

# ABC UNO

Net selects 5 affiliates to simulcast in 2 languages



The Fall Guy

By Les Luchter

NEW YORK—ABC this week will begin a quest for one of network television's last untapped markets—the Spanish-speaking audience.

In cooperation with five ABC-TV affiliates and five Spanish-language radio stations, a new programming service called ABC/UNO will initiate the first dual-language simulcasts in network TV history.

The five test markets—New York, Los Angeles, Chicago, Miami and San Antonio—

include more than 25 percent of the nation's 20-24 million Hispanics.

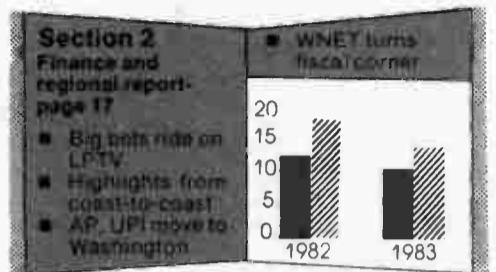
The two test ABC series—*The Fall Guy* on Wednesday nights and *The Puppy's New Adventures* half-hour of the *Scooby & Scrappy Doo/Puppy Hour* on Saturday mornings—are representative family-oriented shows airing during two time periods when radio ratings are relatively low.

The result should be a "fairly happy marriage" for both ABC and the radio stations, as Joe Schweigart, general manager

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# BROADCAST WEEK

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## BW IN BRIEF



### 'Eastward Ho'

WASHINGTON—As the Real People Express sped toward the Eastern Seaboard, it generated one of the most enthusiastic public followings imaginable. Page 15.

### An NBC first

NEW YORK—NBC executives were reported "delirious" over the network's first sweeps finish out of last place in five years. NBC finished second behind CBS. Page 2.

### ABC rumors

NEW YORK—Will Tony Thomopoulos step down as president of ABC Entertainment? Isolated reports to that effect seemed premature at press time. Page 2.

### Bold strategy

LOS ANGELES—Speaking before the CBS affiliates last week, Bud Grant defended CBS' "bold and aggressive" programming and reassured affiliates the network is not abandoning series. Page 3.

### Birds flying high

NEW YORK—Wold Communications, a full-service telecommunications company, expects to do almost \$30 million in business this year. Chairman Robert Wold talked to *Broadcast Week* about the satellite distribution business. Page 10.

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## 'Fame' leaps to life with Metromedia

By Ed Harrison

LOS ANGELES—Reports of *Fame*'s death following its cancellation by NBC now seem to be greatly exaggerated.

While not a certainty just yet, it appears that *Fame* will return next season in first-run syndication following commitments by the Metromedia stations and WMAR-TV, Baltimore, an NBC affiliate. An additional 15 stations firmed to carry *Fame* are expected to be announced this week.

"It's not 100 percent yet, but it looks awfully strong for *Fame* to be back," said Larry Gershman, president of MGM/UA Television Distribution.

The commitment by Metromedia represents clearances in seven major markets: New York, Los Angeles, Chicago, Boston, Washington, D.C., Dallas and Houston. Gershman hopes to be able to announce clearances in 14 of the top 20 markets once deals are firmed. Because of the network affiliate meetings the last several weeks,

it's been difficult reaching station executives.

"We're not asking stations for money, but clearances," Gershman said. *Fame* will be distributed to stations on a barter basis.

Gershman said the advertising agency of SSC&B is handling sales of all national spots on behalf of their clients. *Fame* will need about a 70 percent clearance rate to make a go of it, he said.

*Fame*, which hopes to begin production for next season on June 15, will return with the original cast intact. Gershman said it will be "the same cast, same show." Maintaining continuity in both cast and format is essential, he said, should enough episodes be produced to launch it into syndication.

Budget to produce each episode, reportedly in the vicinity of \$700,000, also will remain stable, although Gershman noted that because it won't be a network program, there is

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## Presidential grip

Saluting the "Best of the Class," President Ronald Reagan joined WDMV-TV, Washington, D.C., and General Motors in a program that honored 298 area high school seniors. As Edwin W. Pfeiffer, vice president and general manager, WDMV looks on, Reagan is shown shaking hands with Timothy Duncan, Wheaton High School.

## Ratings gap bewilders New York TV stations

By Dave Potorti

NEW YORK—There are two local news winners in the May television sweeps here, pointing out once again the differences in methodology and results between Arbitron and Nielsen.

While other large markets like Los Angeles and Chicago may debate decimal differences between the two ratings services, the differences tend to take on larger proportions in New York.

Thus WABC-TV, which is

number one at 5 and 11 p.m. while WNBC-TV is number three (according to Arbitron), is number three at 5 and 11 p.m., while WNBC-TV is number one (according to Nielsen).

Confused? You're not alone. In Chicago, WBBM is the clear news leader in both books. In Los Angeles, KABC-TV holds an equally lofty position in both books. Approximately 65 percent of television sales are based on Niensens, but that doesn't stop some questions

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## Zenith rolling out first decoder units

By Les Luchter

CHICAGO—Zenith Radio Corp. plans a late June or early July introduction of the first home teletext decoder. Rollout will take place in Cincinnati, where Taft Broadcasting Co. is sending out its 100-page *Electra* teletext magazine over the vertical blanking interval of WKRC-TV.

But the Hi-Tech Teletext Decoder, which will list for \$329.95 retail, also can decipher any other teletext service that uses the British-developed World System Teletext—including Keyfax that is sent over the VBI of WTBS-TV to cable-equipped homes in the Cincinnati area. Satellite Syndicated Systems, which distributes the Keyfax signal nationwide, has based its marketing structure on cable systems selling de-



Zenith's teletext decoder, model CV550.

coders directly to their subscribers.

Zenith's new decoder can be connected to all 1984, and most 1983, Zenith color TV sets. Each model in Zenith's new "Smart Set" Advanced System 3 line includes a "Redi-Plug" that directly hooks up the TV set to teletext decoders, stereo sound adapters and/or cable TV converter/decoders.

The decoder will be sold through Zenith's normal retail channels. In Cincinnati, that means Tracy-Wells, an independent distributor, will sell them to local Zenith dealers.

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## AT DEADLINE

### FCC opens doors to FM licenses

WASHINGTON—The Federal Communications Commission approved changes in FM radio spacing requirements that will allow it to license 1,000 to 2,000 new FM stations.

The change creates three new classes of FM stations. The commission said it will delay implementation of the new stations until it is prepared to handle the onslaught of applications, expected to come mostly from the South and Midwest.

About 600 applications are expected to be approved by the end of 1984 with the balance expected in about three years.

The FCC also reallocated eight of the 28 channels available for instructional fixed television service by schools and colleges for multichannel pay television service provided by microwave multipoint distribution services. The commission expects that no company will be allowed to acquire more than four of the available

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BW1FD02906BRAB8#  
GEORGE BRANDT GEN MGR  
STATION WBRU FM  
88 BENEVOLENT ST  
PROVIDENCE

309/1  
RI 02906

# NBC 'delirious' over leaving ratings cellar

By Les Luchter

NEW YORK—NBC executives were reported "delirious" over the network's first sweeps finish out of last place in five years.

NBC finished 7 percent higher than May 1982 in both the Arbitron (April 27-May 24) and Nielsen (April 28-May 25) tallies. CBS wound up 3 percent higher in Arbitron and 2 percent in Nielsen, while ABC was down 3 percent in both surveys.

Network ratings overall were up, although shares were down. Viewing rose .8 in Nielsen and a

full ratings point in Arbitron.

NBC finished second with a 15.0 rating and 25 share in Arbitron and a 14.9/25.3 in Nielsen. CBS placed first with 15.1/26 and 15.1/25.7 respectively, while ABC wound up with 14.9/25.0 and 14.7/25.0.

NBC's push into second place was attributed to the strong showings during the past month of such specials as *V* and *Motown 25*.

During the last two days of the Arbitron sweeps alone, NBC had substantial wins with its Monday night three-hour

Bob Hope blockbuster and its Tuesday night lineup of *The A Team* and *The Enforcer*, a Clint Eastwood movie. *Happy Birthday, Bob* garnered a 23.9/38, *The A Team* a 17.7/32 and the Eastwood film a 17.6/29.

CBS' Research Director David Poltrack said that "NBC remained a distant third in terms of regular programming, but became competitive through the use of miniseries and specials."

Poltrack added that there "seems to be an inherent weakness in ABC's regular series

programming." ABC's sweeps schedule included 69.9 percent original programming, compared to NBC's 58.8 percent and CBS' 50.5 percent.

NBC's second place finish was seen by some as caused directly by ABC's decision to run *The Thorn Birds* in March rather than May in a futile attempt to catch CBS in the yearly ratings.

ABC, on the other hand, was touting its 29-day average of both sweeps surveys, which found the network relatively tied with NBC in second place.

The combined figures were CBS 15.1/25.5, NBC 14.9/25.3 and ABC 14.9/25.2. ABC said this represented the most competitive sweeps period in network TV history.

ABC found that 35.8 million households on average were tuned into network TV during the combined sweeps period, a 5 percent increase over May 1982. The HUT percentage increased 4 percent, from 56.8 to 59.0. The combined network rating was 44.9, compared to 1982's 43.9, a 2 percent increase.

## Marinoff labels NAPTE '84 best

NEW YORK—The National Association of Television Program Executives' 1984 programming conference in San Francisco is still more than eight months off, but NATPE President Stan Marinoff already is saying NATPE '84 will be "the best thing we've ever done."

Next year's conference will be earlier, shorter and all under one roof, Marinoff said.

"Members have been saying it's too long so we have shortened it by one day and we've streamlined it," he said.

The conference will take

place Saturday through Monday, Feb. 11-13, at the new Moscone Center in San Francisco. Marinoff said the conference was moved up from mid-March to better coincide with the time when stations make their programming decisions for the fall.

A snag in NATPE's plan to have all exhibitors on the main floor cropped up when some of the big distributors—including Paramount, MCA and Columbia—said they would rather do their selling in private suites, as they have in the past, rather than on the convention floor.

"I don't think it is that important," Marinoff said. "We're hoping to have 100 percent participation on the floor, but we are practical enough to know that it may not be feasible in 1984. (Executive Director) Phil Corvo and I are meeting with the presidents of those companies. While I am disappointed, I don't think it will have a major effect on the conference."

Marinoff said companies that aren't on the exhibit floor won't be listed in NATPE literature and information kiosks.

## Thomopoulos rumor denied

NEW YORK—Will Tony Thomopoulos step down as president of ABC Entertainment by year's end? And will Lewis Erlicht, now second in command as senior vice president for prime-time programming, take his place?

Isolated reports to that effect seemed premature at press time. While Erlicht is a likely candidate for the job, even ABC appeared off guard by the suggestion last week.

"No change in Thomopoulos' status is currently being discussed at ABC," a spokeswoman said, adding that the rumor has been circulating for months.

His eventual departure seems likely in the wake of ABC's second place status to CBS in prime time since the 1979-80 season. ABC was on the top of the heap when Thomopoulos took office in 1978.

Erlicht, who recently moderated ABC's prime-time programming introductions in New York, has held the number-two post since October 1981.

## CBS 'faux pas' tightens race for sales

By Dave Potorti

NEW YORK—CBS made some strategic sales and scheduling mistakes this year, and that will contribute to a tight race among the television networks this fall.

That's the view of Michael Drexler, executive vice president and director of media & programming, Doyle Dane Bernbach, who last week revealed the agency's outlook on the media for the coming year.

In rating the new fall schedules, CBS still has a strong Thursday, Friday and Sunday, and could also claim Monday, Drexler predicted. ABC continues to have a strong Wednesday and Saturday, but NBC could make inroads on Tuesdays and Saturdays, he said.

"It will be more of a three-network marketplace next year," Drexler said. "NBC will move relatively closer, and there will

be a very close race between ABC and CBS for number one."

Television advertising has experienced the greatest rate of inflation in the past decade, with prices multiplying 3½ times over that period. The national rate of inflation, by comparison, has driven up prices 2½ times. Magazine advertising rates, showing the lowest rise, have doubled, Drexler reported.

He also commented on the rise of *ad hoc* networks, claiming that they will continue to play a role in alternative programming. But their growth into a "fourth network," with a regular full schedule of programming, is unlikely, he said.

Looking ahead to the Olympics, Drexler reported that about \$600 million in Olympic advertising has been placed on television to date, representing

90 percent of availabilities. About 30 percent of the advertising seems to be coming from existing ad budgets, he said.

### CBS pays price

"CBS still doesn't guarantee demographics to its advertisers, and that's hurt some of its upfront business," Drexler said. "It was also holding firmer on higher price increases, hoping to get business in the scatter market, which didn't materialize. There was also some delay in advertiser budget commitments in the second quarter, and to some extent in the third quarter, and by the time CBS was willing to come down, it was too late."

Drexler expressed worry about CBS' scheduling of three new hour-long series before its three movie nights, fearing that the untried lead-ins might reduce potential audience.

Admitting that there is a market for *ad hoc* networks, primarily in the area of made-for-TV movies or miniseries, Drexler said that their success will depend on their ability to attract network affiliates.

"A lot will depend on what audiences can be generated from their movies," he said. "Affiliates are not going to go from one poor situation to another poor situation. If you don't get affiliates beyond the top 30 markets, then you won't have much of a network."

Advertisers are "annoyed" with the networks for trying to "sock it to them" with big price increases when audiences and ratings are down, Drexler said. This resentment may channel some more funds into independent stations.

"Independents hurt their image in the past by just running off-network shows. But local

market programming, including news, magazine format programs and other original shows have helped their image quite a bit. If independents can show any strength at all, advertisers will be more than happy to divert some of their TV advertising dollars to them."

While cable and indies are making inroads, network television will continue to dominate national advertising, netting about 44 percent of total ad investments, Drexler predicted. Local retail advertising in spot TV will increase at a slightly higher rate than national spots, while their share relationship will remain the same, he added.

Network advertising rates are expected to rise 9 percent in daytime, 12 percent in nighttime and 11 percent in spot TV. Total television expenditures are predicted to increase 11 percent in 1983.

## John P. Blair, 83, dies

NEW YORK—John Portwood Blair, founder and former chairman of John Blair & Co., died May 25 in Naples, Fla. He was 83 years old and had lived in Naples since his retirement in 1966.

In addition to building John Blair & Co. into a \$322-million-a-year diversified communications business, Blair founded and served as president of the Station Representatives Association and played key roles in forming the Radio Advertising Bureau and the Television Bureau of Advertising.

Blair is survived by his wife, the former Dorothy Reiman, and a brother.

Memorial services will be held in Naples June 2. In lieu of flowers, the family suggest contributions to the Conservancy in Naples, 1450 Merrihue Drive, Naples, Fla. 33940.

## Cancer claims Bill Stone

NEW YORK—William Stone, 57, ABC's technical manager, television operations, broadcast operations and engineering, died of cancer May 22.

Stone had major responsibilities for ABC's upcoming coverage of the Winter Olympic Games in Sarajevo, Yugoslavia. He had played important roles in previous ABC Olympics coverage, along with ABC's *Wide World of Sports*.

Stone joined ABC in 1965 as TV technical supervisor, ABC broadcast operations and engineering, and later became manager of television news operations for ABC News. His TV career began at NBC in 1948.

Stone is survived by his wife Barbara, two daughters and a son.

## 'Loving' will make unusual debut

By Dave Potorti

NEW YORK—*Loving*, ABC's first new daytime television drama in eight years, debuts as a two-hour *Sunday Night Movie* June 26. The weekday series enters its 11:30 a.m.-noon EDT slot the following day.

This is the first time that ABC has launched a daytime serial in prime time. CBS took a similar route with *Capitol*, which debuted with a one-hour special following top-rated *Dallas* on Friday night last year.

Unlike its standard made-fors, however, ABC has shot the two-hour special on videotape instead of film.

"The decision to shoot the pilot on tape was made in terms of utilizing the same sets for the future series," said Joe Stuart, producer. "But with the amount of lighting and special angles we wanted, we ended up shooting it like a film, and never really cut it the way a serial is cut."

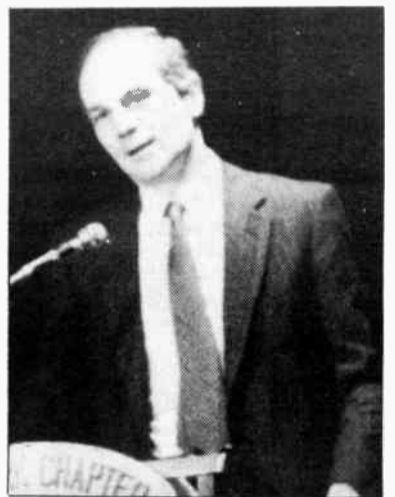
Emmy-winning veteran soap writer Agnes Nixon (*All My Children*, *One Life to Live* and

others) and Douglas Marland are the show's head writers. Key characters are a television anchorwoman and a politically ambitious university president. Lloyd Bridges and Geraldine Page appear in the pilot. Future appearances in the regular series are not ruled out.

"The show has a broad scope, dealing with all generations," Stuart said. "*Loving* is more of a philosophical description, including sexual and sensual loving but also the love of people for one another—father, mother, children, brother to brother and sister to sister."

The show has been on a tight schedule. Production began in January, and the special began taping in April. The movie was shot in 22 days, half in the studio and half on location in and around New York. It was then edited from 9 a.m. to midnight for 13 days straight. Shooting for the regular series begins this week.

"It was a crash program to have the sets ready for April," Stuart said. "God at times was kind to us and at other times tested our mettle."



Joe Stuart

"During the last scene shot for the special, it was supposed to be summer. The two characters were dressed for summer, but it was 40 degrees. During one of the night scenes shot at 2 a.m., it started to snow. As much as you can do with electronic cameras, you cannot make it not snow."

ABC rented a photographer's studio in Manhattan for a mass photo session for the show's characters.

# CBS employs movies in 'bold' move

By Ed Harrison

LOS ANGELES—CBS-TV defended its programming strategy of leading off the fall season with three movie nights by saying its strategy was "bold and aggressive" and a "new variation in the fine art of counterprogramming."

Speaking before the CBS affiliates last week, Bud Grant, CBS Entertainment president, assured affiliates that the network was not abandoning series "as the backbone of our prime-time schedule, a fact that will become apparent as the season unfolds."

"This fall we expect to see more than the usual amount of stunting, specials, two-hour series episodes, promotional programming, miniseries, and blockbuster theatricals. Add to these the baseball playoffs, World Series and the November sweeps, and you have a climate extremely hostile to the health and well being of fledgling half hour comedies," Grant said.

"Rather than watch good half-hour series become the early casualties of the programming wars, forcing us to add a third movie night, now we are starting with a third night," he said.

Harvey Shephard, senior vice president, programs, said one movie night will be eliminated in December and replaced with new series.

In the sales arena, Jerome Dominus, sales vice president, said the network's strategy to withhold demographic guarantees to upfront advertisers was "a remedy to correct an inequity in the broadcast industry."

Dominus said CBS market analysis and timing were right, resulting in the writing of more upfront business than projections indicated, along with increased fourth quarter and first quarter scatter sales.

However, he noted, "the economic cavalry that was expected to arrive never did, and sales came to a slowdown. The strong economy that had been expected just never materialized."

Dominus expressed optimism for the new season, spurred by Olympic and election spending, low interest rates and housing recovery.

"We expect that the network economy overall will be up around 15 percent, versus 10-11 percent this season. Local business should be up on the order of 13 percent, versus 11 percent this year and national spot, which has been soft, is expected to strengthen by about 12½ percent."

In response to affiliate concern about CBS' policy of accepting multiproduct commercials, Dominus said, "So far there has been no great

outpouring of interest, no rush to get specific interpretations of what our policies would or would not permit, and only one request by an agency for a sample of an accepted commercial under the experimental guidelines. We don't have any way of really knowing what's percolating out there," Dominus said.

James Rosenfeld, executive vice president, CBS/Broadcast Group, added, "Some of you have disagreed with our efforts to increase modestly our prime-time inventory. While some additional inventory is, in our opinion beneficial, we must not do so in a way that offends our audiences."

"At this point, we have not increased clutter, not reduced program time and not upset the market. But we feel a pause at this level is in order and will not expand any further this fall," he said.

Thomas Wyman, CBS Inc. chairman and chief executive, stressed that the foundation of CBS is network broadcasting and will remain so. Wyman said that CBS was making "selective investments" in new businesses that relate to "CBS skills" such as Extravision.

