

# Broadcasting Nov 29

## Launching Into The Future Now.



The future is here now! On November 4th, television's new frontier was officially opened for Direct Broadcast Satellite, free to viewers throughout the nation.

Free, because there is one group in the D.B.S. space-race that stands out. The company that believes free D.B.S., with the participation of local television stations, will be a winning combination.

**United States Satellite Broadcasting Company, Inc.**

We're adding space-age technology to local service... making free, advertiser-supported news, sports, and first-run entertainment available to every American home via satellite with local station participation.

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**United States Satellite Broadcasting Company, Inc.  
3415 University Avenue • St. Paul, Minnesota 55114**

30112 LIBRARY 35164 SCK DEC/84  
A U LIBRARY  
U S AIR FORCE  
SERIAL ACQ SECTION

52d Year 1982

Will lame-duck expectations  
Barnathan and Flaherty  
get technical

**OCTOBER  
RESULTS  
PROVE IT**

THE BEST WAY TO  
IMPROVE **YOUR** TIME PER OD  
NORTH, SOUTH, EAST & WEST  
INDEPENDENT OR AFFILIATE

**EIGHT IS** **MOR**

# TIME PERIOD DEMOGRAPHIC INCREASES OCTOBER 1982 VS. OCTOBER 1981

Market	Station	Women 18-49	Teens	Kids
Atlanta	WSB	+155%	+35%	+115%
Boston	WXNE	+167%	+55%	—
Buffalo	WIVB	+29%	+88%	+56%
Cleveland	WUAB	+41%	+17%	—
Dallas	KXTX	+135%	+54%	—
Detroit	WJBK	+68%	+280%	+189%
Hartford	WVIT	+125%	+150%	+83%
Kansas City	KSHB	+48%	+15%	+45%
Los Angeles	KHJ	+104%	+272%	+122%
Miami	WCIX	+56%	+16%	—
Sacramento	KTXL	+200%	+8%	+53%
Seattle	KCPQ	+30%	+500%	+157%

SOURCE: ARBITRON OCTOBER, 1981 & OCTOBER, 1982

LORIMAR®



**HAN**

# ENOUGH



# HOUSE CALLS



## THE BEST MEDICAL PLAN A STATION CAN BUY!

When you're looking for insurance to cover slumping ratings and disappearing young adults, it's time to reach for House Calls! Here's what you get:

- **An adult sitcom** in the mold of The Odd Couple, M\*A\*S\*H, All In The Family and Barney Miller.
- **A proven rerun performer** which this

summer **rated 2nd** among all shows on all 3 networks!

- One of the **highest ratios of young adults** in all of television!
- A sitcom that **held 90% of the M\*A\*S\*H audience** as well as or better than any show that ever followed M\*A\*S\*H!
- The only sitcom **available January 1983!**

### HOUSE CALLS

The right medicine for your May and July Sweeps!  
57 hilarious half hours from

## MCATV

# Broadcasting Nov 29

## Coming down to the wire for the 97th Congress and communications legislation □ Green approves Justice-NAB code settlement □ UN to limit international DBS □ Hauser leaving Warner Amex

**LAME-DUCK PROSPECTS** □ Cable copyright may have shot at passage in three-week session of Congress, but not much other telecommunications legislation is expected to survive. There will be time for FCC oversight hearing and there's fight brewing within Senate leadership. **PAGE 27.**

**FREEDOM SETBACK AT UN** □ U.S. feels flow of global information will be seriously impeded by resolution to bar DBS signals across borders with permission of receiving country. **PAGE 30.**

**SHARING UHF TURF** □ FCC bureau's recommendation that broadcasters relinquish portion of their frequencies to land-mobile interests, draws expected division of opinion. **PAGE 31.**

**P&G EYES TV COSTS** □ Networks' largest advertiser calls New York summit meeting with broadcasters to explore ways to achieve greater cost effectiveness. **PAGE 33.**

**TECHNOLOGY ON TITANIC COURSE** □ Two of broadcasting's top experts in field, ABC's Barnathan and CBS's Flaherty, have had it with growing nonstandardization that they feel is retarding new services and compounding confusion in electronics media. In "At Large" interview with BROADCASTING editors, they call on industry to unite for common standards and for FCC to be more assertive in its direction. **PAGE 40.**

**BOSTON BELLWETHER** □ Competitors in that market as well as broadcasters across nation will closely watch ratings and bottom line of WNEV-TV's *Look*, daily two-hour news and information series starting today. **PAGE 47.**

**MINI-SERIES MOMENTUM** □ Civil War special helps CBS-TV have its best prime time week of new

season and to soundly trounce ABC-TV and NBC-TV during seven days ended Nov. 21. **PAGE 48.**

**THE AGONY OF DEFEAT** □ Los Angeles Olympics committee rebuffs rights-holder ABC's attempt to limit other TV organizations' accreditation, but there will be restrictions on latter's use of footage from '84 summer games. **PAGE 49.**

**CABLE DEFENDS SELF IN HOLLYWOOD** □ Five cable program service executives use NATAS panel session to answer critics and to document medium's vitality and potential. **PAGE 49.**

**HARDWARE: KING AT WESTERN CABLE** □ For first time in years, software takes back seat. Major attractions at Anaheim include GE's Comband, multi-beam dishes. **PAGE 52.**

**SHOWDOWN WITH FEDS** □ Broadcast access to federal court proceedings is pushed in case involving bribery charges against Miami judge who contends radio and TV coverage is essential to his right to fair and public trial. **PAGE 55.**

**THE 'UNINVITED'** □ Friendly claims his appearance before Packwood committee was canceled after he submitted testimony that didn't fully support senator's First Amendment views. Packwood aide denies selective choices of witnesses. **PAGE 58.**

**MINNEAPOLIS LABOR PROBLEM** □ NLRB asks appeals court to appoint special master to examine KCTR-AM-FM's alleged defiance of government agency's order. **PAGE 58.**

**PUSHING FOR DEREGULATION** □ The NAB's senior vice president for government relations, Steve Stockmeyer, combines a love of politics and communications in his job as the association's chief lobbyist. **PAGE 79.**

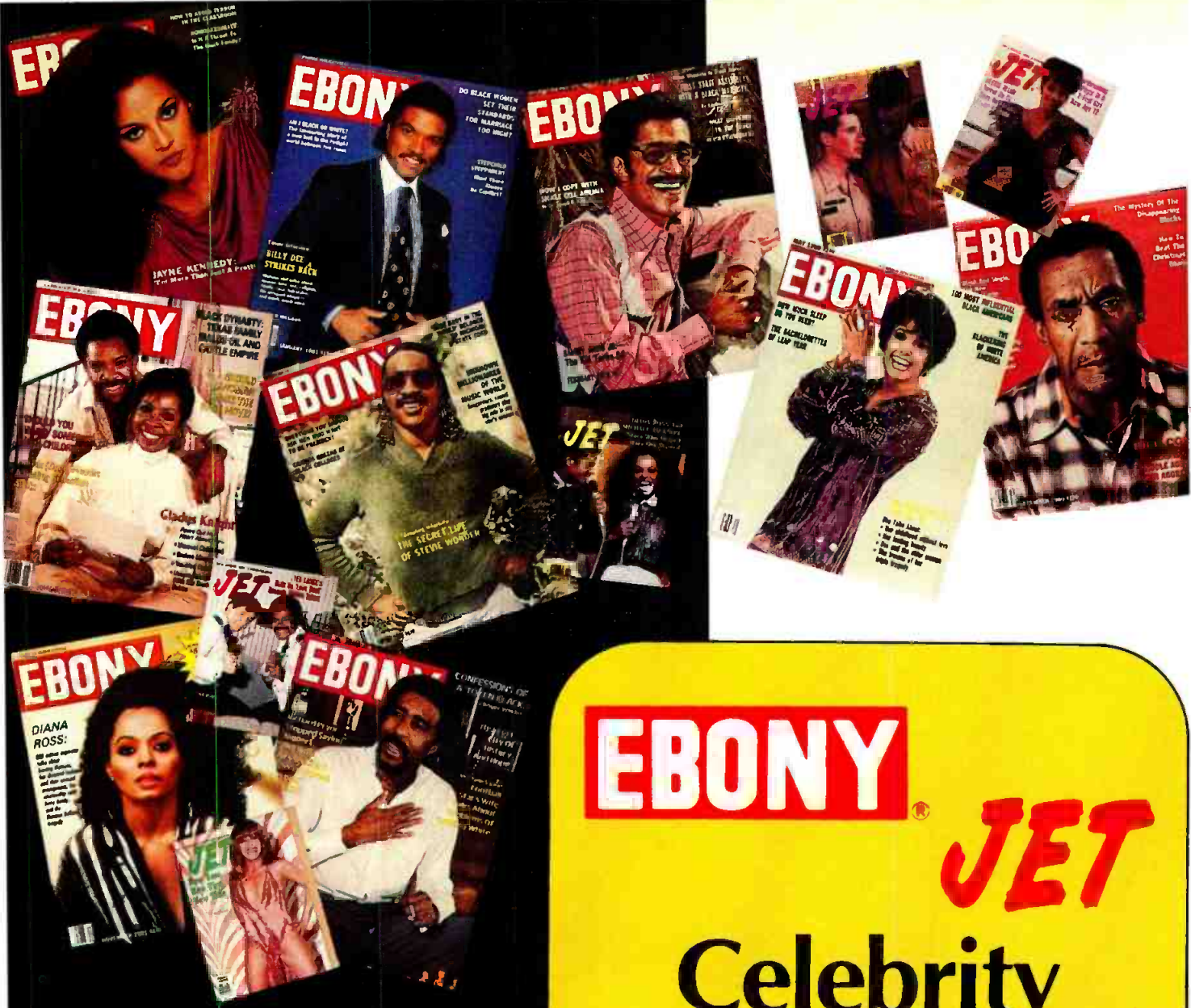
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**EBONY** *JET*  
**Celebrity Showcase**

Every month Ebony and Jet Magazines are read by 51.9% of the adult Black population in America\*—a combined circulation of 30,748,000 readers, and two of America's most influential and powerful magazines.

Now we're combining their force into a dynamic new weekly ½-hour series for TV, where the top celebrities covered in Ebony's and Jet's pages will be brought into your viewers' homes each week.

It's the EBONY/JET CELEBRITY SHOWCASE traveling all over the globe to bring you close-up encounters with the biggest celebrities in the world each week. The EBONY/JET CELEBRITY SHOWCASE premieres in March, 1983 with a series of 26 shows. When the pilot show was "sneak previewed" in Chicago on WBBM-TV (11:15-11:45 p.m.), it captured a 12.6 rating and 38% share.\*\*

And every month in Ebony and every week in Jet we will carry, without charge to stations, a full page ad listing the stations and times when the show can be seen: the biggest, most efficient tune-in ad imaginable at no cost to you.

If your Sales Manager or Program Director hasn't already heard about this excellent advertiser-supported show and if you want to find out how you can reach 7½ million viewers each week, call Syndicast Services: **Jerry Lepkanich, Bernie Schulman or Len Koch at 212-921-5091.**

**GIVE US YOUR  
 TIME AND WE'LL  
 GIVE YOU  
 7½ MILLION  
 VIEWERS**

\*Source: Simmons Market Research Bureau, Inc., 1980.

## losing ranks

ings seemed to be looking up for TV networks last week—at least as far as their filiate bodies were concerned—in their drive for repeal of FCC's syndication and financial interest barriers. Returns were first coming in from poll of NBC stations / NBC-TV affiliates board, but "large majority" of those already received reportedly favor endorsing networks' efforts—same course adopted earlier by BS-TV affiliates board (BROADCASTING, ov. 22).

ABC-TV affiliates board is soliciting station views, too, but called temporary halt last week. Board asked ABC affiliates to defer submission of opinions because ABC management wanted to give them major presentation on subject. That's scheduled to be done today (Nov. 29) by closed circuit.

## qual time

to get program syndicators' point of view across to TV stations on proposed repeal of FCC's financial interest and syndication rules, National Association of Television Program Executives board of directors has authorized production of video-taped message, to be sent via satellite and video cassette to stations around country by year's end. NATPE board, at meeting in Las Vegas last week, set aside \$25,000 for project, meant to respond to recent appeals from three TV networks for support from their affiliates for repeal of rules (see above). Group W has offered NATPE satellite time for distribution of message, which will encourage stations to file comments, due at FCC Jan 26, in favor of retaining rules.

## hucking it in

ed Turner has left low-power television field before really entering it. And immediate beneficiary is National Black Media Coalition. Turner has turned over 9 LPTV applications—many for stations in major markets—to NBMC. And NBMC chairman, Pluria Marshall, said coalition does not yet know purpose to which it would put LPTV stations but expects "seed money" from some members to help build them. He is not counting on grants in all 39 cases, but says NBMC could use revenues that are generated to help finance its activities. Marshall said, for instance, that NBMC would hire media monitors in various markets to replace volunteers now doing that work.

Turner decided to make gift of applications—filed by his Turner Television Stations subsidiary—after concluding that odds FCC will use to favor

minorities and media outsiders in lotteries for grants would make it impossible for him to win enough grants to implement national network plan he had in mind. (Standards were adopted after Turner applications were filed.)

## Magnavox spadework

National Semiconductor's promotion of Magnavox AM stereo system in Asia may pay off at Consumer Electronics Show in Las Vegas next January. According to National, 13 companies based in Hong Kong, Taiwan or South Korea will be taking orders there for AM stereo radios incorporating National's Magnavox AM stereo chip. Radios will be integrated into personal receivers, car stereo systems and "boom boxes," outside portables.

## Measuring cable

Basic research for Nielsen's cable audience methodology study, jointly sponsored by National Cable Television Association and Cabletelevision Bureau, is complete. Evaluation of raw data should be ready for publication by January 1983. Preliminary indications are that study, which will cost about \$250,000, will conclude that optimum method for measuring cable viewing would combine electronic metering (to determine household levels and channel-specific viewing) with coincidentals or diaries to arrive at demographics. But because of high cost of metered measurements, study may also conclude that that detailed method of measuring cable will become widespread only as systems nationwide upgrade to interactive capability.

## Staying put

FCC's effort to fight off proposed move of headquarters to Alexandria, Va. (BROADCASTING, Nov. 1), appears headed for success. Both Senator Ted Stevens (R-Alaska) and Representative Paul Trible (R-Va.), only congressmen who had requested further information on cancellation of proposed move, have indicated they aren't interested in pursuing matter. Without congressional pressure, it's felt Government Services Administration will feel free to drop Alexandria consideration.

Although Charles E. Smith Co., landlord of FCC's current headquarters, had previously indicated it wasn't interested in renewing FCC lease, current softness of Washington real estate market apparently has caused change of tune. Company has launched what one FCC official described as "extensive fix-up and

clean-up" campaign aimed at making present headquarters building more attractive and comfortable.

## Austerity

Reagan administration is apparently still set upon policy of offering agencies less than they request. Although FCC requested \$85.4 million for fiscal 1984 (which begins Oct. 1, 1983), Office of Management and Budget last week told commission it aimed to recommend \$77.4 million. Officials said FCC Chairman Mark Fowler planned to appeal OMB's recommendation. FCC is currently operating under continuing resolution (which expires Dec. 17) that is funding it at \$79.5 million.

## In family

Bidding contest for UHF that Gannett must sell to make room in its portfolio for \$47-million purchase of WLVI-TV Cambridge (Boston), Mass. (BROADCASTING, Nov. 22) may be won by general manager of Gannett's WPTA(TV) Fort Wayne, Ind. Word from Gannett headquarters last week was that Ed Metcalfe, WPTA president and general manager, had put together local group, and "it's quite possible he will be successful." There have been other offers for WPTA and WLKY-TV Louisville, Ky., Gannett's other U.

This wouldn't be first time Gannett spun off excess property to local group. It has agreed to sell KARK-TV Little Rock, Ark., to that station's president and general manager, David Jones, to make room for acquisition of KRON-TV San Francisco (BROADCASTING, Oct. 4).

## Standing pat

Noncommercial KCET(TV) Los Angeles has cooled its ardor to sell its 5.1-acre studio facility. Sale is no longer necessary to keep PBS affiliate afloat. That assessment by KCET vice president and general manager, David Crippens, follows 10-month retrenchment period during most of which KCET's Sunset Boulevard facility had been up for sale at asking price between \$15 and \$18 million.

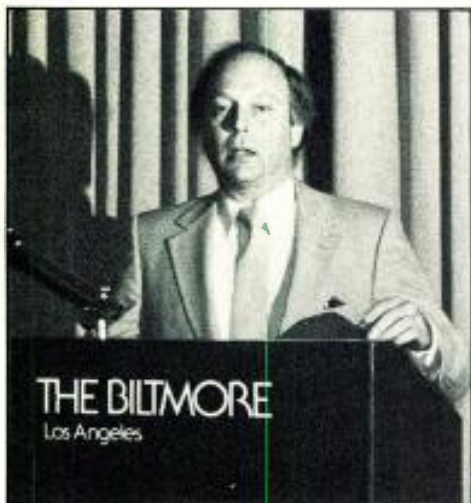
KCET last January began major reorganization, lay-offs, programing cut-backs and salary reductions among top executives. Joseph J. Sands, KCET's vice president of administration and operations, confirmed that pressure is off station to sell facilities (which would probably have been partially leased back to station for scaled-down operation), but would not rule out possibility they might be sold to right buyer.



## Group W status

Group W Satellite Communications had some announcements about two program services in which it's involved—the Satellite News Channels joint venture with ABC Video Enterprises, and The Nashville Network, in association with WSM Inc.

By January, SNC will reach 5.4 million households, according to Lloyd Werner, GWSC senior vice president, sales and affiliate relations. That's up from 2.8 million at launch June 21. On top of that total is an arrangement for SNC to be included in TeleCommunications Inc.'s national program tier which will deliver over two million more subscribers in the next 18 months. TCI has been making deals with various pay and basic programmers for inclu-



Werner

sion in that national package—but Werner termed "erroneous" one report that TCI would receive \$15 million for adding SNC and The Nashville Network to the tier. The financial arrangements, though Werner wouldn't specify them, are in keeping with the support package GWSC has been providing to operators who agree to carry its services, which can add up to 85 cents per subscriber per service.

Nashville, which GWSC and WSM have already been saying will be the largest launch in cable history, will have a base of six million cable subscribers when it launches early next year. (No date has been set, but it's understood Feb. 21 is a prime candidate.) That will include 500,000 subscribers at TCI, 500,000 at Cox Cable and 300,000 at ATC.

Werner also had some news on the advertising side for each service—SNC has lined up nine more accounts for the fourth quarter of 1982 and first quarter of 1983—including Skil Tools, Ralston-Purina, Rockwell International, Kodak and Honda. They join a list of 11 charter clients. And The Nashville Network has signed its first advertiser, long-time Grand Ole Opry sponsor, Martha White Foods.

## Risk-watch

*Shooshan & Jackson Inc., Washington, and the ELRA Group, East Lansing, Mich., announced a joint venture to assess risks associated with cable franchise renewals. The company, CableRisk, "will offer risk reduction and risk management services which will help companies control the costs associated with franchise expiration." Shooshan & Jackson and ELRA Group have separately consulted winners of franchises in Portland, Ore.; Oakland county, Mich.; Minneapolis; Sacramento, Calif.; Tampa, Fla., and Montgomery county, Md.*

## Beer on tap

Pabst Brewing Co., Milwaukee is turning to cable to test market its new Jacob Best light beer in Connecticut, starting in first of year. McCann-Erickson, Pabst's agency, wanted to buy local television in Connecticut without New York or Massachusetts spill-over, and bought a schedule on Cable A of Bridgeport-based Southern Connecticut Cablevision.

Bernadette Schultz, advertising sales representative for Cable A, noted that Bridgeport has no commercial TV station. In the past three years Cablevision has positioned itself as Bridgeport's independent TV station. Bernie Cammarata, senior vice president of McCann, said Cable A fits Pabst's needs, providing commercial positions in major league sports events reaching the brewer's target audience.

## Healthy

The Cable Health Network produced figures showing subscriber growth: Forty-one systems have been added since Nov. 1, including Rogers/UA Cablesystems in the New York area. By the end of the year, CHN expects to have six million subscribers. CHN also previewed its association with a

health magazine and reviewed its first "information." CHN will work with *America Health* on joint efforts in the health field.

CHN has added six advertisers—Campbell Soup, Eastman Kodak, Quaker Oats, Dorsey Laboratories, Merrell Dow and the Chevrolet division of General Motors—and will open a Chicago advertising office.

## New deal

Comprehensive new agreement covering videotaping of stage productions for basic cable television has been jointly announced by Actors' Equity Association and the American Federation of Television and Radio Artists. First contract signed under the new guidelines involves Hollywood Playhouse Productions, which expects to produce 15 plays for cable during the coming year. Minimum scale per actor \$1,613 for five days of shooting, with talent receiving 5.5% of gross receipts after the producer recoups \$500,000 plus 10% for other areas of distribution. Agreement which applies only to package rather than "one-shot" production deals, is in effect through 1983 and is considered a precedent setter for the industry. Residual schedule for new pact is different from that in effect between AFTRA and cable and pay TV producers, with minimum talent fee about half those required under a non-Equity waiver agreement. Agreement is expected to increase theatrical production for the basic cable industry.

## Disney dope

The heart of The Disney Channel's 16-hour programming day when it is launched next April will be Disney features from its archives, including most of its major theatrical films, 30 years of television network programming and hundreds of education films and short subjects. The vintage Disney material will be complemented by motion pictures and shorts, currently available from non-Disney sources, and a heavy dose of original productions. Like the rest of the programming, the original production will be aimed at children, but some will try to appeal to all age groups. Disney has tapped Douglas Hetter to produce the most ambitious of the new series, *Five Mile Creek*.

**Not keeping the faith.** Cable must have something to offer. Cable operators on a National Cable Programming Conference panel on counteracting the other pay media said most STV subscribers convert to cable once cable becomes available. Cable operators have been able to persuade 60% to 80% of STV subscribers to make the switch in every market, said Greg Liptak, executive vice president, Times Mirror Cable Television, with the exception of Los Angeles, where one of the STV operators has an attractive lineup of local sports programming. John Frazee, group vice president, Centel Video Services, boasted of a 95% conversion rate in the Chicago suburbs. Because STV is as new as cable in Portland, Ore., said Frank Nuessle, executive vice president and general manager, Pacific Cablesystems, his salesmen have not come across many STV subscribers to convert. But, Nuessle added, they have "found a lot of MDS illegals and they are hard to convert."



# Right on schedule

## Expanding to meet your needs

Hearst/ABC...The product of two great communications companies rich in assets, creative talent and foresight. We produce two programming services with very specific objectives: DAYTIME—to attract a loyal women's audience and ARTS—to satisfy the discriminating adult TV viewer. With programming that's stimulating to an active, upscale and selective audience of men and women, we're right on target, right where we want to be. Each service is over 7,000,000 subscribers strong and growing.

We know that nothing dates faster than a concept of the future. So we are actively preparing for the challenges we'll face tomorrow. That's why we've invested in the additional satellite transponder necessary to assure that more people in more places will be able to receive our original, quality programming.

So, you see, we are not only where we want to be now, but we will be where we want to be tomorrow.

Right on schedule. That's our commitment to you.

**Hearst/ABC**

A joint venture of The Hearst Corporation and the American Broadcasting Companies, Inc.

which will take its stories from the history of the old West.

## Tulsa swing

A special analysis by A.C. Nielsen Co., prepared at the request of Ogilvy & Mather, New York, shows that in Tulsa, Okla., network affiliates' share of total viewing declines in all dayparts in cable homes with 12 channels and drops even more sharply in households with 36 channels. In prime time, affiliates' shares in noncable homes amount to 90%; fall to 74% in homes with 12 channels and to 56% in 36-channel households. Ogilvy said the study indicates a large portion of the decline can be attributed to the number of distant independent TV stations available.

## New 'Ovation'

The English Channel, the USA Cable Network's three-a-week program package, is changing its name to Ovation next month. According to David Kenin, USA's vice president for programing. The switch is being made to reflect more accurately the scope of the service, which includes dramatic, informational and cultural material. Virtually all the programing is produced in England, Canada and Australia, and provided to USA by the Edward E. Finch Co. The series has been on USA Network since September 1980 after a brief run on the



**Budding interconnect?** Madison Cable Network, which sells local advertising time on four cable networks for Complete Channel TV, cable system serving 36,000 subscribers in Madison, Wis., introduced itself to local advertisers at a seminar and party. On hand were (l-r): Phil Blake, MCN; Wendy Williams, Cable News Network; Emily Wolfson, Music Television; Mini Murphy, MCN; Norm Varney senior vice president, J. Walter Thompson; Bren McKinley, USA Network and Shirley Prithcett, ESPN. Ted Turner made an appearance via videotape. According to Murphy, the Madison Newspaper Inc. division hopes to create advertising interconnect in area by linking smaller systems by microwave.

## Satellite Programing Network.

The change will be made in December along with a new on-air look.

## Smooth sailing

Cablevision Systems Inc. declared last week that its Boston construction is going ahead of schedule and that it will honor its promise of a \$2 monthly charge for its basic 52-

channel service. At a news conference called in part to quash print media suggestions that Cablevision was having trouble raising the \$114 million needed to build the system, company chairman, Charles F. Dolan said a consortium of banks is ready to loan \$80 million and limited partnership have raised \$34.5 million. He said several hundred of Boston's 274,000 households will be able to get cable next month, a year and-a-half ahead of schedule.

## Buyer

Greenwich, Conn.-based Marcus Communications has bought its second cable system in less than two months. This time it bought the 3,740 basic subscriber system serving International Falls, Minn., for \$2.5 million-\$3 million. Jeff Marcus, principal owner, is a former partner in Communications Equity Associates, Tampa, Fla.-based cable brokerage firm. Last month he acquired the 9,400 Badger Group cable system serving six communities in northwestern Wisconsin from TCI for \$4 million-\$6 million (BROADCASTING, Oct. 25). Including the Badger Group, Marcus currently serves about 17,000 subscribers in the Minnesota-Wisconsin area, with system in Black River Falls, Wis.; Aitkin and Blue Earth, both Minnesota. The International Falls system passes 4,100 homes with 50 miles of plant.

## Home Box's boxer

World welterweight champion Sugar Ray Leonard, who announced his retirement from boxing this month, has signed a new multi-year agreement with Home Box Office that will enlarge his role beyond that of sportscaster for HBO. His new pact also calls for Leonard to host programs aimed at youngsters in which Leonard will teach them fundamentals of various sports. His guests will include top athletes from various sports areas. Leonard will continue to appear on *HBO Magazine* series with Dick Cavett. Leonard's new pact is understood to be for two years, but HBO declined to provide financial details.

## GAMMON, CAMFIELD & NINOWSKI

Media Brokers, Ltd.

### Looking for TOP 10 MARKET? Prime UHF TV and FM Properties Offered to Qualified Buyers

For confidential information pertaining to these and other radio and television properties (turnaround or cash flowing), contact one of our Gammon, Camfield & Ninowski offices.

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# In program distribution, trust Bell to be there.

Leading-edge companies know we are at the gateway to the future broadcasting environment. More and more of your advertisers are looking for customized programs and distribution methods as vehicles for their products.

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To meet broadcasters' needs today, Bell offers end-to-end capability and responsibility—from transmit/receive or receive-only earth stations to transponder space to land links. Bell System provided and maintained earth stations, fixed or transportable, can be located on Bell premises or at your locations—an arrangement that lets you keep pace with the rapid advance of technology without a large capital investment.

If you want to develop new program strategies, put our knowledge to work for you. Only Bell can provide this total nationwide mix—audio and video program distribution services, over satellite and terrestrial systems. And our responsibility doesn't end with installation. Bell Labs is continuing research to enhance existing services—from improving signal quality to protecting against signal piracy.

To take advantage of our total systems approach, start with a call to your Bell System Media Industries Account Executive.

## The knowledge business



# Business Briefly

## TV ONLY

**Sunkist Growers**  Campaigns for fresh oranges and lemons are scheduled for 1983. Beginning Jan. 17, campaign for naval oranges begins in 60 markets. Flight will run through March. Advertising for lemons also begins in January in six markets (mostly Des Moines and surrounding area) and will run through mid-June. Valencia oranges begins April 4 in 41 markets. Spots will continue through mid-June. All fresh citrus fruits will run in day, early fringe and late fringe times, with lemons also running in prime time. Commercials emphasize "appetite appeal" and target women, 25-54. Agency: Foote, Cone & Belding Communications, Los Angeles.

**Heileman Brewing Co.**  Campaign for Blatz beer begins Dec. 27 in 12-15 markets. Flight will run through first quarter, 1983. Spots will air during sports times. Target: men, 18-49. Agency: Campbell-Mithun Inc., Chicago.

**ITT Continental Baking**  Campaign for Home Pride Butter Top bread begins in first quarter in about 30 markets. Flight

will run approximately eight weeks. Campaign for breakfast baked goods also begins in first quarter for same number of weeks in 25-30 markets. Both products will run in prime access times. Target: women, 25-49. Agency: Vitt Media International, New York.

**Modern Merchandising Corporate**  Pre-Christmas TV co-op begins this week in Seattle; Portland, Ore.; Phoenix; Denver; Minneapolis-St. Paul; Salt Lake City; St. Louis; Grand Rapids, Mich.; Boise, Idaho; St. Joseph and Kansas City, both Mo. Catalog showrooms (which have different names according to region), will advertise brand name products that include Hamilton Beach, Oster, Eastman Kodak, Norelco and G.E. Spots will run in all dayparts through Dec. 23. Target: adults, 25-54. Agency: LaBelle & Shallbetter Inc., Minneapolis.

**Stroh Brewery**  Campaign for Stroh Light beer begins Dec. 20 in 96 markets. Four-week flight airs in sports, prime, and news times. Target: men, 18-49. Agency: The Marschalk Co., New York.

**Kold Kist Inc.**  Campaign for Jimi's

burritos begins Dec. 6 in Phoenix and L Angeles. Flight will run about three weeks in all dayparts. Target: adults, 18-49. Agency: Joe Leighton & Associates Inc Newport Beach, Calif.

**Ronco Teleproducts**  Campaign for various Ronco products—smokeless ashtray, battery tester, back relief, auto cup, record vacuum and food dehydrator—begins this week in 144

## Rep Report

**Name change.** Group W Radio Sales is the new name of Radio Advertising Representatives, the national sales organization of Group W. Assignment of the new name was said to be one of several actions taken by Group W Radio to improve identification and to define the duties of its sales representative organization.

KQOV(FM) Wichita Falls, Tex.: To Blair Radio from Major Market Radio.

KITE(FM) Corpus Christi, Tex.: To Eastman Radio from Hillier, Newmark and Wechsler.

KIRT(AM)-KQXX(FM) Allen, Tex.: To Eastman Radio from Lotus.

KKCS-FM Colorado Springs, Colo.: To Blair Radio from Masla.

KYSN(AM) Colorado Springs, Colo.: To Blair Radio from McGavren Guild.

WFAA(AM) Dallas: To CBS Radio Spot Sales from Major Market.

WSEN-AM-FM Syracuse, N.Y.: To McGavren Guild from Blair Radio.

Wvny-TV (formerly WEFZ-TV) Burlington, Vt.: To Katz Television Continental from Seltel.

KJAA-TV Lubbock, Tex.: WMOD-TV Orlando, Fla.; KECH(TV) Portland, Ore.; WTWC-TV Tallahassee, Fla.: To Adam Young (no previous rep).

KQOV(FM) Wichita Falls, Tex.: To Blair Radio from Major Market Radio.

KGCS(FM) Derby, Kan.: To Blair Radio from Christal Radio.

WHN(AM) New York: To Selcom radio from The Christal Company.

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### THIS JUST IN:

Producers of "Inside Story," anchored by Hodding Carter, and Viscom/Visnews will co-produce reports on international press developments for inclusion in the PBS show's 1983 series beginning January.



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# 1250

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**From sunny Africa.** Corning Glass Works, Corning, N.Y., has earmarked budget of more than \$6 million, largely in network television, to advertise Serengeti and Chameleon lines of sunglasses in 1983. All commercials were filmed in Africa—Serengeti in Kenya adjacent to Serengeti Plain and Chameleon at various beach resorts near Mombasa. Spots will break on network TV in March 1983 and continue through peak selling season into May, slotted in prime time, late fringe and daytime. Campaign was created by Foote, Cone & Belding, New York.

markets. Two-to-three-week flight airs in day and weekend times, targeting adults, 18-49. Agency: Castle Advertising, Scottsdale, Ariz.

**Color-Tile Inc.** Campaign for various products begins Dec. 26 in more than 20 markets. One-week flight airs in all dayparts. Target: women, 25-54. Agency:

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"A New Strength in Radio Broadcasting Equipment"

W.B. Doner and Co., Southfield, Mich.

**John E. Cain Co.** Campaign for mayonnaise begins this week for one week, and Dec. 6, also for one week. Flight will run in six markets in day, early fringe, fringe, prime and weekend times. Target: women, 25-49. Agency: Harold Cabot & Co., Boston.

**National Liberty Corp.** Two flights are scheduled for Veteran's insurance. Beginning Dec. 29, campaign for health insurance will air for one week. Target will be men, 50-plus. Life insurance begins Dec. 5 for another week, targeting men, 18-64. Both flights will run in about six markets in day, fringe, news, prime access and sports times. Agency: Elkman Advertising, Bala Cynwyd, Pa.

### RADIO ONLY

**Jay Jacobs** Campaign for clothing store chain begins in late November in 10 markets. Flight will run for two weeks in mixed dayparts. Target: women, 18-34. Agency: Elgin/Kirkland/Syferd, Seattle.

**Farmland Foods** Pre-Christmas campaign for Farmland hams begins Dec. 11 for two weeks in 10-12 markets. Spots will air Mon.-Fri., 6 a.m. to 7 p.m., along

with additional Saturday times. Target: women, 35-54. Agency: Barickman Advertising, Kansas City, Mo.

### RADIO AND TV

**Phillips** Campaign for new sodium-free antacid—Lo-Sal—begins late this month on national TV, supplemented with 10 radio markets in Atlanta, Baltimore, Boston, Denver, Detroit, Dallas, Houston, Los Angeles, Minneapolis and Washington, D.C. Campaign will run through November, 1983. Theme is "give your stomach some respect" and feature comedian Rodney Dangerfield. TV spot will air in prime, news and sports times; radio airs in all dayparts. Target: adults, 45-plus. Agency: Cunningham Walsh, New York.

**Middle Atlantic Milk Marketing Area (MAMMA)** Launched its holiday "Pleasin Season" campaign late this month in Philadelphia, Central Pa., Baltimore and Washington, D.C. Campaign, which runs through December, centers on variety of dairy foods used in preparing holiday meals, mainly milk, butter, sour cream and egg nog. Spots will air in prime time and mixed dayparts. Target: homemakers. Agency: W.B. Doner and Co., Baltimore.

## AdVantage

**New location.** Thelen + McCarthy Inc., Phoenix, has relocated its three-month old advertising agency to expanded facilities in Biltmore Fountains, 2747 East Camelback Road, Suite #212, Phoenix 85016. Telephone number is (602) 956-0917.

**Royal pitch.** Sir John Gielgud has been retained by Seagram Wine Companies as spokesman for its Paul Masson Vineyards subsidiary, replacing another actor, Orson Welles. Campaign was created by Los Angeles office of Doyle Dane Bernbach.

**Searchers.** Robert J. Kizer of Avery-Knodel Television, president of Station Representatives Association, named chairman of search committee to find replacement for SRA executive director M.S. Kellner, who retires June 30 (BROADCASTING, Nov. 8). Kellner will be adviser to committee, whose other members are James Greenwald of Katz Communications and Roy Lindau of Major Market Radio, representing SRA's radio members, and Walter Schwartz of Blair Television and Jay Walters of Harrington, Righter & Parsons, representing TV members. Candidates should send applications to SRA, 230 Park Avenue, New York 10169.

**Target: radio advertisers.** The Birch Report, Coral Springs, Fla., radio audience measurement service, has named Hume Smith Mickelberry Advertising, Miami, as its advertising agency. Account is estimated at \$150,000 with advertising scheduled to begin early next year in business publications designed to reach radio advertisers. Before embarking on advertising campaign, HSM will conduct focus group research in New York among advertising agency media planners and buyers to ascertain their reaction to proposed print advertising and to their opinions of Birch Report.

**P&G drops DDB.** Procter & Gamble, Cincinnati, terminated its 10-year relationship with Doyle Dane Bernbach, New York, citing 'competitive conflict considerations.' Products amount to about \$18 million-\$20 million in billings, of which about 90% is in broadcast. P&G is assigning Coast to Tatham, Laird & Kudner, Chicago; Puritan to Grey Advertising, New York; Gain to Wells, Rich, Greene, New York. Conflict was said to center around products competitive to P&G handled in Europe by DDB.

**Ogilvy rings bell.** Ogilvy & Mather, New York, won out over three competitors to handle advertising for Advanced Information Systems division of AT&T's new American Bell subsidiary, with billings estimated at more than \$30 million. Advertising for new telecommunications products and services to business and government will start in January. Media plans have not been completed but broadcast is expected to be included. Other agency finalists were Campbell-Ewald; Ketchum Communications and N W Ayer.







# Datebook

## This week

**Nov. 30**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Tony Malara, vice president and general manager, CBS-TV, Copacabana, New York.

**Dec. 1**—*Academy of Television Arts and Sciences* "forum series" luncheon. Speaker: Brandon Stoddard, president, ABC Motion Pictures, Century Plaza hotel, Los Angeles.

**Dec. 1**—Fifth annual Frank E. Gannett lecture, sponsored by *Washington Journalism Center*. Speaker: Austin Kiplinger, president, Kiplinger Washington Editors, Capital Hilton hotel, Washington.

**Dec. 2**—*George Washington University Center for Telecommunications Studies* telecommunications forum series lecture with Thomas Wheeler, president, National Cable Television Association. Topic: "The Changing Regulatory Environment for Cable TV." Cloyd Heck Marvin Center, G.W. campus, Washington.

■ **Dec. 2**—*American Women in Radio and Television, Washington chapter*, luncheon. Black Horse Tavern, Washington.

**Dec. 2-3** *Broadcast Financial Management Association*

■ Indicates new or revised listing

*ation/Broadcast Credit Association* board of directors meetings. Radisson Resort, Scottsdale, Ariz.

**Dec. 2-5**—*California Chicano News Media Association* national Hispanic media conference. Town and Country hotel, San Diego.

■ **Dec. 3**—Joint hearing on cable copyright bill, H.R. 5949, by *Senate Commerce and Judiciary Committees*. Room 235, Russell Senate office building, Washington.

## Also in December

**Dec. 5-10**—Sixth videodisk design/production workshop sponsored by *University of Nebraska-Lincoln's KUON-TV*. Nebraska Educational Telecommunications Center, Lincoln.

**Dec. 6-9**—*Arbitron Radio Advisory Council* meeting. Sheraton Plaza, Palm Springs, Calif.

**Dec. 7**—"Issues In International Information" seminar on impact of "New World Information Order," sponsored by *International Communications Committee of American Bar Association Section of International Law and Practice*, in cooperation with *Media Institute*. House of the Association of the Bar of the City of New York, New York.

■ **Dec. 7**—*Southern California chapter of Women in*

*Cable* meeting. Marina Marriott hotel, Marina del Rey, Calif.

**Dec. 8**—*American Advertising Federation's* sixth annual "Advertising Law Conference." Panelists include Richard Wiley, Kirkland & Ellis, Washington; Erwin Krause, National Association of Broadcasters; Brent Fox, National Cable Television Association, and Ke Cox, National Advertising Review Board. Loew's L'Eiffel Plaza hotel, Washington.

**Dec. 8**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Paul Klein, president, Playboy Cable Network, Copacabana, New York.

**Dec. 9-10**—*Federal Communications Bar Association/Practicing Law Institute* conference, "The New Telecommunications Era After the AT&T Settlement." Shoreham hotel, Washington.

**Dec. 10**—*Broadcast Pioneers Washington area chapter* third annual awards banquet, Kenwood Country Club, Bethesda, Md. Information: (202) 737-6363.

**Dec. 10**—*International Radio and Television Society* Christmas benefit. Entertainment: Rich Little, impresario. Waldorf-Astoria, New York.

**Dec. 12-14**—*Institute for Graphic Communications* conference, "Videotext and Teletext." Andover Inn, Andover, Mass.

**Dec. 14**—*Southern California Cable Club* luncheon meeting. Speaker: Greg Liptak, Times Mirror Cable, on "Cooperation in the Cable Industry." Century Plaza, Los Angeles.

**Dec. 14-16**—*Washington Journalism Center's* Conference for Journalists, "Economic Outlook for 1983." Westgate hotel, Washington.

**Dec. 15**—*Advertising Research Foundation* conference, "Researching the New Electronic Media." New York Hilton, New York.

**Dec. 16**—*Advertising Research Foundation* conference, "The New Advertising Research Technologies." New York Hilton, New York.

**Dec. 16-19**—*Audio Independents* conference, "Dialogue '82: Radio... The Sound of Creativity." Asilomar Conference Center, Pacific Grove, Calif.

## January 1983

**Jan. 6-8**—*Arbitron Television Advisory Council* meeting. Doral, Miami Beach, Fla.

■ **Jan. 7**—Deadline for entries in George Polk Award for discernment of news story, coverage and resourcefulness in gathering information and skill in relating story. Sponsored by *Long Island University, Brooklyn, N.Y.*

**Jan. 7**—Deadline for entries in *Alpha Epsilon Rho* national student production awards competition. Information: David Guerra, department of radio, TV, film, University of Arkansas, Little Rock, 72204, (501) 569-3376.

**Jan. 7-11**—Airlie IV conference, sponsored by *The Radio Foundation*. Barbizon Plaza hotel, New York.

**Jan. 9-11**—*California Broadcasters Association* mid-winter meeting. Palm Springs Spa hotel, Palm Springs, Calif.

■ **Jan. 11**—Deadline for entries in George Foster Peabody Awards for public service in radio and TV, sponsored by *Henry W. Grady School of Journalism and Mass Communications, University of Georgia, Athens*.

■ **Jan. 11-12**—*Edison Electric Institute*, association of investor-owned electric utilities, seminar on potential for electric utility diversification into cable television. New Orleans. Information: Dorothy Hovey, (202) 828-7460.

**Jan. 12**—*International Radio and Television Society* newsmaker luncheon, "Radio Networking in the 1980's." Waldorf-Astoria, New York.

**Jan. 13**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speak-

## Major Meetings

**Jan. 15-19, 1983**—*Association of Independent Television Stations* 10th annual convention. Century Plaza hotel, Los Angeles.

■ **Jan. 17-22**—*National Association of Broadcasters* joint board meeting. Posada Vallarta hotel, Puerto Vallarta, Mexico.

**Jan. 29-Feb. 1, 1983**—*Radio Advertising Bureau's* managing sales conference. Amfac hotel, Dallas-Fort Worth Airport.

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

**Feb. 17-19**—14th annual Country Radio Seminar sponsored by *Organization of Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

**March 17-22, 1983**—*NATPE International* 20th annual conference. Las Vegas Hilton. Future conferences: Feb. 12-16, 1984, San Francisco Hilton and Moscone Center, San Francisco.

**April 10-13, 1983**—*National Association of Broadcasters* 61st annual convention. Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1984; Las Vegas, April 14-17, 1985; Dallas, April 13-16, 1986, and Dallas, April 12-15, 1987.

**April 22-28, 1983**—*MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

**May 3-7, 1983**—*American Women in Radio and Television* 32d annual convention. Royal York, Toronto. Future conventions: 1984 convention, to be announced; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

**May 9-11, 1983**—*ABC-TV* affiliates annual meeting. Century Plaza hotel, Los Angeles.

**May 15-18, 1983**—*NBC-TV* affiliates annual meeting. Century Plaza hotel, Los Angeles.

**May 18-21, 1983**—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va. Future meetings: March 11-14, 1984, Canyon, Palm Springs, Calif., and May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

**May 22-25, 1983**—*CBS-TV* affiliates annual meeting. Century Plaza hotel, Los Angeles.

**May 28-June 2, 1983**—13th Montreux International

al Television Symposium and Technical Exhibition. Montreux, Switzerland.

**June 12-15, 1983**—*National Cable Television Association* annual convention. Astro Hall, Houston. Future conventions: 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.

■ **June 13-July 15**—Regional Administrative Radio Conference for planning of broadcasting-satellite service in Region 2, sponsored by *International Telecommunication Union*. Geneva.

**June 23-27, 1983**—*Broadcasters Promotion Association/Broadcast Designers' Association* annual seminar. Fairmont hotel, New Orleans. Future seminars: June 10-15, Caesars Palace, Las Vegas; June 5-9, 1985, Hyatt Regency, Chicago, and June 10-15, 1986, Loew's Anatole, Dallas.

**Aug. 28-31, 1983**—*National Association of Broadcasters'* Radio Programming Conference. Westin St. Francis, San Francisco.

**Sept. 8-10, 1983**—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta. Future shows: Sept. 6-8, 1984 and Aug. 25-27, 1985, both Georgia World Congress Center.

■ **Sept. 22-24**—*Radio-Television News Directors Association* international conference. Caesars Palace, Las Vegas. Future conference: Dec. 3-5, 1984, San Antonio, Tex.

**Sept. 25-28**—*Broadcast Financial Management Association* 23rd annual conference. Hyatt, Orlando, Fla. Future meetings: May 20-23, 1984, New York; May 12-15, 1985, Chicago; May 18-21, 1986, Los Angeles.

**Oct. 2-5, 1983**—*National Radio Broadcasters Association* annual convention. Hilton hotel, New Orleans.

**Oct. 2-5 1983**—*Association of National Advertisers* annual meeting. Homestead, Hot Springs, Va. Future meeting: Nov. 11-14, 1984, Camelback Inn, Scottsdale, Ariz.

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

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



Bill Scott, president and chief operating officer, Satellite News Channels, Copacabana, New York.

**Jan. 15**—Deadline for entries in *Texas Medical Association's* annual Anson Jones Award competition honoring outstanding coverage of health topics by Texas news media. Information: Jon Hornaday or Mark Eyer. (512) 477-6704.

