F. Keith Adkinson to the Federal Trade Commission was withdrawn by the White House last Monday (March 29) in the face of insufficient Senate support. Adkinson, in a letter sent March 26 to President Reagan, asked that his nomination be withdrawn.

“There is not enough support for my nomination among members of the Senate Commerce Committee for the nomination to be favorably reported,” Adkinson said in the letter. He said he did not want to cause further delays in the nomination process, adding that it was in the administration's “best interest to fill the vacancy at the earliest possible date.”

Adkinson, a corporate attorney with the Washington law firm of Seyfarth, Shaw, Fairweather & Geraldson, faced opposition from the start. He was nominated for a Democratic seat on the commission in June 1981. The nomination, however, was returned by the committee last year after charges that Adkinson lied during testimony. The White House, despite the opposition, proceeded with the nomina-

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tion (BROADCASTING, Feb. 15). A vote was scheduled for last Monday, but according to committee sources, at least nine of the 17-member committee were prepared to reject the nomination.

And in his letter to Reagan, Adkinson said he had no "desire to engage in a fight, which might result in failure, which could be unfairly counted against your administration." But Adkinson added: "It goes against my nature to run from a fight when I believe the position I am fighting to defend is right."

Controversy centered on Adkinson's activities while on the staff of the Senate Permanent Investigations Subcommittee from 1974 through 1979. Questions were raised about the propriety of Adkinson signing a book contract with a subcommittee witness (BROADCASTING, Nov. 23, 1981). Senator Howard Cannon (D-Nev.), ranking minority member, charged that Adkinson had lied in testimony about those activities. Adkinson denied Cannon's allegations and asked for an apology.

In addition, another sensitive issue surrounding his nomination concerned Adkinson's party affiliation. He was to fill a vacancy left by Democrat Robert Pitofsky, who resigned in April. Adkinson had served as executive director of Democrats for Reagan during the 1980 campaign and caused committee Democrats to doubt his affiliation.

White House officials say a new name will be submitted to the committee, but did not say when. □

Copyright: the nit and grit of H.R. 5949

BROADCASTING takes a blow-by-blow look at the Kastenmeier bill

The copyright bill passed by the House Judiciary Committee last week would change the way cable systems handle retransmission of distant broadcast signals, but it would not change the rates at which they pay for the right to retransmit. It represents a compromise for cable operators who faced the real possibility of a subcommittee bill that would have abolished compulsory licensing altogether (BROADCASTING, Nov. 2, 1981). It also represents a compromise for broadcasters, who had initially argued for full copyright liability for cable systems, but in exchange for relinquishing that goal, could obtain codification of rules—destined, they say, for elimination at the FCC—requiring cable systems to carry free of charge the signals of most local broadcasters.

Under the Kastenmeier bill (H.R. 5949) a cable system could retransmit a distant broadcast signal as long as it did not change the signal in any way. The cable system would have to delete, however, any program for which a local broadcaster had bought exclusive rights, if it receives notice of those rights from the broadcaster.

A broadcaster could protect any series program under the Kastenmeier bill, which reinstates the FCC's now eliminated syndicated exclusivity rules, but it could protect only a limited number of feature films. Independent stations could protect "no more than 300 feature film titles in any quarter of a calendar year" and could assert exclusively to a particular film title "in no more than two quarters per calendar year."

Network affiliates could assert exclusivity to only 100 feature film titles in any quarter and like the independents, could not assert exclusivity for a single title more than twice a year.

Cable systems with 3,000 or fewer subscribers would be exempt from the syndicated exclusivity provisions in Kastenmeier's bill. Also exempt would be cable systems "located outside of all TV markets" as of Nov. 1, 1981, and systems that receive a special waiver from the FCC because the market into which they import a signal overlaps another market where exclusive rights have been purchased by a local broadcaster. Signals imported into a market prior to March 31, 1972, would not be subject to syndicated exclusivity provisions.

The FCC would be required under the bill to develop rules for notification by broadcasters of exclusivity rights.

The syndicated exclusivity provisions in Kastenmeier's bill would not go into effect as soon as the bill became law, but would be subject to a staggered transition period. Cable systems in the top 50 TV markets would be subject to the provisions six months after enactment. Those in markets 51 through 100 would be subject one year

after enactment and all other systems (except those with 3,000 or fewer subscribers) would be subject two years after enactment.

In addition, the retransmission of a broadcast signal would not be subject to syndicated exclusivity provisions if the primary transmitter of that signal obtained the rights to its programs prior to enactment of the bill and if that primary transmitter provides a cable system written permission to retransmit its programming. This amendment is meant to protect the right of cable systems to import WTBS(TV) Atlanta, which negotiates for programming on the grounds that it will be retransmitted nationally.

The rates cable systems pay for the right to retransmit distant signals would remain the same—less than 1% of a system's total annual revenues—under the Kastenmeier bill. Systems that retransmit no distant signals, however, would not have to pay any compulsory license fee as they do under present law.

The bill would require the Copyright Royalty Tribunal to distribute at least \$300,000 of its annual proceeds to radio broadcasters whose programming is retransmitted by cable systems. This amendment to present law insures that National Public Radio, which maintains its programming is the most widely retransmitted of any radio programming, will get a larger share of annual royalties distributed but will not have to go through the expensive process of petitioning the CRT for the award, unless it believes the cost of petitioning would result in a larger award than the compulsory \$300,000.

Amendments to the Communications Act included in the Kastenmeier bill would require cable systems with 36 or fewer activated channels to carry the signal of any local TV station that receives at least 1% of the viewing in noncable homes or 2% of the viewing in all TV homes in its service area. Such a system, however, also would be required to carry "up to three noncommercial educational stations" unless one of those signals "duplicates simultaneously" 100% of the instructional programs and 90% of the other programs of another of the three stations. To make room for public stations, a saturated cable system with 36 or fewer activated channels could drop a local broadcast network affiliate that duplicates the programming of another affiliate located closer to the cable system.

In selecting which public stations to carry, a system must choose those "licensed to a community located in the same county as the cable system community, in whole or in part." Where there is no public station in a system's county, it must choose "the closest in-state noncommercial educational station."

Exceptions are noted in the bill for certain areas. Cable systems located "within the grade B contour" of noncommercial stations licensed to the District of Colum-

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bia—WETA-TV and WHMM(TV)—must carry, on request, “those stations as well as the closest in-state noncommercial educational TV station.”

At least one other public station, WNVT(TV) Annandale, Va., reaches the suburbs of Washington by boosting its signal on channel 53 with a translator operating on channel 14. Under the bill, a translator station that rebroadcasts the signal of a noncommercial educational station would be entitled to carriage on a cable system operating in the community served by the translator as long as that community does not fall within the grade B contour of two noncommercial stations, the translator serves the same community as does the cable system and the cable system can adequately receive the translator's signal.

New TV stations located within 35 miles of a cable system with 36 or fewer channels must be carried by the system for at least one Nielsen rating period. After that, the new signal could be dropped if it failed to garner the share of viewership required under the must-carry provisions. A saturated system, however, would not have to drop a channel filled with made-for-cable programming to accommodate a new local broadcaster. Instead, it could drop another signal protected by the must-carry provisions, but the FCC would have to decide whether it should do that or simply deny carriage to the new signal.

Cable systems with 12 or fewer channels would not be required to carry the signals of any local broadcast station that offers more than 50% of its programming on a subscription basis. Systems of that size also could refuse to carry the signal of a local station that broadcasts any amount of subscription programming unless that station is a “basic commercial network affiliate” and the subscription programming broadcast by that affiliate is not more than 50% of its total programming.

The FCC could not require the carriage of local stations not listed in the FCC's table of allotments as of Nov. 1, 1981. It also could not require carriage of low-power stations, direct broadcast satellite services or multipoint distribution services on cable systems.

The FCC's network nonduplication

rules would be codified in the Kastenmeier bill, but they would be amended to close a loophole that could permit cable systems in Western time zones to retransmit network programs earlier than local affiliate stations could, by importing them from Eastern time zones.

A late amendment to the Kastenmeier bill is meant to insure satellite resale carriers' exemption from any copyright liability. That amendment, to Section 101 (a) of the bill, would exempt from liability “any carrier who has no direct or indirect control over the content of the primary transmission or over the ultimate recipients of the secondary transmission, and whose activities with respect to the sec-

ondary transmission consist primarily of providing wires, cables or other communications channels for the use of others,” provided however, that the exemption extends only to “the activities of said carrier or like entity with respect to secondary transmissions and do not exempt from liability the activities of others with respect to their own primary or secondary transmissions.”

This clause would overrule a recent decision by a New York district court judge that satellite resale carriers are exposed to full copyright liability because they do not fall under the present copyright law's exemption for common carriers (BROADCASTING, March 22). □

Infotel '82

Copyright, AT&T-Justice agreement

Industry representatives define copyright issue

The subject of the conference in Washington was business opportunities for the telecommunications industries. But a panel session on legislation including the electronic mass media demonstrated once again those interests are often in conflict. An example was videorecording. Should manufacturers of videorecording units and tapes pay royalties to those whose television works are recorded in the home?

The issue, which dominated the panel, is the outgrowth of a decision by the U.S. Court of Appeals for the Ninth Circuit holding that home recording of copyrighted works without permission violates the Copyright Act. Since then, bills have been introduced in Congress to exempt private recordings for home use—and some provide for royalty payments by the industry to the producer.

Fritz Attaway, vice president and counsel for the Motion Picture Association of America, said the question is whether “private property should be taped in the home without permission of, or compensation to, the copyright owner.” Then, anticipating the argument of those opposing the payments, he said, “It is not a tax but a royalty payment,” the same, he

said, as provided for in the price of a theater ticket.

He made it clear the producers are not seeking payment from the owners of VCR equipment. The payment would be on the equipment and the blank tapes, he said. “But the only person now benefitted is the home owner and the manufacturer of the equipment,” not the copyright owner.

Frank Lloyd, an aide to former FCC Chairman Charles D. Ferris and now associated with him in a law firm in Washington, offered the other side, as counsel for the Home Recording Rights Coalition, composed of manufacturers and user groups. He said “piracy” is not the issue, that VCR users principally use their equipment for “time shifting”—taping for later viewing. He said the coalition's studies show that more than 75% of the use made of VCR's is for that purpose. (Attaway said MPAA's figures show that 75% of VCR users are building libraries.)

But Lloyd's main argument was the increasingly popular one of the marketplace. “This is a new problem, but it can be solved by the marketplace,” he said. It would be a mistake to introduce a royalty system “at this early stage . . . before we see how the marketplace can shake out.” He noted that the FCC has spent the last decade trying to get rid of the restrictions put on cable television. As for other issues discussed at the panel:

W. Terry Maguire, vice president and general counsel of the American Newspaper Publishers Association, endorsed provisions in the Communications Act rewrite passed by the House Telecommunications Subcommittee to restrict AT&T's activities in electronic publishing. “We wouldn't abide any restrictions on newspapers,” he said. “But AT&T is different.” Among other things, the bill prohibits the local operating companies from operating as publishers over their facilities and prevents AT&T from engaging in that activity over its intercity network until competition has emerged.

Brenda Fox, general counsel of the National Cable Television Association, said NCTA remains concerned about the copyright issue. A compromise with the



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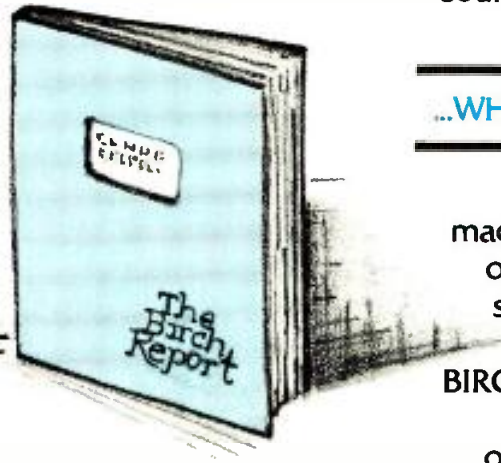
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National Association of Broadcasters and the MPAA appears to assure congressional retention of the compulsory license that cable regards as vital. But Fox noted that the Department of Justice has urged elimination of that device and the imposition of full copyright liability on cable operators (BROADCASTING, March 29). She also noted that amendments required to overturn the ruling of a U.S. district court that satellite and microwave carriers of television signals are fully liable for use of copyright payment has stalled House action on a new copyright bill (BROADCASTING, March 29). That bill, however, passed the Judiciary Committee last week.

Erwin Krasnow, NAB senior vice president and general counsel, contented himself, as the panel's last speaker, with noting "the changing world" in which the media live. Among other things, he noted that a month ago he would have been arguing vigorously against compulsory licensing for cable in the copyright law. But now—after the compromise struck with NCTA which reinstates syndicated exclusivity protection on a limited basis and provides for the must-carry of local signals—he is prepared to argue the compulsory license "makes sense." He also said NAB and NCTA "hope to pull off a minor miracle" and secure passage of the copyright bill (H.R. 5949). But his principal piece of optimistic news was his estimate that Congress, in the current session, will pass a broadcast deregulation bill. □

FCC's Fowler and Jones say too many restrictions have been placed on Bell operating companies, Washburn and Rivera want cap on station ownership retained

The FCC will make its voice heard on the proposed modified consent decree settling the antitrust suit between the Department of Justice and AT&T. And the FCC thinks the decree provision barring the divested Bell operating companies from offering competitive services should itself be modified (BROADCASTING, March 29). Those, at least, were two of the revelations FCC officials shared at Infotel '82, sponsored by Executive Enterprises Inc., in Washington last week.

In presentations at the seminar:

■ FCC Chairman Mark Fowler said that although he thought the proposed consent decree would "dovetail" with the FCC's major commitment of "unregulating" competitive telecommunications markets, he also said he was "troubled" by the modified decree provision prohibiting the divested BOC's from offering competitive services.

■ Commissioner Anne Jones said she thought it was "fair to say" that the commission believed that, under the decree, the BOC's "have too many restrictions on them."

■ Commissioner Henry Rivera said he thought Congress "ought to wait" until it saw what the courts were going to do with the modified consent decree before it attempted to pass a substantial rewrite of the Communications Act.

■ Commissioner Abbott Washburn

said he thought the commission's rule of sevens, which prohibits any entity from owning more than seven AM, seven FM and seven TV stations (no more than five of them VHF's), had been "a blessing."

■ William Lilley III, vice president for corporate affairs, CBS, urged telecommunications firms to "aggressively explore" new lines of business to protect their base businesses.

■ And chiefs of FCC bureaus outlined what their priorities would be for the rest of the year.

Chairman Fowler said that although he thought the proposed consent agreement was "an extremely positive, healthy step toward promoting new forms of competition," it would be "incumbent" upon the FCC, with its broader jurisdiction, to "review the decree modifications in light of the effect on the telecommunications market in general."

Fowler said he was "troubled" by the provision in the proposed agreement that would bar the divested BOC's from competitive communications and noncommunications activities. "Organized as they [the BOC's] may be under the AT&T plan into seven regional operating companies, these will hardly be small entities," he said. "Yet the public might benefit from their competitive entry either now or in the future."

Instead of retaining the all-out ban, the restrictions could be eliminated altogether, the BOC's could be required to offer competitive services through a separate subsidiary to prevent cross-subsidies between monopoly and competitive services, or the ban could be reassessed after a set period of time, with a burden placed on the Justice Department to show that the restrictions continued to be necessary, he said.

After the BOC's are divested, BOC cross-subsidization might be less of a concern, he said. "Consequently, I could endorse a modification of the decree that eliminates the restriction against competitive entry or one in which the restrictions would be sunset at some future time absent a compelling justification for their continued retention," Fowler said.

Fowler said he also was concerned about the decree requirement that divested BOC's provide exchange access by tariff and set certain terms and conditions for incorporation into the access tariffs. "These tariffs would replace the division-of-revenues process now used to reimburse the BOC's for exchange access," he said. "Since the FCC has jurisdiction over interstate end-to-end service, including the local exchange portion of interstate phone calls, these tariffs should be filed at the FCC," he said. "This is essential if the nation is to retain a cohesive telecommunications rate structure," he said.

In a panel discussion, Commissioner Anne Jones said she hoped the future would see the fairness doctrine and the equal-time provisions "done away with." Although she acknowledged that Congress wasn't "apt to" permit that to happen, she thought Congress might, "if there's enough of an outcry from the

public." Jones also said she hoped the commission would deregulate TV in much the same way it has already "deregulated" radio, "and go further."

Commissioner Abbott Washburn said that although it might be time for the commission to review its ownership rules, he also said the rule of sevens had been "a blessing." Without the rule, Washburn said, all broadcast stations would be owned by the networks. While Washburn said that "maybe" the caps on the number of stations any single entity could own could be raised, "I would hate to see them lifted altogether."

Commissioner Henry Rivera said he shared Washburn's belief that some cap needed to be retained to "insure diversity." Rivera also said he didn't think low-power television would prove to be the "boon to minorities" it had been thought it might. That, he pointed out, was because many of the minority applicants were in urban areas—which will be the last of the backlogged applicants to be processed—and he thought the commission would tend to favor land mobile operators' needs for spectrum in major urban areas.

In another panel, Peter Pitsch, chief of the FCC's Office of Plans and Policy, said the FCC, by giving spectrum users more flexibility, and in some cases more responsibility, for their actions, could increase its reliance on the market. "The commission should not base programs on the mere threat of problems, but rather take regulatory or enforcement action only when industry or consumer complaints, or other well-documented knowledge, indicate a major problem exists. Similarly, the commission should place more responsibility and legal liability on spectrum users and rely less on its own staff to solve industry problems," he said.

While the FCC considers reducing its involvement in setting technical standards, it also could give spectrum users more flexibility in the ways that frequencies may be used—both technically and operationally, he said. Broadcast licensees could be given increased flexibility to buy, sell and share their license rights with others, and the same concept could apply to transfers between or among competing users of the spectrum, he said.

As one example Pitsch cited LPTV. He said one of the concerns raised in the LPTV proceeding was that LPTV would preclude future sharing of the UHF band by land mobile radio. "A solution I particularly like is to structure the LPTV service so that individual licensees may decide for themselves whether to provide TV or two-way radio," he said. The FCC could permit equipment authorizations to rely increasingly on a verification program—rather than conducting actual inspections of equipment in the FCC lab—and accepting self-certification of engineering by applicants. "Applicants for station authorizations could be required to certify that technical data submitted in their applications are correct and in accord with FCC rules," he said. "If improper operation occurred due to incorrect data, applicants would be responsible for necessary changes," he



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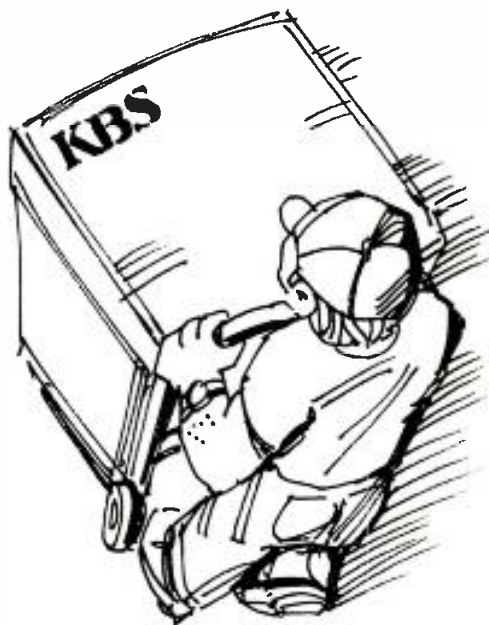
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Larry Harris, chief of the FCC Broadcast Bureau, said he had problems with Pitsch's proposal for relying on self-certification of engineering studies, however. "It would be politically, practically and intellectually wrong" to authorize stations to go on the air "if they knock 60 or 70 other stations off the air," even if only for a short time, Harris said.

Harris said the bureau would continue to review all of its rules in an effort to pursue "intelligent regulation."

And while the bureau would continue to try to "remove burdens that don't make sense" it would move to authorize new services that wouldn't "create havoc" with existing ones, with the intention of permitting broadcasters to enter as "full competitors."

One possibility for the coming year would be a rulemaking proposing the deregulation of TV, Harris said.

Gary Epstein, chief of the Common Carrier bureau, said the top priority items for the bureau were analyzing the consent decree, which he said couldn't "supplant the FCC's jurisdiction," with an eye toward asserting the FCC's "broad mandate to protect the public interest"; implementing its Computer II decision, which he said "will live on, even with the consent decree"; contemplating changes in its "separations manual" for the federal-state joint board; setting exchange access charges; resolving its competitive carrier rulemaking, and implementing its cellular radio decision. □

AT&T representative, Wirth aide debate telecom bill

The fight over Representative Timothy Wirth's new telecommunications regulatory reform bill (H.R. 5158) (BROADCASTING, March 29) last week spilled over into an Infotel '82 management conference focusing on business opportunities for the telecommunications industries. An AT&T representative carried on the company's vigorous campaign against the measure, while a Wirth aide defended the action of the House Telecommunications Subcommittee in approving it—by a 15-0 vote—as rational and responsible. But Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, passed up an opportunity to speculate on the chances of a Senate-House conference committee reconciling the Wirth bill (S.898) and one passed by the Senate.

Approval of the measure, which was discussed at a panel session of the conference sponsored by Infotel, a management education organization, was denounced by AT&T's Thomas Phillips as "a rush to judgment." It was approved on Thursday, four days after a revised draft of some 120 pages had been presented by the staff. Phillips, an assistant vice president for public affairs, ticked off a litany of AT&T complaints about the measure, including the charge it increases the regulatory burden on AT&T while professing to be deregulatory. The attack was in line with the \$2-million campaign AT&T has launched to derail the measure.

The bill didn't look too bad to Walter Hinchman, the FCC's former Common Carrier Bureau chief who is now president of a consulting firm. He said it "may be the best one likely" to emerge. But that turned out to be faint praise. He said the measure, as well as the Senate bill, address specific problems rather than containing "broad policy guidelines." And he said while the measures speak of the desirability of competition they reflect the view that competition is neither likely nor desirable.

The administration position in favor of a "short form" bill, at least for the time being, was presented by Bernard J. Wunder Jr., assistant secretary of commerce for communication and information. He noted that the decision to back "comprehensive legislation" was abandoned after the Justice Department had reached a proposed settlement of its anti-trust suit against AT&T. "If there is to be comprehensive legislation," Wunder said, "it should await results" of the court's review of the proposed settlement to make sure the two are consistent. As for the latest version of H.R. 5158, he said it is "far less inconsistent" with the administration's position than previous versions.

For the House Telecommunications Subcommittee, staff counsel Howard Symons defended the panel's action. As for not waiting for the court to act on the proposed settlement, he said that action had only resolved the question of AT&T's relationship with its 22 local operating

companies—it requires that they be spun off. "We have to bring the Communications Act of 1934 into conformity with the 50 years of change," he said.

Whatever differences there are between the Senate and House bills, there appeared to be no differences between the two sides as to that last point. Ward White, majority senior counsel for the Senate Commerce Committee, said, "Congress should give direction to the FCC and the courts if they get involved. . . . The bill that emerges will be the result of legislative compromise."

Senator Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee, has not been encouraging on the subject of a Senate-House compromise. Two weeks ago, he said the Senate would not go to a conference with the House on a telecommunications bill if it passes the Wirth measure. However, the chairman of the parent Commerce Committee, Senator Bob Packwood (R-Ore.), was not yet prepared to write off chances of a compromise. Packwood, who spoke during a luncheon recess at the two-day conference, said he and Wirth had discussed the legislation and added that the two "may have some differences." He said the Senate committee is "very strong for deregulation." But as for what the committee would do if the House passes the Wirth bill, he said he would withhold judgment "until the bill comes." His philosophy, he said, is, "You don't cross bridges you may never have to cross." □

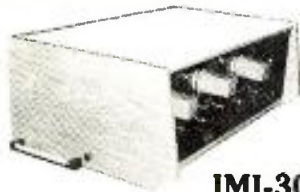
Consumer groups are split on AT&T breakup

Consumer groups appear generally to agree that the breakup of AT&T will not affect consumers any more than changes already under way in the communications industry will. They do disagree, however, on how to react to the breakup, and specifically, whether to support key provisions of a House bill that would directly influence a new consent decree between the Justice Department and AT&T.

At a seminar on the issue sponsored by the National Citizens Committee for Broadcasting last Monday (March 29), a variety of consumer activists compared notes on the state of telecommunications policy with representatives of AT&T, the Justice Department and key congressional committees and lobbyists for some of AT&T's competitors. At issue for consumers, according to most, is what AT&T's local operating companies, which will be spun off as seven independent companies under the new decree, will look like.

NCCB's Paul Stern and Debra Dupont, of the National Association of Regulatory Utility Commissioners, endorsed a proposal recently passed by the House Telecommunications Subcommittee that

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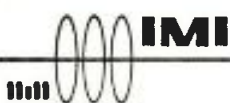



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would permit the divested companies to continue marketing the Yellow Pages and, after a transition period of five years, to market, but not manufacture new telephone equipment.

According to Dupont, without the subcommittee's proposal, local rates will rise about \$1.81 per month for each consumer, to compensate for the loss of Yellow Pages revenues and an additional \$4.39 per month to cover the loss of other contributions to the rate base.

Robert Jackson, a lobbyist for MCI; Al Kramer, an attorney with the Washington firm of Cohn & Marks; Brian Lederer, of the D.C. People's Counsel, and Bob Nichols, of Consumers Union, argued against the Wirth proposal. Jackson argued that Wirth's bill would "restitute the harm eliminated by the consent decree," that is, the ability of regulated monopolies to subsidize unregulated ventures with ratepayer funds. The transfer of assets required by the Wirth bill would take "two years" to complete, said Jackson, leaving the divested companies without securities ratings and therefore, without incentives for new investors.