In other CBS affiliate news: ■ David Poltrack, vice president, research, refuted an NAB survey that said the public opinion toward television is more negative. He said that cable TV was not leading to the demise of free TV. He said that the three networks have collectively gained .4 of a point in ratings in 1983 and share is holding. He pointed out that HBO and WTBS, the two cable "powers" were below their 1982 universes.

■ Albert Crane, vice president of Extravision, CBS' teletext service, said that high resolution graphics have given the service a sharper picture. The high resolution graphics gives a palette of 512 colors—a far cry from the eight you had on the air with the earlier system." Crane announced that WBTV-TV, Charlotte, N.C., will be the first station to offer a local service with the network product.

■ CBS' fall promotional campaign was introduced by Mort Pollack, vice president, advertising and promotion. The theme, "we've got the touch," can be used in a variety of local tie-ins, he said.

■ Topics of conversation among affiliates and network executives during a closed door question-and-answer session focused on multiproduct commercials, how to avoid audience erosion during the May sweeps when three CBS nights end with serial reruns, and program sponsorship by one advertiser that results in less local time to sell, according to an affiliate who asked to remain anonymous.



Judy Price, CBS-TV vice president of children's programming, introduces that popular canine Benji to the CBS affiliates. Benji will star in his own Saturday morning program this fall.

## Sauter expecting victory in '60 Minutes' litigation

LOS ANGELES—"60 Minutes has never lost a libel suit and has never settled out of court. We expect to win the case and emerge from it with our integrity intact."

So stated CBS News President Van Gordon Sauter during his news presentation at last week's affiliate meeting. Sauter expressed optimism concerning the slander suit brought against CBS by Dr. Carl Galloway, a California physician who claims he was wrongly accused of insurance fraud during a 1979 *60 Minutes* broadcast.

Sauter said contrary to a report in the *Los Angeles Times*, "the suit has not rocked CBS News, nor does it involve bad journalism by *60 Minutes*."

Dan Rather, anchor and managing editor of the *CBS Evening News*, and reporter on the *60 Minutes* broadcast entitled "It's No Accident," was in Los Angeles last week and expected to testify.

The suit against *60 Minutes* represents another thorn in the CBS newsroom, coming on the heels of a libel suit against CBS by retired Gen. William Westmoreland, commander of U.S. Forces in Vietnam.

"As a news organization, we have been pained by the libel action," Sauter said. "While the controversy over these events will continue for some time, CBS News continues to stand by the validity of its broadcast and the need for confidential and exacting post-broadcast self-examination by news organizations."

"I believe we have learned a great deal from this episode and we look forward to the day when our work is vindicated and the matter is behind us. Fortunately, we see no evidence that this matter has undermined our credibility with viewers," Sauter said.

Sauter told affiliates that CBS News has fulfilled its promise to make *CBS Evening News* "the dominant broadcast of its kind."

He said the *Morning News* has dramatically increased its audience and that it can pass NBC's *Today Show*.



### Supporting cast

Meeting with several members of the House Telecommunications Subcommittee, "Roots" author Alex Haley last week campaigned on Capitol Hill in support of maintaining financial interest and syndication rules. Haley's schedule included meetings with Reps. Wirth (D-Colo.), Waxman (D-Calif.), Leland (D-Texas), and Collins (D-Ill.). "I don't know if I've changed anyone's mind, but I feel very good about the spirit of listening I've encountered," Haley said. Haley's presence on the Hill was promoted by what he called a "mandate" to respond to current efforts to repeal the rules.

Gary Witt

## FCC pulls plug on California religious station

By Eric Taub

GLENDALE, Calif.—The end came quickly. And according to those close to the death, it was not as painful as it looked. At 12:01 a.m. on May 24, KHOF-TV in San Bernardino became the first broadcast television station since 1975 to go dark, thanks to the Federal Communications Commission.

KHOF is the first television station to have its license renewal application denied since 1980, when RKO lost the right to continue to operate Boston's WNAC-TV. But unlike the

RKO case, no other operator was waiting in the KHOF wings to take over the station.

Instead, the FCC has received eight applications for an interim license, and 41 for the permanent right to run the station. With the FCC reviews and appeals allowed by each applicant, the final selection of a permanent license could take years, according to an FCC spokesman.

The television station has been the home of Dr. W. Eugene Scott's Glendale-based Faith Center, an electronic church with its main and only

attraction the energetic white-haired Scott. Scott, through the magic of videotape, managed to host every single show that the channel transmitted to viewers in the Los Angeles area and to other church-owned stations in Hartford, Conn., and San Francisco.

The death of KHOF programming is only temporary. The fiery preacher already has increased his presence on the National Christian Network, a satellite-fed cable service that reaches 1.4 million homes in 100 systems nationwide.

Last week, Scott added an

additional 4.5 hours of his programming to the network's 17-hour a day feed, replacing other religious-oriented programs that "were infringing on our fund-raising policies," according to NCN President Ray Kassis.

The beginning of the end for KHOF began in 1977, the year that all California TV licenses came up for renewal. At that time, a complaint was made that Dr. Scott's Faith Center was not correctly using all of the funds collected through regular on-air solicitations in a prescribed manner. The FCC

launched an investigation, and asked Scott to turn over lists of all of the station's financial donors. Scott refused.

The FCC dismissed Scott's renewal application, claiming that he had made "false and misleading statements" before the commission.

The case went to trial, but the judge dismissed Scott's claim that the verdict should be overturned in March of 1980. In October of 1980, the FCC affirmed the judge's ruling. And in April 1982, the court of appeals affirmed the commission's decision.

## AT DEADLINE

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channels in a community, but many details have yet to be worked out. The FCC said it found that many stations reserved for educational purposes aren't being used.

### Frank 'disappointed' with reporters' switch

NEW YORK—NBC News President Reuven Frank expressed disappointment in the decision of investigative reporters Brian Ross and Ira Silverman to move to ABC. Frank said the two had agreed verbally to a new four-year contract with NBC on May 17, but "nine days later, they informed us they had changed their minds."

Frank said that "by all practice of the industry," the original arrangement was "final and complete. . . . We are disappointed not only in what happened but in the way it was done."

### Radio support of deregulation sought

WASHINGTON—In a letter to member radio stations, the National Association of Broadcasters has urged that H.R. 2382, a deregulation measure introduced by Reps. Thomas Tauke (R-Ind.) and W.J. Tauzin (D-La.) (*BW*, 5/16/83,) receive their full support. Describing a "divisiveness" between the NAB and the National Radio Broadcasters Association that "has now reached a damaging stage," the NAB urged industry unity.

The letter signed by outgoing NAB Chairman William Stakelin and Radio Board members expressed "shock" that the NRBA was prepared to accept program percentages for radio. "We don't need a spectrum fee and we don't need program percentages for radio. It is time for radio broadcasters to come to their senses and to unite behind a single NAB effort, which is consistent, has momentum and has already achieved significant progress."

### 'Good Morning America' top news show

NEW YORK—*Good Morning America* scored another win in the early morning ratings in the week of May 16-20 with a 5.9 rating and 29 share. NBC's *Today Show* was second with a 3.8 rating and 18 share, followed by the *CBS Morning News* at 3.6 and 17. For the four weeks from April 25 to May 20, the period most closely approximating the May sweeps, *GMA* posted a 5.5 rating and 28 share, compared with *Today*'s 3.9 and 19 and *CBS Morning News*' 3.7 and 18.

### Bill Moyers' 'Walk' will air on PBS

NEW YORK—*A Walk Through The 20th Century with Bill Moyers*, originally produced for the now-defunct CBS Cable, has received underwriting from Chevron and will premiere on PBS next January. The 20 hour-long programs from the Corporation for Entertainment & Learning will be co-presented by WNET-TV, New York, and KQED-TV, San Francisco.

### Metromedia sells barter ad time

BOSTON—Metromedia Producers announced sales of 50 percent of barter ad time for *Thicke of the Night*, next season's 90-minute late-night strip co-produced with MGM/UA Television and InterMedia Entertainment Co. Proctor & Gamble has bought three ad strips a week. Other sponsors include Warner-Lambert, Kimberly-Clark, Pillsbury, Johnson & Johnson, Heinz, Nestle, Starkist and Universal Pictures.

### Warner reports loss, expresses optimism

NEW YORK—Warner Communications expects a second quarter loss exceeding the \$18,880,000 it lost in the first quarter this year. Steven Ross, chairman, told the annual meeting of shareholders. Ross said earnings in the second half of 1983 will exceed those of the second half of '82. He said the company is carrying out a "most thorough review" of its Atari unit to return it to profitability as quickly as possible. He told shareholders that the company is entering the summer movie season with its strongest lineup of films ever and that Warner Bros. Television is entering the fall season with six network series, double the number it had a year earlier.

### WBBM leads Chicago sweeps

CHICAGO—CBS-owned WBBM-TV is the clear news leader in the local May sweeps here. At 5 p.m., Nielsen gives WBBM-TV a 10.8 rating/25 share to WMAQ-TV's 7.6/19 (4:30 news) and WLS-TV's 6.4/16 (4:30 news). At 6 p.m., WBBM-TV earned a 9.3/19 to WMAQ's 6.5/13 and WLS-TV's 5.8/12. At 10 p.m., WBBM-TV netted a 19.0/30 to WMAQ-TV's 13.6/22 and WLS-TV's 13.1/21.

At 5 p.m., Arbitron gives WBBM-TV a 9.4/23 to WMAQ-TV's 7.3/19 (4:30 news) and WLS-TV's 6.0/16 (4:30 news). At 6 p.m., WBBM-TV earned a 9.7/20 to WMAQ-TV's 6.3/13 and WLS-TV's 5.9/12. At 10 p.m., WBBM-TV netted a 15.4/27 to WMAQ-TV's 14.0/25 and WLS-TV's 11.9/21.

### Two winners in N.Y. sweeps

NEW YORK—In a continuing close contest, the May sweeps show WNBC-TV leading the local news race in the Niensens and WABC-TV leading in the Arbitrons.

At 5 p.m., Nielsen gives WNBC-TV a 6.1 rating/16 share to WABC-TV's 5.3/14 and WCBS-TV's 5.1/14. At 6 p.m., WNBC-TV earned a 7.8/18 to WABC-TV's 7.2/16 and WCBS-TV's 7.7/17. At 11 p.m., WNBC-TV netted an 11.9/23 to WABC-TV's 9.1/18 and WCBS-TV's 11.0/21.

At 5 p.m., Arbitron gives WNBC-TV a 4.7 rating/12 share to WABC-TV's 6.5/17 and WCBS-TV's 5.3/14. At 6 p.m., WNBC-TV earned a 5.7/13 to WABC-TV's 7.9/17 and WCBS-TV's 6.3/14. At 11 p.m., WNBC-TV netted a 10.3/21 to WABC-TV's 9.9/20 and WCBS-TV's 8.5/17.



### Editorial honor

International Radio Festival President Gerald Goldberg (left) congratulates Gene Lothery, vice president of CBS Radio News, on the Grand Award, won by WBBM/CBS Newsradio 78 of Chicago for its editorial, "Save Rape Victims." Several hundred broadcasters and advertising executives attended the May 20 event at New York's Sheraton Centre Hotel.

### Ratings gap

Continued from page 1  
from being asked.

"There are differences between the two services in almost every survey in almost every market, whether New York or a smaller market, whether metered or a standard diary service market," said Mark Young, vice president of television station sales for Arbitron. "But in the case of New York, we don't know why there are differences like this. There has been a pattern of differences, with WNBC doing better in Nielsen than in Arbitron."

"There are some differences in the way the two services select their sample, in the composition of the meter panel, but there are no differences that would clearly explain why WNBC would do better in Nielsen than Arbitron," Young said. "We've done a lot of studies for WNBC to try to answer that question. When this occurs, one station is always happy with one service and the other station is mad at that service and vice versa."

"There are differences and there always have been," said a spokesman for Nielsen. "There are two different samples and two different ways of processing the data. Why should they be the same? Why does nobody complain but the press? It's just the nature of the beast."

Expecting the two services to agree displays a lack of knowledge of statistical mathematics

and sampling, he added.

"It's something the press has fun with from time to time. If someone from a station feels particularly upset about it, they'll ask to check out our data." Both Arbitron and Nielsen share their raw data with their customers.

"I have a CBS memorandum going back about 18 years on the subject of the differences," said Neil Walden, director of research and sales promotion, WCBS-TV. "So it's not a new problem. It seems to be exacerbated by the fact that Nielsen and Arbitron have come up with different universe estimates for multiple set and cable home penetration in the New York market."

The New York Television Stations Research Committee, a non-partisan group made up of the local stations, has requested information on the differences, said Hillary Hender, director of sales for WNBC-TV.

"It's our belief that the differences between Arbitron and Nielsen go back to the fact that Arbitron undervalues the multiple set households. They've admitted they've had a problem there, and have changed their evaluation process, but the additional problem is to increase the sample size," she said. "Arbitron told us that they do not have this discrepancy in most of their other metered markets."

## FOR THE RECORD

■ On the heels of a three-year staff investigation, the Federal Communications Commission has ordered an investigation into the Spanish International Television Network (SIN) and the Spanish International Communications Corp. Rep. Bob Garcia (D-N.Y.) earlier had written FCC Chairman Mark Fowler asking that the investigation be resolved "promptly." The FCC is concerned that SIN, a Mexican company, is controlling the affairs of SICC, which operates U.S. broadcast stations.

■ Barry Thurston has joined Embassy Telecommunications as vice president, domestic syndication responsible for domestic sales of product produced and acquired by Embassy. For the past 12 years, Thurston has been vice president, programming for Field Communications Corp., covering five of the top 10 markets.

■ NBC-TV's three-hour 80th birthday salute to Bob Hope on May 23 swept the night with a 23.9 rating and 38 share. ABC's three-hour rerun of the *Jacqueline Bouvier Kennedy* film garnered only a 9.3 and 16, while CBS' top show was *One Day at a Time* with 15.8 and 24.

■ Darrel Peters Productions Inc., owner of WSEX-FM, has signed an agreement for the sale of WXJY-FM, Menomonee Falls, Wis., to H. Stewart Corbett Jr. The station is being sold for \$2 million. Corbett also owns WHHR-FM, Hilton Head Island, S.C.

## NPR cuts its budget to 'bone'

WASHINGTON — National Public Radio has announced that its budget for fiscal year 1984 will be \$17.65 million, down from \$26 million for 1983. Included in the cuts will be the dismissal of some 70 to 80 NPR employees.

NPR, attempting to regroup from a whopping \$5.8 million deficit (*BW*, 4/25/83), has taken this action as a means of avoiding program assessment fees, a staffer explained. NPR member stations consistently have voiced their strong opposition to any increase in the fees and charged the NPR board to come up with other ways to make up for the shortfall.

The board requested that the member stations return the \$1.6 million usually collected as a part of the community service grants, to be used to retire the deficit. This was one of the proposals offered by the stations at the annual meeting.

The budget cut, while attempting to avoid serious damage to the award-winning news programming, will drop that department's budget by 15 percent from \$6.3 million to \$4.5 million. The performing arts department budget will drop from \$1.8 million to \$400,000.

The new budget becomes operational Oct. 1; however, the affected staff were notified last Friday of the lay-offs, which will be effective 20 days later.

NPR also announced the resignation of Barbara Cohen.

## 'Fame'

Continued from page 1

small room for some cost effectiveness.

"We're going to make sure we deliver the same show. We won't mess around. We're even prepared to deficit the show just to keep it on," Gershman said. "I've never seen such emotional support for a product."

Part of *Fame*'s financial attractiveness is the huge international market. *Fame*, according to Gershman, is the top rated program in England and a winner in Australia, France, Sweden, Switzerland, Japan, Germany and other foreign markets.

## Zenith

Continued from page 1

A Zenith spokesman said the unit will be marketed in other areas "pending agreements with other broadcasters."

Zenith has been testing teletext decoders since 1978, when it participated in early tests at KSL-TV, Salt Lake City. The firm also is involved with World System Teletext's competitor, the North American Broadcast Television Specification, which is being used by CBS' Extravision and NBC Teletext. Zenith decoders are being used in tests of Time Inc.'s NABTS satellite-delivered cable service in San Diego, Calif., and Orlando, Fla. But the spokesman pointed out that the NABTS technology involves "restraints on component capability and astronomical costs of components."

The decoder introduction, the spokesman added, will be backed with a "very significant ad campaign" and "heavy promotion through dealers. . . . to get the word out to the general consumer of what teletext is."

## ABC begins testing to tap Spanish-speaking market

Continued from page 1

of New York's WBNX-AM, put it. If the three-week test proves successful, Schweigart sees little reason not to adjust his station's schedule for more simulcasts in the future.

A regular ABC/UNO schedule could become a reality by the first quarter of 1984, said Squire Rushnell, ABC Entertainment's vice president of long-range planning and children's television. He added, however, that the fourth quarter of 1984 would be a more realistic goal.

By 1985, Rushnell hopes ABC/UNO can be simulcasting an "hour or two of children's programming and three to five hours a week in prime time." ABC/UNO affiliates in 15-20 markets, he said, would reach a potential 70-75 percent of all U.S. Hispanic households.

But the service also faces the possibility of being scrapped entirely if ABC's upcoming research doesn't find positive answers to two questions: Will Hispanic households increase their viewing of ABC's programs, and will advertisers be willing to pay an incremental charge for the service?

Four advertisers already have signaled their willingness to put up if the Hispanic viewers show up. McDonald's, Mattel, 20th Century-Fox and Bristol-Myers are paying for half of the experiment's \$150-175,000 price tag. In return, they get to run Spanish radio sound with their English TV commercials.

Rushnell thinks that Mattel and McDonald's—"already significantly into the Hispanic marketplace"—probably will run regular Spanish-language radio spots that complement their English-language TV spots.

Although focus group research has found that this sort of arrangement should work better than strict translations of English TV commercials, Rushnell noted that the actual over-the-air test will help the advertisers to find the best simulcasting method.

The bulk of ABC/UNO's test budget is going toward the translation itself—a task given to Media Transference, a division of 20th Century-Fox.

The translated material, Rushnell explained, is delivered to ABC's broadcast operations center in New York. From

there, the shows are transmitted to affiliates just like any other programming. But there's one difference—the normally empty second audio channel is filled with Spanish sound.

At the local phone company in each market, this second track is split off and sent to the Spanish-language radio station for broadcast.

The radio stations are being compensated for their time—some \$1,000 each, according to Rushnell, who added that several of them offered to participate for nothing.

"I hope to see this thing snowball," said Sam Murray, vice president and general manager of San Antonio's KCOR-AM. "We feel there are great things to come from this."

Murray said he wouldn't mind providing TV simulcasts from 7 p.m. on.

Jeff Lieberman, traffic director for KLVE-FM and KTNQ-AM in Los Angeles, noted that radio spots "have less value" in the evening. And hooking up with TV could be the perfect radio answer for those off-hours.

Because of the growing importance of the Hispanic market to advertisers, Lieberman foresees "all three networks having to go into a simulcast basis."

Rushnell predicted that an eventual result of such broadcasts "could be a radio rating (for TV shows) of when people are listening outside of home."

For the next three weeks, however, the main task for the participating radio and TV stations is to promote the new service.

"From the radio station point of view," Rushnell said, "it's an incredible opportunity to get promoted on a local TV station." He added that "the benefits that come from having the TV program as a lead-in to their other shows can be quite significant."

ABC/UNO's promotion/marketing budget is the second largest expense of the experiment. The service has provided the five TV stations—which include three ABC O&Os—with promotional spots, but the stations themselves must provide the time.

Promotion also will be done through newspapers and, of course, on the radio.

# UPDATE

## Deregulation



Rep. Tim Wirth confers with an aide (above) during recent testimony about deregulation of the broadcast industry. Pluria Marshall, Edward Fritts and Henry Geller (left) gave testimony on behalf of their respective organizations.

Angela Burnett

### Calm attitudes prevail at recent hearings

WASHINGTON—Last week's hearings on setting up a quantification standard for deregulation were quiet, after a storm that showed the House Telecommunications Subcommittee, Commerce Committee and the National Association of Broadcasters battling out the future of broadcast deregulation.

The earlier agreement by House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) to consider a quantification standard as a part of a deregulatory package (*BW*, 5/23/83) was viewed by many as turning the tide in favor of deregulation, possibly before year's end. Wirth's decision to move forward with hearings on establishing quantification were supported by Commerce Committee Chairman John Dingell (D-Mich.).