**Jan. 15-19**—*Association of Independent Television Stations* 10th annual convention. Century-Plaza hotel, Los Angeles.

**Jan. 16-19**—*Pacific Telecommunications Council's* 8th annual conference. Sheraton-Waikiki hotel, Honolulu.

**Jan. 15**—Deadline for entries in *American Women Radio and Television's* Commendation Awards for programs that portray women in positive light, enhance their image and professionalism and contribute to society's image of women by presenting them in realistic situations. Information: Joan Berlin, AWRT, 1321 Connecticut Avenue, N.W., Washington, D.C., 20036.

**Jan. 17-22**—*National Association of Broadcasters* inter board meeting. Posada Vallarta hotel, Puerto Vallarta, Mexico.

**Jan. 19**—*New England Cable Television Association* inter conference. Sheraton-Tara hotel, Nashua, N.H.

**Jan. 20**—*Academy of Television Arts and Science* "forum series" luncheon. Speaker: Peter Ueberroth, president, Los Angeles Olympic Organizing Committee. Century Plaza hotel, Los Angeles.

**Jan. 21**—*Broadcasters Promotion Association* board of directors meeting. MGM Grand, Reno.

**Jan. 21-23**—*Colorado Broadcasters Association* 4th annual winter conference. Four Seasons, Colorado Springs.

**Jan. 24-26**—LPTV West. conference and exhibition on low-power television sponsored by *National Institute of Low-Power Television*. Disneyland hotel, Anaheim, Calif. Information: (203) 852-0500.

**Jan. 25**—Deadline for entries in *Sigma Delta Chi* distinguished Service Awards for outstanding achievements in journalism. Information: Sigma Delta Chi, 840 North Lake Shore Drive, Suite 801W, Chicago, Ill., 0611.

## Stay Tuned

A professional's guide to the intermedia week (Nov. 29-Dec. 5)

**Network Television** □ NBC: *The Executioner's Song* part 2, Monday, 9-11 p.m.; *Land of Fear, Land of Courage (South Africa)*, Sunday, 10-11 a.m.; *NBC Reports: Battan, the Forgotten Hell*, Sunday, 7-8 p.m.; PBS: *Six Great Ideas: Justice*, Monday, 10-11 p.m.; *Who Killed the Lindbergh Baby?*, Wednesday, 9-10 p.m.; CBS: *Something So Right*, Tuesday, 9-11 p.m.; *Missing Children: A Mother's Story*, Wednesday, 9-11 p.m.; *Hallmark Hall of Fame: Witness for the Prosecution*, Saturday, 9-11 p.m.; *All-Star Party for Carol Burnett*, Sunday, 8-9 p.m.

**Cable** □ The Movie Channel: *The Border*, Friday, 8:30-10:30 p.m.; *Don't Cry It's Only Thunder (drama)*, Saturday, 10-midnight; HBO: *The French Lieutenant's Woman*, Wednesday, 10-midnight.

**Radio** □ Mutual: *Pomerantz on Money\* (financial affairs)*, Monday-Friday; CBS: *Where We Stand (a 20-part year review)*, Saturday-Sunday.

**Museum of Broadcasting** □ (1 East 53d St., New York) *Hanna-Barbera's 25th Anniversary*, an exhibit of its many cartoon series, through Dec. 31; *Master of Comedy: Sid Caesar*, tv highlights, through Dec. 31.

\*indicates a debut episode

**Jan. 25-27**—*Washington Journalism Center's* conference for journalists. "Can the Crime Wave Be Stopped?" Watergate hotel, Washington.

**Jan. 29-Feb. 1**—*Radio Advertising Bureau's* managing sales conference. Amfac hotel, Dallas-Fort Worth Airport.

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

**Jan. 31**—Deadline for 1982 *Religious Public Relations Council* Wilbur Awards presented to radio and TV stations for excellence in presenting religious values.

Forms available from Martin Neeb, Box 71, Tacoma, Wash., 98447.

### February 1983

■ **Feb. 1**—Deadline for entries in *Action for Children's Television* awards for TV and radio public service announcements encouraging good health habits for children and adolescents. Information: Judith Rubenstein, ACT, 46 Austin Street, Newtonville, Mass., 02160. (617) 527-7870.

■ **Feb. 4-5**—*Society of Motion Picture and Televi-*



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sion Engineers 17th annual television conference. St. Francis hotel, San Francisco.

**Feb. 2-4**—Texas Cable TV Associations's annual trade show and convention. San Antonio Convention Center, San Antonio, Tex.

**Feb. 6-8**—Louisiana Association of Broadcasters convention. Lake Charles Hilton, Lake Charles, La.

**Feb. 10**—International Radio and Television Society newsmaker luncheon. Speakers: Anthony Thomopoulos, ABC; B. Donald Grant, CBS, and Brandon Tartikoff, NBC. Waldorf-Astoria, New York.

**Feb. 15**—Association of National Advertisers television workshop. Speaker: Andy Rooney, CBS News's 60 Minutes. Plaza hotel, New York.

**Feb. 16**—Association of National Advertisers media workshop. Plaza hotel, Washington. Speaker: Tom Brokaw, NBC News.

**Feb. 17**—Fourteenth annual Abe Lincoln Awards presentation, sponsored by Southern Baptist Radio and Television Commission. Fort Worth.

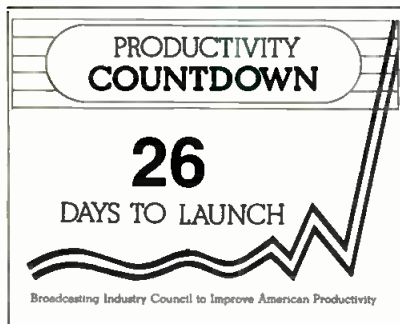
**Feb. 17-19**—14th annual Country Radio Seminar, sponsored by Organization of Country Radio Broadcasters. Information: (615) 327-4488. Opryland hotel, Nashville.

**Feb. 17-20**—Howard University's School of Communications 12th annual communications conference. Theme: "Communications and Culture: Shaping the World." Howard University campus, Washington. Information: (202) 636-7491.

■ **Feb. 20**—Deadline for entries in International Reading Association's annual Broadcast Media Awards for outstanding TV and radio programming related to reading, literacy or promotion of lifetime reading habits. Information: IRA, 800 Barksdale Road, Newark, Del., 19711, (302) 731-1600.

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

**Feb. 28**—Deadline for entries in Morgan O'Leary Award



**The news this week.** More than 1,100 radio and TV stations have already told the Broadcasting Industry Council to Improve American Productivity that they are ready and willing to carry the council's on-air messages starting Christmas Day. That was the report last Wednesday (Nov. 24) from Don LeBrecht, BICIAP executive director, who said that total represented returns for the first five days after the council's mass mailing to broadcasters soliciting their cooperation. He also stressed that immediate return of the reply cards from other broadcasters is critical to distribution of broadcast material and execution of the first phase of the five-year campaign (BROADCASTING, Oct. 25 et seq.). LeBrecht further reminded that contributions to defray the cost of the comprehensive public service drive are tax-deductible. So far 17 major broadcast organizations have pledged a total of approximately \$170,000. BICIAP headquarters: 1771 N Street, N.W., Washington 20036. Telephone: (202) 296-6572.

## Errata

**Subscriber counts** for two Hearst/ABC Video Services networks were reported incorrectly in Nov. 22 'Cablecastings' item. **ARTS** has **eight million** subscribers and **Daytime, 7.2 million**.

Betty Cole Dukert's remarks about **football season scheduling** affecting ratings referred to **NBC's** fall ratings for *Meet the Press* (and not **CBS's**, as reported Nov. 15).

for Excellence in Political Reporting given by *University of Michigan* department of communication. Information: U.M., department of communication, 2020 Frieze Building, Ann Arbor, Mich., 48109.

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

### March 1983

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

**March 7-9**—Advertising Research Foundation's 29th annual conference and research exposition. New York Hilton, New York.

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

**March 17**—Academy of Television Arts and Sciences "forum series" luncheon. Speaker: Ed Ney, chairman, president and chief executive officer, Young and Rubicam, Century Plaza hotel, Los Angeles.

**March 17-18**—Broadcast Financial Management Association/Broadcast Credit Association board of directors meetings. Palmer House, Chicago.

**March 23-26**—Alpha Epsilon Rho, National Broadcasting Society, 41st annual convention. Sheraton hotel, Atlanta.

**March 24-25**—Fifth International Conference on Culture and Communication, sponsored by Temple University. Bellevue Stratford, Philadelphia.

**March 24-27**—Alpha Epsilon Rho, National Broadcasting Society, 40th annual convention. Keynote speaker: Av Westin, vice president, program development, ABC News.

### April 1983

**April 5-8**—Communications Tokyo '83, sponsored by *Communication Industries Association of Japan*. Tokyo Ryutsu Center, Tokyo. Information: Clapp and Poliak International, P.O. Box 70007, Washington, 20088, (301) 657-3090.

**April 10-13**—National Association of Broadcasters 61st annual convention. Convention Center, Las Vegas.

**April 10-13**—National Gospel Radio Seminar. Opryland hotel, Washington.

**April 17-21**—National Public Radio's annual conference. Hyatt Regency, Minneapolis.

**April 26**—Academy of Television Arts and Sciences "forum series" luncheon. Speaker: Grant Tinker, NBC chairman and chief executive officer. Century Plaza hotel, Los Angeles.

**April 26**—Advertising Research Foundation's fifth annual business advertising research conference. New York Hilton.

### May 1983

**May 3-7**—American Women in Radio and Television's 32d annual convention. Royal York, Toronto.

**May 6-8**—Society of Cable Television Engineers first cable hardware exposition, "Cable-Tec Expo." Dallas Convention Center, Dallas.

**May 8-11**—International Television Association's in-

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Harry Stevens, *production manager*.  
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### ADMINISTRATION

Irving C. Miller, *business manager*.  
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### CORPORATE RELATIONS

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Marie Leonard, *Mona Gartner*,  
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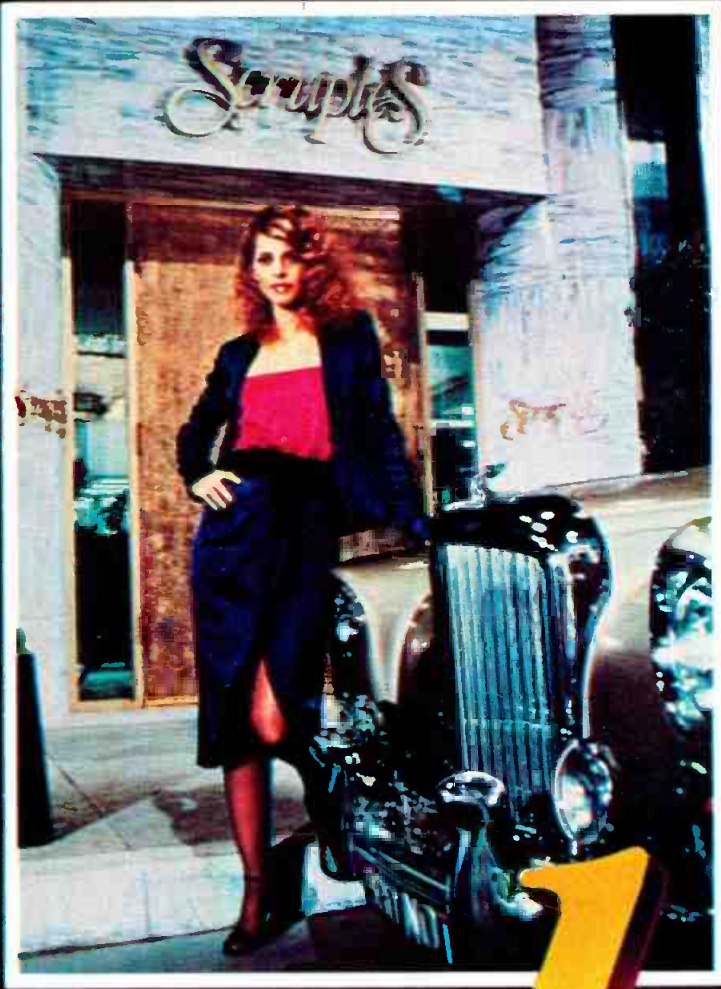
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ternational conference. Royal York hotel, Toronto.

**May 9-11**—ABC-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.

**May 12-13**—Federal Communications Bar Association Conference on International Communications. Capital Hilton hotel, Washington.

**May 15-18**—NBC-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.

**May 18-21**—American Association of Advertising Agencies annual meeting. Greenbrier, White Sulphur Springs, W. Va.

**May 22-25**—CBS-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.

**May 28-June 2**—13th Montreux International Television Symposium and Technical Exhibition, Montreux, Switzerland. Keynote addresses on high-definition television. Information: International Television Symposium, P.O. Box 122, CH-1820 Montreux, Switzerland. Telephone: (021) 62 32 20 or 61 33 84, until March 12, 1983.

**May 30-June 4**—25th American Film Festival sponsored by Educational Film Library Association. Roosevelt hotel, New York.

## June 1983

**June 9-11**—Upper Midwest Communications Conference. Raddison Plymouth hotel, Minneapolis.

**June 12-15**—National Cable Television Association annual convention. Astro Hall, Houston.

■ **June 13-July 15**—Regional Administrative Radio Conference for planning of broadcasting-satellite service in Region 2, sponsored by International Telecommunication Union. Geneva.

**June 14-17**—National Broadcast Editorial Association annual meeting. Sir Francis Drake hotel, San Francisco.

■ **June 16-17**—Broadcast Financial Management Association/Broadcast Credit Association board of directors meeting. Grand Hyatt hotel, New York.

**June 17-21**—Georgia Association of Broadcasters an-

nual convention. Ironworks Convention Center, Columbus, Ga.

**June 19-23**—International Conference on Communications. Theme: "Integrating Communication for World Progress." Sheraton-Boston hotel, Boston.

**June 23-27**—Broadcasters Promotion Association/Broadcast Designers' Association annual seminar. Fairmont hotel, New Orleans.

## July 1983

**July 13-15**—Arbitron Television Advisory Council meeting. Quail Lodge, Carmel, Calif.

## August 1983

**Aug. 28-31**—National Association of Broadcasters' Radio Programming Conference. Westin St. Francis, San Francisco.

## September 1983

■ **Sept. 8-10**—Southern Cable Television Association Eastern show. Georgia World Congress Center, Atlanta.

■ **Sept. 22-24**—Radio-Television News Directors Association international conference. Caesars Palace, Las Vegas.

## October 1983

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

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

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

# Open Mike

## Thank you note

EDITOR: I would like to briefly express sincere appreciation through your pages, to the staff of the FCC. Normally all we hear is criticism, but as I have recently found, the staff members, particularly those in the FM branch and engineering, are courteous and desirous to help where they can. My company was recently granted a CP for a new FM facility in Smithfield, Utah. During the process, which was expeditiously carried through, the folks at the FCC were more than willing to help and to keep the application moving. I am grateful to them.—David J. Miller, vice president and general manager, M&M Broadcasting Inc., Hyde Park, Utah.

## Negative reaction

EDITOR: I am quite disturbed over a trend I see developing in network television. While the pay TV outlets continue to improve and refine the video quality of their film to tape transfers, the networks appear to be deteriorating in their ability to present decent looking film programs and movies. It is very disturbing to see a movie on HBO presented with excellent picture qual-

ity, only to see it a few months later on a network with vastly inferior quality. It is not unusual to see a film which is green or purple, or out of registration. I might expect to see this from a local station with old equipment, but this is supposed to be network!

The networks are running 35mm film, and perhaps if they spent half as much money on new telecine equipment as they do on every new digital video effects device that hits the market, they might be able to do the film justice.—Bill Rood, engineer, KTXL(TV) Sacramento, Calif.

## By the letters

EDITOR: Your article in the Nov. 8 BROADCASTING concerning Darrell Peters's request for the call letters WSEX for his station in Illinois failed to mention some of the more flagrant examples of "bad taste" that got past the FCC: WCOX in Camden, Ala.; WDAM-TV in Laurel-Hattiesburg, Miss.; WFAG in Farmville, N.C.; WDYX in Buford, Ga.; KAKA in Dermott, Ark.; KCLF in Lockhart, Tex.; WCOK in Sparta, N.C.; and KCOK in Tulare, Calif.

I personally wouldn't want WSEX as my call letters, but in view of the sum of the others that

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Nashville, TN  
New Bedford, MA  
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## Talknet

FROM NBC RADIO



have been approved by the FCC, I see absolutely nothing wrong with them.—Larry O'Neal, operations manager, WJDQ-AM-FM Meridian, Miss.

EDITOR: In regard to the controversy over the choice of WSEX(FM) as a call sign, it reminds me of an incident surrounding the start-up of a 10-

watt FM station at my junior college in St. Louis about 10 years ago.

A college buddy and radio colleague instrumental in its beginnings had applied to the FCC for the call sign KFVC (for Florissant Valley Community College in Ferguson, Mo.). The FCC, for some reason, thought the "V" looked too much like a "U" and rejected the call sign

in favor of the current call of KCFV.

In light of the list of questionable call signs already okayed by the commission—and the commission's recent decision to reduce needless interference in station operation—the question comes to mind: "What do you want, good business or good taste?"—Charles Geer, program director, WGNU(AM) St. Louis.

## Monday Memo

A radio marketing commentary from C. Meade Chamberlin, Mutual of Omaha

### Radio reaches out to older audiences

When Lowell Thomas said: "So long for now," Helen Hayes took his place and kept *The Best Years* going. Why did Mutual of Omaha move back into the radio medium in this combined public affairs-commercial series of two-minute commentaries aired daily? For one thing, we wanted an institutional backdrop against which we could project our company's concern for the senior market, one that might reinforce our other advertising in television, newspapers and direct mail.

We also felt that a spokesperson such as Lowell Thomas, then, after his passing, Helen Hayes, both of whom had never been commercially over-exposed, would help secure and hold the interest of the over-50 market. As it turned out, an independent survey just concluded demonstrated an astonishing 85% awareness and credibility factor of Helen Hayes even among respondents in their late 30's and 40's.

We know that the 50-and-over age group is the fastest growing demographic group in America. Our marketing strategy for selling insurance sought to remove the stereotypes and pre-conceptions that have made life less rewarding for men and women deemed "old" by the usual arbitrary chronological measures. The message isn't new. The medium is for this purpose even though radio was important to us in the 1950's and 60's. The late Bob Considine was associated with Mutual for nearly 20 years and his *On The Line* programs were heard regularly on radio.

Radio is a pervasive medium. It has the unique characteristic of zeroing in on diverse segments of the population—farmers, classical music-jazz buffs, Spanish speaking Americans, teen-agers, the mature adult, etc.

The message to older Americans presented daily by Helen Hayes, now aired in upwards of 150 markets, is "keep at it," "change directions," "stay alive." Lowell Thomas, at 87, still skied. Helen Hayes, age 81, still performs in movies, on TV and gets involved with the needs of the senior population, working as a member of the President's Commission on Aging and, yes, narrating 52 weeks of these public affairs commentaries.

Her pep-talks expound on the active later years of people like Jimmy Doolittle, Mary Martin, Laurence Olivier, and Satchel Paige, among others. It concerns itself with subjects



C. Meade Chamberlin is executive vice president, advertising and marketing, for Mutual of Omaha Insurance Co. He joined the company in 1941 following his graduation from the University of Omaha (now the University of Nebraska at Omaha). He formed the public relations department in 1954 and has held several public relations and advertising positions. Prior to his present duties, he served as vice president and executive assistant to the chairman of the board.

seniors deeply care about: housing, medical bills, loneliness, rip-offs, building relationships with young people, sex drive in later years, etc.

Mutual of Omaha has been a consistent user of television for many years. Most notable is *Mutual of Omaha's Wild Kingdom* with Marlin Perkins which is beginning its 21st consecutive season. Working with Miss Hayes, outside of her radio commentaries, we now have the opportunity to feature her messages during some of the shows.

I think our product-service and radio work compatibly. Radio has reach and is ideal for the thoughtful messages we want to impart. You must listen. You aren't distracted by pictures. Radio production and distribution is also far less expensive than TV.

The yearly inventory of 260 programs which comprise a two-minute commentary, opening and closing billboard and Mutual of Omaha message, is produced for us by Gladney Com-

munications Ltd. We use Dick Brahm's custom-tailored Independent Radio Network for distribution and station clearance. The commentaries are original and they're offered exclusively in each radio market. Over the past year, we've increased the number of stations carrying *The Best Years* from 50 to 155.

It should be pointed out that there is still some resistance to appealing to the older listener by many radio stations which, in the light of all of today's research, is not very realistic. But like the public at large, many radio stations are overly youth-oriented. Only now is the growth of our older population, and its burgeoning economic and political strengths starting to influence broadcasters.

Many stations tended to focus on teen-agers or the family in its 30's, with three children, two cars, a dog and a mortgage. Yet demographics show the "greying" of America and that not all older people are poor or are in ill health. A surprising number have good pensions, savings, disposable income—they stay fit and active. Ignored by most media, they certainly need a boost in believing in themselves.

Lou Hagopian said at a recent Radio Advertising Bureau workshop: "If radio is a lifestyle medium, then it could be that the tastes of the over-50 generation will propel the next major change in formats."

Millions of older people have no voice. Some even believe that an unseen, but terribly significant thing happens at the stroke of midnight before one's 65th birthday. They may subconsciously accept the judgment that younger people sometimes make: that one tick of the second hand can wreak sudden and irreversible changes in the person's physical and emotional outlook and well-being. Who is better qualified than Helen Hayes to demonstrate the viability of the "long-living" audience?

We know stations are taking a second look at this audience. And our underwriting of the public affairs series underscores the conviction that all radio needn't be monotone and exclusively youth oriented.

Lowell Thomas once said: "I bristle at references to a person's age. I'm more concerned with action." This is why we have made a commitment to underwrite the series. And radio, we believe, is the logical medium for delivering the message, by subtle example rather than sledgehammer editorials. As our "adult" community continues to grow in number, we look to radio for the positive approach in the "greying" of America.



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# Broadcasting **4** Nov 29

Vol. 103 □ No. 22

TOP OF THE WEEK

## Final three weeks to go for 97th Congress

**Internal reorganization may get more attention than legislation in closing moments; copyright still has a chance; most other measures expected to die**

Congress returns this week primarily to wrestle with fiscal 1983 appropriations bills now long overdue. (Congress has been unable to pass any appropriations measures and therefore the government has been operating on a series of continuing resolutions.)

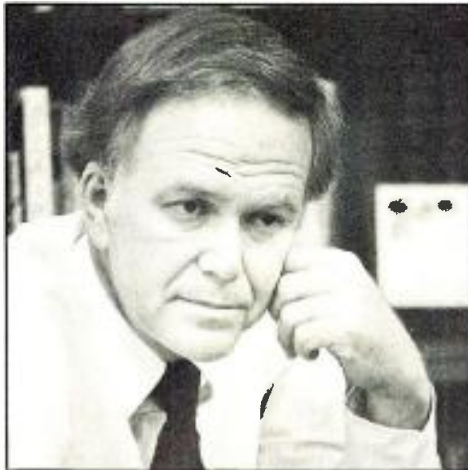
However, the legislators will find other unfinished business, including several pending telecommunications-related measures. And with only three weeks to do its work (Congress is slated to adjourn Dec. 17) it appears that broadcasters, the cable industry and advertisers, among others, will see little movement on communications issues during this lame-duck session. Those bills that are not acted on this year will die.

Internal reorganization after November's elections is another activity likely to occupy legislators' time—particularly in the House where Democrats gained 26 seats. Also, there are eight vacancies to be filled, due to those elections, on the House Energy and Commerce Committee, which has jurisdiction over communications matters. The House begins reorganization Dec. 6.

Senate reorganization will not be major (only five new senators were elected) but there are two vacancies on the Senate Commerce Committee, due to the defeat of Senators Howard Cannon (D-Nev.) and Harrison Schmitt (R-N.M.) (BROADCASTING, Nov. 9).

A contest is brewing, however, within the Senate leadership. Senator Bob Packwood (R-Ore.) is facing a stiff challenge for his seat as chairman of the Republican Senate Campaign Committee from Senator Richard Lugar (R-Ind.). Packwood is chairman of the Commerce Committee. The leadership elections are slated Thursday.

Packwood has become the target of Republican National Committee chairman, Senator Paul Laxalt (R-Nev.), who is also known to be a close friend of the President's. Packwood has raised the ire of Laxalt and the White House because of critical comments he made earlier about the President. But the Oregon senator feels confident he can get the votes and he has about 29 commitments thus far. There are



Packwood



Thurmond



Dingell



Wirth

54 Republican senators. Some sources say White House interference could backfire in Packwood's favor because some legislators resent its involvement.

Despite these distractions, legislation such as the cable copyright bill, H.R. 5949, will be examined. And, according to some prognosticators, it may have a shot at passage ("Closed Circuit," Nov. 22).

The measure was adopted by the House in September and will be the topic of a joint hearing held by Senate Commerce and Judiciary Committees Friday (Dec. 3). H.R. 5949 primarily concerns compulsory licensing for cable retransmission of broadcast signals, syndicated exclusivity protection for local broadcasters, and must-carry rules for cable (BROADCASTING, Sept. 27).

The situation is "amorphous," said Commerce Committee senior counsel, Ward White, about the bill. White said it is

too difficult to predict what will happen to H.R. 5949 but that it has more chance than other communications bills to become law.

Although broadcasters, just a month ago, felt the bill was doomed, they are now more upbeat despite the fact that it would only take one amendment to kill the bill. The principle parties to the compromise that led to H.R. 5949—the National Association of Broadcasters, National Cable Television Association and the Motion Picture Association of America—are opposed to modifications that other interests want. Low-power television operators, direct broadcast satellite applicants, and Spanish-language broadcasters all want some form of must-carry protection added. Professional sports associations are asking for a provision to extend the FCC's current blackout rule.

However, both Packwood and Judiciary

Committee Chairman Strom Thurmond (R-S.C.) are eager to get the bill through. A markup is expected on Dec. 8. Broadcasters have been lobbying hard for Senate support; approximately 250 letters from NAB members have been sent to the legislators.

Senate Majority Leader Howard Baker (R-Tenn.) has indicated that if the measure remains uncontroversial, it may be scheduled for a vote.

White said the international telecommunications bill (S. 2469), which was passed by the Commerce Committee in October, may also get to the Senate floor. However, there is no companion measure in the House, nor is one likely to be drafted during the lame-duck session.

S. 2469 spells out the FCC's role in regulating international common carriers. The bill would also authorize an executive branch task force to serve as the principal coordinating body for development of U.S. international telecommunications and information policies (BROADCASTING, Oct. 11).

Both White and NCTA see no action on the cable regulation bill, S. 2172, during the lame-duck session. The bill would

limit the regulatory authority of cities and states over cable TV and has met strong opposition from the National League of Cities. S. 2172 was passed by the Senate Commerce Committee in July.

But, explained NCTA Executive Vice President James Mooney, S. 2172 was never expected to become public law this year. Mooney noted that the House has no version and was not planning to draft one. The cable industry, however, views S. 2172's advancement in the Senate as one step in a long process.

In the Senate, the leadership has been urged by the administration to call up the Radio Marti bill (H.R. 5427), which has already passed the House and has been reported out by the Senate Foreign Relations Committee. However, threats of a filibuster or extended debate could dissuade the leadership from scheduling the bill for floor action to avoid blocking work on other matters. Senator Edward Zorinsky (D-Neb.) has indicated he would filibuster to kill the measure which would authorize construction of a radio station to broadcast news of Cuba to that country. Zorinsky and other senators are concerned about possible retaliatory Cuban-caused

interference to radio stations in their home states.

Even if the Senate does approve the measure and the President signs it, Radio Marti may still be in trouble when it comes to the appropriation of the necessary funds. The administration is seeking \$12.7 million for 1983 to build and operate the station. Representative Neal Smith (D-Iowa), who is chairman of the House Appropriations subcommittee that would consider the matter, is concerned that Radio Marti broadcasts could result in devastating Cuban-caused interference to WHO(AM) Des Moines, Iowa, which operates on 1040 khz, the frequency the administration wants to use for Radio Marti.

Another issue that may have an outside chance of getting to the floor during the lame-duck session is that of televising Senate chamber proceedings. A resolution to admit cameras (S. Res. 436) was passed by the Senate last April on the condition that the Rules Committee define necessary changes in Senate rules to regulate a broadcast system.

The rules committee reported out a resolution recommending no changes in the Senate rules, that televised coverage be gavel-to-gavel, that Senate employees operate the cameras, and that the cameras focus only on the person recognized by the presiding member. No panning of the proceedings would be allowed.

Baker, who introduced the measure, told the Senate before it recessed that he will bring the measure to the floor. Once there, however, debate is likely to ensue. Senators Russell Long (D-La.) and Wendell Ford (D-Ky.) remain key opponents. But neither has indicated he would filibuster.

Both radio and television deregulation measures pending in the Senate and the House are slated to die. Although the Senate passed S. 1629 last March, the House has refused to accept it. Both Congressmen Tim Wirth (D-Colo.) and John Dingell (D-Mich.) find the measure unsatisfactory. Wirth is chairman of the Telecommunications Subcommittee, and Dingell is chairman of its parent committee, Energy and Commerce.

S. 1629 would abolish comparative renewal proceedings, codify the FCC's deregulation of radio and allow the FCC to collect license fees to cover part of the cost of regulating telecommunications services (BROADCASTING, April 5).

None of the other major deregulation bills introduced in the House, H.R. 4726, H.R. 4780 or H.R. 4781, are expected to survive.

Instead, the Telecommunications Subcommittee will devote much of the lame-duck session to FCC oversight. An oversight hearings is scheduled Wednesday (Dec. 1).

The hearing will look at a number of issues including comparative renewal, radio deregulation, the fairness doctrine, spectrum fees, cable crossownership, multiple ownership, DBS, an update on the FCC's lottery and FM applications, fi-

**Much ado at Black Rock.** The speculation that is an inevitable accompaniment to the transfer of power struck against last week at CBS. New York was abuzz with rumors that Chief Executive Officer Thomas H. Wyman, who has yet to make good his own grip on the company's chairmanship, was about to name a successor as president. By week's end nothing had happened, and all the official denials that had issued from various of the company's higher echelons began to have the ring of truth.

The object of much of the speculation was CBS/Broadcast Group President Gene F. Jankowski, who heads the company's most prominent and most profitable business component and would be a logical choice for the corporate presidency. But he was reported to have a rival in the person of CBS Inc. Senior Vice President and General Counsel James K. Parker. Jankowski, who told key staff members at a routine meeting Wednesday he knows of no foundation to the rumors, told BROADCASTING that "if any discussions are under way [about naming a president] I am not involved." Jankowski also denied there is a power struggle under way that has opened a rift between CBS Inc. and the broadcast group.

Two highly-placed executives at the broadcast group concurred with Jankowski, saying they had heard nothing to substantiate the rumors, which began circulating a little over a week ago in New York and are said to have peaked at last Monday's International Emmy Awards ceremony. "If you think about it, it's absurd," said one broadcast group insider, because Chairman William S. Paley isn't due to step down until April and if CBS named a new president now, it would have two presidents until then.

Reports of a power struggle at CBS have surfaced in the last month following the resignation of David M. Blank, long-time chief economist and a vice president at CBS Inc. (BROADCASTING, Nov. 1) and the departure two weeks ago of J. Roger Moody, vice president in charge of development at CBS Inc. Parker was named to replace Moody immediately. Moody, an import from AT&T, lost corporate confidence after failing to persuade the company to his view—and that of his key aide, David O'Dwyer, another former telephone company official—of the development of teletext and high definition TV.

Accompanying the rumors was considerable speculation over who would succeed Jankowski if he were named president of CBS Inc. Chief candidates are said to be Executive Vice Presidents Thomas F. Leahy and James H. Rosenfield; Senior Vice President B. Donald Grant, and CBS News President Van Gordon Sauter.



Jankowski

Parker

Leahy

Rosenfield

Grant

Sauter



financial interest rule and Radio Marti.

There are several measures concerning home videotaping and copyright pending in the Senate and House Judiciary committees. No action is planned.

Proposals pending to exempt home taping from liability include S. 1758, introduced by Senator Dennis DeConcini (D-Ariz.), and H.R. 4808, introduced by Representative Stan Parris (R-Va.). Proposals to compensate copyright holders through compulsory fees on the sale of audio and videocassette recorders has been offered through an amendment to S. 1758 by Senator Charles Mathias (R-Md.). Representative Don Edwards (D-Calif.) has introduced a similar bill.

Appropriations for the FCC, National Telecommunications and Information Administration, the Federal Trade Commission and the Corporation for Public Broadcasting are ready for voting. All of those agencies have been operating under continuing resolutions.

The Senate appropriations measure, S. 2956, includes an FY 1983 operating budget of \$79.8 million for the FCC. The House bill, H.R. 6957, would provide \$79.5 million. The administration recommended \$74.4 million.

Both the House and Senate appropriations bills recommend \$15 million for NTIA's public telecommunications facilities program, while the White House suggested eliminating the program. Appropriations for NTIA operation alone are \$12.4 million in the House and \$12.6 million in the Senate. The White House recommended \$12.4 million.

The House and Senate appropriations committees proposed \$63.6 million for the FTC in FY 1983, but a Senate reauthorization bill set the 1983 appropriation level at \$60.8 million and the House version put it at \$66.8 million. Both reauthorization bills are likely to get to the floor where debate is expected.

A provision in the Senate version that would exempt state-regulated professional groups from FTC jurisdiction is the prime source of concern of many congressmen. The bill also includes a definition of the agency's unfairness standard and would give permanent exemption for advertising from FTC jurisdiction under the unfairness standard. The House version does not include those exemptions but an amendment to include exemption for professions (BROADCASTING, Oct. 11) will probably be offered.

Also during the lame-duck session, the Commerce Committee will hold a confirmation hearing on the appointment of George Douglas to the FTC seat vacated by Robert Pitofsky 17 months ago. Douglas was nominated this September (BROADCASTING, Sept. 27).

The CPB appropriation for FY 1985 (CPB's funding is appropriated two years in advance) was reported out of the House Appropriations committee at \$130 million. The Senate has not acted but is expected to recommend \$130 million. The administration proposed \$85 million. □

## NAB code: R.I.P.

**Judge Greene OK's settlement of Justice Department suit, but NAB looks for revised forms of industry regulation**

The National Association of Broadcasters' codes of industry self-regulation were finally put to rest last week, with U.S. District Judge Harold Greene's order approving the settlement of the antitrust suit the Justice Department had filed against the television code's commercial time standards. But out of the wreckage of the old codes, new ones, or at least some form of guidelines, are expected to emerge. NAB President Edward Fritts said last week that the NAB radio and television code boards will meet soon to begin work on the project. "There is strong industry pressure for some form of industry self-regulation," he said.

The consent decree gives Justice all of the relief it sought when it filed suit, on July 14, 1979, charging that the commercial time standards in the television code violated the antitrust law. Actually, the NAB stopped enforcing the radio and television codes actively and dismantled the enforcement machinery in March, after Greene granted Justice summary judgment in one aspect of its suit and ordered trial on two others (BROADCASTING, March 8). But after Justice and the NAB reached their proposed settlement, last July, NAB officials indicated efforts would be made to draft new guidelines after Greene acted on the matter.

The provision Greene found in violation of the law limited to two the number of products that could be contained in a 60-second spot. The provisions that were to have been the subject of a trial limited the duration and frequency of commercial interruptions. One restricted the amount of commercial material in an hour to 9 1/2 minutes in prime time for network affiliates, more for independents. The other generally limited the number of commercial interruptions to four per hour for network affiliates, with a maximum of five announcements in each interruption.

A benefit the decree confers on the NAB is that it deprives private parties who might wish to sue the association of the prima facie evidence a final judgment in the case would provide. Greene noted in his order that the settlement precludes a trial and possible judgment in favor of the Justice Department on the two issues not resolved in the summary judgment. And he said the settlement "encourages nullification" of the holding that the multiple-product restrictions are illegal since Justice, as part of the agreement, promises not to oppose an NAB request for an order vacating the ruling. Greene said those aspects of the case "do not contravene the public interest." The legislative policy favoring consent decrees as a means of contributing to the deterrent effect of antitrust laws "is especially



Judge Greene

furthered by the circumstances that obtain in this case."

The NAB announcement in March that it was ceasing enforcement of the codes seems to have had little effect. Spokesmen for the three networks, for instance, said they would continue to operate under their own standards. "Today's decision will have no effect on NBC's advertising policies, which are set by NBC's own broadcast standards code," a spokesman said. A CBS spokesman said that network has had its own policy in operation for many years and does not see any changes in the future. "CBS is concerned with maintaining the effectiveness of television and believes changes may contribute to diluting that effectiveness," he added. And an ABC spokesman said simply that the network has had its own guidelines for many years and will continue to follow them.

As for other code provisions—such as those banning the advertising of hard liquor and birth control devices—there is evidence community pressure will serve as a deterrent. Complaints forced a vodka distributor to drop a commercial that had been broadcast on WITS(AM) Boston in the spring (BROADCASTING, June 21).

The NAB and its members have been operating without portions of the radio and television codes since well before March. The NAB quietly suspended the codes' programming standards after the NAB, the networks and the FCC were found to have violated the First Amendment in the family viewing case in 1976 (BROADCASTING, Nov. 8, 1976). The U.S. Court of Appeals for the Ninth Circuit later reversed that decision, but the plaintiffs in the case—Hollywood writers and producers—are still pondering an option to ask the FCC to consider their complaint about the industry decision to set aside an hour of prime time for programming suita-

ble for viewing by the entire family.

But for the NAB, Greene's approval of the settlement of the antitrust suit was an occasion for an expression of bitterness. "This is a sad day for the American public," Fritts said in a statement after Greene's order was released. "Pure and simple, today's action means that the government does not want television broadcasters to attempt to govern themselves by voluntarily limiting the amount of advertising broadcast into the public's homes." He said there was an irony in that two years before Justice filed its antitrust suit, it appeared before the U.S. Court of Appeals in Washington "to defend the FCC's children's television policy statement which relied on the code's children's advertising time limitations."

Later Fritts disclosed plans for the initiation of a project to develop "guidelines or a code or whatever" that would be designed to fit within the restric-

tions of the consent decree. Such action, he said, would be in response to industry pressure. "Everywhere I go, broadcasters ask about it," he said.

Jerry Lansner, senior vice president of the NAB Code Authority—and the sole remaining employe of that body—will arrange a meeting of the radio and television code boards with NAB attorneys "as soon as possible" to begin work on the project, Fritts said. The group is to make an initial report to the full NAB board in January and a final one in June. "We can't have a code to the same extent as in the past," he said. "But what we can have, in terms of industry self-regulation, we will."

Fritts made it clear the NAB will move cautiously. "We will be testing the waters, with broadcasters and groups and the networks," he said. "We'd want to find out their feelings, so we'll have broadly based discussions as we proceed with what the lawyers say we can and can't do." □

he was chairman of the FCC in the late 1960's and early 1970's) said the U.S. recognizes that the concept of DBS television causes much wider concern than other forms of broadcasting, "even among governments which do not have a philosophy of state control of all information flows."

But, he said, "legitimate concerns should not be dealt with by suggesting that we afford every other state, including totalitarian states, an unconditional veto over this form of broadcasting. In our view, any principle requiring that our broadcasters obtain the consent of such a government would violate our own obligations toward both the broadcasters and the intended audience."

He recalled Article 19 of the Declaration of Human Rights, which provides, "Everyone has the right to freedom of...expression [which] includes the freedom...to seek, receive and impart information and ideas through any media and regardless of frontiers."

U.S. disappointment over the defeat on the issue ran deep. One government official said the resolution provides "support for totalitarianism," and added, "This is the first resolution saying that international broadcasting requires the consent of the government of the receiving state. It is regrettable."

On the other hand, officials said that as a practical matter, the resolution has no legal force. "It is not a matter of international law," a State Department source said. "It is not binding," even if the General Assembly approves it, as expected, he added. "It was opposed by a solid bloc of Western countries and is simply the expression of political druthers by those who support it."

There is also an important technical consideration, which might render the basic argument academic. Lichenstein, in his statement, said fears about "nonconsensual international DBS" are overblown because such a service is unlikely to be developed. He said the technical regulations of the ITU would preclude it, "given the need for protected frequency allocations in order to justify investments in such an expensive system."

Nonconsensual DBS television service would appear to be barred already in a large part of the world. Regions 1 and 3—Europe and Asia—have already developed rigid plans apportioning frequencies and satellite slots for DBS service to countries within those regions. The frequencies have been assigned for domestic use.

The western hemisphere countries making up Region 2 are to develop their plan for DBS use of the 12 ghz band in a five-week meeting in Geneva beginning on June 13. And the resolution adopted by the UN committee will have an impact on that gathering, in the view of one State Department official. He said the U.S. proposals do not include an international DBS television system. But he thought the resolution would provide support for those in the hemisphere who advocate a priori planning, under which frequencies and or-

## UN resolution would limit distribution of DBS signals

**Action bars transmissions across borders without prior permission from receiving countries; U.S. feels it violates freedom of expression**

The concept of the free flow of information suffered a major setback in the United Nations last week, when a special political committee overwhelmingly approved a resolution barring direct broadcast satellite transmissions across international boundaries without the prior consent of the government of the receiving country. The practical effects were uncertain, given the fact that international DBS television is considered unlikely in any case. But some State Department officials feel the vote will complicate the work of the U.S. delegation to the western hemisphere conference on DBS service in Geneva next summer.

The prior consent issue has been debated at the UN for 10 years. The proposal to give governments a veto over incoming television signals beamed by foreign satellites has been backed by the Soviet bloc and Third World countries. The principal opposition has been voiced by the U.S. which considers prior consent completely contrary to the free-speech and free-press guarantees contained in the First Amendment.

The resulting conflict prevented the committee from reaching a consensus—the procedure by which the UN and its agencies normally resolve disputes. Two weeks ago, a Swedish compromise proposal appeared likely to win a consensus. When it was rejected because of objections raised by Latin American countries, the majority decided to junk the consensus approach and resolve the matter by a vote. The result—expected to be mirrored by

the General Assembly—was 88 to 15, with 11 abstentions.

The resolution was backed by 18 Asian, African and Latin American countries and Rumania, and upholds the right of governments to control the television signals their citizens receive directly in their homes from foreign satellites—a service not yet provided by any country.

The resolution provides that international DBS service shall be established between countries only on the basis of consultations that have led to agreements and



mutually satisfactory arrangements that would afford the receiving country a veto. The arrangements are to conform to International Telecommunication Union requirements, but they are also to respect "the political and cultural integrity of states" and adhere to the "principles of nonintervention." What's more, governments are held responsible for the DBS signals broadcast by those under their jurisdiction—thus thrusting governments deeply into program-content review.

U.S. Ambassador to the UN Charles Lichenstein (an aide to Dean Burch when



bit slots would be apportioned among countries regardless of their immediate needs. The U.S. considers such a plan the least desirable, the one to be most vigorously resisted. But those favoring it, the State Department official said, "will argue that the conference is for domestic planning and that, beyond 'spillover' of signals across borders, there should be no illumination of another country without prior consent—and the UN resolution." □

## Hauser to leave Warner Amex

**Chairman and CEO will remain until successor is found; he intends to pursue 'private' communications interests**

"If I sound happy, it's true." That's how Gustave M. Hauser summed up his feelings to BROADCASTING in the wake of his decision to resign as chairman and chief executive officer of Warner Amex Cable Communications. While the cable industry was taken by surprise by the news of Hauser's intention to depart from the company he has led over 10 years to the front ranks of cable MSO's, Hauser says it's something he's been mulling over "for months" and which he's discussed with corporate parents Warner Communications and American Express over that period. Indeed, spokespersons for both WCI and Amex said Tuesday that a search for a successor to Hauser had been under way for several days, and that candidates within and outside the company were under consideration.

The official word is that Hauser will remain as chairman until his replacement takes office, and that thereafter he will serve as a consultant to Warner Amex. Hauser tied his decision to a "desire to pursue certain private investment opportunities in electronic communications" although he declined to elaborate on just what they might be. "I don't intend to go to work for another company," is about all Hauser was prepared to say about his future plans; "I'm entitled to make some decisions for myself for a change," he added.

Hauser's resignation precedes by only days the Dec. 1 fifth anniversary of the start of Qube service in Warner Amex's Columbus, Ohio, cable system. Hauser is regarded as one of the principal proponents of the two-way communications concepts pioneered in Qube. And it was Warner Amex's adoption of a promotion of that technology under Hauser's leadership that is generally credited with helping the company achieve some remarkable success in franchising competitions in major urban areas, including Houston, Cincinnati, Pittsburgh, Dallas, and suburban areas of Chicago, St. Louis and Milwaukee.

There are those who see that franchising success as having in turn generated some-



Hauser

thing of a problem for Hauser. Both WCI and Amex were, however, denying any suggestions of dissatisfaction with Hauser or the performance of Warner Amex Cable under his stewardship. "There's no lack of faith on our part," said Harry Freeman, senior vice president of American Express, who added: "Our feeling has been: 'Hey, this is a great opportunity,' and we still think so." And while both WCI and Amex acknowledge that Warner Amex Cable will operate in the red this

year as it did last year, both partners stress that deficit operation is a necessary part of the cable construction process, and say Warner Amex Cable is "on target" and within projections.

Certainly, both WCI Chairman Steven Ross and American Express Chairman James D. Robinson III sang Hauser's praises in statements that accompanied the announcement.

And yet, there also seem to be suggestions from all sides that Hauser has played his role at Warner Amex Cable, and that he and the partners feel it's time he moved on. Some who know him say Hauser is tired after a decade at this particular helm, and is not looking forward to the tedious process of making the giant urban builds pay off. (There are, of course, others who think their pay-off remains a gamble.)

Hauser, commenting on the state of the cable industry, said it "needs some breathing time . . . We have to as an industry slow down a little bit and deal with the things we have accomplished."

While expressing regrets over Hauser's decision, Ross's statements also voiced "sincere thanks for a job well done."