Lederer questioned the ability of any regulatory entity to police regulated companies for possible cross-subsidies and advocated the Justice Department's proposal that the local companies be restricted to providing only regulated local telephone service.

Nichols argued for the Justice Department's proposal except for its application to the Yellow Pages, which he said should remain with local companies to support the rate base. □

Court upholds FCC in Satcom dispute

For much of 1980 and 1981, Spanish International Network, Eastern Microwave Inc. and Cable News Network quarreled with RCA American Communications over the allocation of communications capacity of its Satcom domestic satellite

system. The complaints were finally taken to the FCC which issued five separate orders that the parties—SIN and EMI in all five proceedings, CNN in one—appealed to the U.S. Court of Appeals in Washington. After reading the briefs and hearing oral argument in the complicated proceeding, the court disposed of the case with a two-paragraph, unsigned judgment that affirmed the commission's orders, "generally for the reasons expressed by the commission."

The controversy began developing in December 1979, when Americom, responding to the rapidly mounting demand for transponder space, launched Satcom III. The petitioners felt the allocation procedures used were unfair, and said so to the commission. Matters got even more heated when the satellite disappeared into space.

The commission in time decided that the issue involving the lost satellite had been mooted. But as for the complaints regarding Satcom I—then the primary cable television satellite—the commission rejected them. It said the allocation, on a first-come, first-served basis, was proper.

Another order had approved an Americom tariff filing in which the carrier proposed a lottery system for allocating the last two transponders on its Satcom III replacement satellite. Americom had invited 11 would-be customers—four who sought service on Satcom III and seven who asked for it on Satcom I (which was to have become the secondary cable satellite)—to participate. The commission noted that the proposal was unprecedented—but said it was also impartial.

The other orders involved a special claim for service on the primary cable satellite raised by CNN as a result of a contract it had signed with Americom in 1976. SIN and EMI had argued that the rights offered in the contract should be subject to tariff. But the commission said that the law does not require tariffing of allocation plans since they do not affect rates. The commission also held that the specific performance ordered by the court in the case would not violate the Communications Act. □

Washington Watch

Ockershausen suit. Attorneys for Andrew Ockershausen, executive vice president of ABC-owned WMAL(AM) Washington, and Marie Castro-Arrien, former station employe, have settled Castor-Arrien's civil suit against Ockershausen out of court. In \$20-million suit, Castro-Arrien alleged that Ockershausen had harassed her sexually, belittled her Hispanic and Roman Catholic background and falsified her job evaluations, causing her dismissal (BROADCASTING, June 1, 1981). Agreement, entered into Feb. 23, prohibits all parties involved from disclosing any terms of settlement. □

More transmitters for Caribbean. Radio Marti is not only new radio voice administration wants to add in Caribbean. Charles Z. Wick, director of International Communication Agency, has told Congress that ICA's Voice of America wants to add three 50 kw AM transmitters in region now attracting so much U.S. attention. Transmitters—two on Grand Cayman and one on Grand Turk, according to plans—would rebroadcast Spanish- and English-language programs originating in Washington. Total cost of adding three more Caribbean transmitters would be \$11.2 million.

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skims a percentage of your gross income "off the top" regardless of whether you use any music which the ASCAP cartel controls!

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Radio Station _____

DDB's media horoscope

Ad agency predicts dramatic growth for cable, foresees three-network shares to drop to 43%; study also takes a look ahead at radio, newspapers

Far-reaching changes in the structure of the various media are predicted in a new Doyle Dane Bernbach study, which projects dramatic growth for cable television in the next decade.

According to DDB, the number of cable TV subscribers is 25.3 million, accounting for 31% penetration of U.S. TV homes. It expects this figure to rise to 36.3 million (42%) by 1985 and 57.3 million (60%) by 1990.

DDB anticipates widespread financial growth for cable. It estimates that basic subscriber revenues will reach \$2.6 billion this year; climb to \$4.1 billion in 1985 and \$8.2 billion in 1990. Similarly, it calculates pay-TV revenues will be \$1.9 billion this year, rise to \$4.3 billion in 1985 and skyrocket to \$13.1 billion in 1990. Advertising revenues on cable, figured at \$200 million in 1982, will increase to \$745 million in 1985 and \$2.7 billion in 1990, according to DDB.

The report, prepared under the supervision of Mike Drexler, executive vice president/director of media and programming, and Jim Spero, senior vice president/media director, DDB/West, Los Angeles, examines the impact on the various advertising media of the new technologies, the changing political and economic environments and shifting life-style attitudes.

In line with other similar studies, DDB expects the prime-time network audiences to decline in terms of ratings and shares. The three-network audience share, listed at 87% in 1980, is predicted to slip to 65% by 1990 and the three-network rating to

fall to 43.4% in 1990 from 51.9% in 1980. The average network household audience, according to DDB projections, will rise slightly from 13,200,000 in 1980 to 13,845,000 in 1990.

"This is because the total number of U.S. TV homes is expected to rise from 76.3 million in 1980 to 95.5 million in 1990," Drexler explained.

In an assessment of television programming, DDB envisions that by the end of the decade, network television will continue to provide the mass-appeal situation comedies, adventure-drama, comedies, variety shows, news and sports and made-for-TV movies; basic cable will offer special-interest programming for entertainment and education, and pay cable networks will make available first-run movies, major sports events, theater productions and concerts.

Turning to radio, the agency foresees an increase in the number of stations from 8,000 to more than 10,000 by 1990. DDB says new radio networks will be based on "life-style" programming appealing to specialized segments of the audience, and syndicated features will emerge on specialized subjects.

Appraising the changing environment for its advertising implications, Doyle Dane notes there will be a continuing fragmentation of mass coverage in television and segmented audiences will emerge. It adds that costs will increase but not as rapidly among specific customer groups. It points to new opportunities in two-way interactive communications and in integrated product messages on pre-recorded videocassettes and disks.

In radio, DDB envisages that by 1990 the medium will be efficient but more expensive per advertising unit; the influx of new stations, networks and programming

choices will provide more precise media targeting; there will be more opportunities for program development and syndication and there will be better coverage of ethnic/minority markets.

In magazines, DDB projects greater audience selectivity through circulation breakouts of general magazines and special-interest publications; more regional and local demographic editions; integration of magazine editorial and advertising with television and additional special issues.

In newspapers, the agency predicts more equitable pricing between national and local advertising; the ordering of space will be facilitated through computerization; the suburbs will become easier to target through geographic editions of metropolitan papers and improved availability and quality of suburban papers, and videotext will replace traditional sections of the paper. □

NAB unveils productivity program

Research campaign to be announced at convention; goals include improving output and quality of work force

America's broadcasters are going to do more than just report and agonize about the economic bad weather. They're organizing for a long-term involvement—at least five years—in research and development of methods that will enhance the nation's productivity and the dissemination of that information.

Full details will be announced at this week's National Association of Broadcasters convention by Jerry Lee, chairman of NAB's Broadcasting Industry Committee on Productivity.

Lee, of WEAZ(FM) Philadelphia and a former NAB board member, said last week the Dallas announcement will be the fruition of an idea that began to nag him 15 months ago. That was prologue to board approval of the project to research and propagate techniques to improve worker output in all industries, meetings with White House officials, and conferences with leading economic authorities (BROADCASTING, June 15, 1981).

Also on the NAB committee are Ben Hoberman of ABC Radio, Don Curran of Field Communications, Mark Smith of KLAS-TV Las Vegas and chairman of the NAB TV board, Bill Moyes of The Research Group and Edward O. Fritts of Fritts Broadcasting and NAB chairman.

Lee said the on-air part of the undertak-

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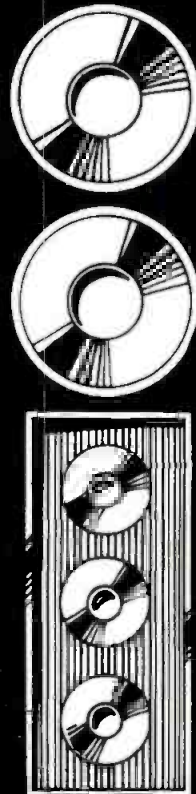
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ing will start this Thanksgiving and is expected to annually involve \$75 million to \$100 million in donated time for the next five years. Trout & Reis, New York, is to pretest planned broadcast advisories with focus groups so as to assure maximum response from all demographic segments of the audience.

Source material for the on-air messages derives from ongoing think-tank sessions, conferences with economists, educators and business leaders and data contributed by research groups. Material will be reviewed every six months to maintain timeliness and applicability.

Lee cited some of the goals of the project. One is to raise America's annual productivity increase rate (-0.3% in 1980 as compared to Japan's +3.9% in that year) to 5%. That annual growth would mean an

additional \$371 billion in pre-tax income for the American work force during the next five years.

Attention will also focus on the 18%-22% rejection, or makeover, rate for American-made products as compared to 4% in Japan—"underscoring the need for quality to raise productivity," according to Lee.

He also called attention to 23 million adults who because they are fundamentally illiterate, often "screw up" in the work force and reflect the need to upgrade the overall quality of education.

Lee said he already has contacted 38 group owners and has received a "unanimously enthusiastic response" with promises of aid. He also hoped the convention announcement will spark others to pledge their support. □

time. WSYR-FM is on 94.5 mhz with 100 kw and antenna 650 feet above average terrain. *Broker: R. C. Crisler & Co.*

WMDT(TV) Salisbury, Md. □ Sold by Fulton P. Jeffers, receiver, to Delmarva Broadcast Limited Partnership for \$4 million. **Seller** took over control of WMDT when court last year ordered station into receivership. It was formerly owned by J. Paul Audet, who tried to sell two-thirds interest to group of investors for \$1,025,000 before deal fell through (BROADCASTING, April 20, 1981). **Buyer** is owned by Mid-Florida Television Corp. (40% general partner) and Joseph L. Brechner (12.5% general partner) and 25 limited partners. Mid-Florida Television is group of 13 stockholders of which Brechner is president and 51.63% owner. He is Orlando, Fla., real estate investor and former broadcaster. WMDT is ABC primary and NBC secondary affiliate on ch. 47 with 3,470 kw visual, 347 kw aural and antenna 1,000 feet above average terrain.

Changing Hands

PROPOSED

WSYR-AM-FM Syracuse, N.Y. □ Sold by Newhouse Broadcasting Corp. to Katz Communications for \$5.1 million. **Seller** is subsidiary of Newhouse Newspapers, Newark, N.J., owned by Donald E. Newhouse and family. Broadcasting group owns two AM's and three FM's. E. R. Vadeboncoeur is president. **Buyer** is privately held New York-based station repre-

sentative which last year bought Park City Communications, Bridgeport, Conn.-based group of one AM and three FM's for \$16 million (BROADCASTING, Nov. 9, 1981) and KWEN(FM) Tulsa, Okla., for \$3,050,000 (BROADCASTING, July 13, 1981). Katz also bought, subject to FCC approval, WDBO-AM-FM Orlando, Fla., for \$9.5 million (BROADCASTING, Dec. 14, 1981 et seq). James Greenwald is president. WSYR is on 570 khz with 5 kw full

KXON-TV Mitchell, S.D. □ Sold by Gillett Broadcasting of South Dakota Inc. to Dakotaland Broadcasting Co. for \$2 million plus \$200,000 for noncompete agreement. **Seller** is owned by George Gillett, who bought KXON-TV four years ago for \$1.5 million (BROADCASTING, Jan. 30, 1978). Gillett owns KPWR-TV Bakersfield, Calif., and sold, subject to FCC approval, WSEE-TV Erie, Pa., for \$4.75 million (BROADCASTING, March 15). Last year he bought WSM-TV Nashville for \$42 million (BROADCASTING, Oct. 5, 1981). **Buyer** is owned by Sherwood L. Corner and Gilbert D. Moyle (50% each), who own KEVN-TV Rapid City and satellite KIVV-TV Lead-Deadwood, both South Dakota. KXON-TV is ABC affiliate on ch. 5 with 100 kw visual, 10 kw aural, and antenna 1,510 feet above average terrain.

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4/15/82

KINT-FM El Paso □ Sold by Taber Broadcasting Inc. to Great American Broadcasting Co. for \$1.9 million. **Seller** is owned by James M. Taber and parents, F. Wallace Taber and Mable Taber (30% each), and Charles C. Ashworth (10%). Tabers bought KINT-FM along with co-located KKOL(AM) eight years ago for \$500,000 (BROADCASTING, Nov. 4, 1974). They sold KKOL(AM) last year to Gary Ackers for \$101,000 (BROADCASTING, Oct. 12, 1981). **Buyer** is owned by B. Thomas Hoyt, who is former president of Heftel Broadcasting and has no other broadcast interests. KINT-FM is on 96.5 mhz with 60 kw and antenna 1,080 feet above average terrain. *Broker: R. A. Marshall & Co.*

WKRT(AM)-WNOZ(FM) Cortland, N.Y. □ Sold by Crown Broadcasting Inc. to Cortland Broadcasting Co. for \$1,350,000. **Seller** is principally owned by Kerby Confer and Paul Rothfuss, who bought WKRT(AM)-WNOZ(FM) four years ago for \$385,000 (BROADCASTING, Feb. 6, 1978). Confer and Rothfuss are principal owners of WSSL(FM) Laurens, S.C.; KSSN(FM) Little Rock, Ark.; WDIX(AM)-WPJS(FM)

Orangeburg, S.C.; WJDX(AM)-WZZQ(FM) Jackson, Miss.; WQOK(AM) Greenville, S.C., and 10% of permittee, WKFT(TV) Fayetteville, N.C. **Buyer** is partnership of Burbach Broadcasting Co. and Garrett Radio Inc. Burbach Broadcasting is owned by Robert H. Burstein (51%) and John L. Laubach (49%), who own WCKK(AM)-WEYZ(FM) Erie, Pa., and WXIL(AM) Parkersburg, W. Va. Garrett Radio is owned by Larry O. Garrett, who is general manager of WCKK(AM)-WEYZ(FM). WKRT is on 920 khz with 1 kw day and 500 w night. WNOZ is on 99.9 mhz with 20 kw and antenna 710 feet above average terrain. **Broker: The Keith W. Horton Co.**

WDOS(AM)-WSRK(FM) Oneonta, N.Y. □ Sold by Central Vermont Radio Corp. to Oneonta Communications Corp. for \$1.3 million. **Seller** is subsidiary of Sconnix Group Broadcasting Inc., Laconia, N.H.-based group of three AM's and four FM's which purchased WDOS(AM)-WSRK(FM) five years ago as part of group of six radio stations for \$1.8 million (BROADCASTING, July 18, 1977). Scott R. McQueen is president. **Buyer** is group of New York investors headed by John R. McGeehan and Jan Mitchell. None have other broadcast interests. WDOS is 1 kw daytimer on 730 khz. WSRK is on 103.9 mhz with 850 w antenna 520 feet above average terrain. **Broker: Blackburn & Co.**

WHIC-AM-FM Hardinsburg, Ky. □ Sold by Breckenridge Broadcasting Co. to HIC Broadcasting Inc. for \$500,000. **Seller** is owned by Paul Fuqua, who has no other broadcast interests. **Buyer** is owned by Terry Forcht and wife, Marion, who own WAIN-AM-FM Columbia, Ky., which they bought for \$400,000 (BROADCASTING, Feb. 1). WHIC is on 1520 khz with 1 kw day and 500 w night. WHIC-FM is on 94.3 mhz with 3 kw and antenna 290 feet above average terrain. **Broker: Wilkins & Associates.**

KJKJ(FM) Logan, Utah □ Sold by Bluejay Broadcasting to The Weber Group for \$338,000. **Seller** is controlled by Randy Morrison, who has no other broadcast interests. **Buyer** is owned by Jeffrey J. Weber and wife, Lisa A. (69% jointly), Richard O. Reuss II and wife, Lori (20.7% jointly) and Jay R. Maddox (10.3%). Jeffrey Weber is Terre Haute, Ind., broadcast consultant. Richard Reuss is Middletown, Ohio, engineer. Maddox is New Richmond, Ind., farmer. None have other broadcast interests. KJKJ is on 94.5 mhz with 25 kw and antenna 980 feet above average terrain. **Broker: Chapman Associates.**

KANI(AM) Wharton, Tex. □ Sold by Radio Wharton County Inc. to Ammerman Enterprises Inc. for \$250,000. **Seller** is owned by L.M. Preuss III, who owns several Texas weekly newspapers but has no other broadcast interests. **Buyer** is principally owned by Dan Ammerman, Houston public relations consultant, who has no other broadcast interests. KANI is

500 w daytimer on 1500 khz. **Broker: Norman Fischer & Associates.**

□ Other proposed station sales include: WDBO-AM-FM Orlando, Fla. (BROADCASTING, Dec. 14, 1981); WTGE(AM) [CP] Kalkaska, Fla.; WGTU-TV Traverse City and WTQ-TV Sault St. Marie, both Michigan (BROADCASTING, March 29); WTSB(AM)-WGSS(FM) Lumberton, N.C. (BROADCASTING, March 29); WLIT(AM) Steubenville, Ohio (BROADCASTING, March 29); KFIM(FM) El Paso; KLMF(FM) Fabens, Tex.; WFMR(FM) Milwaukee (BROADCASTING, March 29); (see "For the Record," page 153).

APPROVED

WSAI-AM-FM Cincinnati □ Sold by Affiliated Broadcasting Inc. to Booth American Co. for \$5.2 million. **Seller** is subsidiary of Affiliate Publications, publicly traded, Boston-based group owner of six AM's and six FM's and publisher of *Boston Globe*. Jay Q. Berkson is president of broadcasting subsidiary, and William O. Taylor is president of parent. Last year it bought WAIV-AM-FM Jacksonville, Fla., for \$3 million (BROADCASTING, March 23, 1981). **Buyer** is Detroit-based MSO and group owner of five AM's and seven FM's, owned by John L. Booth, chairman, and family. It also sold, subject to FCC approval, WMZK(AM) Detroit

(BROADCASTING, Dec. 21, 1981), and was granted FCC approval to sell WXCM(AM)-WIBM(FM) Jackson, Mich. (BROADCASTING, March 22). WSAI is on 1360 khz with 5 kw full time. WSAI-FM is on 94.1 mhz with 32 kw and antenna 600 feet above average terrain.

KALO(AM)-KZZB(FM) Beaumont, Tex. □ Two-thirds interest sold by Ed Muniz and Michael H. O'Keefe to D. Brennan Bridgeman and F. Wayne Courtney for assumption of \$800,000 note plus \$200,000. **Sellers** each own one-third of stations and are selling interests to remaining stockholder, Bridgeman, and new investor, Courtney. Muniz, Bridgeman and O'Keefe own KIEL(AM)-KEZQ(FM) Jacksonville, Ark. Muniz also bought out Bridgeman's and O'Keefe's interests in WNNR(AM) New Orleans and WAIL(FM) Slidell, La. for \$2,316,000 (BROADCASTING, March 15). Courtney is Beaumont real estate manager and has no other broadcast interests. KALO is on 990 khz with 1 kw full time. KZZB is on 95.1 mhz with 50 kw and antenna 220 feet above average terrain.

WAEC(AM) Atlanta □ Sold by Sears Broadcasting of Georgia Inc. to Voro Communications of Georgia Inc. for \$800,000. **Seller** is owned by Michael J. Sears who is also applicant for new FM's at Gillette,

January 15, 1982

Metromedia, Inc.

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Intermedia

PBS reorganization. Public Broadcasting Service has begun fine tuning reorganization plan proposed by management in January (BROADCASTING, Jan. 25). Major revisions include: prime time feed for all stations in all time zones instead of distribution pattern where time-zone delays are used, alteration of National Program Service Market to allow stations to purchase individual programs, rather than entire program package, and establishment of program council of seven at-large members with programming expertise, rather than set ratio of four station and three program managers. PBS station members will take straw vote on plan in early May. Final vote will be taken at annual meeting June 24-27.

Qube in Pittsburgh. Warner-Amex will launch Qube two-way interactive service for its 80-channel cable system in Pittsburgh on Tuesday, April 13. Inaugural activities on that day will include appearance by Pittsburgh Mayor Richard S. Caliguiri and special program to be hosted by actress Jayne Kennedy, which will describe interactive services that include home shopping, electronic banking, business data transfer and pay-per-view programming options. Warner launched Qube in Columbus, Ohio, in 1977 and activated second Qube service on its greater Cincinnati cable system in May 1981. Future Qube services are planned for franchises in Dallas, Houston, greater St. Louis, Chicago and New York.

St. Louis move. KSDK(TV) St. Louis has moved to new quarters at Television Plaza, 1000 Market Street. New three-story studio and office structure is part of \$30-million building complex that includes 20-story office tower and landscaped plaza on site originally controlled by Civic Center Redevelopment Center. KSDK, which had been at 1111 Olive Street since 1962, made overnight switch to new facilities at end of March 12 broadcast day.

Small rise. Public Broadcasting Service released its March 6-21 subscriber pledge figures. Figures show that among 139 stations participating, \$28,942,718 was raised, 7.4% increase over same period in 1981. Donations totaled 681,667 (drop from 697,088 in 1981) with average donation estimated at \$42.46, 10.6% increase over last year. Figures show that while fewer donations were made, individual amount increased. In addition, 7.4% increase in subscription income is smaller rise than in previous years. During same period in 1981, subscription income rose by 30.2% over 1980 total. PBS officials attribute part of decline to worsening economy. Officials say results show that private contributions can't make up difference in reduced federal funding.

Master's program. New York Law School will offer graduate LLM (master of law) program in communications, entertainment, copyright, arts and other aspects of media law beginning August 1982. This is latest project of New York Law School's Communications Media Communications Center, established in 1977, and directed by Michael Botein. Law school dean, E. Donald Shapiro, noted that "since we already have run a JD program with emphasis on media law for five years and have five full-time faculty members and five other part-time faculty members active in this field, a graduate program is the next logical step." Aside from graduate colloquium in media law, curriculum for program will include courses on telecommunications law, arts law, FCC practice and procedures, technology for nontechnologists, advance copyright, entertainment law, regulation of cable television, media and First Amendment, and regulation of common carriers. Students will be required to take 20 credits, as well as to write appropriate LLM dissertation. Program may be completed either in one year on full-time basis or in two years on part-time basis. New York Law School is at 57 Worth Street, New York 10013; (212) 966-3500.

Wyo., and Leadville, Colo. **Buyer** is principally owned by Simon Rosen and Lind C. Voth who own WTIS(AM) Tampa, Fla.; WYRD(AM) East Syracuse, N.Y.; WITA(AM) Knoxville, Tenn., and 37.5% each of KITA(AM) Little Rock, Ark. Last year they bought WOIV(FM) DeRuyter township, N.Y. for \$242,500 (BROADCASTING, Oct. 26, 1981). WAEC is 1 kw daytime on 860 khz.

WWJB(AM) Brooksville, Fla. Sold by Hernando County Radio Inc. to Hernando Broadcasting Inc. for \$550,000. **Seller** is owned by John C. Clancy (47%), Donald L. Stork (35%) and Robert L. Penrod (18%). Stork owns 51% and Clancy 49% of WFLR-AM-FM Dundee, N.Y., and 45% each of WSCM(AM) Cobleskill, N.Y. **Buyer** is owned by Steve Manuel, president, wife, Barbara; Howard Weston and wife, Pat; Bruce Snow and wife, Cynthia (16.66% each). Manuels are teachers. Weston is banker. Bruce Snow is attorney and Cynthia Snow is legal secretary. Barbara Manuel and Cynthia Snow are also applicants for new FM at Homosassa Springs, Fla. WWJB is on 1450 khz with 1 kw day and 250 w night.

Cowles going ahead with liquidation plan

Cowles Communications is making its second attempt to disappear. Its directors last week voted to ask the IRS and FCC for advance rulings on a liquidation proposal first put forth four years ago. The intent of the proposal is to achieve a tax-free distribution of assets to shareholders; in 1979 the IRS declined to issue an advanced ruling about the tax consequences of the plan, and Cowles abandoned it. Cowles chairman M.C. Whatmore, in announcing the decision last week, said "change, circumstances and the passing of time" led Cowles's counsel to recommend that the company proceed at this time.

Aside from WESH-TV Daytona Beach, Fla., and KCCI-TV Des Moines, Iowa, the principal asset of the company is its 22% stockholding in The New York Times Co. Under the plan, the stations would become part of a recapitalized company, Cowles Broadcasting, with holders of the existing company's shares getting stock in the broadcast unit on a one-for-one basis. The Times stock would be distributed with 0.655 share for each Cowles share, and Cowles shareholders would also get \$2 cash per share. Cowles Communications would then be dissolved.

Changing times, changing name.

Cox Broadcasting Corp. will soon be that no longer. Shareholders at last week's annual meeting approved an amendment permitting change of the company's name to Cox Communications Inc. "reflecting involvement in both broadcasting and cable television." Switch will come soon, company says. Company's 1981 revenues were derived more from cable than television (BROADCASTING, Feb. 1).

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More worries over Marti

Presidential commission hears interference concerns from WHO, KSL; alternative to 1040 khz station is urged

The private concerns of American broadcasters are bumping up against national policy concerns. So far, the national policy concerns are not budging.

The point of discussion is Radio Marti, the 50 kw station the Reagan administration plans to operate from Saddlebunch, Fla., in the Florida Keys. The frequency that has been selected is 1040 khz, and that prompted attendance at a Presidential Commission on Broadcasting to Cuba meeting, at the State Department last week, by an officer of WHO(AM) Des Moines, Iowa, which operates on that frequency.