For all of the controversy

leading into the hearings, the hearings themselves were markedly calm and predictable. Federal Communications Commission Chairman Mark Fowler, first to testify before the subcommittee, voiced his opposition to a quantification standard.

Referring to a 1977 FCC Report and Order, Fowler said the commission had concluded that quantitative standards would be a "simplistic, superficial approach to a complex problem."

"Not only were there practical problems of definition and implementation, the standards veered too far into the matter of program selection, a matter that the commission concluded was best left to the licensee," Fowler said.

NAB President Edward Fritts noted the NAB "could accept quantification if it were in the

right package." Fritts stressed that the NAB is considering quantification only for television and adamantly opposes such a standard for radio.

Concern for the imposition of a quantification standard for radio was also expressed by Harriet "Sis" Kaplan, president of the National Radio Broadcasters Association. "You've got to view radio and television as two separate entities," she urged the subcommittee. "The time to think of deregulating them together is long gone." Kaplan indicated that NRBA "would accept quantification as a compromise. . . quantification is a step in the right direction, but is not the answer."

Henry Geller, director, Washington Center for Public Policy Research, who previously worked with the National Telecommunications Information Agency in setting up a quantification system, urged that the top criteria in quantification be "local and informational" service provided by the station.

## SIN announces addition of Detroit LPTV station

NEW YORK—The SIN Television Network announced that K66BV, a low-power television station in Detroit, will become its 216th satellite-interconnected affiliate when it begins operation in mid-June.

Since February 1980, SIN's programming has been carried by LPTV stations, approved by the Federal Communications Commission as a means of expanding the reach of television programming. SIN was the first television network to transmit its programming from LPTV stations.

In addition to Detroit's Channel 66, the SIN Network has low-power affiliate stations in Albuquerque; Austin, Texas; Bakersfield, Calif.; Denver; Hartford, Conn.; Las Vegas; Philadelphia; Tampa, Fla.; Tucson, Ariz.; and Washington, D.C.

SIN, now in its 21st year, is the nation's first and only Spanish-language television network, reaching 86 percent of the U.S. Hispanic population. The network's program schedule includes movies, novelas, news and variety shows.

## P&G signs LBS pact

NEW YORK—Following on the heels of its \$15 million spot buy (*BW*, 4/16/83) in seven Lexington Broadcast Services syndicated programs, Procter & Gamble has signed on with LBS again. The giant soapmaker will fully sponsor two prime-time first-run movies for airing this summer on LBS *ad hoc* networks of more than 100 stations each.

## We're doing for broadcast what we did for cable.

Eight years ago, we, at Titsch Communications, recognized the need in cable for a news and feature publication which provided timely information to the industry.

We did something about it; we brought **CableVision** into the magazine arena. And, it won.

For some time, we have felt that the broadcast industry has needed a complete publication with "new blood", new approaches to reporting, a new format and a targeted readership of decision makers.

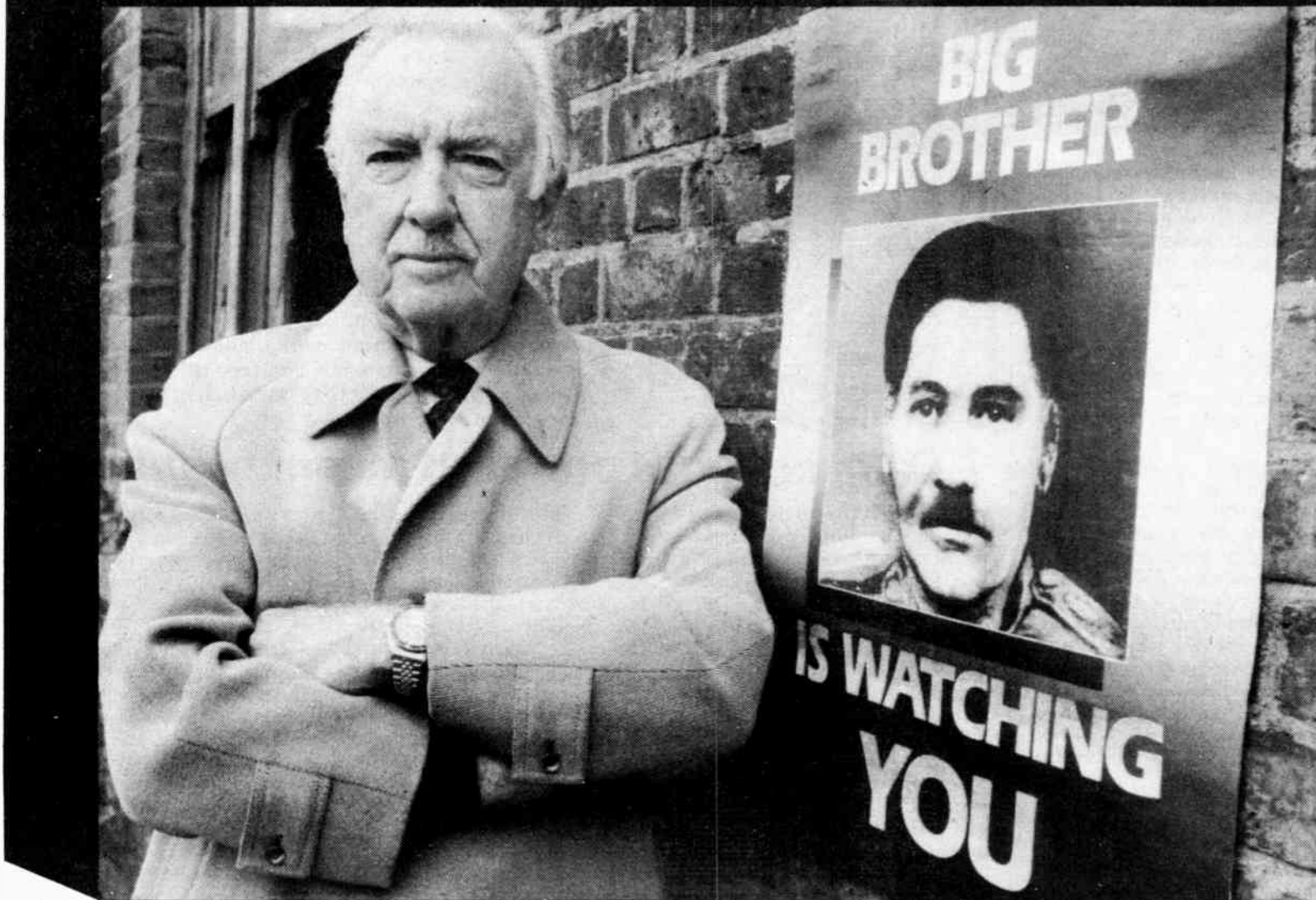
We did something about it; we brought **Broadcast Week** in the arena. And, the statistics show that we're in the playoffs.

Again, we filled the void.

## BROADCAST WEEK

For advertising, purchasing or service information call (303) 295-0900 or write Titsch Communications, P.O. Box 5727 TA, Denver, CO 80217

## '1984 Revisited'



Walter Cronkite visited London, birthplace of George Orwell, to compare the warnings of "1984" to the realities of today. "Big Brother" is a composite computer graphic combining the qualities of Joseph Stalin, Benito Mussolini, Adolf Hitler, Mao Tse-tung and Ayatollah Khomeini.

## Cronkite explores 'Orwellian' dangers

By Dave Potorti

NEW YORK—Are you afraid of 1984? Walter Cronkite may give you reason to be as he examines the threats to our liberties in *1984 Revisited*, airing June 7 on CBS.

The documentary looks at modern aspects of the "Orwellian future" including electronic surveillance, invasion of privacy by computers, mind and behavior control and alteration of language and history.

Using examples of speeches by Jimmy Carter and Alexander Haig, the show touches on the concept of "doublespeak," in which politicians use language to shape, control and direct policy. The rewriting of history is examined in the Soviet Union, where cities have been renamed and leaders have been removed from history books depending on the political climate.

The computer, which is taking over so many aspects of modern life, is also shown as a potential threat.

"Invasion of privacy through the computer, if abused, could be highly dangerous to all of us," Cronkite said. "If the government ever wanted to get the computers talking to each other, they could fill up a room

with data on everything about us—every airplane trip we make, every hotel we book, every meal we purchase with a credit card, our health and insurance records. It's a rather terrifying thought that a malevolent government could have an awful lot of information on us."

Attempts to rewrite history are not unique to the Soviet Union, Cronkite said. Other examples include the movement to deny the occurrence of the Holocaust and, more recently, the Hitler diaries.

"I think people have been treating the story very superficially. The diaries were such an elaborate effort that I can't believe they were done for the money alone, rather than propaganda purposes," he said.

Commenting on President Reagan's penchant for uttering mistakes in public, which the administration then attempts to correct in public records, Cronkite said that this minor "rewriting of history" is nothing new.

"It's gone back a very long ways," he said. "Goldwater said in his campaign that the press reported what he said, not what he meant to say, and there's some justification to that. I can

understand that when a man is speaking extemporaneously, and doesn't always put his thoughts too clearly, that a meaning might be apparent contextually without the words adding up to that. This isn't quite a heinous rewriting of history, but merely trying to correct the record for a mis-spoken word or two."

Lack of clarity and directness in public speaking may be due in part to today's television cameras, tape recorders and other electronic recording devices, Cronkite added.

"Recording speech probably puts politicians on the alert and stifles free speech to a certain extent," he said. "I think that recording devices even stifle discussion on the telephone with friends. . . I'm never really sure that my conversations are private."

How does America's "most trusted man" feel about the comparison between network news anchors and "big brother?"

"I worry about that a great deal," he said. "People have said several times that they believe every word that I say, and that's a very dangerous concept. Anybody on the air is fallible, and the suggestion that anybody can take every word

said by a favorite network anchorperson as gospel is frightening."

Recalling the movie *Network*, in which an outrageous anchorman's hysterical ravings are encouraged for the sake of ratings, Cronkite said that such a scenario could not occur in network news today.

"The checks and balances are severe. An anchorperson works with a whole crew of not-necessarily like-minded people on his own staff—writers, editors and producers—and if he started going off on a kind of personal tangent, they'd be the first to blow the whistle. If they didn't the network news management would; if they didn't, then the network itself would; if it didn't, then the affiliates would; if they didn't, then the people would."

"The power of news or of any news organization, either broadcast or print, is in the selection of the news. But there are monitors on that, too: the competition. If you go too far off the beaten path, people are going to recognize that you're doing something unique that may or may not be news. You'd have to have an awful lot of people involved in that kind of conspiracy."

## 'Motown' tops the ratings

NEW YORK—NBC's *Motown 25* special topped the ratings. CBS' *Alice* placed second, but ABC won the week ending May 22 with a 15.4 rating. CBS came in at 14.9 and NBC at 13.6.

In the Arbitron sweeps, which began April 27, CBS led with 15.2, followed by ABC's 15.1 and NBC's 14.6. The Nielsen sweeps, which started a day later, also placed CBS in first with a 15.2, followed by ABC with 14.9 and NBC with 14.6.

For the week, *Motown 25* had a 22.8 rating and 35 share, but the only other NBC show in the top 10 was *The A Team* at number six.

CBS won Sunday night with 17.3/31 to ABC's 16.4/29 and NBC's 11.9/21.

From 9 p.m. on, *Alice*, *The Jeffersons* (#8) and *Trapper John M.D.* (#9) all finished in the top 10. In the heavyweight competition ABC's *Parade of Stars* (#13) and NBC's *Jacobo Timerman* movie (#27) finished with 16.8 and 14.8 ratings respectively, while the three CBS shows had 21.0, 18.4 and 18.2.

At 8 p.m., ABC's *Hollywood Private Movies* racked up a 20.7 rating to place it third for the week, but CBS' *60 Minutes* at 7 p.m. had an 18.5 to put it in seventh place.

Other noteworthy shows during the week included the wedding episode of CBS' *One Day at a Time*, which came up against *Motown* and finished at #15. ABC's *I Love TV Test* won its time period, but finished at #31. CBS' rerun of *Playing for Time* finished at #40.

## Talknet adds WMCA-FM and KXOK

NEW YORK—The additions of WMCA-AM, New York, and KXOK, St. Louis, bring the total of NBC Radio Talknet affiliate stations to date to 130.

"We started with just 22 stations and in little more than a year since it was introduced commercially, Talknet already numbers affiliates in 19 of the top 25 markets and 37 of the top 50, with coverage of 74 percent of the entire country," said Meredith Woodyard, vice president, affiliate relations, NBC Radio Networks.

Talknet, which went on the air commercially in January 1982, is a seven-nights-a-week line-up of self-help, call in programming.

Both WMCA and KXOK have talk formats.

## Radio confab to focus on the positive results

By Marianne Paskowski

NEW YORK—Radio broadcasters, advertisers and agency executives will descend upon Madison Avenue June 14 for the 1983 Radio Workshop, a one-day event co-sponsored by the Radio Advertising Bureau and the Association of National Advertisers.

In announcing this year's program Miles David, RAB's vice chairman and CEO, said the workshop, now in its 16th year, "reflects both a growing appreciation of the positive values of radio plus interest in the medium as a cost-effective

alternative to TV and its ever-increasing costs."

Charles Fruit, vice president of corporate media for Anheuser-Busch and chairman of the ANA-radio committee, will kick off the ceremonies with an overview on how the giant brewer uses radio for sports sponsorship, for targeting special consumer groups and to increase impact in summer when TV's audience declines.

Phillip Dusenberry, vice chairman and executive creative director of BBDO will deliver the keynote address, while Howard Cosell in a luncheon address will show how radio

can deliver more impact than TV.

Joseph Campana, vice president of marketing, Chrysler Corp. will tell how radio helped power the Chrysler turnaround.

Addressing the creative side of the business, Jerry Stiller and Anne Meara will show radio advertisers how to do comedy while Dick Orkin of Orkin's Radio Ranch will rate the current crop of radio ads.

In a special presentation, Federal Express' fast-talking John Moschitta will deliver in record-breaking time a series of little-known facts about the medium.

## REGULATORY SCENE

### Appeals court affirms FCC in political sponsorship

The U.S. Court of Appeals for the District of Columbia Circuit has upheld a Federal Communications Commission ruling that found California radio and television stations made sufficient efforts to identify the true sponsorship of political announcements in a 1980 referendum.

The Proposition 10 referendum proposed separate smoking and non-smoking areas in enclosed work areas, educational and health facility areas. The proposition was not approved.

Announcements against the proposition were paid for by Californians Against Regulatory Excess, which stations broadcasting the advertisements identified as the sponsors. However, Paul Loveday and Californians for Smoking and No Smoking Sections claimed that the stations were provided with enough information to require that the tobacco industry be identified as the sponsor or that the sponsorship be more closely investigated.

The FCC found that stations had adequately identified the sponsors and, in the appeals court affirmation, pointed out the "duty to undertake an arduous investigation ought not casually be assigned to broadcasters."

### FCC not to reconsider DBS assignments

A petition filed by the county of Los Angeles for the reconsideration of the assignment of the 12 GHz band for use by direct broadcast satellite services has been denied by the FCC.

Filed by George Tice, director of communications for the county, the petition focused on the allocation of the 12.2-12.7 GHz band for satellite to earth transmissions in the DBS service. Los Angeles County's fixed microwave service in that frequency will have to move to another band because of DBS.

The commission noted that the 12 GHz band is the only frequency available nationally and internationally for DBS service and pointed out that terrestrial and DBS services are incompatible within the band. The FCC concluded that Los Angeles County had raised no new

facts that would require modification of the DBS decision.

### FCC extends comment period on FM changes

In response to petitions filed by National Public Radio, the National Association of Broadcasters, Association of Maximum Service Telecasters, Taft Broadcasting Co., McGraw-Hill Broadcasting Co., Capital Cities Communications Inc. and Storer Broadcasting Co., the FCC has issued an extension in its review of rules for non-commercial, educational FM broadcast stations.

The Second Further Notice of Proposed Rule Making was first issued June 1982. The current extension has become necessary to allow the completion of field tests concerning the efficacy of cross-polarization in alleviating interference to the reception of channel 6 on television.



### 'Playboys' meet Playmate

"Playboy's" 1983 Playmate of the Year Marianne Gravatte (center) made an exclusive Los Angeles visit to KHTZ-FM recently for an interview with morning personality Charlie Tuna (left). KHTZ General Manager Bob Moore was on hand for the occasion.

# THE EXTRAS OF SUPERIOR PHOTOGRAPHY

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It all depends on the photographer.

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To Bill Timmer, "The basic rule is simple. If you're going to do a good job, it takes a little more time. Most photographers here help produce their pieces and do a lot more than turn on a camera."

Chuck Emmert says, "It takes an extra effort to produce quality. The guy who's willing to get sweaty to get the story, who's willing to ruin a pair of pants climbing a mountain to get that last

shot... It takes that kind of effort."

Gary Stafford believes, "You have to be not afraid to be on the fringe... You have to try different things, sometimes do something really bizarre. That's the only way to be creative—to try new things, even at the risk of being wrong."

Extra time... extra effort... extra creativity... all are clues to how talents like Emmert, Timmer and Stafford consistently provide superior news photography that distinguishes KPNX-TV and all Gannett television stations.



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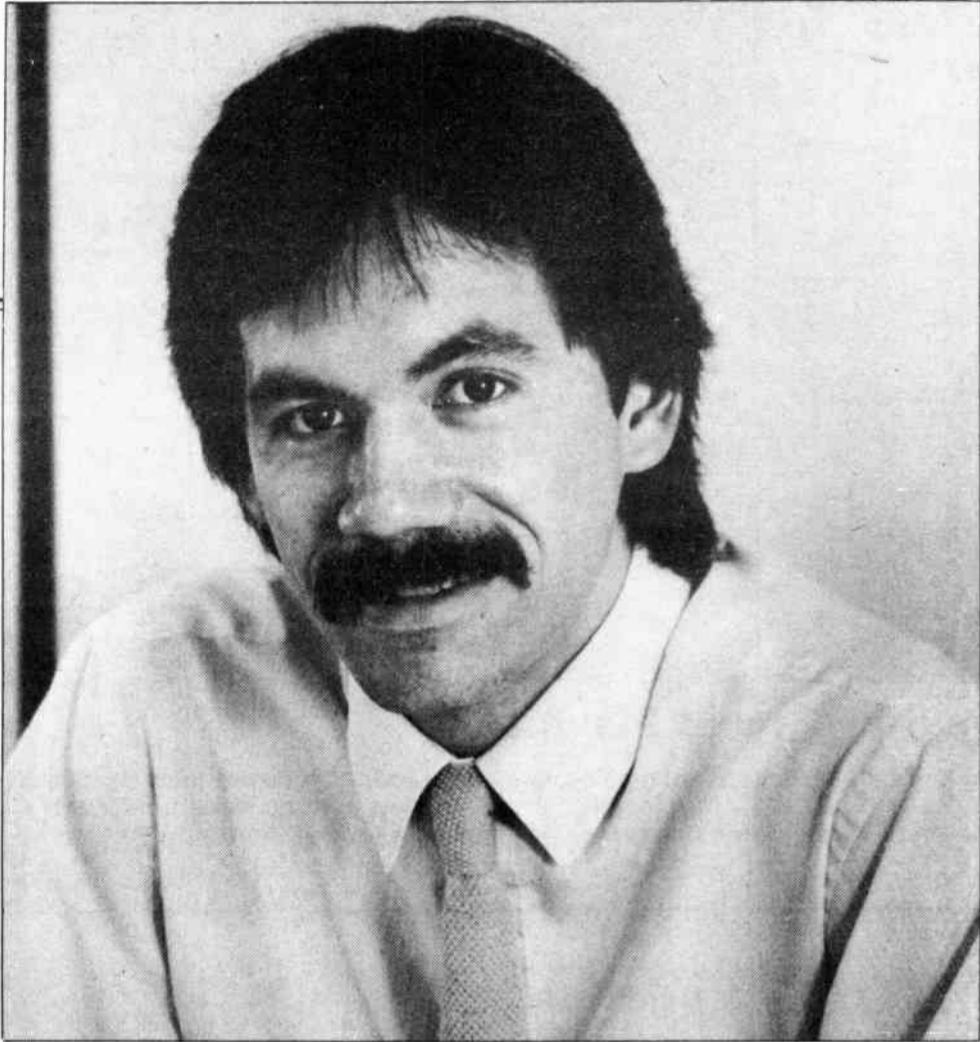
## ABC set to expand captioning

NEW YORK—ABC Television will add the prime-time series *Matt Houston*, *T.J. Hooker*, *Joanie Loves Chachi* and *Ripley's Believe It or Not* to its schedule of closed-captioned programs. Until the start of the 1983-84 television season, encore telecasts of those programs will be closed-captioned, along with nine other prime-time series closed-captioned over the past season including *The ABC Sunday Night Movie*, *Happy Days*, *Three's Company*, *Hart to Hart*, *Dynasty*, *Benson*, *The ABC Friday Night Movie*, *The Love Boat* and *Fantasy Island*.