And American Express's Freeman, while saying Hauser's departure won't affect the "strategic direction" of Warner Amex Cable, said of the timing of the decision that "it's not a particularly bad time or good time" for Hauser to leave. □

## Broadcasters blast, land mobile likes FCC sharing recommendations

**Comments on Private Radio Bureau's plan to share UHF frequencies represent sharply divided opinions**

The FCC's Private Radio Bureau has contended that land mobile radio users in the larger metropolitan areas are fast running out of spectrum capacity.

Among the ways the bureau suggested to increase that capacity in its "interim" report on "Future Private Land Mobile Telecommunications Requirements" were use of more efficient technologies, additional sharing of existing frequencies by land mobile services and release of all frequencies now allocated to land mobile but currently held in reserve. The bureau also suggested "new allocations/sharing."

The report seemed to endorse the Los Angeles County Sheriff Department's proposal to reallocate UHF channels 14 through 20 for land mobile, but maintained that wouldn't be sufficient. "The supply of spectrum for land mobile could also be increased," the report said, "by reallocating the 614-806 mhz band [UHF channels 38 through 69]."

In comments filed at the FCC last week, land mobile interests generally congratulated the bureau on a job well done. But broadcasters generally blasted the bureau, attacking the report's assumptions and conclusions.

The Land Mobile Communications

Council agreed with the bureau that technology wasn't the answer. It saw the reallocation of "some portion" of the 614-806 mhz band "as the only viable, long-term solution."

The National Association of Business and Educational Radio Inc. said UHF was the "optimal" candidate for reallocation. "In the event that such a reallocation is not feasible, the minimum means of providing for future private land mobile needs would be use of an additional block of UHF channels on a secondary basis," NABER said.

The California Peace Officer's Association urged the commission to refrain from accepting low-power television station applications for UHF channels 14 through 20 until it reconsidered its order authorizing LPTV. It also asked that the commission freeze all full-power applications for those channels until completing this proceeding.

The Utilities Telecommunications Council recommended a three-step plan. First, the commission should require that UHF television receivers be designed to give them greater selectivity and lower noise figures so that less frequency separation would be needed between UHF TV assignments. Second, in the top 10 markets, the commission should provide for future land mobile use of the 614-806 mhz band by prohibiting additional full-power and low-power TV assignments on

that band until it completed this proceeding "and until an allocation/sharing plan has been developed to accommodate land mobile, regular TV and low-power TV needs in the entire UHF TV band," it said. Finally, the commission should "encourage the use of narrow band equipment within existing 150 mhz, 450 mhz and 800 mhz band land mobile allocations by some future date, perhaps between 1995 and 2000."

The National Association of Broadcasters, however, took strong exception. "The report, in fact, reads as an apologia for what some are calling the land mobile 'spectrum grab,'" NAB said. "The Private Radio Bureau staff has gone to great lengths to support a conclusion which seems to have preceded (and driven) this inquiry—namely, that land mobile should be awarded an enormous increase of spectrum, irrespective of the realistic needs of land mobile and those of other services, particularly of local broadcasting.

"NAB contends that the facts of this matter cannot support that conclusion. Rather, a realistic assessment of the increased land mobile capacity that can be generated by application and acknowledgment of new techniques and technologies requires that this proceeding be refocused in that direction—or terminated."

The Association of Maximum Service Telecasters, citing a report it commissioned on land mobile's future needs—which concluded that the answer to those needs lay in increased efficiency (BROADCASTING, Nov. 22)—urged the commission to reject the suggestion that additional UHF TV channels be reallocated. Instead, AMST said the Private Radio Bureau should be prodded to refocus its energy on managing land mobile's current operational and reserve spectrum.

NBC took issue with the report's suggestion that UHF TV spectrum was the most likely source of additional land mobile spectrum. "Such a reallocation or increased sharing of UHF spectrum would stop the growth of over-the-air television service in its tracks," NBC said. "Moreover, it is unlikely that Congress had such a scenario in mind when it enacted the all-channel receiver act into law two decades ago. If the commission entertains the notion of reallocation or sharing of UHF spectrum, the public will lose a significant portion of the broadcast service it has come to expect and enjoy," NBC said.

ABC said it was confident the commission could "find more effective solutions to the legitimate spectrum needs of land mobile users than a reallocation of UHF and auxiliary television frequencies."

The Association of Independent Television Stations Inc. said land mobile spectrum needs could be "fully satisfied through an aggressive program of modern, efficient spectrum management that will both increase the capacity of existing land mobile spectrum allocations and enhance the quality of land mobile services."

The Council for UHF Broadcasting criticized the report for failing to assume that

new technologies would increase the efficiency of land mobile users.

"Trunking, cellular mobile radio, digital dispatch and amplitude companded sideband—either singly or in combination—will greatly improve land mobile spectrum use by 1990, and will make land mobile's existing spectrum allocations more than sufficient to accommodate even the inflated demands projected in the interim report."

The National Association of Public Television Stations said the report was fundamentally flawed. "Before the commission can intelligently determine the future needs of the land mobile service, it must, at a minimum, seriously explore the availability of alternative techniques which will permit more efficient spectrum utilization, examine the existing markets in the land mobile service and create incentives which will drive those markets to promote efficient spectrum utilization. If market incentives will not work, the commission must, under the Communications Act, take action to force spectral efficiency by land mobile users."

The National Translator Association said it didn't believe the land mobile industry had demonstrated that it was necessary "to invade" additional spectrum to satisfy its existing and foreseeable needs.

The National Black Media Coalition urged the commission to terminate the proceeding. "This would remove another obstacle which has been placed in the path of achieving the commission's and Congress's goals for UHF television," NBMC said. □

## NAB goes to court over STC grant

**It asks appeals court to stay commission approval of DBS application; says FCC review is taking too long**

Noting that Comsat's Satellite Television Corp. has already "begun to commit huge expenditures" to its direct broadcast satellite project, the National Association of Broadcasters last week asked the Court of Appeals in Washington to stay the FCC's grant of STC's DBS application.

NAB already has asked the same court to review the commission's order authorizing DBS and the grant of STC's application. Although it also had asked the commission to stay STC's grant, pending the outcome of judicial review, NAB noted that more than six weeks had passed and the commission had not yet acted on that motion.

"Unless a stay is granted pending completion of judicial review, the climate created by STC's immediate expenditure of enormous sums on construction of its satellite system will unavoidably prejudice the court's consideration of the issues on appeal and the commission's reconsideration of its action in the event of remand—

to NAB's irreparable detriment," NAB told the court.

NAB also told the court the STC grant was ripe for stay because both it and the commission's DBS order raised "serious legal questions."

At issue, NAB said, was whether the commission's licensing of STC's proposed service contravened "the scheme of local broadcast licensing mandated by Section 307(b) of the Communications Act"; whether the Communications Satellite Act of 1962 prohibited Comsat from operating as a broadcaster—and from financing a venture unrelated to its statutory mission; whether the commission erred in dismissing, without hearing, evidence that STC's DBS venture will be improperly cross-subsidized by revenues from Comsat's regulated monopoly activities; whether the grant of multiple television broadcast channels to a DBS licensee is arbitrary and capricious "in light of the ownership restrictions applied to the terrestrial licensees with whom it will compete," and whether the commission violated the rule of *Carroll Broadcasting Co. v. FCC* "in refusing a hearing on the question of whether the adverse economic impact of STC's pay-DBS service on terrestrial television stations would cause a net loss of public service programming to the public."

"These issues not only present serious legal questions, but they are issues on which NAB is likely to prevail on the merits," NAB said.

NAB also argued that a delay of STC's construction permit wouldn't cause STC "cognizable" harm. "If the grant of its application is affirmed by the court, STC may proceed then to construct its facilities," NAB said. "While STC undoubtedly prefers to start sooner rather than later, it never had a vested right to a grant by any particular time. Whatever plans it may have made in expectation of an early grant are plans it made at its own risk. Disappointment in its expectation does not amount to cognizable harm. Indeed, if the court determines that the grant of STC's application was contrary to law, a stay will have spared STC huge expenditures for an authorization that may be revoked," NAB said.

NAB also argued that a stay wouldn't injure the public interest. "The paramount public interest here is in assuring that the judicial process is allowed to work as it should—uninfluenced by the reality of one party's massive financial stake in the outcome," NAB said. "While the commission has determined that there is a need for STC's proposed service, that finding is highly questionable, inasmuch as STC offers merely the same kind of television programming already provided by the terrestrial broadcasting system. In any event, whatever public 'need' exists for the DBS service offered by STC, there is a far more enduring public interest in maintaining the impartiality and integrity of the judicial process. To protect that interest, a stay pending appeal in this case is clearly warranted," NAB said. □



## P&G calls pricing pow wow

### TV's largest advertiser meets with networks to find ways to hold down advertising costs

Network television's escalating costs prompted the nation's largest TV advertiser, Procter & Gamble, to call a summit meeting in New York with top network officials to explore approaches designed to insure future cost effectiveness.

A spokesman for P&G in Cincinnati said last week that the company had no comment on the meetings which were held three weeks ago. Network executives were reluctant to discuss the meetings in detail, pointing out the subject was "a sensitive one" in view of P&G's elevated status in the industry. "If P&G doesn't want to talk," one said, "I certainly don't."

Among the contingent from P&G who traveled to New York were John Smale, president and chief executive officer, and Robert Goldstein, vice president, advertising. During separate meetings they conferred with James Rosenfield, executive vice president, CBS Broadcast Group; Tony Malara, vice president and general manager, CBS Television Network, and Paul Isacson, vice president, sales, CBS-TV; Grant Tinker, chairman and chief executive officer of NBC; Robert Mulholland, president-chief operating officer of NBC, and Robert Blackmore, vice president, sales, NBC-TV; Leonard Golden, chairman and chief executive officer, ABC; Fred Pierce, executive vice president, ABC, and H. Weller (Jake) Keever, vice president, TV sales, ABC.

Network sources said the P&G group did not attempt to criticize the current network prices but suggested that the networks work together with the advertiser to devise methods to keep prices cost-efficient. The pricing by networks of fall prime time programming has been scored in recent months by some advertising agencies. (A recent analysis by Blair Television shows that the cost-per-thousand for the scatter market in the fourth quarter of this year is running from 18% to 25% higher in prime time and 8%-12% higher in other dayparts.)

Blackmore of NBC-TV said pricing was not discussed but the network stressed in its conversations that rate increases over the past 10 years had not been as large as in this season. He said the NBC-TV team sought to make the point that network TV has increased in value as a creative tool.

Another network source said the purpose of the meetings was to "initiate a dialogue." P&G, he said, is interested in a long-term approach to find ways that television can be made more effective and efficient. Though the meeting did not produce any plans or proposals, the source noted that one technique that might be tested is using more tape rather than film.

Another network official said meetings of this type are not unusual and estimated that at least once a month some client

comes in for an extended discussion. What made the meeting out-of-the-ordinary was that it was the first time P&G had asked for such a get-together and that the request came from P&G. The company outstrips all television spenders with an investment in 1981 of more than \$521 million in television, of which almost \$400 million was in network.

The senior vice president for programming of a large advertising agency (without P&G business) said "it's a little ironic" that P&G is complaining. He noted P&G controls much of the network daytime programming with the serials it produces. He added that if "anyone can have an impact on the networks it's P&G; perhaps only the Association of National Advertisers can have that kind of impact."

CBS's Tony Malara says his network is "trying hard not to waver this off and simply say 'it's supply and demand'" in response to advertisers' concerns, mirrored in talks with P&G and others, about network price increases. At the same time, Malara feels some advertisers are "hung up on this idea that prices are running up ahead of inflation"—an equation Malara doesn't believe is justified.

CBS's response, he says, has involved several approaches, beginning with "making sure we're talking about the same thing"—that it is the cost-per-thousand's that rose 15% to 18%, not unit prices, which were up only 5% to 8%.

Those CPM jumps were particularly sharp this year, Malara concedes, but he points to three underlying causes—the refusal by CBS to guarantee demographics in its upfront selling; the influx of substantial numbers of new advertisers to television, and the jump in the number of advertisers who bought upfront.

While talking about CBS moves to increase efficiency in running its business, Malara also has two pitches for advertisers concerned about price increases. First, that they rethink their position regarding

the financial interest and syndication rules (recision will hold down network costs, CBS argues). Separately, CBS will be looking to increase its emphasis on multidaypart packages for advertisers. □

## Football is back and the fans (and networks) are glad it is

### Ratings for Sunday and Monday games show only slight dip from year-earlier viewing

On the first weekend of National Football League play after the eight-week strike by players, fans clicked their TV sets to NFL games in numbers suggesting that, as one network source said, "you'd hardly know they've been away."

In six NFL cities, the Sunday afternoon (Nov. 21) games drew TV audiences that in some cases exceeded those on the same day in 1981 and in no case fell substantially short. Based on overnight Nielsen numbers in those cities, the average game rating was 18.5—two rating points shy of the average on the same 1981 Sunday.

Two rating points were also the difference between last Monday night's *NFL Football* on ABC—the first game for which national Niensens were available at midweek—and its 1981 counterpart. The Raiders-Chargers game averaged a 19.3 rating and 32 share of audience, compared with a 21.3 rating and 36 share for Minnesota vs. Atlanta on Nov. 23, 1981.

Both network and NFL officials appeared pleased with the first week's performance.

They found it better than sharp drop-offs in game attendance around the league had suggested it might be—and infinitely better than the 4, 5 and 6 ratings that substitute sports programming had pro-

**Spin-off set in motion.** As it announced it would last summer, Ziff Davis Broadcasting has filed applications at the FCC to sell its four remaining TV stations to a group headed by I. Martin Pompadur, the former president of Ziff Corp., parent of Ziff Davis Broadcasting, for \$57 million. Pompadur has assembled a group called Television Station Partners consisting of a general partnership to be headed by himself and a limited partnership to be offered to the public. GP Station Partners—the general partner—will be controlled by Pompadur, Ralph Becker, president of Ziff Davis Broadcasting, and Elliot Stein Jr., a New York-based personal investor. The limited public offering will be sold in units of \$10,000 each, with a minimum purchase of 10 units.

Investors seeking limited partnerships must demonstrate their net worth exceeds \$1 million. To help finance the purchase, Television Station Partners has secured a \$38-million loan from Manufacturers Hanover Trust, New York. It will attempt to raise between \$21 million and \$26 million through the sale of limited partnerships. The limited partnerships will be offered through Smith Barney, Harris Upham Inc., and Rothschild Inc., New York investment firms. In case all the limited partners decide to initially invest only the 23.1% downpayment on their subscriptions, Manufacturers Hanover has offered another \$20 million line of credit.

The stations to be sold are WRDW-TV Augusta, Ga.; WEYI-TV Saginaw, Mich.; WRoc-TV Rochester, N.Y., and WTOV-TV Steubenville, Ohio. Ziff has already been granted FCC approval to sell WJKS-TV Jacksonville, Fla., for \$18 million to Media General and WRcB-TV Chattanooga for \$16 million to Sarks Tarzian.

duced for NBC and CBS on some Sunday afternoons and the 14's and 15's that some of ABC's movie substitutes had brought.

In the overnight local reports, Sunday-afternoon NFL audiences in San Francisco, Chicago and Los Angeles were higher than on the comparable 1981 Sunday. In New York and Philadelphia they were down slightly in total. (In Detroit, their average rating was about 17, but Detroit had no overnight ratings in 1981 to provide a comparison.)

In New York, the first game—New York Jets vs. Baltimore Colts on NBC—had a 17.3 rating and 43 share, as compared with a 19.9/46 for the year-ago first game (which was on CBS). The second game, Giants-Redskins on CBS, had a 21.0/40, as against a 22.8/41 for last year's second on NBC.

In Philadelphia, for another example, NBC with the Philadelphia Eagles game had a 29.2/63 and CBS came in with a 19.1/38, but the two ratings together were

some five points below the year-ago two-game total. In Chicago, the games came out with a combined total nearly two points ahead of last year; in Los Angeles they were almost a point ahead and in San Francisco they were 10 points ahead.

NBC and CBS had NFL games on Thanksgiving Day and more scheduled yesterday, and ABC has one on tap for tonight. But the differences between NFL club owners and the players union were still not out of the woods last week. The owners had approved the tentative settlement, but the vote in which the players would approve or reject it was postponed from last Tuesday to this Friday (Dec. 3). The two sides were accusing each other of renegeing on the tentative agreement.

A vote by the players to reject the contract might, but would not necessarily, lead to resumption of the strike and more NFL-less weekends. Some club owners, however, were talking about a possible lockout, which, if it happened, assuredly would. □

Group W Cable and other cable operators and to the cable-viewing public." Group W Cable owns or controls some 150 cable systems and is franchised to serve approximately 600 communities.

And the president of American Television & Communications, the largest MSO in the country, with 122 cable systems and franchises in 33 states serving more than 2 million basic subscribers and 1.9 million pay subscribers, cites the difficulty it believes the CRT order poses for superstations as well as for cable system operators. Joseph J. Collins said that, because of the "substantial added expense" the CRT order will create, the ATC system in St. Louis county will delete the programing of one of the three superstations now offered—WOR-TV New York, WTBS(TV) Atlanta and WGN-TV Chicago. But, he said, without the time to do sufficient consumer research, "we will need to make an almost arbitrary decision."

Turner Broadcasting System, owner of WTBS, indicated in one of the affidavits accompanying the NCTA motion that it is concerned about the impact on it of the CRT-ordered rate hike. Nory LeBrun, vice president of sales and marketing, said that the increase will cause cable systems serving between one million and two million subscribers to terminate retransmission of WTBS's signal by Jan. 1. LeBrun noted that the station depends entirely on the sale of advertising to national or local advertisers.

Southern Satellite Systems, the Tulsa-based common carrier that retransmits the WTBS signal to systems across the country, said it plans to file its own appeal of the CRT order. Another carrier, United Video Inc., also based in Tulsa, has already filed an appeal.

Beyond the cable systems, the common carriers and the superstations, there are, apparently, independent stations worried about the CRT order. Peyton Broadcasting Ltd., licensee of KTRV(TV) (ch. 12) Nampa, Idaho, a new independent outlet, asked the court for permission to intervene in the NCTA case and, at the same time, asked for a stay of the CRT order.

It said the rate hike—much stiffer in the case of signals previously barred from carriage by the commission rules—will make it "virtually impossible" for new stations such as KTRV to be carried on cable systems in distant markets. And like many new independent stations, Peyton added, KTRV "must obtain carriage as a distant signal on cable systems in order to acquire the increased viewership to remain competitive with other television stations in their markets." Peyton said most of those stations are already being carried by distant cable systems.

Industry observers predict other licensees will follow Peyton's lead. Peyton's motion for stay noted that 45 stations have gone on the air since June 24, 1981, when the FCC's repeal of the distant signal and syndication rule became effective. Since then, also, Peyton noted, construction permits for another 151 stations have been granted. □

## NCTA petitions appeals court to delay CRT rate hike

**It sees cable systems dropping many stations; MSO's and superstations are also included in request for stay**

The nation's cable television industry has warned that many of the programs systems now offer will be dropped wholesale, with the public the loser, if the Copyright Royalty Tribunal's latest royalty rate increases for cable systems go into effect on Jan. 1, as scheduled (BROADCASTING, Oct. 25, Nov. 22). And it is not only cable systems concerned about the CRT order. Common carriers that relay the signals and even some broadcasters, superstations and struggling independents, are expressing concern, as well.

The National Cable Television Association issued the warning about the loss of programing in petitioning the U.S. Court of Appeals in Washington last week either to delay the effective date at least until July 1, 1983, or to stay it pending NCTA's appeal of the order itself "and for a reasonable period" thereafter. NCTA's appeal was filed on Nov. 19, the same day the CRT order was issued.

The CRT order, which came in the wake of the FCC decision to lift restrictions on cable systems' importation of distant signals and on their carriage of syndicated programing licensed to stations in their markets, sets a flat royalty rate of 3.75% of a cable systems' gross receipts for each distant signal equivalent carried. (A DSE is defined as the signal of one distant independent or noncommercial station or the signals of four distant network affiliates.) NCTA says that constitutes a rate hike of as much as 75% for previously permitted signals and as much as 1,500% for those previously prohibited.

NCTA said the rate hike in the first six-month copyright accounting period in 1983 alone "will translate into tens of millions of dollars of additional royalty liability for the cable television industry." NCTA said that rather than meet those increased costs, "hundreds of cable systems will have no practical alternative but to delete dozens of distant broadcast signals before Jan. 1, 1983." If the court does not delay the effectiveness of the rate increase, NCTA said, "many cable viewers will lose the opportunity to see a wide variety of broadcast programing." Such a loss, NCTA added, "will irreparably harm cable viewers and the public interest in promoting diversity of electronic speech."

One example of the expected impact was provided by Service Electric Cable TV Inc., in an affidavit that accompanied the NCTA motion. The company, which operates cable systems serving more than 160 communities in eastern Pennsylvania and New Jersey, said the CRT order would increase its payments from \$279,507, paid in the current July 1981-June 1982 year, to \$1,259,262 for 1983, a boost of almost 450%.

The NCTA motion was accompanied by a score of affidavits from officers of cable television companies who said that unless the royalty rate hike order is delayed they would lack sufficient time to make a seasoned judgment concerning programing to delete.

The largest multiple system operators in cable are represented in the affidavits. Louis J. Briskman, vice president and general counsel of Group W Cable, for instance, said the CRT ruling "places cable operators in an unacceptably difficult predicament," and added, "If not stayed, the ruling will cause irreparable harm to



# Getting Noticed and Getting Numbers



Bart Barbone—Black Star

Hendren with new cohost Hart: Bringing Hollywood to the heartland

## **Newsweek** says: "The 'ET' of the Small Screen..."

By playing to the heartland's fascination with Hollywood, this syndicated celebration of celebrity is emerging as the biggest non-network ratings smash..."

HARRY F. WATERS WITH SANDRA CAVAZOS

"'Entertainment Tonight' has emerged a winner...one of the top syndicated programs in the country. It is also a big ratings winner for WTVT where it ranks as one of the most-watched programs in the Bay area. A lot like People Magazine—slick and glossy. And once you start watching it, it's hard to stop."

WALT BELCHER, TAMPA TRIBUNE

"TV syndication's most ambitious program... keeps on breaking new ground."

BOB MARICH, ADVERTISING AGE

"News in the world of show business...had never been the focus of an entire daily program until last fall. 'Entertainment Tonight' has taken care of the oversight, not only presenting the specific happenings of the day but also offering insightful interviews with major figures."

JAY BOBBIN, SEATTLE POST-INTELLIGENCER

"There is not a dead—or even slow—moment in the show...Hendren and Whatley have given the show the respectability it sought."

BOB CURTRIGHT, WICHITA EAGLE-BEACON

"A lively examination of Hollywood-Broadway shenanigans that often catches superstars off-guard...The show's success is partly attributable to the fact that it is a new concept in television."

VERNON SCOTT, UPI

Salutes from the press...and from Nielsen!

**ENTERTAINMENT**  
T O N I G H T

# True Test of Strength

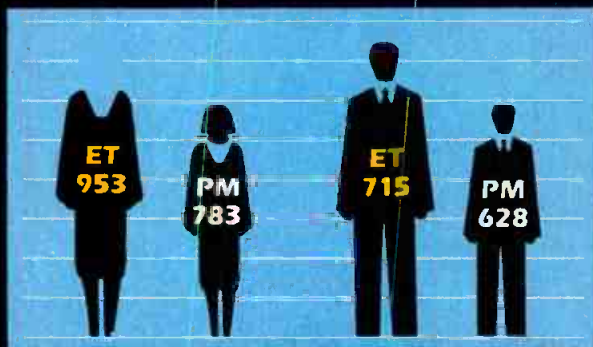
Look what happened when "the ET of the Small Screen" went head-to-head vs PM Magazine and Family Feud! Head-to-head, it's way ahead! When 18-49's choose one or the other, ENTERTAINMENT TONIGHT comes out on top! And it's taken only a single season!

## ENTERTAINMENT TONIGHT vs PM MAGAZINE\*

In 27 of the Top 100 markets where they air opposite each other.

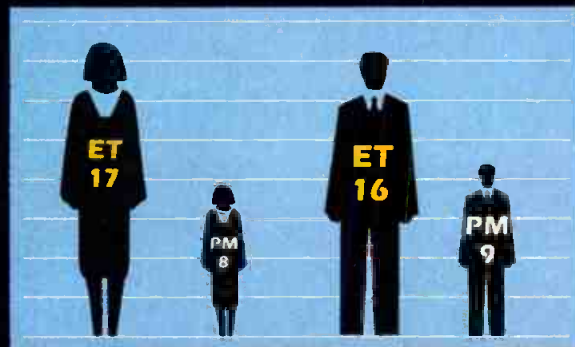
### IN PEOPLE

Women 18-49 (000)      Men 18-49 (000)



### IN MARKETS WON

Women 18-49      Men 18-49



## ENTERTAINMENT TONIGHT vs FAMILY FEUD\*

In 21 of the Top 100 markets where they air opposite each other.

### IN PEOPLE

Women 18-49 (000)      Men 18-49 (000)



### IN MARKETS WON

Women 18-49      Men 18-49



\*Nielsen CASSANDRA July '82

Graphic evidence: dominating the 18-49's!

**ENTERTAINMENT**  
T O N I G H T



# Even Stronger in '82-'83

In those head-to-head contests last July, ENTERTAINMENT TONIGHT was within a single rating point of Family Feud—and within half a point of PM.\* Now the new season's first ratings are in, and ET is well ahead of a year ago! ENTERTAINMENT TONIGHT is on its way toward being the #1 syndication success of '82-'83!

## AVERAGE HOUSEHOLD RATINGS\*\*

1st 6 wks, '82-'83    1st 6 wks, '81-'82



\*\* NTI 9/14-10/11/81  
NTI 9/13-10/10/82  
Combined Mon-Fri  
& weekend ratings

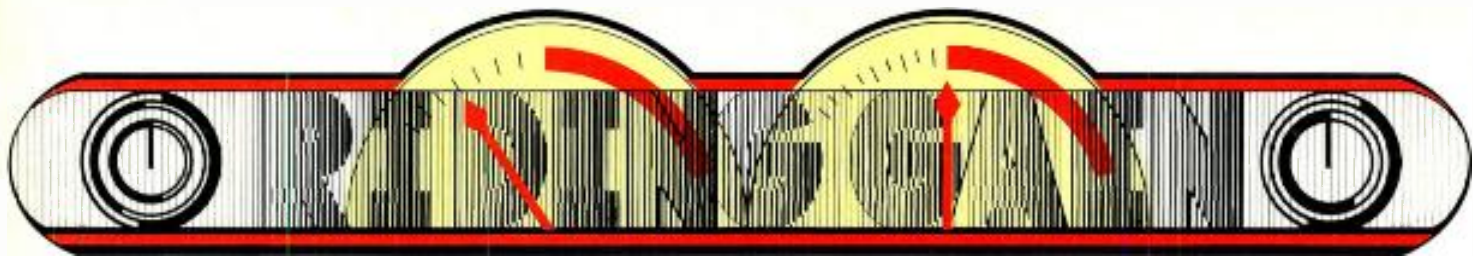


TELEVISION DOMESTIC DISTRIBUTION

**JUST IN: THE OCTOBER RATINGS!**  
ENTERTAINMENT TONIGHT—  
up in rating and all key adult  
demographics over a year ago!  
NSI 10/81, 10/82

More viewers and more stations are discovering

# ENTERTAINMENT TONIGHT



## Raiders

Can a broadcast station be held accountable for raiding the staff of a competitor? It's a question that arises from time to time, often in the courts, as it has most recently in the Fargo, N.D.-Moorhead, Minn., market. Midwest Radio Co., licensee of KQWB(AM) Fargo, KQWB-FM Moorhead has filed a \$9-million civil law suit against Forum Communications, licensee of competitor WDAY-AM-FM-TV (as well as *The Fargo Forum Daily*) for allegedly hiring away seven KQWB staffers with substantial pay raises and bonuses. KFGO-TV Fargo, reporting on the suit, said the seven staffers were also named as defendants for allegedly breaking signed agreements with KQWB in which they promised not to work for any competitors in the Fargo-Moorhead Market for a period believed to be six months after leaving KQWB. Midwest won the first round by obtaining a temporary restraining order against the seven, which prohibits them from starting work at WDAY until the suit is heard. Forum maintains that it has a legal right to hire the former KQWB staffers. Arbitron's latest spring book ranked KQWB-FM first in its metro survey of the Fargo-Moorhead market (Monday-Sunday, 6 a.m.-midnight, total persons 12-plus) and KQWB(AM) third. WDAY-FM and WDAY(AM) ranked fifth and sixth, respectively.

## Reagan reaction

President Reagan may have gotten his start in radio, but he's giving that medium short shrift these days. That's the contention of CBS vice president, radio news, Joseph T. Dembo, as expressed in a letter to White House Deputy Press Secretary Larry Speakes. Dembo's complaint is with the President's use of, and reference to, "visual references" during his nationally broadcast speeches. The radio listener is ill-served, Dembo charged, when the President asks his audience to "watch the red or blue line" or to otherwise consult a graph or chart during a speech. Such references are "anathema on radio," Dembo argued. Moreover, he said, CBS News radio correspondents then have to interrupt the network's carriage of the President's remarks to interject some explanation of visuals listeners are unable to see. The White House press spokesman in Santa Barbara, Calif., where the President was spending the week, said he had not seen the letter so could not comment on it.

## Network news

ABC Radio News plans to announce today (Nov. 29) it is beefing up its service on the ABC FM Network, now carried by nearly

150 affiliates. Nick Alexander, currently the FM network's morning news anchor, will leave that desk to begin hosting a new feature, four two-minute newscasts each morning that will include updates and commentary on news of interest to young-adult audiences. Alexander, who has been a popular element on the FM network, will be replaced as regular news anchor by another reporter, as yet unnamed, on Jan. 3, when the new service will begin.

In other network news, Radioradio, CBS's young adult network, now has 110 affiliates, according to Robert F. Kipperman, vice president and general manager of the six-month old network. Of that total, 23 are in the top 25 markets, 44 in the top 50 and 78 in the top 100. Among other young-adult networks, RKO One now has 225 affiliates; ABC Rock, 60; ABC Contemporary, 350; and NBC's The Source, 175.

## Retail aid

Multi-Ad Services Inc., Peoria, Ill., is introducing a new service designed to assist local radio stations to acquire additional retail advertising. Called the Kwikiee Radio Broadcast System, the service includes pre-recorded materials, scripts, and product descriptions shipped free to stations.

Multi-Ad is paid for its materials by participating manufacturers and advertisers. Approximately 700 stations will receive the KRBS binder and materials as participants in the introductory testing in mid-January. The initial mailing will contain materials from participating manufacturers, including Ford Motorcraft, Cadillac, Kawasaki, Pontiac, Porsche-Audi, Subaru, Volkswagen and General Motors parts.

The materials, which may be adapted for local inserts, are intended to help radio stations sell local dealers and retailers either directly or through co-op advertising programs manufacturers may be conducting. Use of the materials will be confirmed by requiring stations to fill out the ANA/RAB radio "tear-sheet."

Multi-Ad Services has been in business for 35 years and has provided manufacturer-approved advertising needs to newspapers and other publishers. The Kwikiee system represents its expansion into radio.

## Short takes

More Music Programing has moved beyond the borders of the United States in its syndication of *The Chronology of American Music*, a radio special counting down top rock hits since 1955. The Pasadena, Calif.-based producer sold its series to FM Tokyo Radio in Japan, where it began airing on Oct. 17. More Music Programing is at 350

S. Lake, Suite 113-197, Pasadena, Calif. 91101.

Westwood One is planning first-run syndication in January of *In Search of the New Wave: The Future of Rock 'n' Roll*, a two-hour special produced by Goodphone Communications "tracing and over-viewing the tremendous impact of 'new wave' music on the music scene. According to the Los Angeles-based producer, the special will serve as a pilot for a possible series. The special, featuring music and interviews with artists such as the Motels, Missing Persons, Talking Heads, and Elvis Costello, is hosted by Dunty Street, air personality on KROQ-FM Los Angeles. Goodphone is at 4869 Topanga Canyon Blvd., Woodland Hills, Calif. 91364.

Sportsline is a new sports news information service for San Francisco Bay Area radio stations scheduled to begin Jan. 1. According to Sportsline president and founder, Sheldon Baker, the service will provide coverage of professional, college and high school sports on a 24-hour-a-day basis via telephone line. Approximately 20 lines will be used to feed stories and actualities, updated three times each hour between 10 a.m. and 10 p.m. Besides Baker, former promotion manager for Great Western Savings, Sportsline will have three full-time reporters. The service is advertiser-supported. Box 5146, San Francisco, 94101.

## Record setter

KLOS(FM) Los Angeles plans to release by the end of this year its *Rock to Riches* record album and audio cassette, featuring 10 finalists in the station's local talent search promotion, carried out in association with Miller High Life beer. The album/cassette will contain songs from 10 local musical groups selected from more than 600 tapes submitted to KLOS earlier this year as part of the "Rock to Riches Talent Search." A panel of music industry judges made the selections for the album/cassette, which will be distributed by the station early in 1983. Listeners will be asked to select their favorite band and a separate panel of judges will select the talent search winner from among the top three vote-getters. The national winner will receive \$25,000 worth of sound equipment and an Atlantic Records release of their song.

## Recap

Rockwell/Weinstein Productions, Brooklyn, N.Y., is offering, on a market-exclusive basis, a five-hour year-end program special



## Making waves

A new series of two-minute features inspired by the pages of *Oceans* magazine is available for airing three times a week through San Francisco-based Western Public Radio. *Oceans* radio spots "will reflect the profundity and variety of the sea itself," incorporating physical science, maritime history, coastal anthropology, folklore, environmental issues, and a discussion of new food and power sources. The staff of *Oceans*, a nonprofit publication of the Oceanic Society, writes the series and production is carried out at WPR's studios. Distribution is bi-weekly via the Extended Program Service of the Public Radio Satellite network on Westar I. For information: Leo Lee, WPR, Building D, Fort Mason center, San Francisco, 94123.

## Food fair

More than 150,000 persons attended a "Kfrc Holiday Food Fair" at the San Mateo County Fairgrounds just south of San Francisco, reportedly making the event "the single largest consumer food show in the nation." Kfrc(AM) San Francisco sponsored the event along with Safeway, Lucky Stores and United Grocers and broadcast live from the fair. The free exhibition provided consumers with a sampling of new and traditional food products, discount offers, recipe information and consumer tips. Kfrc General Manager Patrick Norman termed the fair "an unprecedented success" and said the station is making plans to help present "Food Fair '83" late next fall.

on the number of consecutive performances.

## UPI business

UPI Audio Network is now offering one-minute international business reports twice daily, at 6:10 a.m. and 12:25 p.m. Anchored from London by Roger Gittines, former UPI Audio Network White House correspondent, the reports cover such topics as gold prices, the state of the dollar overseas and European reaction to developments in Washington.

## E.T. pulled

*The E.T. Storybook*, a special Christmas LP narrated by singer Michael Jackson and released to retailers two weeks ago by MCA Inc., may not be on stands much longer, if a court injunction received by CBS Inc. last week against further distribution is upheld. CBS, which has an exclusive recording contract with Jackson, had given permission for his participation in the project as long as the LP did not appear before Christmas, when CBS feared it might be confused with Jackson's soon-to-be-released LP, *Thriller*, on CBS's Epic label. MCA, which said it had no knowledge of restrictions on Jackson's participation, plans to appeal the ruling, according to its attorney, Robert Dudnik. MCA had delivered to retailers 400,000 copies of the LP accompanied by soft-cover books, and had planned to release 500,000 more. CBS has sued for \$2 million in punitive damages and an unspecified amount in compensatory damages.

## Second time

It's the same show but under a different title, *This Is Hollywood*, which begins on Mutual on Jan. 1, 10 p.m.-midnight (NYT). For more than two years it was called *Satellite Live* and was syndicated to 53 stations via satellite.

The two-hour program will feature off-beat celebrity interviews, comedy features, timely show business news and phone calls from throughout the nation. Mutual is now clearing markets and reports it has been accepted thus far by stations in 25 of the top 100 markets. The old version was created and produced by Jeff Sudikoff more than two years ago and marketed by Tuesday Productions, San Diego. Sudikoff is now co-producing *This Is Hollywood* with Dick Orkin of Dick Orkin Creative Services, Los Angeles.

## Watermark plans

Watermark/ABC Enterprises has been named exclusive producer of 12 planned *Spotlight Specials* to air on the ABC Contemporary Network during 1983. The 90-minute specials feature interviews with contemporary music artists mixed with their recordings. The six specials produced in 1982 included Hall & Oates, Stevie Nicks, Rod Stewart, Kenny Loggins and Billy Joel. On tap for 1983 are programs with Rick Springfield, Journey and Olivia Newton-John. National advertisers during the 1982 season included Levi jeans, Toyota trucks, the U.S. Army, and Johnson & Johnson.

Other special programs announced by Watermark include a seven-hour, two-part countdown of 1982's top 100 country songs on Christmas and New Year's weekends to be incorporated in the *American Country Countdown With Bob Kingsley* series. The first three hours will air the weekend of Dec. 25-26 and the final four hours on Jan. 1-2.

*Musical!*, Watermark's weekly three-hour stage/screen music series, will offer two seasonal programs. On Dec. 18-19 a special "Christmas on Broadway" show is being distributed, followed by a "New Year's Special" on the weekend of Jan. 1-2. The latter show will be devoted to a countdown of songs from the top 40 longest running shows in Broadway history, based

# A new program in radio with a long history of excellence

Radio has a long history at New York University. Since 1939, when courses in radio were first offered, people with a serious interest in the major media have studied here. Now, in response to the creative renaissance that is changing the nature of the medium, NYU's Tisch School of the Arts is establishing a new major in radio that teaches students to handle sound with skill, eloquence, and purpose.

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For more information about the new B.F.A. program in radio, return the coupon below or call (212) 598-3702.



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BR 11/29



CBS's Joe Flaherty (l), ABC's Julie Barnathan

## The odd couple

*Two of broadcasting's top technologists—ABC's Julius Barnathan and CBS's Joseph Flaherty—have had it with the growing nonstandardization in the technical area that retards the development of new broadcast services and threatens to throw the logistics of electronic news gathering into worldwide chaos. They find the fault both within and outside the industry. Sure of the universal application of its "marketplace" theory, the FCC, for example, has backed away from setting standards for AM stereo, teletext and multichannel (stereo) sound. RCA/Matsushita and Sony, meanwhile, are proceeding steadfastly with their incompatible half-inch videocassette formats for ENG despite broadcasters' desire for a single standard. Flaherty and Barnathan, customarily on different sides of the broadcasting fence, have been driven by all this into a new common cause: to urge the FCC to "bite the bullet" on setting technical standards and advising their fellow broadcasters to hold the line on choosing any of the small format VCR's until the manufacturers compromise on a single standard. The new allies met with BROADCASTING editors late one night this month after a black-tie dinner in Washington to share their plaint with the industry through the following "At Large."*

The subject of the evening—until we get into another subject—is the so-called "small format, in-camera TV system." That is, the new offerings of half-inch or quarter-inch TV cameras. What's your point of view regarding them?

*Barnathan:* Well, let me put it this way. I think the marketplace is great, but the marketplace still needs a standard. I don't think that we should be competing on the basis of a standard; we should be competing in terms of how a product is used, or we should be competing as to who could make

a better product for less or do more things with it. We should not be competing as to the format. The format should be set—good, bad or indifferent, whatever it is—and from there on, we ought to be able to use it. It's better for the user, it's better for the manufacturer, and it's better for the consumer.

**That's something that would apply to teletext or AM stereo or...**

*Barnathan:* Absolutely. I've told this to Joe and to others who have said



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## IN SYNDICATION

In its first syndicated season, ONE DAY AT A TIME upholds the winning Embassy tradition. The earliest returns are in, and ONE DAY AT A TIME brings impressive increases over October 1981 time period programming:

### MILWAUKEE

WITI\*

M-F, 4:00-4:30PM

WITI jumps 167% in rating over its October 1981 STARSKY AND HUTCH performance with ONE DAY AT A TIME.

### WASHINGTON

WTTG\*\*

M-F, 6:00-6:30PM

A 29% boost for WTTG with ONE DAY AT A TIME vs. its October 1981 CAROL BURNETT time period rating.



### BUFFALO

WUTV\*

M-F, 7:00-7:30PM

In the highly competitive M-F, 7:00-7:30PM half-hour, ONE DAY AT A TIME gives WUTV a 33% jump over its October 1981 EMERGENCY run.

### MIAMI

WTVJ\*\*

M-F, 5:00-5:30PM

WTVJ adds 11% more ONE DAY AT A TIME TV homes vs. its October 1981 MERV GRIFFIN delivery.

## ON THE NETWORK

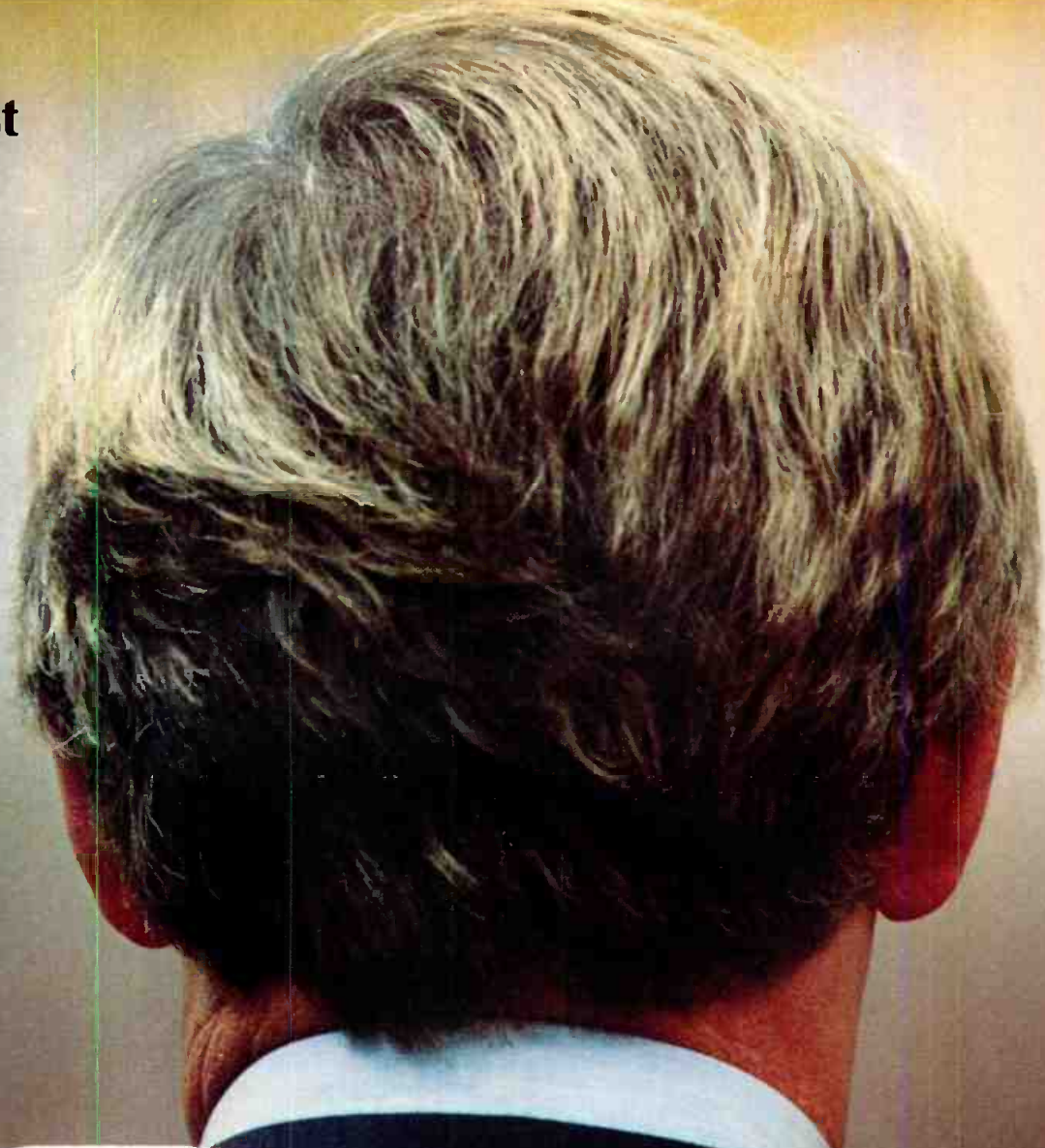
In its eighth network season, ONE DAY AT A TIME continues its winning ways, ranking #6 among all 68 prime time properties (#2 among comedies).



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**M. M.  
Co-host**



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**M. L. L.  
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to me: "You're against teletext." And I say: "No, you don't understand this; that's not true." What I say is that there's got to be a standard. Without a standard you can't tell if anything is going to be any good.

**So what are you going to do to create a standard—or is there anything you can do—in small formats?**

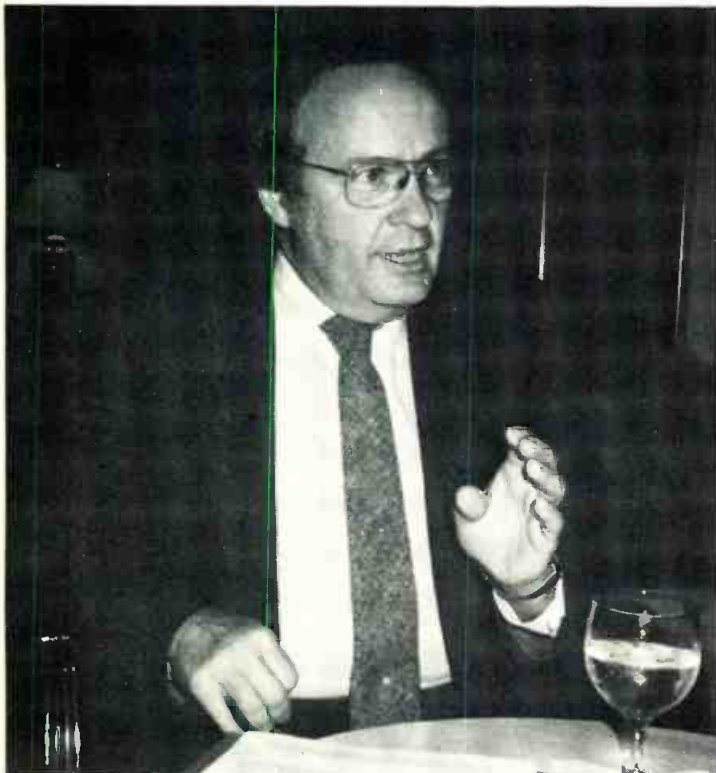
*Barnathan:* Continue to fight for it. I wrote a letter to the SMPTE [Society of Motion Picture and Television Engineers] saying I was very disappointed about their failure to address the problem. I told them that was wrong, and if they don't do it, somebody else is going to do it. We're going to get a standard one way or another—or we're not going to buy it. We at ABC are not going to buy it.