Robert G. Engelhardt, vice president of Palmer Communications Inc., urged the commission to consider an approach other than a station on 1040 khz, perhaps a combination of AM, FM, TV and shortwave outlets. He is afraid the jamming or interference he says Cuba has threatened to disrupt Radio Marti would seriously affect WHO.

But it wasn't only prospective concerns the commission heard. A representative of KSL(AM) Salt Lake City, Glen L. Wilkinson, its Washington counsel, said the station, which operates on 1160 khz, is already suffering badly from Cuban interference. Indeed, Bonneville International Inc., the licensee, contends the interference is from a 500 kw station.

The complaint contains the first suggestion that Cuba has begun to make good on its stated intention to operate two 500 kw stations—one on 1040 khz and one on 1160 khz. However, there was no confirmation from any other source regarding the Bonneville claim.

Neither Engelhardt nor Wilkinson—both spoke at a public meeting—appeared to have jarred the commission from its present thinking.

Engelhardt said Cuba's plans to install a 500 kw station on 1040—in what he said would be retaliation for plans for Radio Marti—would “destroy WHO's nighttime service,” including the farm market reports he says are a vital part of the station's service in the Midwest. The “jamming,” he said, “will shrink WHO's coverage from a radius of 800 miles to a radius of 45 miles, from 1,700,000 square miles to 5,900 square miles—a 99.65% decrease.”

Apart from the danger to WHO, Engelhardt said using a single AM station

to broadcast to Cuba is not a rational method. It could be easily jammed. As currently planned, he said, the project will fail and the government's \$10 million investment—the first year costs—“will be totally wasted.”

He offered other options. He noted that the House Government Operations Committee had suggested broadcasting on multiple frequencies as a means of overcoming jamming. Thus, he said, “the better way to get a message to Cuba is by simultaneously utilizing a combination of AM, FM, TV and shortwave signals.”

He said in that combination the AM station could be the Voice of America's 50 kw Radio Marathon, in the Florida Keys, which is now heard in Cuba. Indeed, if the government decides to use only one AM station, he said, it should be Radio Marathon. He said the station—which he called “underutilized”—could be “taken over” or the government could lease time on it.

“If there is a risk that a station's service will be destroyed by Cuban jamming,” Engelhardt said, “it should be the government's station, Radio Marathon, that should initially be placed in jeopardy on the front lines, rather than private broadcasters' stations. It is grossly unfair to place the burden on WHO when the government has a facility that is ready and available for Radio Marti.”

However, Radio Marathon is not alone on the 1180 khz frequency on which it operates. It shares it with WHAM(AM) Rochester, N.Y., whose licensee, Rust Communications Group, has been trying to get Radio Marathon moved for the past 20 years. Engelhardt said WHAM would not suffer as much damage as WHO if Cuba attempted to interfere with a station on 1180 khz, since WHAM offers “an urban service” rather than one for an audience spread over considerable distances.

Commission members did not express much sympathy. William B. Bayer, political editor and news commentator for WINZ(AM) Miami, told Engelhardt his presentation amounted to “guesswork, presumption.” He said, “You're jumping to conclusions, before you know you're going to be hurt. My station in south Florida was one of the first to be interfered with. I don't think you can count on anything.”

The commission chairman, F. Clifton White, said later that the commission has not fixed on 1040 khz—although a proposal for a station on that frequency at Saddlebunch, Fla., is in the U.S. inventory of stations that was submitted to the western hemisphere conference on AM broadcasting. “A number of other options,” including those suggested by Engelhardt, are under consideration, he said.

Wilkinson, in his presentation, said the

interference KSL was suffering was being caused by a Cuban station of “unknown power.” He said the interference had reduced the station's protected contour of a 750-mile radius to about “50 or 60 miles.”

But later, he said a study by Bonneville's vice president for engineering, William Lovelace, indicated the Cuban station was operating with 500 kw. Lovelace, in an interview, said the measurements he made indicated that was the power involved.

However, Lovelace acknowledged that no one agrees with his findings. “But that's what we're measuring,” he said. Among those who disagree is Cohen. He acknowledged that KSL is suffering interference—but from a station whose power he calculates at between 120 kw and 150 kw. FCC engineers said their studies did not indicate a Cuban station with more than 100 kw on 1160 khz.

Regardless of the precise power of the interfering station, it was hurting, Wilkinson said. “We're not complaining,” Wilkinson added. “We know this is a problem with wide ramifications.” But he hoped negotiations could be restored with Cuba leading to a solution. “Is there any way the government can get back into communications with Cuba?” he asked. He noted the station is receiving letters from listeners complaining about the interference.

The reaction he received was not particularly warm, either. Richard B. Stone, the former senator from Florida now practicing law in Washington, said the problem of Cuban interference is an old one; he said stations have complained about it for 19 years. Jorge L. Mas, a Miami building contractor, said of the Cuban prime minister, “It's impossible to sit down and reach an agreement with Castro.” And White said the issues raised by Wilkinson “don't come within the jurisdiction of the commission.” However, he said, “We're aware of the problems. It's a corollary benefit of the commission being created. We have raised the level of concern.” □

Latest shifts in Wold sky

When two new birds are launched it will have six transponders, most of which are spoken for

By late this summer Wold Communications will have plenty of transponders and plenty of customers, assuming the successful launching of a new satellite and the smooth shifting of a few transponders. When that is done, Wold should end up with four transponders on Westar IV and two transponders on AT&T's Comstar III.

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And, according to Wold, much of the
satellite capacity is already spoken for.

When Westar IV became operational
last Thursday (April 1), Western Union,
the satellite's owner and operator, shifted
Wold's existing transponder from the
aging Westar I to transponder 5X of
Westar IV and assigned Wold another
transponder (10D) on the new bird.
Meanwhile Wold made a long-term deal to
lease a third transponder (5D) from
American Satellite Co., which had rights
to two transponders on Westar IV, effec-
tive July 1. Western Union will assign
Wold a fourth transponder (6D) on
Westar IV if Westar V is successfully
launched this June. (Transponder on 5X
will shift to 9X on August 1.)

Wold signed an agreement to lease two
transponders on Comstar III last year, but
will not take possession of the first (4H)
until July and the second (5H) until Sep-
tember. According to Wold's Robert E.
Wold, Wold must wait for AT&T to "off
load" existing traffic on Comstar III to
make room for Wold and AT&T's four
other video customers. NBC, which was
first in line, has already taken control of its
transponders, he said.

Wold is both a resale carrier and an ar-
ranger of video transmission using its
satellite capacity for long hauls. Its

customers include subscription television
and cable programmers, broadcast syndica-
tors and broadcasters in need of ad hoc
satellite services.

Wold will schedule SelecTV, an STV
programer, and the Financial News Net-
work on transponder 5X of Westar IV.
Eternal Word Television Network will
reach its cable affiliates via transponder
10D, Westar IV. The Wold Satellite Televi-
sion Network, which distributes program-
ing to broadcast syndicators, also will use
10D initially and later move to 5D. Wold
will use 10D and later 5D and 6D on
Westar IV to transmit the programming of
the three major television networks to
Hawaii.

Wold has already made a deal to lease
the two Comstar III transponders to a ca-
ble programer it declined to name. It ad-
ded that an announcement should be
made later this month.

Wold also controls five single-channel-
per-carrier (SCPC) audio channels. The
three channels of Westar III have been
leased to ABC for its radio networks,
Robert Wold said. The two channels Wold
has had on Westar I were moved to Westar
IV last week and will be moved again to
Westar III later this summer. The two
channels are used for occasional audio
customers. □

InSync

Wiring England. British government, which just approved DBS proposal has favorable
views of cable, if recent report is any indication. Study suggests private sector could
support cabling effort, boosting nation's electronics industry; it also says 50% of country
could be wired for \$5 billion. □

Option time. Corporation for Public Broadcasting has signed agreement with Western
Union that gives it option to start taking service in 1984 on two additional satellite
transponders. Each additional transponder will cost \$1.5 million. □



At home. The CBS Broadcast Center in New York now counts among its tenants the new
origination facility for CBS Cable. Pictured there are Sid Kaufman, vice president, opera-
tions, CBS Cable (l), and John Birmingham, director of program origination. They are stand-
ing before racks mounted with stereo and Dolby noise reduction equipment employed in
the audio transmission of CBS Cable programs. In the foreground stands one of six Sony
one-inch videotape machines housed in the origination facility; in the background is the
main control room.

Rick Lee,
Vice President/
General Manager,
106 FM KMEL, San Francisco.

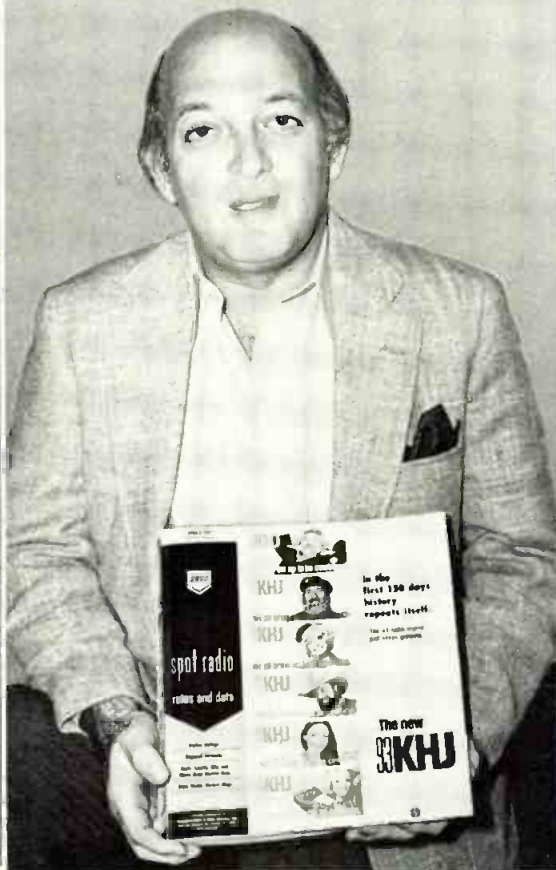
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Nell Rockoff,
Vice President and
General Manager,
93 KHJ, Los Angeles.

"The question was...how do we translate what we're doing locally to national buyers, account people and media directors? The answer was simple and singular...use SRDS. Use it boldly, with color, and splash our message. From what we hear nationally, it's working incredibly well."

David W. Sallsbury,
Executive Vice President,
WROK/WZOK, Rockford, IL.

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Curtain goes up on 'NBC Nightly News' Mudd-Brokaw anchor team

Mudd takes the Washington beat with Brokaw handling remainder from New York; whoever has lead story will open broadcast; Chancellor commentaries will appear several times a week

NBC News, which paired Chet Huntley and David Brinkley in the 1950's and then John Chancellor and Brinkley in the 1970's, today (April 5) is set to introduce its new *NBC Nightly News* co-anchors, Tom Brokaw and Roger Mudd.

Chancellor, sole anchor since September 1980, will be offering commentary three or four times a week.

Compared with the media attention paid to the *CBS Evening News* last year when Dan Rather succeeded Walter Cronkite, today's NBC transition was being treated matter-of-factly.

NBC itself was stressing continuity in its promotion. "Experience you can trust"—the advertising tagline developed to counter the CBS anchor change last year—was being used again to promote NBC's transition. (NBC originally had planned to use "A World of Difference" to promote its team's experience but canned that when CBS News beat the network on the air with "All the Difference in the World.")

Under the new arrangement, Brokaw, former host of the early-morning *Today* show, and Mudd, who has been chief

Washington correspondent for the broadcast, are said to share anchor and editorial responsibilities equally. Simply, Mudd handles all Washington stories, including those occurring elsewhere but prompted by Washington events, and Brokaw takes the rest from New York.

That split would be modified should the program be dominated by one of the co-anchors. Whoever has the lead story will open the broadcast.

Chancellor's commentary will vary in length and come at different times during the broadcast to keep him integrated in the program instead of fixed in such a position as, say, just offering "closing words," as a spokesman explained it.

Cosmetic changes also are being made. New sets have been constructed for Brokaw and Chancellor at NBC in New York and for Mudd at NBC-owned WRC-TV Washington. Only the backdrops differ, with a relief map of the world in New York and a view of the capitol in Washington. The broadcast also will have a new opening that includes animation and new music.

NBC claims to be making conscious efforts to keep its graphics under control. "If it obscures, then it's bad," said Reuven Frank, who took over the NBC News presidency last month from William Small who had set up the *Nightly News* changes.

Frank, producer of the *Huntley-Brinkley Report*, explained that Brokaw

and Mudd will be equals, but he cautioned against simply counting the minutes of air-time each has. "You don't do it with a stopwatch. That's death," he said.

Paul Greenberg, executive producer of the *Nightly News* since 1979, added that he expects a quicker paced program and perhaps more travel by the co-anchors.

Chancellor described his plan for commentary not as opinion but rather as the gathering of facts that lead to a conclusion. "I'm being paid to tell people what I've learned, not just what I think," he said. Chancellor anticipates traveling both abroad and in the U.S.

Chancellor explained he first began paving the way for his role as commentator in 1977 when he went to management and said, "I don't want to be an anchorman forever" and wanted his job to "evolve" in the future. Now 54, Chancellor said his new contract keeps him with NBC beyond his 60th birthday.

As for advice to his successors, he said they have to "work together as much as possible" and "really have to get inside" one another's heads. Chancellor said he and Brinkley usually knew what each other was thinking and was likely to say next.

Mudd last week said he expected the pace of the broadcast to be a "little brighter, sharper, quicker." But he stressed, "I know we will not sacrifice the broadcast to hyperbole." Brokaw, who returned from assignment in El Salvador last Tuesday, said that viewers shouldn't expect drastic changes in the style with which NBC presents the news.

Among the coverage areas Brokaw hopes can be beefed up are the "slice of life" cultural trends. He claimed that the impact on society of developments ranging from the middle-class drug culture to the "polyester revolution" haven't been adequately covered on network evening news programs. On another news front, Brokaw said economic coverage has improved but still "constantly needs addressing."

Mudd said that the Washington unit has been strengthened with a new "mini-bureau on the Hill," with a full-time producer, George Burlbaugh, there with portable videotape equipment. As a co-anchor instead of chief Washington correspondent, Mudd now has responsibility for assignments out of Washington and script approval among other editorial management functions from Washington.

Mudd, a long-time CBS veteran, left that network after Dan Rather was chosen to succeed Walter Cronkite. He joined NBC in November 1980.

According to NBC, ratings so far this year (Jan. 4-March 26) show the *NBC Nightly News* averaging a 13.3 with a 22 share. That's second to 14.4/24 for the *CBS Evening News with Dan Rather*, but ahead of *ABC World News Tonight's* 13.1/22. □



New plumes. (At left) Triumverate at NBC News: Chancellor, Mudd and Brokaw. (At right) New York (above) and Washington (below) set designs with cardboard dummies. Brokaw and Chancellor will be in New York; Mudd in Washington.

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As compiled by BROADCASTING, March 22 through March 26, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height 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

FM applications

- Blountville, Tenn.—Sullivan County Broadcasting seeks 640 khz, 10 kw-D, 1 kw-N. Address: P.O. Box 505, Blountville, Tenn. 37617. Principals: Lloyd D. Livesay (100%), who is Blountville real estate investor and has no other broadcast interests. Filed March 18.
- Mt. Carmel, Tenn.—Carmel Communications Corp. seeks 1200 khz, 10 kw-D, 250 w-N. Address: 5224 Foxfire Place, Kingsport, Tenn. 37664. Principals: Mark M. Nickels (70%) and wife, Paula A. (30%), who have no other broadcast interest. Filed March 19.

FM applications

- Coeur d'Alene, Idaho—Tri-County Broadcasting seeks 102.3 mhz, 255 w, HAAT: 3,480 ft. Address: P.O. Box 111, Colville, Wash. 99114. Estimated construction costs: \$47,000; first-year operating cost: \$34,800; first-year revenue: \$60,000. Principals: Gerald E. Carpenter and son, Eric E. Carpenter (45% each), and Louis Musso III (10%). Gerald Carpenter is Spokane community college instructor. Eric Carpenter owns KCVL(AM)-KCRK(FM) Colville, Wash. Musso is Newport, Wash., attorney. Filed March 16.
- Petersburg, Ind.—Pike Broadcasting Corp. seeks 102.3 mhz, 3 kw, HAAT: 300 ft. Address: 802 Main Street, Petersburg, Ind. 47567. Estimated construction costs: \$127,000; first-quarter operating cost: \$42,500; first-year revenue: \$27,900. Principals: Jon K. Purvis, George R. Tevault, Marvin D. Stratton (23.5% each) and Ronald E. Weeks (6%). Purvis is executive of

Petersburg oil company. Tevault is insurance agent. Stratton is Petersburg attorney. Weeks if former program director at WITZ-AM-FM Jasper, Ind. None have other broadcast interests. Filed March 16.

- Flemingsburg, Ky.—Foothills Communications Associates Inc. seeks 106.3 mhz, 1.5 kw, HAAT: 400 ft. Address: P.O. Box 15, Flemingsburg, Ky. 41041. Principals: Constance B. Beckett, Mildred R. Brell, Ruth A. Pfahler, James A. Brell Jr. (20% each), and Jerry Kiefer and Garey A. Beckett (10% each). Beckett is sales clerk. Brell is bookkeeper. Pfahler is attorney. James Brell is funeral director. Beckett is Kentucky civil servant. Kiefer owns WZIP South Daytona, Fla. which he bought last year for \$325,000. (BROADCASTING, May 18, 1981). Keifer also sold last year WURD(FM) Georgetown, Ohio for \$480,000 (BROADCASTING, Aug. 31, 1981). Filed March 15.

- Petal, Miss.—Thomas W. Hickman III seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: 263 Valley Vista Drive, Jackson, Miss. 39211. Principal: Applicant is operations and sales manager at WLIN(FM) Jackson, Miss., and has no other broadcast interests. Filed March 16.

- Ainsworth, Neb.—K.B.R. Broadcasting Co. seeks 92.7 mhz, 2.51 kw, HAAT: 327 ft. Address: 122 East Second Street, Ainsworth, Neb. 69210. Principals: Loris C. Rice (50%), Gilbert L. Poese (30%) and Carlee P. Mathis (20%). They own KBRB(AM) Ainsworth, Kan., and KSDZ(FM) Gordon, Neb. Rice and Poese are also principal owners of KBRX-AM-FM O'Neill, Neb. Filed March 18.

- Lorenzo, Tex.—KB Radio seeks 98.3 mhz, 2.65 kw, HAAT: 170 ft. Address: 2409 Mozelle Lane, Austin, Tex. 78744. Estimated construction costs: \$3,600; first-quarter operating cost: \$1,340; first-quarter revenue \$5,733. Principals: James Bumpous and Bryan King (50% each). Bumpous is engineer at KLBJ-AM-FM Austin, Tex., where King is chief engineer. Filed March 17.

- Spokane, Wash.—Read Broadcasting seeks 103.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 683, Spokane, Wash. 99210. Principal: Thomas W. Read (100%), who has no other broadcast interests. Filed March 17.

- Yakima, Wash.—Andrew Vallejo seeks 99.3 mhz, 630 w, HAAT: 590 ft. Address: 18423 Old Buckley Highway, Sumner, Wash. 98390. Applicant has no other broadcast interests. Filed March 8.

- Hinton, W.Va.—Bluestone Broadcasters Inc. seeks 102.3 mhz, 3 kw, HAAT: 225.5 ft. Address: 95 Pleasant Street, Hinton, W. Va. 25951. Principal: Lonnie R. Mullins (100%), who owns WMTD(AM) Hinton, W. Va. Filed March 19.

TV applications

- Toccoa, Ga.—Millard V. Oakely seeks ch. 32; ERP:

653.13 kw vis., 65.31 kw aur., HAAT: 870 ft.; ant. height above ground: 296 ft. Address: P.O. Box 520, Livingston, Tenn. 38570. Consultant: Edward M. Johnson & Associates Inc. Principal: Oakely has various interests in WCSV(AM) Crossville, WNPC(AM) Newport, WREA(AM) Dayton, WLIV-AM-FM Livingston, all Tennessee, and WKNX(FM) Greenville, Ala., plus cable system serving Crossville. Oakely is also applicant for 19 LPTV stations and new FM at Killeen, Tex. (BROADCASTING, Sept. 28, 1981). Filed March 15.

- Houston, Tex.—The K-RAM Corp. seeks ch. 61; ERP: 5,000 kw vis, 500 kw aur., HAAT: 1,957 ft.; ant. height above ground: 1,978 ft. Address: 4838 Caris Street, Houston 77091. Principals: Closely held group of 14 stockholders headed by C. J. McLaughlin, president and 37% owner. McLaughlin is president and 27.2% owner of permittee KLMB-TV Longview, Tex., and also holds CP for new TV at Paris, Tex. (BROADCASTING, March 22). Filed March 22.

- Laredo, Tex.—Carlos Ortiz seeks ch. 27; ERP: 12,475 kw vis, 2,268 kw aur., HAAT: 437 ft.; ant. height above ground: 540 ft. Address: 1386 North Reagan Street, San Benito, Tex. Estimated construction cost: \$67,000; first-quarter operating cost: \$2,000. Principal: Applicant is San Benito teacher and also applicant for new TV at McAllen, Tex.

- McAllen, Tex.—Tele Imagen seeks ch. 48; ERP: 1,632 kw vis., 164 kw aur., HAAT: 579 ft.; ant. height above ground: 488 ft. Address: 3213 North 21½, McAllen 78501. Legal counsel: Jay Baraff, Washington. Consulting engineer: Peter V. Gureckis & Associates, Rockville, Md. Principal: R. Sylvia Gonzalez (100%), who has no other broadcast interests. Filed March 5.

- Wichita Falls, Tex.—First City Media Inc. seeks ch. 18; ERP: 610 kw vis, 61 kw aur., HAAT: 424 ft.; ant. height above ground: 450 ft. Address: 4102 Seymour Road, Wichita Falls, Tex. 76309. Consultant: Edward M. Johnson & Associates Inc. Principals: Max Andrews and Peter D'Acosta (50% each) who have no other broadcast interests. Filed March 17.

- Madison, Wis.—Madison Family Television Ltd. seeks ch. 47; ERP: 609.5 kw vis., 60.9 kw aur., HAAT: 473 ft. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: Sterling Communications, Chattanooga. Principals: Abraham G. Thiessen and James E. Price (47.5% each) and Cornelius Henderson (5%). Price is Chattanooga consulting engineer and 50% owner of applicant for new TV at Rochester, Minn., and 95% owner of applicant for new FM at Poplar Bluff, Mo. Thiessen is also part owner of applicant for new TV at Rochester, plus 50% owner of applicant for new TV at East Ridge, Tenn., and new FM at Hilton Head Island, S.C. Filed March 15.

AM actions

- St. Johns, Ariz.—Plateau Communications Inc. dismissed application for 1590 khz, 5 kw-D, 5 w-N. Address: P.O. Box 810, St. Johns 85936. (BP-811015 AP). Action Jan. 28.

- Sardiss, Miss.—Sardiss Broadcasting granted 1500 khz, 500 w-D. Address: 3400 Egypt Central Road, Memphis, Tenn. 38128. Estimated construction costs: \$36,700; first-year operating cost: \$14,200. Principals: Jackson J. Kirk, president, and family. He owns Memphis, Tenn., automobile dealership and has no other broadcast interests. (BP-791123AA). Action Feb. 4.

FM actions

- Miami, Fla.—Minority Broadcasting Company of the Midwest Inc. dismissed application for 96.5 mhz, 100 kw, HAAT: 799 ft. Address: 5525 South State Street, Chicago 60621. (BPH-810327A1). Action March 11.

- Bloomfield, Iowa—Fox River Broadcasting Inc. granted 106.3 mhz, 3 kw, HAAT: 300 ft. Address: R.R. Box 30A, Luray, Mo. 63453. Estimated construction costs: \$134,000; first-quarter operating cost \$19,000;

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first-quarter revenue: \$33,000. Format: C.W. Principals: Jessie R. Hodges (52%) and Vickie E. McDavid (48%). Hodges is vice president and former 49% owner of WCAZ-AM-FM Carthage, Ill., where McDavid is general manager. Hodges and husband, Kenneth R. Hodges, recently sold WCAZ-AM-FM for \$575,000 (BROADCASTING, Jan. 11). [BPH-810702AA]. Action March 15.

■ Edenton, N.C.—Edenton Broadcasting Corp. granted 102.3 mhz, 3 kw, HAAT: 184.4 ft. Address: P.O. Box 180, Edenton 27932. Estimated construction cost: \$46,500; first-quarter operating cost: \$4,500; first-quarter revenue: \$27,000. Format: Popular. Principals: Robert E. Lee (51%), John W. Baggett Jr. and Issac R. Self III (24.5% each). They are Gatesville, N.C. bankers who also own WCDJ(AM) Edenton. (BPH-810715AF). Action March 15.

■ *Orangeburg, S.C. South Carolina State College granted 90.3 mhz, 100 kw, HAAT: 214 ft. Address: College Ave., Orangeburg 29117. Estimated construction cost: \$103,708; first year operating cost: \$93,600; revenue: \$197,308. Format: Educational. Principal: Public educational institution. M. Maceo Nance Jr. is president. (BPEI-800130AN). Action March 15.