### Gannett Television Stations

KPNX-TV Phoenix    KBTW Denver    WXIA-TV Atlanta    WPTA-TV Fort Wayne    WLKY-TV Louisville    WTCN-TV Minneapolis-St. Paul    KOCO-TV Oklahoma City

# PEOPLE ON THE MOVE



Bruce Chong

## Chong putting new sound on CNN Radio programs

With the appointment of Bruce Chong as senior editor, CNN Radio has taken another step toward distinguishing itself as more than just the audio track of CNN Headline News.

Chong was both a producer and editor at Headline News, where he found it "very hard to put shows together" for TV and radio simultaneously. In fact, he feels he sometimes paid too much attention to satisfying the radio requirements at the expense of the visual impact needed for TV.

"CNN Headline News is TV," Chong admitted. "Whatever we do, we're going to sound like an audio track on TV."

That's why CNN Radio's aim now is "to get as much away from (CNN) Headline as we can." Chong's new job is to oversee all of CNN Radio's current programming and to plan for the future.

The new sound has started already with eight 90-second radio-only features each weekend morning. These include shows on money, schools, the economy, the bureaucracy, small business, health/medicine, motherhood and running.

Chong said he's in the midst of contracting for eight more features. And once those get on, another eight will be sought.

On June 6, a seven-minute weekday morning business report will premiere, right before the stock market opens. In the future, Chong hopes to air another business report right after the market closes.

Other plans call for airing long-form programs (*Moneyline*, *Healthweek*, *Moneyweek*, etc.) from Cable News Network, original weekend programming and original long-form shows.

Implementation of most of these changes is being held up until Turner Broadcasting System expands its radio facilities. "We were set up just to carry CNN Headline News," Chong explained.

Although CNN Radio is moving toward obtaining its own identity distinct from CNN Headline News, Chong has no illusions about creating a totally separate radio network.

"CNN Radio should be a hybrid," he stated, "a cooperative effort" of the different TBS services, including CNN and CNN Headline News.

network's five O&Os, as well as head up the divisional news production unit for the stations, based in Washington, D.C. Nachman was vice president and general manager of WRC, NBC's news/talk AM radio station, Washington.

The National Association of Broadcasters has announced the selection of **Rose Perez** for the Legal Fellowship Program. Perez, graduating shortly from UCLA, will work with the NAB for one year. She previously worked at the National Cable Television Association as an extern and clerked in California.

The Federal Communications Commission has announced the appointment of **Robert Powers** as chief scientist. Powers has served as acting chief since the October 1982 departure of Stephen Kukasik. Powers has been with the commission since 1975.

**Donald Mullally**, director of broadcasting/general manager, WILL-AM/FM, Urbana, Ill., and **William Siemerig**, station manager, WUHY-FM, Philadelphia, have been elected to fill board terms for National Public Radio. The terms will expire at the end of September.

Howard University President **Dr. James Cheeck** has been nominated to the board of directors for the Public Broadcasting Service. Cheeck, representing Howard's Washington station, WHMM-TV, is being considered for a position as a lay director.

**Caroline Franz** and **John Saffron** have been named principal writers for the CBS soap *As the World Turns*, beginning with the May 23 episode. The two previously worked together on *All My Children*.

Eastman Radio promoted **Laurie Angotti** from research assistant to research analyst.

ABC-TV named **Joe Hardy** executive producer of the ABC soap *Ryan's Hope*. **Felicia Minei Behr** will continue as producer.

RKO Radio Sales, New York, named **Donald Garvey** vice president and director of sales. He was manager of RKO Radio Sales.

**George Miles Jr.**, station manager of WBZ-TV, Boston, has taken a leave of absence to serve as special assistant for finance and administration for National Public Radio in Washington for six months.



Stephen Solomon

ABC Inc. appointed **Stephen Solomon** vice president, real estate and construction. He was vice president, human resource planning and development.

**Frank Herzog**, formerly weekend sportscaster at WDVM-TV, Washington, has moved across town to join WJLA-TV as sports director. Herzog, named Washington, D.C., Sportscaster of the Year 1980, '81 and '82, has also done play-by-play announcing for Washington Redskins and Bullets games.

**Dr. Richard Green**, formerly director of development for CBS Broadcast Group, has been named executive director for the Advanced Television Systems Committee. The National Association of Broadcasters serves as secretariat for ATSC.

**George Miles Jr.** has been appointed special assistant for finance and administration at National Public Radio. Miles will take a leave of absence from his current position as station manager at WBZ-TV, Boston, to spend six months with NPR analyzing fiscal problems and working on solutions.



Richard Giltner

**Richard Giltner**, vice president and director of Blair Television's Chicago-based agrimarketing sales unit, has been named president of the Midwest chapter of the National Agri-Marketing Association.

CBS Theatrical Films named **Ellen Weston** vice president, business affairs, contract negotiations and **Gary McCarthy** vice president, finance and business affairs. Weston, an actress prior to joining CBS, was director, business affairs. McCarthy was vice president, finance, planning and administration. Both will be based at CBS/Fox Studios, Los Angeles.

The Associated Press appointed **Cliff MacCowan** and **Jim Aldridge** broadcast executives. MacCowan will be based in Atlanta, serving Georgia and Alabama broadcasters. Aldridge will be based in Kansas City, serving Missouri and Kansas.

**Richard Landesman**, formerly research manager at Eastman Radio, has joined the CBS Broadcast Group as vice president, radio research.

**Sandra Heberer** and **Suzanne Singer** have been promoted within Public Broadcasting Service's News and Public Affairs Department. Heberer, with PBS since 1978, was named associate director of the department. Singer will become assistant director and has been with PBS two years.

WJLA-TV, Washington, has named **Connie Calomiris** public affairs assistant/production researcher. Calomiris, with WJLA since 1979, previously was associate producer for *Good Morning Washington*.

**Lee Hammond**, an 11-year veteran at WPAY-FM, Portsmouth, Va., has been named general manager at the station. Hammond began at WPAY as an account executive, but most recently served as program director.

**Don McGouirk** has been named vice president of Multimedia Broadcasting Co. by Multimedia President Jim Lynagh. McGouirk has

served as general manager of WMAZ-TV for the last 15 months.

**Richard Rahn**, vice president and chief economist of the U.S. Chamber of Commerce, has joined *BYLINE*, the nationally syndicated daily public affairs radio program, as a commentator on economic issues.

**Jerome Davis** has joined Lorimar to develop, write and produce series, miniseries and movies for television. Most recently Davis was executive producer of the comedy series *House Calls*. Other TV credits include *That Girl*, *The Odd Couple* and *Bewitched* as producer, writer and director. Davis also produced *The Golden Gate Murders*, a two-hour movie of the week for CBS.

**Laurence Caso** has been named director, daytime programs, CBS Entertainment, New York. Caso was director, special programs, New York.



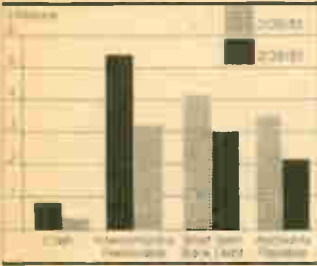
Susan Swimer

MGM/UA Television Distribution promoted **Susan Swimer** to vice president, creative marketing. She was director, creative marketing.

**Jerry Nachman** has been named vice president, news, NBC Television Stations Division. Nachman will oversee the news function at the



**BALANCE SHEET ACCOUNTS**



**WNET turns the corner**

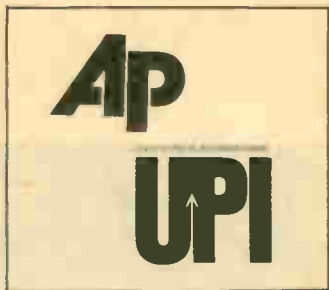
New York's WNET-TV, provider of nearly 40 percent of prime-time programming to public TV stations, is "turning the corner on the road to recovery." Abetted by a recessionary economy that suddenly ended WNET's reign as a growth industry, the station re-examined its fiscal structure. For the first time, WNET's budget—to be voted on June 8 by the board—links expenditures to guaranteed revenues.

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**AP goes to Washington**

After almost 40 years in New York City, the Associated Press broadcast wire began filing some daily reports from Washington on May 2, and expects to be completely moved to the nation's capitol by September. The wire service and AP Radio Network in Washington will have about 100 employees. The consolidation is expected to help AP in its upcoming major expansion of network services.

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**SECTION 2 BROADCAST WEEK**

May 30, 1983

**FINANCE & REGIONAL REPORTS**



**General Television Network**

**Big bets riding on LPTV success**

By Bill Dunlap

Low power television is still one of those concepts that will have to prove—in the real world—that it can live up to the potential it has on paper.

Thousands of individuals and companies are betting that they can make a go of it at the station level, where an investment of \$60,000 to \$200,000, depending on the level of sophistication required, is needed to put a station on the air.

And waiting in the wings for those stations to get on the air are a number of national programming services that are counting on the fact that enough little stations can deliver as much audience as a few big stations.

Some of these services will operate along the lines of a conventional network and others more like program syndicators, but they have one thing in common—they believe there is gold in low power television.

LPTV is progressing slowly, mostly because of a logjam of applications at the Federal Communications Commission. But there is promise that things will get moving before long. When they do, those programming services have the potential of putting together networks that in some ways can rival the big three commercial networks. Much of the satellite technology that

makes LPTV networking practical is similar to that of cable television program suppliers, and several cable services are offering programming to LPTV stations.

Others, though, are being formed specifically to serve LPTV stations and some of them are projecting penetration into more than 80 percent of U.S. households within a few years.

The FCC is processing applications from rural areas, known as tier one areas, first, and is only processing—not necessarily approving—30 to 50 applications a month. More than 12,000 are on file.

Those applications will be handled by computer later in the year and by fall it is expected that the FCC will be processing 300 to 500 applications a month.

The National Institute for Low Power TV projects that in three to four years there will be as many as 4,000 LPTV stations on the air and in five years possibly as many as 8,000.

After the FCC processes rural applications on file, it will move to tier two applications, which are for service to areas near metropolitan centers, and tier three, which will be in major cities.

In its most recent count from the FCC, the institute said it had 174 construction permits granted and 186

Continued on page 18



**S. Douglas Smith, president of General Television Network, helped Scene Three in Nashville unveil its new \$1.5 million mobile remote center earlier this month. Pictured in the mobile unit's control room are, from left, Smith; Kitty Moon, president of Scene Three; Dick Thrall, senior vice president at Multimedia Program Productions, for whom Scene Three also will produce programming; and E. Roger Muir, president of Nicholson-Muir Productions.**

*Continued from page 17*

licensed stations. The institute and other groups interested in LPTV are lobbying the FCC to get all the tier one applications processed by the end of the year.

Networks planning to serve LPTV stations include the General Television Network, Genesis Network, JPD Television Network, Raymond International, Tom Parker Television and Telecrafter. They are in addition to cable services.

Movies, music and off-network series are the mainstays of LPTV programming now, along with programming from such cable services as Black Entertainment Television, PTL Satellite Network, Satellite Program Network and Spanish International Network.

As more stations go on the air reaching a larger audience, the economics will require more original programming.

S. Douglas Smith, president of General Television Network, believes that within 18 months GTN can achieve 82 percent penetration nationally and can deliver an audience to advertisers at a cost-per-thousand of \$1, compared with an average of \$8.23 charged by the major nets.

GTN now is serving seven conventional UHF stations and 22 low power stations with six hours a day of programming supplied on tape. As soon as GTN's affiliate list reaches what Smith calls the "critical mass," the service will commence satellite delivery of 16 to 18 hours a day of programming.

Smith pegs the network's potential at 567 affiliate stations reaching 64 million homes. To attract such numbers, GTN will share network advertising revenues with affiliates in a form of station compensation.

The key to making the equation work

financially is, not surprisingly, low cost programming. The staples of GTN programming will be game shows, talk shows and music and entertainment shows produced in Nashville by a production unit of Scene Three known as The Program Factory.

According to Kitty Moon, chairman and president of Scene Three, the idea behind The Program Factory is to supply GTN network quality programming at low cost.

Other programming will come from Nicholson-Muir Productions of Larchmont, N.Y.—a game show, *Super Pay Cards* and *The New Howdy Doody Show*—and off-network and movie syndicators.

Some of the syndicated programming on GTN will include *The Real McCoys*, *Journey to Adventure*, *Rawhide*, *Gunsmoke*, *S.W.A.T.*, *Police Woman*, *Fish* and *Fantasy Island*.

GTN is currently bicycling tapes to full power stations in Orlando and Daytona Beach, Fla.; Concord, Calif.; Columbia, S.C.; and Greenville, S.C.; low power stations serving Knoxville,

Tenn.; Mobile, Ala.; Phoenix, Ariz.; Shreveport, La.; and approximately 40,000 homes in minor markets.

The Genesis Network of Columbia, S.C., began providing programming to 27 LPTV stations in January via a Bonneville Satellite Corp. transponder on RCA's Satcom IV. Genesis currently is feeding 19 hours a day of programming, mostly movies, off-network series, sports and specials.

Genesis charges affiliates a fee for programming.

The JPD Television Network, based in Rolling Hills Estates, Calif., will go on the air Aug. 1 with 12 hours a day of programming delivered by satellite.

James Patrick Devaney, who heads up the JPD operation, expects the LPTV network business to be "very big," once the FCC speeds up the processing of applications.

"Our ultimate goal is 400 to 500 stations and it could go beyond that," Devaney said. "We probably have commitments from 80 percent of the low power stations that are on the air at the moment."

JPD will begin operation with a schedule heavy on movies, but during 1984 the network will begin developing its own programming.

Unlike CTN and the big three commercial networks, the JPD operation will generate income by charging affiliated stations a monthly fee for programming ranging from \$4,700 to \$100,000, based on market size. The network will retain two minutes of advertising time per hour and pass on 10 minutes per hour to the station for local sales.

Devaney believes the low power television business will be able to support two or three full-service networks in addition to those supplying

more fragmented programming, such as teletext.

"It's going to be very tough for the individual LPTV station to make it if it doesn't have some network backbone," he said. He also cited the high cost of programming and operators' "limited expertise in sales, marketing and just the logistics of finding programming."

Devaney said he expects an affiliated LPTV station to have the on-air look of a conventional independent.

"They should have a fighting chance," he said, "even in a major market. We're taking a broad spectrum approach—we want to capture as much of the audience as we can rather than go for a narrow-casting approach."

The network will premiere with a movie package of about 300 titles and some off-network series. Devaney said the network already was working on two original dramatic series, as well as music and animated series.

Original programming will be produced for JPD Network by the Osmond Studios in Orem, Utah.

Devaney is happy that the FCC is processing the rural applications for LPTV stations first because it gives the networks time to learn the ropes while providing syndicated programming.

As LPTV construction permits and licenses are granted in the conventional television markets, the networks will be hit by exclusivity conflicts within those markets and will have to rely more on original programming.

Devaney sees JPD phasing in original programming next year. While none of the LPTV networks is likely to challenge ABC, CBS or NBC in ratings or earnings, they will be a factor in the marketplace and they could further erode the major network shares toward the end of the decade.

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# Healthy again

**WNET turns the corner to recovery after severe fiscal ills**

By Les Luchter

New York's WNET-TV, provider of about 40 percent of prime-time programming to public TV stations, is "turning the corner on the road to recovery," according to station President John Jay Iselin.

WNET executives explained that the station found itself in a precarious financial position a year ago due to a number of unforeseen factors that occurred concurrently in the early '80s.

Abetted by a recessionary economy that suddenly ended WNET's reign as a "growth industry," the station was forced to re-examine its entire fiscal structure. The result is next year's proposed budget—to be voted on by the station's board on June 8—which, for the first time, links expenditures to guaranteed revenues.

For more than a decade of phenomenal success, WNET didn't need to concern itself with such matters. Money kept flowing in from government, corporations, viewers and subsidiaries. And programming kept rolling out.

Then, the bubble burst. Federal funding was cut back drastically.

A subsidiary tape duplicating and post-production facility in Ann Arbor, Mich., began losing business.

Some \$5 million was put into launching *The Dial* magazine, although no resulting income would be expected for years.

Bill Moyers and Dick Cavett departed for different reasons, leaving the station with an idle New York studio.

Capital expenditures were allocated for studios in Newark, N.J., WNET's city of license, but funds weren't available for the project.

## The road to recovery

In the spring of 1982, WNET had over \$5 million in accounts payable and a short-term bank debt of around \$4 million that appeared to be a permanent crutch.

Now, the accounts payable have shrunk to \$3.6 million. At the same time, the bank debt has been paid off. The debt's been at the zero level since March and when it's resumed, it will be as a cyclical—rather than continuous—financial tool.

WNET leased its unused studio to Reeves Teletape last summer, resulting in revenues of more than \$1 million for the next five years.

The station sold its Ann Arbor tape facility, and has contracted with Gruner+Jahr/USA to market, print and distribute *The Dial* for the 15 stations who distribute it.

The *Dial* agreement stabilizes the

financial liability of the participating stations at \$3 for each member viewer. The stations will share ad revenues with the publishing firm.

Along with cutting these losses, WNET found new revenues this past year from an active teleconferencing operation and from "enhanced underwriting," which brought in \$600,000 under public broadcasting's Advertising Demonstration Program.

The station thus far this year has received \$17.7 million in viewer and corporate contributions, an increase of 10 percent from 1981-82. This includes \$1.18 million raised by the "Thirteen Collection" auction, and \$2.75 million from a special appeal to station members for contributions.

Contributions next year are expected to increase 10 percent as usual. Com-

bined with auction proceeds and earnings from special events, the contributions for 1983-84 are pegged at more than \$20 million—about two-thirds of the year's estimated "core revenues" of \$29.97 million.

## The core of the problem

The "core budget" concept, used by WNET for the first time, resulted from Chief Administrative Officer Charles Warren's "top-to-bottom zero base review of all operations." Other core revenues—those the station is assured of obtaining—include a trimming of federal funding to \$3.3 million, a stabilization of state funding at \$5.5 million, and proceeds from such non-broadcast activities as teleconferencing and studio rentals of \$500,000.

Although core revenues were forecast at \$29.9 million, Warren's review of WNET's original budget proposals for fiscal year 1983-84 found \$41.3 million in "core expenses"—those funds necessary just to operate the station. This resulted in a net operating deficit of \$11.4 million, a figure that needed to be reduced to institute Iselin's new policy of "pay-as-you-go frugal management."

So WNET went through a complete "resizing of the company" during the past six months, Iselin explained, resulting in \$8.8 million worth of cutbacks. These involve "reductions across the board," noted Warren, including the consolidation of personnel from three offices into one, and the reduction of "engineering and operating costs through new rules that limit overtime we have to pay."

By next year, said Iselin, the number of station personnel will have been reduced about 10 percent from 500 to 450 people.

The core budget also was reduced

substantially by eliminating expenditures not tied to specific revenue sources.

With the \$8.8 million in reductions, the projected net operating deficit was reduced to \$2.5 million.

"The point of this exercise," stressed Iselin, was to "protect our programming capability."