**How about CBS?**

*Flaherty:* We feel the same way. You know, Julie and I started this independently by asking that a standards committee be set up. The important thing to remember here is that the standards have to be focused on the need, on the function, on why the equipment exists. In this case, we're focusing only on electronic news gathering. There may be other uses for these different standards—in medicine, or for something else. But it's important to remember that we've always had a standard for news. In film it was 16 mm, worldwide. When we went electronic, it was U-matic, worldwide. So that no one involved in news gathering—whether at the local level, the national level or the international level—really had to think much about the standard. There it was, and if you wanted to do news, that's what you did.

Now, for the first time, there's this confusion being thrown into that marketplace. This is very, very critical because news is a national and worldwide operation, and when you record news, whether it's on film or videotape, you put it down on real estate and then you move that real estate around. Other people use it, put it in libraries for years, take it out and use it for documentaries. And when you throw incompatibility into that, so that not only is it a different sized cassette, but with a different format on it, so when you plug it into a machine, it doesn't play—that's throwing needless chaos into that system. Not just from the viewpoint of one or two users, but of all the users, and it's a disservice to the coverage of news, worldwide.

And domestically, because we have compatibility, we don't have to ship an edit system. If we go to Des Moines, we can go to the affiliate in Des Moines and edit. Now, if this confusion remains, you'll have to know what kind of equipment he has in Des Moines.



Flaherty

*Barnathan:* Not only that. We do a lot of pooling when we talk about events. The networks and the stations. One pools and then makes copies for the others. We may not all have the same equipment—he might buy Sony's and I might buy JVC's or Ikegami's but that doesn't make any difference, as long as they're interchangeable. That's the key; the interchangeability of product. You can't have the kind of chaos that comes without it.

*Flaherty:* There are advantages to the smaller formats. But the advantages are more than offset by two devastating things. There is no inter-system compatibility because the systems have different cassettes, different electrical formats recorded on the cassettes. And there's no intrasystem compatibility. So far, it's just cameras, recorders and edit systems. There are no switchers. The signals can't go through microwave systems or satellites. Those pieces are missing because nobody has yet built a system.

*Barnathan:* There are no systems! The guy's sitting there trying to sell you a Hawkeye [RCA], and then he shows you a machine and you say, "Well, what do you do with that machine? Show me the editor for it." And he says, "Editor?" Or you say, "Show me the controller." "Controller?" Or: "Show me the start/stop." "Start/stop?" Or: "Show me the CMX interface." "CMX interface?"

You know, after awhile you say to the guy, "Go away, get lost, get the hell out of here."

**But you're willing to make the investment if you have the compatibility?**

*Barnathan:* Look, we're trying to evolve. I'm not going to go to my principals and say get rid of all this. We know where the greater costs are—with the guys who are mobile, the guys who are always traveling. So we want to take those systems and make them half inch, quarter inch, smaller—because just the cost of shipping will save us the money, right? So now we've got those guys solved. And we keep them as a closed system, because they go from Bonn, they go out, they shoot, they look at it, they shoot the stuff in to London. London sends it in—nobody sees whether it's three quarter, half inch or toilet paper. It just goes right back via satellite. It's closed. So we evolve into it.

*Flaherty:* The cameras will get replaced like the film did. It will take a period of years where you replace, as Julie says, the old ones and the mobile ones first. It's not going to happen overnight. But it can't get started without the compatibility.

**Well, what can you do to get the industry to create compatibility?**

*Flaherty:* First of all, I think you've got to understand why it happened, because this is a new phenomenon. This isn't just a casual happenstance. This is a new phenomenon that's going to happen to us more and more.

In the past, the equipment began in the professional field and worked its way down to the consumer field some years later as it became cheaper and cheaper. This is one of the first examples of consumer products that were built and sold by the millions and now are being upgraded to professional use. So the hazard is that the standards—or lack of standards—are well established. Millions of dollars are invested in tooling and factories by these various vendors to make these things. So it's not an academic exercise for them just to say, "OK, we'll throw everything away and change."

So the problem is that we no longer are facing a market where we as professionals can determine what we as professionals will use. This is the first time that's happened—well, really it's the second time. The first time was the U-matic but it happened that there was only one standard. Thank God. But you can look down the line and you can see—will we some day have videodisks that have been upgraded to professional use in two different standards? Will we sometimes have these other consumer products and get upgrades? And the reason that's happening is that development these days is taking place at a component level rather than an equipment level. Chips, see, you make them really in chips.

*Barnathan:* It's all in the chips. That's what makes it possible. Take a chip for a sync generator. They didn't develop it for us. They developed it because they wanted it for the consumer. Not because of the thousand that we're going to buy in the broadcast industry, but because of the millions that will be used by the public at large. It's all electronics now, everything is electronics. You bought a calculator and you paid \$200 for



it, five years ago. Now you can buy it for \$10. It'll be less later on.

*Flaherty:* Well, what are we going to do about it? What has to happen is that one of the systems will emerge with some technical and operating advantages—we don't know which ones those are now—but since the SMPTE committee was disbanded, we at CBS have written to all the vendors who make this equipment and have asked for sample equipment to evaluate in the lab. Without a standard we now have to test the equipment ourselves and make a decision.

*Barnathan:* We've done the same thing. We may even buy some of them because we want to save some money in very isolated situations. But that doesn't mean we're going to be jumping overboard for these things.

*Flaherty:* So we're going to test them. Now, although the standards effort has collapsed here, it has not collapsed in Europe. The EBU [European Broadcasting Union] still has its standards committee going. With their laws in Europe, they have user-only standards committees, and in the case of the EBU, manufacturers are not permitted to be members, so they may be consulted but the users make their own decision, and set the standard. Here it isn't as easy to do. The EBU has released a notice to all its members that specifically says that the EBU member organizations refrain from undertaking major investments in the field of noncomposite analog recording, for news gathering, until the EBU specialist group has completed its work and the bureau or the technical committee has had an opportunity to formulate an indication on the recording format to be recommended for adoption in Europe.

Now, these people are very competent engineers, and there's little reason to believe that their tests would be very much different than our own. A lot of international news originates there, and that standard may in fact become a de facto one. If it's good enough, it can be adopted here.

Mind you, it isn't just SMPTE. We had this trouble about teletext at the EIA. And look at AM stereo. The NAB recommended five possibilities to the FCC, and the FCC answered: "Thank you very much, we'll take all five." So it isn't just the SMPTE, it's all these committees.

*Barnathan:* Nobody wants to bite the bullet. But it's not too late.

*Flaherty:* One of them was prepared to compromise and the other wasn't, so we gave up. And it was too soon to give up. But the EBU hasn't given up. And it's not all lost because, in the end, these hard-drawn positions soften if all the customers yawn a lot—if all the customers say, as Julie says, "Go away, I have no time for that." Then you'll see in the not too distant future some serious compromises being made.

*Barnathan:* Not only that, but we are very interested in the quarter inch. We think that the way technology is going, the quarter inch may be a possibility.

**So while Matsushita and Sony are debating, the state of the art might just pass them by?**

*Barnathan:* Exactly. That's what I'm hoping is going to happen. I'll tell you the truth, we're not even looking at the half inch any more. We just say: "Forget it, let's go on to the next thing."

*Flaherty:* Let me emphasize that the decision on this in this country will be made by all the local stations, which is an independent and diffuse marketplace. If they begin going in one way or in multiple ways, then that will cause either a de facto standard or massive confusion.

**Then the market is going to be larger among stations than among networks?**

*Barnathan:* Sure. There are a thousand stations out there. My five O&O's have as many units as the total ABC network. WABC-TV New York alone has about 18 units.

*Flaherty:* At last count there were some 60,000 or 70,000 ENG cameras in the market.

**Do you have any idea of how large a market this is in dollar terms?**

*Barnathan:* Let me put it this way. Let's say there are 1,000 stations in the U.S. And let me be very conservative and say there will be five cameras per station, that's 5,000 units. Even at a modest figure of \$25,000 each it's a tremendous amount of money [\$125 million].



Barnathan

*Flaherty:* And for every camera, you generate three tape machines. Two to edit and one to play back.

Let me make another point. Unless these equipments are developed, what will happen is there will be a backlash in the market as people do experiment, buy this equipment and discover they really can't use it. Or that they have to composite encode it, and then they lose the quality or they have to up-dub. And I think it's important to remember that in ENG—again, speaking about electronic news—that if you start in the field with half inch, you have to go clear through the chain and finish with half inch. There's no time to up-dub. And even if you took the time, you don't want to go to the library with two different sized cassettes, one with the original camera material on it and a different one with the as-broadcast material on it, and so on. It just hopelessly complicates the whole library and shipping and moving operation.

Once you get out of hard news, and into documentaries, there's the possibility that you can up-dub, as documentaries have more time. But for the hard news, time is of the essence.

**One of the pitches I hear is that because the quality is close to one inch, you can use the half inch for documentaries and commercials and a lot of other things besides electronic news.**

*Barnathan:* Yes, and that's the trouble with it. If they didn't worry about that we wouldn't have to have a full reel for 20 minutes of material. They don't figure—that speed runs three times the speed; three times the speed means three times the less reliable. It's already unreliable, right? Now you may go three times as fast, and it makes it less reliable. You take the tape, and now you have 20 minutes of tape, and you're really driving that thing faster so that you get the so-called "quality" of one inch.

Who needs the quality of one inch? You want to make a quality machine? Go do it. But don't make it for ENG. What they're doing is they're going in and trying to make an ENG camera to be an EFP camera. We didn't ask for that.

What you've gained, you've lost. Because the cassette is larger. Believe it or not, the cassette is larger than the 20 minutes that you've got in the three-quarter inch.

*Flaherty:* To some extent, this is a solution looking for a problem. The vendors did not come around to the users and really say, "How should this be done and what should you do—what's needed, what is the system, the components? Do you need matting amplifiers and character generators in this format?" and so on.

But then they jumped to a conclusion. As I've been saying to people, "The time has passed where the technology is lagging. The technology is

now leading, so the important thing is to say what you want, because we can overdo it now. We can solve problems we don't have." And left to their own devices, that is most certainly what engineers will do. They solve the problems nobody has.

**Well, is there any backup on these things? Can you back up on AM stereo for example?**

*Barnathan:* Sure you can. Absolutely. The problem is politics.

**What about teletext?**

*Barnathan:* You will not have teletext unless you have a standard.

*Flaherty:* If the marketplace is going to determine, if the antitrust laws prevent the users from formally getting together, you have more or less of a haphazard pattern that you're either lucky or not that more people agree on one than another. But that confusion of the multiple standards simply delays the whole market. So everybody lays back. Now who pays for that delay? These vendors, who've got boxes stacked up in warehouses. So the longer that the marketplace holds back and does nothing, the more pressure is put on these vendors to get together in proper industry organizations and make those compromises. As far as I'm concerned, those boxes can sit there until they rot.

*Barnathan:* I don't really know [FCC Chairman Mark] Fowler; I just met him tonight for the first time. But I want to say to him, "I want to talk to you about marketplace. I'm with you on marketplace, I don't believe you should have regulations on a lot of things." But there are some things that you do have to have regulations on. Otherwise, if I buy an electrical appliance, and I come here, and one plug is round and the other is square, what am I supposed to do? Take the marketplace approach? That's ridiculous. A marketplace on the plug? That's what we're talking about.

Who cares? It's how does the thing work. Does it blow my hair right? Does it not blow it right? Can I listen to television, is it color, is it black and white? The plug I've got to worry about? That's what they've done to us. They've said, "Go make plugs different!"

I want to see teletext developed to know is it good or bad. Why? Because we've got a difference of opinion [with CBS]. I don't think it's a marketing business for television. How do I prove it? Let CBS spend all their money, go out there, and if they make it we'll be in the next day. If not, we'll say, "See? I told you so!"

One of your guys came to me and asked, "What do you think about the FCC on the marketplace?" I said that I think it's wrong. Maybe as a person who doesn't believe teletext is good for our business, I should have said, "Terrific, I think the greatest idea is the marketplace." But that would be inconsistent with my basic philosophy of having standards on things that we should have them on and then let the marketplace determine whether we should have it or not. We should not have something fail because it doesn't connect in to the wall.

*Flaherty:* Some of those standards really enable the marketplace to operate. And the lack of them, in fact, causes the market to not exist, to fail, because it cannot exist with that diversity. You see it in AM stereo; it has just sat still, that's not moving. Teletext has been delayed a long time. TV stereo will be the same if there isn't a standard.

The problem at stake now seems to be that if the FCC issues its notice of proposed rulemaking, and says marketplace, then the industry community can no longer work on it to pick one, without getting into antitrust troubles. Then the industry community, they believe, has to give up. So that was the reason behind the EIA's and NAB's request to the commission to hold off on the rulemaking. And the commission denied that. Now there's always a lag period between saying no and doing it, so now the race with time is: Can the industry committee finish its work in this interval?

On the one hand, that's not so bad—it keeps their feet to the fire to get it done. On the other hand, if they lose the race, it could destroy a chance for a common stereo standard.

In regard to small format tape, you have to understand, there was total agreement on the part of all the users in that SMPTE committee. There were some who felt stronger and less strongly than others, but they were all on the same side in the single standard.

The ones that felt less strongly I think felt that it wasn't going to happen so they didn't want to bank on it too much—but there was unity on the part of the people who really have to pay the bill for this over the

years, people whose operations are most directly affected ongoing covering the news and moving this material, storing and editing. They were all on the same side. The people on the opposite side were those with the vested interests in putting forth their unique systems, their incompatible systems. They destroyed the standard.

**Well, we know where you guys are together. Where are you apart?**

*Flaherty:* We compete very heavily on programs, and if we can make our picture look neater and better on the air, and garner some ratings points we try to do it; that's where we compete. But we certainly believe we ought to have common standards in order to compete.

**This has been a very productive interview, but we may have seemed to concentrate on a lot of things that are wrong. Wrong with the FCC, wrong with SMPTE. But we are all on the edge of a video revolution. What's the good news? What's the good news that we're going to see in the next five years and 10 years, and in 2001? What are the great things that are going to happen, despite the government and despite your bureaucracies and despite SMPTE? What are the great things that are going to happen for the medium?**

*Barnathan:* Well, the cost of memory is going to go down, the capacity of memory is going to increase. That's going to be a tremendous, tremendous advance for our industry.

*Flaherty:* And we're going to be well into this so-called "information generation," and wide-band communications with television is right at the heart of it.

Viewed from the public's position, they're going to have better quality, however it happens, and they're going to have bigger diversities of programs, and those are going to be by and large better programs, at least speaking in the technical sense—programs more like they have enjoyed at the cinema, with the sound and picture quality of that medium.

Broadcasting itself is certainly going to be a major part of that, however it happens, because it's the most advanced of all these delivery systems.

**More advanced than cable?**

*Flaherty:* Oh yes. More advanced, yes. Cable is still struggling with a lot of technology, and they can almost get the signal there. Modern systems are doing fine, but there aren't a lot of modern systems.

*Barnathan:* But broadcasting has got to compete. And the way to compete is by localism. The broadcasters have something the other guys haven't been able to do. They're able to program locally, program it and program it right; if they do it right, they've got a unique selling proposition. That's really the key.

Let me start out from the beginning with this.

The basic triangle is production, distribution, consumption. Broadcasters have the wherewithal of distribution—start there. A vast, inexpensive distribution system.

Therefore, if they have good production, they keep the distribution, they can get the consumption. Now I am saying forget high definition, forget that. Get your product to be a service to the people in your area. Uniquely, so that they cannot get that duplicated anywhere else. You can always get a movie anywhere you want it, you can get a record. Why was radio diffused today? When the network said: "We're going to give you records," what did the guys at the local stations say? "What do I need your records for? I can put records on."

And now all of a sudden you've got all these record stations. What makes one different from the other? Nothing. So what if somebody says, "Hey, it's nice to have records. I'll tell you what I'm gonna do, I'm going to start getting into this local market and I'm going to do something unique."

And what I'm saying is that what we have is a big one. In one channel—not 50 channels—in one channel we have national programs and local programs and we can put the two together, and nobody, nobody can do it as efficiently as we can do it.

And maybe we won't reach 80% in the future. But there isn't any other medium in the world that reaches 50%. So we've got a long way to go—down—before we become anywhere near what any other medium reaches.

You know, the problem we have had is like Babe Ruth. He used to hit 60 home runs, and when he hit 35, somebody said he's slipping. That's our problem.



## Boston's WNEV-TV: hoping for a competitive 'Look'

Set to premiere today is new two-hour news and information program entirely produced by station; if local programming experiment is successful, it could spawn other such efforts by stations around country

"The most innovative and expensive local program in the city's history," are words used recently by a Boston TV critic to describe plans for *Look*, a daily, two-hour news and information program set to debut today through Friday (Nov. 29-Dec. 3) on that city's WNEV-TV. Locally programmed from top to bottom, *Look* represents the second in a series of steps planned by the new owners and management of WNEV-TV (formerly RKO-owned WNAC-TV) to vastly increase the station's commitment to local programming.

*Look's* debut this week is being eyed not only by WNEV's primary competitors—Metromedia-owned WCVB-TV and Westinghouse Broadcasting's WBZ-TV—but by broadcasters around the country who see the new program as a fascinating and risky experiment that, if successful, could spawn similar efforts in other large markets and perhaps, regional syndication.

Described by executive producer Jeff Schiffman as a kind of "newspaper of the air," *Look* is designed as a daily, weekly and in some of its elements, a continuing program. There is a different theme for each day of the week, a cover story that begins Monday and is developed throughout the week and daily features, such as news and sports updates, consumer reports, the preparation of a "meal of the day" and numerous information segments about such topics as pets, Boston neighborhoods and people. Monday's theme is relationships, Tuesday's health and science, Wednesday's food and nutrition, Thursday's weekend and Friday's "life styles," or, fashion, beauty and style.

Each day's broadcast includes frequent opportunities for telephone call-ins as well as a live remote from somewhere in the city where *Look* is being watched, such as a local restaurant, another gathering place or someone's home. Viewers calling in or at the remote are asked to react to what's going on in the show.

Although patterned in part after big-city daily newspapers, with their special sections for each day of the week, *Look* also "has its roots in radio," according to producer Raysa Bonow. "It is designed to catch the ear and be informal, friendly and compelling," she said, and, according to station general manager, Win Baker, who originally conceived the program, *Look* is



Ann Butler and Kim Prince, co-hosts, on set of *Look*

"meant to be a companion."

*Look's* primary mission is to convey down-to-earth information about Boston and its surrounding areas. To achieve that, WNEV has retained a battery of local people, including lawyers, doctors and business people, newspaper columnists and several radio personalities, to appear in segments on topics ranging from financial advice to entertainment around town to cookbooks. Many of the local recruits have never appeared on TV before, according to Baker, but they were chosen for their ability to communicate ideas effectively.

Coordinating each day's collage of program segments are co-hosts Ann Butler, formerly a news anchor at WFAA-TV Dallas and co-host of WFSB-TV Hartford's *PM Magazine*, and Kim Prince, formerly a reporter for *10 O'Clock News* on noncommercial WGBH-TV and an independent producer. Each day's show will also have a guest host who is expert in that day's theme. On Monday, the guest host will vary, depending on the kind of human relationship being explored. The other four days will have regular guest hosts, including a Harvard University professor of physics, a local restaurant owner and Lisa Karlin, the morning co-anchor and news reporter at Boston's WEEI-FM, who will host Thursday's program about the weekend and entertainment.

WNEV has budgeted \$3 million for the first year of producing *Look*. That includes more than \$2 million spent on half-inch videotape technology, which Baker and engineering director Karl Renwanz believe is far superior to the three-quarter-inch technology used in almost all of TV production today. The budget for *Look*, according to Baker, is about equal to what the station would have to pay for syndicated programming to fill the 4 p.m. to 6 p.m.-time slot. WNEV-TV currently airs a movie and the syndicated game show, *The*

*Joker is Wild*, during that period.

What is risky about *Look*, according to observers in the Boston market, is its attempt to fill two hours daily with locally produced programming and keep it interesting. "I wish them luck," said Sy Yanoff, general manager at competing WBZ-TV, who recalled his own station's efforts with its locally produced *Evening Magazine*. "I know what they're up against," he said.

Another challenge for *Look*, according to Baker, is the tuning up of a technical and production staff, some of them holdovers from the old WNAC-TV, to shoot live TV. "Many of our people haven't done live TV, except the news, in 20 years," he said. "They have to be taught all over again."

The production staff for *Look* totals 59 full-time people plus 18 or 19 others, including columnists and guest hosts, who are spending a substantial amount of their time working on the show and, according to Baker, "are exclusive to *Look*." Many of those staffers have been rehearsing *Look* from beginning to end twice and three times a day for the last two weeks, getting ready for this week's premiere episodes. Although tempers have sometimes flared on the set, the creation of *Look* is clearly an exciting project that has generated a high level of energy at WNEV-TV headquarters.

In spite of its challenges, *Look* apparently holds the promise of being an unusually creative sell for afternoon TV. Targeted to women during its first hour, the program gradually shifts to include more information that appeals to men during its second half. The many different cells and changing daily themes offer a specialized buy for advertisers.

Rates for a 30-second spot in *Look* reportedly range from \$800 to \$1,200, compared with the \$500 to \$800 WBZ charges for spots during the same time period.

Baker does not expect *Look* to turn a profit for at least a year. "With a six or seven rating, we'll break even," he said, "and with an eight or nine, we'll start to see a return."

Preparation for *Look*'s debut have been under way since summer, when Schiffman and Bonow joined WNEV-TV as vice president, programing, and director of creative development, respectively. Schiffman had previously been director of broadcasting at WCVB-TV New York and vice president, program operations at Group W Television. Bonow is former executive producer of special projects at KYW-TV Philadelphia and the producer of a long list of regular and special programs for CBS, NBC, the Public Broadcasting Service and major television stations.

"*Look* is organic," said Schiffman, who with Baker predicts that parts of the show will be dropped or revamped depending on how successful they are. According to Baker, "the show we see next June may be very different from what we see on Nov. 29."

WNEV-TV is prepared to overcome the hurdles of developing a show like *Look*, said Baker, because it is committed to a major role in local programing in Boston and because it believes programs like *Look* hold the key to a successful future in over-the-air broadcasting.

WNEV-TV's mandate "is to provide local programing of a different kind," said Baker, who summarizes his station's approach as more mass appeal than that of Boston's number-one station, WCVB-TV.



Baker



Schiffman

which in the past decade has often been cited as the station with the best local programing in the U.S. WCVB-TV's programing appeals to a smaller, more elite audience, said Baker; WNEV-TV will try to appeal to a much broader base.

*Look* represents step two in WNEV-TV's campaign to overtake WCVB-TV as the best locally programed station in Boston, according to Baker, who has been general manager and chief executive officer at the station since May, when New England Television Corp. took over operations of the station from RKO General, which lost its license after a drawn-out court battle. New England Television consists of about 150 local investors headed by millionaire David Mugar, who is chairman of the board and the largest stockholder.

Step one of the campaign involved revamping the station's news operation, a project that is still under way. Future steps will include a locally produced evening magazine and an early-morning newscast

to compete with similar efforts on both WCVB-TV and WBZ-TV.

By launching *Look*, WNEV-TV is making its first move toward becoming "the station that survives" the turmoil that is bound to overtake broadcast television in the coming years, said Baker, who points to declining network audience shares and recent decisions by two station group owners, Field Enterprises and General Electric, to sell their broadcast properties, as signs the industry is undergoing profound changes. If the networks should decide to bypass their affiliates to supply programing direct to the home via satellite, WNEV-TV will be able to fill much of the void with its own programing, according to Baker. □

#### COMING ATTRACTION

*Boston TV, which two years ago saw locally owned WCVB-TV displace Group W's WBZ-TV as the number one station after a reign of over 30 years, witnessed changes in 1982 that are virtually unprecedented in the medium's history. Those changes, including the sale of WCVB-TV to Metromedia Inc., the turnover of RKO General's WNAV-TV to New England Television Corp. and the sale of independent UHF station WLVI-TV to Gannett Broadcasting Group, have heightened the already intense competition in the market to a level observers say is unique in the industry. "This is war!" said WNEV-TV news vice president William Applegate last summer. Since then, the din of battle has continued to escalate. Next week, in a continuation of its examination of the Boston news market, BROADCASTING will profile the key players and their key moves.*

## CBS wins rating battle with 'Blue and Gray'

**It captures 20.5/32 to ABC's 17.0/27, NBC's 13.8/22**

With its *The Blue and the Gray* Civil War mini-series providing a strong push, CBS-TV swept the prime time ratings for the week ended Nov. 21, coming in 3.5 rating points ahead of ABC-TV and 6.7 ahead of NBC-TV.

CBS averaged a 20.5 rating and 32 share of audience, while ABC produced a 17.0/27 and NBC a 13.8/22. It was CBS's best week of the eight-week-old season by 1.6 rating points—and NBC's worst by a tenth of a point.

CBS took six of the seven nights—including ABC's normally strong Tuesday and Wednesday, when *Blue and Gray* averaged 25.7/40 and 24.9/38, routing its opposition on both ABC and NBC.

ABC won the other night, Saturday, by six rating points over CBS's regular *Disney* movie lineup and by 7.5 points over NBC, whose two-hour live boxing special sagged to a 10.4/18 after identical hour-winning 17.2/28 performances by its *Diffrent Strokes* and its new *Silver Spoons*. ABC ended that night with a 20.2/33.6 average against CBS's 14.2/23.7 and NBC's 12.7/21.5.

The three-network averages again showed more strength than earlier in the season, totaling 51.3/81, little changed

from the 51.1/81 of the week before but up more significantly from 48.2/77 the week before that.

The week's results solidified CBS's lead in the season-to-date averages, giving it 18.3/29 to ABC's 16.5/27 and NBC's 15.8/25.

The week also strengthened CBS's apparent hold on the November local-market sweep measurements: For the nights covered thus far (Nov. 3-21) in the Arbitron sweep period, the national figures gave CBS a 19.2 rating average, ABC a 17.1 and NBC a 14.5. For the Nielsen sweeps period, which started Nov. 5, the national averages through Sept. 21 were: CBS 19.6, ABC 17.0 and NBC 14.4.

Only two of this season's new series made it into the top 20 programs during the week: *Newhart* and *Gloria*, both on CBS, were ranked seventh and ninth. Their closest rivals in the new-program department were *9 to 5* (ABC), which placed 16th, and *Matt Houston* (ABC), *Little House: A New Beginning* (NBC) and *Knight Rider* (NBC), which, respectively, tied for 25th and ranked 28th and 30th.

At the lower end of the week's 70-program spectrum, seven of the bottom 10 programs were introduced this season; in descending order, they were *Tales of the Gold Monkey* (ABC), *Cheers* (NBC), *Star*

*of the Family* (ABC), *Voyagers* (NBC), *St. Elsewhere* (NBC), *Gavilan* (NBC) and *Quest* (ABC). The first four ranked 62d through 69th. In between was NBC's live boxing. In 70th and last place was ABC's *Greatest American Hero*.

The week's rankings contained one entry not seen since the pro football strike started eight weeks earlier: A National Football League game runover into 13 minutes of prime time on CBS on Sunday, Nov. 21, the day NFL games resumed. It placed 22d with a 19.1 rating and 32 share.

CBS won Monday night, Nov. 15, on the strength of its 9-11 p.m. NYT block of *M\*A\*S\*H*, *Newhart* and *Cagney and Lacey*, which produced shares of 38, 36, and 31, respectively, against a 27 for a strike-imposed movie, "I, Desire," on ABC and 20 share for another movie, "Dressed to Kill," on NBC. Earlier that evening, ABC's *That's Incredible* came in with a 28 share against a 27 for NBC's *Little House* and 22's for CBS's *Square Pegs* and *Private Benjamin*. For the night it was CBS 19.5/30, ABC 17.7/27 and NBC 14.8/22.

*Blue and Gray*'s two-hour episode on Tuesday night and its three-hour conclusion on Wednesday carried those nights for CBS, although ABC's Tuesday night comedies held shares in the 30 range and its *Dynasty* on Wednesday night climbed



to a 31 share in the final hour of the CBS miniseries. Main victims on Tuesday night were NBC's *Father Murphy* and its new *Gavilan* and *St. Elsewhere* series, whose shares were 22, 14 and 16, respectively, averaging out to 17.3 for the night. On Wednesday night, two other new entries suffered—ABC's *Tales of the Gold Monkey*, which had a 19 share, and NBC's *Family Ties* (21)—along with NBC's *Quincy* (20).

On Thursday, CBS's *Magnum PI* took the first hour with a 35 share and its *Simon & Simon*, with a 28, barely edged ABC's combination of *Too Close for Comfort* and *It Takes Two* in the second hour. Then NBC's *Hill Street Blues*, building on a 20 share delivered to it by *Taxi* (after an 18 share for *Cheers* and, before that, a 22 for *Fame*) climbed to 32 to take the final hour from CBS's *Knots Landing* (27) and ABC News's *20/20* (26). For the night, CBS averaged a 30 share and ABC 23.7.

CBS's regular Friday lineup took the evening with a 34.7 average share. On ABC, a 13-share performance by *Greatest American Hero* and a 17-share job by *Quest* undid season-high ratings by *Benson* (28 share) and *New Odd Couple* (25), leaving the network with an 18.7 share for the night, its lowest of the week. On NBC, *Powers of Matthew Star* drew a 22 share, *Knight-Rider* a 28 and *Remington Steele* a 24, the three averaging out to 24.7.

On Sunday, *60 Minutes*, top-ranked program of the week, was again the big gun in CBS's regular lineup, giving it the night with a 34.5 average share for the three hours. *60 Minutes*'s 42 share doubled that of ABC's new *Ripley's Believe It or Not* (21) and more than doubled the 17 share turned in by NBC's new *Voyagers*. CBS's *Archie Bunker's Place* (31 share) and *Gloria* (33) also topped ABC's new *Matt Houston* (28) and NBC's *CHiPs* (20). But in the final two hours ABC's *Sunday Night Movie*, "Escape From Alcatraz," pulled a 34 share, topping the rest of the CBS lineup by one to three points and leading the *Bob Hope Thanksgiving Special* on NBC by 12.

The week's top 20 programs: *60 Minutes* (CBS) 28.0/42; *M\*A\*S\*H* (CBS) 26.3/38; *Blue and the Gray* part 2 (CBS) 25.7/40; *Love Boat* (ABC) 25.2/41; *Dallas* (CBS) 25.1/40; *Blue and the Gray* part 3 (CBS) 24.9/38; *Newhart* (CBS) 24.2/36; *Magnum PI* (CBS) 22.5/35; *Gloria* (CBS) 22.0/33; *Jeffersons* (CBS) 21.7/32; *Three's Company* (ABC) 21.6/31; *ABC Sunday Movie* ("Escape From Alcatraz") 21.3/34; *One Day at a Time* (CBS) 20.7/31; *Archie Bunker's Place* (CBS) 20.7/31; *Falcon Crest* (CBS) 20.4/37; *9 to 5* (ABC) 19.8/30; *Laverne & Shirley* (ABC) 19.7/29; *Dynasty* (ABC) 19.6/31; *Trapper John MD* (CBS) 19.5/33 and *Happy Days* (ABC) 19.4/30.

The week's two episodes of *Blue and Gray*, added to the opener in the preceding week, gave the eight-hour, three-part series an average 25.9/39, while the programs against it averaged 17.8/27 on ABC and 14.0/21 on NBC. CBS estimated that 43 million viewers watched some or all of it. □

## ABC's Olympic rights: a shared proposition

**Los Angeles Olympics committee intends to accredit CBS and NBC for Olympic coverage, but will restrict their use of footage**

Despite ABC's previous intention not to give other broadcast networks full press accreditation for coverage of the 1984 Summer Olympics in Los Angeles, for which it paid \$225 million for the exclusive U.S. television rights, it now appears that NBC and CBS will receive just that—full accreditation.

And it's not that ABC has really had a change of heart on the matter either. The network is looking to protect its turf any way it can after having committed \$225 million for it for the coverage rights.

However, the Los Angeles Olympics Organizing Committee, by virtue of its charter with the International Olympics Committee, has the final say on press credentials. And it intends to accredit the other two broadcast networks, and would consider requests by cable networks such as USA Cable Network, ESPN, CNN and Satellite News Channels, although it has not yet received requests from any cable networks. As Richard Perelman, assistant vice president in charge of press operations for the Los Angeles committee, put it, "There will be many credentials

[certified] and much coverage" of the next summer games.

Of course, the video footage that ABC's competitors will be allowed to use of the games themselves is relatively small—a maximum of three program segments daily, no longer than three minutes each and separated from one another by at least three hours. And most of the footage used by those covering the Olympics as a news event will be delayed by a day because they may not air same-day material until 11 p.m., Pacific time.

ABC was hoping domestic news footage would be limited to three two-minute segments daily, as per the IOC rules when it gave Los Angeles its charter for the summer '84 games back in 1978. After that, however, the IOC amended its rules to provide for the extra minute of footage-per-daily segment, and the L.A. committee has adopted that amendment.

As to whether NBC and CBS and others will be allowed to shoot their own news segments or forced to rely on ABC feeds, Perelman said, "that's a detail" that has yet to be worked out. He suggested, however, that requests by networks or broadcasters other than ABC to televise activities going on within the Olympics other than the games themselves would be considered.

As for foreign broadcasters, ABC is providing facilities and feeds from which they can pick and choose freely, said a committee spokesman. □

## Defending the record

**Cable program service executives, appearing on NATAS panel, present arguments to prove future of cable is bright, despite some suggestions to contrary**

Representatives of five cable program services told members of the Hollywood creative community they welcome increased participation by independent producers and production companies. They appeared at a seminar sponsored by the Academy of Television Arts and Sciences.

After showing promotional clips of their program offerings, the panel took questions from the audience and used the opportunity to collectively dispute the suggestion that, as one Hollywood producer recently put it, "Cable will never amount to anything."

Cy Schneider, vice president of Nickelodeon, blamed lack of recognition on the fact his service is not carried on Group W/Theta, the system serving much of the area where the creative community lives, plus a lack of interest in children's programming on the part of trade reporters, "who don't write about us because they don't watch us." Schneider compared Nickelodeon to Australia, saying, "Everybody knows it's there, but they don't know much about it."

David Kenin, programming vice president for the USA Cable Network, admitted his service is "hard to understand" because its programming is broad-based. If anything, people tend to view USA as a sports net-

work, since it allocates prime time to sports coverage exclusively. Kenin said the network will not make money this year because of its expansion efforts, "but we have almost every year in the past."

Dr. Art Ulene, chairman of the Cable Health Network, said his service has grown to almost five million homes passed since its inception last June, and expects to reach six million by the end of the year. He said CHN relies heavily on independent producers, noting that 16 independents contributed to the programming that launched the network last summer.

Don Silverman, supervising producer of The Playboy Channel, downplayed the "sex and sensuality" aspects of the magazine-based program service. The 10-hour daily service also include comedy, drama, serials, sitcoms and movies for television, he said. Until now, Silverman explained, the bulk of the channel's fare has consisted of movies, with original programming limited to one show a month. In the near future, said Silverman, "we're going to several hours a month of original programming."

The senior vice president of programming for The Entertainment Channel, Arnold Huberman, conceded the pay service's total of 45,000 subscribers is small, but stressed the difficulty in getting initial carriage because the channel's partners have no "captive subscriber base." The 45,000 figure "is not only acceptable to us, it's part of the plan," said Huberman, without elaboration. "We're just building our base for the future." □

# Changing Hands

## PROPOSED

**WCBD-TV Charleston, S.C.** □ Sold by State Telecasting Inc. to Media General Telecommunications Inc. for \$8 million. **Seller** is subsidiary of The State Record Co., Mississippi and South Carolina newspaper publisher that also owns KCB-D-TV Lubbock, Tex., and KSW-TV Roswell, N.M. It bought WCBD-TV in 1971 for \$2 million (BROADCASTING, May 31, 1971). Ben Morris is chairman and Frank Harden is president. **Buyer** is subsidiary of Media General Inc., publicly traded, Richmond, Va.-based newspaper publisher that recently was granted FCC approval to buy WJKS-TV Jacksonville, Fla., for \$18 million and sell WFLA-AM-FM Tampa, Fla., for \$14 million (BROADCASTING, Nov. 8). It also owns WFLA-TV Tampa and cable system serving Fredericksburg, Va., and last summer won franchise for Fairfax county, Va. (BROADCASTING, Aug. 2). WCBD is ABC affiliate on channel 2 with 100 kw visual, 10 kw aural, and antenna 790 feet above average terrain.

**KBEQ(FM) Kansas City, Mo.** □ Sold by Mariner Communications Inc. to Capitol Broadcasting Inc. for \$5.25 million. **Seller** is Cincinnati-based group of two AM's and two FM's owned by Elmer L. Ward Jr.,

Joe Scallon and 10 others. Barry Dickstein is president. Mariner bought KBEQ five years ago for \$5.1 million (BROADCASTING, Oct. 17, 1977). **Buyer** is Raleigh, N.C.-based group of four AM's, five FM's and one TV principally owned by brothers James and Ray Goodman and estate of A.J. Fletcher. They also sold, subject to FCC approval, KMAC(AM) San Antonio, Tex., for \$1 million (BROADCASTING, July 26). KBEQ is on 104.3 mhz with 50 kw and antenna 1,150 feet above average terrain.

**KACY(AM) Port Hueneme and KACY-FM, Oxnard, both California** □ Sold by Channel Islands Broadcasting Corp. to Sunbeam Radio Partnership for \$2.59 million ("In Brief," Nov. 22). **Seller** is principally owned by Franz Allina and wife, Marcia, who also are principal owners of WBAB(FM) Babylon and WGBB(AM) Freeport, both New York. They bought KACY-AM-FM in 1979 for \$1.69 million (BROADCASTING, July 30, 1979). **Buyer** is owned by Edmund Ansin and Harold Frank. Ansin owns WCKT-TV Miami. Frank is vice president and general manager of WINZ-AM-FM Miami. KACY is on 1520 khz with 50 kw day and 1 kw night. KACY-FM is on 104.7 mhz with 2.85 kw and antenna 1,580 feet above average terrain. **Broker: Blackburn**

& Co.

**KSSN(FM) Little Rock, Ark.** □ Fifty percent sold by Paul Rothfuss and Jim Long to Kerby Confer and Jerome Atchley for \$2,425,000. **Sellers** each own 25% of stock and are transferring their interest to other shareholders, who also each own 25%. Long is principal in KQAM(AM)-KEYN(FM) Wichita, Kan. Rothfuss and Confer also are principal owners of WIZX(AM)-WIGL(FM) Orangeburg, S.C.; WJDX(AM)-WMSI(FM) Jackson, Miss.; WSSL(FM) Grey Court, S.C., and WGVL(AM) Greenville, S.C. KSSN is on 95.7 mhz with 100 kw and antenna 1,005 feet above average terrain.

**WSBA-TV York, Pa.** □ Sold by Susquehanna Broadcasting Co. to Mohawk Broadcasting Ltd. for \$2 million. **Seller** is York, Pa.-based group owner of six AM's, seven FM's and one TV principally owned by Louis J. Appell, president, and family. Earlier deal to sell WSBA-TV for \$2.45 million fell through (BROADCASTING, June 21). **Buyer** is group of limited and general partners headed by Cary W. Jones, who is president and part owner of KTRV(TV) Nampa, Idaho. WSBA-TV is CBS affiliate on channel 43 with 1,860 kw visual, 186 kw aural, and antenna 530 feet above average terrain.

**KNFM(FM) Midland, Tex.** □ Sold by Citimedia Corp to Bakcor Broadcasting Inc. for \$1,050,000. **Seller** is owned by Neal L. Spelce Jr., chairman, and others who bought KNFM in 1980 for \$775,000 (BROADCASTING, Dec. 8, 1980). They also own KIZZ(AM)-KIXS(FM) Killeen, Tex. Spelce also owns KTXZ(AM) West Lake Hills, Tex. **Buyer** is owned by George M. Bakkee (60%), Michael J. Corey (25%), Betsy Dwyer, Robert L. Burgess and Guy Buschman (5% each), who own KMND(AM) Midland, Tex. KNFM is on 92.3 mhz with 100 kw and antenna 390 feet above average terrain.

**WDBL-AM-FM Springfield, Tenn.** □ Sold by Middle Tennessee Enterprises Inc. to Canto Communications Corp. for \$600,000. **Seller** is owned by H.A. Webster, who has no other broadcast interests. **Buyer** is owned by James M. Canton, who owns WTSL(AM) Hanover, N.H. WDBL is 1 kw daytimer on 1590 khz. WDBL-FM is on 94.3 mhz with 3 kw and antenna 215 feet above average terrain.

**KOBH-AM-FM Hot Springs, S.D.** □ Sold by Sorenson Broadcasting Corp. to Battle Mountain Broadcasting Inc. for \$550,000. **Seller** is owned by Dean Sorenson and Jerry Simmons (50% each), who own KCCR(AM)-KNEY(FM) Pierre, KWAT(AM)-KIXX(FM) Watertown, and KYNT(AM)-KKYA(FM) Yankton, all South Dakota, and KCUE(AM)-KWNG(FM) Red Wing and KOZY(FM) Grand Rapids, both Minnesota. **Buyer** is owned by Mary M. Harrington (51%) and Richard F. Dunne (49%). Harrington is Aberdeen, S.D., legal secretary. Dunne is sales manager at KQAA(FM) Aberdeen. Neither has other broadcast interests. KOBH is 500 daytimer on 580

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khz. KOBH-FM is on 96.7 mhz with 1.4 kw and antenna 440 feet above average terrain. *Broker: Ralph E. Meador.*

**KCOT(FM) La Mesa, Tex.** □ Sold by KPET Radio Inc. to Giraffe Communications for \$525,000. **Seller** is principally owned by Galen O. Gilbert, who also is principal owner of co-located KPET(AM) and KDXE(AM) Sulphur Springs and KTXJ(AM)-KWYX(FM) Jasper, all Texas, and KBTN(AM) Neosho and KXEO(AM)-KWWR(FM) Mexico, both Missouri. He also sold, subject to FCC approval, KSWM(AM)-KELE(FM) Aurora, Mo. (see below). **Buyer** is principally owned by Dick Fields and wife, Donna Fields, and Albert C. Hajny, who are principal owners of KBYG(AM) Big Spring, Tex. KCOT is on 104.7 mhz with 100 kw and antenna 189 feet above average terrain. *Broker: Chapman Associates.*

**KCLF(AM)-KQXL(FM) New Roads, La.** □ Sold by Progressive Broadcasting Corp. to Citywide Broadcasting Corp. for \$425,000. **Seller** is owned by Barbara S. Peroyea (75%) and husband, John L. Peroyea (25%), who have no other broadcast interests. **Buyer** is principally owned by Willie Tucker and Peter Moncriefe. Tucker is real estate developer and Moncriefe is contractor. Neither has other broadcast interests. KCLF is 1 kw daytimer on 1500 khz. KQXL is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Chapman Associates.*

**KSWM(AM)-KELE(FM) Aurora, Mo.** □ Sold by KSWM Inc. to KSWM-KELE Broadcasting Corp. for \$290,000. **Seller** is principally owned by Galen O. Gilbert, who also sold, subject to FCC approval, KCOT(FM) Le Mesa, Tex. (see above). **Buyer** is owned by Charles W. Allison, chairman (16.77%), and five others, all local businessmen, none of whom have other broadcast interests. KSWM is 500 w daytimer on 940 khz. KELE is on 100.1 mhz with 2.7 kw and antenna 170 feet above average terrain. *Broker: Chapman Associates.*

□ Other proposed station sales include: WZST(AM) Leesburg, Fla.; WIFN(FM) Franklin, Ind. (BROADCASTING, Nov. 15); WCTW(AM)-WMDH(FM) New Castle, Ind. (BROADCASTING, Nov. 8); WLDR(FM) Traverse City, Mich.; (see "For the Record," page 61).

APPROVED

**KOLE(AM) Port Arthur and KZOM(FM) Orange, both Texas** □ Sold by North Star Broadcasting Inc. to Gulf Center Group Broadcasting Inc. for \$1,325,000. **Seller** is subsidiary of Leighton Enterprises Inc., which is owned by Al Leighton, John Moline and David H. Knutson, who bought KOLE in 1977 for \$500,000 plus \$100,000 noncompete agreement (BROADCASTING, May 16, 1977) and KZOM in 1978 for \$350,000 (BROADCASTING, March 27, 1978). They also own KOUR-AM-FM Independence, KNIA-AM-FM Knoxville and KCH-AM-FM Washington, all Iowa, and

KNSI(AM)-KCLD(FM) St. Cloud, Minn. **Buyer** is principally owned by Dale Palmer, who owns KIVA-TV Farmington, N.M., and KKCS-AM-FM Colorado Springs. Earlier this year he was part of group that bought WGTU(TV) Traverse City, Mich., and its satellite, WGTQ(TV) Sault St. Marie, Mich., for \$1.8 million (BROADCASTING, June 14). KOLE is on 1340 khz with 1 kw day and 250 w night. KZOM is on 104.5 mhz with 100 kw and antenna 400 feet above average terrain.

**WLYN-FM Lynn, Mass.** □ Sold by Puritan Broadcast Services Inc. to MCC Broadcasting Inc. for \$1.1 million. **Seller** is owned by Theodore Feinstein and family, who also own co-located WLYN(AM). **Buyer** is

owned by Stephen Mindich, who is publisher of *The Boston Phoenix*, weekly newspaper, and has no other broadcast interests. WLYN is on 101.7 mhz with 3 kw and antenna 170 feet above average terrain.