TV actions

■ Fargo, N.D.—Fargo Broadcasting Inc. granted ch. 15; ERP 2.31 kw vis., 231 w aur., HAAT: 117 ft.; ant. height above ground: 120 ft. Address: 1020 First Avenue South, Fargo 58103. Estimated construction cost: \$68,500; first-quarter operating cost: \$32,200; first-year revenue: \$330,000. Legal counsel: R.F. Perkins, Washington. Consulting engineer: Ralph J. Bitzer, St. Louis. Principals: Closely held group of 13 stockholders. Richard E. Blair is president and 8.4% owner. He is former copy editor at *Grand Forks* [N.D.] *Herald*. None have other broadcast interests. (BPCT-811125KK). Action March 15.

Ownership changes

Applications

■ WDBO-AM-FM Orlando, Fla. (AM: 580 khz, 5 kw-U; FM: 92.3 mhz, 80 kw, ant. 1,320 ft.)—Seeks assignment of license from The Outlet Co. to Katz Broadcasting of Florida Inc. for \$9.5 million (BROADCASTING, Dec. 14, 1981). Seller is Providence, R.I.-based group owner of one AM, four FM's and five TV's. Buyer is subsidiary of New York-based Katz Communications Inc., which last year bought Park City Communications, Bridgeport, Conn.-based group of one AM and three FM's for \$16 million (BROADCASTING, Nov. 9, 1981), and KWEN(FM) Tulsa, Okla., for \$3,050,000 (BROADCASTING, July 13, 1981). Filed March 19.

■ WTGE(AM)[CP] Kalkaska, Mich. (1420 khz, 500 w-D)—Seeks assignment of construction permit from Kaltrim Broadcasting Co. to Northern Radio of Michigan Inc. for \$35,000. Seller: George E. and Robert P. Benko, brothers, who also own WMIC(AM)-WTVG(FM) Sandusky, Mich., and WLAJ-TV Lansing, Mich. George Benko in addition owns

WJEB(AM)-WGMM(FM) Gladwin, Mich. Buyer is licensee of WKLT(FM) Kalkaska, Mich. Frank C. Gokey is president. Filed March 9.

■ WGTU-TV Traverse City and WGTQ-TV Sault St. Marie, both Michigan (WGTU: ABC, ch. 29, 1,000 kw vis., 200 kw aur., ant. 1,300 ft.; WGTQ: ch. 8, 316 kw vis., 163.6 kw aur., ant. 778 ft.)—Seeks assignment of license from Michigan Television Network Inc. to Michigan Center Broadcasting Inc. for \$1.8 million (BROADCASTING, March 29). Seller is closely held company with no other broadcast interests. Harry Calcutt is president and 12% owner. Earlier deal to sell stations for \$923,000 fell through (BROADCASTING, July 16, 1979). Buyer: Subsidiary of Center Group Broadcasting Inc., which is owned by A. T. Burke Ltd. (90%) and Dale E. Palmer (10%). A. T. Burke Ltd. is owned by Alfred T. Burke and Stephen Adams (50% each). Center Group Broadcasting owns KIVA-TV Farmington, N.M.; KTYL-AM-FM Tyler, Tex., and through subsidiary, KKCS-AM-FM Colorado Springs, Colo. Palmer also owns one-third of KMND(AM) Midland, Tex. Filed March 17.

■ WTSB(AM)-WGSS(FM) Lumberton, N.C. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 95.7 mhz, 6.5 kw, ant. 190 ft.)—Seeks assignment of license from Robeson Broadcasting Corp. to Beasley Broadcasting Group for \$980,000 (BROADCASTING, March 29). Seller: Jack Pait (76.18%), J. A. Sharpe Jr. (15.02%), Dickson McLean Jr. (3.22%) and Alberta M. Sharpe (2.15%), who have no other broadcast interests. Buyer: George Beasley, who is Goldsboro, N.C.-based group owner of six AM's and five FM's who last year sold WJNC(AM)-WRCM(FM) Jacksonville, N.C., for \$1,150,000 (BROADCASTING, Nov. 30, 1981). Beasley also bought, subject to FCC approval, WTIP(AM)-WTIO(FM) Charleston, W.Va., for \$1,425,000 (BROADCASTING, March 29). Filed Feb. 1.

■ WLIT(AM) Steubenville, Ohio (950 khz, 1 kw-D)—Seeks assignment of license from Contemporary Communications Inc. to Frederick J. Staffilino for \$375,000 (BROADCASTING, March 29). Seller: Raymond F. Reich and Calvin E. Dailey Jr. (50% each), who also own WDXY(AM) Sumter, S.C. Dailey owns in addition WCEF(FM) Ripley, W.Va. Buyer is Steubenville advertising executive and has no other broadcast interests. Filed March 15.

■ KXON-TV Mitchell, S.D. (ABC, ch. 5, 100 kw vis., 10 kw aur., ant. 1,510 ft.)—Seeks assignment of license from Gillett Broadcasting of South Dakota Inc. to Dakotaland Broadcasting Co. for \$2 million plus \$200,000 for noncomplete agreement. Seller: George Gillett, who owns KPWR-TV Bakersfield, Calif., and also sold, subject to FCC approval, WSEE-TV Erie, Pa., for \$4.75 million (BROADCASTING, March 16). Last year he bought WSM-TV Nashville for \$42 million (BROADCASTING, Oct. 5, 1981). KXON-TV was purchased by Gillett four years ago for \$1.5 million (BROADCASTING, Jan. 30, 1978). Buyer: Sherwood L. Corner and Gilbert D. Moyle (50% each), who own KEVN-TV Rapid City and satellite KIVV-TV Lead-Deadwood, both South Dakota. Filed March 18.

■ KFIM(FM) El Paso, Tex. (92.3 mhz, 100 kw, ant. 1,860 ft.)—Seeks transfer of control of 92 KF/M Inc. from Ronald S. Marks, trustee (100% before; none after) to Ronald S. Marks et al, in own name (none before; 100% after). Consideration: \$268,000. Principals: Seller is trustee appointed by court and also stockholder in licensee. Buyers are assuming prior debt. Ronald S. Marks (65%), John A. Parry (20%), John L. Thompson Jr. (10%), and Lewis D. Overstreet Jr. (5%). Parry is principal in KMWT(FM) Mercedes, Tex., Marks is president and general manager of KFIM, where Thompson is program director. Overstreet is with KVIA-TV El Paso. Filed March 17.

■ KLMF(FM) Fabens, Tex. (103.1 mhz, 3 kw, ant. 47 ft.)—Seeks assignment of license from Algie A. and Lois M. Felder to Good News Broadcasting for \$80,000. Sellers have no other broadcast interests. Buyer is owned by Gary C. Acker, who is Yukon, Okla.-based group owner of three AM's and three FM's. Filed March 18.

■ WFMR(FM) Milwaukee (96.5 mhz, 50 kw, and 320 ft.)—Seeks transfer of control of WFMR Inc. from G. Douglass Cofrin (60% before; none after) to Thomas Communications Corp. (40% before; 100% after). Consideration: \$2 million (BROADCASTING, March 29). Principals: Seller is transferring 60% of stock in licensee to remaining stockholder. Buyer currently owns 40% and is owned by Thomas J. Embrescia (51%) and Fostoria Corp. (49%). Fostoria Corp. is Fostoria, Ohio, investment company headed by Robert F. Bell, president. Embrescia and his brother, James Embrescia, last year sold WBBG(AM)-WWWM(FM) Cleveland for \$6.2 million. (BROADCASTING, Nov. 16, 1981). Filed March 17.

■ KJKJ(FM) Logan, Utah (94.5 mhz, 25 kw, ant. minus 980 ft.)—Seeks transfer of control from Bluejay Broadcasting from stockholders to The Weber Group for \$338,000. Principals: Seller is principally controlled by Randy Morrison who has no other broadcast interests. Buyers are Jeffrey J. Weber and wife, Lisa A. (69% jointly); Richard O. Reuss II and wife, Lori Reuss (20.7%) and Jay R. Maddox (10.3%). Jeffrey Weber is Terre Haute, Ind., broadcast consultant.

Summary of broadcasting

FCC tabulations as of Feb. 28, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,641	0	0	4,641	127	4,768
Commercial FM	3,352	1	1	3,354	211	3,565
Educational FM	1,121	0	1	1,122	76	1,198
Total Radio	9,114	1	2	9,116	414	9,530
Commercial TV						
VHF	523	1	0	524	8	532
UHF	260	0	0	260	116	376
Educational TV						
VHF	103	1	3	107	9	116
UHF	160	2	4	166	17	183
Total TV	1,046	4	7	1,057	150	1,207
FM Translators	453	0	0	453	208	661
TV Translators						
UHF	2,708	0	0	2,708	164	2,872
VHF	1,574	0	0	1,574	406	1,980

*Special temporary authorization

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Richard Reuss is Middletown, Ohio, engineer. Maddox is New Richmond, Ind., farmer. None have other broadcast interests. Filed March 19.

Actions

■ **WAEC(AM)** Atlanta, Ga. (860 khz, 1 kw-D)—Granted assignment of license from Sears Broadcasting of Georgia Inc. to Voro Communications of Georgia Inc. for \$800,000. Seller: Michael J. Sears (100%), who has no other broadcast interests but is applicant for new FM's at Gillette, Wyo., and Leadville, Colo. Buyer is principally owned by Simon Rosen and Lind C. Voth, who own WTIS(AM) Tampa, Fla.; WYRD(AM) East Syracuse, N.Y.; WITA(AM) Knoxville, Tenn., and 37.5% each of KITA(AM) Little Rock, Ark. Last year they also bought WOIV(FM) DeRuyter Township, N.Y. (BAL-820202HL). Action March 17.

■ **WWJB(AM)** Brooksville, Fla. (1450 khz, 1 k2-D, 250 w-N)—Granted assignment of license from Hernando County Radio Inc. to Hernando Broadcasting Inc. for \$550,000. Seller: John C. Clancy (47%), Donald L. Stork (35%) and Robert L. Penrod (18%). Stork owns 51% and Clancy 49% of WFLR-AM-FM Dundee, N.Y., and 45% each of WSCM(AM) Cobleskill, N.Y. Buyer: Steve Manuel, president, wife, Barbara; Howard Weston, wife, Pat; Bruce Snow and wife, Cynthia (16.6% each). Steve Manuel is high school band director. Barbara Manuel is teacher. Howard Weston is Saint Petersburg, Fla., investment banker. Bruce Snow is Brooksville attorney. Cynthia Snow is legal secretary. Pat Weston is housewife. They also are applicants for new FM at Homosassa Springs, Fla., (BROADCASTING, April 28, 1980). (BAL-811208HT). Action Feb. 4.

■ **KYME(AM)** Boise, Idaho (740 khz, 500 w-D)—Granted assignment of license from KYME Broadcasters Inc. to ConlDaCom Ltd. for \$120,000 plus \$30,000 for consultancy/noncompete agreement. Seller: M.W. Brainard (51%) and Thomas E. Hotchkiss (49%) who have no other broadcast interests. Buyer: Principally owned by Frederick W. Constant, who is also principal in applications for new FM's at New Plymouth, Idaho, Laramie, Wyo., and Santa Fe, N.M.

and Florence, Ore. (BAL-820107GE). Action March 15.

■ **WACI(FM)** Freeport, Ill. (92.1 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from WACI Inc. to Weis Inc. for \$425,000. Seller: Patrick J. Broderick, president, and family who have no other broadcast interests. Buyer: Richard C. Weis and Van Buren Management Inc. (50% each). Van Buren Management is owned by Joel S. Lee, Milwaukee attorney. Weis is former president and general manager of WCGV(TV) Milwaukee. Neither have other broadcast interests. (BALH-820118H0). Action March 16.

■ **WSAI-AM-FM** Cincinnati, Ohio (AM: 1360 khz, 5 kw-U; FM: 94.1 mhz, 32 kw, ant. 600 ft.)—Granted assignment of license from Affiliated Broadcasting Inc. to Booth American Co. for \$5,200,000. Seller: Subsidiary of publicly traded Affiliated Publications, group owner of six AM's, six FM's and publisher of *Boston Globe*. Jay Q. Berkson is president of Affiliated Broadcasting and William O. Taylor is president of Affiliated Publications. Last year it also closed its deal to buy WAIV-AM-FM Jacksonville, Fla., for \$3 million (BROADCASTING, March 23, 1981). Buyer is selling WMZK(AM) Detroit (BROADCASTING, Dec. 21, 1981 and sold WXCM(AM)-WIBM(FM) Jackson, Mich. (BROADCASTING, March 22). (BALH-811204G1, BAL-811204GH). Action March 16.

■ **KALC(AM)-KZZB(FM)** Beaumont, Tex. (AM: 990 khz, 1 kw-U; FM: 95.1 mhz, 60 kw ant. 200 ft.)—Granted transfer of control of Security Broadcasting of Beaumont Inc. from Edmond J. Muniz and Michael O'Keefe Jr. (100% before; none after) to D. Breenan Bridgeman and F. Wayne Courtney. Consideration: Assumption of \$800,000 note plus \$200,000. Principals: Sellers own two-thirds of stations and are selling interests to remaining stockholder, Bridgeman, and new investor. Muniz, Bridgeman and O'Keefe own KIEL(AM)-KEZQ(FM) Jacksonville, Ark. Muniz also bought out Bridgeman's and O'Keefe's interest in WNNR(AM) New Orleans and WAIL(FM) Slidell, La. (BROADCASTING, March 15). Courtney is Beaumont real estate developer and has no other broadcast interests. (BTC-820127FW, FX). Action March 15.

■ **WRAA(AM)** Luray, Va. (1330 khz, 1 kw-D)—Granted assignment of license from WRAA Broadcasters Inc. to Caverns Broadcasting Co. for \$200,000. Seller: Harry A. Epperson Jr. (100%), who owns WLLY(AM) Wilson, N.C., and holds CP for new FM at Luray. Buyer: H.T.N. Graves (90%) and son, H.T.N. Graves II (10%) who own WLCC(FM) Luray, Va., (BAL-820120EA). Action March 15.

■ **WCRN(FM)** Charlotte-Amalie, V.I. (101.1 mhz, 50 kw), ant. 1,543 ft.)—Granted transfer of control of Radio Virgin Inc. from stockholders (77.4% before, none after) to Estate of John G. Keljikan. Consideration: \$87,262. Principals: Transferors are eight stockholders who are relinquishing their 77.4% interest in station. Balance of 22.6% will be continued to be held by remaining five stockholders. Marjorie Hyman is preliminary executrix of transferee. Hyman is New York real estate broker and also was preliminary executrix in transfer of WCOD(AM) Hyannis, Mass. (BROADCASTING, March 1). (BTC-811204GJ). Action March 17.

In contest

Procedural ruling

■ **Burlington, N.C.—TV proceeding** (Carolina Christian Broadcasting Inc., and National Group Telecommunications of Burlington Inc.)—ALJ Thomas B. Fitzpatrick granted reimbursement of \$12,-895.92 to Carolina Christian and dismissed its application with prejudice; granted National's application to operate new TV at Burlington and terminated proceeding (BC Doc. 81-542-543). Action March 10.

Designated for hearing

■ **Paxton, Ill.—new FM** (104.9 mhz)—Ford County Broadcasters Inc., and Plowshares Broadcasting Inc.: To determine if Plowshare's proposed tower height and location would constitute hazard to air navigation; which of proposals would better serve public interest; and which should be granted (BC Doc. 82-157-158). Action March 23.

FCC actions

■ **FCC affirmed staff decision denying Michael R. Reynolds access under Freedom of Information Act to certain equipment files relating to subscription television system of American Television and Communications Corp.** Action March 17.

■ **FCC suspended for one day and ordered investigation into tariff revisions filed by RCA American Communications Inc. proposing to offer "Fixed Rate 1989 Term Transponder Service" which would govern the provision of leased transponders for new customers utilizing RCA's secondary cable television satellite SATCOM IV.** Action March 25.

■ **FCC denied Secretary of Defense review of actions by Common Carrier Bureau approving certain refund plans proposed by ITT World Communications Inc., Western Union International Inc. and TRT Telecommunications Corp. in connection with Communications Satellite Corp. flow-through proceedings.** FCC also refused to accept plan by RCA Global Communications Inc. to bring that company into compliance with flow-through decision. Action March 25.

■ **FCC instructed staff to prepare *amicus curiae* brief to be presented to U.S. District Court for District of Columbia Circuit. *Amicus* brief will reflect FCC's position on proposed agreement between Department of Justice and AT&T which, if accepted by court, would vacate and replace 1956 Consent Decree between two.** Action March 25.

Allocations

Petitions

■ **Chester, Calif.—In response to petition by Michael E. and Teresa R. Worrall: Proposed assigning 98.9 mhz to Chester as its first commercial FM; comments due May 10, replies May 25.** (BC Doc. 82-149). Action March 18.

■ **West Liberty and Flemingsburg, both Kentucky** Denied petition by Langley Franklin to reassign 106.3

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mhz from Flemingsburg to West Liberty (BP Doc. 81-616). Action March 12.

■ Belzoni, Miss.—In response to petition by Humphreys County Broadcasting Co.: Proposed assigning 107.1 mhz to Belzoni as its first FM; comments due May 10, replies May 25 (BC Doc. 82-148). Action March 17.

■ Newark, Ohio.—Dismissed petition by Christian Television of Ohio Inc., requesting dereservation of noncommercial ch. 31 at Newark and assignment of ch. 51 to that community (BC Doc. 81-745). Action March 19.

■ Hearne, Tex.—In response to petition by East Texas Wireless Radio: Proposed assigning 94.3 mhz to Hearne as its first FM; comments due May 10, replies May 25 (BC Doc. 82-150). Action March 19.

■ Newport, Wash.—Denied petition by Pend Oreille Valley Broadcasting to assign 104.9 mhz to Newport (BC Doc. 81-332). Action March 18.

Assignments

■ Palm Springs, Calif.—Assigned 88.5 mhz to Palm Springs as its first noncommercial assignment; effective May 3 (BC Doc. 81-579). Action March 18.

■ Pittsburg, Kan.—Assigned ch. 14 to Pittsburg as its second TV; effective May 3 (BC Doc. 81-713). Action March 18.

■ Augusta and Gardiner, both Maine—Substituted 92.3 mhz for 92.1 mhz at Augusta; reassigned 104.3 mhz from Augusta to Gardiner to reflect its use there and ordered Sterling Broadcasting Corp. to modify license for WSCL(FM) Augusta, to operate on 92.3 mhz instead of 92.1 mhz; effective May 18 (BC Doc. 81-627). Action March 15.

■ Ontonagon, Mich.—Assigned 98.3 mhz to Ontonagon as its first FM; effective May 3 (BC Doc. 81-597). Action March 18.

■ Billings, Mont.—Assigned 103.7 mhz to Billings as its fifth FM; effective May 3 (BC Doc. 81-630). Action March 19.

■ Alvin, Tex.—Assigned ch. 67 to Alvin as its first TV; effective May 3 (BC Doc. 81-578). Action March 17.

■ Fairfield, Tex.—Assigned 92.1 mhz to Fairfield as its first FM; effective May 3 (BC Doc. 81-580). Action March 18.

Low power

■ Following low power television applications have been accepted for filing and will be ready for processing after April 23 cut-off date. Applications are those that meet exception to freeze.

VHF applications

Idaho

■ Twin Falls, Idaho—Howard Publications Inc. seeks ch. 9, 100 w (BPTVL-810217JU).

North Carolina

■ Wanchese, Croatan Shores, Collington Manteo, Nags Head, Hawk, Whalebone, Roanoke Island, all North Carolina—Resort Movie Network seeks ch. 8, 100 w (BPTVL-810112JM).

UHF applications

Alaska

■ Anderson, Alaska—State of Alaska seeks ch. 46, 10 w (BPTTL-820115TZ).

California

■ Lakeport, Soda Bay, Lower Lake, Clearlake Highlands, Clearlake Park, Clearlake Oaks, all California—American Rural Television Systems Inc. seeks ch. 41, 100 w (BPTTL-801222IG).

■ Twentynine Palms, Calif.—Local Desert Television Inc. seeks ch. 38, 100 w (BPTTL-820127TZ).

■ Yucca Valley, Calif.—Local Desert Television Inc. seeks ch. 26, 100 w (BPTTL-820127TY).

Georgia

■ Alma, Ga.—Munsch-Westenhaver Co. seeks ch. 61, 10 w (BPTTL-820115TA).

■ Ashburn, Ga.—Munsch-Westenhaver Co. seeks ch. 55, 10 w (BPTTL-820115SZ).

■ Blackshear, Ga.—Munsch-Westenhaver Co. seeks ch. 65, 10 w (BPTTL-820115SY).

■ Broxton, Ga.—Munsch-Westenhaver Co. seeks ch.

64, 10 w (BPTTL-820115SX).

■ Douglas, Ga.—County Vision Associates seeks ch. 53, 10 w (BPTTL-820118TN).

■ Hazelhurst, Ga.—Munsch-Westenhaver Co. seeks ch. 63, 10 w (BPTTL-820115SW).

■ Homerville, Ga.—Munsch-Westenhaver Co. seeks ch. 46, 10 w (BPTTL-820115SV).

■ McRae, Ga.—County Vision Associates seeks ch. 58, 10 w (BPTTL-820118TO).

■ Waycross, Ga.—County Vision Associates seeks ch. 49, 10 w (BPTTL-820118TQ).

Iowa

■ Ottumwa, Iowa—Local Power Television Inc. seeks ch. 42, 1 kw (BPTTL-820122TZ).

Kansas

■ Junction City, Kan.—Local Power Television Inc. seeks ch. 54, 1 kw (BPTTL-820122TY).

Montana

■ Kalispell, Mont.—Telecrafter Corp. seeks ch. 18, 100 w (BPTTL-811029TZ).

New Mexico

■ Bayard, N.M.—Munsch-Westenhaver Co. seeks ch. 47, 10 w (BPTTL-820118TR).

■ Silver City, N.M.—Deloy Miller seeks ch. 2, 10 w (BPTVL-810909QP).

■ Tucumcari, N.M.—Munsch-Westenhaver Co. seeks ch. 53, 10 w (BPTTL-820118TT).

■ Taos, N.M.—Munsch-Westenhaver Co. seeks ch. 57, 10 w (BPTTL-820118TS).

Oklahoma

■ Erick, Sayre and Carter, all Oklahoma—Northfork TV Translator System seeks ch. 62, 100 w (BPTTL-801208IH).

■ Ardmore, Okla.—Parrish Television System Inc. seeks ch. 55, 100 w (BPTTL-810910QA).

Pennsylvania

■ Bellefonte and State College, both Pennsylvania—AGM Television Broadcasting seeks ch. 29, 1 kw (BPTTL-810409XC).

Texas

■ Memphis, Lakeview and Estelline, all Texas—Cruze Electronics seeks ch. 44, 100 w (BPTTL-810210IE).

■ Turkey and Quitaque, Texas—Valley Translator System seeks ch. 60, 100 w (BPTTL-801215IK).

■ Tyler, Tex.—American Christian Television System Inc. seeks ch. 45, 1 kw (BPTTL-810127IW).

Washington

■ Aberdeen, Wash.—Capital Development Co. seeks ch. 27, 100 w (BPTTL-810406IN).

VHF action

Colorado

■ Placerville, Colo.—XYZ Television Inc. granted ch. 3 for new LPTV station (BPTVL-8010151IB). Action March 2.

Missouri

■ Kirksville, Mo.—Sowers Newspapers Inc. granted CP for new VHF LPTV station on ch. 5, 175 ft., 10 w (BPTVL-810720IM). Action Feb. 25.

■ Maryville, Mo.—Somers Newspapers Inc. granted CP for new VHF LPTV station on ch. 10, 175 ft., 10 w (BPTVL-810720IN). Action March 2.

Tennessee

■ Cookeville, Tenn. Millard V. Oakley granted CP for new VHF LPTV station on ch. 7, 10 w, 100 ft. Action Feb. 25.

■ Livingston, Tenn.—Edward M. Johnson dismissed application for VHF LPTV station on ch. 7, 100 ft., 10 w. Action Feb. 26.

Wisconsin

■ Ladysmith, Wis.—Bell Press Inc. granted CP for new VHF LPTV station on ch. 7, 120 ft., 10 w (BPTVL-810720IK). Action Feb. 26.

UHF actions

California

■ Ukiah, Calif.—Television Improvement Association granted ch. 47 for new LPTV station, 30 ft. 100 w

(BPTTL-81012311Y). Action March 2.

■ Ukiah and Calpella, Calif.—American Rural Television Systems granted ch. 59 for new LPTV station, 353 ft., 1 kw (BPTTL-801222IH) Action Feb. 5.

Montana

■ Havre, Mont.—Telecrafter Corp. granted ch. 18 for new LPTV station, 50 ft., 100 w (BPTTL-810717IC). Action March 2.

■ Lewiston, Mont. (S. Moccasin mountain, near Spring Creek Junction)—Telecrafter Corp. granted CP for new UHF LPTV station on ch. 17, 100 w, 50 ft. (BPTTL-810717IB). Action Feb. 22.

New York

■ Watertown, N.Y.—Intercounty Broadcasting Corp. granted CP for new UHF LPTV station on ch. 25, 1975 ft., 100 w (BPTTL-810727IJ). Action Feb. 19.

Oklahoma

■ Woodward, Okla.—Frontier Community Communications granted ch. 23 for new LPTV station, 170 ft. 100 w (BPTTL-801326IW). Action March 2.

Utah

■ Mesquite, Utah—William J. Miner granted ch. 45 for new LPTV station, 20 ft., 100 w (BPTTL-810112IY). Action March 2.

■ St. George, Utah—William J. Miner granted ch. 55 for new LPTV station, 30 ft., 100 w (BPTTL-801112IX). Action March 2.

■ St. George, Utah—Summit Communications Inc. granted ch. 27 for new LPTV station, 40 ft., 100 w (BPTTL-810602IE). Action March 2.