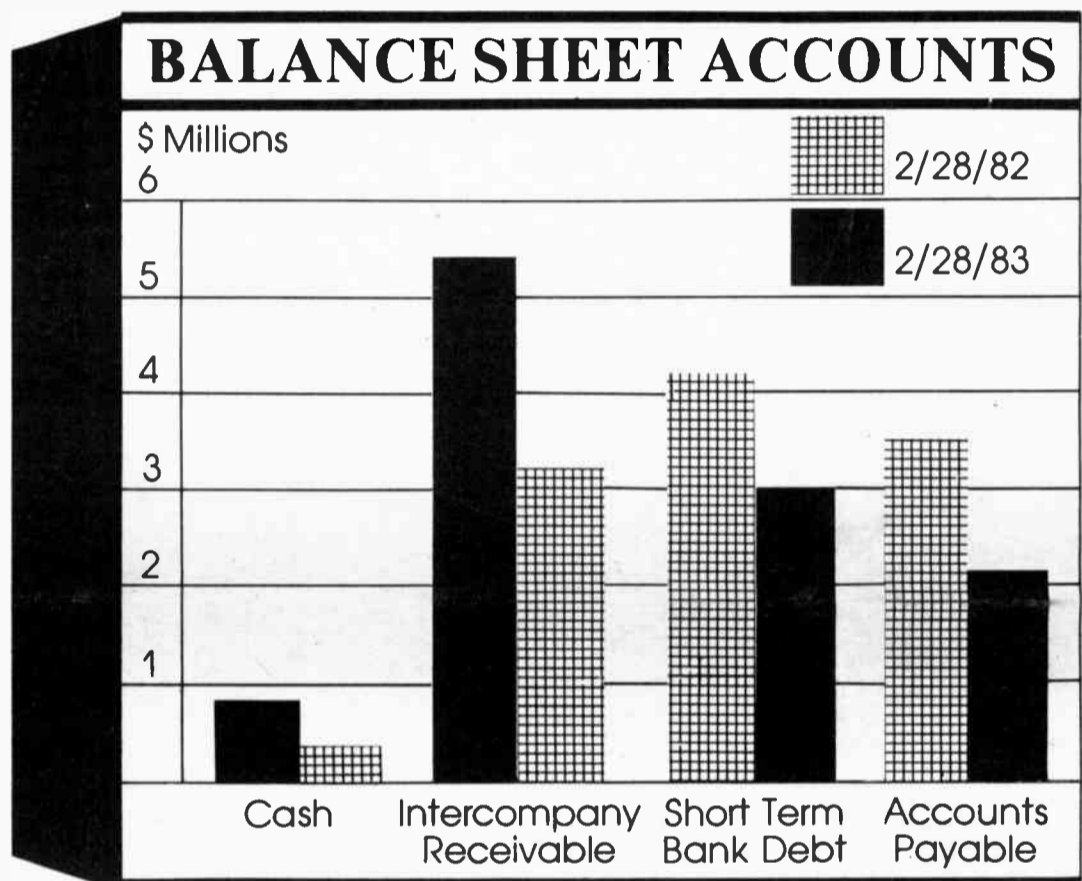
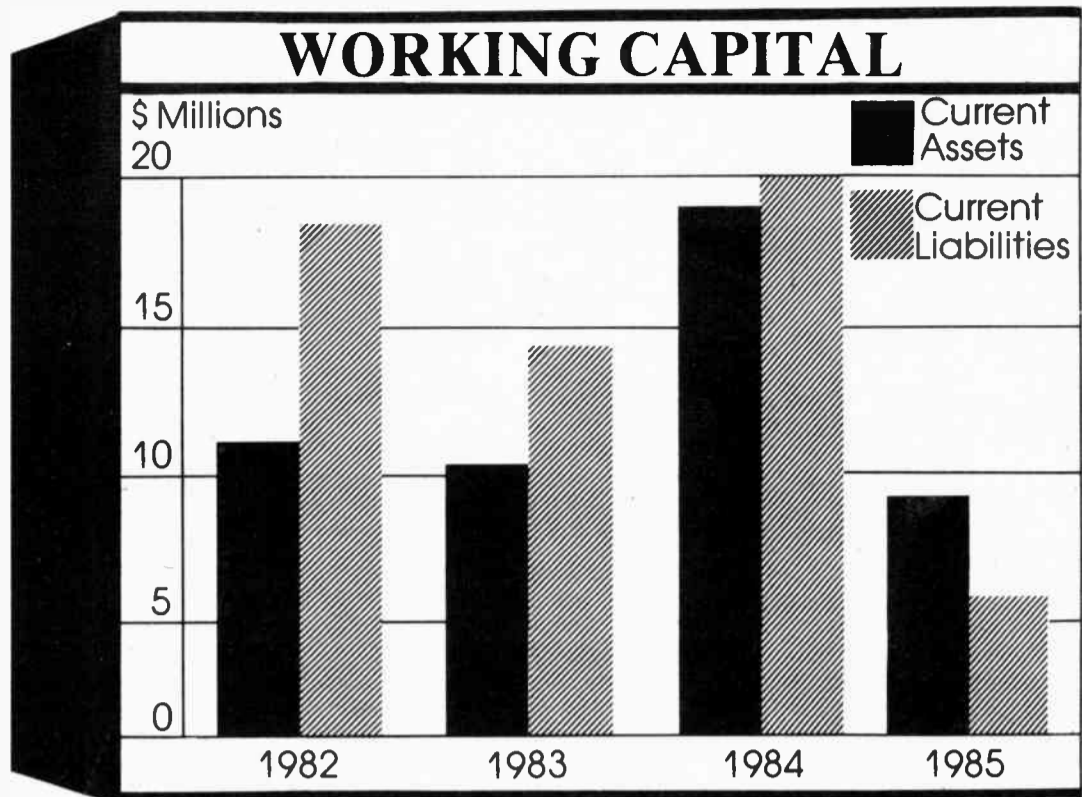
That programming, the variable part of next year's expenses and revenues, now is expected to result in net revenues of \$4.5 million—resulting in an overall station surplus of over \$2 million. Potential revenues not assumed in the budget—such as ad sales if the experiment continues—would only add to the surplus.

The programming budget itself, tied directly to committed funding for the first time, is set at \$36 million. This includes funding for next season's one-hour *MacNeil/Lehrer Newshour*, \$8.5 million of the \$10 million needed for 1984's 10 part *Heritage: Civilization and the Jews*, and \$4 million of the \$5.25 million needed for *The Brain*, a comprehensive investigation of the human mind and behavior.

Both *Heritage* and *The Brain* are already under production, with additional funds needed only for educational and promotion materials, administration and overhead.

Iselin emphasized that WNET's new commitment to "cash management" and a "consolidated balance sheet" will help the station in its need to plan both national and local programming several years in advance.

"We are cautiously optimistic," Warren said, "that we have a budget that will put us a big step down the road toward building that reserve we need for programming."



John Jay Iselin



Charles Warren

# AP Associated Press

## Reporting the World

### AP consolidates broadcast wires . . .

By Les Luchter and Angela Burnett

After about 40 years in New York City, the Associated Press broadcast wire began filing some daily reports from Washington on May 2. The wire, which serves 5,700 radio and TV stations, expects to be completely moved to the nation's capitol by September.

The change in locale will consolidate the broadcast wires with the AP Radio Network, which has been based in Washington since its inception in 1974 and now serves 1,150 stations.

"We want to make the editorial product better by having the entire broadcast operation under one roof, separate and apart from the newspaper (side)," explained Ed Staats, AP's

assistant general manager and deputy director of broadcast services. "We felt the entire service would be enhanced by putting talented people together."

Currently, the broadcast wires function more as a newswriting department than as a newsgathering operation. Rather than sending reporters out to cover stories as at the Radio Network, the wire crew organizes feeds, copy and information for reading by staff announcers at stations.

"We're more of a rewrite for the wire," explained Jim Hood, AP's deputy director of broadcast services. "In New York, we were always losing our broadcast people because there really wasn't a broadcast tie-in there. They felt bored and isolated."

Staats said many of the wire staff members in New York have on-air

reporting abilities but now are involved only in writing tasks. When the wire crew consolidates with the network crew in the new Washington Broadcast News Center, however, "they'll have the opportunity to be on-air." Conversely, writers and editors from the network side will be able to use their skills on the wire.

AP currently has 40 people at the Radio Network in Washington and 40 more at the broadcast wires in New York. Seven wire people already have moved to Washington, and Staats said

all but six to eight of the rest have agreed to move. "Most of the staff," he noted, "have not only been receptive, but eager."

The combined broadcast operation in Washington will have about 100 employees, according to Staats. AP is spending about \$500,000 to relocate personnel and to double the size of its Washington broadcast facilities.

The offices will have six studios, along with new VDTs and editing capabilities. A new computer center will serve AP's Washington print bureau of some 100 people located down the street.

The space vacated by the broadcast wire in New York will still be used by AP, Staats said. He noted that AP's videotex and cable TV operations—which cross traditional print and broadcast boundaries—will remain in the Big Apple.

AP's new Washington broadcast facilities will encompass its present space, plus areas on the same floor that had been home to bankrupt Braniff International and the relocated Occupational Safety and Health Administration.

"What we plan to do," Hood said, "is to build the new news space and then move. While we're in the new space, they can renovate where we are now."

The move from New York to Washington is being done shift by shift, with the night crew and sports department already making the transition.

"What we're doing is not a retrenchment, and it's not a cost-saving move at all," Hood stressed. "It's an expansion."

The change from what Staats termed an "awkward geographical split" is expected to help AP in its upcoming major expansion of network services. Come July 4, the network is adding 24 more newscasts each day, four more business reports daily and a number of new feature programs. A more modern musical theme also will be introduced.

"We count roughly two dozen (radio) networks," Staats said, "and we want to maintain our position as the largest full-service network. We have a lot of plans in the works to meet the growing needs of the affiliates as radio becomes more and more diverse."

"What we're really trying to do," Hood explained, "is balance the work force to get a maximum output."



The Associated Press began filing its national broadcast news report from Washington on May 2. Daytime and evening reports will be filed from New York while construction proceeds at AP's Broadcast News Center in Washington.



Ed Staats

“ We felt the entire service would be enhanced by putting talented people together ”

UNITED PRESS INTERNATIONAL

# UPI

One Up on the World

## . . . UPI plans same move

The United Press International Radio Network, which currently has 30 people in New York and eight in Washington, plans to consolidate most of its operation in Washington by this summer. A small bureau will remain in New York to cover the city, business and sports news. The network has more than 1,000 affiliates.

"We have two somewhat duplicative operations in New York and Washington," explained Ken Braddick, UPI's vice president for development. "It

makes sense to streamline these editing functions so we can put more people at reporting."

Braddick emphasized that UPI will "reallocate any savings into strengthening the reporting." No changes are contemplated in the size of the work force, he said.

A questionnaire has been circulated recently inquiring whether the New York workers would be willing to move to Washington.

The Radio Network personnel will join more than 100 other UPI staffers from the print division in new Washington facilities at the current Wire Building, which will be renamed the UPI World Headquarters Building. UPI's Washington bureau currently is housed in the National Press Building.

UPI's Radio Wire, which moved to Chicago from New York 25 years ago, will remain there. Braddick explained that the Radio Wire has a "pure editing function" and "bringing that into Washington won't bring any more people into the street (to report)." The wires serves 3,600 stations.

Braddick said that although "it would seem to make some sense to have the broadcast (wire) desk in the same location where the audio is located," the cost of moving all the people from Chicago would be too much for the "relatively few efficiencies we could get out of that."

UPI's videotex operations also will remain in Chicago.

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TYPE
UV, SOP
tr vbx
AP-advisory
the national broadcast desk of the associated press is now operating from
the new national broadcast news center in washington, d.c. during the overnight
and morning drive hours.
the entire sports report is also coming from washington, starting
wednesday.
this is the first phase of the national broadcast wire's move to washington
to join forces with ap radio.
the national broadcast news supervisor is mike hammer.
the national editor is greg johnson.
if you have any urgent questions about the national report, please call us
in washington at (202) 833-5910.
do not give this number to your listeners. it is for member stations only.
we will not take public calls on this line.
if you have questions about your regional news report, or if you have
technical problems, please call your local ap bureau.
to contact the ap radio network, also call (202) 833-5910.
ap broadcast services-washington

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“  
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can put more  
people reporting  
”



Ken Braddick



## EAST

A 20-part series this month on **KYW-TV**, Philadelphia's Group W station, provided what the station called the first definitive study of radio in the Philadelphia market.

Dave Stanley was writer-producer and reporter for the series, *Radio Revolution*, which aired on the station's *Eyewitness News* report at 6 p.m.

To prepare the series, Stanley conducted 75 interviews at 27 stations in the eight-county Delaware Valley listening area. The series was prompted by the constant churning of formats and ratings among area stations.

Some of the air personalities interviewed were: **WPEN's** Grady & Hurst and Joe Niagra; **WSNI's** Hy Lit; **WIP's** Tom Moran and Ken Garland; **WWDB's** Dominic Quinn, Rod Luck and Sid Mark; **WCAU's** Wally Kennedy; **Wusl's** Barbara Sommers; **WCAU-FM's** Terry (Motormouth) Young; **WYSP's** Anita; and **WIOQ's** Harvey.

Elsewhere at **KYW**, Kate Larson was named "money reporter" for the *Eyewitness News*. Before joining **KYW** a year ago as a general assignment reporter, Larson was senior producer for *The People's Business* on **WQED-TV**, Pittsburgh.

Capital Cities' **WPVI-TV**, channel 6 in Philly, is developing a unique public service program designed to recognize and encourage academic excellence among high school students.

The program, called a salute to the "Best of the Class" of 1983, will recognize valedictorians or top grade point seniors from Philadelphia public, private and parochial schools. Each 60-second spot will honor eight or nine outstanding students. A total of 80 high schools were asked for representatives.

Taping began earlier this month and the three-week campaign is scheduled to begin June 6.

Other news from **WPVI** has Phyllis Burke, formerly a reporter with **WSOC-TV**, Charlotte, N.C., coming to the station as the new Trenton, N.J., correspondent and Walter Prince, formerly assignment editor at **WRAL-TV**, Raleigh, N.C., joining as night assignment editor.

The sixth annual New York Philharmonic/**WQXR** Radiothon raised \$402,354 for the orchestra and its programs, bringing the six-year total to more than \$2 million. Warren Bodow, president and general manager of the station, made the announcement. Such celebrities as Avery Fisher, Bess Myerson, Jason Robards, Skitch Henderson, the Philharmonic's Zubin Mehta, New York Governor Hugh Carey and Mayor Ed Koch participated.

More than \$4,000 was raised for the Anthony Bowen YMCA in Washington in connection with **WMAL's** First Annual Gross National Parade, which was led by the station's afternoon drive team of Trumbull & Core. Award-winning entries included the "Salute to the Blue Plains Sewage Treatment Plant" and a last minute "Wayne Newton & James Watt" float.

Last weekend, **WMAR-TV** and the Eastpoint Mall in Baltimore teamed up to sponsor Bike Expo, part of the

preparation for the U.S. Pro Cycling Championship June 5.

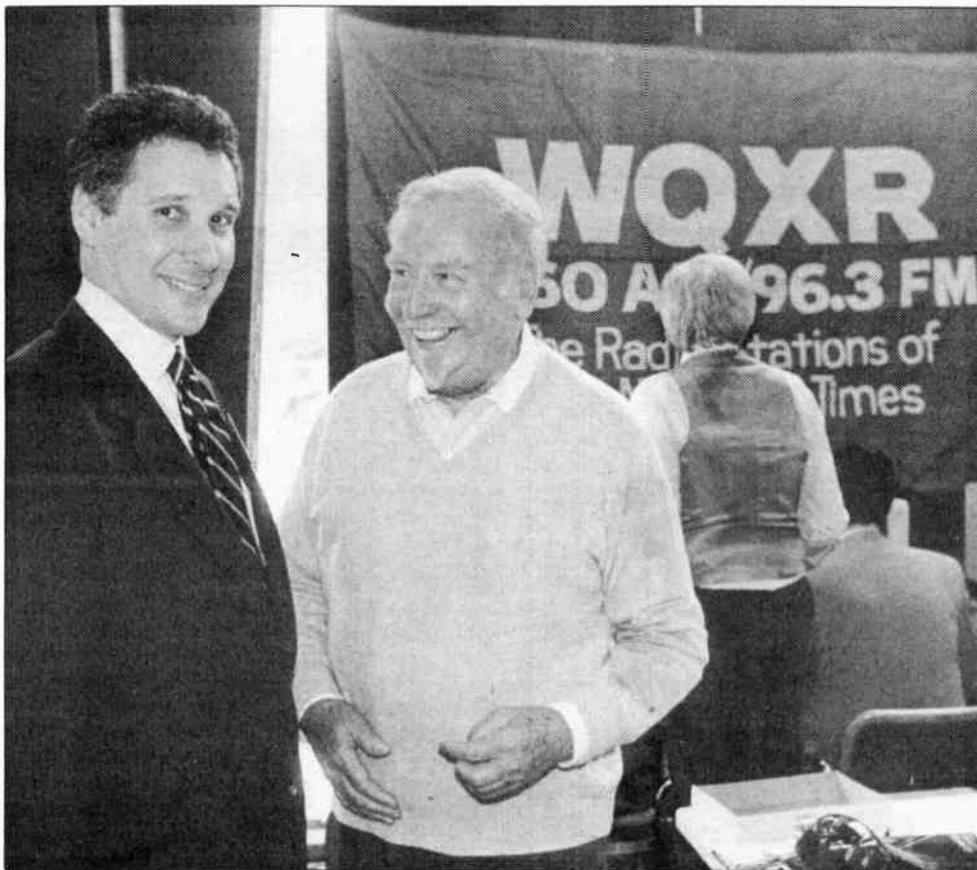
**WMAL**, the ABC AM in Washington, received a Media Award in San Francisco State University's 1983 broadcast industry competition for a 15-minute radio documentary, *They Served With Honor*. The examination of the Vietnam war through the eyes of several veterans was written and reported by **WMAL's** Larry Matthews.

Terry Danner was named marketing and music research director last month at country music **WHN**, the Mutual O&O in New York. She had been with **NBC's KYUU** in San Francisco.

award for informative programming; the *Eyewitness News* took four UPI Broadcasters awards, including best news operation; and its creative services and art departments won four ADDY awards, a CLIO and five DESI awards.

And to let everyone know about the good things the station is up to, **WJZ** named Kristan Leatherman public relations manager. She had been with the Maryland Science Center.

In Tampa, Fla., **WFTS-TV**, channel 28, increased the number of its daily Newschecks to five and named Brenda Ladun to anchor the two-minute news updates. She had been co-host of **WUSF-TV's** *Weekend Magazine*.



**Warren Bodow, WQXR president and general manager, and Skitch Henderson beams as the Sixth Annual Radiothon gets off to a rousing start. The three-day event ended May 1 and brought in \$402,354, bringing the total for the last six years to more than \$2 million.**

Richard Shepard, general sales manager of **WKBW-TV**, Buffalo, N.Y., has been appointed a vice president of the broadcasting division of Capital Cities Communications Inc., the station's parent company. He will retain his present position at the station.

**WJAR-TV**, Providence, R.I., announced plans to conduct an extensive survey of public opinions on state and local issues in Rhode Island and southeastern Massachusetts. The survey, prepared in cooperation with the University of Rhode Island's Research Center in Business and Economics, is being mailed to 100,000 homes in the area. Results will be broadcast by **WJAR** in a series of special reports and will be made available to a variety of public officials.

**WJZ-TV**, Group W's channel 13 in Baltimore, received its share of awards in recent weeks. The Maryland State Drug Abuse Administration presented **WJZ** with its distinguished service

Photographer Art Donahue of **WFSB-TV**, Hartford, Conn., was named New England Regional News Photographer of the Year by the National Association of Press Photographers and Television News Cameraman of the Year by the Boston Press Photographers Association.

In Philadelphia, **WCAU-AM** took a first place in the Pennsylvania Associated Press Broadcasters Association awards competition for regularly scheduled newscast. Winning the award were news director Carl Dickens and Bill Hart and Steve Highsmith of the *Morning Report* news team.

Broadcast Enterprises National has appointed Amos Brown III vice president and general manager of **WJAS Radio**, Pittsburgh. He was station manager of the company's Indianapolis FM, **WTLC**.

"The First Annual Fat-Off" sponsored by **WWSR-AM**, St. Albans, Vt., drew

47 sponsors who pledged \$250 to the Vermont American Heart Association. Afternoon man Steve Brown and morning personality Leonard Parent lost a combined total of 35 pounds, which works out to more than \$8 per pound. Dr. Walter Gundel was on hand throughout the competition, which ran from Ground Hog Day to April Fool's Day.

Veteran Connecticut air personality Danny Lyons joined **WTIC-FM**, Hartford, as the station's 9 a.m. to noon host. Lyons came to Hartford from **WKCI-FM**, New Haven, Conn.

The Great Downeast Talking Machine Co. promoted Gary Bruce to operations manager of the company's two radio stations, **WAVE-FM**, Portland, Maine, and **WLAM**, Lewiston, Maine. He had been program director of **WLAM**.

Reporter Michael Lysak of New York's urban contemporary **WRKS-FM** has won two New York Press Club awards. His *Songs About New York* and *Happy Birthday Eubie* both won in their categories.