**KTRF(AM)-KOSN(FM) Thief River Falls, Minn.** □ Sold by KTRF Radio Corp. to KTRF Inc. for \$700,000. **Seller** is owned by Donald L. Olson and Orion D. Beich (40% each) and Robert A. Wurst (20%), who have no other broadcast interests. **Buyer** is owned by Theodore S. Storck (95%) and Joel A. Swanson (5%). Storck owns KRBQ(FM) Red Bluff and 70% of KUKI(AM)-KIAH(FM) Ukiah, both California. Swanson is general manager of

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KDMA(AM) Montevideo, Minn. KTRF is on 1230 khz with 1 kw day and 250 w night. KOSN is on 99.3 mhz with 3 kw and antenna 175 feet above average terrain.

**WKEW(AM) Greensboro, N.C.** □ Sold by Friendly Broadcasting of Greensboro Inc. to WKEW Partners for \$661,000. Seller is owned by W.S. Wellons, president (23.4%), and six others, none with other broadcast interests. Buyer is owned by Stewart P. Mitchell, John Atkinson and John English (30% each) and James Landacre and Charles Bennett (5% each). Mitchell and English are officers with Newport News, Va., wholesale plumbing firm. Atkinson is Greensboro athletic shoe sales representative. Landacre and Bennett are Greensboro accountants. None have

other broadcast interests. WKEW is on 1400 khz with 1 kw day and 250 w night.

**WEIV(FM) Ithaca, N.Y.** □ Sold by The Christian Broadcasting Network Inc. to Kimmanger Communications Inc. for \$600,000. Seller is parent of Virginia Beach, Va.-based group CBN Continental Broadcasting Network Inc., owner of two FM's and four TV's. M.G. (Pat) Robertson is president. Buyer is owned by Alan Gerry (36%), George Kimble (29%) and brother Russell Kimble (20%), and David Mance (15%). Kimbles and Mance are principal owners of WCGR(AM)-WFLC(FM) Canandaigua, N.Y. Gerry owns 47% and Kimble brothers each own 15% of WAQX(FM) Manlius, N.Y. WEIV is on 103.7 mhz with 12 kw and antenna 890 feet

above average terrain.

**WGAP(AM) Maryville, Tenn.** □ Sold by Stephen Corbett to WGAP Broadcasting Corp. for \$585,000. Seller has no other broadcast interests. Buyer is owned equally by James Calkin and Dale Young. Calkin is banker and Young is attorney, both Maryville, and neither have other broadcast interests. WGAP is on 1400 khz with 1 kw day and 250 w night.

Other approved station sales include: WEIS(AM) Centre, Ala.; KSAA(FM) Casa Grande, Ariz.; KACJ(AM)-KAJJ(FM) Greenwood, Ark.; and WTNB(AM) \*CPJ Brentwood, Tenn. (see "For the Record," page 62).

## Technology

### Hardware was king at Western Cable

**For the first time in years software took a back seat; among major attractions were GE's Comband, multi-beam dishes**

The hardware suppliers at this year's Western Cable Show recaptured some of the prominence they had traditionally enjoyed at cable conventions prior to the gusher of new programming services that began five years ago and changed the face of industry.

With little programming news being made at the Anaheim (Calif.) Convention enter (BROADCASTING, Nov. 22), the hardware suppliers moved back into the spotlight with a system for squeezing two TV signals into one channel, multibeam feeds for receiving signals from two or more satellites with one earth station; newer and presumably more reliable addressable converters; ways of making pay-per-view, an essentially two-way service, feasible in the one-way cable environment, and devices that will enable cable operators to compete with Ma Bell in the telephone business.

If the cable engineers stopped anywhere on the exhibit floor, they stopped at the booth of General Electric to check out the Comband system that promised to double the channel capacity of a cable system by squeezing two television signals into one channel.



GE's Comband components

But when they got to the booth, many were disappointed with what they found. Instead of a demonstration of the system, GE displayed, behind smoked glass on a small monitor, a single "compressed picture." And when they compared the compressed picture with the untouched picture on the other side of the booth, they found that the compressed picture was degraded. They complained of line artifacts, lack of contrast and a reduction in vertical resolution.

Nonetheless, all were reserving final judgment until GE had finished its work on the system. GE has said it doesn't expect to have Comband ready for the marketplace until 1984 and has promised pictures indistinguishable from pictures now transmitted over the air or over cable. No compression system is "magic," said Wendell Bailey, vice president, science and technology, National Cable Television Association. Putting two signals into one channel, he said, requires the inventor to make certain tradeoffs. So far, GE's tradeoffs seem to "balance out well" he said, and Comband "looks like a good thing."

Because the Comband signals are unlike conventional television signals, GE was forced to develop a line of in-home converters to handle the signals. It showed at the convention one-way and two-way addressable (with remote control) converters. According to Tom Tucker, manager of advanced technology products, GE television division, the addressable converters, if available today, would cost about \$70 more than conventional addressable converters. Since GE envisions cable systems splitting some channels (compressing two signals into one channel) and leaving others untouched, Tucker said, the Comband boxes will be able to handle conventional signals as well as Comband signals.

If Comband works like GE says it ultimately will, it could save cable operators millions of dollars. In rebuilds, the cable operator could increase channel capacity without rebuilding existing plant. And in new builds and some rebuilds, he could install equipment with relatively narrow bandwidths and still end up with a high capacity system. Because of Comband's higher headend and in-home costs, however, there may be a point in large systems where the savings in plant are offset and the conventional approach becomes more economically attractive.

The Western Show was marked by an influx of new addressable equipment. Although costly to install, addressability—in its one-way or two-way versions—holds much promise for the cable operator struggling to cope with the scores of cable services. By allowing the operator to control a converter in a subscriber's home from a computer terminal at the headend, addressability permits him easily to upgrade service (add tiers) downgrade service (remove tiers) or disconnect nonpaying subscribers. And in a two-way system, it opens up the door to regular pay-per-view



Zenith's Z-TAC



service and revenue.

Zenith Radio, which has been making substantial inroads into the addressable market which it entered relatively late came to the Western Cable Show with some enhancements to its increasingly popular Z-TAC addressable converter. Zenith's Tiered Remote Control option allows the cable operator to disable the remote control unit from the headend, if the remote control unit is lost or stolen. Another feature—Z-Alert—permits a cable operator to transmit a loud, sustained tone to the subscriber to warn him of hazardous weather and other potential dangers. For more complex messages, Zenith is offering two add-on teletext decoders. Tac-Text permits cable operators to transmit a rudimentary text service to the home. A full teletext decoder that can be attached to the converter enables the subscriber to receive any teletext service based on the British Ceefax technology. So only Satellite Syndicated Systems and its partners provides such a service. The Keyfax National Teletext Magazine was launched during the Western Show and is being distributed nationally over Satcom III-R.

One of the attractions of the Zenith addressable converters is its baseband scrambling system, which, according to one cable engineer, is "inherently more secure" than conventional RF scrambling techniques. But Zenith's is not the only broadband converter on the market. Kanematsu-Goshu Inc., for instance, featured at the show its Sprucer II one- and two-way addressable gear. The converters, which can handle 440 mhz and two cables, feature parental discretion control, opinion polling and impulse PPV on all channels. K-G was promising initial deliveries of the boxes in the first quarter of 1983.

Tocom Inc. is another maker of baseband addressable decoders, but its new product at the show was a device that enables cable operators to upgrade to addressability with minimal investment. Instead of replacing their existing converters to move to addressability, said Tocom's Sheryl Rogers, they can add the Tocom 5501 between existing converters and the subscribers' television sets. The "little boxes" cost about \$60 each, Rogers said, and the computer and software necessary to control the addressable system costs \$79,000. (Tocom is keeping pace with Zenith Rogers in the addressable converter market, announcing at the show an upgrading of the teletext decoder in its 55 PLUS converters to receive to Ceefax teletext services.)

The multibeam feed systems, much in evidence at the Western Show, were developed in large part at the urging of Hughes Communications, operator of the soon-to-be-launched Galaxy satellites. By retrofitting earth stations with the systems, cable operators can simultaneously receive signals from two or more satellites. Hughes has promoted the idea so cable operators can use their earth stations now aimed at Satcom III-R, by far the most popular cable satellite (vir-

tually every cable system receiving satellite programming looks at it), at 131 degrees west longitude, to receive signals from Galaxy I which, starting in July, will orbit next to Satcom III-R at 135 degrees west. Hughes has sold the transponders on Galaxy I to cable programmers and hopes that the bird will become the second most popular cable satellite.

The cost of the multibeam systems is not cheap, but it's considerably less than the cost of the alternative: building a second earth station. According to Scientific-Atlanta's Pat Miller, S-A is offering the gear needed to transform a conventional single-feed 4.6 meter dish into a dual-feed dish for \$1,800. Microdyne is selling a

dual-feed kit for its own five-meter dish for less than \$1,200, said Microdyne's Earl Currier, and for the S-A 4.6 meter dish for less than \$1,600. M/A-COM Video Satellite Inc. was offering retrofitting kits for its own dishes and others but wasn't quoting prices.

There seems to be some debate over how far the multibeam concept can be stretched. Microdyne believes a single parabolic dish can be outfitted with five feeds and "look at" five satellites (over a 16 degree arc) at the same time. S-A believes, however, Miller said, that putting any more than two feeds at the focal point of the dish blocks so much signal from reaching the dish as to be coun-

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terproductive. "It's better to receive two channels well," he said, "than three channels poorly."

With the realization that most addressable systems will not have two-way capability for years to come, a couple of suppliers have taken steps to facilitate PPV ordering via telephone. CableData, Sacramento, Calif., demonstrated a system in which the manual telephone operator is replaced by a computer with a synthesized "voice". The subscriber uses his touch-tone telephone keypad to tell

the computer what his account number is and precisely what program he would like to pay for.

Zenith has approached the problem in an entirely different way with its new Tele-2-Way, which attaches between the Zenith Z-TAC addressable decoder and the subscriber's telephone. Using either the keypad on the Z-TAC decoder or its remote control unit, the subscriber punches in his "access code" and the appropriate "program code." Tele-2-Way stores the information and then automat-

ically dials and, if necessary, redials the computer at the cable headend until it can transmit the stored data to the computer. Service authorization, call cancellation and billing are handled automatically by computer, said Robert B. Hansen, senior vice president and group executive, Zenith. "This is done faster and more cost-effectively than conventional telephone-based, pay-per-view systems, which require subscribers to call the cable operators for services."

As head of engineering for Gill Cable in San Jose, Calif., David Large oversees one of the nation's largest one-way addressable systems and he is deeply interested in techniques for facilitating PPV ordering, particularly during the last-minute rush just before an event is scheduled to air. The CableData system adequately eliminates the need for expensive operators at the headend, he said, but it does nothing to alleviate the telephone-line congestion. The Zenith method, on the other hand, eliminates both problems, he said. By automatically dialing and redialing he said, the device produces a 10-fold increase in the efficiency of a single telephone line. The drawback, he said, is that it requires the cable operators to put another \$30 worth of hardware into each subscriber's home.

But what about all those nonaddressable systems? According to Blonder-Tongue Laboratories Inc., Old Bridge, N.J., there's even a way for them to get in on potential PPV revenues on a regular basis. Some nonaddressable cable systems have successfully cablecast PPV events using disposable traps. The cable system inserts at the headend an interfering signal into the PPV programming. And only those subscribers who had purchased a disposable trap and installed it in between the cable and converter to "trap out" the interfering signal are able to see a good picture. The disposable traps have an "energizing" circuit that runs down after a short period and the entire trap eventually becomes useless. As it demonstrated at the Western Show, Blonder-Tongue, which has supplied numerous disposable traps, has taken the concept one step further. Its new two-piece PPV trap separates the trap from the energizing circuit. This permits the cable operator to install a permanent set-top trap in the subscribers' home and mail them an energizer that snaps into the trap and that will work for only 24 hours before the PPV event. Because the energizer weighs only a few ounces it can be mailed cheaply to the subscriber. The set-top trap costs around \$8 and each discrete energizer \$2. Together they cost twice what a single disposable trap costs, but after just several PPV events the cost-effectiveness of the two-part trap becomes apparent.

Channel Master, Ellenville, N.Y., known for its outdoor television antennas and, to a lesser degree, its home earth stations, made a big splash with its jump into the cable equipment market at the Western Show. It introduced Micro Beam, a CARS microwave system for transmitting up to 52 channels of television over



**Ready to roll.** NBC hadn't bought a mobile unit in 14 years, so people there decided to go all out in designing and building this one. What they came up with is "the largest and most comprehensive mobile production unit ever made," and they put it into service Nov. 20 for live coverage of a prime time boxing show at Atlantic City. It cost \$3 million, NBC says, and can do the job of "two or three" regular production trucks. Among its features is an expandable side that provides 35% extra square footage, several pieces of major equipment, audio and communications control centers and a lot of miscellaneous gadgetry. Officials of A.F. Associates of Northvale, N.J., the contractor, cite the unit's 32-channel audio console capable of mixing 60 microphones simultaneously, two-channel Chyron character generator with scoreboard, computerized video-tape editing system, two-channel digital effect system and a maximum of 12 cameras as major pieces never before joined as components of one mobile unit. There's also room for a mini-studio. Unit is 45 feet long, five feet longer than standard. It's shown above on Atlantic City assignment and, in other photo, being viewed by Robert Mulholland (l), president of NBC, and Arnold Ferolito, president of A.F. Associates. And that's not all. NBC said another \$3-million project of NBC's operations and technical services division—a fully equipped edit room—is nearing completion at NBC's New York headquarters and will go into service in January.



uch construction obstacles as rivers, lakes, highways and mountains. What's more, it can be used in place of long trunk lines to reach isolated clusters of potential subscribers. Micro Beam leaps the obstacles and distances by bundling all the channels and transmitting them as one broad signal. Micro Beam challenges Hughes's AML system, which does the same job but does it differently (each channel is transmitted separately) and more expensively. Until cable operators test the Micro Beam in the field, it's unknown whether Channel Master's challenge will be successful. "If they can make it work," said Wayne Sheldon, an engineer who was assigned to check out the system for the Community Antenna

Television Association, "it will be the greatest thing since sliced bread."

MCI Communications Chairman William G. McGowan invited cable operators at the Western Cable Show to join MCI and become the local links for its long-distance telephone network. The partnership would work to their mutual advantage, McGowan said. Cable systems would be able to reduce the cost of subscribers' long-distance bills to such a level as to make their entertainment services "irresistible," he said, and MCI would have a way of circumventing the local Bell companies that make it difficult for customers to reach any long-distance network but AT&T's.

Critical to MCI's plan is equipment that

will permit customers to use cable's television channels for two-way voice communications. Phasecom Corp., Los Angeles, has been hard at work on the digital and analog modems to act as the interfaces between the telephone and cable systems. Phasecom proved the scheme is at least technically feasible with a demonstration on the exhibit floor, interconnecting several telephones through a cable and microwave link with the MCI network. Skeptical cable operators were permitted to make free long-distance calls. According to Phasecom Chairman Arie Zimmerman, the modems are able to transform a single cable television channel into a telephone line capable of carrying 120 two-way conversations. □

## Journalism

### Federal showdown on court coverage

**Bribery case involving Miami judge brings into question two statutes; parties include NAB, RTNDA, group broadcasters**

State courts across the country have been eliminating barriers to broadcast coverage of their criminal and civil courts. Now a major push is under way to open a federal court to the same kind of coverage, in a case in Miami certain to attract national attention, in the face of federal rules that appear to bar microphones and cameras.

The case involves the trial of U.S. Judge Alcee L. Hastings, who along with a co-defendant is accused of accepting a bribe. Six media organizations are seeking access for broadcast coverage in a motion that follows a similar one filed by Hastings himself.

Indeed, the media groups in the motion filed with the U.S. Court for the Southern District of Florida, contend that the question is the narrow one "of whether the electronic media may be excluded from a criminal trial in which there is a single defendant who actively seeks the presence of the electronic media and in which there are no emotionally sensitive witnesses or witnesses requiring special protection from publicity."

Hastings's motion and the one filed separately by the media groups raise constitutional issues.

Hastings, who is accused of soliciting and accepting a bribe from an undercover Federal Bureau of Investigation agent posing as a criminal defendant in a case before Hastings, asserts that radio and television coverage of his trial is essential to his constitutional right to a fair and public trial. He said that, for months preceding his motion, the print and electronic media had

been filled with leaks, presumably from government sources, about him and the government's investigation. A denial of his request, he said, would constitute an arbitrary rule so inflexible as to prejudice his rights and "disserve society's interest

in open and public trial."

The media groups say that the press and public have a First Amendment right of access to criminal trials, in light of a series of Supreme Court decisions. And they say that singling out the electronic

### NewsBeat

**AP's timetable.** Associated Press, which earlier announced plans to consolidate Associated Press Broadcast News Department and AP Radio Network in Washington (BROADCASTING, June 28), said last week move should be completed in first half of 1983. AP Radio Network has been in Washington since its founding eight years ago. AP Broadcast News Department is in New York. AP said firm dates will be set for moving of news staff as remodeling of space at 1825 K Street, N.W., Washington, progresses. □

**News sale.** Sales of Newscope, news-information co-venture of Gannett Broadcasting Group and Telepictures Corp., have reached 45, with latest purchasers including WGN-TV Chicago; WNGE-TV Nashville; WNEM-TV Flint-Saginaw, Mich.; WOKR-TV Rochester, N.Y., and KXLY-TV Spokane, Wash. □

**Wake up down under.** *Good Morning, America* goes international for first time with National Nine Network of Australia to take advantage of distribution by ABC Pictures International of ABC morning broadcast. Permanent, 24-hour, U.S.-to-Australia satellite link has been established by National Nine Network which will use feature and interview segments of *GMA*, in its own two-hour morning program. □

**Business viewers.** Americans, who for years have said they rely primarily on television for most of their news, rely primarily on TV for most of their business information, according to survey of 2,000 adults nationwide by Roper Organization Inc. Television Information Office, not involved in survey but happy to publicize results, said they show that primary reliance on TV applies to both males and females, in every family income category from under \$10,000 to over \$30,000 and in all three occupational groups; executives and professionals, white-collar workers and blue-collar workers. Asked to name "two or three" media as those they rely upon most for information about business, 60% of respondents named regular TV news. Main sections of newspapers came in second, named by 44% and regular radio news was third with 31%. Others: newspaper business sections, 29%; special TV reports, 22%; business magazines/newspapers, 16%; general news magazines, 15%; special radio reports, 9%; investment firms' and banks' reports, 6%; quarterly or annual reports from businesses, 5%; business newsletters, 5%, and business books, 2%. □

**UPI honored.** United Press International has received Maria Moors Cabot Award for "its outstanding record in furthering of Inter-American solidarity and its continuing battle for freedom of press." Award was accepted by Len R. Small, chairman of UPI, which serves more than 500 radio and television stations in Latin America with its Spanish language news report and newspicture service.

media for exclusion is allowable only when the presiding judge articulates findings that those media will have "a substantial adverse impact" on a particular individual qualitatively different from the effect on members of the public generally and that such effect "will be qualitatively different from coverage by other types of media."

The groups contend that the right of access may be restricted only when a compelling public interest requires it and the restriction is narrowly tailored to serve that interest. And when a defendant specifically requests coverage by radio and television, the groups add, "the governmental interest in excluding electronic media cannot override the media's right of access."

Thus, while 40 states permit some kind of broadcast coverage of their criminal and civil courts—20 permit it at criminal trials even over the defendant's objections—the requests to open the Hastings trial to microphones and cameras constitute the first challenge to two federal court rules that have barred them from federal courts. The media groups argue that Rule 53 of the Federal Rules of Criminal Procedure and Rule 20 of the General Rules of the Southern District of Florida are unconstitutional if construed as an absolute ban. However, they say the court has authority not to apply them, particularly in view of the defendant's request for broadcast coverage of his trial. The motion says the rules are general limitations on the

electronic media's right of access and may be overturned in "appropriate circumstances, such as those now before the court."

The media groups that filed the motion are Post-Newsweek Stations, Inc., Wometco Enterprises Inc., Outlet Broadcasting Co., the Radio-Television News Directors Association and the National Association of Broadcasters. □

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## ABC correspondent shares his thoughts on Supreme Court

**O'Brien tells AP Broadcasters that Burger court decisions have not been as 'bad' as some believe**

"Freedom of the press is in good shape today," according to ABC's chief correspondent on legal matters, Tim O'Brien, who sees the media reacting somewhat "hysterically" to some U.S. Supreme Court decisions.

O'Brien told an Associated Press Broadcasters' meeting in Worcester, Mass., that some decisions of Chief Justice Warren Burger's court are "not as bad as some would have you believe." Although he said "we must always be vigilant in protecting freedom of the press," O'Brien said: "Courts need us if they're to maintain their popular standing and

legitimacy."

The lawyer-correspondent, who moved into the limelight three years ago by reporting high court decisions before they were publicly announced, on successive nights, said although he disapproves of the Supreme Court's rejection of journalists' attempts to protect confidential sources, the consequences of that ruling are "not quite as bad as we thought."

There have been far more press victories than defeats at the hands of the Burger court, he said, citing the *Richmond News papers* decision as acknowledging a First Amendment right to gather news (in courtrooms).

"The courts haven't crippled the media. They wouldn't and couldn't," O'Brien said. He noted that by the time the 198 presidential election winner takes office, five members of the high court will be over 75. That President will probably have a greater effect on the composition of the court than did any of his predecessors. If the President is a conservative, O'Brien said, "we may wind up looking back at the Burger court as the good old days."

O'Brien, recalling his wrap-up of a 10-year, million-page ITT lawsuit in one minute and 20 seconds, said television isn't serving the public because it doesn't have enough time. He sees an "insatiable" appetite for news, and predicts that when cable cuts into network entertainment programming, the networks will "do what we do best: more news."

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## Clarification said to be needed in comparative renewals

### Broadcasters offer suggestions to increase certainty of approval in comments on appeals court decision

Most broadcasters seem to think the only sure remedy for the FCC's comparative renewal policy is outright euthenasia according to comments filed at the commission last week.

Also according to many of those comments, pending congressional approval of such a mercy killing, the commission should clarify its comparative renewal policy.

But many of the commenters also seemed to agree that precise definition of "substantial" service was neither necessary nor feasible.

The comments come in response to commission action reopening the proceeding aimed at re-examining comparative renewal policy. The commission re-opened the inquiry to permit comment on the decision of the U.S. Court of Appeals in Washington in *Central Florida Enterprises Inc. v. FCC*.

In that case, the court affirmed the FCC's decision to renew the incumbent's license. But while the court approved the commission's justification for renewal expectancy for broadcast licensees, it said there was a need for "intelligible" standards to evaluate the past service of incumbent licensees.

The commission, in a further notice of inquiry, said it was particularly interested in comments aimed at the need for better definition of terms like "substantial" and "minimal" service (BROADCASTING, Oct. 11).

ABC said the "preferable" solution was legislation similar to the Broadcast

Deregulation Act of 1981 (S. 1629), which would have eliminated the provisions in the Communications Act that require the FCC to consider competing applications when renewing the licenses of broadcasters. Instead, the FCC would have been required to renew the license of any radio station operator that it found had been "free of serious violations" of the Communications Act or the FCC's rules and regulations. It also would have been required to renew the licenses of any TV station operator who "during the preceding term of license, substantially met the problems, needs and interests of the residents in its service area in its program service" (BROADCASTING, April 5). (The bill passed the Senate but died in the House.)

If such legislation weren't passed, ABC suggested that the FCC adopt a policy statement announcing that it will prefer a renewal applicant that establishes that, during its preceding term, it has "substantially" met the problems, needs and interests of its service area and operated its station without "serious" violation of the Communications Act and commission rules and policies.

ABC also said it didn't think a "formulistic" definition for "substantial" or other grades of service was possible. "Case-by-case implementation ... cannot be avoided," ABC said.

ABC also urged the commission to make clear that diversification criteria have "no proper place in comparative renewal proceedings."

The National Association of Broadcasters again urged the commission to adopt a "noncomparative" standard of "meritorious" service. Under that standard, the broadcaster would show that he had provided "responsive" service to his

audience and had not "committed any serious, broadcast-related derelictions." If the incumbent made that showing, his license would be renewed. "If, however, the incumbent failed to meet this standard ... it would lose the right to a legitimate renewal expectancy," NAB said. "Only then would the incumbent and challenger be placed into a hearing to determine comparative superiority."

NBC also urged the commission to base its renewal judgment on whether the licensee's approach to responding to audience needs and desires had been reasonable. Licensees who met that standard would be granted renewal—even if faced with a comparative challenge. NBC also proposed that the commission, however, provide licensees with the alternative of choosing a quantitative option. Under that option, a TV licensee that devoted 12%, or a radio station licensee that devoted 6%, of its broadcast time to non-entertainment "or other program service which, in the licensee's judgment, was of particular interest or value to its audience," would be granted renewal.

Channel Two Television Co., Cosmos Broadcasting Corp., Cox Communications Inc. and Multimedia Inc. also asked the commission to urge Congress to eliminate comparative renewal proceedings. They said, however, that incumbent licensees should be able to demonstrate "substantial service" warranting a renewal expectancy by introducing evidence of their past performance. But since a licensee's performance had to be judged under individual circumstances, "as well as by the particular contrasting evidence demonstrated by the competing applicant, an inflexible definition of 'substantial service' uniformly applicable to all licensees in all markets would either be too broad to be useful or too restrictive to permit the consideration of important evidence," the licensees said. "A case-by-case approach, rather than a single definition, is the only feasible way to define those levels of service which meet the 'substantial service' test," they said.

Bonneville International Corp. said the FCC should consider a licensee's performance to be substantial when he demonstrates "reasonable and good faith efforts to ascertain the needs of its community and a *bona fide* attempt to meet those needs through responsive programming."

"In Bonneville's view, an existing licensee's renewal should be subject to commission review and petitions to deny, but not competing applications," Bonneville said. "If in responding to a petition to deny or in evaluating the licensee, the commission concludes that the license should not be renewed, only then should the frequency be available for new applica-

**Cox counters.** "When you combine the continued encroachment into local time, of adding more network prime time sales inventory, controlling off-network syndication, eliminating the prime time access rule so they may program and sell it, the network sale of barter spots within the syndicated programs, the end result is a substantial negative impact on your national and local spot inventory and more network control of your time which will probably go over 80%." That's part of the argument Cox Communications executive vice president-television, Michael S. Kievman, makes in a letter sent to more than 300 stations and industry groups urging opposition to the networks' push to rescind financial interest and syndicated exclusivity rules. Kievman says "if the networks are successful in their rescission effort, the next target will 'undoubtedly' be PTAR," and he calls on stations to let the FCC know how they feel.

The Cox letter followed by several days the unanimous vote of support the CBS affiliates board gave the network position. But as Kievman sees things, sheer numbers of affiliates expressing support aren't what matters: "What's really going to count is [filings] at the FCC." And he doesn't think the issues are important enough to many stations below the top 50 markets who might theoretically support the networks. Cox owns affiliates of all three networks, plus an independent.

ions.”

The National Radio Broadcasters Association said it didn't think a broadcaster's past performance could be quantified. "Rather than quantitative guidelines, the NRBA believes that the incumbent's past service must be judged in terms of his responsiveness to the needs and interests of his local community. Such factors which ought to be considered are the documented coverage of local issues and the airing of public service broadcasts, the timing of such broadcasts, the place of the programming production and the size and needs of the service area itself."

The Maryland-District of Columbia-Delaware Broadcasters Association, however, urged the commission to adopt a concrete, numerical standard to define "substantial" service. "When millions of dollars worth of property are at stake, which is the case in most comparative renewal cases, the incumbent and challenger(s) are entitled to a settled and established standard by which the incumbent's past program performance can be judged," the association said.

Under the standard recommended by the association, all AM, FM and TV licenses that aired news, public affairs and other types of nonentertainment programming (including religious programming) for 6% or more of the total time between 6 a.m. and midnight would be deemed to be providing "substantial service" to their communities and would be entitled to an "incumbency presumption" in a renewal proceeding.

The National Black Media Coalition, the Committee for Community Access, the Telecommunications Research and Action Center, the National Association for Better Broadcasting and Citizens Communication Center, offered support for a different procedure. "A scheme that includes some combination of credits earned for programming percentages, EEO parity and reinvestment of profits (while still maintaining the flexibility of the rebuttable presumption and recourse to qualitative performance should the quantitative examination work to the incumbent's disadvantage) will satisfy many of the acute concerns expressed by the court," they said. □

## Testimony tiff

**Friendly claims he was 'uninvited' by Packwood to hearing after submitting testimony**

Fred Friendly, the former CBS News president who counts himself a fervent supporter of the First Amendment, found himself "uninvited" to Senator Bob Packwood's (R-Ore.) hearing on Nov. 19 on his proposed constitutional amendment to extend the freedoms now enjoyed by the press to the electronic media (BROADCASTING, Nov. 22). Friendly says he is not questioning motives, but he noted that he does not support Packwood's proposal, and that he said so in testimony he was invited to prepare but was not given an opportunity

to deliver at the hearing.

But the three-page statement—in which Friendly made it clear he favors relying on the protections afforded by the First Amendment as written—did not go unrepresented. He delivered it at the Practicing Law Institute's program on Media Law, which was being held at the New York Hilton, a 20-minute cab ride from the downtown federal office building where Packwood was hearing Dan Rather, Bill Monroe and others criticize the restrictions imposed on broadcast journalists by law and FCC regulation (BROADCASTING, Nov. 22).

The fact that the hearing and the PLI program were scheduled at the same time was part of the problem that led to Friendly not testifying as scheduled. But only part. Another, he believes, was that the testimony he had prepared did not fit in with the theme Packwood wanted to develop in the hearing.

Friendly, now Edward R. Murrow emeritus professor of journalism at Columbia University, said he was invited about a month ago to testify at the Commerce Committee hearing. His first reaction was that he could not go, because of a long-standing commitment to appear on Nov. 19 at a panel of the PLI program. The committee aide who had contacted Friendly, Daniel Phythyon, said that problem could be solved by scheduling him first, at 10 a.m.

But after submitting his testimony in advance, as requested, Friendly said, he received a call from the Packwood aide who said the senator preferred to schedule Rather first.

Friendly, who considered himself "uninvited," related the incident to James Goodale, the New York attorney whose clients include the *New York Times* and who was running the PLI program, when he arrived at the Hilton. Goodale invited Friendly to tell the story to the 500 lawyers in attendance—and to read his testimony, which he proceeded to do.

The thrust of the statement is that the First Amendment affords sufficient protection of expression and that it would be dangerous to "tamper with the guarantees it embodies."

Friendly also offered a view that would have sounded heretical in the Packwood hearing: He would preserve the fairness doctrine; it is seldom implemented by the FCC, Friendly said, but is a useful weapon in the case of a "WLBT"—a reference to the Jackson, Miss., station that lost its license after it was determined the station had discriminated in its programming against the blacks who constituted a major portion of the station's viewing area.

A Packwood spokesman acknowledged that the testimony was not what had been expected. He noted that Friendly had written books dealing with the background of the fairness doctrine and said the committee had submitted questions aimed at soliciting that kind of information. The testimony Friendly offered, the aide said, "didn't fit in." He said a further attempt will be made to get background information for the record. But he also said the

hearings will not be limited to those favoring the Packwood view. "We'll call witnesses who want to be heard on the other side," he said. □

## NLRB asks court for special help

The National Labor Relations Board two months ago petitioned the U.S. Court of Appeals for the Eighth Circuit to hold Hennepin Broadcasting Associates Inc., licensee of KCTR-AM-FM Minneapolis, and its owner, Albert S. Tedesco, in contempt for failing to obey an order the court issued five years earlier. But after Hennepin and Tedesco responded to the petition, disputing the charges, the board asked the court to name a special master to sort out the facts.

Principally at issue was the order the court issued in 1977 directing Hennepin to comply with an NLRB directive to stop interfering with employees' rights to organize and join a labor union. The board had acted on results of an investigation begun two years earlier as the result of charges brought by the Twin Cities Local of the American Federation of Television and Radio Artists.

The NLRB, in its petition to the court in September, said the company and Tedesco had violated the 1977 order by "coercively threatening reprisals" against station employees and by disregarding the company's "bargaining obligation" with AFTRA. The board also alleged additional offenses since 1980.

The board asked the court, after finding the company and Tedesco in contempt, to require them to purge themselves of that condition by taking 21 specific actions. These included refraining from threatening employees with assaults, lawsuits or other actions aimed at discouraging union activity.

Hennepin and Tedesco, in their response, asked the court to dismiss the NLRB's petition. They denied any wrongdoing and said the board, in asking the court for a contempt citation, had bypassed statutorily prescribed procedures requiring it to investigate claims of unfair labor practice. They also said none of the station's management personnel had been interviewed by the board.

The NLRB subsequently said that in the case of conduct violating a court decree, the law permits the board to seek a remedy either through an unfair labor practice proceeding of its own or by a contempt proceeding in court. As for the charge it did not interview management personnel, the board said Hennepin and Tedesco refused to make those officials available to NLRB field investigators for interviews.

But the board noted that the bulk of the responses by Hennepin and Tedesco involve disagreements over facts. Accordingly, the board said, "it appears that a hearing will be required." It asked the court to appoint "a Special Master to take testimony and make findings of fact and a recommendation to the court concerning the matters in dispute." □



# Books for Broadcasters

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N ABC	46 7/8	50 3/8	-3 1/2	- 6.94	8	1,349
N Capital Cities	117	112 1/4	+4 3/4	+ 4.23	18	1,534
N CBS	57 3/8	56 3/8	+1	+ 1.77	9	1,605
N Cox	40 3/4	41 1/4	- 1/2	- 1.21	19	1,154
A Gross Telecasting	32	33	-1	- 3.03	8	26
O LIN	31 1/2	32 1/4	- 3/4	- 2.32	18	326
N Metromedia	261 1/2	258	+3 1/2	+ 1.35	18	882
O Mooney	4 1/4	4 1/4			4	3
N Outlet Co.	42 5/8	43	- 3/8	- .87	68	115
O Scripps-Howard	20 1/4	20	+ 1/4	+ 1.25	11	209
N Storer	29 3/4	32 1/2	-2 3/4	- 8.46	15	487
N Taft	40 1/8	41 1/8	-1	- 2.43	10	384
O United Television	10	9 5/8	+ 3/8	+ 3.89	14	120

## BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	26 7/8	28 5/8	-1 3/4	- 6.11	19	107
A Affiliated Pubs.	41	37 3/8	+3 5/8	+ 9.69	14	213
O A.H. Belo	29 1/2	30	- 1/2	- 1.66	14	278
N American Family	14 1/4	14 3/4	- 1/2	- 3.38	13	192
O Associated Commun.	17 3/4	18 1/4	- 1/2	- 2.73		42
N John Blair	39 3/4	38 1/2	+1 1/4	+ 3.24	9	151
N Charter Co.	13 1/8	13	+ 1/8	+ .96	16	288
N Chris-Craft	54	53 1/2	+ 1/2	+ .93	19	117
N Cowles	46	47 3/4	-1 3/4	- 3.66	27	183
N Dun & Bradstreet	93 1/2	92 3/4	+ 3/4	+ .80	20	2,532
N Fairchild Ind.	15 3/8	16 3/4	-1 3/8	- 8.20	7	201
N Gannett Co.	58	58			18	3,077
N General Tire	26 3/4	27 1/4	- 1/2	- 1.83	10	630
O Gray Commun.	38 1/2	36	+2 1/2	+ 6.94	9	19
N Gulf United	25 5/8	24 5/8	+1	+ 4.06	9	709
N Harte-Hanks	38	37 7/8	+ 1/8	+ .33	14	372
N Insilco Corp.	20 5/8	21 3/4	-1 1/8	- 5.17	10	313
N Jefferson-Pilot	31	31 5/8	- 5/8	- 1.97	6	665
O Josephson Intl.	14 5/8	15	- 3/8	- 2.50	12	57
N Knight-Ridder	46	45 1/8	+ 7/8	+ 1.93	16	1,485
N Lee Enterprises	35 1/4	34 3/4	+ 1/2	+ 1.43	13	242
N Liberty	14 1/2	14 3/4	- 1/4	- 1.69	8	185
N McGraw-Hill	68 3/8	70 1/4	-1 7/8	- 2.66	17	1,701
A Media General	44 3/4	46 1/4	-1 1/2	- 3.24	10	311
N Meredith	80 5/8	79 1/2	+1 1/8	+ 1.41	10	249
O Multimedia	44 1/2	44 1/2			17	453
A New York Times Co.	50 1/2	52 7/8	-2 3/8	- 4.49	11	633
A Post Corp.	32	31 1/4	+ 3/4	+ 2.40	16	58
N Rollins	14	14 1/2	- 1/2	- 3.44	8	371
N Schering-Plough	36 7/8	36 7/8			12	1,961
N Signal Cos.	22 3/8	23	- 5/8	- 2.71	9	1,618
O Stauffer Commun.*	43	43			10	43
A Tech Operations	16 3/4	16 7/8	- 1/8	- .74	8	15
N Times Mirror Co.	61	63 3/4	-2 3/4	- 4.31	16	2,083
O Turner Bcstg.	16 1/2	16	+ 1/2	+ 3.12	27	337
A Washington Post	60 3/8	60	+ 3/8	+ .62	21	852
N Wometco	27 1/4	29	-1 3/4	- 6.03	15	371

## CABLE

A Acton Corp.	7 5/8	8 3/4	-1 1/8	-12.85	69	38
N American Express	65 1/8	67 1/2	-2 3/8	- 3.51	11	6,057
O Burnup & Sims	10 1/2	12 5/8	-2 1/8	-16.83	10	92
O Comcast	24	24 3/4	- 3/4	- 3.03	21	107
N General Instrument	48	51 7/8	-3 7/8	- 7.46	15	1,486
N Heritage Commun.	11 3/8	11 1/2	- 1/8	- 1.08	20	83
O Rogers Cablesystems	6 5/8	7 1/8	- 1/2	- 7.01	28	146
O Tele-Communications	27 7/8	27 1/2	+ 3/8	+ 1.36	61	589
N Time Inc.	46 1/4	45 3/4	+ 1/2	+ 1.09	17	2,339
O Tocom	11 1/2	12 1/4	- 3/4	- 6.12	11	60
N United Cable TV	25 1/2	25 5/8	- 1/8	- .48	19	279
N Viacom	29 5/8	33 7/8	-4 1/4	-12.54	19	336

Exchange and Company	Closing Tue. Nov 23	Closing Wed. Nov 17	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMING</b>						
O Barris Intl.	3 5/8	3 1/8	+ 1/2	+16.00	36	20
N Coca-Cola	46 1/2	46	+ 1/2	+ 1.08	12	6,313
N Disney	62 1/4	64 3/8	-2 1/8	- 3.30	19	2,075
N Dow Jones & Co.	62 1/8	64 1/8	-2	- 3.11	22	1,951
O Four Star	4	3 1/2	+ 1/2	+14.28	22	2
N Getty Oil Corp.	44 3/4	51	-6 1/4	-12.25	5	3,621
N Gulf + Western	17 5/8	17 1/8	+ 1/2	+ 2.91	5	1,304
N MCA	66 3/4	70 1/2	-3 3/4	- 5.31	18	1,592
N MGM/UA	6 5/8	6 3/4	- 1/8	- 1.85	13	330
N Orion	14 1/2	14 1/2			3	84
O Reeves Commun.	38 1/2	38	+ 1/2	+ 1.31	14	315
O Telepictures	12	12 7/8	- 7/8	- 6.79	41	68
O Video Corp. of Amer.	4 5/8	4 5/8			24	8
N Warner	55 1/8	56 7/8	-1 3/4	- 3.07		3,501
A Wrather	22 3/4	22 1/2	+ 1/4	+ 1.11	25	51

## SERVICE

O BBDO Inc.	60 3/4	58 1/4	+2 1/2	+ 4.29	12	176
O Compact Video	5 1/8	5 1/8			5	17
N Comsat	85	86 1/2	-1 1/2	- 1.73	19	680
O Doyle Dane Bernbach	16 1/4	17	- 3/4	- 4.41	8	93
N Foote Cone & Belding	40 7/8	40 1/4	+ 5/8	+ 1.55	9	112
O Grey Advertising	73	73			7	42
N Interpublic Group	42 1/8	41 5/8	+ 1/2	+ 1.20	10	195
N JWT Group	24 1/2	23 7/8	+ 5/8	+ 2.61	19	128
O MCI Communications	35 1/4	37 1/4	-2	- 5.36	39	3,389
A Movielab	3	3			5	5
O A.C. Nielsen	62 3/8	60 1/2	+1 7/8	+ 3.09	18	700
O Ogilvy & Mather	45	41	+4	+ 9.75	12	191
O Telemation	5	5			13	5
O TPC Communications	2 1/8	2 1/4	- 1/8	- 5.55	2	2
O Unitel Video	7 3/4	8 1/4	- 1/2	- 6.06	14	10
N Western Union	42 1/4	47 1/8	-4 7/8	-10.34	12	850

## ELECTRONICS/MANUFACTURING

O AEL	16 1/2	17	- 1/2	- 2.94	7	32
N Arvin Industries	16	17	-1	- 5.88	13	110
O C-Cor Electronics	30 1/4	33 1/4	-3	- 9.02	27	91
O Cable TV Industries	6 3/4	6 1/4	+ 1/2	+ 8.00	13	20
A Cetec	6 1/8	5 3/8	+ 3/4	+13.95	15	13
O Chyron	28 1/2	28	+ 1/2	+ 1.78	22	77
A Cochu	6 1/8	6 1/2	- 3/8	- 5.76	10	11
N Conrac	34 1/4	35	- 3/4	- 2.14	18	76
N Eastman Kodak	88 1/2	92 1/8	-3 5/8	- 3.93	13	14,380
O Elec Missile & Comm.	13 1/2	13	+ 1/2	+ 3.84	79	37
N General Electric	87 7/8	89	-1 1/8	- 1.26	12	19,910
N Harris Corp.	36 7/8	36 1/4	+ 5/8	+ 1.72	13	1,154
O Microdyne	11 5/8	11 7/8	- 1/4	- 2.10	17	53
N M/A Com. Inc.	21 7/8	23 3/8	-1 1/2	- 6.41	20	855
N 3M	68 1/8	73 1/2	-5 3/8	- 7.31	12	8,010
N Motorola	81 7/8	84 7/8	-3	- 3.53	16	2,948
N N. American Philips	42	46 1/2	-4 1/2	- 9.67	7	577
N Oak Industries	14	14 7/8	- 7/8	- 5.88	7	228
A Orrox Corp.	11	11 1/2	- 1/2	- 4.34	18	24
N RCA	24 5/8	25 3/4	-1 1/8	- 4.36	12	1,858
N Rockwell Intl.	40 1/4	42 1/8	-1 7/8	- 4.45	10	3,071
A RSC Industries	4 7/8	5	- 1/8	- 2.50	38	15
N Scientific-Atlanta	13 3/4	14 7/8	-1 1/8	- 7.56	13	321
N Sony Corp.	16 1/8	16 1/8			14	3,719
N Tektronix	49 5/8	50 3/8	- 3/4	- 1.48	12	931
O Telemet (Geotel Inc.)	3	2 3/4	+ 1/4	+ 9.09	15	9
A Texscan	17 3/4	20 1/8	-2 3/8	-11.80	26	105
N Varian Associates	57 1/4	58 1/2	-1 1/4	- 2.13	24	468
N Westinghouse	36 1/2	36 5/8	- 1/8	- .34	7	3,132
N Zenith	12 1/2	13 5/8	-1 1/8	- 8.25	208	236

## Standard & Poor's 400

Industrial Average 149.17 152.69 - 3.52

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.



# For the Record

s compiled by BROADCASTING, Nov. 15 through Nov. 19, 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. A—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RL—remote control location. S-A—Scientific Atlanta. SL—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—non-commercial.

## New stations

### W applications

Following applications were filed for facilities of HBI(FM) Newark, N.J., whose license was lifted by FCC 1979 for violations of licensee-control, lottery, logging and other rules.

Newark, N.J.—Comsey Broadcast Group Inc. seeks 5.9 mhz, 10 kw, HAAT: 290 ft. Address: 660 Madison Ave., New York 10021. Principals: Cecil R. Forster Jr.; Charles J. Hamilton Jr.; Stuart J. Beck; W. Don Cornwell and Sonya Suarez (20% each). Stuart Beck is son of Martin Beck, 32% owner of Beck-Ross Communications Inc., licensee of one AM and four FM's. Cornwell is on advisory board of WNYC-AM-FM-TV, licensed to city of New York. Filed Nov. 8.

Jersey City, N.J.—Dewey & Catherine Hughes seek 5.9 mhz, 10 kw, HAAT: 290 ft. Address: 1680 Wisconsin Ave., N.W., Washington, D.C. 20007. Principal: Hughes' principal owners of WOL(AM) Washington. Filed Nov. 8.

Newark, N.J.—Digital Paging Systems Inc. seeks 105.9 mhz, 10 kw, HAAT: 290 ft. Address: 99 W. Sheffield Ave., Englewood, N.J. 07631. Principal: Barry Yampol, president (2.8%) and others, none who have other broadcast interests. Filed Nov. 8.

Newark, N.J.—Gateway Broadcasters Inc. seeks 105.9 mhz, 10 kw, HAAT: 290 ft. Address: 3 Prince Drive, Edison, N.J. 08817. Principals: Barbara S. Brodlied, president (4%) and five others. Brodlied is professor at New York University School and former research editor at National Association of Broadcasters. Filed Nov. 8.

Newark, N.J.—GJW Communications seeks 105.9 mhz, 10 kw, HAAT: 290 ft. Address: 300 Central Park West, New York 10235. Principals: Kelvin Wall, Angelo Gordono and Michael D. Jones (one-third each), who have no other broadcast interests. Filed Nov. 8.