Virginia

■ Town Concord, Va.—Paul H. Passink granted CP for new UHF LPTV on ch. 33, 100 w, 120 ft. (BPTTL-810410IC). Action Feb. 25.

Wyoming

■ Gillette, Wyo.—Telecrafter Corp. granted ch. 16 for new LPTV station, 100 ft., 100 w (BPTTL-810201IH). Action March 5.

Translators

■ Following applications have been accepted for filing and will be ready for processing after April 23 cut-off date. Applications are those which meet exception to freeze.

VHF applications

Alaska

■ State of Alaska, all 10 w, for following communities to rebroadcast KTVA-TV, KTUU-TV, KIMO-TV, KAKA-TV, all Anchorage; KTOO-TV Juneau; KYUK-TV Bethel and KUAC-TV Fairbanks:

- Bettles—Ch. 13 (BPTTV-820111TQ).
- Birch Creek—Ch. 13 (BPTTV-820111TP).
- Cheformak—Ch. 4 (BPTTV-811229SF).
- Clarks Point—Ch. 7 (BPTTV-820115SQ).
- Circle—Ch. 9 (BPTTV-820106TE).
- Circle Hot Springs—Ch. 4 (BPTTV-820111TO).
- Coffman Cove—Ch. 13 (BPTTV-820115SP).
- Craig—Ch. 13 (BPTTV-820106TD).
- Eek—Ch. 7 (BPTTV-820111TN).
- Eight Fathoms Bight—Ch. 13 (BPTTV-820115SO).
- Ekwok—Ch. 4 (BPTTV-820111TY).
- Elfin Cove—Ch. 13 (BPTTV-820111TX).
- Freshwater Bay—Ch. 13 (BPTTV-820115SN).
- Gustavus—Ch. 4 (BPTTV-820111TW).
- Halibut Cove—Ch. 8 (BPTTV-820115SM).
- Hobart Bay—Ch. 13 (BPTTV-820115SL).
- Homer—Ch. 13 (BPTTV-810324JQ).
- Hyder—Ch. 4 (BPTTV-820111TV).
- Kakhonak—Ch. 13 (BPTTV-820111TU).
- Kalskag—Ch. 11 (BPTTV-820111TT).
- Kasigluk—Ch. 2 (BPTTV-820111TM).
- Klawock—Ch. 11 (BPTTV-820111TL).
- Klukwan—Ch. 13 (BPTTV-820106TC).
- Kotlik—Ch. 4 (BPTTV-811229SM).
- Koyukuk—Ch. 13 (BPTTV-811229SN).
- Kwethluk—Ch. 11 (BPTTV-820111TK).
- Kwigillingok—Ch. 2 (BPTTV-811229SO).

- Labouchere Bay—Ch. 2 (BPTTV-820115SK).
- Manly Hot Springs—Ch. 13 (BPTTV-811229SP).
- Mentasta Lake—Ch. 7 (BPTTV-820115SJ).
- Metlakatla—Ch. 11 (BPTTV-820111TJ).
- Meyers Chuck—Ch. 13 (BPTTV-820111TI).
- Minchumina—Ch. 13 (BPTTV-820115SI).
- Napeskiak—Ch. 2 (BPTTV-820111TH).
- Naukati Bay—Ch. 13 (BPTTV-820115SI).
- New Stuyahok—Ch. 13 (BPTTV-811229SQ).
- Newtok—Ch. 4 (BPTTV-811229SR).
- Nightmute—Ch. 13 (BPTTV-811229SS).
- Paxon—Ch. 4 (BPTTV-820111TG).
- Pedro Bay—Ch. 9 (BPTTV-811229SU).
- Pitka's Point—Ch. 4 (BPTTV-820111TF).
- Point Baker—Ch. 4 (BPTTV-811229SV).
- Poet Protection—Ch. 13 (BPTTV-820111TE).
- Port Alice—Ch. 13 (BPTTV-820115SG).
- Port Moller—Ch. 2 (BPTTV-820120TX).
- Quzinkie—Ch. 2 (BPTTV-811229ST).
- Rowan Bay—Ch. 13 (BPTTV-820115SF).
- Scannon Bay—Ch. 7 (BPTTV-820115SE).
- Sheldon's Point—Ch. 4 (BPTTV-820115SD).
- St. John's Harbor—Ch. 13 (BPTTV-820115SC).
- Tellin—Ch. 7 (BPTTV-820111TD).
- Thorne Bay—Ch. 11 (BPTTV-820115SB).
- Tuluskak—Ch. 11 (BPTTV-820111TC).
- Tuntuliak—Ch. 13 (BPTTV-820111TS).
- Wales—Ch. 4 (BPTTV-820115SA).
- Whales Pass—Ch. 11 (BPTTV-820121TY).
- White Mountain—Ch. 13 (BPTTV-820111TR).
- Wiseman—Ch. 13 (BPTTV-820111TB).

California

- Independence, Calif.—Inyo County TV Advisory Commission seeks ch. 6 to rebroadcast KNXT-TV Los Angeles (BPTTV-820120TW).
- Independence, Calif.—Inyo County TV Advisory Commission seeks ch. 10 to rebroadcast KNBC-TV Los Angeles (BPTTV-820120TV).
- Independence, Calif.—Inyo County TV Advisory Commission seeks ch. 12 to rebroadcast KABC-TV Los Angeles (BPTTV-820120TU).
- Outlying area of Joshua Tree, Calif.—Morongo Basin TV Club Inc. seeks ch. 8 to rebroadcast KTLA-TV Los Angeles.

Colorado

- Gunnison, Colo.—Gunnison County Metropolitan Recreation District seeks ch. 9 to rebroadcast KWGN-TV Denver (BPTTV-810210IL).
- Gunnison, Colo.—Western Slope Communications seeks ch. 13 (BPTTV-820108TW).

Montana

- Circle and Brockway, both Montana—Circle TV Booster Club Inc. seeks ch. 6 to rebroadcast KRMA-TV Denver (BPTTV-790606IB).
- Roundup, Mont.—Roundup TV Tax District seeks ch. 6 to rebroadcast KUED-TV Salt Lake City (BPTTV-811124TZ).

Oregon

- Monument, Ore.—Monument TV Inc. seeks ch. 10 to rebroadcast KPTV(TV) Portland, Ore. (BPTTV-820112TZ).
- Monument, Ore.—Monument TV Inc. seeks ch. 12 to rebroadcast KOAP-TV Portland, Ore. (BPTTV-820112TY).

Utah

- Cedar Canyon, Utah—Cedar Canyon TV seeks ch. 10 to rebroadcast KSL-TV Salt Lake City (BPTTV-810121KC).

UHF applications

California

- Lakeport, Calif.—The Lake County Television Club seeks ch. 27 to rebroadcast KLOC-TV Modesto, Calif. (BPTTV-810227IE).
- Long Valley Region, Calif.—Mono County Service

Area No. 1 seeks ch. 58 to rebroadcast KXTV(TV) Sacramento, Calif. (BPTTV-820107TZ).

Colorado

- Aspen, Colo.—Western Slope Communications Ltd. seeks ch. 35 (BPTTV-820108TZ).
- Battlement Mesa, Colo.—Western Slope Communications Ltd. seeks ch. 21 (BPTTV-820108TY).
- Breckenridge, Colo.—Western Slope Communications Ltd. seeks ch. 24 (BPTTV-820108TX).
- Coaldale, Colo.—Fremont School District seeks ch. 59 to rebroadcast KTSC-TV Pueblo, Colo. (BPTTV-810112IC).
- Cotopaxi and Texas Creek, Colo.—Fremont School District seeks ch. 57 to rebroadcast KTSC-TV Pueblo, Colo. (BPTTV-810112IB).
- Crested Butte and Mt. Crested Butte, Colo.—Gunnison County Metropolitan Recreation District seeks ch. 41 to rebroadcast KWGN-TV Denver (BPTTV-820113TX).
- Howard, Colo.—Fremont School District seeks ch. 61 to rebroadcast KTSC-TV Pueblo, Colo. (BPTTV-810112ID).
- Leadville, Colo.—Western Slope Communications Ltd. seeks ch. 28 (BPTTV-820108TV).
- Steamboat Springs, Colo.—Western Slope Communications Ltd. seeks ch. 34 (BPTTV-820108TU).
- Drummond, Hall and rural areas, Mont.—Drummond TV Tax District seeks ch. 7 to rebroadcast WGN-TV Chicago (BPTTV-810804IS).

New Mexico

- Lordsburg, N.M.—Hubbard Broadcasting Inc. seeks ch. 59 to rebroadcast KOB-TV Albuquerque, N.M. (BPTTV-801126II).
- Lordsburg, N.M.—KOAT Television Inc. seeks ch. 61 to rebroadcast KOAT-TV Albuquerque, N.M. (BPTTV-810206IM).

South Dakota

- Philip and Kadoka, S.D.—Midcontinent Broadcasting Co. seeks ch. 69 to rebroadcast KPLO-TV Reliance, S.D. (BPTTV-810121IX).

Utah

- Blanding and Monticello, Utah—San Juan County seeks ch. 36 to rebroadcast KSTU-TV Salt Lake City (BPTTV-811228TZ).
- Hanksville, Utah—Wayne county seeks ch. 66 to rebroadcast KSTU-TV Salt Lake City (BPTTV-820115SR).
- Manti and Ephraim, Utah—Sanpete county seeks ch. 30 to rebroadcast KSTU-TV Salt Lake City (BPTTV-820111TA).
- Manti and Ephraim, Utah—Sanpete county seeks ch. 32 to rebroadcast KBYU-TV Provo, Utah (BPTTV-820111SZ).

VHF actions

- Elko, Nev.—Elko T.V. District granted ch. 12 to rebroadcast KTVB(TV) Boise, Idaho (BPTTV-810922QA). Action Feb. 25.
- Jacksonville, Ore.—Southern Oregon Education Co. granted ch. 7 to rebroadcast KSYS(TV) Medford, Ore. (BPTTV-801014TL). Action Feb. 25.

UHF action

- Traverse City, Mich.—Central Michigan University granted ch. 46 to rebroadcast WCML(TV) Alpena, Mich. (BPTTV-801231IB). Action Feb. 22.

Earth stations

Applications

- Common Carrier Bureau accepted for filing applications to build and operate new earth stations:
- Martin Marietta Corp. for Cucamonga, Calif. (11m, Harris, E4245).
- Niagara Mohawk Power Corp. for Buffalo, N.Y. (7m, S-A, E4225); Albany, N.Y. (7m, S-A, E4226) and Liverpool, N.Y. (7m, S-A E4227).

Actions

- Common Carrier granted following applications to

build and operate new earth stations:

- GTE Laboratories Inc. for Stamford, Conn. (E3337).

Other

- Ordered ITT World Communications Inc. to submit supplemental information by March 31 in matter ITT rate of return proceeding (CC Doc. 80-633). Action March 25.

- FCC terminated inquiry on reducing or eliminating telegraphy (morse code) requirements for handicapped persons seeking licenses in Amateur Radio Service. Action March 11.

- FCC amended marketing rules to allow limited operation of computing equipment, other than coin-operated games, prior to certification or verification. Action March 11.

Call letters

Applications

Call	Sought by
New FM's	
KRWA-FM	Radio Waldron, Waldron, Ark.
WXCXV	West Wind Broadcasting Inc., Homosassa Springs, Fla.
New TV's	
KSAF-TV	New Mexico Media Co., Santa Fe, N.M.
WTUV	Broadcast Facilities Co., Utica, N.Y.
Existing AM's	
WXBK	WIUA Albertville, Ala.
KLND	KWNT Davenport, Iowa
Existing FM's	
KALF	KSNR Red Bluff, Calif.
WHRS-FM	WHRS West Palm Beach, Fla.
KKCI	KSAS Liberty, Mo.
WIDO	WQTI Dunn, N.C.
KHWK	KXDD Richland, Wash.
Existing TV	
WHRS-TV	WWPF West Palm Beach, Fla.

Grants

Call	Sought by
New AM	
KMOG	Rim-Co. Inc., Payson, Ariz.
New FM's	
KPAU	Round Valley Inter-Tribal Radio Project Inc., Covelo, Calif.
KIZN	ConIdaCom Ltd., New Plymouth, Idaho
WRVI	Virden Broadcasting Corp., Virden, Ill.
WVWV	Covington Area Broadcasting Inc., Covington, Ind.
WKSO	Acadia Broadcasting Co., Ellsworth, Me.
KWNA-FM	Sheen Broadcasting Co., Winnemucca, Nev.
New TV's	
KTBY	Totem Broadcasting Corp., Anchorage, Alaska
KWSE	Prairie Public Television Inc., Iliston, N.D.
KVTX	Community Television of Victoria, Victoria, Tex.
Existing AM's	
KSGR	KUAD Windsor, Colo.
WBSS	WPIP Pompano Beach, Fla.
WLTE	WAZY Lafayette, Ind.
WCMX	WLMS Leominster, Mass.
Existing FM's	
WBNI	WIPU Fort Wayne Ind.
WBXQ	WRKE Cresson, Pa.
WOZK-FM	WKLP-FM Keyser, W. Va.
Existing TV's	
WTXX	WATR-TV Waterbury, Conn.
WGXA	WWLG Macon, Ga.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

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.

Unique Broadcasting Network with unique announcer training program adding management/sales personnel in 3 offices. New York, Philadelphia, Los Angeles. \$15-30K + benefits. Tremendous growth potential for right people. Prefer area residents with diversified broadcasting backgrounds. Complete resume to Box T-252.

Sales Manager. 100,000 watt FM stereo, 24 hours. News, music, sports, remotes, local events. Excellent production. Two Midwestern farm-industrial communities. Non-rated. Experienced, creative person to direct, inspire, maintain top billing staff. Compensation commensurate with market area, performance. Mail resume to Box W-29.

Director of Radio Broadcasting (Station Manager). Grand Valley State Colleges seeks an individual to supervise the growth and development of a new 150-watt noncommercial station. Position requires teaching broadcasting one-half time over a fiscal year and management of an all-student staff. Station closely associated with highly successful public television station serving 38th market. Master's degree in Broadcasting or related field required, doctorate preferred. Should also have at least five years of experience in management, news and public affairs. Salary range: \$21,900 to \$33,800. Send resume to Dr. George Lott, c/o Personnel Office, Grand Valley State Colleges, Allendale, MI 49401. Deadline for applications, April 26, 1982. Position open July 1, 1982.

General Manager/Sales Manager wanted for northern Mountain States small market AM. Excellent opportunity for hardworking, self-starter with strong background in sales. Knowledge of all areas of station operation a plus; strong leadership ability and emphasis on sales a must. Equal Opportunity Employer. Send detailed resume to Box W-35.

General Manager needed for an adult inspirational station. Must have proven track record in sales with good management credentials. Send resume to Bruce Erickson, V.P. The Enterprise Network, 100 N. 24th St. West, Billings, MT 59102.

HELP WANTED SALES

Wanted-One butt-kicking salesman/woman. Announcing skills preferred. Experienced only! Upper Midwest station in 400,000 plus market has guarantee plus commission, plus free gasoline for your car. Many more "bennies" for the right person. Reply in total confidence to Box T-241.

Experienced Salesperson. AM/FM station in oil boom area of SW Okla. Looking for someone who is willing to work, a self-starter, wanting to make money. Send resume & salary needs to Carolyn Riffel, KRPT, Anadarko, OK 73005. 405-247-6682.

I would like to offer you experience, a fair starting salary plus commission and a training system designed to get you making money. We're on eastern Long Island with the No. 1 AOR. Interested? Send resume to: WRCN, PO Box 666, Riverhead, NY 11901.

Texas Panhandle City of 30,000 seeking self-starter to assume all around duties of account executive, production and play by play. Just lost key man and need someone to fill his shoes. Call Darrell Sehorn, KGRO, Pampa, TX 79065. 806-669-6809. Career opportunity with expanding group of stations.

Florida Keys FM needs self-starting, hardworking professional. Must have transportation, be ambitious and anxious to earn a lot of money for yourself and for WWUS. Send resume and track record to 1505 Patricia St., Key West, FL 33040.

Radio Sales. We need an experienced professional. This is not a desk job; you must be a self-starter and capable of handling AM sales and sales dept. Great potential and benefits, plus security. Station is 12 miles from 100,000 pop. This is your chance at major accounts and possible move to GM in one year. We are committed to success and looking for person who'll share that commitment. Call 616-894-9523, Jay Ronn, GM.

NY state competitive small market needs aggressive, results-oriented Sales Manager. Will carry list and help others get most from theirs. Pay plan negotiable, \$25K potential. Send resume, track record, pay preference to Box W-36.

Ambitious sales rep. If you're currently employed at small station, and want to grow, contact us! We'll train and help launch your career. Resume to Jacquie Denehe, WPFR-FM, 629 Cherry Street, Terre Haute, IN. 47807. E.O.E.

Account Executive—Midwest AM/FM station. Looking for ambitious account executive, 1½ years' experience. RAB trained preferred. Excellent commission incentives and benefits with fast growing company. Send resume to Box W-27. Equal Opportunity Employer.

Salesperson needed for WAYS-AM in Charlotte, N.C. Must have radio sales experience, be aggressive and self-motivated. Salary and commission. Send resume to Dale Anthony, WAYS, 400 Radio Road, Charlotte, NC 28216. EOE.

Front liner wanted. On street selling ability mandatory. Order takers, forget it. Need experienced pros for growing Midwest metro FM in competitive market. Send resume, track record first letter in strictest confidence to Box W-23.

HELP WANTED ANNOUNCERS

Telephone talk. Major market station wants personality with provocative, humorous, imaginative telephone finesse. Send resume. to Box T-212. EOE.

Longtime Westcoast legend getting older (30-40). 50,000 watt KACY conducting nationwide talent search for top morning jock. Immediate opening for creative, enthusiastic, well-paced individual. If you're the best in your market, send tape and resume to Denny Luell, PO. Box 1520, Oxnard, CA 93034.

We're looking for a bright individual with communicative skills to fill a staff announcing position. Applicant must have prior broadcast experience. Tape and resume to WZOE, Broadcast Center, Princeton, IL 61356 EOE.

Experienced announcers for northern Minnesota adult contemporary AM/FM combo. Great area for outdoor sports; hunting, fishing, camping, etc. Contact: Paul Brinkman, WEVE AM/FM, Eveleth, MN 55734. 218-741-5922.

Indiana Fulltime A.M. needs morning personality. Must be bright, entertaining, and professional. Good salary and benefits to right individual. Send resume to Box T-227.

C&W AM/FM in oil boom area of SW Okla. needs big sound good air personality and production. Send tape, resume & salary needs to Dave Myers, KRPT, Anadarko, OK 73005. 405-247-6682.

Outstanding opportunity for a production minded radio-announcer with a minimum of 2 years commercial experience, seeking permanent position with one of the nation's finest, WKZO Radio-TV, pioneer of the Fetzer stations. We are an equal opportunity employer with working conditions, fringe benefits and advancement possibilities tops in outstanding community. Send tape, resume and salary requirements to Ralph Grant, WKZO Radio, 590 W. Maple St., Kalamazoo, MI 49003.

Immediate opening, DJ, commercial experience. Generous salary. Fringes. WVOS. Call S. Lubin, 914-292-5533.

Dependable Announcer wanted. If interested in or have sales experience it will be an asset. Call person-to-person for mgr. 314-586-8577. A good opportunity for quick advancement.

New 100,000 watt FM needs community-minded announcer for combination morning talk show-sales position. T&R to WBWA, Box 207, Washburn, WI 54891. 715-373-5151.

Experience a must! Evening shift. Salary \$10,000 plus paid insurance. Personal interview required. Tape and resume to George Wilburn, KWHW AM/FM, Altus, OK 73521 E.O.E.

Announcer, News, production. Tape and resume now to WSER, 192 Maloney Rd., Elkton, MD 21921.

HELP WANTED TECHNICAL

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.

Washington D.C. Consultant seeks experienced staff engineer. Radio and television background and FCC 1st necessary. CATV and allocation exposure desirable. Please send resume and salary requirements to Box T-237. EOE, M-F.

Chief Engineer. Experience in maintaining AM/FM transmitters & automation equipment at the best equipped stations in Western Massachusetts. Brand new studios and broadcast equipment. Excellent salary and living environment. An equal opportunity employer. Send resume to WUPE/WUHN, Box 1265, Pittsfield, MA 01202.

Top FM radio engineer wanted. Maturity and experience a must. Disciplined approach to hands on maintenance and record keeping essential. KQDS. Box 6167, Duluth, MN 55806.

Growing Midwest metro FM seeks chief engineer. Transmitter, studio facility maintenance experience with some announcing. Send qualifications and salary requirements in strictest confidence to Box W-24.

Chief Engineer—WDIZ, Orlando, Florida, is looking for a professional and imaginative chief engineer. Send resume to David Janzer, Director of Engineering, Shamrock Communications, 606 W. Wisconsin Ave., Milwaukee, WI 53203. An Equal Opportunity Employer.

Maintenance Engineer for AM and TV station wanted. FCC license and two years maintenance experience required. Salary: \$20,000-\$24,000, D.O.E. Contact: Chief Engineer, Bethel Broadcasting, Inc., PO. Box 468, Bethel, AK 99559. Bethel Broadcasting, Inc. is an Equal Opportunity Employer.

Chief Engineer, complete responsibility for AM/FM combo. Must know automation. Career opportunity with growing group. Eastern location. Reply Box W-14.

Chief Engineer, Radio/TV; position may be combined as chief for both depending on qualifications. Largest broadcast company in the state with modern facilities. Salary negotiable DOE. Write to Mr. Ron L. Moore, President; NTV, Inc.; Box 2200; Anchorage, AK 99510, or contact at NAB, Northpark Inn. EEO Employer.

HELP WANTED NEWS

Need DJ/News person for eastern Maryland easy rock high power FM. Experienced. Benefits. EOE. Resume and references to Box T-147.

Sharp, professional newsperson for Indiana A.M. fulltime. Must be personable and present an interesting news presentation. Looking for creative street reporter and writer, not "readers". Talk show ability desired also. Send resume to Box T-228.

Morning host for news and public affairs format. Send tape and resume to WRVO, Oswego, New York 13126.

HELP WANTED NEWS CONTINUED

Immediate Opening! Morning news anchor with mature conversational delivery for large Southern market A/C. Top station, above-market pay, benefits. RENG. Strong writing, reporting a must. Send T/R now to Lee Hall, WSGN, Birmingham, AL 35209. EOE/M/F.

News anchor/reporter for KOB-AM-FM. Qualifications: exceptional writing skills; knowledge of city/court affairs; ability to creatively work with audio equipment. BA desirable; minimum of 3 years full-time reporting in radio, TV or print media. Applicants must submit an unedited aircheck with their applications. Salary: negotiable. Contact: Cathy Dolter, KOB-AM/FM, 4 Broadcast Plaza SW, Albuquerque, NM 87103. 505-243-4411. EOE. M/F Closing date: April 13, 1982.

Afternoon drive reporter/anchor, minimum two years on-air commercial experience. Only self starters need apply. Excellent working conditions, good salary. Send tape, resume, writing samples with letter including three professional references to Dick Forney, News Director, WQKH/WMEE, PO. Box 6000, Fort Wayne, IN 46896. No calls, please.

News and information radio in Missouri seeking communicator with 3-5 years' experience. News, sports and announcing skills a must. Join a winner. Call Greg Walker at KWIX, 816-263-1230.

Texas Farm Bureau seeks broadcaster to work in radio-TV news service. Texan or Southwestern person preferred. Resume, and tape to Gene Hall, Box 489, Waco, TX 76703.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

WCBM, Metromedia's Baltimore A/C leader, needs a Production Director: warm voice, creative mind, disciplined writing, polished technique. Weekend air shifts. Equal opportunity employer. Send production/air tape to: Dave Arlington, WCBM, Owings Mills, MD 21117.

SITUATIONS WANTED MANAGEMENT

Selling Sales Manager: employed! Professional! Experienced! Aggressive! Dedicated! 7 years broadcast sales! 2½ years broadcast management! Ability to hire and train top producing sales people! Budget and cost conscious! Would be an asset to any organization! Box T-260.

General Manager, in depth knowledge of radio with strong sales development ability. Successful track record in management that includes 17 years managing AM&FM, all markets. Looking for long term relationship. Profit and results oriented. Write Box T-250.

Very Successful G.M., stable, 10 years same management, station being sold. Prefer small-medium market. Strong in sales and promotion. Qualified all areas. Cost efficient, community active. Hard-working, hands-on professional. Can make yours the station you want it to be. Box W-32.

Proven bright young professional broadcaster seeks small or medium market challenge. Background includes management, sales, programming, sports, news, talk. Currently employed as a General Manager. Columbia, Welsh Company, RAB trained. My community involvement, dedication and hard work will return to you in the form of greater station profits. Reply Box W-31.

Assistant Manager/PD with long history of success. AM/FM. Experienced in all phases, with superior strength in administration, organization and operations. Seeking responsible position with stable, quality operation. Box W-33.

If a national-regional network or group owner is searching for an experienced, aggressive, hard-working, strong, organizational leader, with a proven industry-wide reputation for generating record sales and quickly turning bottom line figures from red to black—I possess all of these qualifications, as a former network CEO, owner and operator of successful major stations in the top 25 markets, with over 25 years of high-profit broadcast experience, and I would like to make my skills available to your organization as a top executive or as a consultant, with guaranteed results. I am available for an immediate interview. Write Box W-4.

Professional Broadcaster. Seeking station manager slot. Responsible, dedicated, ambitious. Presently sales manager. All Replies considered. Write Box W-39.