Karyn Chalmers has joined the staff of **WPCQ-TV**, channel 36 in Charlotte, N.C., as a studio and electronic graphics operator.

Matt Mixon has moved over from production manager of **WBZ-TV** to executive producer of public affairs programming for **WNEV-TV**, Boston. He had been at **WBZ** for four years.

**WNEV** announced another acquisition from **WBZ**: the television broadcast rights to three pre-season football games of the New England Patriots. In addition, **WNEV** will broadcast a comprehensive package of sports programs surrounding games in the upcoming Patriots season.

Christal Radio has been selected as national sales representative for Music of Your Life **WKKW** and easy listening **WLKW-FM**, Providence, R.I.

**WPCO-TV**, channel 36 in Charlotte, N.C., has signed on Leesa Kelly and Cassandra Lawton as reporters. Kelly was a reporter for **WSMW-TV**, Boston, and Lawton was a print reporter with *The Charlotte News*.

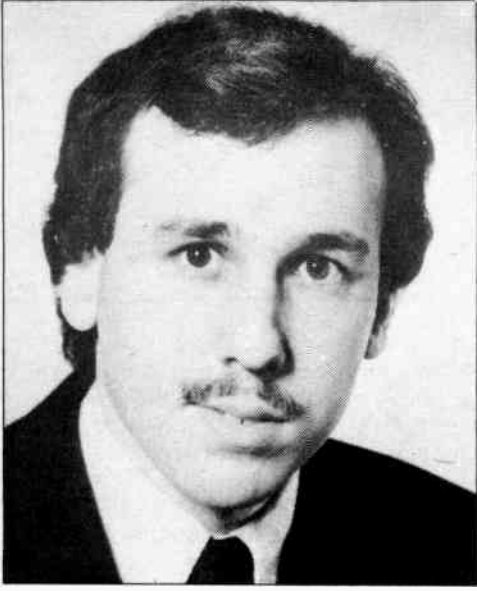
Larry Krebs, a reporter for **WMAL**, ABC's owned AM in Washington, was recognized for his outstanding community service by the Washington police and fire departments. He was cited for "alertness to a suspicious situation" and his "courageous actions" in helping police apprehend an individual responsible for a series of arsons in the Georgetown area.

The assessment of this year's Maryland-Delaware-District of Columbia UPI Broadcasters Association awards competition by station **WJLA-TV** is that the station dominated them. The Washington station won awards in six out of seven categories, including best news operation.

The station's documentary, *A Matter of Life*, about hospital emergency rooms, also took the best documentary award at the Virginia AP Broadcasters Association competition.

**WAGA-TV**, Storer's channel 5 in Atlanta, won three awards at the annual Tara Awards Banquet. Political reporter Barbara Nevins was named television newswoman of achievement, local sales manager Diane Harnell received the management woman award and Carol Chambers was named news photographer woman of achievement.

Classical **WNCN-FM**, New York, named Weiss & Powell Inc. national sales representative.



Michael Lysak

Community Service Broadcasters Inc. appointed Dean Goodman vice president and general manager of **WWWL-FM** and **WMBM**, Miami. Goodman was with Southwest Radio Enterprises.

**KDKA-TV**, Group W's channel 2 in Pittsburgh, is airing a five-week community service project warning high school students about the dangers of drunk driving, especially on prom night.

The campaign is co-sponsored by the station, the Insurance Federation of Pennsylvania, Erie Insurance Group and the Pennsylvania State Education Association. The project includes public service announcements, editorials, news stories and a poster to be distributed to more than 300 high schools in 21 counties of western Pennsylvania.

Keith Harmon has left **WFRB-AM/FM**, Frostburg, Md., to join the Air Force, making room at the station for Brett Hope, who moves over from **WARO** in Canonsburg, Pa., to take over the all-night slot.

**WNYC-TV**, public broadcaster in New York, named Denise Oliver program manager. She was executive director of the Black Filmmakers Foundation and the station says she is the only black woman program manager in American public television.

**WNEW-TV**, Metromedia channel 5 in New York, named Barbara Grifff producer of *Saturday Morning*, the two-hour weekly show hosted by Gene Rayburn. Previously, she worked on a talk/magazine pilot program for Ohlmeyer Communications Co.

Metroplex Communications named Jonathan Pinch general manager of its **WMGG-FM**, Magic 96 serving Tampa, St. Petersburg and Clearwater, Fla. He held a similar position with **WMGF-FM**, Milwaukee.

## MIDWEST

**WLS-TV's** Tim Weigel looked at why children run away from home, where they end up and who takes advantage of their vulnerability along the way in *Crimes Against Children*, a week-long series that aired earlier this month on the Chicago station's early and late evening news.

The series called child abuse an epidemic that often begins at home. Unstable family life, alcoholic parents and school or social problems were cited as reasons children run away.

**WLS** also provided a leaflet to help adults identify child abuse problems and help prevent them.

The news series was produced by Andrea Bear and edited by John Nicoletti. Suzanne Lidov was the researcher and Bev Kennedy the executive producer.

On a lighter note, **WLS** asked its viewers to help choose the top spots in town for barbecue ribs, gyro sandwiches and hot fudge sundaes. When feature reporter Frank Mathie asked viewers to send in the names of their favorite spots last month, he got almost 2,500 replies.

The top three finalists in each category were then judged by Mathie and a panel of experts in each category to determine the winners.

*Chicago Favorites* was produced by Vicki Giammona. Eugene Stanback and Jackie Denn were the camera crew.

Group W's **WIND**, Talkradio 56, is broadcasting the 1983 Chicago Sting soccer season, beginning with the team's opener in Toronto last May 18. Howard Balson will do play-by-play while Kenny Stern provides color commentary.

**WIND** will broadcast 30 home and away games.

Also broadcasting Sting games, but in Spanish, is **WOJO-FM**, Radio Ambiente. **WOJO** is carrying 13 Sting games beginning with the home opener May 22 against Seattle.

Jorge Ramos anchors the broadcast with Luis Rossi and Leon Martinez providing color.

**WCFL**, Mutual's AM in Chicago, is broadcasting a new public affairs

program, *Help Radio 1000*, which offers an alternative mental health service on the air.

The show is hosted by Leonard Jason, an associate professor of psychology at DePaul University. It will introduce the conceptual practices of self-help groups on the air.

Airing live on Sundays from 7:05 to 8 p.m., the program features a 25-minute dialogue with Jason as moderator and three members of a designated self-help group.

Dallas-based TM Productions said it has produced a custom-made music package called Airpower for **WBBM-FM**, Chicago. The package of jingles, IDs and production music is designed to reflect the sound of the records aired by the station and emphasize the station's "B-96" logo.

Cleveland radio sales veteran Larry Blum has been named local sales

manager of Robinson Broadcasting's **WBBG**. He will retain his post as regional sales manager for **WBBG** and sister station **WMJI-FM**.

Robinson Broadcasting also named Michael McVay and Philip Levine vice presidents. Levine is general sales manager for both stations and McVay is **WMJI-FM** program director and operations manager for both stations.

**WCZY-FM**, Detroit, hosted the 2nd annual art exhibit and sale earlier this month for the physically handicapped program *Living Through Art*. The program is designed to make art classes accessible to the handicapped student who otherwise wouldn't be able to take such classes.

**WYES-TV**, the public television station in New Orleans, is selling the largest and most expensive house ever offered during a public television fund-

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FOR CHARTER SUBSCRIBERS



## News from coast-to-coast

raising auction. And the station says it already has a buyer for the \$260,000 five-bedroom redwood and glass house. The Auction Dream Home was coordinated by two volunteers, Suetta Busenlener and Ann Morse.

Midwest Communications, the new owner of **KIOA** in Des Moines, Iowa, has hired Bill Roth, formerly national program director for Capitol Broadcasting, to install a news concept called "total information." The concept consists of 6 to 8 minute news packages during drive times and shorter reports the rest of the day and all night.

Charles Munro, assistant news director of **WABC-TV**, New York, has been named news director of **WCPO-TV**, channel 9 in Cincinnati. Munro replaces Al Schottelkotte, who moved up to station director after almost 24 years as news director.

**WIRE** Radio in Indianapolis threw a "great desserts" party for clients and families. More than 350 attended the annual spring event to sample baked goods, waffles, pies and ice cream. The **WIRE** Country Band, made up of staff members and a few friends, entertained.

At **KMSP-TV**, channel 9 in Minneapolis, reporter Beth Ruyak was named co-anchor of the *Prime Time News*. Before joining **KMSP** in March, she was a reporter-anchor with **KAAL-TV**, Austin, Minn.

**WRIF**, the ABC-owned FM in Detroit, and Suburban Detroit Theatres have teamed up to help feed the hungry with the "Cans Film Festival." A donation of two cans of food served as the price of admission May 10 at any of the 12 theaters owned by Suburban Detroit. Food collected went to the Gleaners Community Food Bank to help more than 100 social welfare agencies in the area.

Robert Calvert has joined the **NTV Network**, Kearney, Neb., as national sales manager. He was with **KCBJ-TV**, Columbia, Mo.

Metromedia has moved Raymond Schonback, vice president and general manager of **WTCN-TV**, Minneapolis, to a similar position at **WXIX-TV**, Cincinnati.

Morrie Beitch has been named national sales manager of **WFFT-TV**, channel 55 in Fort Wayne, Ind. He was a Chicago account executive with Tele-Rep.

**WKYC-TV**, the NBC owned station in Cleveland, premiered *AM Cleveland* earlier this month, hosted by former Atlanta television personality Scott Newell. Airing weekdays at 9 a.m., the show replaces *The Dave Patterson Show*.

Lee Hammond, program director of **WPAY-FM**, Portsmouth, Ohio, for the past six years, has been promoted to general manager of **WPAY** Radio.

Michelle De Souza, commercial production director of **WGPR-TV**, channel 62 in Detroit, has been appointed traffic manager of **WGPR** Radio and Television.

**WKJG-TV**, the NBC affiliate on channel 33 in Fort Wayne, Ind., named William Nichols assistant manager with responsibilities for programming and administration. He was operations manager.

**WRIF** Radio and the Pine Knob Music Theatre in Detroit are presenting the "Motor City Shakedown," a special benefit rock and roll show for the Detroit chapter of Vietnam Veterans of

America. The concert takes place June 4.

**WDAF-TV**, Kansas City, Mo., named Tim Richardson anchor-producer for the station's feeds to Satellite News Channels, Group W and ABC cable news servic. He was a reporter for **KCMO** radio.

**WJW**, the AM news-talk outlet in Cleveland, has expanded its 5 p.m. news hour to 90 minutes to better serve a listening audience that is working later, the station said.

**KTVH-TV**, the CBS affiliate serving Wichita and Hutchinson, Kan., promoted Herbert Lacey to Hutchinson manager, in charge of the station's total operation in Hutchinson.

## WEST

All news **KGUY**, an AM outlet serving the Palm Springs, Calif., market, is carving itself a niche in broadcast history by simulcasting a daily news broadcast with a local cable television operator.

Beginning May 9, the half-hour news show, *The Desert Today*, aired at 5 p.m. Monday through Friday on **KGUY** and Coachella Valley Television's channel 10. The broadcast is hosted by **KGUY** news director Ken Graue, a two-time Emmy Award winner with 30 years of television experience in the Los Angeles market, and features the entire **KGUY** new staff.

*The Desert Today* has live and taped reports from throughout the Coachella Valley. Local and national sports are brought to radio and television audiences by station sportscaster John Allison. For the television audience, the radio broadcast studios were revamped to allow camera crews access.

**KGUY** also won the Associated Press Television and Radio Association award for investigative reporting and the John Swett award given by the California Teachers Association for the best educational reporting.

Torbet Radio had a good month in the West and Southwest, signing on as national reps for stations **KTKT** and **KLPX-FM**, Tucson, Ariz.; **KSET AM/FM**, El Paso, Texas; **KCMS-FM**, Palm Springs, Calif.; and **KXZL-FM**, San Antonio, Texas.

In San Francisco, weathercaster Sam Allred joined **KRON-TV**, the NBC outlet in town, from **KOA-TV**, Denver. In addition to his weather duties, Allred will be featured during Saturday morning children's programming in segments called *Science With Sam*.

**KRON** also aired the controversial British documentary *Death in the West* for the third time May 26. Earlier in the month, the station won an outstanding public service award from the California Nonsmokers' Rights Foundation for presenting the documentary, which had been kept off U.S. television by legal action instigated by Philip Morris. The antismoking film compared the image of the "Marlboro Man" with six American Cowboys who were suffering serious health problems related to heavy smoking.

In the Northern California Emmy Awards, **KRON-TV** took 16 statuettes, **KPIX-TV** won 12, **KGO-TV** seven, public television **KQED-TV** six and **KTVU** in Oakland four. Big winners were **KRON's** *The War Within*, with six Emmys for its coverage of an innovative therapy program for Vietnam veterans, and **KPIX's** *Evening Magazine* and *Tuesday Show* with three each.

**KTVU-TV**, Oakland, Calif., will present the 1983 *Miss California International Beauty Pageant 25th Anniver-*

*sary Special* June 4, featuring highlights of past winners, celebrity guests and 42 finalists for this year's title.

Selcom Radio added Viacom's **KDIA** to its client list. The black adult contemporary station had been with Bernie Howard & Co.

**NBC's KNBR** in San Francisco won a Broadcast Media Award in promotion for its campaign to "Save the Cable Cars." The award is given by the San Francisco State University Broadcast Industry Conference, which also named the station's manager of community affairs, Jane Morrison, to receive the Broadcaster Precept Award.

Another Broadcast Media Award went to Lee Gonsalves, assistant promotion director of **KTVU-TV**, Oakland, for her *M\*A\*S\*H* promotion, which used a black and white newsreel intro.

**KMJK-FM**, Harte-Hanks Radio's Portland, Ore., rocker, won three awards in the Sigma Delta Chi Northwest Regional Competition. They were for feature reporting, a second place for documentaries and a special recognition for outstanding news in Oregon.

In Colorado Springs, **KKTV's** *Inside Colorado* received a first place award from the Colorado Springs Press Association for best single public affairs program.

**KFWB**, Group W's News 98 in Los Angeles, and the Regional Affairs Council, will broadcast a series on infrastructure beginning June 20. The series is part of the council's effort to present problems Southern Californians face as the year 2000 approaches.

**KISS-FM**, San Antonio, is inviting residents to enter its Poster Girl/Guy competition to be the subject of the official **KISS** poster.

**KLAS-TV**, Las Vegas, Nev., named Joan Carlton promotion manager. She had been creative services director of the CBS affiliate.

Jim Ray, vice president and general manager of **KOKE Inc.**, Austin, Texas, has been elected president of the Austin Association of Broadcasters.

In Dallas, **KZEW-FM's** "Zoo World '83," the station's sixth annual lifestyle fair and exposition, drew an estimated 400,000 people. The gathering was the biggest yet for what is said to be the largest radio event in the country.

Modern country **KTRN**, Wichita Falls, Texas, named Blair Radio its national sales representative.

**KSCI-TV**, channel 18 in Los Angeles, will introduce its new three-hour block of Spanish language programming June 1. The programming, produced in conjunction with Vale Enterprises Inc., will air Monday through Friday from 5 to 8 p.m. The program line-up is the first to be produced in and for the Los Angeles Spanish market.

Easy listening **KKNU** in Fresno, Calif., has appointed KalaMusic as the station's music consultant and syndicator.

**KICU-TV**, San Jose, Calif., designated May as Youth Month and made an effort to help young people find jobs. During the month, the station saluted outstanding youth and, among other things, provided "KICU Classifieds," an electronic want ad service for youth and employers.

Selcom Radio added **KIQQ-FM**, Los Angeles, to its client list. The contemporary station was with Masla Radio.

Fred Walters, news director of **WXYZ**, Newstalk radio in Detroit, has been named executive editor of **KFWB**, Group W's all news station in Los Angeles.

Western Broadcasting Co., Missoula, Mont., has agreed to sell stations **KSEI** and **KRBU-FM**, Pocatello, Idaho, to Pacific Northwest Broadcasting Corp. of Boise, Idaho. **KSEI** began operations on Sept. 23, 1926.



## No fairy tale

Ron Lyons, show host for **KNBR 68**, San Francisco, is shown with entries received in a one-week period for the station's Disneyland promotion. Twenty-eight of the 40 winners solved a "good times" crossword puzzle on the air; the other winners were chosen from approximately 125,000 mail-in puzzle card entries. The prize was a two-day Disneyland vacation for four.



## 'New Music News' makes debut in stereo

LOS ANGELES—Watermark/ABC Radio Enterprises have debuted *New Music News*, a weekly one-hour stereo program offering the news, information and music from new music scenes in the U.S., England, Australia, Japan, Canada and elsewhere. The program is hosted by Richard Blade of KROQ-FM and Linda McInnes of KLOS-FM both in Los Angeles. Stations airing the show include XTRA-FM, San Diego; KYYX-FM Seattle; KEZE-FM Spokane, Wash.; WIF1-FM Philadelphia;

### SOFTWARE

WVUM-FM Miami; and others. Program directors also receive the *New Music Newspaper* with background information on featured acts.

Watermark/ABC Radio Enterprises also reports that *Music*, its three-hour salute to the music of Broadway and film, is on the air in Los Angeles

on KPRZ-AM. Hosted by Chuck Southcott, the program runs once a week. *Musical* is heard on over 50 stations.

Multiple Grammy and Emmy Award-winner Mike Post has written and produced a package of music for use in *Newscape*, Telepictures' news and information co-venture with Gannett Broadcasting. The music package, featuring a 40 piece orchestra

includes a full open theme, bumpers and strings for use in production of the daily strip. Post's credits include the TV theme songs for *Hill Street Blues*, *The Greatest American Hero*, *Rockford Files*, *Magnum P.I.* and *The A Team*.

**Dick Clark Presents Stevie Wonder... The First 20 Years** will air on the Mutual Broadcasting System on the Fourth

of July weekend. The three-hour music and interview radio show traces the career of the pop artist from child star to international legend. The program is the second of eight specials that will be produced by Dick Clark Productions for Mutual this year.

**Rock USA**, a weekly album rock music program that debuted April 2, has revised its program format to favor newer tunes. The three-hour show is produced jointly by Doubleday Broadcasting and the Mutual Broadcasting System.

## PRODUCT UPDATE

# Syndicast Services unveils TV specials

NEW YORK—Syndicast Services recently announced its upcoming lineup of TV specials. Among the new offerings are *The Mrs. America Pageant*, a two-hour tribute to America's married women, airing in June, starring Richard Dawson and Vikki Carr.

*The Victor Awards* will be a 90-minute sports and entertainment special slated for the summer, honoring the greatest athletes of the year.

*Good Vibrations* will be a four-part music and entertainment series also airing this summer to be hosted by *Real People's* Skip Stevenson.

Future specials include *The Second Annual Us Magazine Awards* in late August; *American Bandstand's 30th Anniversary Special*, for the fourth quarter; *A Magical, Musical Halloween*, for Halloween night airing; *The Man In The Santa Claus Suit*; and *The 1984 Golden Globe Awards*, a two-hour special for January 1984 airing.

Syndicast Services is a division of BCK Enterprises, Inc.

Emmy and Tony Award winner Christopher Plummer will star in *Prototype*, a CBS made-for-TV movie that went into production last week. Plummer is cast as a Nobel Prize-winning scientist whose latest invention proves of great interest to the Pentagon.

The contemporary drama was written by Richard Levinson and William Link. David Greene is directing for producer Papazian. Levinson and Link are executive producers.

*La Comadre* (The Cousins) recently premiered on the SIN Television Network. The weekly series, produced in Venezuela by Radio Caracas Television, airs Sunday evenings from 9:30 to 11 p.m. EDT.

Set against the backdrop of a violent civil war, two cousins separated by geography and lifestyles become reunited as

they experience love, passion, victory and defeat. The production was written by Juan Carlos Gene and directed by Roman Chaband.

The fearsome **Mr. T** will become an animated character this fall on NBC. The half-hour cartoon show, entitled *Mr. T*, presents the *A Team* star as the coach of an American teenage gymnastics team that encounters a series of adventures. The real-life character will appear at the beginning and end of each show with a message for children. Ruby Spears Enterprises Inc. is producing the series.

**Turner Network Television** will make *The Glory of America* available for television broadcast throughout the nation through Turner Program Services. The two-hour salute to patriotism, starring the Osmond family, is slated for July 4. Turner will deliver the show via satellite at 8 p.m. EDT on Satcom III-R, transponder 6.