Newark, N.J.—Latin American Radio Broadcasters seeks 105.9 mhz, 10 kw, HAAT: 290 ft. Address: P.O. Box 100639, San Juan, P.R. 00639. Principals: George M. Arroyo, Esperanza T. Arroyo, Jose J. Arzuaga and Idalia Arzuaga (one-quarter each). George Arroyo owns 90% of WBRQ(FM) San Juan, P.R.; 90% of WBJA(AM) Guayama, P.R.; 25% of WBS(FM) Saint Thomas, V.I., and 51% of applicant for WJAM(AM) Pine Hills, Fla. Jose Arzuaga owns WJYT(AM) and WREI(FM) Quebradillas, P.R. Filed Nov. 8.

Newark, N.J.—Metropolitan Communications seeks 35.9 mhz, 10 kw, HAAT: 290 ft. Address: 20th Floor, 645 Madison Ave., New York 10022. Principals: Victor Marrero and Cesar A. Perales (50% each), who are New York attorneys and have no other broadcast interests. Marrero is on board of trustees of WNET(TV) New York. Filed Nov. 8.

Newark, N.J.—Multicultural Broadcasting Inc. seeks 35.9 mhz, 10 kw, HAAT: 290 ft. Address: 449 Broadway, New York 10013. Principal: Arthur S. Liv (100%), who is applicant for new LPTV's at Washington, New York and San Francisco. Filed Nov. 8.

Newark, N.J.—New City Broadcasting Inc. seeks 105.9 mhz, 10 kw, HAAT: 290 ft. Address 115 E. 57th Street, New

York 10022. Principals: Robert Van Lierop, president (15%) and seven others. Three of principals—Daniel Mitchell, Robert Browne and Robert Smith—each own 30% of WNWZ(AM) Highland Springs, Va. Filed Nov. 8.

■ Newark, N.J.—Omilingual Broadcasting Inc. seeks 105.9 mhz, 10 kw, HAAT: 290 ft. Address: 75 Llewellyn Road, Montclair, N.J. 07092. Principals: Gerard Forlenza, president (37.5%) and eight others. Other stockholders include H. James Sondheim (17.5%), Laslo Kalman (10%), Tommaso Salomone (10%) and Adolfo Fermoselle (59%). Sondheim is sales manager at WJIT(AM) New York. Kalman is former producer at WHBI-FM Newark, where Salomone and Fermoselle were also producers. Filed Nov. 8.

## Ownership changes

### Applications

■ WZST(AM) Leesburg, Fla. (1410 khz, 5 kw-D)—Seeks transfer of control of WZST Radio Inc. from WYOU Radio Inc. (100% before; none after) to Harold A. Reuben (none before; 100% after). Principals: Transferor is owned by estate of T.B. Lanford (75%) and Harold Reuben (25%). Reuben is exchanging his 25% interest in WYOU Radio Inc. for entire stock of WZST Radio Inc. Filed Nov. 9.

■ WIFN(FM) Franklin, Ind. (95.9 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Vogel Douglas Corp. to Franklin Broadcasting Inc. for \$325,000. (BROADCASTING, Nov. 15). Seller: Principally owned by William R. Vogel and Ronald Douglas. Vogel is principal owner of WHOD-AM-FM Jackson, Ala.; WMPJ(FM) Scottsburg, Ind.; WNOI(FM) Flora, Ill., and WDOH(AM) Delphos, Ohio. Buyer: Subsidiary of Bereman-Newman Communications, which is owned by William H. Bereman and Joseph F. New-

man. Bereman is president of Entertainment Marketing Enterprises Inc., Indianapolis sports promotion and marketing firm. Newman is Indianapolis advertising executive and former 50% owner of KVOV(AM) Henderson, Nev.

■ WCTW(AM)-WMDH(FM) New Castle, Ind. (AM: 1550 khz, 250 w-U; FM: 102.5 mhz, 50 kw, HAAT: 500 ft.)—Seeks assignment of license from Delta D Inc. to Midwest Radio Consultants of Indiana Inc. for \$2 million (BROADCASTING, Nov. 15). Seller is principally owned by George F. Ferry and John R. Ulz, who sold WTIM(AM)-WEEE(FM) Taylorsville, Ill., for \$550,000 (BROADCASTING, Aug. 30). Buyer is principally owned by David C. Schaberg, who is Lansing, Mich.-based broadcasting consultant and has no other broadcast interests. Filed Nov. 8.

■ WAMX(FM) Ashland, Ky. FM: (93.7 mhz, 66 kw, HAAT: 1,400 ft.)—Seeks assignment of license from Stereo 94 Inc. to Stoner Broadcasting System Inc. for \$1.75 million (BROADCASTING, Nov. 8.). Seller: Principally owned by Dick Martin, who also is principal owner of co-located WCMI(AM). Buyer is principally owned by Thomas H. Stoner. Stoner Broadcasting is licensee of KSO(AM)-KGGG(FM) Des Moines, Iowa; WGNT(AM) Huntington, W. Va.; WYRK(FM) Buffalo, N.Y.; WIMZ-AM-FM Knoxville, Tenn.; and KHAK-AM-FM Cedar Rapids, Iowa. Filed Nov. 8.

■ KCLF(AM)-KQXL(FM) New Roads, La. (AM: 1500 khz, 1 w-D; FM: 106.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Progressive Broadcasting Corp. to Citywide Broadcasting Corp. for \$425,000. Seller: Barbara S. Peroyea (75%) and husband, John L. Peroyea (25%), who have no other broadcast interests. Buyer: Willie E. Tucker and Peter Moncrieffe (40% each) and Lionel Lombard and Gary S. Williams (10% each). Tucker is real estate developer. Moncrieffe is contractor. Williams is real estate broker. Broker: Chapman Associates. Filed Oct. 29.

■ WLDR(FM) Traverse City, Mich. (101.9 mhz, 50 kw)—

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Seeks transfer of control of Great Northern Broadcasting System Inc. from Roderick C. Maxson (52% before; none after) to Donald J. Wiitala (48% before; 100% after). Consideration: \$21,800. Principals: Transferor is selling his stock to minority stockholder. Filed Nov. 8.

■ **KSWM(AM)-KELE(FM)** Aurora, Mo. (AM: 940 khz, 500 kw-D; FM: 100.1 mhz, 2.7 kw, HAAT: 170 ft.)—Seeks assignment of license from KSWM Inc. to KSWM-KELE Broadcasting Corp. for \$290,000. Seller is principally owned by Galen O. Gilbert, who also is principal owner of KBTN(AM) Neosho, Mo. KPET(AM)-KCOT(FM) Lamesa, Tex.; KDXE(AM) Sulphur Springs, Tex.; KXEO(AM)-KWWR(FM) Mexico, Mo.; and KTXJ(AM)-KWYX(FM) Jasper, Tex. He sold, subject to FCC approval. KCOT(FM) Lamesa, Tex. (see below). Buyer: Charles W. Allison, chairman (16.77%) and five others, none of whom have other broadcast interests. Filed Nov. 16.

■ **WDBL-AM-FM** Springfield, Tenn. (AM: 1590 khz, 1 kw-D; FM: 94.3 mhz, 3 kw, HAAT: 215 ft.)—Seeks assignment of license from Middle Tennessee Enterprises Inc. to Canto Communications Corp. for \$600,000. Seller: H.A. Webster (100%), who has no other broadcast interests. Buyer: James M. Canito (100%), who owns WTSI(AM) Hanover, N.H. Filed Nov. 10.

■ **KCOT(FM)** Lamesa, Tex. (104.7 mhz, 100 kw, HAAT: 227 ft.)—Seeks assignment of license from KPET Radio Inc. to Giraffe Communications Inc. for \$525,000. Seller: Galen O. Gilbert (84%) and Jimmy Young (16%), who also own co-located KPET(AM). Gilbert is principal owner of KBTN(AM) Neosho, Mo.; KDXE(AM) Sulphur Springs, Tex.; KXEO(AM)-KWWR(FM) Mexico, Mo.; and KTXJ(AM)-KWYX(FM) Jasper, Tex. Gilbert also sold, subject to FCC approval, KSWM(AM)-KELE(FM) Aurora, Mo., for \$290,000 (see above). Buyer is principally owned by Dick Fields, Donna Fields and Albert C. Hajny, who own KBYG(AM) Big Spring, Tex. Broker: Chapman Associates. Filed Nov. 1.

## Actions

■ **WEIS(AM)** Centre, Ala. (990 khz, 250 w-D)—Dismissed transfer of control of Cherokee County Broadcasting Inc. from stockholders (100% before, none after) to WEIS Radio (none before, 100% after). Consideration: \$165,000. (BTC-8201007E1). Action Nov. 29.

■ **KSAA (FM)** Casa Grande, Ariz. (105.5 mhz, 3 kw, HAAT 70 ft.)—Dismissed assignment of license from Grande Communications Corp. to Darrel E. Brunson for \$225,000. (BALH-820916GL). Action Nov. 3.

■ **KACJ(AM)-KAJJ(FM)** Greenwood, Ark. (AM: 1510 khz, 2.5 kw-D; FM: 106.3 mhz, 1.6 kw, HAAT 280 ft.)—Granted assignment of license from Tilley Broadcasting to Red, White & Blue Communications Inc. for \$185,000. Seller: William M. Cromwell and Jim Tilley (50% each), who bought KACJ(AM)-KAJJ(FM) last year for \$125,000 (BROADCASTING July 13, 1981) and seek waiver of three year rule on grounds of financial distress. Tilley also owns 44% OF KJEM(AM) Bentonville, Ark. Buyer: Carolyn Pollan and Travis Miles (50% each). Pollan is member of board of trustees of John Brown University, Siloam Springs, Ark., educational institution that owns several broadcast stations. (BAPLH-820920HO.P). Action Nov. 9.

■ **WLYN-FM** Lynn Mass. (101.7 mhz 3 kw, HAAT: 170 ft.)—Granted assignment of license from Puritan Broadcast Service Inc. to MCC Broadcasting Inc. for \$1.1 million. Seller is owned by Theodore Feinstein and family, who also own co-located WLYN(AM). Buyer: Stephen M. Mindich (100%), who is publisher of *The Boston Phoenix* and has no other broadcast interests. (BALH-820928FW). Action Nov. 10.

■ **KTRF(AM)-KOSN(FM)** Thief River Falls, Minn. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 99.3 mhz, 3 kw)—Granted transfer of control of KTRF Radio Corp. from stockholders (100% before; none after) to KTRF Inc. (none before; 100% after). Consideration: \$700,000. Principals:

Seller is owned by Donald L. Olson and Orion D. Beich (40% each) and Robert A. Wurst (20%), who have no other broadcast interests. Buyer is owned by Theodore S. Storck (95%) and Joel A. Swanson (5%). Storck owns KRBQ(FM) Red Bluff, and 70% of KUKI(AM)-KIAH(FM) Ukiah, both California. Swanson is general manager of KDMA(AM) Montevideo, Minn. (BTC.H-820920HK.L). Action Nov. 4.

■ **WEIV(FM)** Ithaca, N.Y. (103.7 mhz, 12 kw, HAAT 890 ft.)—Granted assignment of license from The Christian Broadcasting Network Inc. to Kimmering Communications Inc. for \$600,000. Seller is Virginia Beach, Va.-based group owner of 2 FM's and four TV's plus former permittee of new TV at Richmond, Va., last which it sold for \$34,500 (BROADCASTING May 3). Buyer: Alan Gerry (36%), George Kimble (29%) and brother, Russell Kimble (20%) and David Mance (15%). Kimbles and Mance are principal owners of WCGR(AM)-WFLC(FM) Canandaigua, N.Y. Gerry owns 47% and Kimble brothers each own 15% of WAQX(FM) Manlius N.Y. (BALH-820428FU). Action Nov. 18.

■ **WKEW(AM)** Greensboro, N.C. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Friendly Broadcasting of Greensboro Inc. to WKEW Partners for \$661,260. Seller: W.S. Wellons Sr., president (23.4%) and six others, none of whom have other broadcast interests. Buyer: Stewart P. Mitchell, John R. Atkinson and John R. English (30% each), and James R. Landacre and Charles R. Bennett (5% each). Mitchell and English are officers with Newport News, Va., wholesale plumbing firm. Atkinson is Greensboro athletic shoe sales representative. Landacre and Bennett are CPAs. None have other broadcast interests. (BAL-820921HW). Action Nov. 10.

■ **WTBN(AM)** [CP] Brentwood, Tenn. (560 khz, 500 w-D)—Granted assignment of construction permit from Brentwood Broadcasting Corp to American Media Productions Inc. for reimbursement of expenses. Seller has no other broadcast interests. Buyer: Thomas C. Cutrer (100%), who is independent radio and TV announcer and has no other broadcast interests. (BAP-820527ER). Action Nov. 3.

■ **WGAP(AM)** Maryville, Tenn. (1400khz, 1kw-D, 250 w-N)—Granted assignment of license from Stephen Y. Corbett to WGAP Broadcasting Corp. for \$585,000. Seller has no other broadcast interests. Buyer: James A. Calkin Jr. and W. Dale Young (50% each). Young is attorney and Calkin is banker, both Maryville, and neither have other broadcast interests. (BPL-820924EY). Action Nov. 8.

■ **KOLE(AM)-KZOM(FM)** Port Arthur-Orange, Tex. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 104.5 mhz, 100 kw, HAAT: 400 ft.)—Granted assignment of license from North Star Broadcasting Corp. to Gulf Center Broadcasting for \$1.3 million. Seller is subsidiary of Leighton Enterprises Inc., which is owned by Al Leighton, John Moline and David H. Knutson, who bought KOLE in 1977 for \$500,000 plus \$100,000 noncompete agreement (BROADCASTING May 16, 1977) and KZOM in 1978 for \$350,000 (BROADCASTING March 27, 1978). They also own KOUR-AM-FM Independence, KNIA-AM-FM Knoxville and KCII-AM-FM Washington, all Iowa, and KNSI(AM)-KCLD(FM) St. Cloud, Minn. Buyer: Dale Palmer (75%) and Jimmy Welch (25%). Palmer is president and 10% owner of Center Group Broadcasting Inc., owner of three AM's, two FM's and one TV, Welch is manager of Center Group's KTYL-AM-FM Tyler, Tex., which was sold for \$1.6 million (BROADCASTING Oct. 25). (BAL.H-820922EJ.K). Action Nov. 8.

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## Facilities changes

### AM applications

#### Tendered

- **KFLO** (1300 khz) Shreveport, La.—Seeks CP to increase power to 5 kw. Ann. Nov. 15.
- **WCAT** (1390 khz) Orange, Ma.—Seeks CP to change frequency to 700 khz. Ann. Nov. 15.
- **KDAN** (1370 khz) South St. Paul, Minn.—Seeks CP to change frequency to 1100 khz; increase power to 2.5 kw; change to non-DA, and make changes in ant. sys. Ann. Nov. 15.

### FM applications

#### Tendered

- **WTMI** (93.1 mhz) Miami. Seeks CP to change TL; change HAAT to 1023 ft. and make changes in ant. sys. Ann. Nov. 19.
- **\*WMXM** (88.9 mhz) Lake Forest, Ill.—Seeks to specify TL/SL; and make changes in ant. sys. Ann. Nov. 18.
- **WJBD-FM** (100.1 mhz) Salem, Ill.—Seeks CP to change TL; change ERP to 1.16 kw; change HAAT to 451 ft. and make changes in ant. sys. Ann. Nov. 19.

change TL; change ERP to 1.16 kw; change HAAT to 451 ft. and make changes in ant. sys. Ann. Nov. 19.

- WPCR-FM (91.7 mhz) Plymouth, N.H.—Seeks CP to increase 215 w; change HAAT to -378 ft., Ann. Nov. 18.
- \*WGVO (91.7 mhz) Greenville, Ohio—Seeks CP to change frequency to 91.5 mhz. Ann. Nov. 19.
- WERI-FM (103.7 mhz) Westerly, R.I.—Seeks CP to change TL; change ERP to 50 kw; change HAAT to 500 ft. and make changes in ant. sys. Ann. Nov. 19.
- KLSR-FM (105.3 mhz) Memphis, Tex.—Seeks modification of CP (BPH-810601AA) to change TL; decrease HAAT to 77 ft. and change TPO. Ann. Nov. 18.

#### Accepted

- KRBD (105.9 mhz) Ketchikan, Alaska—Seeks CP to make changes in ant. sys.; change TL; change SL; change type trans.; change type ant.; decrease ERP to 7 kw; change HAAT to -372 ft. and change TPO. Ann. Nov. 15.
- KHTX (101.7 mhz) Carmel Bay, Calif.—Data filed: 7-28-82 in accordance with FCC's first report and order adopted 1-6-82 and released 1-15-82 in Doc. 80-522; showing proposed operation on frequency of 103.7 mhz; change TL; change ERP to 1 kw; change HAAT to 2,874 ft. and change TPO. Ann. Nov. 15.
- KCAL-FM (96.7 mhz) Redlands, Calif.—Seeks CP to change ERP to 2.86 kw; decrease HAAT to 306 ft. and change TPO. Ann. Nov. 18.
- WWPT (90.3 mhz) Westport, Conn.—Seeks CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; change ERP to 325 w; decrease HAAT to 60 ft. and change TPO. Ann. Nov. 18.
- KWTO-FM (98.7 mhz) Springfield, Mo.—Seeks CP to increase ERP to 96 kw. Ann. Nov. 15.
- KCAP-FM (103.1 mhz) Helena, Mont.—Data filed 11-1-82 in accordance with FCC's first report and order adopted 8-11-81 and released 8-21-81 in Doc 80-523; showing proposed operation on frequency of 101.1 mhz; change TL; increase ERP to 100 kw; increase HAAT to 758 ft. and change TPO. Ann. Nov. 15.
- \*KUNM (90.1 mhz) Albuquerque, N.M.—Seeks CP to make changes in ant. sys.; change type ant.; increase ERP to 13.64 kw; increase HAAT to 4,155 ft. and change TPO. Ann. Nov. 15.
- WPYX (106.5 mhz) Albany, N.Y.—Seeks CP to increase ERP to 15.3 kw. Ann. Nov. 18.
- WBUF (92.9 mhz) Buffalo, N.Y.—Seeks CP to install aux. ant.; to be operated on ERP of 91 kw(H) and 49 kw(V); change HAAT to 509 ft. and change TPO. Ann. Nov. 15.
- KCIV (104.5 mhz) The Dalles, Ore.—Seeks CP to increase ERP to 100 kw; increase HAAT to 2000 ft. and change TPO. Ann. Nov. 15.
- WNOK-FM (104.7 mhz) Columbia, S.C.—Seeks modification of CP (BPH-800221A1, as mod.) to decrease ERP to 29.5 kw; increase HAAT to 1004 ft. and change TPO. Ann. Nov. 15.
- WRON-FM (97.7 mhz) Ronceverte, W.Va.—Seeks modification of CP (BPH-811009AD) to change TL; change ERP to 452 w; increase HAAT to 800 ft. and change TPO. Request waiver of section 73.1125 of rules. Ann. Nov. 15.

## TV applications

### Tendered

- WAIM-TV (ch. 40) Anderson, S.C.—Seeks modification of permit to change ERP to 2,259 kw vis., 225 kw aur.; change HAAT to 1,474 ft.; and change TL. Ann. Nov. 15.

### AM actions

- KBRW (680 khz) Barrow, Alaska—Granted CP to increase N power to 10 kw. Action Nov. 5.
- KARM (1430 khz) Fresno, Calif.—Granted CP to change TL; and to operate dir. ant. with same parameters day and night at 5 kw. Action Nov.3.
- WLYN (1360 khz) Lynn, Mass.—Granted MP of CP (BP-18548) to install new tower with increased tower height of 385 ft. above terrain and to reduce output power. Action Nov. 3.
- WOIX (1510 khz) Blowing Rock, N.C.—Granted MP (BP791012AG) to change TL; increase tower height from 147 to 200 ft. and reduce output power. Action Nov.9.
- KSVC (980 khz) Richfield, Utah—Granted CP to change hours of operation to U by adding 1 kw-N, and make changes in ant. sys.

### FM actions

- KEZG (92.1 mhz) Green Valley, Ariz.—Granted modification of CP (BPH-790530AB) to change TL; change SL and RC; decrease HAAT to 129 ft. and change TPO. Action Nov. 3.
- KPEN (97.7 mhz) Los Altos, Calif.—Granted modification of CP (BPH-790719AJ, as mod.) to change TL; decrease ERP to 2 kw; increase HAAT to 353 ft. and change TPO. Action Nov. 3.
- KTPI (103.1 mhz) Tehachapi, Calif.—Granted modification of CP(BPH-790808AD) to change TL; decrease ERP to 800 w; increase HAAT to 597 ft., and make changes in ant. sys. Action Nov. 5.
- WJFD-FM (97.3 mhz) New Bedford, Mass.—Granted CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase HAAT to 399 ft. and change TPO. Action Nov. 9.
- WGTf (96.3 mhz) Nantucket, Mass.—Granted modification of CP (BPH-790301AL, as mod.) to increase ERP to 34 kw. Action Nov. 3.
- WCHN-FM (93.9 mhz) Norwich, N.Y.—Granted CP to change TL; and change ERP to 22.4 kw. Action Nov. 5.
- WPXY (97.9 mhz) Rochester, N.Y.—Dismissed CP to increase ERP to 15.3 kw. Action Nov. 8.
- WKCL (91.5 mhz) Ladson, S.C.—Granted CP to increase HAAT to 175 ft; change transmission line and make changes in ant. sys. Action Nov. 5.
- KBCB (99.1 mhz) Corpus Christi, Tex.—Granted modification of CP (BPH-10,644, as mod.) to change TL; increase ERP to 63 kw(H); increase HAAT to 490 ft., and change TPO. Action Nov. 3.
- KCKR (93.5 mhz) Crockett, Tex.—Granted modification of CP (BPH-811103AB, as mod.) to change TL and SL; and change TPO. Request waiver of section 73.210 of the

commission's rules. Action Nov. 9.

- KPAC (90.9 mhz) San Antonio, Tex.—Granted modification of CP (BPED-80119AK) to change TL. Action Nov. 3.

## TV actions

- KOOD (ch. 9) Hays, Kan.—Granted modification of permit (BPET-790205KG, as mod.) to change frequency from ch.14 to ch.9; change ERP to 316 kw vis, 31.6 kw aur. change trans. and make other changes to ant. sys. Action Nov. 5.
- KVHP (ch.29) Lake Charles, La.—Granted MP to change TL. Action Nov. 5.

## Call letters

### Applications

Call	Sought by
<b>New AM's</b>	
KGLR	Doylan Forney, Tucson, Ariz.
WYNI	Hub-City Broadcasting Inc., Monroville, Ala.
<b>New FM's</b>	
WCME	Robert J. Cole, Boothbay Harbor, Me.
KLOP	Lac Qui Parle Broadcasting, Madison, Minn.
KKBI	Harold E. Cochran, Broken Bow, Me.
<b>New TV's</b>	
WFDG	Metrovision Inc., New Bedford, Mass.
KXLT	L.E.O. Broadcasting, Rochester, Minn.
WFYZ	Channel 39 of Murfreesboro Inc., Murfreesboro, Tenn.
<b>Existing AM's</b>	
WOOJ	WSWF Lehigh Acres, Fla.
WRBQ	WNSI St. Petersburg, Fla.
WQCN	WQQT Savannah, Ga.
WYST	WSD Baltimore
KUQQ	KTIA Fort Worth, Tex.
WYNT	WPVA Colonial Heights, Va.
WRKR	WWEG Racine, Wis.
<b>Existing AM's</b>	
KWST	KLRB Carmel, Calif.
KWSS	KFAT Gilroy, Calif.
WOOJ-FM	WSWF-FM Lehigh Acres, Fla.
WIFI	WJYW Tampa, Fla.
WSEX	WTCO Arlington Heights, Ill.
WLLR	WZZC East Moline, Ill.
WWET	WVTL Monticello, Ind.
WFNX	WLYN-FM Lynn, Mass.
WAVC	WGGR Duluth, Minn.

## Grants

Call	Assigned to
<b>New AM's</b>	
WABT	The Great American Broadcasting Corp., Madison, Ala.
KGGN	Northern Television Inc., Valdez, Alaska
KWLL	Grand Broadcasting of Arizona Inc., Casa Grande, Ariz.
KLCK	Kiickit Valley Broadcasting Service Inc., Goldendale, Wash.
<b>New TV's</b>	
KPRR-TV	Pacific Rim Broadcasting, Honolulu
WLIG	Life Broadcasting Network, Riverhead, N.Y.
WWQI	Quarterview Inc., La Crosse, Wis.
<b>Existing AM's</b>	
WMGI	WKGR Gainesville, Fla.
WWSI-FM	WCEJ Jupiter, Fla.
WSLE	WWCC Bremen, Ga.
KZZM	KTLD Tallulah, La.
KQBR	KVBR Brainerd, Minn.
KKIK	KHEM Big Spring, Tex.
KMEZ	KBOX Dallas
<b>Existing FM's</b>	
KMEZ-FM	KMEZ Dallas
WXVA-FM	WZFM Charles Town, W.Va.

## Summary of broadcasting

### FCC tabulations as of Sept. 30, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

\*Special temporary authorization

\*\*Includes off-air licenses



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Sales Manager needed** to lead a seasoned staff in medium Northeast market located in East's major resort area. Strong credentials in local sales a must to develop sales to their share potential at highly-rated station. Send resume, references, and salary requirements. Write Box J-123. EOE.

**Manager.** Group owner offering growth potential seeks experienced General Manager for AM in top 50 Midwest market. Must be experienced in national sales, with working knowledge of all facets of the business including budgeting, programming, and FCC regulations. Send full resume, salary requirements, history and references in first letter. All replies confidential. Equal Opportunity Employer. Please reply Box J-170.

**General Manager wanted** with proven sales record for WXXR, Cullman, Alabama, leading station (modern country) in this unique small market with excellent agriculture and industrial base. Must have experience as Sales Manager or General Manager. Apply Hudson Millar, 1705 South 8th Street, Fort Pierce, FL 33450. EOE.

**General Manager,** radio station, Louisiana, looking for someone with sales, management and promotion experience. Write Box J-171.

**General Sales Manager** for leading plains state medium market AM that has healthy adult 25-54 numbers and good market position, plus potential talent on sales staff. We need a motivator. Strong sales training program is already in place in an organization committed to developing people. Share growth, profits, benefit package. Send resume to Box J-176. EOE.

**Development Director,** non-commercial, WORT-FM, Madison, WI. Full-time. \$900/mo. + benefits. Oversee fundraising. Call Joan Rubel, 608-256-2001. Application deadline: 12/20/82. EOE.

### HELP WANTED SALES

**Room to grow** and stretch out, on the ground floor with a new group. Station is run-away No. 1, located in Rockies, with solid staff, that needs imaginative direction and strong sales leadership. Can you motivate? Reply to Box J-108. E.O.E.

**Well-established FM station** in West Virginia seeks aggressive individual with proven sales background. Good salary with opportunity for advancement to managerial position. Send resume in confidence to Box J-98. EOE.

**Professional Salesperson** needed for 100,000 watt FM station in N. Wisconsin. Must be aggressive and willing to work. Good compensation package and benefits. Write Box J-133.

**Strong, experienced sales manager** and sales people needed for Toledo AM/FM combo. Great opportunity with great rewards for right people. Write Box J-135.

**Southern California.** Growing station in fast growing area needs salesperson. Earnings unlimited! Ongoing training. Write: Cynthia Daigneault, KOYN, P.O. Box 908, Twentynine Palms, CA 92277.

**Solid growth organization** hunting salesperson with track record in radio sales. Able, through sales, to move up. Opportunity to grow with us. Advancement depends directly on your sales. KZEV FM, Clear Lake, IA.

**If you're a radio salesperson** who desires to be more than just an order-taker, a growing Rocky Mountain broadcast group is offering you the opportunity to be trained as a marketing consultant. Enjoy exciting compensation, self-fulfillment, along with management opportunities. Applicant must have proven track record in radio sales. Send resume to: Broadcast Enterprises, P.O. Box 968, Powell, WY 82435. Attention: Dean Abbott.

**FM Station in a medium-sized market** near Washington, D.C., is looking for a self-motivated individual seeking a career in sales. Must be willing to reside in market. Send resume to Box J-164.

**Religious station,** major Midwest market, needs someone with proven ability to obtain gospel accounts. Very big income possible for the person who can do the job. Write Box J-159.

**Pacesetter sales manager** wanted for KXIC, Iowa City. Modern country and news AM in great Midwest city. Must carry list and show how it's done. Great opportunity for big gains in this recession-proof market. Draw plus commissions plus incentives plus health insurance and other company benefits. For specifics, contact: Mark Renner, G.M., 319-354-9500, Iowa City, IA. A group ownership-Tom Ingstad Broadcasting. EOE/MF.

**Our successful salespeople** earn between \$15,000 and \$50,000. WTOB is the only AM music station in Winston-Salem, N.C., with sports, news, local involvement. Letter first, then call Bonnie Hageman, 919-723-4353.

**Salesperson with potential** for sales director. 24 hour AM adult station. Resume to KCJJ Radio, Box 2118, Iowa City, IA 52244.

**Radio sales opportunity** for graduate of Radio Sales Academy. Positions available in major market for qualified person graduating from 5-day sales training course. Call for class schedule. Broadcast Marketing Group, 3100 Broadway, No. 313, Kansas City, MO 64111. 816-753-3277.

### HELP WANTED ANNOUNCERS

**Announcer-sports director** wanted for 100 KW FM in northern Wisconsin. T&R to Roger Utneher, WRLO, P.O. Box 509, Antigo, WI 54409. EEO.

**We're building a team.** Looking for experienced announcers with strong production. Must be stable, hard working team player, able to communicate with adult rock audience. Tape, resume and salary requirements to Rick Singer, WINW/WOOS, P.O. Box 9217, Canton, OH 44711. An equal opportunity employer.

**Skinny or fat,** young or old, rich or poor: we don't care. But you've got to be great! West Texas biggie hunting morning drive personality. Up, bright. Lifestyle into today. Experience mandatory. A/C format. Send tape and resume. John Roman, 1011 Texas Commerce Bank Bldg., Odessa, TX 79761. EEO.

**WBDO-AM has rare opening** for strong on-air personality for mid-days. Stable, team-player who understands community involvement and communicating on the radio. Send tape and resume to Tom Kennington, Program Director, WBDO-AM, 58 S. Ivanhoe, Orlando, FL 32804. Equal opportunity/affirmative action employer. M/F.

**Immediate opening** for afternoon drive personality on FM easy listening station (live assist). Production responsibilities in evening. (Current staff member promoted.) Good pay, BC/BS, resort area. Apply with tape to General Manager, Neely Crowley, (Mrs.), WSLT/WIBG, 957 Asbury Avenue, Ocean City, NJ 08226. Females encouraged to apply, applicants must have min. 1 yr. exp.

**DJ/Production.** Must be experienced and creative. Career opportunity in southern California. Phone Mr. Case, 619-245-8636.

### HELP WANTED TECHNICAL

**San Juan, PR.** Chief operator for a 50 KW FM and 5 KW DA leading stations. Must have first class license, broadcast experience and best references. We offer good pay and benefits. Send resume and salary history to Box J-91.

**Engineer for maintenance** and production in 24 hour AM adult station. First Class required. Tape and resume to KCJJ Radio, Box 2118, Iowa City, IA 52244.

**Radio Transmitter Engineer.** The University of Michigan seeks qualified applicants for the position of radio transmitter engineer at its FM stereo transmitter facility near Grand Rapids. Qualifications for this half-time position include a General Class radiotelephone license and broadcast experience. Excellent staff benefits include: liberal vacation & holiday schedule, complete health insurance, exceptional retirement program, and many more. Please respond in writing to: The University of Michigan, Employment Services, 2031 Administrative Services Bldg., Hoover and Greene Streets, Ann Arbor, MI 48109. A non-discriminatory, affirmative action employer.

**Wanted: volunteer** to assist technical staff. Transfer historic radio disc collection to reel and cassette format. Experience necessary. Lauren Gray, Associate Technical Director, Museum of Broadcasting, 1 East 53rd Street, New York, NY 10022. 212-752-4690.

### HELP WANTED NEWS

**Announcer-sports director** wanted for 100 KW FM in northern Wisconsin. T&R to Roger Utneher, WRLO, P.O. Box 509, Antigo, WI 54409. EEO.

**Morning Anchor** for top rated, news-oriented AM/FM serving market of 600,000 between Chicago and Milwaukee. Four person department. Winner of multiple Wisconsin AP awards. The winning candidate will have major market sound and impeccable news judgement. Minimum one year experience. Excellent pay and support from professional staff and management. Resume and tape to: David Kole, WLIP/WJZQ, P.O. Box 659, Kenosha, WI 53141. E.O.E.

**Take charge of our news department!** (need yesterday) Small market just outside Omaha seeking hard-hitting News Director. No beginners. 3-5 years' experience minimum. Good salary plus car for right person. T & R's to John Steyer, KHUB-AM, P.O. Box 669, Fremont, NE 68025, or call 402-721-5012. EOE.

**News Director.** Station soon to go all news. Need experienced news pro. Equal opportunity employer. WNRS, Box 8605, Ann Arbor, MI 48107. 313-662-2881.

**New England FT 5 kw news opening.** Must have strong radio news gathering, writing and air ability. Send resume, tape, writing samples: ND, Bill Smith, WCAP, 243 Central St., Lowell, MA 01852. No phone calls. EOE.

**Sports Director** for one of America's three great radio stations. We have reviewed over 90 applications and are not satisfied. We want the best! This station is totally committed to top-notch high school and college sports coverage. Successful applicant must have 5 years sports broadcast experience and scintillate on the air. Send complete resume with both personal and professional recommendations. Special skills in sports marketing and promotion helpful. Also, an edited cassette with samples of all PBP sports you do, plus interview, sportscast, and other special features you've created. No segment longer than two minutes. Our staff of 40 includes two-person sports department, finest reputation and facility in Mid-America. You must be terrific on-air, stable and responsible, and a person with the willingness and ability to serve this community. \$16,000 to \$22,000. Send your businesslike application to Rich Hadedank, WJON Radio, Box 220, St. Cloud, MN 56302. We won't make a move until we get the best! EOE.

**Experienced newsman,** small or medium market. Take over one-man department and build. Growth opportunity. Mr. Case, 619-245-8635.

**WGH (Norfolk-Virginia Beach)** seeking news anchor/reporter. Must have outstanding abilities in gathering, writing and editing. Strong air performance. Min. 3 yrs' experience. T & R to Carl Holland, ND, Box 9347, Hampton, VA 23670. EOE/MF.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Talk show host** for major Southeast radio station. Experience and ability necessary to do 6-night-a-week show from a leading night club, using both live guests and telephones. Big bucks. Long term commitment. Send resume to Box J-160.

**Arts/Information Director** for WFPL-FM. Proposes and produces interviews, documentaries, modules for local, regional and national use. Requires Bachelor's Degree in related field, radio production experience, good on-air, communications skills, and ability to deal with broad range of subject areas. Minimum salary is \$10,608.00. All applicants must include references and audition tape (cassette only). Submit application by 4:30 p.m., December 17, 1982, to Administrative Office, Louisville Free Public Library, 4th & York Streets, Louisville, KY. 40203. An equal opportunity employer.

**Program Director.** Exceptional individual sought to manage programming and handle airshift at Cincinnati's newest FM AC station. Experience, talent, and desire absolutely necessary. Send resume and tape to General Manager, WYYS, 1132 West Kemper Road, Cincinnati, OH 45240. EOE.

## SITUATIONS WANTED MANAGEMENT

**Programmer** with some sales experience looking for opportunity to manage small/medium station. Reply Box J-38.

**High performing General Manager** with in-depth knowledge of radio covering 20 years of successful management. Specializing in strong sales and profit development ability. Organizational and basic management skills. If you are an owner who wants an achiever and can afford quality, write Box J-110.

**I'm a small market salesman** of seven years. I've enjoyed modest sales gains over last couple years and am seeking management position. Honest, dedicated, hard working. Write: S.S., 107 East 9th, Yankton, SD 57078.

**Successful account executive** with 7 years' experience, small & medium markets, seeks sales management opportunity. Write Box J-151.

**In Florida? In trouble?** Call Cannonade—management, sales, promotions. 813-831-2787; Box 320276, Tampa, FL 33679.

## SITUATIONS WANTED SALES

**Marine Corps Officer,** communications specialist, BA Broadcasting Marquette Univ., looking for sales position leading to management. Young, intelligent, aggressive. First I'll sell your station, then I'll run it. 1st Lt. Leo Clark, MOQ 3147, Camp Lejeune, NC 28542. 919-353-0829.

## SITUATIONS WANTED ANNOUNCERS

**Ford Mullins,** 6-year pro (WZBC, WCFR, WPOE, WKZE), KIIS grad., BA psych. seeks swing/prod. So. CA coast. 714-859-6381.

**Experienced sportscaster** looking for all-sports job. I can make you the sports leader. 214-729-8310.

**Channeled enthusiasm:** "the employer comes first" was the organizing principle of my training. My tape is to the point. Joe Ferraro, 215-535-3151, 922-2530.

**Personality Country DJ,** 37 years' experience, 24 last station. Best recommendations, never been late, missed 10 days in 24 years. Desires morning drive show with top station. Contact Bill Buchanan, 919-776-5239.

**3 years on-air,** mature, conversational voice. Very versatile. 515-573-8250.

**Female broadcaster**-writer, light experience, extensively trained. DJ/newscaster, good production and equipment skills. Meticulous, dedicated worker. Write Box J-130.

**Ken McCartney,** 10 yrs' experience in CHR. Ready to return to California as PD., M.D., or air talent. 213 Beechgate Ave., Las Vegas, NV 89110. 702-452-1371.

**Young, dependable announcer** wants to begin Radio career with your station. For tape and resume, Call Les Williams, 312-597-8461.

**Attractive, personable,** 26-year-old male seeks announcing position in radio or TV. Graduate Columbia School of Broadcasting. Originally from Paris, France; speaks fluent English. Daniel Lasquier, 2030 Peachtree Rd, 7-C Atlanta, GA 30309.

**I know radio** from AM to FM! Sales, news, PD., 7 years' experience and I own an AM. I'm a top 40 jock looking for a change in local. I work because I want to. Scott Scarborough, 602-425-8549.

**A great combo** for your market! He's been a morning man in adult contemporary and MOYL formats for years. Major market experience. Former president of small ad agency, can sell, enjoys community involvement. She's a top notch voice talent, professional actress, ten years agency experience in creative, client contact, and copywriter. Together: we want to get inside your market. Do AM on-air show mornings, sell afternoons meet your town at night. Restaurant, play reviews, openings. A great duo and a great sales tool. For resumes, tapes, and your chance to own this couple, Write Box J-168.

**Ratings got you down?** Bring your small/medium market station to new heights with a dynamic, dependable, hard-working individual. A/C, MOR, country plus news, sports, production. Any shift. Will relocate now. T&R: Jenny Nicholson, 16825 Forest Avenue, Tinley Park, IL 60477, or 312-560-0172 evenings except Fridays.

**Minor league baseball BBP** position sought by five-year radio veteran. Currently PD/announcer; dedicated professional seeks return to sports fulltime. Write Box J-165.

**Announcer needs work.** I'll go anywhere. I have 14 months' experience in announcing, news, production and writing commercials. I work very hard. If interested, call Vern, 816-754-6442, anytime.

## SITUATIONS WANTED TECHNICAL

**Experienced AM FM technical director** seeking new challenge in broadcasting. Prefer southern California as home base. Cost and quality conscious. BSEE. Will travel. Write Box J-142.

**Competent, reliable** First Phone Technician of broad experience seeks permanent job as chief or assistant. Write Box J-177.

**I have a job.** I'm chief engineer of an AM/FM facility in a major market but in the wrong place. Help me out & in return you'll get an experienced, loyal, hardworking engineer who cares about quality & knows how to make it pay. Write Box J-182.

## SITUATIONS WANTED NEWS

**Top notch Sports Director** and announcer. Bachelor of Science in Telecom, three years' professional experience. Go-getter, very ambitious and has the skill! Call Russ Knight, mornings, 602-277-8788.

**News Director** looking for a medium market station seeking to build, rebuild or rejuvenate its news department. I run an award-winning four-man plus department in a relatively small market; I'm ready for a bigger challenge, eager to take on tougher competition. Six years in news, 4 as news director. Please drop a note to Box J-178.

**Major market experienced play-by-play/reporter** looking for sports director/reporter position in small-medium market. Please call Bob Harden, 714-957-5808 or 714-968-3867.

**Number-two play-by-play** man currently working behind sports director who doesn't want to leave. Looking for other play-by-play possibilities in major high school or small college market. Current news director. Reply Box J-156.

**Penn State Grad** looking for entry-level news/sports position. BA in Political Science with TV newsroom internship and medium market radio jock experience. Willing to relocate. Bright, resourceful, hard-working. Interested? Call Gerry, 412-962-4294.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Big Bands! I love it.** You want to program big bands now. I've been doing it for years. Twelve-year pro looking for opportunity in medium or major market. Lively, personable air work, creative production from the zany to the classy. Currently in small market. Program big band and standard music with someone who knows how. For resume/tape, call Steve, 401-884-1370 or 401-295-8152.

**Available immediately!** Seven years full time radio experience, public/commercial. Proven ability programming country/AC/automation. B.A., music-classics. Prefer West/Midwest. Charles Marston, P.O. Box 150 Logan, UT 84321. 801-752-5672.

**Program Director** seeks opportunity with company that wants to win. 8 years' experience in suburban major market, specializing in AC/soft rock & beautiful music along with knowledge of automation. Excellent references and track record. Reply Box J-155.

## TELEVISION

### HELP WANTED MANAGEMENT

**Assistant Business Manager** for TV/FM station. Need aggressive individual with broadcasting accounting experience. In-house computer system. Emphasis on collection of receivables. Involvement with personnel activities of the station. BS accounting desired. Salary in upper \$20's, based on ability. Top 20 market. Equal opportunity employer. Located East coast. Send resume to Box J-106.

**Controller**—WCSC, Inc., Charleston, SC, a diversified communications company, seeks qualified financial officer with broadcasting experience to coordinate financial aspects of various divisions. High energy level required due to company's growth plan. Confidentiality assured. Respond: D. W. Coyle, WCSC, Inc., Box 186, 29402. 803-723-8371.

**TV sales traffic Supervisor.**—For major market independent, minimum 3 years' experience in spot booking and inventory control. Must be sales-oriented and have a working knowledge of BIAS or BCS computer systems. Send resume and salary requirements in confidence to Box 1111, Grand Central Station, NYC 10163.

**Executive Director,** BAVC, San Francisco. Chief executive for video production center. Responsible for general management, fundraising, fiscal management of \$35,000 budget, planning, board and community relations. Must have significant management experience, able to raise in excess of \$100,000 per year from foundations, etc., familiarity with video production and distribution, willing to travel, and motivated to create new directions for organization. Applications due by Dec. 30. Include resume, three references, statement describing why interested in pursuing a career at BAVC. Send to: Search Committee, BAVC, 1111 17th Street, San Francisco, CA. 94107. Salary: \$28K-30K.

**General Manager**—group owned UHF NBC affiliate NW. Arkansas. Demonstrated success in sales, budgeting, programming and personnel management. Resume: Box 1867, Ft. Smith, AR 72902.

### HELP WANTED SALES

**Local TV sales manager**—an excellent opportunity for an aggressive sales person. Small market in the heart of the Sunbelt. Please send complete resume to Box J-88. EEO.

**KYEL-TV, Yuma, Arizona**—El Centro, California, is looking for an experienced local TV account executive. An opportunity to grow rapidly in a fast-growing market. Send resume to Keith Lewis, KYEL-TV, PO Box 592, Yuma, AZ 85364. EOE.

**Top 50 mid South**—independent looking for national sales manager. 3-5 years' national experience, either at station or rep. Independent station sales a must. Send resume to Box J-127. EOE.

**Local Sales Manager**—needed for NBC affiliate in Louisville, Kentucky. Please send resume and references to Vickie Mahoney, Personnel, WAVE-TV, Box 32970, Louisville, KY 40232. Equal opportunity employer.



## HELP WANTED SALES CONTINUED

**Television Syndication Sales.**—New York base. Minimum 5 years' experience with network, local station, rep sales, or syndication sales organization. Responsible for specific sales territory. Salary plus commission, plus fringes open. Resumes only. Box J-134.

**Aggressive, skilled TV account executive** who is adept at direct and agency selling alike. Medium size ist at ABC, VHF station in growing Sunbelt market. Prior TV sales experience a must. Contact Pete Devereaux, General Sales Manager, WXEX-TV, 21 Buford Road, Richmond, VA 23235. Phone: 804-320-3201. An equal opportunity employer.

**Account Executive**—Top 50 network affiliate in the Northeast seeks experienced account executive candidates. Need aggressive professional to take over established list. Equal opportunity employer. M/F. Box J-167.

**Account Executive.** Growing group broadcaster in top 20 market in SE seeks ambitious salesperson with knowledge of agencies and retail. Experience with MMP, AID, production and vendor programs desired. EOE. Write Box J-153.

**Account executive.** No. 1 independent seeking aggressive A.E. with minimum of 5 years TV sales experience. Send resume to Local Sales Manager, KPHO-TV, 4016 North Black Canyon, Phoenix, AZ 85017. Equal opportunity employer.

**WTVN-TV in Columbus,** Ohio, is looking for an account executive with radio or television sales experience to handle established list. Individual must be willing to seek new business accounts. Salary, plus commission. If you are interested in this position, please send your resume to: Local Sales Manager, WTVN-TV, 1261 Dublin Road, Columbus, OH 43216. Equal opportunity employer.

**National Sales Manager** for KOMO-TV, Seattle, ABC-TV network affiliate. Responsible for coordinating sales between station and national rep "Katz" offices, including extensive advertising agency/client contact. Position requires travel to major markets throughout country. Successful sales and management record with medium to major market station required. Send resume with references and salary requirements to Personnel Dept., KOMO-TV, Seattle, WA 98109. EOE.

## HELP WANTED TECHNICAL

**Telemation Productions unit 4** is in need of a remote maintenance engineer with experience in Ikegami cameras, Ampex & Sony 1" tape, Chyron, Ross & Utah switching, and more. Must be a self-starter. Contact: John Gebhard, Chief Engineer, Telemation Productions, 3210 W. Westlake Avenue, Glenview, IL 60025. 312-729-5215.