Experienced, personable manager looking for change to warmer climate. Sales-oriented, community-minded ... excellent background. Reply Box W-19.

SITUATIONS WANTED SALES

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

Don't write me if you aren't a professional radio station! I've worked for the other kind and I don't like it. 8-year-man, quick thinker, witty, PD, MD & Production experience. Write Box T-224.

I've been playing country music for 6 years, and would like to do so for you. If You're a medium market station on the East coast, let's talk. I've done remotes, phone shows, have B.A., and 3rd endorsed. Write Box T-225.

Multi-Talented—news, sports, music (any format), engineering. My break is your break. B.A. in communications, will relocate. Mitch, 280 North Bowman Ave., Merion, PA 19066. 215-664-7644.

Big Band announcer, programmer. Experienced professional, good background. Seeking metro market position with stable operation. Write Box W-21.

Career minded, excellent reader and voice. Anywhere. Bill Hess, 11401 Arrowhead Trail, Hales Corners, WI 53130. 414-425-4924.

Disc Jockey with excellent voice and diction looking for first job. Good production. Sales welcomed. Arthur Ostermann, 212-447-3768.

I love my job; my wallet can't stand it. Communicator seeking good-sized small or medium market in Pacific Northwest or California. Box W-2.

Don't read this—unless you want a talented, experienced and motivated individual who knows his own ability and his own mind. Experienced in news, production, adult-contemporary and album-rock. References and tape available. Call 212-698-6917.

Sportscaster, PBP, all major sports. Nine year veteran. Experienced in all phases of radio. Available immediately. Box 1196, Williamsburg, VA. 23187. Mark Albin.

Graduate from announcing school. 2 years' experience on-air. Good production, news and air voice. Not a reader, a communicator. Progressive. AOR, A/C format. Will relocate. Call 308-432-4569.

8½ year pro wants stable, full-time permanent position. Excellent references. Very dependable. Mike, 904-255-6950.

Country pro. Ratings conscious, voices, humor. Former CMA award winner. Looking for another great station. 803-238-4275.

Announcer/Sportscaster. 5½ years' experience. Know rock format. West Coast, southern Rockies preferred. Anytime. 303-651-3549.

9 years small market experience. PD, MD, copywriter. MOR, EZ. Married. Prefer Carolinas, Virginia, Maine, Geoff Stellpflug, Box 61, Milflin, PA 17058. 717-436-8809.

Professional sound and altitude. Pleasant personality. Cooperative. Chip Durant, 5317 S. Tuckaway Dr., Greenfield, WI 53221. 414-282-0185.

Announcer-Newscaster with one year small market and automation experience looking for advancement in radio. Contact Lisa, 212-388-6890 before noon.

College Grad: with broadcast school training looking for entry level position in: announcing, news, sportscasting. Call Barry, 212-388-6890 from 10 to 1.

SITUATIONS WANTED TECHNICAL

AM/FM super Chief available. 35 years experience, No. 1 market and networks. Desire challenging opportunity. Please call 804-296-3291.

Experience: A half-million watts of RF, a dozen studios, plus ancillary civil works at ten sites on two continents last year. Ready now to discuss new assignments, I have the knowledge, equipment, crew and ability to handle any AM, FM, or other communications project. Now arranging appointments for NAB, Dallas. Contact Mr. Haskey, 602-356-6700.

Somewhere, out there, in the great wild West, there's a medium market station in need of a dynamic communicator and also a Chief Engineer! (AM-FM-DA). I'm both those persons! Give us a call! 805-943-4743.

SITUATIONS WANTED NEWS

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.

Sportscaster; energetic, knowledgeable; not just a "rip and reader." Exciting, detailed PBP, experienced in major sports, H.S. college. Seeks medium to major market position. Box T-243.

Top-notch working news pro wants new major-market challenge. Personality anchor with solid reporting skills. Prefer West coast or New York. Write Box W-30.

Tough assignments wanted. BA Journalism, FCC 1st. Excellent production, experienced in automation. Call Alan, 516-944-7096; 516-767-0212.

Experienced Sportscaster. Desires move to medium market. Six years PBP football, baseball, basketball; writing news and sports; interviews; production. Accustomed to rugged schedule. No sick leave in six years. Tape, resume available. Box W-15.

Sportscaster. Award winner for both play by play and general sports reporting. Available now. Call Russ, 717-561-0710.

Experienced reporter, good voice. BA Journalism. Prefer California or southwest. Call 213-508-7148 or write Box W-1.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Radio talk-show host: sincere, animated, whimsical, often controversial, 10 years experience, heavy interview skills. Seek large market opening. Frank, 617-758-2347.

Production Talent wishes to meet new challenges: 4-years college (degree), 3-years pro; East Coast medium market replies. Copywriter/producer/announcer is experienced and aggressive. Write Box W-11.

Need a seasoned professional with an eye for detail? Experienced program director/air personality with an adult approach to radio. Seeks adult contemporary or country station to grow with. Eleven years radio experience, good track record. Call 412-228-2402 or 412-225-3481. Available immediately.

Midwest Personality seeking first PD/MD job. CHR, A/C, or country. Looking for a challenge with a stable & professional station with room to grow. Committed to win. Failure isn't in my vocabulary. All markets considered. West, Southwest or Midwest. Write Box W-12.

Operations/Production Manager. Experienced image-producer. B.A. Knowledgeable in business, personnel, programing, 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, creative, dedicated. Write Box W-18.

Looking for a job? Why not register with the Communications Placement Service? Located in the Nation's Capital. Contact: 2025 Eye Street, NW, Suite 813, Washington, D.C. 20001. 202-659-8251.

TELEVISION

HELP WANTED MANAGEMENT

Director of Marketing. Responsible for designing & implementing annual campaign to solicit program grants from business & industry; for solicitation of corporate & foundation funding for special programming; for concept & implementation of benefit events; & for development & follow-up of leads. Requires individual w/strong marketing/sales capabilities; must be aggressive & effective in underwriting w/proven track record of accomplishments. Minimum 5 years' experience and B.A. Broadcasting background helpful. Excellent written/verbal communications skills essential. Send resume, including names & phone numbers of five professional references, & salary requirements to Deborah Palmer, Dir. of Personnel, WHYY, Inc., 150 N. 6th Street, Philadelphia, PA 19106.

HELP WANTED TECHNICAL

Production Engineer with proven technical skills, and ability to train and supervise staff. South Texas. EOE. Box T-213.

Washington D.C. Consultant seeks experienced staff engineer. Radio and television background and FCC 1st necessary. CATV and allocation exposure desirable. Please send resume and salary requirements to Box T-238. EOE, M/F.

TV Transmitter Supervisor for network VHF station. Experience with RCA G-Line or F-Line transmitters helpful. Send resumes to Chief Engineer, WLSL-TV, P.O. Box 2161, Roanoke, VA 24009.

Hands-on Chief - proficient in areas of: RF, Digital, Ampex Quad, RCA Telecine, BVU, Vidifont. New facility in beautiful Salisbury, Maryland. Salary commensurate with experience. Send resume to Box 321, Salisbury, MD 21801. AA, EOE/M-F.

Chief Engineer, Radio/TV; position may be combined as chief for both depending on qualifications. Largest broadcast company in the state with modern facilities. Salary negotiable DOE. Write to Mr. Ron L. Moore, President; NTV, Inc., Box 2200, Anchorage, AK 99510, or contact at NAB, Northpark Inn. EEO Employer.

Chief Engineer, or Ass't. Chief ready to move up. For WJHG-TV, Panama City, FL. Good salary and fringe benefits. Send resume to R. E. Carow, Vice Pres., Gray Communications Systems, Inc., PO Box 3130, Albany, GA 31708.

Maintenance Engineer for rapidly growing south Florida market. Now building new transmitter facilities with Harris 110 KW and 1500' tower. Need a person with good background in control room and studio equipment. Transmitter and ENG experience desirable. Please contact Robert Cleveland, WBBH-TV, 3719 Central Avenue, Fort Myers, FL 33901. 813-939-2020.

We are a very Serious UHF television station in a major sun and fun market. In 1982 we will be expanding our total staff by more than 20%. You can be a part of this growing dynamic organization if you have these qualifications: you are an experienced "maintenance engineer" with a current FCC 1st class license and a minimum of 3-5 years of in-depth broadcasting experience. Digital maintenance preferred. We feature RCA TCR-100, TR-600, TK 28 & 29, TP-66, TK-44, TK-76, BVU, BVH, BVE, MA, SA, Moseley and TFT. Earth station and 3/4" knowledge a plus. Above average salary, with top major company benefits, commensurate with experience. Join us and combine a significant career with a slice of the truly good life on Florida's Gulf Coast. Send resume and references to Chief Engineer, WTOG-TV, P.O. Box 20144, 365 105th Terrace N.E., St. Petersburg, FL 33702. We are a division of Hubbard Broadcasting, Inc., and an Affirmative Action, Equal Opportunity Employer, M/F.

Studio Technician I. TV broadcast studio engineering technician 1, associate degree in electronics or equivalent, two years appropriate electronic experience preferably with TV broadcasting equipment. First class or general class license and experience preferred. Salary range: \$11,420 to \$17,700, depending on qualifications. Send resume to: Studio Engineering Supervisor, New Hampshire Network, Box Z, Durham, N.H. 03824. Application Deadline is April 14, 1982. AA/EEEO.

Innovative Corporate Engineering Manager wanted by growing group broadcaster and cable operator based in Salt Lake City, Utah. Applicant should have a BSEE plus 3 to 5 years' experience in design and construction of television facilities and related operations. Position reports to Director of Corporate Engineering with the primary responsibility of design, specification and implementation of a wide range of projects dealing with various broadcast entities. Salary based on qualifications and experience. For further information contact Ira Goldstone, Director of Corporate Engineering, KUTV, Kansas State Network, 801-973-3217. EOE.

Maintenance Engineer (TV): 1 year experience plus FCC general class license required. Excellent benefits. Send resume to: WXXI Personnel Dept., P.O. Box 21, Rochester, NY 14601. EOE.

Studio Technician II. TV broadcast studio engineering technician II, first class or general FCC license, SBE certification a plus. In-depth electronic and digital theory, extensive maintenance experience required preferably with broadcast color equipment or equipment of equivalent circuit sophistication. Salary range: \$14,460 to \$22,400. Send resume to Director of Engineering, New Hampshire Public Television, Box Z, Durham, N.H. 03824. Application deadline is April 14, 1982. AA/EEEO.

HELP WANTED NEWS

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.

Meteorologist to step into number one position at number one weather station having radar with dial-up capability, NAFAX, GOES, Service A, and NWS wire. Looking for top-notch forecaster capable of putting together visual and accurate presentation. Send resume to Box T-253. E.O.E.

Aggressive PTV station needs broadcast journalist to develop and produce on-air journalistic programs relating to public service issues. Researches, writes and edits material for programs; provides reporter/coverage on daily news developments and legislative session; produces public affairs, cultural or sports programs as required. Write Idaho Personnel Commission, 700 W. State Street, Boise, ID 83720, requesting application forms for announcement No. 82-05348-74. Applications must be returned by April 29. EOE.

VP/News: No. 1 station, medium market with large market commitment to news, seeks experienced news director. Must have degree, administrative skills, innovative, with production savvy, strong with people. Equal Opportunity Employer. Write Box T-245.

Meteorologist. Meteorologist with several years' experience. Must be committed to the idea of making weather relevant and exciting to the audience. Sophisticated, aggressive, modern station in a top 50s market. Please send resumes and tapes to: News Director, P.O. Box 2009, Durham, NC 27702.

Weekend Anchor - Top 50's CBS affiliate needs strong anchor/producer for weekend casts, 3-days/week reporting. Experienced only. Tapes and resumes to Jay Moore, ND, WTVR-TV, 3301 West Broad Street, Richmond, Virginia 23230. An equal opportunity employer.

Reporter/Anchor—May 3rd start: mid sized market in Southeast: group owned CBS affiliate; prefer experienced reporter with anchor potential. M/F, E.O.E. Send tape to: WDEF-TV, Dale Pandelis, 3300 Broad Street, Chattanooga, TN 37408.

Reporter—Aggressive, production-oriented general assignment reporter who can handle live situations. Minimum 3-years' experience for this top 15, No. 1 station. Please send resume to Box W-7. EOE.

WBNS-TV, the top rated station in Central Ohio, is seeking an energetic weekend sports anchor for four person department. Must also be an enterprising reporter with a minimum of two years' experience in commercial TV. Send resume and salary requirements to WBNS-TV Personnel, P.O. Box 1010, Columbus, OH 43216. An Equal Opportunity Employer, M/F.

News Director: Group owned Midwest station seeking top news manager. Innovative news operation with large staff and state of the art equipment. Applicant must be quality journalist with ability to work well with talented staff and manage a large budget. Former news director has moved to a top 30 market. Send resume to Peggy Vyncke, Station Manager, WQAD-TV, 3003 Park 16th Street, Moline, IL 61265. EOE.

News Photographer. One year experience. Send resume and tape to News Director, Box 4, Nashville, TN 37202.

Weathercaster—Meteorologist or knowledgeable weathercaster with credibility and a flair for presentation. Join top 15 No. 1 station on weekends with potential to move quickly to a prime weekday show. Please send resume to Box W-6. EOE.

News Producer for Wichita's leading news organization. Minimum 1 year commercial TV news production experience. College degree required. Must have demonstrably outstanding writing, interpersonal, and organizational skills. Send videotape, resume and references to Robert Cohen, Executive News Director, KAKE-TV, P.O. Box 10, Wichita, KS 67201. No phone calls, please. E.O.E.

We've Promoted One of our reporters and now have an opening. We need someone with a minimum of one year's TV experience in a commercial news operation. Anchor experience helpful. Must be able to edit, do live reports and develop "people" stories. College degree in journalism or equivalent. Contact James Baum, News Director, KOTV, P.O. Box 6, Tulsa, OK 74101. All applicants must submit a resume and 3/4 inch tape. No phone calls. KOTV is an Equal Opportunity Employer.

KTBS-TV News Department has an opening for a television photojournalist. This is not an entry level position. Send resume and tape to Chief Photographer, KTBS-TV, Box 44227, Shreveport, LA 71104. Equal Opportunity Employer.

Assignment Editor. Immediate opening on dayside desk. Ideal applicant should have well rounded TV news background, including assignment duties. Knowledge of Ohio helpful. Send resume to News Director, WCMH-TV, P.O. Box 4, Columbus, OH 43216. EOE.

Reporter - Forty-first market needs an aggressive, all-round reporter who knows how to dig for a hard news story ... turn a good feature and always keeps people in the forefront of every story. Send tape and resume to: News Director, WTVD, P.O. Box 2009, Durham, NC 27602.

Weekend Weather plus early morning weekday weather. The climate varies from hurricanes to paradise. We need an experienced pro who can put together a colorful, accurate show. Rush resume, salary needs, and audition tape to Bill Perry, News Director, WBBH-TV, 3719 Central Avenue, Ft. Myers, FL 33901. EOE.

Texas Farm Bureau seeks broadcaster to work in radio-TV news service. Texan or Southwestern person preferred. Resume, and tape to Gene Hall, Box 489, Waco, TX 76703.

News Director/Anchor; CBS affiliate; 200,000+ market; well established Radio/TV group; must have previous news director experience. Salary DOE. Write to Mr. Ron L. Moore, President; NTV, Inc.; Box 2200; Anchorage, AK 99510, or contact at NAB, Northpark Inn, EEO Employer.

Investigative reporter with some general assignment responsibilities for Washington TV news bureau. A challenging position for someone with local TV experience. Send tape and resume to National Director, Suite 816, Dept. I, 400 First St., N.W., Washington, D.C. 20001.

Assignment Editor/Executive Producer of daily TV newsfeed for Washington news bureau. Requires local TV station experience, organization, creativity and a person who can manage a wide variety of newsroom duties. Send resume to National Director, Suite 816, Dept. A, 400 First St., N.W., Washington, D.C. 20001.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

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.

Field Producer - Evening Magazine. The original "Evening Magazine" needs a Field Producer. Must have video magazine or news feature experience and excellent shooting skills. If you are a creative, energetic shooter/story producer, please send video tape and resume to: KPIX, "Evening Magazine", 855 Battery St., San Francisco, CA 94111. EOE.

Commercial Producer—100-105th size Sunbelt market has immediate opening. Must be able to shoot and edit ENG commercials and work with clients in developing sound advertising programs. Send resume and money needs to Box W-34.

TV Editor: Immediate opening for experienced editor. Both 3/4 inch and 1 inch using Z600 Editor. Washington, D.C. political production facility. Contract for one year re-negotiable. Contact: Ed Blakely, 202-479-7080.

TV Creative Director. Solid experience in television and print media necessary. Must demonstrate layout design, working knowledge of technical equipment, news graphics and set design abilities. Will supervise 2 artists and printer. Salary open. Write Program Director, Box 80888, San Diego, CA 92138. EOE.

Producer/Director. Minimum 1 yr. experience directing fast-paced newscast and commercial production. We are replacing a director who was promoted to production manager at another one of our group-owned stations in the top 50 market. Applicant must have potential for growth within the company. Send 3/4" demo tape and resume to Robert Allen, Program Manager, KOTV, P.O. Box 6, Tulsa, OK 74101. EOE.

SITUATIONS WANTED MANAGEMENT

General Manager. Practicing television 28 years! Thoroughly experienced all aspects! Demonstrated expertise in administration, sales-production, programming, news, promotion; trouble-shooting. Outstanding track-record! Produces spectacular sales and profits, plus prestige! And quick turn-arounds! Also available as outside-director! Box W-3.

SITUATIONS WANTED TECHNICAL

CMXI Orrox-trained editor with First; 2½ years Datatron, Sony, Convergence editing; 6 years audio production. Seeks forward-looking medium market home for skills. Write Box T-206.

Director of Engineering, television, radio & CATV seeks new challenging position. Phone 214-363-9870, ext. 548.

SITUATIONS WANTED NEWS

Meteorologist: Successful, consistently effective forecaster with over five years radio broadcasting experience. Desires TV. Write Box T-249.

Lead Anchor-managing editor. Mature, positive, w/ great presence, news judgement and writing. 10 years net news exp. Strong numbers in last market. Seeks challenge in serious operation. 813-360-7914.

Assignment Desk. Three years in 20s market as right-hand man. Degree. All offers considered. Box T-232.

Aggressive native Floridian seeks Florida station to shoot and edit ENG for 4 years' experience in ENG, studio production, live shots. Write Eric Hausmann, 13817 Kapok Court Tampa, FL 33612.

Experienced News Director, looking for station with commitment and growth opportunity. Stable professional, solid background. Write Box W-17.

15 years anchor and reporting experience. Ready for next challenge as evening anchor. Stable, award winner, family. Write Box W-5.

This anchor will never stop being an aggressive reporter. Never a dull interview with my approach to people. Font of story ideas. Emphasis on human interest. Reply Box W-20.

Refreshing sports anchor. Pleasing voice and appearance, court sense, sports smarts. Network quality performer in 24-year-old rising star. Working in radio three years, seeking first TV anchor opportunity. Better than most I've seen. BA degree in Radio and TV. Box W-37.

Hardworking, dedicated college senior seeks sports anchor/reporter in small or medium market upon graduation in May. Radio, Cable TV PBP & ENG experience. Box W-28.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Hungry, creative, hard worker. Production, EFP writing, editing. B.A., 1 year experience. Tim, 319-338-9937.

ALLIED FIELDS

HELP WANTED SALES

West Coast Salesman/Manager. Professional TV ancillary equipment firm has an opening for an aggressive self-starter to establish L.A. office and seeks applications from current or intended Southern California residents. Related work experience, knowledge of professional TV market and basic familiarity with professional TV equipment helpful. All inquiries confidential. Please mail resume and income requirements to Box T-256.

HELP WANTED INSTRUCTION

Ithaca College. School of Communications announces faculty position in Television-Radio Department beginning August 15, 1982. Ph.D. desirable, Master's with extensive professional and teaching experience normally required. Should have expertise in EFP/ENG, documentary and public affairs programming. Experience in interactive video systems desirable. Will teach advanced production courses and play a major role in the school's professional production unit, possibly with managerial responsibilities. Rank and salary contingent upon qualifications. Apply by April 23, 1982, to Thomas Wickenden, Acting Chairman, Department of Television-Radio, Ithaca College, Ithaca, NY 14850. Ithaca College is an Equal Opportunity/Affirmative Action Employer.

Broadcast Journalism. Assistant Professor to teach basic and advanced courses. Ability to teach general mass communication courses desirable. Terminal degree, teaching and professional experience required. Evidence of scholarly and/or creative activity. Tenure-track, starting August 1982. Salary competitive. Send application and vita by April 15, 1982, to: Peter K. Pringle, Ph.D., Chairman, Broadcast Journalism Search Committee, The University of Tennessee at Chattanooga, 231 Holt Hall, Chattanooga, TN 37402. An Equal Opportunity/Affirmative Action Employer.

Broadcast Journalism position expected to be filled effective September. Teaching responsibilities include broadcast production and/or journalism writing courses. Credentials necessary: Master's degree and ENG experience. Further graduate work or doctorate desired. Anticipated rank of instructor or assistant professor. Contact Robert Clark, BJ Search Chair, Department of Mass Communication, Central Missouri State University, Warrensburg, MO 64093. Equal Opportunity, Affirmative Action Employer.

Instructor and Studio Supervisor. To teach two classes each semester: Beginning Radio Production and Beginning Television Production. Serve as Studio Supervisor for new television facilities. Minimum requirements: Master's Degree in broadcasting and television production experience, preferably in an educational setting. Non-tenure track, 12 month position. Apply to Dr. R.T. Ellmore, Acting Head, Division of Radio-TV-Film, P.O. Box 30793, Texas Christian University, Fort Worth, TX 76129. TCU is an EEO/AA employer.

SITUATIONS WANTED INSTRUCTION

Faculty: Radio/TV position, university. Experienced broadcaster. M.A. Communications, another M.A. History. J. Ritchie, Box 682, Federal Bldg., Duluth, MN 55801. 715-398-5060.

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.

Instant Cash for Broadcast Equipment: Urgently need good used: 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.

Westrex, Western Electric tubes, microphones, mixers, amps, tweeters, drivers, speakers, others. 213-576-2642, David Yo, Box 832, Monterey Park, CA 91754.

Wanted: Audio production equipment. Industrial company is installing facility for audio-visual production. Need studio mic, mini-boom, mono or stereo mini board, 2 turn tables, on air sign, bulk eraser, etc. Contact 716-586-2020, extension 390.

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 call 702-452-2060.

\$ for used TV towers. Need several, 600' to 1400'. Good condition only. Reply Box W-9.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

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.

5 kw AM Collins 21E w/spares, on air. M. Cooper, 215-379-6585.

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, 20kw 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.

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' 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.

VTR's. RCA TR-70, full Cavec, SS Rec amps, doc. (3) RCA TR-60 record only units 1000 hrs. total time each. Ampex 1200B Amtec, Colortec, Auto Chroma, Vel Comp, RCO, DOC; Ampex VR 3000 with metering and charger, IVC 870. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

1 KW McMartin (1977) like new, w/proof. M. Cooper, 215-379-6585.

CCA 1200E (1978) Exciter, stereo, exc. cond. Call M. Cooper, 215-379-6585.

**FOR SALE EQUIPMENT
CONTINUED**

Color cameras-new: special purchase! Brand new Thomson CSF MC-301, 3 tube Salicon cameras with 14:1 Fujinon F1.7 lens, 1.5" viewfinder, AC supply \$9,000.00. Studio accessories available. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, call 404-324-1271.

RCA BTF-5D, 5 KW FM w/Moseley SS exc., stereo. M. Cooper, 215-379-6585.

Collins 831-F2, (1977), Z-2 exc., ster. & SCA. W/ warranty. M. Cooper, 215-379-6585.

ITC 3-D Stereo, 3 tones, with WRA record amp. \$2100.00 313-285-9700.

Tektronix 149A NTSC test signal generator. Overhauled, calibrated, guaranteed 90 days, \$4995. Call Tom Hopkins, 919-594-0172.

Complete FM Station. Automation, studio, antenna, much new. Carts, studio, tape, cassettes, MSL. List Sase. Write Box W-8.

Used TV Transmitter Bargains: GE-transmitter package on Ch. 8, 35kw excellent condition, serving as operating standby now, with TY53B1 antenna and 3 1/8" transmission line; GE-transmitter 30kw (low UHF Ch. 14-34), operating with good useable klystrons; RCA-1kw Ch. 40, complete & operating; RCA-10kw Ch. 42, excellent condition; RCA 30kw Ch. 57, fine transmitter; RCA 1kw from Ch. 14 up. What do you need? Visual 55kw transmitter on Ch. 47, ready to go! Most of the above can be retuned! (4) Varian 30kw klystrons 4KM100LF good life remaining (Ch. 34-52). 6 1/8" and 3 1/8" transmission line with fittings and hangers. Call Ray LaRue, Quality Media Corp. 800-241-7878. In GA, 404-324-1271.

Color Cameras - used: GE Film Chain with Eastman 285 Projectors, Multiplexer, RCA TP-7, BEI Auto Light Controls, Cohu Encoder, CBS Enhancer, excellent condition; (1) Norelco LDH-1, RCU, 50' Cable; (1) GE PE-350; (3) GE TE 201 good operating condition; Ikegami HL-33, HL-35; Hitachi FP1020/JVC 2600 Battery Belts Charger-AC Supply, 100 hrs. total; Toshiba/GBC CTC-7X, Minicam, plumbs. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

SMC Carousel owners. Fibre drive gears for older thor motors. \$6.95 each. Check with order. P.O. Box 405, Long Valley, N.J. 07853.