**Hee Haw** begins production of 26 new hours June 7 in Nashville. The country music variety show will be entering its 15th season on national television this September.

**He Man and Masters of the Universe**, a daily series of animated adventures, premieres in September in markets representing 70 percent of the country. The 65 half-hour programs are produced domestically by Filmation, a division of Group W Productions. Filmation also handles national sales. The series is a co-venture of Group W Productions and Mattel Toys. Group W will distribute the programs domestically.

**Cornelia Connelly**, a television miniseries set to air in 1984, will be the first venture undertaken jointly by Chicago's Tribune Entertainment Co.,



Pope John Paul II, shown with Wasyl Lew (center) and Bishop Louis Gelineau, will be the focus of an "NBC News" special report from Poland during his June visit there.

England's HTV Ltd. and D.L. Taffner Ltd. The four-part series, a real-life drama of a Philadelphia debutante in the 1800s, will be produced by HTV and filmed on location in England, Italy and America. D.L. Taffner Ltd. will handle worldwide distribution.

**Newscape** will debut September 19 in more than 80 television markets. The news and information show is a co-venture of Telepictures Corp. and the Gannett Broadcasting Group. The show will be delivered to stations six days a week via satellite.

Production has begun on the premiere episode in a projected PBS series entitled *On Television*. The pilot will examine the continuing controversy over television violence. The full series, planned for broad-

cast in winter 1983-84, deals with the cultural, psychological and economic impacts of the electronic media. Produced by On Television Inc., the series is supported by the Catholic Communications Campaign of the U.S. Catholic Conference, the National Endowment for the Arts, the New York Council for the Humanities and individual donors.

**NBC News** will provide coverage of Pope John Paul II's visit to Poland, with special 10-minute reports each night, June 17-22, at 11:30 EDT on the NBC Television Network.

Anchored by *NBC News* Diplomatic Correspondent Marvin Kalb in New York, the reports will include videotape coverage of each day's events and look ahead to the Pope's next day schedule. Reporting from Poland will be *NBC News* correspondent John Cochran,

Jim Bittermann, Stan Bernard and Keith Miller.

**The Making of Jaws 3D: Sharks Don't Die** is being released as a first-run, one-hour special by MCA-TV. The advertiser-supported special will air between July 16-22, the week that Universal Pictures premieres the movie's theatrical release (July 22), as well as the middle of the July sweeps. The show is being supplied via satellite or tape.

**America Works!**, a 12-part public affairs series about the ability of citizens to deal with the current economic crisis, is now in production. The show will debut in July on a syndication network of 50 stations covering at least 50 percent of the country. Fox/Lorber Associates will distribute the series in association with All-American Television.

## Wegener, Group W sign electronics replacement pact

NEW YORK—Group W's Muzak subcarrier service has contracted with **Wegener Communications** to replace the existing electronics for satellite reception. Wegener will supply 200 two-channel receivers with satellite-receive electronics, tunable subcarrier demodulators and a Panda II high-performance processing system. Antenna systems are being provided by Prodelin. Deliveries will begin by June 30, with installation of all 200 units expected by year's end.

**Allbritton Communications Co.**, which purchased KATV in Little Rock, Ark., in April, has committed more than \$1 million to improve the station's on-air look.

### HARDWARE

New equipment includes a 30,000-watt transmitter, a Lake Systems cart-tape center, Grass Valley 1600-4S master control center, a Jefferson Data computer system for internal operations, and a Mini-Pak computer system that will provide ratings and demographic data for the marketplace and tie the station to all the offices of Petry Television.

**Varian Associates** has introduced a line of lightweight Ku-band traveling-wave-tube medium power amplifiers that permit the transmission of carriers by SCPC, FDM-FM, FDMA and TDMA. The VZU-

6993D6 amplifiers operate in a frequency range of 14.0 to 14.5 GHz with a typical power output of 300 watts (+54 dBm minimum).

**Continental Electronics'** new Type 802A solid-state FM Exciter features modular sub-assemblies. It will accept composite baseband signals for stereo generator, STL system or mono audio and SCA programming. The 802A has 50 watts output and automatic power control at any preset level from 5 watts to maximum.

**Thomson-LGT**, a division of Thomson-CSF Communications based in Stamford, Conn., has introduced a line of 10W, 100W and 1KW low-power transmitters for both UHF and

VHF applications. All the models feature modular and full solid-state construction, except the 1KW UHF which has a single tetrode tube.

**Harris Corp.** has restructured its Broadcast Division in Quincy, Ill. Gene Whicker, vice president and group executive, will be in charge of the new Broadcast Group, with heads of a new Broadcast Transmission Division and new Studio Division reporting to him.

Eugene Jaeger, vice president-RF operations in the old Broadcast Division, was named vice president/general manager of the Broadcast Transmission Division, where his responsibilities will include all radio, TV

and broadcast microwave products.

Kenneth Schwenk, vice president-studio systems operations in the old Broadcast Division, was named vice president/general manager of the Studio Division, where his responsibilities will include all radio and TV studio equipment.

**UPI's new Radio Computer System** not only automates traffic and billing for stations, but also accepts and stores all UPI stories and prints out the stories a station wants to use. The system is compatible with CustomCast, UPI's new service that allows stations to preselect desired kinds of news at specific times.

# FINANCE

## Turner: Program group moving

By Bill Dunlap

NEW YORK—More and more syndicated programming is being offered to stations on an advertiser supported, or barter, basis rather than cash these days. Some big program syndicators are in the process of pulling together a new industry association to further that cause.

Robert Turner, president of Lexington Broadcast Services, is chairman of the organizing committee for the National Organization of Advertiser Supported Programs and he said that while the group is still in the formative stages, "things look rather positive now."

Turner said the idea of such an association was originally suggested by Paramount and, after their legal departments checked out any possible anti-trust implications, Paramount

and Lexington invited several leading syndicators to discuss the matter at last March's NATPE conference in Las Vegas.

The companies at that meeting were Telepictures, Viacom, Group W, Metromedia, Multimedia, Syndicast, Comworld, Paramount and Lexington Broadcast.

Out of that meeting came the organizing committee and three subcommittees: one looking at ways to promote the medium to agencies and advertisers, one to solve problems and seek opportunities in research and one to look at industry business practices, including affidavits of performance and invoices.

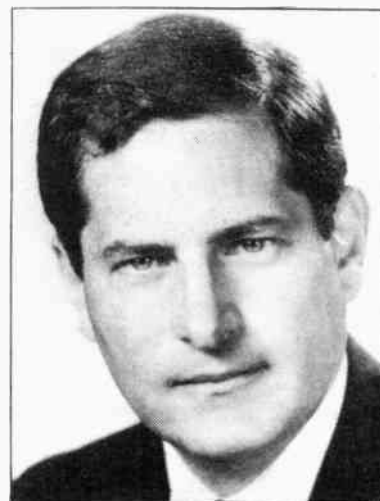
Turner doesn't see the organization as a rival to the Television Bureau of Advertising or to the National Association of Television Program Executives. "We are all members of TvB," he

said. "I don't see it as competitive with TvB in any way. We will continue to seek services from TvB and we will continue to be members of NATPE."

Turner emphasized that the organization is still in the formative stages without an administrative staff. "Our next meeting will be in early June and we hope to have some kind of announcement at that point," he said, adding that the members hope to have the organization operating by September.

Turner said the organization is needed because advertiser supported syndication is growing so fast.

"More programming is being produced in this segment," he said, citing such shows as *Solid Gold* and the *Glen Campbell Show*. "and now, off-network shows are coming in this way for the first time. At one time,



Robert Turner

they were sold strictly for cash."

The business is dependent on pleasing stations and advertisers, Turner said. "Whether it is lack of network availabilities, higher costs, or shrinking audiences, there are things going on now at the networks that are causing advertisers to seek alternatives.

## Ted Turner ends talks on merger

ATLANTA—Turner Broadcasting President Ted Turner announced last week that the company has ended the discussions Turner initiated earlier this year dealing with a possible merger of Turner Broadcasting and one of several major entertainment companies.

Although many in the industry doubted the seriousness of the talks, Turner was discussing a merger, joint venture or other business combination with the three networks, Time Inc., Gannett Co. and Metromedia Inc.

## Outlet OKs Rockefeller buy out bid

PROVIDENCE, R.I.—Outlet Co. said last week its directors agreed at a special meeting before the annual shareholders meeting to accept the acquisition offer of Rockefeller Center Inc.

Outlet shareholders will receive \$45.33 a share, a price equal to \$68 a share before outlet's recent three-for-two stock split.

Outlet also reported that earnings from continuing operations in the first quarter ended April 30 improved to \$1.4 million, or 27 cents a share, from \$876,000, or 16 cents a share, a year earlier.

Net income was \$2.7 million, or 59 cents a share, compared with \$2 million, or 42 cents a share, in the previous first quarter. Revenues grew to \$22.1 million from \$20.2 million a year earlier.

Outlet said full-year earnings from continuing operations this year will exceed those of a year ago.

## SMB, PVB reach pact on stock buy

MIDDLETOWN, N.Y.—Sillerman-Morrow Broadcasting Group has agreed to purchase the outstanding stock of Pioneer Valley Broadcasting Co., which owns WHMP AM/FM, Northampton, Mass.

Purchase price was reported to be more than \$1 million.

Sillerman Morrow, which now owns four radio stations and controlling interest in Atlanta television station WATL-TV, is co-owned by Robert Sillerman and former New York disk jockey Bruce Morrow.

## Stock split at Comsat given nod

WASHINGTON—The shareholders of Communications Satellite Corp. approved a two-for-one stock split to take effect on or about June 6.

The company said the split will help make the stock more attractive to the small investor. Comsat stock currently is valued at about \$70 a share.

## 'Birds' still flying high for Wold

By Bill Dunlap

NEW YORK—Robert Wold is chairman of Wold Communications, a full-service telecommunications company providing satellite transmission of radio and television programming, including distribution of syndicated programming.

The company, which leases more satellite time than any other company, expects to do almost \$30 million in business this year.

Wold was in New York last week for the Seven-Up Company's press announcement—by videoconference arranged through Wold Communications—of its new advertising campaign. Wold talked with *Broadcast Week* about the satellite distribution business.

**BW:** How close are we to the day when television stations—network affiliates and independents—will rely on satellites for primary delivery of programming?

**Wold:** There are 500 and some individual television stations that have earth stations on their property and there are more that can be reached by common carrier. Contrary to what the networks said at their affiliate meetings, the fact is that each of them has at least 115 affiliates with earth stations, so that means you have pretty close to 350 affiliates with earth stations. More and more stations are being fed syndicated programming by satellite and of course many are doing news feeds and out-of-town sportscasts by satellite.

**BW:** Why haven't the networks gone farther into satellite feeds?

**Wold:** One of the reasons is that there was never enough satellite time available on one system to accommodate the many regional feeds they have, particularly during football season. Each of the networks have been saying for years that they would need eight or nine full-time transponders to satisfy their needs.

There already is some network satellite distribution to certain more remote pockets around the country where private microwave links have been eliminated in favor of satellite. ABC replaced their (land line) delivery system in the Southwest with satellite delivery. CBS will be doing the same thing this fall, delivering by satellite to nine markets in the Pacific Southwest. The reason the Southwest is important is the mileage involved by telephone line feeds.

**BW:** How does NBC's recent announcement of satellite delivery fit in?

**Wold:** They are going to implement a Ku-band system, which means they are going to go against the grain of what has been established. Everyone now is operating in C-band and I believe CBS and ABC will probably stay with C-



Robert Wold

band, which will put NBC by itself on its own narrow-gauge railway.

**BW:** Why are they doing it?

**Wold:** I think there was a certain amount of pressure from RCA, which has been licensed to operate Ku-band satellites starting in 1985. That will be the next place they have time to sell. It will mean a very expensive installation of earth stations. I understand that most NBC affiliates will put in two dishes for redundancy because the Ku-band has interference problems from rain and they will use high power transponders that will require backup with secondary earth stations. The advantages to Ku-band is that they don't have interference problems from other microwave sources. We don't think interference is that great a problem.

**BW:** What does it mean for the station?

**Wold:** In the end, it will mean an NBC station that is getting syndicated programming, sports feeds and special event material that is non-network, will have a C-band earth station—115 of them already do. They will have to add, or NBC will have to add at its expense, two Ku-band earth stations, so every NBC affiliate will now become an antenna farm.

**BW:** Satellites do seem to be the way to go on syndicated programming though?

**Wold:** Syndicated traffic is heavy. *Entertainment Tonight*, of course, was the bell cow for that. It's one that we handle. *Family Feud*, *Dance Fever*, *The World Tomorrow*, *Mary Hartman*, *Mary Hartman*, a show called *America Rocks*, and the *Larry King Show* are others. We expect to have the commitment for *Thicke of the Night* and *Breakaway*. Within the past few weeks, we have begun distributing full-length motion pictures by satellite on a barter syndication basis for Viacom and Paramount.

**BW:** What are the cost savings of distributing by satellite?

**Wold:** Given the fact that we've now got over 500 stations we can reach, the

cost per station for any syndicated program is lower than it is using tape duplication and freight systems. We crossed that barrier when we reached the level of about 350 stations that were deliverable. The cost for a half-hour typically is less than \$15 per station.

**BW:** How have the stations responded?

**Wold:** They are all taping the material quite willingly because it has saved them freight charges as well. The typical syndicated show is sent collect to the stations and is dubbed before it is bicycled on to the next station, so this saves them a tremendous amount of shipping cost.

**BW:** How does this affect the so-called fourth networks we keep reading about?

**Wold:** There will be more and more *ad hoc* networking because of the low cost delivery system, but I personally don't think there will be a so-called fourth network—a full service network—any more today than there would have been three years ago. You tend to see that written up a lot, but I think at most there will be certain shows on a weekly basis that might get a confederation of stations to carry on a regular basis.

**BW:** Will land lines ever be replaced totally by satellites?

**Wold:** I don't know that they will ever be totally replaced. I think the networks will do what they can to make sure AT&T keeps a capability on the ground for backup.

**BW:** Well, when will satellite become the norm and land line the exception?

**Wold:** I would say by 1985 at the latest. CBS and ABC will begin to use the AT&T TelStar satellite system quite heavily by the end of this year. Those satellites haven't even been launched yet. AT&T will continue to handle most of ABC's and CBS' business, in terms of delivery to the stations.

**BW:** What about satellite delivery of commercials? John Blair & Co.'s Blairsat subsidiary last year got out of that business and Viacom more recently said it intends to enter it. What about Wold?

**Wold:** I am puzzled by Viacom's announcement, because they said, "we intend to," but it wasn't very specific. We have been doing our own research on that subject and we'll probably have that as one of the items on our menu before too many months have passed. We're looking at it and we're finding out what mistakes Blairsat made. They just marketed it wrong, that's the main thing. They dealt with the wrong people at the advertisers and agencies.

It will probably be something that we will do. Just the same way we deliver syndicated programs, we will deliver commercials—directly to stations with earth stations.

# Viacom stakes claim to commercial arena

By Bill Dunlap

NEW YORK—Viacom International's announcement earlier this month to enter the business of delivering television commercials by satellite gives it a claim on a field that only six months ago John Blair & Co. abandoned.

In making such an announcement of plans, but without revealing timetables or specifics, Viacom appears to be staking out territory rather than just making a normal business announcement.

Viacom said it would enter the business through its MGS Services subsidiary, which has been distributing television commercials on behalf of agencies and advertisers for more than 20 years.

Blair's efforts to establish satellite delivery of spot commercials failed last winter, after two years of business, because of problems with reproduction quality as perceived by the advertising agencies on whom Blair was depending for volume business (BW, 2/7/83).

The Viacom/MGS system will differ from Blair's in that the satellite signals will be sent directly to television stations with receiving dishes rather than to local tape distribution centers.

At present time, commercials for national spot buys are duplicated—generally in New York—and sent to the stations by mail or private parcel service. Satellite delivery would save time and money and eliminate errors.

William McElhenny, president of Viacom's MGS Services, said that the satellite delivery service wouldn't start until there are sufficient television stations in the top 100 markets equipped with dishes.

McElhenny said the com-

pany would make no projections as to when that might be or how many stations with dishes would be needed.

"We don't know the date," he said. "We plan to be in that business and we believe that we have the expertise. We know how to do it properly."

Without commenting on the Blair operation, McElhenny said he believed there were two reasons MCS Services could succeed in a field where Blair had failed.

"Number one, we have 20 years experience and expertise in handling all the varying distribution needs of advertising agencies and their clients, whether it be in film, videotape, audiotape or whatever," he said.

"Second, we think that by sending the material directly to the station that is going to air it, we will eliminate to a great degree the quality problem."

Viacom's announcement quoted Kenneth Gorman, president of the company's Entertainment Group, as saying, "Viacom will utilize the technological capability gained through the operations of our Enterprises Division, Showtime and Cable Health Network, which now distribute programming by satellite. We will also use sophisticated computer programs developed through Viacom's MIS department in order to integrate available satellite technologies and computer technology with the highly specialized needs of MGS clients—advertisers and their agencies."

Viacom said the decision to enter the field was made by a joint committee composed of members from the company's Enterprises Division and MGS. The companies have been testing satellite transmission of television commercials since 1980.

## Financial services spend \$145.1 million on TV ads

NEW YORK—Television advertising by financial service companies totaled \$145.1 million in the first quarter of 1983, the Television Bureau of Advertising reported, up 42.6 percent from the \$101.8 million spent in the same 1982 quarter.

Within the category, TvB reported that insurance companies spent \$47,244,700 in the first quarter, up 22 percent from a year earlier, followed by banks and savings and loans at \$42,398,600, up 14 percent; investment brokers at \$18,278,200, up 88 percent; other financial services at

\$15,185,200, up 409 percent; real estate at \$12,734,300, up 29 percent; and loan and mortgage companies at \$9,285,600, up 182 percent.

TvB said financial service is the seventh largest category in television spending and that it is growing at more than three times the rate of total television ad spending.

Roger Rice, president of TvB, said the changing nature of the financial services business contributed to the higher spending.

"Financial services are offered on a commodity basis, there is the need for name recognition.

## Belo terminates sales talks

DALLAS—A.H. Belo Corp., which has been talking with Gaylord Broadcasting Co. about buying Gaylord's WVUE-TV in New Orleans, has terminated those talks.

Belo's announcement said that the company wasn't able to reach a definitive agreement with Gaylord regarding the purchase.

The company was able to reach a definitive agreement with General Electric Broadcasting to buy G.E.'s Denver radio stations KOA and KOAQ-FM for \$22 million.

A.H. Belo currently owns two radio stations in Dallas as well as several television stations and newspapers, including the *Dallas Morning News*.

## Meredith to sell Neb. stations

DES MOINES, Iowa—Meredith Corp. has agreed to sell WOW and KEZO-FM, Omaha, Neb.

WOW is being sold to Omaha Great Empire Broadcasting Inc., which owns radio stations in Kansas, Missouri, Nebraska,

Louisiana and Colorado. KEZO-FM will be bought by Albimar Communications of Boston.

Terms were not disclosed. The Federal Communications Commission still must approve the transactions.