**Washington, D.C. consulting firm**—is seeking an experienced radio and television engineer to develop inventory and pricing information for client stations. This is a pleasant position in a professional organization. Some travel is required. FCC First, college degree, and 3-5 years' engineering experience required. Please send resume and salary history, in confidence, to Box J-117.

**Studio Engineer**—minimum 3 years' experience in studio maintenance, especially format of VTR, ENG, EFP. 1st phone required. Contact Chief Engineer, KTVX, 1760 Fremont Drive, Salt Lake City, UT 84104. 801-972-1776. Equal opportunity employer.

**Middle eastern major**—network affiliate in the top fifty is in need of a hands-on type maintenance person to assume the position of Assistant Chief Engineer. Applicant must hold FCC License, have working knowledge of digital electronics and be able to maintain VHF transmitter. Top salary and benefits for the right person. Send complete resume to Box J-122.

**Xmtr engineer**—new top twenty East Coast UHF needs maintenance engineer of a 110 KW transmitter. FCC license and at least 3 years of experience maintaining TV transmitters required. Strong maintenance background plus an understanding of all pertinent FCC rules and regulations. Write Box J-145.

**Chief Engineer needed** at this immaculate Kansas UHF NBC affiliate. Two to three years experience as hands on chief or asst. chief desirable. Send resume to Don Hain, KSN, 833 N. Main, Wichita, KS 67201 316-265-5631.

**Chief/assistant chief engineer** for large market subscription UHF in the Sunbelt. Must have 3-5 years of hands-on experience with particular emphasis on digital video techniques, color camera chains and computer editing. Send resume and salary history to Box J-172. EOE.

**Engineer-maintenance** for major Midwest PTV production/broadcast center. Four years' experience or equivalent. \$8,388/hr., Minimum. Deadline date: December 13. Contact: Paul E. Few, University Television, Box 83111, Lincoln, NE 68501 EOE. AA.

**Chief engineer.** UHF NBC affiliate group-owned station has immediate opening for hands-on engineer with knowledge of studio, transmitter, microwave, ENG operations. Resume to KPOM-TV, Box 1867, Ft. Smith, AR 72902.

**Television maintenance engineer** needed for CBS affiliate on California's coast. Requires FCC 1st or general license, with prior knowledge and experience with UHF-TV transmitters, microwave, 3/4" & 2" video tape, mini-cam, and other TV equipment. Digital knowledge desirable. Send resume to: Ken Warren, C.E., KMST-TV, P.O. Box 1938, Monterey, CA 93940. EOE.

**Engineer/technician** with experience in studio maintenance. Familiarity with RCA Quad; Ampex 1"; Sony JVC; Panasonic 3/4"; and TBC's. Salary: DOE. To work in beautiful Alaska, contact Ron Moore, KTVA-TV, 1007 W. 32nd Ave., Anchorage, AK 99503. 907-277-1515. An EEO employer.

**Broadcast Engineers.** Three positions vacant. Supervisor and two lessor positions to start up and operate a new educational television and radio station near Ft. Myers, Florida. Salary range: supervisor: \$14,532 - 17,330; other positions: \$12,236. To apply, send resume to: Mr. John Ralle, Chief Engineer, WUSF-TV, University of South Florida, 4202 Fowler Avenue, Tampa, FL 33620. An equal opportunity employer.

**Chief for PTV**—remote TTU-30 UHF transmitter, translators and studio in beautiful upstate N.Y. Strong RF background, trouble shooter, management and training skills required. General FCC. Resume, salary history to General Manager, WCFE-TV, P.O. Box 617, Plattsburgh, NY 12901, accepted through 12/10/82. No phone calls. EEO/AA.

## HELP WANTED NEWS

**News Director.**—Top flight news director needed for ABC affiliate in beautiful coastal city in S.E. This is a turn-around situation requiring a skilled professional. Salary and incentive most attractive for right person. All responses held in strict confidence. E.O.E. Write Box J-124.

**News Director:**—Strong administrator, budgeter and recruiter with solid news background needed to take over CBS affiliate news operation with strong commitment to quality journalism. Forward resume, statement of news philosophy, and salary history in first reply. No phone calls. Ronald Philips, General Manager, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. An equal opportunity employer.

**Small market CBS network**—affiliate is auditioning talent for a weather anchor position. We are seeking an individual with good on-air presence and personality. Send tape and resume to Bill Jones, News Director, WBOC-TV, P.O. Box 2057, Salisbury, MD 21801. An equal opportunity employer.

**Reporter:**—three years as television news reporter. Experience with longer magazine-type pieces preferred. Tapes & resumes to Tom Wayne, WTOG-TV, 365 105th Terrace N.E., St. Petersburg, FL 33702. A division of Hubbard Broadcasting. An equal opportunity employer.

**Primo People, Inc.** New Directors, anchors, reporters, weathercasters, sportscasters and producers are now invited to send tapes to nationwide talent specialists. All markets. No fees to talent. Immediate openings. Attention General Managers: We may already have your next news star. Contact: Steve Porcicelli, Primo Newservice, Inc. 182 Sound Beach Avenue, Old Greenwich, CT 06870; 203-637-3653.

**Anchor/producer** for morning cut-ins, also producing for noon. Must be college graduate, have commercial TV news experience, and possess very strong writing and journalistic skills. An outstanding opportunity to do quality work in a mid-sized market content-oriented shop. Send resume and references to: Box J-175. EOE.

**72nd ADI,** number 1 station, needs assignment editor/assistant news director to coordinate staff of 25. No beginners. Contact Jon Janes, News Director, KFVS-TV, PO Box 100, Cape Girardeau, MO 63701.

**Anchor/Reporter** for 11 pm news in Reno. Experience in TV news preferred. Send tapes to: John Firpo, News Director, KCRL, P.O. Box 7160, Reno, NV 89510.

**Competitive top 100 newsroom** wants someone who can make a story come alive, plus present an entertaining yet informative weekend weathercast. Tape/resume to: Steve Newwine, WTVO-TV, Box 470, Rockford, IL 61105.

**We're looking for a solid weekend anchor** with street experience. Send a recent aircheck along with your resume to: Bob Jordan, WFTV, Box 999, Orlando, FL 32802. WFTV is an equal opportunity employer. No phone calls or beginners, please.

**Co-anchor/Producer** to work with male anchor. Entry-level position. Journalism degree preferred. Small western market. EOE. Send resume to Box J-166.

**Wanted: news anchor** who can produce a winning newscast. We are a Midwest small market affiliate looking for only the best. Resume to Box J-161. EOE. M-F.

**Producer/anchor** at one of America's finest local news operations. You bring us a college degree, some TV news experience, and outstanding writing and producing skills, and we'll give you the opportunity to do serious TV news the way the critics and textbooks say it should be done. Send tape, resume, and list of enthusiastic references to Robert Cohen, ND, KAKE-TV, PO Box 10, Wichita, KS 67201. EOE.

**Photojournalists.** Growing Midwestern medium market is expanding photo department. Seeking candidates with minimum one year commercial TV news experience shooting & editing. Resumes to Box J-143.

**News Reporter:** I'm looking for a TV journalist who can cover any kind of story. Must be a self-starter who can work with minimal supervision. Minimum three years' TV experience necessary, bureau experience especially helpful. Please send tape and resume to News Director, P.O. Box 1833, Orlando, FL 32802. Absolutely no phone calls. We are an equal opportunity/affirmative action employer, M/F.

**Group-owned stations** in four Midwestern markets looking for self-motivated TV people. Possible openings for anchors, reporters, sports people. Excellent benefits, good pay, growing company with room to move up. Send resume to Box J-144. We are an equal opportunity employer, M/F.

**Looking for general assignment news reporters** who can do it all. If you are interested in real opportunity at a small market station in the Midwest, send resume to Box J-163. EOE. M-F.

**News reporter.** If you are a professional news reporter with experience in hard news gathering and willing to relocate, we want you. Salary \$14,000-16,500; submit resume and audition tape to Linda Imboden, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. Equal opportunity employer/male/female.

**72nd ADI,** number 1 station, needs bureau chief to report and manage 4-person staff in Carbondale, Illinois bureau. Experience required. Send resume and tape with first letter to: Jon Janes, News Director, KFVS-TV, PO Box 100, Cape Girardeau, MO 63701.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Commercial Producer/Director:**—Need experienced person to join award winning creative services department. New editing suite is representative of management's commitment to quality. Send tape and resume to Barry Tevis, Production Manager, KTVL, P.O. Box 10, Medford, OR 97501. Equal Opportunity Employer.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Major production company** that has expanded to the Southwest is looking for qualified CMX 340 editor who has at least two years' experience editing CMX 340 or similar keyboard editor. Evening work may be required. Experience with digital video effects a plus. Send resumes and tapes (no calls accepted) to: Dan Rogers, Telemation Productions, 5016 N. 6th St., Phoenix, AZ 85012.

**Director/Writer** for major instructional series in the arts: dance, drama, music and the visual arts. Candidates must have extensive directorial experience in one-inch film-style EFP and have demonstrated creative script writing skills. Must be able to assemble first rate production crew and work under fixed-free contract. Although this is not a staff position, candidates will work as part of a team that includes content and instructional specialists. Editing experience also necessary. The position requires detailed pre-production planning. Director will work with artists on location and must be aesthetically sensitive to both the artist and the art form. Proven ability to translate art forms to video is a critical requirement for the job. Production travel required. This is an important project. It offers an exceptional opportunity for a professional with superior talents. Send letter of application, resume (including references and sample 3/4" reel) (reel must include work of proposed production crew members) to: Personnel Director, Agency for Instructional Television, 1111 W. 17th Street, Bloomington, IN 47401. No phone calls.

**Creative Services Director**—TV station or agency experience in commercial creation, from client contact to concept to production. Manage staff of 4. Send letter and resumes only to Tim Martin, WRAU-TV, 500 North Stewart St., Creve Coeur, IL (Peoria market) 61611. E.O.E.

**Head of Television Production.** Northern Illinois University is seeking someone to be responsible for television materials production and evaluation, supervision of studio and remote production crews and the administration of a student intern program. Qualifications must include a Bachelor's in the field, with a Master's desired. Must have experience with color studio equipment, EFP, effects and character generators, and editing systems. Prior experience in an academic setting is preferred. Faculty position, with normal benefits. Salary open. Send resume before December 15, 1982, to Television Services, Northern Illinois University, DeKalb, IL 60115. An equal opportunity/affirmative action employer.

**Mini-Cam operator/producer:** 2 years' experience shooting/editing; 2 years producing/writing experience; FCC general license. Send resume and tape to KMBC-TV Community Affairs, 1049 Central, Kansas City, MO 64105. An equal opportunity employer.

**WTVJ-Miami/Ft. Lauderdale.** Operations Desk. Immediate opening for our operations desk in the traffic dept. Individual must have previous radio, TV or agency traffic experience and be good with detail. Bias experience preferred. Duties will include internal processing and scheduling of commercials as requested by advertisers. Send resume and salary requirements in confidence to: Employment Manager, Wometco Enterprises, Inc., 324 N. Miami Ave., Miami, FL 33128. EOE.

## SITUATIONS WANTED MANAGEMENT

**Firm background** in news, news consultancy, programming, operations, promotion, budgeting, network, traffic, sales, EEOC, FCC, NAB. Seeking GM-small/medium market, operations-programming-medium/large market, assistant manager-medium large market. Excellent references. Write Box J-157.

**Build sales,** increase rating. Experienced G.M. Owner background. Marketing experience. Southeast. For interview or resume, 404-860-0912.

## SITUATIONS WANTED NEWS

**Award winning sportscaster** looking for new challenges. Four years' experience in small markets. Seeking anchor-reporter position at station with news commitment. Call Jim, 915-944-9786, mornings.

**Experienced college grad** looking for TV or radio. Emphasis on sports, with strong writing and production skills. Authoritative news sound. Available now. Have audio and video audition tapes. 312-288-5031; Eric Clemons, 5108 S. Kimbark, Chicago, IL 60615.

**Blonde, but not without brains, female** in no. 1 mid-market station, weekend anchor/reporter, looking to join larger market dedicated news staff. Experienced, proven with the ratings. Write Box J-92.

**Sports: Rian Danz,** 206-236-2124. 8225-A West Mercer Way, Mercer Island, WA 98040.

**Sportscaster**—Do you share my dedication to quality, creative sportscasting? Write Box J-95.

**Hard-working sports anchor/reporter/producer** seeks position with small to medium market station. Recent grad with 3 years professional experience. Excellent production skills. Mark, 607-748-8591.

**Reporter** for number one top-fifty station looking for greater challenge. Will perform, no excuses. Write Box J-129.

**Experienced top 50 market anchor/reporter/producer.** Seeks professional growth. 617-339-5893.

**Veteran weatherman** (radio) wants to make a move to TV. Lots of practice at WSB. Excellent video audition tape. Prefer Southeast. Bill Vale, 1486-A Dresden Dr., NE, Atlanta, GA 30319. 404-231-1250.

**Reporter/anchor.** 4 years domestic, foreign broadcast experience. Currently in 20's market. Smaller market considered. S. Yeates, 916-454-5611.

**Sharp, attractive newswoman with video training** and proven radio news record wants to make a contribution to your television news operation. Will relocate. Box J-179.

**Multi-faceted, degreed** broadcaster seeks on-air TV position with growing company. Prefer anchor work, but will do street reporting, weather, sports, interviews, commercials, etc. My sincere, direct approach will make me an asset to your operation. Call Rick, 312-356-7455 after 5 p.m. CST or write 19907A Grand Ave, Lake Villa, IL 60046.

**Looking for a general assignment reporter?** Experience in major market as writer, production assistant, desk assistant. Looking for small market. Very hard working, dependable, willing to relocate. Tape available. Reply Box J-181.

**Young, aggressive weathercaster** looking for medium to large market, high morale operation to settle down in. I have lots of on-air experience along with a pretty good background in meteorology. Able to make weathercast easily understood by audience. If you want someone that enjoys weather, then write Box J-158.

**Just another pretty face?** Yes, I've been told I am pretty but I pride myself on being a solid news professional with a demonstrated ability to affect ratings. I've paid my dues in the smaller markets where I am currently employed as a news reporter and I am ready to make a contribution to a larger station. I am degreed, still in my twenties and ready to make a difference in your market. Drop me a line. I will respond promptly with a tape or a visit and let's see what develops. Write Box J-150.

**News Director and** or working anchor with thirty years' experience in medium and major market TV news, including New York. With an emphasis on a greater "news image" credibility again becoming a key to higher ratings, a seasoned professional could capture the confidence and trust of your audience. Would like to locate in a medium-sized market, with a kindly climate, in an enthusiastic shop where hard work is considered a pleasure. To begin what could become an interesting and constructive effort for each of us, call evenings, 207-729-5817.

**Penn State Grad** looking for entry-level news/sports position. BA in Political Science with TV newsroom internship and medium market radio jock experience. Willing to relocate. Bright, resourceful, hard-working. Interested? Call Gerry, 412-962-4294.

**Major market experience.** Former owner-manager. Creative sales, morning drive, news, talk. On-camera. Prefer Sunbelt. Robert Burns, 202 13th, Augusta, GA 30901. 404-722-4783.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Computer editor/EFP specialist,** can also direct light, switch, write—five years' experience. Joe LaRocco, 303-722-7802.

**Entry level**—ambitious individual seeks studio or news photography position. Degreed in photography licensed and endorsed by the F.C.C. Willing to relocate and pay own traveling and relocation expenses. Please call or write, 215-879-0333; Hilliard Reeves JR. 5101 Wynnefield Avenue, Philadelphia, PA 19131

**Producer/director,** 5 yrs.' commercial experience. Background includes creative writing, one-inch, EFP and computer post-production systems. Excellent client rapport. Rick, 316-686-1590.

**ABC/AP/cable trained** journalism grad seeks entry level on-camera position. Experienced in all ENG phases on/off camera. Currently producing cable talk, magazine shows. Now wants daily routine of established/growing station. Write Box J-149.

**Mr. Producer is my nickname.** I am a hard-working ambitious, creative college grad with 3 years' experience in TV production who gets the job done. Call and find out why. Rob, 212-459-1013, lv. message.

**Photographer/videographer/filmmaker** writes directs, edits. B.F.A. Graphics, M.A. Telecommunications. Creativity plus talent to make ideas work. Will relocate. 313-644-0890.

**Producer/Director.** Emmy winner, 13 years' experience, top 20 market. Specialties: news/sports/special events. 404-587-2626.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**The American University School of Communication** in Washington, D.C. seeks graduate assistants with full-time journalistic experience to assist in teaching and professional duties while earning a Master's degree in its program in Journalism and Public Affairs. This is a one-year, full-time program. Includes internship. For information, write Graduate Admissions Committee, School of Communication, The American University, Washington, D.C. 20016. An equal opportunity and affirmative action employer.

**Ohio State University** seeks television news professor. Ph.D. desirable, Master's required. \$19,080 to \$23,040 for nine months with additional for summer teaching possible. Apply by December 10. Write: Dr. Walter Bunge, Director, School of Journalism, Ohio State University, Columbus, OH 43210. Affirmative Action/An Equal Opportunity Employer.

**Mass Media Chairperson.** Hampton Institute Hampton, Virginia. Tenure-track. Administer department, teach undergraduate courses, develop grant proposals, and maintain department service commitments. Doctorate in communication arts required. Rank and salary negotiable. Send application, resume, and three letters of recommendation to: Dr. Finis E. Schneider, Department of Mass Media Arts, Hampton Institute, Hampton, VA 23668. March 15, 1983 closing date. Begin Summer or Fall semester, 1983. Equal opportunity employer.

**Tenure track position** in broadcast news open in the University of Oklahoma's School of Journalism and Mass Communication beginning August, 1983. Salary and rank negotiable. M.A. required, along with at least five years recent professional broadcast news experience. Person expected to teach general news reporting, as well as broadcast news. In addition to news, candidate must have expertise in an area such as photography, visual communications, management, magazine writing and editing, energy or technology reporting. Successful candidates must have demonstrated capacity to teach effectively, to publish and to build ties with professionals. Send curriculum vitae and have three letters of reference sent to Elizabeth Yamashita, Director, H.H. Herbert School of Journalism and Mass Communication, University of Oklahoma, Norman, OK 73019. Deadline: January 15, 1983. Affirmative action/equal opportunity employer.



## HELP WANTED INSTRUCTION CONTINUED

**Sam Houston State University** seeks: lecturer: starting January 10, 1983, to teach video production and other courses in radio-television production sequence. Require M.A. with teaching and professional experience. Salary negotiable, 1 semester contract with possible renewal. Send resume, letter of application, transcript(s) and 3 letters of recommendation immediately to: Dr. Robert Eubanks, Radio-Television-ilm, Sam Houston State University, Huntsville, TX 7341. AA/EEO.

**Indiana University-Purdue University** at Fort Wayne. Tenure track teaching position at assistant or associate professor level. Teach radio and television production and one or more of the following: broadcast journalism, management, speech communication. Doctorate or equivalent employment experience and continued educational involvement, evidence of effective teaching and research and/or creative skills required. Application deadline: January 10, 1983. Send resume, transcript, and at least three letters of reference to David A. McCants, Chair, Department of Communication, Indiana University-Purdue University at Fort Wayne, 2101 Coliseum Boulevard East, Fort Wayne, IN 46805. An equal opportunity affirmative action employer.

**The University of Texas** at Arlington seeks an assistant professor of radio-television to teach broadcast courses with emphasis on news and public affairs. Some opportunity to teach collateral courses such as media law, introduction to communication, research, theory, and communication and society. PhD, professional radio and television experience, and teaching experience required. Ability for, interest in, and commitment to engaging in research, service, and student advising required. Located in Dallas-Forth Worth area, UTA has 22,000 students and 770 communication majors. Send application letter and resume postmarked by January 1, 1983, to Dr. Charles Trendell, UTA Box 19107, Arlington, TX 76019. AA/EEO employer.

**News-editorial faculty** member for Department of Communication. Successful candidate will teach courses in reporting, news writing, editing. One or more areas of advanced specialization sought in subjects such as media history, media in society, Latin American media, international journalism, broadcast journalism. Qualifications include a Ph.D. degree, five years mass media professional experience, graduate teaching experience. Position begins mid August, 1983. Applications deadline: January 15, 1983. All correspondence should be sent to Dr. Bruce Garrison, Chair, News-Editorial Search Committee, Department of Communication, University of Miami, P.O. Box 248127, Coral Gables, FL 33124. AA/EEO employer.

**Radio/Television.** Assistant Professor of Communication. Responsibilities include teaching courses in radio-television production, writing, and performance. Secondary teaching emphases should be from among station management and operations, broadcast and cable regulations, or the new media technologies. One-third time reduced load for serving as Director of the campus radio station is an option. Ph.D. preferred and required for tenure. Professional experience required. Salary competitive. Women and minority persons are encouraged to apply. Send letter of application, vita, transcripts and three letters of reference to: Jennings Bryant, Head, Department of Communication, University of Evansville, P.O. Box 329, Evansville, IN 47702. Deadline for completed applications: January 15, 1983. AA/EEO.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant cash-highest prices** for your broadcast equipment. Urgently need towers, transmitters, antennas, transmission line, studio equipment. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

**\$1,000 Reward** for UHF transmitters—for information which leads to our purchase of a UHF TV transmitter. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

**Western Electric tubes, amps, mixers, consoles, drivers, speakers, horns, parts.** 213-576-2642. David, PO Box 832, Monterey Park, CA 91754.

**Towers.** Need 1 to 3 used guyed 295'. Radio Engineering, 805-688-2333. P.O. Box 420, Santa Ynez, CA 93460.

**Want to buy a used TV transmitter, channel 5.** One, five or ten KW. Contact G. Bonet, WORA-TV, Box 43, Mayaguez, PR 00709. 809-832-1150.

**Evangelical group** needs 1 inch type "C" recorders, EFP cameras, switchers, monitors, related production equipment for distribution to domestic and foreign mission organizations. Prefer no-cost, possible cash purchases. Contact: Circle Productions, Inc., 1564 South Third Street, Niles, MI 49120.

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**Complete SMC DP-2** automation system in service and A-1 condition. 6 carousels, 5 ITC playbacks, time announce, 6 stationary cart decks, automatic logging, remote control & more. Ready to roll. 713-769-2475. Dave or Gary.

**Quality broadcast equipment:** new and used, buy and sell! Transmission, video and audio. Formed my own company. Call Ray LaRue, 404-563-9331.

**Complete color remote studio package**—Over a million dollars worth of equipment at 1/3 of the new cost. Includes Norelco PC-100 Triax (5), Ampex VPR 2B (2), large Ampex switcher, excellent pulse, monitoring, audio, 2 vans, etc. All this can be financed for a well qualified buyer. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

**Quad VTR's**—Year-end clearance on Ampex, RCA, all models new and old. Unbelievably low prices! Bill Kitchen, Quality Media Corporation, 404-324-1271.

**Color Cameras**—Year-end clearance on Norelco P-70, RCA TK 45A, Ikegami HL33 & 35. Prices have never been this low! Bill Kitchen, Quality Media Corporation, 404-324-1271.

**UHF transmitters**—RCA TTU-30, Emcee 1kw translator, RCA TTU-1B. Several other available. Bill Kitchen, Quality Media Corporation, 404-324-1271.

**Remote cruiser for lease**—beautiful Ampex cruiser with PC-70 cameras (3), Quad and 3/4" VTR's, all switching, audio, etc. Small deposit and \$3,000 per month. Bill Kitchen, Quality Media Corporation, 404-324-1271.

**Film Cameras**—two RCA TK 27 film cameras, unbelievable year-end price. Bill Kitchen, Quality Media Corporation, 404-324-1271.

**Transmission Line**—3 inch 50 Ohm E.I.A., line 800 feet or more available. Bill Kitchen, Quality Media Corporation, 404-324-1271.

**New TV Startups**—Let us show you how to save a fortune when building a new TV station. Bill Kitchen, Quality Media Corporation, 404-324-1271.

**Grass Valley 1600-1X** video production switcher with E-MEM; serial interface adapter. Two digital borderline generators; encoded chroma keyer; RGB chroma keyer; audio E-Mem; AFV system; auto transitions. Still in warranty. \$53,200; new \$67,000 plus. For details, contact Jeff Van Pelt, 512-473-2020.

**Eight channel yard console** with spare tubes. Good condition. KVWC, 817-552-6221.

**Cado mini business computer.** Model 20-22. 3 dual sided floppy disk drives, CRT, keyboard, 150 CPS Texas Instruments printer. Multi-tasking, multiprocessing, less than one year old. Used only three months. Original cost \$20,000, will sell for \$10,000 firm. Contact Gig or Bill Hilton, WBUY Radio, P.O. Box 668, Lexington, NC 27292; 704-249-1028.

**10 & 20 KW FMs:** Harris 20H-3, CCA 10,000D. Also two 25KWs. All transmitters on-air and guaranteed. Call M. Copper, 215-379-6585.

**AM transmitters:** CCA 5000D, 1977, on-air, mint, RCA-BTA-1R & Gates BC-1G, 1 KW AM's, M. Cooper, 215-379-6585.

## COMEDY

**Free Sample** of radio's most popular humor service. (Request on station letterhead). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

## CONSULTANTS

**Tired of lost air time,** make goods, lost spots, sloppy air look? Let us do a technical evaluation of your personnel & equipment. Tech/Resource, 702-825-6562.

**Slash radio ownership costs.** New FM frequency applications available. Radio Management Consultants, P.O. Box 88864, Atlanta, GA 30093. 404-925-0055.

**If you need video technicians,** call VTI. Trained techs available. No fee. 214-263-2613.

## MISCELLANEOUS

**Professional Resume Services,** 1125 S. Cedar Crest Blvd., Allentown, PA 18103. Resume preparation for broadcasting professionals. Call or write. 215-433-4112. Prompt, confidential.

**Broadcasters tie tacs** and lapel pins. (3) Color enamel finish. TV camera, microphone or "on-air" light. Send \$5 cash or M.O. to Sharp-Tacs, Box 262, Mendon, MA 01756.

**Record library** from commercial station. Top 40 albums and 45's—beach music also. 30-year collection. Some originals. A.H. Woodall, 404-493-7450.

**Need your very own Washington** correspondent to keep close tabs on crucial issues the wires ignore that impact your audience? We serve up fresh, lively voices and wraps. Explore the views of movers and shapers who make the wheels of government turn—or not turn. Washington Spectrum News Service, P.O. Box 56376, Washington, DC 20011. 301-593-0701 or 498-6062.

## RADIO Help Wanted Management

### RADIO STATION GENERAL MANAGER

Opportunity in exciting growth market with a highly successful, professional broadcasting organization. Responsible for overall station management of KOMO AM Seattle. 50 kw ABC Information Network affiliate. Must have strong managerial skills with proven record in medium to major market. Position requires programming experience and a successful sales background. Send resume with references and salary requirements to Personnel Dept., KOMO Radio, Seattle, WA 98109. EOE.

### Help Wanted Sales

### WANTED: CO-OP COORDINATOR

Experienced co-op specialist who can sell for top 50 market station. Send resume and compensation requirements to Box J-146. EOE.

### Help Wanted Announcers

### TOP RATED FM STATION

In the growing Midwest looking for professional air personality with a minimum of five (5) years' on-air experience, with the potential to be promoted to Program Director. You'll be working with state of the art equipment in an all new facility and a professional staff. Resume to Box J-125.

## TELEVISION Help Wanted Management

### DIRECTOR BROADCAST RESEARCH & PLANNING

We're seeking qualified applicants for the corporate staff position of Director Broadcast Research & Planning. Persons applying should have broad knowledge of television operations, electronic communications, as well as business planning and research skills. Send resume to:

Box J-96

An Equal Opportunity Employer

### BUSINESS MANAGER

Excellent opportunity for experienced television business manager; network affiliate in Southeastern market needs an aggressive, self-starter; responsible for all financial and business affairs. Send resume to Box J-121. Equal Opportunity Employer.

### TRAFFIC MANAGER

Excellent opportunity for experienced television traffic manager. Minimum 2 years' experience as traffic manager, preferably on the BIAS system. Major market Sunbelt station. Send replies to Box J-154. An EOE.

### BUSINESS MANAGER

Major network affiliate in Southwest; excellent opportunity with group owner; minimum of (2) two years' experience as television business manager required; responsible for all financial, personnel, EEOC, and building maintenance functions; salary mid 30's. Send resume to Box J-118. Equal Opportunity Employer.

## Help Wanted Sales

### GENERAL SALES MANAGER

Experience in both local and national television management necessary; unique opportunity to rebuild and develop your sales staff; organization, training and interpersonal skills a must; strong financial package; Southwest network affiliate, good rating. Send resume to Box J-120. Equal Opportunity Employer.

## Help Wanted News

### EXPERIENCED SMALL AND MEDIUM MARKET

News producers—Opportunity. Can you produce, write and edit well? Have you a reputation for professional integrity and reliability? Do you have news judgment and energy? Are you willing to work at any time of the day or night, any day of the week? If you meet these qualifications, have actual news program producing experience and want to join a winning team, write Box J-141. An equal opportunity employer, M/F.

### SAN DIEGO

Aggressive news operation in America's finest city has openings for weekend anchor, general assignment reporter and show producer. Send tape/resume to Tom Moo, News Director, KCST-TV, 8330 Engineer Road, San Diego, CA 92111, A Storer Station and an equal opportunity employer.

## Help Wanted Programing, Production, Others

### Director of Promotion

"Give us 18 minutes, we'll give you the world." Satellite News Channel, a joint venture of Group W Satellite Communications and ABC Video Enterprises, provides concise, up-to-the-minute news, via cable, on a 24 hour a day, 7 day per week basis.

Presently an opening exists for a Director of Promotion within our news operation. The position entails writing, producing, and executing material for all on-air promotions consistent with our news service. Candidates should possess 2-3 years' experience in producing promotional material in the broadcast/cable industry, as well as extensive knowledge of technical productions. Individuals should be able to create a positive and exciting image for our service.

In addition to a progressive career path in a challenging environment, Satellite News Channel offers competitive compensation and benefits package, with an extraordinary waterfront location convenient to New York City. Contact us, by forwarding your resume and salary history, in complete confidence to: Ms. R.D. Peters, Manager Employment,



**Satellite  
Communications**

41 Harbor Plaza Drive  
P.O. Box 10210  
Stamford, CT 06904

EOE, M/F.

### PRODUCER

Top-rated morning magazine program. Minimum 3 years producing experience, strong organizational skills and a working knowledge of studio and field production essential. Send resume to: Steve Zappia, Production Manager, WKBW-TV, 7 Broadcast Pl., Buffalo, NY 14202. E.O.E.

## SPECIAL NOTICE

Effective with the November 15, 1982 issue, **ALL** Broadcasting Magazine classified advertising orders must be prepaid

### THIS PUBLICATION IS AVAILABLE IN MICROFORM

**University Microfilms  
International**

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



**Help Wanted Programing, Production, Others Continued**

# PROGRAM CONTROLLER

*Major network has an opening due to expansion for an individual with 2-5 years experience of financial controls above and below the line of production costs. Prefer a MBA with previous TV production experience. Position requires travel and applicants should be open to future relocation. Fluency in foreign languages a plus. For immediate consideration, please send resume with salary history to:*

**Box J-152**

*equal opportunity employer m/f/h/v*



## PM MAGAZINE PRODUCER WDTN DAYTON, OHIO

Seeking producer for established PM Magazine operation. Candidates must have extensive ENG field experience in addition to excellent writing skills. Our producer must have the ability to produce informative, entertaining and absorbing feature stories. Previous experience in managing a creative staff helpful. Prior PM Magazine experience required. Send tape, resume and salary history to Barbara Davis, WDTN TV2, P.O. Box 741, Dayton, OH 45401. An equal opportunity employer.

## PROGRAM MANAGER

Top 25 Southwest market needs experienced Program Manager for network affiliate; program purchasing, public file, standards and acceptance, plus local program development important to this major group ownership station. Send resume and salary requirements to Box J-119. Equal Opportunity Employer.

## Radio Programing

### The MEMORABLE Days of Radio

30-minute programs from the golden age of radio  
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION  
included in each series



Program Distributors  
410 South Main  
Jonesboro Arkansas 72401  
501-972 5884



## Employment Service

### RADIO JOBS

10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets. all formats. Many jobs require little or no experience. One week computer list, \$6. Special bonus: 6 consecutive weeks, only \$14.95—you save \$2! AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.

## Public Notice

### PUBLIC NOTICE

The Village and Town of Hannibal, in Oswego County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request For Proposals" available from the undersigned. Applications will be accepted until 7 Feb. 83 and all applications received will be available for public inspection during normal business hours at the Hannibal Free Library, Oswego Street, Hannibal, NY 13074. Marcia Hubbard, Village/Town Clerk, Scott Drive, Hannibal, NY 13074. 315-564-6286.

## Help Wanted Technical

# Television Broadcast Engineer

A unique career opportunity in the subscription television industry.

If you hold a first class FCC license or equivalent and have at least 3 years prior experience as a television transmitter maintenance supervisor, television chief engineer or an assistant chief engineer, you could be part of the challenge Chicago Transmitter Maintenance Company offers in Chicago. You'll be in charge of maintaining subscription television broadcast equipment, including a five megawatt (E.R.P.) UHF television transmitter, and studio equipment. Formal education in communications and broadcasting is preferred and thorough working knowledge of studio and transmitter equipment is essential. This position offers an excellent salary/benefit package, along with the matchless opportunity to be part of one of the nation's fastest growing areas in home entertainment. For immediate consideration, please send your confidential resume and salary requirements to:

Box H-130

An equal opportunity employer, M/F

## Consultants

### RADIO STATION OWNERS: 1st QUARTER OF 1983 CAN BE YOUR MOST PROFITABLE EVER

**WE CAN INCREASE YOUR  
SALES WITH NO CASH  
OUTLAY ON YOUR PART,  
AND GUARANTEE YOUR  
SPOT RATE.**

We have a two-fold sales approach where we sell safety campaigns by telephone, and then follow up selling these accounts in person for long periods.

We will furnish you with complete references, & then arrange to meet you in person at your office or ours, at our expense, before we start our sales effort. All sales will be done by principals of our company.

**IF YOU WOULD LIKE TO  
INCREASE YOUR SALES, AT  
NO COST, CALL US COLLECT**

Stewart P. Lurie, President  
Community Service Broadcasting  
3000 Dundee, Suite 418  
Northbrook, IL 60062  
312-564-3904

## MAINTENANCE PERSON

**For small production company**

Totally familiar with all Sony 3/4" equipment, Cezar and Videomedia editing, Fernseh CG, Ikegami cameras and Sony field recorders. Looking for creative, responsible team player. Salary: \$30K.

**DEPT 312410**  
1501 Broadway, N.Y., NY 10036

Equal opportunity employer. M/F/H

## TV BROADCAST MAINTENANCE ENGINEER

To operate and maintain E.N.G. equipment for large southwest Florida medical center. Studio and remote production. Experience required. Salary negotiable, D.O.E. Call Ken Roland or C.W. Craig, 813-334-5654.

**Consultants  
Continued**

**Announcement**

We are pleased to announce that on November 8, 1982 LEA COUNTY TELEVISION, INC., was granted a construction permit for a NEW FULL SERVICE UHF (Channel 17) TELEVISION STATION in Bartlesville, Oklahoma by the Federal Communications Commission.

The application was expeditiously processed by the Federal Communications Commission Television branch in approximately 272 days.

EDWARD M. JOHNSON AND ASSOCIATES

is proud to have served as consultant in preparing the complete application on behalf of Lea County Television, Inc.

*The Country's Largest Communications Consulting Firm*



**Edward M. Johnson  
& Associates, Inc.**

Suite 450, One Regency Square, Knoxville, Tennessee 37915  
(615) 521-6464  
Washington, D.C. (202) 775-1802

**For Sale Stations Continued**

**"UNDERDEVELOPED"**

North Carolina daytimer, located in progressive metro market. Good facilities. \$395,000. Terms. Small city - AM/FM combination, only station in town. North Carolina. Good property and facilities. \$350,000, terms. Ron Jones - Reggie Martin & Associates. 804-758-4214.

**WALKER MEDIA & MANAGEMENT, INC.**

Top 50 market.  
Class A FM.  
\$800,000 cash.  
703-521-4777  
William L. Walker  
P.O. Box 2264  
Arlington, VA 22202

**BROKERAGE**

*Over twenty years of service to Broadcasting  
Appraisals • Brokerage • Analysis  
Westgate Mall, Bethlehem, PA 18017  
215-865-3775*

**THE HOLT CORPORATION**

**GRAY, TICE & MARSHALL**

50,000 watt powerhouse daytimer with real estate in Southeast. Loaded with modern equipment less than 5 years old. Market small but covers heavily populated counties. Ideal for religious programming. 775K; 225K down, owner will finance over 10-12 years. Box 530. Fayetteville, NC 28302. Ted Gray: 919-323-2288; Olin Tice: 803-754-6202.

**Wanted To Buy Stations**

**EXPERIENCED  
BROADCASTER  
LOOKING**

for small market FM or AM/FM station in Wisconsin. Station will be owner-operated. Qualified buyer. Write Box J-148.

**PROBLEM STATION?**

Full-time AM or FM or combo—we would like to talk to you about purchasing your station. Present volume not important. Send Information to Box J-174.

**Small Cable TV system**

For sale in Dallas/Ft. Worth area, with room for expansion. \$900,000 - qualified buyers only. Norman Fischer & Assoc., Inc., P.O. Box 5308, Austin, TX 78763. Phone: 512-476-9457.

**5 KW MIDWEST**

Excellent signal, dominant A/C audience & revenue position. Owner redeploying certain assets. Includes valuable real estate. Revenues on increase. Minimal FM competition. Top 75 market. Asking price of \$1,250,000 is less than 1.5X annual revenue. Write Box J-169.

**For Sale Stations**



**CHAPMAN ASSOCIATES®**

nationwide mergers & acquisitions

STATION	CONTACT
SE Metro AM/C1.C FM \$2,500K Cash Bill Chapman (404) 458-9226	
MW Major Fulltime \$2,000K Terms Peter Stromquist (612) 831-3672	
SW Medium C1.IV AM \$1,150K Terms Bill Whitley (214) 680-2807	
R Mtn. Small Fulltime \$775K \$175K Greg Merrill (801) 753-8090	
MW Medium AM/FM \$750K Cash Ernie Pearce (615) 373-9315	
NE Medium AM/CP FM \$750K \$200K Warren Gregory (914) 454-9643	
R Mt. Metro Fulltime \$650K \$140K Brian Cobb (303) 322-3763	
FL Metro AM \$525K \$200K Bill Cate (904) 893-6471	
New Eng. Medium Fulltime \$500K Terms Jim Mackin (207) 623-1874	
MW Small FM \$400K \$123K Bill Lochman (816) 254-6899	
Mid. Atl. Small C1.IV AM \$210K \$31K Mitt Younts (804) 355-8702	

To receive offerings within your area of interest, or to sell, contact John Emery, General Manager, Chapman Co., Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. (404) 458-9226

**• Dominant N. AL facility in 53,000 pop. trade area. Financially responsible party can assume liabilities w/no down payment.**

- AM/FM S. WV. Large town. Originally priced \$1.2 million. Unusual circumstances cause owners to sacrifice for \$690,000.
- FM, Virgin Islands. Fantastic buy. \$1,000,000.
- FM, Northern Ohio. Nice town in densely populated area. \$240,000.
- Daytimer. Good dial position. S. AL. \$85,000.
- Daytimer. Coastal SC near city. \$160,000.
- Puerto Rico. 50,000 watt FM. \$590,000.
- Fulltime AM. Central FL. \$800,000.

**82 LISTINGS NATIONWIDE  
CALL TO GET ON OUR MAILING LIST**

**BUSINESS BROKER ASSOCIATES  
615-756-7635 (24 Hours)**



## R.A. Marshall & Co.

Media Investment Analysts & Brokers

Bob Marshall, President

Sunbelt Class C FM in secondary market with two pieces of real estate and new antenna, 600 foot tower and transmitter. Sister AM has a well-developed history of serving the local market. This retiring owner will grant liberal terms for a qualified buyer. \$1.5 million.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 (803) 842-5251

809 Corey Creek, El Paso, Texas 79912 (915) 581-1083

### WEST TEXAS PLAINS

250 W daytimer. Single market. Good dial position. Profitable market. \$200,000; \$60,000 down. long terms. Must sell for personal reasons. Write Box J-147.

### SUNBELT AM SUPERIOR 5000 WATT SIGNAL

Top rated AM facility in top 50 Sunbelt market. Asking price of \$3,750,000. less than twice annual (\$2,000,000 plus) revenues. Write Box J-180.

### HOT COLORADO FM!

No. 1 rated Class C with record billing and cash flow + expansion plans. \$1.3 million on exc. terms. Qualified principals only reply: Gary Willson, broker, 415-435-3159.

### GRAY, TICE & MARSHALL

Don't just buy Florida sunshine. buy a profitable full time AM/FM with real estate in northern Florida. Sales increase each year. Priced at approx. 3X cash collections. 900K; 300K down. balance over 17 years at 9 1/2%. Cash flow will handle debt service. Box 530, Fayetteville, NC 28302. Ted Gray: 919-323-2288; Olin Tice: 803-754-6202.

### MEDIUM MARKET AM DAYTIMER

in Southeast. Station in receivership and off the air. \$150,000 free and clear - no assumptions. Box J-162.

## 901/767-7980

**MILTON Q. FORD & ASSOCIATES**  
MEDIA BROKERS—APPRAISERS  
"Specializing in Sunbelt Broadcast Properties"  
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**T5819 JOURNALIST'S NOTEBOOK OF LIVE RADIO-TV NEWS**, by Phillip Kerstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252 pp., 29 illus. **\$12.95**

**T51161 TELEVISION PRODUCTION HANDBOOK**, by Doug Wardwell, PhD. A complete guide to planning, staging and directing a TV production. For those involved in any phase of TV production, or who want to learn how the system works, this is a working guide dealing with every aspect of this art. It offers an easy-to-grasp explanation of the workings of television program production and transmission and the vital functions the management/production team must fulfill. Then, the author tells how to use cameras and related equipment, lighting, make-up, sound, visuals, graphics settings and props to achieve the desired effect and result. He also offers sound advice on direction, on-camera appearance and performance, and electronic editing of the tape recording for final refinement. It's a book designed not only to teach, but to use as a day-to-day guide. too! 304 pps., 406 illus. **\$15.95**

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Word Count: Include name and address, Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.



# Fates & Fortunes

## Media

**alter Dickson**, president of Community Broadcasting Service, division of Diversified Communications, Portland, Me., consisting of WABI-AM-TV and WGW(FM) Bangor and WAGM-TV Presque Isle, bothaine, and WCJB(TV) Gainesville, Fla., retires after 5-year broadcast career.

**om Wilson**, VP and general manager, WWWE(AM) Cleveland, named president and general manager of WWWE and co-owned WDOK(FM) there. **Peter Irmiter**, VP and general manager, WDOK, named VP and station manager of both stations.

**William Bradley**, general sales manager, KXTV(TV) Sacramento, Calif., joins WVNY-TV Burlington, Vt., as VP and general manager. **George Rousseau**, station manager, WNVY-TV, named director of broadcast operations.



Wiggs

**Roger Wiggs**, general manager, Raleigh, N.C. office, J. Walter Thompson, New York, joins WJQ(AM) New Bern, N.C., as senior VP, general manager and partner.

**Julius Litman**, director of research and special projects for Warner Amex Cable Communications, New York, named director, market development and strategy for advanced

services development group.

**eter Schulte**, general manager, WNS(AM) St. Petersburg, Fla., and regional VP, Harte-Hanks Radio, assumes additional responsibilities as general manager of group's KKBQ(AM) Houston, succeeding **Dick French**, resigned.

**William Johnson**, president, KBLE Ohio, Inc., joins City Communications, one of companies competing for Detroit cable franchise, as operations manager.

**Im Simonetti**, program director, Command Broadcasting's WSPK(FM) Poughkeepsie, N.Y., joins group's WBQW(AM) Scranton, Pa., as general manager.

**Richard Nicholson**, regional sales manager, Center Video Corp., Carnegie, Pa., joins TKR cable, Warren, N.J., as manager of sales, with responsibility for sales, promotion and customer service for company, which serves 100,000 basic subscribers in New Jersey.

**Jobbi Jo D. Leber**, promotion manager, KDKA(AM) Pittsburgh, named operation supervisor.

**elman Kremer**, VP, Satellite Syndicated Systems, Tulsa, Okla., named executive VP.

**Robert Kolyer Jr.**, manager, capital planning, CBS Inc., New York, named director, planning, CBS Radio.

**Lancy Rosenfeld** and **Edward Schor**, attorneys, law department, Viacom International, New York, named senior attorneys.

**James MacGregor**, director, corporate projects, ABC Inc. corporate affairs division, New York, named vice president of unit.

**Monique Reid**, administrative judge, State Public Employee Relations Board, Albany, N.Y., joins RKO General, New York, as attorney.

**Rosemarie DiRiviera**, business manager for Westinghouse Cable and Broadcasting, San Francisco, joins KYUU(FM) San Francisco as business affairs manager.

**Jim Searing**, from Arthur Young consultants, Washington, joins National Public Radio there as director of business services.

**Hugh Price**, member of editorial board, *New York Times*, New York, joins noncommercial WNET-TV New York as senior VP and director of metropolitan division, in charge of broadcasting, programming and marketing.

**Harry Schneider**, assistant controller, WLWT(TV) Cincinnati, named controller.

**Richard Bishop**, from office of development and external affairs, school of public and environmental affairs, Indiana University, Bloomington, Ind., named development director for school's noncommercial radio and television stations, WFIU(FM) and WTUI(TV).

## Marketing

**Norman Muse**, president of Leo Burnett U.S.A. Chicago, named vice chairman and chief creative officer of parent company, Leo Burnett Co. **Half (Cap) Adams**, executive VP, marketing services, named chair-



Muse



Adams



Stanwood



Heath

man and chief executive officer of Burnett U.S.A. **Richard Stanwood**, executive VP-creative services, named president and chief creative officer of Burnett U.S.A. **Tom Heath**, executive VP, client services,

named vice chairman of U.S.A. operations for client and marketing services.