Complete Production Co. Ford van, 2-FP-20 Hitachi cameras, 4- 3/4" VTR's; Panasonic G2 editing system, 4 monitors, switcher, audio BD, lights, microphones, all accessories, \$43,000.00. Possibly sell a few items separately. Call 317-872-0611, Lyman Eaton.

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.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

Hundreds Renewed Again! Free sample. Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

RADIO

Help Wanted Management

GENERAL MANAGER

WTPA-FM, Harrisburg. Gem situation. Outstanding staff, market position, state of the art technical facility and physical plant. Requirements: compatible, aggressive, objective, solid background in leading and training. Total confidentiality. Send appropriate background now. Hugh Barr, Newhouse Broadcasting, WSYR, 2 Clinton Square, Syracuse, NY 13202. An Equal Opportunity Employer.

ADVERTISING & PROMOTION MGR

KYUU (NBC-FM), SF needs to replace one of America's great A/P Mgrs. Responsible for supervising creation & placement of outside advertising, on-air, press, publicity & sales promotions. Must be sales-oriented or do not apply. Contact John P. Hayes, Jr., VP/ GM, KYUU, 530 Bush St., San Francisco, CA 94108. EEO.

Help Wanted Announcers

Stable, dominant, legendary

Adult Contemporary station seeks two extremely talented personalities to join one of the happiest staffs you'll ever find. This is an unusual opportunity—maybe your last move. 1—Mornings. We'll start you at a 20 share. Heavy service morning show. Tons of on-air adult, guy-next-door act. Personal appearances extra important. 2—Middays. Again, we're looking for a warm, adult, craftsman... someone who can lure women without alienating men. Target: 25-54. Money: Good. Opportunity: outstanding. Resumes to Box T-244. EOE/MF.

**Help Wanted Announcers
Continued**

CONTINUOUS COUNTRY

KSCS in Dallas/Ft. Worth is looking for a warm and conversational announcer to work our continuous country format. You must have at least 3 years experience and a winning attitude. No calls. Send tape and resume to: R.T. Simpson, Operations Manager, KSCS, One Broadcast Hill, Fort Worth, TX 76103. Women and minorities encouraged to apply. E.O.E.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

Situations Wanted Management

**ATTENTION CEO'S/OWNERS
WANTED: RADIO GROUP PRESIDENT POSITION**

Impeccable Record For Maximizing:

- Profits.
- Cash Flow.
- Sales.
- People Talent.

In major markets has turned around every property associated with. Has outgrown current situation and ready for new challenge. All inquires kept in strictest confidence.

Need to respond to **Box W-16**

**Situations Wanted Programing,
Production, Others**

NEW YORK CITY PRO

I'm a talented, experienced air personality, now working for one of America's most famous stations in the No. 1 market. Offer me an "on-air" programing position at your medium-large market station and I'll show you take charge leadership that results in ratings! 12 yrs. experience. Including programing, air, promotion, marketing, research, music, and production. Write Box W-38.

TOP 25 RD./TALK HOST

Currently employed afternoon drive talk host seeking a new challenge. Strong, entertaining open-phones, provocative interviews, great "black book" of phone contacts. Lots of energy, versatility, and enthusiasm. Will consider all serious offers. Write Box T-220.

TELEVISION Help Wanted Technical

Technical Careers in Broadcasting

Key positions are now available at our New York City offices for motivated technical professionals interested in challenging career opportunities at the National Broadcasting Company.

Manager of Technical Training

Individual will establish a formal technical training program within the Operations and Technical Services Division. This will include management of training staff, preparation of course curriculum, publication of training manuals, the administration of training manpower schedules with operating departments, and working with vendors.

Candidates should have 3-5 years experience in television engineering, with demonstrated ability in instructional training. College degree in Electrical Engineering required. Previous managerial experience and business administration background highly desirable.

Technical Instructors/Writers

The professionals we seek will provide instruction for technical staff involved in the audio/video areas of broadcasting. Responsibilities will include preparing and writing the necessary manuals and assisting the Manager in the development of new training curriculums. Significant background in all technical areas of broadcasting required, including digital and microprocessing electronics. Considerable technical writing experience a must. Strong interpersonal and communications skills needed for effective interface with personnel. BSEE or equivalent business experience required.

NBC offers salaries commensurate with experience and comprehensive benefits.

Personal interviews will be conducted at the Hyatt Regency Hotel during the NAB Convention, Sunday, April 4 thru Tuesday, April 6 between 9 AM-5 PM. Please contact Ms. Val Branker c/o Hyatt Regency Hotel, 300 Reunion Blvd., Dallas, TX 75207; Telephone (214) 651-1234 to arrange an appointment.

For prompt consideration in advance, please submit resume and salary history to:



NBC

Ms. Val Branker/TIW, NBC, Suite 1678
30 Rockefeller Plaza, New York, N.Y. 10112.
Or call (212) 664-5234

We are an equal opportunity employer, M/F

Help Wanted Management

GENERAL/STATION MANAGER

Top 50 MSO needs very experienced professional with strong track record to manage and develop cable TV broadcasting facility in a suburban New York City market. Must be experienced in sales, production, programing and operations. This is a start-up situation. Excellent studio and staff already in place. Excellent growth opportunity, salary plus performance bonuses. Send resume and salary requirement to:

CABLEVISION INDUSTRIES INC.
c/o JAMES O'GRADY
BOX 311 - WIERK AVENUE
LIBERTY, NEW YORK 12754



"State-of-the-art" Florida production facility needs new Marketing Director. Must have track record. Call or write today!

Stephen Seifer
1002 East New Haven Avenue
Melbourne, FL 32901
305-724-6710

Help Wanted Sales

CH.2 SANTA FE GENERAL SALES MANAGER

Experienced sales manager for start-up of New Mexico's first VHF Independent. Unique opportunity in one of America's most charming cities, located in the midst of sun-belt growth. Inventory control, traffic supervision, sales training and development are essentials. Send resume to: Search, Box 580, Santa Fe, NM 87501.

For Fast Action Use
BROADCASTING'S
Classified Advertising

MAINTENANCE ENGINEERS

Los Angeles TV post-production company has openings for qualified maintenance engineers. Salary range \$50,000 to \$70,000 per year. Applicants must have minimum of 3 years' experience with maintenance of quad and one-inch tape, CMX editing and camera equipment.

**Please apply to box
W-25.**

**MAJOR MARKET
TV NEWS REPORTER**

Experienced enough to handle all the expected street and writing assignments with demonstrated professionalism—but fresh enough to reflect unlimited dedication and energy. Send tape to: News Department, WCPO/TV, 500 Central Avenue, Cincinnati, Ohio 45202. An Equal Opportunity Employer.

**MAJOR MARKET
TV WEATHERCASTER/REPORTER**

On-air weekend weathercaster with a flair and style. Also adept at science and general news reporting. Send tape to: News Department, WCPO/TV, 500 Central Avenue, Cincinnati, Ohio 45202. An Equal Opportunity Employer.

SPORTS REPORTER

Top 20 Midwest TV station is looking for a full time Sports Reporter. Candidates should have journalism degree plus at least 2 years' TV experience. We have the latest state-of-the-art equipment, including live helicopter, and are seeking someone to complement our AP & UPI "Newscast of the Year." Please send resume to Box T-199. E.O.E., M/F.

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T5769 HOW TO MAKE NEWS AND IN- FLUENCE PEOPLE, by Morgan Har-

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Public Notice

PUBLIC NOTICE

The Annual Meeting of the Membership of National Public Radio will be held on Wednesday, April 21, 1982, from 2:30 to 4:30 p.m. in Columbia A & B of the Hyatt Regency Hotel, 400 New Jersey Avenue, N.W., Washington, D.C. Subject to amendment, the agenda includes: Chairman's Report, President's Report and Treasurer's Report. The Board of Directors of National Public Radio will meet in regular session on Thursday, April 22, 1982, from 9 a.m. to 12 noon in the Ticonderoga/Yorktown Room of the Hyatt Regency Hotel in Washington, D.C. Subject to amendment, the agenda includes: Chairman's Report, President's Report, reports from board committees on Finance/Development, Long-Range Planning/Legislation, Membership, Programming and Technology/Distribution. For further information concerning these meetings, please contact Michael A. Glass, NPR General Counsel, at 202-822-2043.

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Fates & Fortunes

Media

Bill Ward, executive VP, Metromedia Radio Group, joins Golden West Broadcasters as president of radio division. He will relocate from New Jersey to Los Angeles.



Gmter

Patrick Gmter, station manager, WPXI(TV) Pittsburgh, named VP-general manager.

Steven Berger, general manager for radio, Nationwide Communications, Columbus, Ohio-based owner of seven radio and three TV stations, elected VP of radio operations.

Wally Clark, president and general manager of Gannett's KSD(AM) St. Louis, joins Gannett's KPRZ(AM)-KIIS(FM) Los Angeles in same capacity. **John McLaughlin**, VP, general manager, KPRZ, named VP, station manager, KPRZ-KIIS.

Sturges Dorrance, general sales manager, KING-TV Seattle, named VP-general manager.

Robert Kotlowitz, VP, director, national division, noncommercial WNET(TV) New York, named VP and director of newly created editorial council. **William Lamb**, VP, director of program development, WNET, named senior VP and director of national division.

Robert Schutt, general sales manager of Taft Broadcasting's KQV(AM) Pittsburgh, joins Taft's WDVE(FM) there as general manager.

Hal Payne, general manager, WZZR-FM Grand Rapids, Mich., joins WXCM(AM)-WIBM-FM Jackson, Mich., in same capacity.

Don Zink, general sales manager, McCormick Communications' WFOG(AM) Suffolk, Va., joins McCormick's WJYE(FM) New York as general manager.

Al Ruscito, general manager, WTPA-FM Harrisburg, Pa., joins WWOL(AM)-WACJ(FM) Buffalo, N.Y., in same capacity.

Henry Sullivan, general sales manager, WWAY(TV) Wilmington, N.C., named administrative assistant to president of parent Clay Broadcasting there.

John Grimes, assistant manager of operations, KSBW-TV Salinas, Calif., joins KSBY-TV San Luis Obispo, Calif., as operations manager and administrative assistant.

Gary Dreispul, director of programming, WTAE-TV Pittsburgh, joins WVAH-TV Charleston W. Va., as station manager.

Mitchell Stern, director of financial planning, WBBM-TV Chicago, named director of planning and administration.

Mike Fenley, air personality, WYYD(FM) Raleigh, N.C., named operations manager.

Jack Clements, VP, sports, Mutual Broadcasting System, Arlington, Va., named senior VP.

Alice Kossoff, counsel, noncommercial WGBH-TV Boston, joins ABC, New York, as assistant general attorney, ABC Video Enterprises.

Harvey Jones, controller, Johns-Manville, Denver, joins Daniels & Associates there in same capacity.

Deborah McDonald, research analyst, WCBS-TV New York, named manager, research, CBS Radio there.

Clark Case, senior financial analyst Mutual Broadcasting System, Arlington, Va., named manager of budgets and financial analysis.

Larry Provence, from First National Bank of Fort Worth, joins Visual Communications America, Houston-based MSO, as VP, finance.

Donald McMullen, director of research, attractions group, Taft Broadcasting, Cincinnati, assumes additional responsibilities for Market-View Research, Taft's newly formed consumer research company.

Len Klatt, director of research services, Media Buying Services International, New York, joins Mutual Broadcasting System there as research analyst.

Dr. Hazel Kahan, president, Market Behavior Inc., joins Warner Amex Cable Communications, New York, as director of research.

Glenn Koach, manager of financial analysis, Warner Amex Cable Communications, joins Tribune Cable Co., Mahwah, N.J., in new post of director of long-range planning and analysis.

Richard Sonnenfeldt, executive VP, operations and technical services, NBC, New York, named staff VP, business resource planning for parent RCA Corp. there.

Ron Kirk, on-air personality, WTBS(TV) Atlanta, named operations manager, CNN Radio there.

Bill Miles, manager of budgets, WKYC-TV Cleveland, named manager, financial controls. **Charlyn Cooks**, manager, financial analysis and review, succeeds Miles.

Advertising



Semskey

Arnie Semskey, senior VP, director of media and network programming services and board member of BBDO, named executive VP.

Leo Mamorsky, account supervisor, Needham, Harper & Steers, New York, elected VP.

Charles Martell, senior VP, group creative director, J. Walter Thompson, Chicago, named creative director.

JWT/West, with responsibility for Los Angeles and San Francisco offices.

Gerald Voros, president and chief executive officer, Ketchum Public Relations, Pittsburgh, elected president, Ketchum Communications there, succeeding **William Genge**, who remains chairman and chief executive officer.

Susan Wilson, management supervisor in public relations department, Brouillard Communications, division of J. Walter Thompson Co., New York, and **Orlando Herrera**, account supervisor in corporate advertising at Brouillard, named VP's.

George Niles, VP, media services, Hood, Hope & Associates, Tulsa, Okla., joins Eisner & Associates, Baltimore, as media director.

Christopher Nunes, account executive, Foote, Cone & Belding/Honig, San Francisco, named account supervisor. **Michael Thompson**, assistant account executive, named account executive. **Denise Silver-Tashman**, management consultant, Battalia & Associates, New York, joins FC&B/H as assistant account executive. **Alan Hahn**, from Botsford Ketchum, joins FC&B/H as copywriter.

Jay Ahuja, account executive, Ogilvy &



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Mather, Houston, named account supervisor.

R. David Eick, VP, senior account executive, Campbell-Ewald, Warren, Mich., named account supervisor.

C. Ellen Meadows, media buyer, William B. Tanner advertising, Memphis, joins D'Arcy-MacManus & Masius, St. Louis, in same capacity.

Joseph Geiman, from Willging, Cosgrove, Showell, Cincinnati, joins Metzdorf Advertising, Houston, as production artist.

Rich White, VP and general sales manager, Major Market Radio, New York, named executive VP. Named senior VP's: **Tom McKinley**, VP and Eastern regional manager; **Austin Walsh**, VP and Western regional manager; **Michael Disney**, VP and Midwestern regional manager and **Toy Lindsay**, VP and marketing director. Named VP's: **Dave Kaufman**, New York manager; **Jeffrey Wakefield**, marketing/research manager; **Catherine Foster**, Philadelphia manager, and **Jim Hagar**, Detroit manager.

Marian Nagel, account executive, Pro Radio, Detroit, named manager of office.

Genevieve Irwin, account executive, Seltel, New York, named sales manager of Silver sales team there.

Ken Schlenker, account executive, Seltel, New York, joins Independent TV Sales there in same capacity.

Marty McHale, account executive, Katz Television Continental, New York, named sales manager, Bronze team there.

Robert Cohen, account executive, Sandy



Happy anniversary. Considering mortality rate of characters in daytime serials, actress Ann Flood's 20th year in role of Nancy Karr on ABC Television's *The Edge of Night* was cause for celebration. At party held in her honor on program's New York set, Flood (l) shares a smile with (l-r): her daughter, Karen Granath; husband, Herb Granath, president of ABC Video Enterprises, and Irwin Nicholson, *Edge of Night* producer.

Frank Film Syndication, joins Janus Films, New York, as general sales manager.

Mark Braunstein, account executive, Eastman Radio, New York, joins The Christal Co. there as New York sales manager. **Rosemary Zimmerman**, general sales manager, H-R Stone, joins Christal as account executive.

Andrew Giskin, production assistant, non-commercial WUFT(TV) Gainesville, Fla., joins Independent TV Sales, New York, as a research analyst. **Pamela Koch**, sales assistant, ITVS, named research analyst.

Pam Kelley, **Phyllis Taormina** and **Pat Gennell**, from Petry Television, New York, join TeleRep there as account executives.

William Hill, general sales manager, KRBE(FM) Houston, named VP of station.

Gary Lewis, local sales manager, WCZY(FM) Detroit, named general sales manager.

Bruce Lumpkin, sales manager, WBFF(TV) Baltimore, joins KSTW(TV) Seattle as general sales manager.

Tony Onellion, account executive, KKNB(FM) Oklahoma City, joins WSHO(AM)-WBWU(FM) New Orleans as sales manager.

Shayle Ray, general sales manager, KRLA(AM) Pasadena, Calif., named VP, director of sales. **Mark Sayatovic**, sales manager, succeeds Ray.

Mary Groark, account executive, WLS-AM-FM Chicago, joins WRQX(FM) Washington as national sales manager.

Robert Podolsky, local sales manager, KNIX-AM-FM Tempe, Ariz., named general sales manager. **Dick Wodrich**, account executive, KNIX-AM-FM, named national sales manager.

Ellen Cunningham-Sambor, account executive, KCOP(TV) Los Angeles, named co-local sales manager.

Gary Brandt, general sales manager, WCLQ-TV Cleveland, joins WUAB(TV) there as national sales manager. **Colleen Hanna**, account executive, Bayliss-Kerr & Palm, Cleveland, joins WUAB as marketing and research director.

Susan Welner, producer and public service director, KYW(AM) Philadelphia, named research and marketing director.

Programing



Monasch

Burton Monasch, senior partner of New York law firm of Monasch, Chazen & Stream, joins 20th Century-Fox Film Corp., New York, as executive VP and member of senior management team.

Mark Greenberg, director, marketing, Southeastern region, Warner Amex Satellite

Entertainment Co., Atlanta, named national marketing director for WASEC's MTV: Music Television, New York. **Peter Flint**, Northeast sales and marketing manager, Showtime, New York, joins WASEC as director, affiliate relations, Southwest region.

Ed Silverman, VP, corporate affairs, St. Vincent's hospital and medical center, New York, joins ABC Television there as managing editor, *ABC Sportsbeat*.

Dwight Douglas, president of programing division of Burkhart/Abrams/Michaels/Douglas and Associates, Atlanta, named executive VP of parent firm.

Mary Murano, from Showtime, New York, joins Rainbow Programing Services, Woodbury, N.Y., as Northeast region affiliate marketing manager. **Melanie Siegel**, from NBC Television, joins Rainbow as writer-producer.

David Kenlin, station manager, KSMB-TV Kansas City Mo., joins USA Cable Network, Glenn Rock, N.J. as VP, programing. **Stephen Brenner**, VP and general counsel, North American Soccer League joins USA as VP, business affairs.

Rick Leibert, producer, Watermark/ABC Radio Enterprises, Los Angeles, named to newly created position of director of creative services.

Bob Cockrum, assistant director of broadcast services, Texas Farm Bureau, Waco, Tex., joins Texas State Network, Dallas-based programer,

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as associate farm director, TSN Agribusiness Network.

Paul Hilt, national sales director, Playcable, New York, elected VP, sales. **Jim Wiesenberg**, director of marketing, elected VP, marketing and affiliate management.

David McCann, supervisor of post production, ABC Circle Films, Los Angeles, named director of post production.

Rob Edwards, director of programming and operations, KBIG(FM) Los Angeles, named director of programming for parent Bonneville Broadcasting's Los Angeles-San Francisco division.

Tim Cowden, program operations coordinator, KTLA(TV) Los Angeles, named director of program operations.

Robert Woodruff, executive producer-creative director, ABC-owned WXYZ(AM) Detroit, joins ABC's KGO-TV San Francisco as program director.

Steve Perun, research director and on-air personality, WLPX(FM) Milwaukee, joins WLS-AM-FM Chicago as music director.

Bobby Dodd, football coach, Georgia Institute of Technology, Atlanta, joins WRNG(AM) North Atlanta as sports consultant.

Gene Klavan, recently afternoon-drive personality with WOR(AM) New York and previously for many years with WNEW(AM) New York, joins ARTS (Alpha Repertory Television Service) as host/interviewer and commentator for cable television service.

News and Public Affairs

Richard Rieman, anchor-correspondent, RKO Radio, New York, named manager of RKO Radio Network's Washington bureau.



Rieman



Foty

Thomas Foty, correspondent, UPI Audio Network, Washington, named Washington manager of network, replacing **Merilee Cox**, resigned. **Thomas Brooks**, regional executive for south Texas, UPI, Dallas, named general executive and business manager.

Robert Ferrante, executive producer, non-commercial WGBH-TV Boston, joins CBS News, New York, as executive producer of overnight news and information broadcast.

Named editorial staff members, RadioRadio, New York: **Charles Kaye**, WINS(AM) New York; **Jim Morris**, WCBS(AM) New York; **Lloyd de Vries**, National Public Radio, Washington; **Brian Dakss**, Wall Street Journal Radio Network, New York; **Susan O'Connell** Progressive Radio Network, New York; **Jane Anderson-Hardt**, WHAS(AM) Louisville, Ky.; **Wanda Levine**, National Public Radio, Washington; **Neal Savage**, CBS News, New York; **Mark Krefting**, WPIX(TV) New York; **Ronald McGee**, KCBS(AM) San Francisco, and **Jan**

Ellen Spiegel, WEEI(AM) Boston.

Perry Boxx, senior producer-assignment editor, KARK-TV Little Rock, Ark., joins WSAV-TV Savannah, Ga., as news director. **John Horner**, assignment editor-reporter, KAIT-TV Jonesboro, Ark., joins WSAV-TV as assignment editor.

Eileen Kimble, traffic anchor, WKLS-AM-FM Atlanta, named news director and air personality.

Mike Krasner, reporter, WSMW-TV Worcester, Mass., named news director and anchor. **Ann Raulinaitis** business reporter, assumes additional duties as anchor. **Leesa Kelly**, reporter-anchor, WTAG(AM) there, joins WSMW-TV as reporter.

Kathleen Cunningham Mathews, news field producer, WJLA-TV Washington, named reporter. Appointments, news department, WFTV(TV) Orlando, Fla.: **Peter Gamba** to assignment editor from photographer. **Frank Verdel** to executive producer from managing editor. **Valarie Van Ness** to photographer from production assistant. **Steven Crump** to reporter from WSAV-TV Savannah, Ga. **Brad Wasson** to photographer from WKRG-TV Mobile Ala.

Gary Bazner, director of weather services, KBMT(TV) Beaumont, Tex., joins WOTV(TV) Grand Rapids, Mich. in same capacity.

John Hudson, sports director, KTEN(TV) Ada, Okla., joins KTVH(TV) Wichita, Kan., as news anchor and producer.

Nadia Hosni el-Sebai, from NBC News, Washington, named assignment manager, ABC News, Cairo.

Eric Rabe, reporter, WCAU-TV Philadelphia, named managing editor of news department.

Mike Helms, assignment editor, named executive producer, *Live at 11*.

James Baum, executive producer, KOTV(TV) Tulsa, Okla., named news director. **Patrice Jordan**, producer, succeeds Baum. **Peggy Hagar**, reporter-assignment editor, named assignment editor.

Gary Shore, from KJRH(TV) Tulsa, Okla., joins WJLA-TV Washington, as chief meteorologist.

Keve Reilly, reporter, *Faces and Places*, KATU(TV) Portland, Ore., named news reporter.

Lance Orozco, anchor KQMS(AM) Redding, Calif., joins KHSL-TV Chico, Calif., as reporter, Redding bureau.

Steven Kaye, meteorologist, KERO-TV Bakersfield, Calif., and weekend meteorologist, KABC-TV Los Angeles, joins The Weather Channel, Atlanta, as meteorologist.

Technology

D. Joseph Donahue, division VP, operations, RCA consumer electronics division, named general manager of division.

Fred Zimmermann, VP, customer service, Moseley Associates, Santa Barbara, Calif., named VP, general manager. **Charles Rockhill**, marketing manager, named VP, sales and marketing.

Nathaniel Ostroff, from Acrodyne Industries, joins Comark Communications, Southwick, Mass.-based manufacturer of high-power TV transmitters, as VP.

Phillip Farris, VP, materials, Associated Mills, Chicago, joins Oak Communications Systems, Rancho Bernardo, Calif., as VP, purchasing.

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Man for all seasons. Gordon Barnes, meteorologist on CBS-TV's *Morning* newscast until most recent reshuffling (BROADCASTING, March 15), and long-time weather anchor for CBS affiliate WDM-TV Washington, has joined Cable News Network as meteorologist for early-morning show, *Daybreak*, scheduled to air 6-9 a.m. weekdays, beginning today (April 5). Show will originate from Atlanta, with Barnes scheduled to do six live cut-ins from CNN's Washington bureau and special reports as needed. Barnes will continue his weather anchoring duties at WDM-TV as he did during stint with *Morning*.

Charles Felder, regional manager, Sony Broadcast Products Co., New York, named VP, sales.

Mark Heyer, market development manager, Sony Video Communications, New York, named marketing manager, interactive products.

Richard Cease, technical director, communications systems directorate, Raytheon, Lexington, Mass., named consulting engineer.

Arthur Franke, from Genuine Technology Corp., joins New Media Graphics Corp., Cambridge, Mass.-based manufacturer of computer graphics for videotape and videodisk, as sales VP.

John Maly, sales engineer, GTE Sylvania, El Paso, joins Jerrold division of General Instrument, as account executive for southern Texas.

Chuck Heuer, from Dolphin Productions, New York, joins Modern Telecommunications, Inc., New York-based production facility, as director of engineering. **Joe Mahedy**, from Dolphin Productions, joins MTI as chief engineer.

Gary Isabell, maintenance technician, Viacom Cablevision of Long Island, N.Y., named system engineer, Viacom's Dayton, Ohio, system.

William Weber, director of engineering and technical services, WHYY-TV Wilmington, Del., named managing director of engineering and technical operations.

Tom Koza, chief engineer, KYMS(FM) Santa Ana, Calif., joins KIQQ(FM) Los Angeles as assistant chief engineer.

Promotion and P.R.