**Carole Barry**, operations manager, Bernard Howard & Co., New York, named VP, business manager.

Appointments, D'Arcy-MacManus & Masius: **Timothy Cronin**, senior VP, group creative director, J. Walter Thompson, Chicago, to San Francisco, as executive VP, creative director, Western operations; **Philip Herr**, associate research director, New York, named VP; **Rosanne Piascik Knorr**, copy director, Robert Soloman & Associates, New York, to senior writer, New York, and **Eve Fatheree**, account coordinator, to assistant account executive, Bloomfield Hills, Mich.

**Raymond Halowski**, account supervisor, Grey Advertising, New York, named VP, management supervisor. **Susan Ackerman** and **Mina Fung**, VP's, Grey Advertising, New York named senior associate research directors.

**Liz Solomon**, media director, Jacobson Advertising, Missoula, Mont., joins Cunningham & Walsh, New York, as media planner.

Appointments Katz American Television, New York: **Thomas Mazza**, research analyst, to TV sales research team manager; **Carol Jasmine**, sales assistant, blue team, to research analyst, white team. Ap-

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appointments Katz Independent Television: **Deborah Ryan**, Chicago sales representative, WXON(TV) Detroit, to account executive, Chicago; **Barbara Ann Britton**, account executive, Petry, New York, to account executive, lancers team.

**Ted Winters**, VP, marketing and sales, Mohawk Liqueur, Detroit, joins W.B. Doner there as associate director of marketing.

**Walt Adamkosky**, creative director, Byer & Bowman advertising, Columbus, Ohio, elected VP.

**Dan Welter**, associate creative director, SCG Advertising, Kansas City, Kan., joins Barkley & Evergreen, Overland Park, Kan., as manager, broadcast production department.

**Merrill Rose**, vice president, Fraser Associates, Washington, joins Porter, Novelli & Associates, Needham, Harper & Steers Co., there as senior associate.

**W. Douglas Williford**, managing general partner, Oklasoda Co., Tulsa, Okla., joins Cranford/Johnson/Hunt & Associates, Little Rock, Ark., advertising and public relations firm, as director of marketing services.

**Brian Sullivan**, advertising manager, Reeds department stores, New York, joins Geer, DuBois advertising there as production manager.

**Linda Allen**, WLOO(FM) Chicago, has formed own advertising agency and marketing consulting firm, Media Time Inc.

**Lorraine Kamisky**, J. Walter Thompson, Atlanta, joins Pringle Dixon Pringle there as media buyer.

**Wendy Weaver**, assistant media buyer, Henry J. Kaufman & Associates, Washington, named media buyer.

**Sarah Smith**, writer-producer, Goodwin, Dannenbaum, Littman, & Wingfield, Houston, named copy chief.

**William Kiburz**, partner, Frank Block Associates, St. Louis, joins Batz Hodgson Neuwoehner Inc., there, as account executive.

**Jeanette Leverrier**, from Cargill, Wilson & Acree, Richmond, Va., joins Capital Media, Rockville, Md., media buying service, as media director.

**Howard Rothenberg**, sales representative, Eastman Radio, New York, joins Christal Co. there in account management and special sales development.

**Carolyn Gibbons**, account executive with *Bon Appetit* magazine, New York, joins CBS Radio networks there as account executive.

**Mark Bingham**, from California Angels professional baseball team, joins Adler Communications, Hackensack, N.J., which handles radio broadcasts and sales for New York Yankees professional baseball team and New York Islanders professional hockey team, as account executive.

**Robert Carty**, account executive, CBS-TV, New York, joins Mutual Broadcasting System there in same capacity.

**Joseph Trondle**, account executive, ABC-TV Spot Sales, New York, named sales manager, Detroit office.

**Stephen Knowles**, sales manager, WEEI(AM) Boston, named director of sales.

**Larry Anderson**, general sales manager, KUPL-AM-FM

Portland, Ore., joins KMJK(FM) Lake Oswego, Ore., in same capacity.

**Joe Chaplinsky**, operations manager, WDVM-TV Washington, joins WNEV-TV Boston as sales operations manager.

**Mike Mahone**, from WJER-Dover-New Philadelphia, Ohio, joins WJW(AM) Cleveland as sales manager.

**Rick Oringel**, from WDIV(TV) Detroit, joins TeleRep, Houston, as sales manager.

**Thomas Fucci**, from WUHN(AM)-WUPE(FM) Pittsfield, Mass., joins WDOS(AM)-WSRK(FM) Oneonta, N.Y., as sales manager.

**Michael Gray**, sales manager, Capps Broadcast Group, Twin Falls, Idaho, joins KSPQ(AM) Spokane, Wash., in same capacity.

**Phyllis Stetson**, national-regional sales manager, WLIR(FM) Garden City, N.Y., named VP, national sales manager.

**Scott Mayes**, national sales office manager, CBS Owned Stations, Atlanta, joins CBS's WBBM-TV Chicago as local sales manager.

**Dawn Honiak**, account executive, WBZ(AM) Boston, joins KABC(AM) Los Angeles as direct response marketing consulting.

**Evelyn Lawrence**, teacher, Pamlico (N.C.) County Schools, joins WITN-TV Washington, N.C., as sales consultant.

**John McElhinney**, reporter and pilot, KMPC(AM) Los Angeles, joins KWIP(AM) Dallas, Ore., as account supervisor.

**Dennis Kennedy**, regional manager, TM Productions, Dallas, joins KPLZ(FM) Seattle as account supervisor.

**Robert McCue Jr.**, account executive, WCJB(TV) Gainesville, Fla., joins WANX-TV Atlanta in same capacity.

**Beth Lesser**, account executive, KLVU(FM) Dallas, joins Torbet Radio there as account executive, replacing **Bonnie Brooks**, resigned.

**Clifford Anderson**, district manager, Coca-Cola, Philadelphia, joins WKBS-TV Cleveland as account executive.

**Kevin Leibowitz**, account executive, WMCA(AM) New York, joins WCBS-FM there in same capacity.

**Paul Robinson**, account executive, WCBM(AM) Baltimore, joins WRC(AM) Washington in same capacity.

## Programming



Koester

In restructuring of corporate presidency of Oak Communications Inc., San Diego into STV operations division and communications equipment manufacturing division, **Werner Koester**, president, Oak Communications, named chairman of board, president and chief executive officer of STV operations division. **Charles Radloff** named president of Oak Communications Systems, manufacturing division

(see "Technology" below). **Douglas Lindquist**, VP, Oak Satellite Corp., San Diego, named VP, planning, Oak Communications.

**Symon Cowles**, VP, creative services, ABC, New York, named VP, ABC Video Enterprises and director of international development.

**David Wedeck**, VP, program scheduling, NBC Entertainment, New York, named VP, programs, East Coast.



Wedeck



Doyle

**Jon Doyle**, director of television for World Championship Tennis, New York, named executive VP of ProServ Television, Washington-based firm that markets broadcast rights to various tennis events such as French, Australian and Italian Opens and Colgate Series Championships. Doyle will be based in New York.

**Larry Goebel**, director of television sales, Film Ventures International, Encino, Calif., named VP worldwide television sales.

**Anne Lieberman**, manager, programming, CBS/Fo Video, Beverly Hills, Calif., named associate director, program acquisition, 20th Century-Fox Telecommunications there.

**Michael Samet**, VP, manager of media services, Barton & Bowles, New York, joins Cable Health Network there as VP, market development and sales.

**Robin Wren**, national promotions director, Epic Records, Los Angeles, joins Westwood One there as director of concert programming for syndicator-distributor of radio programming.

**Andy Coscia**, VP, marketing, United Artists Television, New York, has formed own sales marketing consulting firm, located in New York.

**Cindy Rose-Painter**, public relations director, United Talent Inc., Nashville, joins Nashville Network there as talent coordinator.

**Meril Fine**, director of programming, Vidamerica, New York, joins Best Film and Video Corp., Great Neck, N.Y., as director of home video operations. Best specializes in programming for television and cable.

**Dick Armfield**, VP and general manager, WNCT-TV Greenville, N.C., joins Raycom sports network Charlotte, N.C., as director of sales.

Named as account executives for Group W Satellite Communications, Stamford, Conn.: **James Ebror** assistant advertising manager, Johnson Publishing Co.; **Ronald Gilbert**, salesman for WSTC(AM) WYRS(FM) Stamford, Conn.; **Linda Gurkin**, principal in The Buying Co., personal services firm, an **Diane Jennings Stoken**, account executive with Aritron.

Appointments, The Weather Channel, Atlanta: **Bahns Stanley**, new ventures analyst, Landmark Communications, Norfolk, Va.-based parent c



Weather Channel, to director of cable marketing: **Jave Gunn**, marketing services manager for Landmark's *Virginia Pilot* and *Ledger-Star* newspapers, Norfolk, to Eastern regional sales manager: **Laurey Smith**, account representative, *Virginia Pilot* and *Ledger-Star*, to Western regional sales manager.

**Virginia Browne**, writer, New York, joins CBS-TV's *Guiding Light* daytime serial, there, as principal writer.

**Kirk Van Houten**, transportation manager, 20th Century-Fox, Los Angeles, named director of production and services.

**Jeffrey Hatcher**, account executive, Financial News Network, New York, joins MCA-TV there as account executive, advertiser sales.

**James Washburn**, executive producer, special projects, noncommercial KCET(TV) Los Angeles, joins *Shopping By Satellite*, Stamford, Conn., as producer of *Winning Shopper* program premiering Jan. 8 on CBN.

**Chuck Adams**, operations manager, WVNY-TV Burlington, Vt., named production manager.

**James Stone**, sports director, WICS(TV) Springfield, Ill., joins WGAL-TV Lancaster, Pa., in same capacity.

**Marie Sullivan**, from WBZ-TV Boston, joins WNEV-TV there as associate director, stage director, programming department.

**Robert Frederick**, syndication and operations coordinator, WDTN(TV) Dayton, Ohio, named production manager.

**Richard Getz**, from WQTV(TV) Boston, joins WIVI-TV there as producer-director.

**Paul Johnson**, reporter, WCYB-TV Bristol, Va., named associate sports editor.

**Bill Christian**, actor, Washington, joins WJLA-TV there as host of *It's Elementary* program.

**Lisa Valenti**, actress and model, Kansas City, Mo., and **John Tibbetts**, professor, University of Missouri, Kansas City, join KSHB-TV there as co-hosts for new *A.M. Live* program.

**Kay Richards**, columnist, *Detroit News*, and air personality, WCZY(FM) Detroit, joins WXYZ-TV there as air personality, *Good Afternoon Detroit*.

**Joseph Madison**, national director, voter education department, National Association for the Advancement of Colored People, joins WXYZ(AM) Detroit as weekend talk show host.

**Jim Rudy**, air personality, KBRZ(AM) Freeport, Tex., joins KWBO(AM) Hot Springs, Ark., as evening air personality.

## News and Public Affairs

**Steve Delany** and **Rebecca Sobel**, NBC News correspondents based in Washington, named full-time correspondents on new NBC News magazine program scheduled to go on air in February.

**Lynn Sherr**, correspondent, ABC News, New York named national correspondent, reporting for *World News Tonight* and special events unit.

**David Rush**, anchor-correspondent, *Second Sunday* radio series, and House of Representatives reporter, NBC News, Washington, named White House radio correspondent.

**Bruce Cook**, West Virginia news editor, UPI, Charleston, W. Va., named broadcast editor, UPI's Eastern division, based in Pittsburgh. **Robert Zausner**, capital reporter for UPI in Harrisburg, Pa., named Pennsylvania state editor and Philadelphia bureau manager, succeeding **Mary Ellen Haskett**, who has been named regional executive for New Jersey, Delaware and Maryland.



Harness

**Don Harness**, news director and anchor, KTVZ(TV) Bend, Ore., joins KSHB-TV Kansas City, Mo., as news director.

**Dan Ellington**, senior reporter, WCPX-TV Orlando, Fla., joins WDTV(TV) Weston, W. Va., as news director.

**Phelps Hawkins**, assistant news director, KMSP-TV Minneapolis-St. Paul, joins WTCN-TV there as managing editor.

**John Edwards**, executive producer, news, WPIX(TV) Pittsburgh, joins KTVX(TV) Salt Lake City as news director. **Robert Reichblum**, news producer, WTAE-TV Pittsburgh, joins WPIX, succeeding Edwards.

**Christine Sloat**, news producer-producer of special projects, KOCO-TV Oklahoma City, joins WJBK-TV Detroit as executive news producer. *Eyewitness News*. **Barbara Stumacher**, producer, 10 a.m. news, KOCO-TV, joins WJBK-TV as 11 p.m. news producer.

**Larry Richards**, producer, WRAU-TV Peoria, Ill., joins WXT-TV Jacksonville, Fla., as 6 p.m. news producer.

**Dave Morgan**, news director, WPDE-TV Florence,

S.C. joins WVEC-TV Norfolk, Va., as producer, *13 Newshour*.

**Jim Johnson**, assistant news manager, WNEV-TV Boston, named news manager.

**Don Weigandt**, freelance business news reporter, joins KCBS(AM) San Francisco as business editor, succeeding **Ray Hutchinson**, retired.

**Scott Herman**, unit manager, WINS(AM) New York, named assistant news director.

Appointments, news department, WTLV(TV) Jacksonville, Fla.: **Deborah St. George**, freelance reporter for Cable News Network and Independent News Network, San Diego, to anchor-reporter; **Winston Dean**, reporter-editor, WTVY-FM Jacksonville, to general assignment reporter; **Erik Kaldor**, videotape editor, to senior video editor, and **Lynn Schaller**, composite editor, Coastline Communications, Jacksonville, to video editor.

Named anchors, KTSP(TV) Phoenix: **Deborah Pyburn**, weekend co-anchor, to 5 p.m. and 10 p.m., Monday-Friday; **Kerry Kilbride**, reporter, to 5 p.m., Monday-Friday; **Bill Close**, anchor, to 6 p.m. and 10 p.m., Monday-Friday; **Elyse Wolfman**, noon co-anchor, to 6 p.m., Monday-Friday, and **Mary Hughes**, anchor-reporter, and **Rick Douglas** weekend anchor-reporter, to 6 p.m. and 10 p.m., weekends. **Kim Hawkins**, reporter, named consumer reporter.

Named reporters, WITN-TV Washington, N.C.: **Jennifer Hedgecock**, freelance producer, Raleigh, N.C., and Greenville, N.C.; **Louis Ortiz**, broadcast journalist, U.S. Army, Fort Bragg, N.C., and stringer, WFCT(TV) Fayetteville, N.C., and **Brian Williams**, from WBAL-TV Baltimore. **Jack Roper**, general manager WBTE(AM)-WDBJ(FM) Windsor, N.C. assumes additional duties as weather reporter, WITN-TV.

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**Dick Helton**, weekend anchor, and **Regine Schlesinger**, weekend and evening anchor and reporter, WBBM(AM) Chicago, named midday anchors.

**Ernie Bjorkman**, weekend anchor and senior reporter, WSB-TV Atlanta, joins KMGH-TV Denver as field anchor.

**Michel Brown**, anchor, noncommercial KETC(TV) St. Louis, joins KPIX(TV) San Francisco as reporter.

**Virg Jacques**, weekend anchor-reporter, WSMV-TV Nashville, joins WJBK-TV Detroit as reporter.

**Don Polec**, from WKBW-TV Buffalo, N. Y., joins WPVI-TV Philadelphia as reporter.

**Edwin Diamond**, senior lecturer in political science, M.I.T., Cambridge, Mass., joins WNEV-TV Boston as media critic, news department, critiquing performance of national newsgathering organizations.

**Doug Smith**, travel and entertainment editor, defunct Buffalo (N. Y.) *Courier Express*, joins news staff of WIVB-TV there.

**Brian Zelasko**, from WKBW-TV Buffalo, N. Y., joins WNEV-TV Boston as ENG supervisor.

**David Marash**, investigative reporter for WCBS-TV New York, joins WNBC-TV New York on Jan. 1 in same capacity, and will also prepare weekly sports essay.

**Don Hill**, from WIGY(FM) Bath, Me., joins WMTW-TV Poland Spring, Me., as director, 11 p.m. news. **R. J. Tattersall**, freelance photographer, New York, joins WMTW-TV as ENG photographer.

**Ron Pearl**, member of graphics staff, WCVB-TV Boston, named news art director.

## Technology



Radloff

**Charles Radloff**, executive VP, Oak Communications Systems, San Diego, named president and chief executive officer.

**Laurence Thorpe**, unit manager, camera development group, RCA, New York, joins Sony Broadcast Products there as manager, camera products, responsible for marketing and product planning of all Sony broadcast camera products in United States.

**James Mazzone**, market development manager, graphic systems, 3M, New York, named business development manager, professional video equipment, broadcast and related products department.

**Jerry Tapley**, production communications manager, audio visual communications department, 3M, St. Paul, Minn., named manager, distributor sales, broadcast and related products department.

**Marshall Larson**, account executive, Video West, Salt Lake City-based video production firm, named sales manager, responsible for sales and marketing administration of post-production, mobile and media departments.

**Sue Coplin**, sales account executive, Compact Video Services, Burbank, Calif., named manager, marketing and sales.

**Russell Patterson**, from Control Data Canada,

**SDX'ers**. Steven Dornfeld, Washington correspondent for Knight-Ridder Newspapers, was named president of The Society of Professional Journalists, Sigma Delta Chi, at Society's annual convention in Milwaukee. Dornfeld, the first reporter named to that post in 40 years, succeeds Charles Novitz, producer and editor with NBC News. Phil Record, *Fort Worth Star-Telegram*, was named president-elect. Frank Sutherland, *Hattiesburg (Miss.) American*, was elected secretary, and Robert Lewis, Washington correspondent for Newhouse Newspapers, treasurer.

Ottawa, joins Artel Communications Corp., Worcester, Mass., in newly created position of manager of new product development, responsible for design of new analog and digital fiber optic transmission systems.

**Nyhl Henson**, head of own consulting firm, Los Angeles, has signed consulting agreement with Group W Satellite Communications, Stamford, Conn.

**Terry DeMoure**, account executive, Sheldon advertising, Wichita, Kan., joins Video 8 Productions there as contract services sales representative for production-telecommunications facility of noncommercial KPTS(TV) Wichita.

**Robert Dye**, chief engineer, WCMH-TV Columbus, Ohio, named to newly created position of manager of facilities development.

**Harold Dougherty**, VP, engineering, Holston Valley Broadcasting, Kingsport, Tenn., elected to board of directors.

**Gaylord Newcity**, from Motorola, Phoenix, joins WNNV-TV Hanover, N.H., as staff engineer. **Andrea Weygand**, intern, WJAR-TV Providence, R.I., and **Jim Ford**, recent graduate, Middlebury College, Middlebury, Vt., join WNNV-TV as master control operators.

**Robert Fulkerson**, director of corporate facilities, KPTS(TV) Hutchinson, Kan., joins KTVH(TV) there as chief engineer.

**Larry Entner**, from KTVH(TV) Wichita, Kan., joins WIFR-TV Rockford, Ill., as chief engineer.

## Promotion and PR

**James Duffy**, director of business news, columnist and senior writer, *Denver Post*, joins American Television & Communications there in newly created position of director of public information.

**Bob Harris**, head of own syndication firm, The Broadcast Center, Tallahassee, Fla., joins FairWest, Dallas-based broadcast production and syndication firm as head of newly created promotion division.

**Pat Pantoni**, director of creative services for ABC's Superadio and earlier for WABC(AM) New York, has formed Broadcast Promotion Networks Inc., New York, to provide radio stations, groups and advertisers with promotional services. Firm is located at 518 Fifth Avenue, New York, 10036.

**Joe Negri**, staff artist, KMGH-TV Denver, named art director, with supervisory responsibilities in advertising and promotion department.

**Greg Brannan**, art director, KPHO-TV Phoenix, named promotion manager. **Forrest Richardson**, staff artist, KPHO-TV, succeeds Brannan.

**Marty Wall**, from WBCS-AM-FM Milwaukee, joins WRQX(FM) Washington as director of advertising and promotion.

**Jerry Meacham**, promotion director, WBAR(AM) Fort Worth, joins KGO-AM-FM San Francisco as director of

creative services.

**Mary Ann Grove**, promotion coordinator, WPNT(FM) Pittsburgh, joins co-owned KDKA(AM) there as promotion manager. **Ronald Dylewski**, writer-producer creative services department, KDKA-TV Pittsburgh named audience promotion manager.

**Nancy Rogers**, from Rust Craft Greeting Cards Dedham, Mass., joins WNEV-TV Boston as assistant director, employee relations.

## Allied Fields

**William Moll**, president, broadcasting and entertainment, Harte-Hanks Communications, re-elected secretary of Television Bureau of Advertising board of directors. **John L. Walters**, president of Harrington Righter & Parsons, re-elected treasurer. Elected to board for four-year terms: **E. Blake Byrne**, LIT Broadcasting Corp.; **James King**, Corinthian Broadcasting, and **Stephen Seymour**, Abell Communications.

Elected officers, South Florida Radio Broadcasters Association: **Ron Beckey**, WQAM(AM) Miami, president; **Doug Auerbach**, WFTL(AM)-WJLF(FM) Fort Lauderdale, first vice president; **Maurice Lowenthal**, WTM(FM) Miami, second vice president, and **George Hyde**, WQBA-AM-FM, Miami, secretary-treasurer.

**T.E. Halfman**, coupon control manager, A.C. Nielsen Clearing House group, Northbrook, Ill., named sales-service executive.

**William Denk**, intern, Marketing and Research Counselors Inc., Chicago market research firm, named assistant account executive.

Elected officers, Arizona Broadcasters Association Tucson: **Scott Vaughan**, KGUN-TV Tucson, president. **Dick Deangelis**, KPHO-TV Phoenix, vice president, and **Tom Hagner**, KYEL-TV Yuma, secretary-treasurer.

## Deaths

**Roy Mark Hofheinz**, 70, pioneer FM broadcaster who put KOPY(FM) (now KFMK(FM)) Houston on air in 1946 under first commercial special temporary authorization issued by FCC for FM, and co-founder and first president of former FM Association, died of apparent heart attack Nov. 21 at his home in Houston. Hofheinz, former Texas county judge and later mayor of Houston, also at various times owned KTHI(AM) Houston (now KNUZ(AM)) and had part interest in KTRK-TV among other stations. In 1960's, Hofheinz proposed and championed construction of Astrodome, first domed sports stadium. He is survived by his second wife, Mary Frances, two sons and daughter.

**Catherine (Cassie) Mackin**, 43, political correspondent, ABC News, Washington, died of cancer Nov. 20 in Towson, Md. at home of relative. She is survived by her mother, two sisters and two brothers.

**John Pickette**, 61, set decorator, CBS-TV design department, died of cancer Nov. 11 in Charleston. S.C. Pickette had been with department since 1950. He is survived by three sisters.



## NAB's Stockmeyer: lobbying with a grass-roots commitment

Steven F. Stockmeyer has his own formula for effective lobbying. As senior vice president of government relations for the National Association of Broadcasters, Stockmeyer has begun to cultivate what he considers the three basic ingredients: a good professional staff, a strong political action committee and active grass-roots lobbying—all essential, he maintains, to obtain broadcasters' ultimate goal of deregulation.

"Our objective is to work ourselves out of a job," said the 40-year-old Stockmeyer. He joined the NAB last February at a time when the association was talking about re-examining its structure. He contributed to that process by adding some ideas and concepts that have since come forth in the NAB's futures report, which, in the long term, may put him out of a job.

After the first few months there Stockmeyer came to several conclusions. First off, he thought, it was necessary to have better contact with the FCC. "I felt we weren't coordinated or aggressive enough or consistent enough in our coverage of the commission and that we needed someone assigned full-time," he said.

He also recommended that the NAB's Television and Radio Political Action Committee (TARPAC) be upgraded and he made a pitch for increasing the NAB's international communications activities.

Since those recommendations were made, the association has announced it is beefing up its government relations department by adding three new positions (two will be full-time lobbyists). A consultant was also hired to handle international communications issues (BROADCASTING, Nov. 8).

In addition, the Detroit native is concentrating on strengthening both TARPAC and the NAB's broadcast liaison activities (its grass-roots lobbying efforts).

Stockmeyer has been a part of the Washington political scene practically since graduating from the University of Michigan in 1964. He was an administrative assistant to Congressman Marvin Esch (R-Mich.), when he first arrived there in 1967.

Other passages in his Washington-based career include a stint as director of congressional affairs at the then-fledgling Environmental Protection Agency in the early 70's. After three years at the EPA, he joined the National Republican Congressional Committee, in the House, as executive director.

He maintains that a lobbyist is not as effective as an individual broadcaster can be who takes the time to get to know his congressmen. Therefore he is working hard to build up the association's grass-roots effort. In the past, NAB has sponsored one large conference to promote grass-roots lobbying. This year, however, NAB undertook a series of small regional conferences. The results, Stockmeyer said,



Steven Forrest Stockmeyer—senior vice president, government relations, National Association of Broadcasters; b. Detroit, May 2, 1941; BA, communications, University of Michigan, Ann Arbor, 1964; minority staff director, Michigan House of Representatives, Lansing, 1965-66; administrative assistant to former Congressman Marvin Esch (R-Mich.), Washington, 1967-69; communications director, New Detroit Inc., Detroit, 1969-71; assistant director for congressional affairs, Cost of Living Council, President's Economic Stabilization Program, 1971-72; director, congressional affairs, Environmental Protection Agency, 1972-75; executive director, National Republican Congressional Committee, 1975-81; executive vice president, National Multi Housing Council, Washington, 1981-82; present position since February 1982; single.

were extremely successful.

Stockmeyer is optimistic about the current political climate in Congress toward broadcast deregulation. "There is a good opportunity that we'll be able to make significant progress in the 98th Congress. I don't know exactly how far or exactly when, or if it will be the total pie, but we can make progress," he predicted.

Stockmeyer thinks there is already widespread approval in the House—where the broadcasters face the stiffest opposition to deregulation—for elimination of comparative renewals. "I think there is also growing support to codify radio deregulation as granted by the FCC," he added.

In addition to those positive signals from Congress, Stockmeyer noted that the 98th Congress will have less to contend with. There will be fewer pressing issues "standing in line before us," such as AT&T and the Clean Air Act, he said.

Although the major broadcast deregulation bill, S. 1629, passed in the Senate but died in the House, Stockmeyer thinks the Senate will move again quickly on the measure in the new Congress.

"Deregulation is our top goal, but right now we are spending 300% of our time on cable copyright because that is all we have a shot for in this Congress," he said. Congress goes back

this week for a three week lame-duck session before adjourning.

"The only reason the odds are against us on that bill has nothing to do with the substance of the legislation; it has to do with the difficulties in dealing with such a short period of time," he said.

He said that because broadcasting has been a regulated industry for so long there is a "fear and reluctance" to get involved in grass-roots politics and political action. "If that were ever true, it is no longer. It is our job to help wake them up to be involved," he said. Big-name lobbyists are not the key, he said. "A lobbyist without a base of political action and grass-roots support is nowhere."

Another weakness, he sees, is the way broadcasters are perceived. Stockmeyer says politicians have a love-hate relationship with broadcasters. "Politicians may think broadcasters have control over life-or-death decisions affecting their future. I don't think broadcasters see it that way, but that is a gap that can be closed through political action and grass roots," he said.

While Stockmeyer has never worked professionally as a broadcaster, radio and television are his second "great interest"—the first being politics.

Stockmeyer first hit the campaign trail at 13, when he went door to door campaigning for a family friend who was running for governor. He was also student body president at the University of Michigan. But before that, at the age of seven, he was doing a weekly radio program. It was through the Detroit public schools educational radio station that Stockmeyer read radio scripts for a weekly children's show.

That interest stayed with him through grade school and high school where he got involved with the first educational television station there, WTVS(TV) Detroit.

Stockmeyer also ran the University of Michigan's carrier current radio station while receiving a BA in communications. While at the National Republican Congressional Committee he had an opportunity to transform the committee's small broadcasting operation, which had only one 16mm TV camera, to a \$2-million, state-of-the-art television and radio studio.

Now Stockmeyer combines those interests at the NAB. "The satisfaction for me is working for something I believe in and I am interested in," he said about lobbying. But it is also the current communications explosion itself that he is attracted to.

He has a history of jumping into new ventures—the Environmental Protection Agency, which he joined because he was "committed," and in 1969 in Detroit, after massive city riots New Detroit Inc., an urban coalition composed of major business and social organizations, he joined as director of communications.

It is these commitments to new challenges that provide the satisfaction he says he gets from "solving problems and getting things done." □

# In Brief

Executives of **Columbia Pictures Industries Inc.** and its new parent, **Coca-Cola Inc.**, told securities analysts meeting at The Burbank Studios in Burbank, Calif., last week that within "the near future" the studio will join with "two or three other major entertainment companies" in **major pay-per-view television venture**. Columbia Industries Chairman-Chief Executive Officer Francis T. Vincent Jr. stopped short of confirming industry speculation that CI will buy part of Showtime, Viacom's pay cable service, but acknowledged ownership of pay channel is "an important step" toward realizing what company considers potentially enormous profit center. Vincent said Columbia is currently considering number of possible avenues into pay TV business, beyond 25% advance on film production costs studio is receiving from Home Box Office for future releases to be released first on television through that pay service.

**Fox Telecommunications Division**, headed by its president, Steven Roberts, will take over responsibility for **worldwide television and cable syndication** in realignment announced last week by 20th Century-Fox Film Corp. Harris Kattelman, chairman of 20th Century-Fox Television, has been assigned responsibility for development, production and sale of original cable product, in addition to his continuing responsibilities in network program production. In another announcement by studio, CBS/Fox Studios co-chairmen, Bernard Barron and Robert Norvet, said joint venture between Fox and CBS "will ultimately be expanded to accommodate the production needs of CBS, 20th Century-Fox and third-party tenants."

**British government advisory committee** came out last week "firmly in favor" of using Independent Broadcasting Authority's **MAC** (multiplex analog components) "improved" television system for **direct-to-home satellite broadcasting**, according to IBA's Pat Hawker. In recommending MAC system, committee, formed last summer by Department of Industry and Home Office and headed by Sir Anthony



**Making its move.** Although the lack of a small-format (half-inch or quarter-inch) videocassette standard has inhibited many broadcasters from investing in recording cameras that employ the formats (see "At Large," page 40), Corinthian Broadcasting Corp. has taken the plunge. It has placed a multi-million dollar order with Sony for 75 Betacam recording cameras and 50 editing systems for use at its six television stations. Art Biggs, vice president of engineering, Corinthian (left), and Neil Vander Dussen, president, Sony Broadcast Products Co., toast the deal. (Sony also has begun delivery of 63 Betacam recording cameras and playback units to the major stations of Japan Broadcasting Corp. throughout Japan.)

Part, rejected competing "extended PAL" system proposed by **Br Broadcasting Corp.** Key to improved pictures possible with **M** system is separation of luminance and chrominance signals, **Hav** said. Instead of interleaving signals as **NTSC**, **PAL** and **SECAM** tems do, he said, **MAC** transmits them sequentially. If governr follows committee's advise, **MAC** will be used on **Unisat I**, first British direct broadcast satellites, set for launch sometime in 1983. Ironically, and to **IBA's** chagrin, both satellite's transponders will be leased to and programed by **BBC**. **MAC** is not fully compatible with existing **PAL** television sets. Frequency-modulated **MAC** signals ceived from satellite will be reduced by set-top converters to baseband and only those **DBS** viewers with **RGB** inputs on sets will be able to enjoy improved picture quality. Signals can be remodulated at a lower frequency so that sets without **RGB** input can receive them, but without losing what was gained. **MAC** transmission system includes stereophonic sound.

Before **FCC** approves plans by **Advance Mobile Phone Services Inc.** and **AT&T's** wholly owned subsidiary, and **GTE Mobilnet Inc.** to form joint cellular radio ventures, **FCC** should "clarify" whether it thinks comparative hearings or "mutually acceptable arrangements" among cellular applicants is "most appropriate" way to award cellular licenses, according to **Department of Justice** in comments filed at **FCC** last week. "In the ordinary course of events, an agreement among potential competitors to eliminate competition between them for a franchise license would raise, at the least, a serious question of possible violation of Section 1 of the Sherman Act," Justice said. "Given the commission's seemingly contradictory invitations to make comparative applications, on the one hand, and to arrive at agreements avoiding comparative hearings on the other, an appropriate inquiry is whether the commission has rationally evaluated the implications of inviting the latter course of conduct," Justice said. Justice added that such clarification would aid it in its own review of issues at hand. Justice launched preliminary investigation of telco deals last July (**BROADCASTING**, July 12).

**Netcom International**, San Francisco, and **Compact Video Services Inc.**, subsidiary of **Compact Video Inc.**, last week announced formation of joint venture to market and operate **Compact Video's** two-meter earth stations (with associated telco and microwave interconnects) and videoconferencing studio at the **Compact Video Entertainment Center** in Burbank, Calif. According to **Netcom**, the venture provides "final link" in its nationwide satellite network. **Netcom's** leased transponder on **Satcom IV**, has access to some 300 transportable downlinks and jointly operates transportable uplinks with **Transportable Earth Stations Inc.** To further enhance capability, **CVS** and **Netcom** plan to construct television studio and tape origination/playback facility at **Entertainment Center**.

**Federal court in Pensacola, Fla.** has enjoined local motel from downlinking **The Playboy Channel** on its private earth station. The injunction follows suit filed Nov. 17 by **Rainbow Programming Services Inc.**, distributor of the **The Playboy Channel**, against motel, alleging violation of Section 605 of Communications Act (which prohibits unauthorized reception of radio communications) and two state statutes. "We feel very strongly about the pirating of any cable services," said **Rainbow's** Marc Lustgarten, and "feel obligated to do anything we can to ensure that our affiliates are adequately protected."

**FCC Review Board** affirmed Administrative Law Judge **Frederic C. S. S. S.** summary decision granting **Son Broadcasting Inc.** new **VHF** facility on channel 11 at **Sante Fe, N.M.** **FCC Broadcast Bureau** argued exceptions to summary decision on grounds that **ALJ** allowed **Son** to amend engineering portion of its application after being denied for hearing without showing good cause. **Bureau** urged case be remanded to **ALJ** for initial decision on application without engineering amendment that specified new transmitter site. **ALJ** conclusion amendment was immaterial to issues originally specified against **Son**. **Review Board** said that remanding case without prejudice would be



sult in application being refiled with same engineering proposals as amendment, which would cause unnecessary delay in construction TV station in area where there is no local TV service.

□

ere's more than meets the eye in announcement by **Group W Cable** leased-channel deal with **Japanese security firm, Secom Co.**, to provide security services to Group W interactive cable systems in California. Announcement also notes in passing that Secom has acquired Westec Security—firm that had been fighting losing court battle to keep Group W Cable out of security business (BROADCASTING, April 12). Now Group W says it and Secom are exploring "feasibility of expanding their association beyond California," using Westec network of 34 nationwide distributors.

□

**Spanish International Television** has signed agreement with **RCA Americom** to lease one transponder on **Satcom IV** and has arranged to lease another transponder on same satellite from Time Inc., and will transfer both its **SIN Television Network** and **GalaVision** services that bird from Westar IV on Dec. 1. Dual feed from both satellites will be provided until Dec. 10. SIN will be transmitted via transponder and GalaVision via transponder 23.

□

**C. Nielsen Co.** has issued revised ratings figures for election-night coverage by three television networks. ABC still came out on top with 11.3/18 compared with previously reported 11.8/19. Nielsen also lowered ratings of other two networks, giving CBS final 10.9/18, down from 11.5/18, while NBC's revised score totaled 8.7/14, down from initially reported 9.3/15.

□

Corporation for Public Broadcasting and **Annenberg School of Communications** granted additional **\$3 million to fund programs in CPB/Annenberg educational project**. Receiving grants were: **WNET(TV)** New York's **The Brain**, \$1.3 million; **WETA(TV)** Washington's **We the People**, \$414,292; **The Mechanical Universe**, California Institute of Technology, \$1.1 million; and **Visual Mathematics**, Educational Development Center Inc., and the Consortium of Mathematics and Science Application, \$200,000.

□

U.S. and other western countries last week were engaged in **battle with developing nations** over plan for "New World Information and Communication Order." U.S. and its allies in UNESCO meeting in Paris lashed proposed new order danger to free press, while supporters said government regulation of journalists is needed to avoid western domination of news gathering and cultural bias. Debate erupted as representatives of 153 member nations of UNESCO gathered to plan its activities for next five years, beginning in 1984. Proposed order includes strategies to expand communications facilities in developing world as well as encouraging use of journalism to raise level of education and knowledge.

□

In responding to request by Time Inc., **FCC Cable Television Bureau** has agreed to **extend comments deadline** on rulemaking aimed at permitting **television networks to own cable systems** from Nov. 29 until Dec. 14. Reply comments will be due Jan. 31.

□

**The Entertainment Channel** announced **affiliation agreements** with **Intel Cable Television** and **Storer Cable Communications**. Former will make TEC available to 60,000 franchised homes when nine Centel systems are fully built; Storer deal puts TEC in six systems, serving 0,000-home area.

□

National Radio Broadcasters Association president, **Sis Kaplan** of **WYS(AM)-WROQ(FM)** Charlotte, N.C., sent letter last week asking members of Senate to place provision in **Radio Marti bill** providing mandatory and full compensation to radio broadcasters suffering from Cuban interference. Kaplan also suggested if Senate passes measure,



**International acclaim.** Television programs representing 50 international broadcasters and 19 countries competed for International Emmy Awards this year. Sponsored by the International Council for the National Academy of Television Arts and Sciences, the 10th annual International Emmy Awards ceremony was held at New York's Sheraton Centre. Tony Randall, star of NBC's *Love, Sidney*, hosted the awards presentation. Two special awards were given this year. In picture at left Akio Morita, co-founder and chief executive officer of Sony Corp., receives the 1982 Directorate Award for significant personal executive achievement from Herbert Schlosser, RCA executive vice president. He was cited for accomplishments in communications ranging from the development of the first fully transistorized television receiver to the creation of Sony's worldwide marketing network. Michael Landon (at right), actor, writer, director and producer, received the 1983 Founder's Award "for work embodying the council's founding vision of crossing cultural boundaries through the television medium." A former star on the long-running *Bonanza* series, Landon also created three NBC series, *Little House on the Prairie*, *Father Murphy* and *Little House: A New Beginning*. Receiving an international Emmy for the best international performing arts program was *A Lot of Happiness*, Granada Television, U.K., and *Death and Life Severinian*, TV Globo Ltda., Brazil, won out in the popular arts category.

that it specify present Voice of America facility in Florida be used, instead of building new one. She also recommended that instead of building new facility, Radio Marti might buy time on southern Florida radio stations.

□

**Cable television is lagging behind broadcast television and radio in employment of women and minorities**, according to a report released last week by the United Church of Christ Office of Communications. "Whether it be television, radio or cable, both minorities and women have a long way to go before they have a share of the jobs that is equal to their representation in the workforce," report said. "However, nationwide, cable television has not attained a level of employment... that matches the gains... in television or radio."

□

**William H. Kobin** has been selected to be president and chief executive officer of KCET-TV Los Angeles. Kobin, currently president and general manager of Twin Cities Public Television's KTCA-TV and KTCT-TV Minneapolis/St. Paul, will fill post vacated by James L. Loper, who resigned last July. Kobin is expected to take over presidency at noncommercial station "soon after the first of the year."

□

**Jeffrey W. Malickson**, assistant chief of FCC Broadcast Bureau's Complaints and Compliance Division, and former legal assistant to former Bureau Chief Richard Shibben, is leaving commission and accepting position as counsel to Bahakel Communications, Charlotte, N.C.-based station group owner, MSO and MDS operator, effective Dec. 6.

□

**Rev. Grady Nutt**, humorist featured on *Hee Haw*, syndicated television program, died in crash of small plane Nov. 23 in Cullman, Ala. Survivors include wife and two sons.

# Editorials

## Everybody's baby

H.R. 5949, the cable copyright bill that resulted from a compromise among broadcasting, cable and motion picture trade associations, is due for a hearing in the Senate this week. Organized broadcasters are making personal appeals for passage. There is less evidence of activity on Capitol Hill by other parties to the compromise.

Nobody is completely satisfied by provisions of H.R. 5949, but it is the best bill that can be had now. Go for it.

## Let them lie

U.S. District Judge Harold Greene gave the National Association of Broadcasters everything it could reasonably expect last week. He approved the NAB's settlement of the antitrust suit that the Justice Department brought against the NAB's television code, and in so doing he immunized the association against the treble damage suits that were an implicit threat from the day the suit was filed. Then why is the NAB bemoaning the event as "a sad day for the American public" and vowing to write another document to regulate the industry?

The answer to that question will not be found on this page. The association's compulsion to write institutional regulation while decrying government control has never been understood here. From the beginning, codes have been represented as desirable alternatives to governmental regulation. Yet time and again codes have proved to be less a sanctuary than a trap.

For years the FCC used the commercial time standards in the NAB's radio code as its own standards of license renewal, abandoning the practice in 1981 in its sweeping deregulation of radio. The FCC discovered that a significant number of stations were carrying less commercial load than the code permitted.

The television time standards of the NAB code were also the FCC's until the NAB suspended the code in response to the antitrust action. The pretense that the NAB codes were independent acts of self-discipline had been lost years before when the association set commercial standards in children's programming to the specifications of the then chairman of the FCC.

There was, of course, a real-world purpose served by the commercial time standards that are now outlawed. Judge Greene identified it last March when he found a per se antitrust violation in the television code's restraint on multiple-product commercials. The restriction, he said, was "an artificial device to enhance the demand for commercial time, as a means to limit the supply of such time." So much for all that talk about free enterprise.

As to the other portions of the NAB's television and radio codes—the extensive programming standards—it is enough to note that those were suspended back in 1976 after a federal judge in Los Angeles found the family-viewing standard—also adopted in response to an FCC chairman's desires—a violation of the First Amendment. Six years passed before anyone noticed that the programming restrictions in both television and radio had been put aside. So much for the life-or-death indispensability of NAB "self-regulation."

True self-regulation, of course, means individual restraint exercised by individual broadcasters. Since the incidence of cupidity in broadcasting may be assumed to approximate that

in other legitimate businesses, there are bound to be examples of excess. There is no evidence, however, that the incidence of excess in broadcasting has been affected by the presence or absence of NAB codes.

If the NAB will feel naked without a list of principles to hang on the wall, let its code boards settle for that. Surely, thoughtful leaders of the association will realize the pointlessness of reviving detailed regulation and an enforcement apparatus on any scale at all.

## Gridlock

The good word this week is that the pro football strike settlement, if it holds, may undo some of the financial problems the strike had created for broadcasters.

Unlike the networks, whose reduction in revenues was more or less offset by their lower costs for the substitute programming, affiliated stations in some cases have reported sharply reduced revenues from their football adjacencies. In other cases they say they held onto their football money only by supplementing football spots with spots in other programming—which, of course, depleted the nonfootball inventory available for sale. Either way, it was not an attractive situation.

With the games resumed, network and nonnetwork advertisers are back. In addition, national spot reps see a chance to recoup if not go ahead: The new football schedule, they note, calls for twice as many playoff games in January as were held last January. Playoffs almost by definition are attractive advertising vehicles. And January is normally a slow month for advertising sales. So the football settlement could mean a much better January, if nothing else, if the settlement holds.

In retrospect, a connection may be drawn between the price paid for television broadcasting rights and this season's players strike. When the television tab for the year passes \$400 million, no player is too dumb to get the word. From now on, television money—whether it comes from the advertising-supported broadcasting system, from pay cable or from both—will be a basic factor in all labor negotiations in the National Football League. From now on, the players union will in a sense be acting the role of the American Federation of Television and Radio Artists, once removed.



Drawn for BROADCASTING by Jack Schmidt

"Which one of you sent the Atari game up to the satellite?"





## ***The Grape Escape***

Footraces, bed races, grape stomping and wine tasting were all part of the fun at the three-day wine and harvest festival jointly sponsored by Paw Paw and Kalamazoo, Michigan. This "Grape Escape" was designed to promote the area's wine industry. And to help insure its success, the planning committee turned to WKZO Radio.

The station responded with the WKZO Performance Stage, where singers, dancers and musicians entertained the crowds with free shows all three days. More than 200,000 people attended the festival. As one committee chairman said, "I'm sure WKZO's support, both on and off the air, played an important part in our huge success!"

Helping build awareness for a growing and important state industry is all part of the Fetzer tradition of total community involvement.



## *The Fetzer Stations*

### **WKZO Radio**

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WJFM Grand Rapids	WKJF Cadillac	WKJF-FM Cadillac	KMEG-TV Sioux City

# HOW TO MAKE EDUCATION MORE EXCITING.

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A semi-weekly television program called "Why in the World" has a lot of high school students talking. Not to mention thinking, reading and asking questions. Conceived by Walter Cronkite and financed with a grant from General Motors, the program's aim is to help make students aware of how world events relate to their studies.

**"Why in the World" uses television to bring some very special guests to our nation's high schools.** Each program features a different guest host, or discussion "guide," who helps a group of students explore the way the news is related to the host's special talents or profes-

sional expertise. Hosts have included attorney F. Lee Bailey, authors Ray Bradbury and David Halberstam, academicians, federal court judges, scientists, newspaper editors, poets and corporation executives.

**The show encourages students to look beyond news headlines for causes, effects and consequences of current events.** Each program poses a controversial question designed to kick-off a lively class discussion.

Here's a sample: Is there really surplus food? Are some newspapers like dinosaurs? How does Shakespeare reveal how terrorists think?

"Why in the World" is co-produced by KCET in Los Angeles and Satellite Education Services. Programs are taped in different cities in the United States. High schools around the country are encouraged to pick up the broadcast on local PBS stations.

**If you're a teacher and would like information about future programs in the "Why in the World" series, please call 1-800-222-6500. In California, call 1-800-262-6500.** General Motors is proud to lend its support to this innovative and exciting concept in instructional television. Today's students are tomorrow's leaders, and we want to make sure they know the value of thinking critically and asking questions. After all, that's what democracy is all about.

*This advertisement is part of our continuing effort to give customers useful information about their cars and trucks and the company that builds them.*