Dennis Fitch, director of creative services, KRON-TV San Francisco, joins ABC Television Network, Los Angeles, as director of national advertising, West Coast.

Wesley Streater, manager, community relations, RCA corporate communications

department, New York, named director of community relations.

Eileen Schneider Wunderlich, West Coast director, press and artist relations, Polygram Records, Los Angeles, joins WDIV(TV) Detroit as press and publicity manager. **Marty Ofiara**, community relations director, WDIV, named press and publicity associate.

Richard Rasmussen, from WLWT(TV) Cincinnati, joins KTVK(TV) Phoenix as promotion manager.

Holly Garland, general manager, WLW(FM) Chicago, joins WGN(AM) there as advertising and promotion manager.

Anna Howie, promotion administrator, WKBD-TV Detroit, named promotion manager.

Bobbie Kirby, promotion assistant, WHIO-AM-FM-TV Dayton, Ohio, named promotion director, WHIO-AM-FM.

Cyndie Reynolds, on-air promotion director, WBNS-TV Columbus, Ohio, joins WTSP-TV Tampa-St. Petersburg, Fla., as assistant promotion manager.

Allied Fields

Al Brady Law, VP, programing, NBC, New York, joins Surrey Communications Research, Tucson, Ariz., as president, succeeding **Bob Lowry**, resigned.

President Reagan will nominate **Ronald L. Trowbridge** to be associate director of International Communication Agency for educational and cultural affairs. Trowbridge, 44, now heads ICA's office of private-sector programs.

Alfred Statham, VP, public affairs, Inco Ltd., Toronto, joins Comsat, Washington, as VP, corporate affairs.

Michael Stuart Schooler, attorney, Wilmer, Cutler & Pickering, Washington, joins National Cable Television Association there as associate general counsel.

Ida Blackburn, account executive, KOCO-TV Oklahoma City, elected president of that city's

chapter of American Women in Radio and Television.

John Hunter Brinkley, son of veteran newsman David Brinkley, and **Shannon Jeanette Spring**, both of Washington, will marry June 26, at Holy Trinity Church, Washington. Brinkley will join United Press International upon receiving his BA in journalism from American University, Washington, this May. Spring is with Doubleday Broadcasting, Arlington, Va.

Newly elected or re-elected board members, Daytime Broadcasters Association: **Dean Slack**, WCBA(AM) Corning, N.Y.; **Louis Maierhofer**, WKMC(AM) Roaring Spring, Pa.; **Wally Mullinax**, WMTY(AM) Greenwood, S.C.; **R.W. (Dick) Egle**, KLEB(AM) Golden Meadow, La.; **Jim Baughn**, WPAG(AM) Ann Arbor, Mich.; **Ray Livesay**, WLBH(AM) Mattoon, Ill.; **Charlie Wright**, WBYS(AM) Canton, Ill.; **Charles Earls**, KBOA(AM) Kennett, Mo.; **Paul Benson**, KAYL(AM) Storm Lake, Iowa; **James Wychor**, KWOA(AM) Worthington, Minn.; **A.L. Anderson**, KBMR(AM) Bismarck, N.C.; **Gary Capps**, KGRL(AM) Bend, Ore.

Elected officers, Arkansas AP Broadcasters: **Charlie Park**, KAGH(AM) Crossett, president; **Ron Kasteel**, KAAY(AM) Little Rock, VP.

Elected officers, Louisiana Association of Broadcasters: **Art Suberville**, KANE(AM) New Iberia, president elect; **Ray Sandi**, KTIB(AM) Thibodaux, and co-owned KHOM(FM) Houma, radio vice president; **Richard Manship**, WBRZ(TV) Baton Rouge, television vice president; **Chuck Morgan**, KUZN(AM)-KYEA(FM) West Monroe, treasurer.

Deaths

Joseph Haas, 61, general manager, WWCA(AM) Gary, Ind., died of leukemia March 23 at Rochester Methodist hospital, Rochester, Minn. Haas is survived by his wife, Barbara, son and daughter.

Hal Terkel, 64, producer of World News Roundup, CBS Radio, New York, and winner of Peabody award for news coverage in 1980, died of cancer March 26 at his home in Levittown, N.Y. Terkel is survived by his wife, Mary Louise, and daughter.

Ray Bloch, 79, musical conductor on various radio and television programs, died of heart attack March 29 in Miami. He conducted music on *Ed Sullivan Show* from 1947 to 1971 and on various variety series starring Jackie Gleason who introduced Bloch on each program as "the flower of the music world." He is survived by his wife, Ann, and daughter, Roberta.

Ruth O. Fritts, 65, mother of Edward O. Fritts, NAB joint board chairman, died March 26 of cancer at her home in Paducah, Ky. Mrs. Fritts was 15% owner of WNLA-AM-FM, Indianola, Miss., one of Fritts Group. She was also former 40% owner of WPAD(AM) Paducah. She is survived by her son.

Justin Purcell Jr., 60, air personality, WCBA(AM) Corning, N.Y., died of cancer March 16 at Corning hospital. Purcell is survived by his wife, Anne, and daughter.

Carl Loebig, 32, weekend announcer, WCRB(FM) Waltham, Mass., died of injuries resulting from stab wounds March 4, at his apartment in Cambridge, Mass. Two suspects were apprehended and have been charged with murder. Loebig is survived by his sister.

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Mark S. Fowler: The name spells marketplace

As dishes are cleared away and chairs pushed back from tables on Wednesday, at the final luncheon of the National Association of Broadcasters convention in Dallas, the roar of approval greeting the luncheon speaker, FCC Chairman Mark S. Fowler, is likely to be several decibels above the norm. For here is a man those in the cavernous dining hall of the Dallas convention center can claim as one of their own.

He began his career as a teen-age disk jockey in Florida, and emerged, as FCC chairman, from the ranks of communications lawyers, convinced that commission rules frequently deserve the public interest. "Unregulate" is his battle cry. But there may also be some in the crowd whose enthusiasm is tempered by the thought that, staunch conservative though he is, Fowler is prepared to accept, even encourage, profound changes in their industry.

Since taking over as chairman, in May, as successor to Democrat Charles D. Ferris, the 40-year-old Fowler generally has satisfied broadcasters with the determination and even the pace at which he has moved to peel off layers of regulations dating back to the 1930's. With task forces poring over the books in search of regulations to excise, Fowler is promising more of the same in the years ahead. Deregulation of television, along the lines of the radio deregulation program carried out under Ferris, is a certainty, for instance. So is a review of such venerable rules as the one limiting ownership of stations to seven AM, seven FM and seven television, no more than five of the last VHF. Elimination of rules prohibiting networks from acquiring subsidiary rights in programs they acquire is also likely. And so on, and so on.

For Fowler, the marketplace is more likely to sort out and match the needs of viewers and listeners with the services offered by television and radio stations than government can. His job, as he puts it, "is to get the government out of the way as much as possible." In fact, his commitment to the marketplace has become so much a part of the Washington folklore that former Commissioner Robert E. Lee—who remains an active raconteur—has worked a reference to it into his repertoire. "The first time I laid eyes on him," Lee says, "I wondered who the young man with the mellifluous voice was, so I asked him his name. He said, 'Let the marketplace decide.'" Fowler himself enjoys telling the story.

It's somewhat surprising, then, that Fowler, who is perceived as occupying a



Mark Stapleton Fowler—chairman, FCC; b. Oct. 6, 1941, Toronto, of Canadian father and American mother (and, under law, regarded as U.S. citizen from birth); WAVR(AM) Winter Park, Fla., part-time announcer, 1958-1959; announcer, summer of 1959, WHOO-AM-FM Orlando, Fla.; announcer, WDVH(AM) Gainesville, Fla., 1959-1963 and 1965-1969; WKEE-AM-FM Huntington, W. Va., 1964; announcer and sales representative, WMEG(AM) Melbourne, Fla., 1964-1965; BA, University of Florida, 1965; JD, University of Florida, 1969; associate, Smith & Pepper law firm, Washington, 1970-1975; partner, Fowler & Meyers, PC., 1975-1981; communications counsel, Citizens for Reagan, 1975-1976, and Reagan for President and Reagan/Bush Committees, 1979-1980; co-director, Legal and Administrative Agencies Group, Reagan transition, November 1980-January 1981; present position since May 18, 1981; m. Jane Yusko, Aug. 18, 1963; children—Mark Jr., 17; Claire, 12.

place in the political spectrum a bit to the right of his favorite politician, Ronald Reagan, recalls arriving in Washington, in 1970, as a new lawyer who considered himself a "liberal." Indeed, he had worked for Bobby Kennedy in 1968. It wasn't a major effort, but it *was* for a Kennedy (although Fowler wound up voting for Richard Nixon in the election; he couldn't stomach Hubert Humphrey). And four years earlier, Fowler had voted for Lyndon Johnson, when he ran against Mr. Conservative, Barry Goldwater.

Why the change? His experience—as a disk jockey and as a lawyer—convinced him that the government's regulation of broadcasting did not, as he says, "comport with reality." As a teen-ager, he was enamored of radio. To him, it was show business; it was glamour incarnate. He was, as he says, attracted to it "as a bug is to light." By the time he was 16, in 1958, his services as a gofer at WAVR(AM) Winter

Park, Fla., had earned him a part-time, on-air job. And he loved it. He was at what was then the number-one rock station in town. "It was my personal status symbol," he says. It made up for the 1956 Chevy with the long fins he could not afford. The spirit with which he plunged into his work is probably indicated by the nickname he gave himself a couple of years into his new career—"Mad Man Mark."

Fowler, as partner in Fowler & Meyers, was not a well-known member of the communications bar with a string of major clients when he was tapped for the FCC chairmanship. But he was highly regarded by those in Reagan's "kitchen cabinet" with whom he worked in two campaigns as communications counsel and in the transition following Reagan's victory in 1980. Charles Z. Wick, now director of the International Communication Agency, speaks warmly of Fowler as a good and effective lawyer with whom it was easy to work.

The degree to which Fowler had been politicized by his FCC practice had been demonstrated in 1975, when he volunteered to serve in Reagan's campaign to wrest the Republican presidential nomination from President Ford. Fowler felt that Reagan—who has his own liberal Democratic background—"was in sync with me," in the philosophy he was expressing. Reagan's loss did not cool Fowler's ardor. When Reagan made the run in 1980, Fowler signed on again. It proved to be his ticket to the FCC chairmanship.

But if "unregulation" is a product of Fowler's experience, there are those in broadcasting who realize the policy is not without its price. Marketplace regulation, after all, presupposes competition. And Fowler, like Ferris before him (if with more grace and a softer touch), appears prepared to open the doors to new technologies and the competition they will mean for existing services. The commission has already endorsed the Ferris commission's proposal to create a new low-power television service. AM stereo is also an authorized service, finally. And teletext soon will be. Direct broadcast satellite service is expected to make its appearance this summer.

Still, Fowler is aware of the dismay with which some broadcasters face the prospect of a future chock full of competing services. There are those, with VHF affiliates, he says, who are not accustomed to competition. "They simply turned on the network switch every day, and the money came out. All of a sudden," he says, "there are other people who would like to have a share of that pie. They want to get in there and try to get to the customers themselves. Who are we to stop them?"

The marketplace beware: Mark Fowler's brand of conservatism doesn't necessarily mean protecting the status quo. ■

Late-night news wins another network convert: **NBC News** plans to introduce late-night news hour on weeknights, starting in July and thus getting jump on CBS plan to go to overnight news in September (BROADCASTING, March 8) and also on ABC plan to add midnight-10-1 a.m. (NYT) news next fall. NBC's will be called *NBC News Overnight*, and will be seen 1:30-2:30 a.m. Monday through Thursday nights and 2-3 a.m. on Friday nights, following *SCTV*. Plans were to be disclosed by NBC News President Reuven Frank at meeting Saturday (April 3) with NBC-TV affiliates' news people at National Association of Broadcasters convention. In another development, Frank has told Tom Wolzien, executive producer of *NBC Magazine*, that *Magazine* will be overhauled, with new production team, new title and perhaps new format and cast, effective in September or, if not ready by then, in January. Repeats of current *Magazine* will be used this summer.

One out of every five desks at Corporation for Public Broadcasting will be empty by end of May. Total of 24 of CPB's employees were notified last week (March 31) that their positions were being eliminated. According to CPB sources, cuts were made across board. Departments facing some of larger cuts are: broadcast services, communications research, personnel and science and technology. Consolidation of departments also will occur. Reductions are side effect of federal budget cuts that would reduce CPB's fiscal 1983 budget by \$35 million from FY 1982. CPB officials will announce this week details of consolidation and reduction in force.

President Reagan is expected to have opportunity to make another appointment soon to **U.S. Court of Appeals** in Washington, which hears most appeals from FCC and other regulatory agencies. **Judge Roger Robb**, who has been regarded as conservative member of court since joining it in 1969, was said to be planning to retire. His likely successor, according to published reports, is **Antonin Scalia**, member of University of Chicago law faculty. Scalia served in Nixon administration as general counsel of old Office of Telecommunications Policy. He later served in Ford administration as assistant U.S. attorney general in office of legal counsel and was member of Reagan transition team committee that drafted plans for federal regulatory reform.

Cox Broadcasting Corp. president, William A. Schwartz, last week projected **first-quarter 1982 revenues** would advance 30%, operating income 15% and net income 20%, latter taking



Rare picture. ABC News was claiming a scoop last week with what it said were the first pictures of Polish Solidarity leader Lech Walesa since martial law was declared and the trade union leader interred. The still photographs were said to have been taken in suburban Warsaw. Pictures appeared on *World News Tonight*, Thursday, April 1, in a report by correspondent Pierre Salinger.

into account \$2.9-million pre-tax gain from sale of two ME systems. Cable revenues should be up 50%, operating income 34%, with comparable broadcasting figures 16% and 13%.

Washington-based media baron **Joe Allbritton** has agreed to buy "**New York Daily News**" from Tribune Co., with proviso paper's unions agree to concessions. Price has not been disclosed. Allbritton's Allbritton Communications owns two radio and three television stations in addition to various print properties. He purchased financially troubled *Trenton Times* last year had bought *Washington Star* in 1974, then sold it to Time Inc. in 1978. (Time closed that paper last year.)

Philadelphia Mayor William Green filed libel suit in excess of \$ million against CBS-owned **wcau-TV** there after it aired report that claimed mayor was under federal investigation in local kickback scheme. Shortly after report was aired on March 2 newscast, mayor denounced it as "utterly false and malicious." U.S. Justice Department officials also denied it. Next day, station carried retraction and apology to mayor, saying it believed report correct when originally broadcast, but subsequent learned it was not.

Turner Broadcasting System, Atlanta, launched its **CNN Radio** service to stations in 14 markets last Thursday (April 1). Turner aims to place 24-hour, satellite news service in more than 200 radio stations by end of year. Stations may elect to run CNN Radio 24 hours daily or schedule it to suit their requirements. Service is delivered via RCA's Satcom III-R and, according to Turner, since 95% of cable systems receive this satellite, CNN Radio's signal may be taken by cable system, provided they reach agreement with stations and run feed from satellite dish to transmitter site.

Syndicated weekly TV talk show featuring **Larry King** will be developed and produced by **Post Newsweek Productions**. Targeted for September or earlier start, it will be 90-minute show for weekend night airing and will originate via satellite from Washington. Production will be in association with **Mutu Broadcasting System**, which will continue present post-midnight radio talk and phone-in program of King on weeknight

National Association of Broadcasters sent letter last Friday to Senate Commerce Committee supporting advertisers position on Federal Trade Commission's "unfairness" standard (see story, page 41). Letter endorses advertising trade association efforts to seek exemption from the standard. Advertisers asking for First Amendment protection for commercial speech. FTC's authorization expires this fall. Both committee chairmen, Senator Bob Packwood (R-Ore.) and Senator Robert Kasten (D-Wis.) received letter.

Radio station general managers travelling to NAB convention in Dallas this week will be primarily interested in satellite program services, according to NAB survey conducted 90 days ago. Results of survey, to be revealed at radio luncheon Tuesday, April 6, in Dallas, reveal other priorities of general managers in descending order: receive-only earth stations, direct broadcast satellites, AM stereo, how to be carried by local cable system, how to lease channel on local cable system, business automation, digital audio, subsidiary carrier business opportunities and satellite uplinking.

Movement is afoot in Senate to boost Corporation for Public Broadcasting's fiscal 1984 budget which is appropriated continuing resolution at \$105.6 million. Senators Ted Stevens (R-Alaska) and Robert Byrd (D-W. Va.) are proposing amendment to supplemental bill that would increase CPB appropriation by \$24.4 million. Extra funds would place budget at \$1.



An institution. Rock 'n' roll and television perennial Dick Clark was in Washington last week to present the Smithsonian Institution with memorabilia from his *American Bandstand* show. *Bandstand* started as a weekday show in Philadelphia; in 1957 it went weekly on ABC where it still appears.

million. Senate is scheduled to debate supplemental bill after recess in late April.

Comsat General Corp. and **Intercontinental Hotel Corp.** have agreed to form 50-50 joint venture to provide international satellite videoconferencing service, it was announced last week. Under terms of agreement, Comsat General would provide technical services and equipment while Intercontinental contributes conference facilities and handles marketing. Venture hopes to offer two-way service between hotel chain's Inter-Continental New York and Inter-Continental London by end of year.

NBC President **Robert Mulholland** last Friday (April 2) attacked fairness doctrine as broadcaster's "disease" but warned that "with the coming of the wired nation, when newspapers are delivered by electrons and not newsboys, the print press too will be vulnerable. . . ." Mulholland, in address at University of Nevada-Reno, claimed that it's First Amendment abridgement and said: "It is now time for Congress to undo that mistake." Regarding teletext specifically, he said NBC is hopeful FCC will agree with its staff and not apply doctrine there. "But that's not a full victory," he claimed, explaining that future FCC could apply it as long as doctrine stays on books.

UPITN Washington bureau has started daily 10-minute news package transmissions to Japan Broadcasting System, NHK. UPITN will use ABC's Washington uplink facilities. Package includes general U.S. news roundup with emphasis on Washington.

Ray Livesay, of Mattoon Broadcasting, Mattoon, Ill., who has been guiding light of Daytime Broadcasters Association for all but first two of its 28 years, is stepping down from presidency. He informed board of directors he would not be candidate to succeed himself when DBA met at National Association of Broadcasters convention, in Dallas, on Sunday (April 4). Candidates for post who have been mentioned include Jerry Capps, of KGRL(AM) Bend, Ore., and James Wychor, KWOA(AM) Worthington, Minn., currently DBA chairman. (Livesay, incidentally, is to receive honorary doctorate of human letters from Eastern Illinois University, at Charleston, Ill., at May commencement.) DBA, probably only trade association in history to sunset itself, is in final five years of its existence. It has given itself that much time, and no more, to accomplish its objectives—full-time service for daytimers, and authority to operate from two hours pre-sunrise to two hours post-sunset for those who do not get full-time authorization.

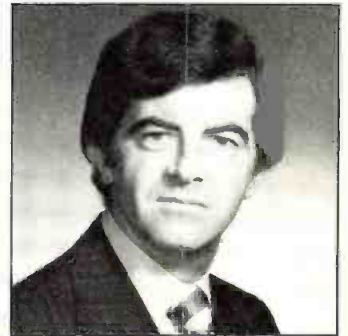
Time Inc. Video Group will be getting new face—**Larry Pfister**, who headed Telidon Videotext Systems in Stamford, Conn. Pfister will become vice president of Time Video Information Services. (He is also chairman of recently formed Videotext Industry Association). When TVS's Canadian parent, Infomart, formed joint venture with Times Mirror Videotext Services to market and operate Telidon-format videotext systems in United States, it left TVS with little to do. Meanwhile, Time's been putting together its own Telidon-based teletext operation, which Pfister will now head, reporting to Video Group director of development, Sean McCarthy.

Corporation for Public Broadcasting's program fund director, **Lewis Freedman**, resigned last week. Freedman in letter of resignation said he was leaving for "strictly personal reasons," and that he was ready to return home to New York. Freedman has asked that his successor be chosen no later than June 30. He has directed fund since its inception two years ago. Fund is currently being re-evaluated (BROADCASTING, March 1).

Reorganization of management structure of **Cablevision** is being announced by Chairman Charles Dolan, with changes designed to "make all our operations self-supporting independent profit centers." **William J. Bell Jr.**, Cablevision's chief financial officer, was named to newly created spot of executive vice president and chief operating officer. Appointed vice president are **Irwin Polinsky**, formerly president and general manager of Cablevision's Long Island systems, now VP-corporate development; **Marc Lustgarten**, executive with company's Rainbow Programming Services, now VP-programing and technical services. **Sheila Mahoney**, VP-franchising, will now report directly to President John Tatta. Moves follow by month Dolan's elevation from president and CEO to chairman, Tatta's shift from VP-chief operating officer into president and CEO slots and appointment of attorney Francis Fritz Randolph Jr. as vice chairman (BROADCASTING, March 8).



Bell



Brady

John T. Brady, assistant corporate controller, Viacom, New York, named to newly created position of VP, finance, Viacom Entertainment Group.



Coppersmith

S. James Coppersmith, former VP and general manager of WNEW-TV New York, who joined Hubbard Broadcasting last year (BROADCASTING, March 9, 1981) as VP and general manager of WTOG(TV) St. Petersburg, Fla., has been named president of Hubbard's television division, as well as general manager of its KSTP-TV Minneapolis-St. Paul. Hubbard also announced that **Ralph Dolan**, television operations manager for KSTP-TV, has been named VP and station manager, and **Charles Dutcher**, operations manager for WTOG, has been named station manager there.

A matter of time

The common interpretation of statements made in the past two weeks by and about Vincent T. Wasilewski is that he has no intention of serving out his career as president of the National Association of Broadcasters. He is, however, under no compulsion to leave at once. The leisureliness with which he is approaching a decision gives NAB members a chance to think not only about a successor but also about larger matters, for example the organization itself.

It has been increasingly apparent that the communications media are growing so in size and complexity that their representation in Washington needs to change. On the major issues, First Amendment freedom, for example, there is a commonality of interests that is poorly served by independent organizations of discrete memberships going their uncoordinated ways. On narrower issues, AM radio channel spacing, for example, or the television prime-time access rule, divisions of interests set members against members, even in such organizations as the NAB.

Is there an organizational structure that could serve common interests on a wider scale than any serves them now? Could it also embrace or co-exist with the specialized advocacies that will continue to demand action?

The word "federation" has been mentioned on this page before, but it keeps reappearing oftener in these days of multimedia development.

Nobody has thought about it seriously or long enough to devise a plan for the conversion of the NAB from an association of broadcasters to the Federation of the Fifth Estate, but Wasilewski has provided a reason to go about the process. Indeed, as he approaches elder-statesman status after 33 years with the association and 17 years as its president, he is in an advantageous position to contribute to plans for the future of the NAB.

Perhaps it's something to be talked about when the broadcasters are together this week in Dallas.

Prize package

The broadcast deregulation bill passed by the Senate last week was a gift to broadcasters on the eve of their annual convention. It can also prove to be a gift to American radio and television audiences. A freer marketplace will promote the innovation and experimentation that excessive federal regulation has discouraged or denied.

That said, it must be added that S. 1629 contains imperfections, chief among them the disparity between deregulation for radio and for television. Still, S. 1629 is probably the best bill that broadcasters may realistically hope for in this Congress. If similar legislation can be maneuvered through the House, this will be a year of unparalleled achievement.

There will be diehard broadcasters who object to the payment of fees contained in the Senate bill. They will be wise to keep their complaints to themselves. On Capitol Hill it has become an article of faith that fees are the price to be paid for deregulation. The fees included in the schedule adopted by the Senate look reasonable overall. If they remain at those levels in a final act, broadcasters will be getting a bargain.

A minor repair, however, may be necessary in the fee section that the Senate adopted. The FCC would be empowered to raise or lower fees with immunity from judicial review. The presence of that provision is explained by the courts' rejection of fees established by previous FCC's under existing statutes, and the

need for appellate action, under the Senate bill, would perhaps be diminished by the ceiling the Senate set on total fees—no more than 50% of the FCC's authorized budget. But is it good policy or good law to disenfranchise the judiciary from review of any agency action?

Sponsors of S. 1629 argued eloquently for marketplace regulation as a substitute for federal regulation of radio. Senator Barry Goldwater (R-Ariz.) said competition among radio stations was intense enough to justify the liberation of radio from controls over content and conduct. "Moreover," Goldwater added, "radio stations must compete with other news, information and entertainment sources, including television, pay TV, cable TV, films, records, magazines and newspapers."

He could have made the same statement about competition in the television world, and maybe he and others will one day. Equal deregulation under the law remains the long-range goal. S. 1629 goes a long way in that direction.

Case in point

The NAB will dedicate itself, during its convention this week, to the difficult work of obtaining First Amendment freedom for radio and television. It is a worthy effort, and the public's stake in its success is at least as big as the broadcasters'.

How the public is damaged by such affronts to the First Amendment as the fairness doctrine was on display last week at the FCC in an action initiated by the National Conservative Political Action Committee.

The committee wanted to buy broadcast advertising to support its cause and oppose candidates of liberal persuasion. Some stations refused in the belief that the fairness doctrine would entitle the NCPAC's targets to free time to reply. The NCPAC asked the FCC to declare it had a right of access.

Acting in full compliance with the law, the FCC denied that a right of access existed and agreed that the fairness doctrine would apply. Result: The NCPAC messages will be kept off the air and to that extent the public discourse stifled.

Chairman Mark Fowler identified it as "a classic argument for why the fairness doctrine ought to be eliminated."

On with the First Amendment campaign.



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