# STOCKS

EXCH	COMPANY	1982		1983		1983		P/E
		CLOSING	PERCENT	PERIOD	PERIOD	HIGH	LOW	
NYS	ABC	64.63	65.00	.38	.53	69.75	48.50	12
ASE	ADAMS-RUSSELL	25.50	27.63	2.13	8.33	27.88	20.00	27
OTC	AEL (AM. FLFC. (AP.))	35.00	37.75	2.75	7.86	37.75	8.75	D
ASE	AFFILIATED PUBS.	41.00	43.50	2.50	6.10	45.00	26.88	20
OTC	A.H. BELO	44.50	43.88	-.62	-1.40	45.00	16.50	15
NYS	AMERICAN EXPRESS	68.25	71.38	3.13	4.58	71.38	50.38	14
NYS	AMERICAN FAMILY	20.25	19.75	-.50	-2.47	20.38	15.00	12
NYS	ARVIN INDUSTRIES	20.50	23.00	2.50	12.20	23.00	17.75	13
OTC	BARRIS IND.	6.63	7.13	.50	7.55	7.13	1.63	79
OTC	BBDO INTL.	42.25	41.50	-.75	-1.78	43.00	21.25	15
NYS	JOHN BLAIR	69.50	67.50	-2.00	-2.88	76.00	43.25	14
OTC	BURNUP & SIMS	8.13	7.88	-.25	-3.08	14.63	7.38	D
OTC	CABLE TV INDUSTRIES	6.00	6.00	.00	.00	9.50	3.00	40
NYS	CAPITAL CITIES COMM.	144.50	144.00	-.50	-.35	151.75	114.75	19
NYS	CBS	72.00	69.00	-3.00	-4.17	77.63	55.00	14
OTC	C-COR ELECTRONICS	19.25	18.25	-1.00	-5.19	22.00	14.75	15
ASE	CETEC	9.75	9.75	.00	.00	10.13	5.38	22
NYS	CHARTER CO.	12.38	13.13	.75	6.06	13.75	11.13	16
NYS	CHRIS-CRAFT	22.75	23.00	.25	1.10	61.38	19.25	21
OTC	CHYRON	25.50	25.75	.25	.98	27.00	10.75	28
NYS	COCA-COLA	52.75	52.50	-.25	-.47	57.25	45.50	13
ASE	COHU	8.13	9.00	.88	10.77	9.00	5.25	23
OTC	COMCAST A	21.50	22.75	1.25	5.81	23.75	9.50	22
OTC	COMPACT VIDEO	8.38	8.00	-.38	-4.48	10.13	2.63	D
NYS	CONRAC*	18.75	19.00	.25	1.33	19.38	14.94	13
NYS	COX COMMUN.	49.25	52.00	2.75	5.58	52.50	40.75	21
NYS	WALT DISNEY PROD.	74.25	75.50	1.25	1.68	84.75	60.13	23
NYS	DOW JONES & CO.	50.00	53.50	3.50	7.00	53.50	17.88	35
OTC	DOYLE DANE BERNBACH	27.00	28.25	1.25	4.63	28.25	14.25	20
NYS	DUN & BRADSTREET	132.25	131.25	-1.00	-.76	135.25	97.75	25
NYS	EASTMAN KODAK	74.25	75.00	.75	1.01	91.75	78.75	11
OTC	ELEC. MISSELES & COMM.	14.25	15.00	.75	5.26	18.50	8.50	D
NYS	FAIRCHILD IND.	20.88	20.63	-.25	-1.20	24.75	14.13	13
NYS	FOOTE, CONE & BELDING	48.63	50.00	1.38	2.83	50.00	40.00	13
NYS	GANNETT CO.	66.00	65.75	-.25	-.38	72.00	51.38	19
NYS	GENERAL ELECTRIC	106.13	106.13	.00	.00	112.75	90.75	12
NYS	GENERAL INSTRUMENT	48.25	51.50	3.25	6.74	66.88	47.00	15
NYS	GENERAL TIRE	33.38	33.63	.25	.75	36.38	27.50	10
NYS	GETTY OIL CORP.	69.75	68.00	-1.75	-2.51	72.38	48.50	8
OTC	GRAPHIC SCANNING	24.00	25.25	1.25	5.21	28.88	15.50	D
OTC	GREY ADVERTISING	100.00	100.00	.00	.00	100.00	57.00	8.6
ASE	GROSS TELECASTING	57.00	55.75	-1.25	-2.19	61.00	36.50	13
NYS	GULF UNITED	28.00	27.63	-.38	-1.34	29.75	26.00	8.7
NYS	GULF & WESTERN	25.63	26.50	.88	3.41	27.75	16.13	13
NYS	HARRIS CORP.	43.63	44.50	.88	2.01	51.88	35.50	23
NYS	HARTE-HANKS	43.75	44.25	.50	1.14	48.25	34.13	15
NYS	HERITAGE COMM.	11.88	14.00	2.13	17.89	14.88	9.50	23
NYS	INSILCO CORP.	25.25	23.50	-1.75	-6.93	25.75	19.38	20
NYS	INTERPUBLIC GROUP	56.38	57.50	1.13	2.00	58.50	46.00	14
NYS	JEFFERSON-PILOT	36.25	34.75	-1.50	-4.14	37.13	27.50	8.7
OTC	JOSEPHSON INTL.	19.00	19.50	.50	2.63	19.50	7.63	13
NYS	JWT GROUP	36.00	35.88	-.13	-.35	37.00	27.00	135
NYS	KNIGHT-RIDDER	53.50	54.63	1.13	2.10	57.25	44.25	16
NYS	LEE ENTERPRISES	22.25	23.00	.75	3.37	24.38	18.50	15
NYS	LIBERTY	18.75	18.38	-.38	-2.00	19.50	13.75	13
OTC	LIN BROADCASTING	42.50	44.00	1.50	3.53	44.00	17.63	22
NYS	MACOM	31.38	31.75	.38	1.20	32.50	21.75	54
NYS	MCGRAW HILL	92.00	90.63	-1.38	-1.49	99.00	70.00	20
NYS	MCA	36.00	35.50	-.50	-1.39	42.13	19.00	9
OTC	MCI COMMUNICATIONS*	46.00	46.25	.25	.54	48.38	33.63	27
ASE	MEDIA GENERAL	60.50	60.63	.13	.21	63.00	39.00	12
NYS	MEREDITH	111.50	109.25	-2.25	-2.02	114.50	85.88	12
NYS	METROMEDIA	520.00	511.50	-8.50	-1.63	560.00	282.00	35
NYS	MGM/UA	21.13	20.63	-.50	-2.37	22.25	6.38	26
OTC	MICRODYNE	14.50	15.13	.63	4.31	15.88	10.75	35
NYS	3M	85.75	87.25	1.50	1.75	87.25	72.63	16
NYS	MOTOROLA	116.50	119.00	2.50	2.15	121.00	82.00	26
ASE	MOVIELAB	4.75	5.50	.75	15.79	5.50	3.38	D
OTC	MULTIMEDIA	43.75	40.00	-3.75	-8.57	43.75	18.13	19
ASE	NEW YORK TIMES CO.	76.63	79.25	2.63	3.43	79.25	54.00	18
OTC	A.C. NIELSEN A	34.75	35.75	1.00	2.88	39.00	22.50	17
NYS	N. AMERICAN PHILLIPS	66.25	66.25	.00	.00	67.00	47.00	12
NYS	OAK INDUSTRIES	10.38	11.38	1.00	9.64	14.88	9.50	D
OTC	OGILVY & MATHER	56.25	58.00	1.75	3.11	58.00	30.75	16
NYS	ORION	26.00	25.13	-.88	-3.37	30.00	16.00	36
ASE	ORROX CORP.	6.75	5.50	-1.25	-18.52	15.13	5.38	D
NYS	OUTLET CO.	41.13	41.13	.00	.00	41.88	44.75	17
ASE	POST CORP.	43.50	43.50	.00	.00	44.50	33.88	19
OTC	PRIVATE SCREENINGS	1.25	1.25	.00	.00	NA	NA	D
NYS	RCA	29.63	28.63	-1.00	-3.38	30.00	19.75	17
OTC	REEVES COMMUNICATIONS	21.50	22.25	.75	3.49	22.50	15.50	12
NYS	ROCKWELL INTL.	55.88	57.00	1.13	2.01	59.13	42.25	12
NYS	ROLLINS	14.75	14.63	-.13	-.85	17.38	12.50	14
ASE	RSC INDUSTRIES	5.88	5.88	.00	.00	6.75	4.75	58
NYS	SCHERING-PLOUGH	46.00	46.38	.38	.82	48.13	37.63	13
NYS	SCIENTIFIC-ATLANTA	18.38	19.75	1.38	7.48	20.88	15.25	D
OTC	SCRIPPS HOWARD	23.00	23.50	.50	2.17	26.75	17.00	13
NYS	SIGNAL COS.	30.50	31.75	1.25	4.10	34.50	23.38	62
NYS	SONY CORP.	15.88	15.13	-.75	-4.72	16.63	12.63	27
NYS	STORER COMMUNICATION	28.38	28.88	.50	1.76	34.25	19.00	D
NYS	TAFT BROADCASTING	53.50	52.50	-1.00	-1.87	57.00	38.00	14
ASE	TECH OPERATIONS	29.50	30.13	.63	2.12	30.50	18.63	18
NYS	TEKTRONIX	73.13	76.25	3.13	4.27	76.25	57.75	23
OTC	TELEMATON	6.75	6.75	.00	.00	NA	NA	D
OTC	TELENET(GEOTEL INC.)	3.13	3.25	.13	4.00	4.50	1.25	25
OTC	TELEPICTURES	18.25	19.00	.75	4.11	19.50	11.50	24
ASE	TEXSCAN	23.38	27.13	3.75	16.04	27.13	17.13	30
NYS	TIME INC.	65.50	65.88	.38	.57	72.50	44.50	26
NYS	TIMES MIRROR	78.25	78.75	.50	.64	83.63	59.00	18
OTC	TOCOM	7.88	7.88	.00	.00	NA	NA	D
OTC	TURNER BROADCASTING	17.50	16.25	-.75	4.29	24.50	9.75	D
OTC	UNITED TELEVISION	13.25	12.63	-.63	-4.72	14.13	11.13	16
ASE	UNITEL VIDEO	11.75	12.50	.75	6.38	13.50	5.75	17
NYS	VARIAN ASSOCIATES							

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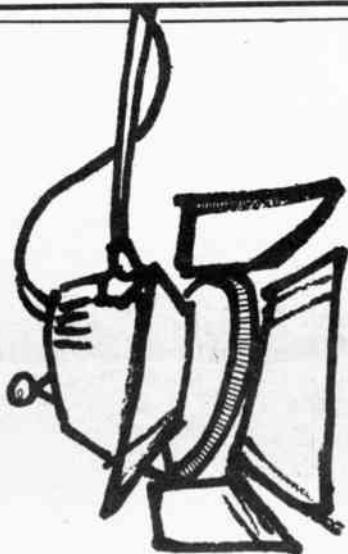
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Fla.	Small C1.IV/FM	900K	1/3/dn.	Bill Cate (904) 893-6471
West	Metro FM	600K	100K/dn.	Elliot Evers (213) 366-2554
S.W.	Small Fulltime	575K	125K/dn.	Bill Whitley (214) 680-2807
S.E.	Small AM	300K	Terms	Paul Crowder (615) 298-4986

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## MAY

May 28-June 2—13th Montreux International Television Symposium and Technical Exhibition. Montreux, Switzerland.

## JUNE

June 2—Radio Advertising Bureau "Idearama" for radio sale people. Sheraton Nashville, Nashville, Tenn.

June 2—Radio Advertising Bureau "Idearama." Cavanaugh's Inn at the Park, Spokane, Wash.

June 2—Radio Advertising Bureau "Idearama." Indianapolis Hilton, Indianapolis.

June 2-4—Arizona Broadcasters Association spring convention. Sheraton El Conquistador, Tucson, Ariz.

June 2-5—Alabama Association of Broadcasters spring convention. Holiday Inn, Sheffield, Ala.

## AP Associated Press

June 3-5—Chesapeake AP Broadcasters convention. Henlopen Hotel and Rehoboth Country Club, Rehoboth Beach, Del.

June 7-10—1983 Clio Awards Festival Week. Sheraton Center, New York.

June 8—International Radio and Television Society newsmaker luncheon. Charles Kuralt, CBS News, to be honored as "Broadcaster of the Year." Waldorf Astoria, New York.

June 8-10—Oregon Association of Broadcasters spring conference. Inn of the 7th Mountain, Bend, Ore.

June 8-11—National Translator/LPTV Association's LPTV translator-hands on seminar, John Boler's LPTV station, Bemidji, Minnesota. Information: Paul Evans, NTA/LPTV Headquarters (801) 237-2623.

June 9-12—Missouri Broadcasters Association annual Spring Meeting. Speakers include Henry Baumann, deputy chief, Mass Media Bureau, Federal Communications Commission; Joe Batten, author of *Tough Minded Management*; Susan Alvaredo, government relations, NAB; Gary Drenik, RAB; William Farrell, TvB; and Gary Stevens, president, Doubleday Broadcasting. Rock Lane Lodge, Table Rock Lake, Branson, Mo.

June 23-27—Broadcasters Promotion Association/Broadcast Designers' Association annual seminar. Fairmont Hotel, New Orleans. Future seminars: June 10-15, 1984, Caesar's Palace, Las Vegas; June 5-9, 1985, Hyatt Regency, Chicago, and June 10-15, 1986, Loew's Anatole, Dallas.

June 29—Public Service Satellite Consortium's seminar, "2° Spacing: Issues and Implications." Washington Marriott Hotel, Washington, D.C. Information: Marketing Department, SatServ, 1660 L St., N.W., Suite 906, Washington, D.C. 20036, (202) 331-1960.

## AUGUST

August 16-18—Third annual WOSU Broadcast Engineering Conference, at the Fawcett Center for Tomorrow at Ohio State University, Columbus, Ohio. Speakers include: John Reiser, FCC; Dr. George Brown, formerly of RCA; Dr. John Kraus and Wally Johnson. Information: (614) 422-9678.

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

## SEPTEMBER

Sept. 22-24—Radio/Television News Directors Association international conference. Caesar's Palace, Las Vegas, Nev. Future conference: Dec. 3-5, 1984, San Antonio, Texas.

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

## OCTOBER

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

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



Oct. 4-6—National Institute for Low Power Television's LPTV East conference. Sheraton Washington, Washington, D.C. Contact: Darlene Geller, 17 Washington St., Norwalk, Conn. 06854, (203) 852-0500.

Oct. 9-11—Pennsylvania Association of Broadcasters Convention, Buck Hill Farm, Buck Hill Falls, Pa. Contact: Robert Maurer, 407 N. Front St., Harrisburg, Pa. 17101, (717) 233-3511.

Oct. 18-21—Public Service Satellite Consortium and its subsidiary, Services by Satellite Inc. eighth annual conference. Washington Hilton Hotel, Washington, D.C.

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

## NOVEMBER

LPTV

November 14-16—National Translator/LPTV Association's 21st annual Low Power Television and FM Convention, MGM Grand Hotel, Las Vegas, Nev. Information: Paul Evans, NAT/LPTV Headquarters, (801) 237-2623.

# BROADVIEW



"Rumor has it that they're a Nielsen family."

## RANDOM THOUGHTS

### Carnival season

NBC wants you to "be there." ABC has "that special feeling." And CBS claims "We've got the special touch." The promotional themes the networks will employ to herald in the fall season all have catchy rings to them and promise to be most effective in hyping a prime-time schedule filled mostly with re-creations of seasons past.

Although programming strategies vary, there was one common theme that came through loud and clear, delivered ever so eloquently by each network's respective executives. It was the strength of each network's new batch of programs. Perhaps NBC Chairman Grant Tinker summed things up best when he said, "Announcing a schedule is like the opening day of a baseball season. You think you can win every game."

But the fact remains that there will be more losers than winners. Judging by the new programming being offered, the networks seem to have forsaken originality in favor of proven formulas—medical dramas, sexy sitcoms, shoot-'em-ups and the latest ratings winner, the nighttime serial.

Apparently it will be up to the networks' full slate of miniseries, made-for-TV films, specials and theatrical films to alleviate the doldrums of night-to-night viewing.

Each network outlined its strengths and weaknesses, promising to correct whatever weak links remain. But in the final analysis, come this fall, it will be the programs that do the talking and the public (or at least the Nielsen public) that passes final judgment.

Programming aside, each affiliate confab bore characteristic differences. The tone of the ABC meeting was mostly business with executives speaking aggressively of overtaking CBS next season.

NBC, on the other hand, was Hollywood glitz and glitter. Johnny Carson was there to offer assurances that *The Tonight Show* will remain competitive.

CBS was gracious enough to hold its meetings in the nearby Plitt Theater where the luxurious, reclining cushioned seats made one want to reach for the popcorn.

### Bottom line

There it was, the middle of the May sweep month, packed with major movies and blockbuster specials.

And what did the networks do in tandem? They got their lowest combined share point total of the year, that's what.

For the week ending May 15, ABC, NBC and CBS jointly earned a 74 share, in a seven day period that saw the free TV premiere of *Urban Cowboy*, the *Miss USA Pageant* and the highly touted TV movie *I Want To Live*. One year ago, 79 was the combined share earned by the big three.

In years past, such programs could easily rack up major shares in the high 30s and 40s. *Miss USA*, in fact, placed CBS at the top of the ratings with a 39 share, proving that beauty contests still attract a good deal of viewers. But *Urban Cowboy*, finishing in sixth place, only rated a 30 share, and *I Want To Live* received a 28 percent share, which by today's standards is considered a passing grade.

We mentioned this because TV today is more than three broadcast networks, with independent stations, pay and basic cable networks all nipping away at the networks' position of dominance.

And this brings us to the networks' announcements of what we can look forward to next year in terms of new fare. Sad to say, what the big three can use right now—a splash of innovative series—isn't showing up in next season's lineups.

If there ever was a right time for the three networks to strut their stuff, it's this fall, when *ad-hoc* networks from Tribune, Turner Network TV and Embassy begin, and individual shows like *Salute!* and *Star Search* start runs on prime-time independent lineups.

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# letters

### Important word

In the WTTN profile in the April 25 issue of *Broadcast Week* one word somehow got dropped from my conversation.

In referring to the enhanced underwriting approach to advertising used by the New York and Pittsburgh stations, I am quoted as "not a big fan of underwriting." It should read that I am, perhaps, "not a big fan of enhanced underwriting."

Obviously, a responsible public broadcaster cannot be ungrateful for the many hours of excellent programs made possible by underwriters in the past and the present and we certainly hope in the future. But leaving out that crucial word "enhanced" changed the meaning of my comment substantially.

Richard Bowman,  
Vice President for Broadcasting,  
WTTW, Chicago

### Dishing out programs

By now you may fear it is my goal to write you every week.

Not so!

However, I cannot resist admiring your May 9 piece on the conversion to satellite delivery by the major commercial networks. As usual, you did an unusually thorough job of examining most sides of the question; I must say your reporters do considerably more research than most of those in the trade press.

There is one other side to the satellite issue, however, and that is that there are several networks which have not required their affiliates to buy and maintain expensive downlink equipment.

AP, Mutual and National Public Radio have all erected large systems of satellite receivers, in most cases at no cost to their local affiliates.

AP has purchased 950 dishes at a cost of more than \$10 million. Mutual has about 600, NPR more than 200. UPI at one time was buying dishes; I'm not certain of their current status.

In the case of AP, we are working to install one dish in each locality where there is at least one AP member broadcaster, newspaper or cable system. In cases where there are more than one in a single town or region, we install one dish to serve several members jointly.

It is important to note that we maintain ownership of the dish and all of the associated electronics. We ask the local station or paper to contribute only electricity and space; we

pay a nominal \$1 per year in rent. Thus, there is not even any routine maintenance cost for the local members.

Our system has been in operation for several years and is truly the most versatile one around.

It distributes AP Network News, the nation's largest single radio network, to more than 1,100 stations. It distributes the Music Country Network live from Nashville to about 90 stations nationwide. It now distributes the *Ed Busch Talk Show* from Dallas to a brand-new network, so new it has only five stations at this writing.

In addition, the AP satellite system distributes APTV, the specialty wire service we provide for TV stations and large radio stations. It now serves about 120 stations.

We are beginning to switch all of our slow-speed broadcast wires to this system. We have about 6,500 stations on this network; all of them will be getting their feed from the dishes quite soon.

For several years, the AP system has distributed the RKO Networks and the Dow Jones Network.

We carried Enterprise Radio from beginning to end. The day Enterprise went on the air on the AP system was the first day a radio network had operated without one single land line.

We are always finding new uses for the system. In the past 12 months, we have allowed independent producers to share—at cost—idle time on the AP circuit to distribute worthwhile programming to stations around the country. This is an effort that will grow in the future.

We have just announced that on July 4th we will double the number of newscasts on AP Network News and add other programming—partly to help the stations who will be losing their commercial network affiliations.

In short, sir, please don't forget about us member-owned and subscription networks. We don't have the large publicity operations of the commercial webs, but we certainly do have the news and programming product and a pretty good tradition of serving local broadcasters.

We're always happy to provide any information you or your reporters need.

James Hood  
Deputy Director  
AP Broadcast Services  
Washington, D.C.

## other voices

### Journalistic license

"Being a journalist is simply wonderful. It is a lifelong license to follow that most basic human trait—curiosity. It is permission to probe and delve into whatever interests you. . . . You have a license to ask virtually any human being almost anything. . . . When I was a child, I was constantly told that it was rude to stare and bad manners to ask too many pointed questions. I have spent 30 years as an adult doing both as much as I pleased."

Television reporter Robert MacNeil, in "The Right Place at the Right Time" (Little, Brown)

### Up against the stove

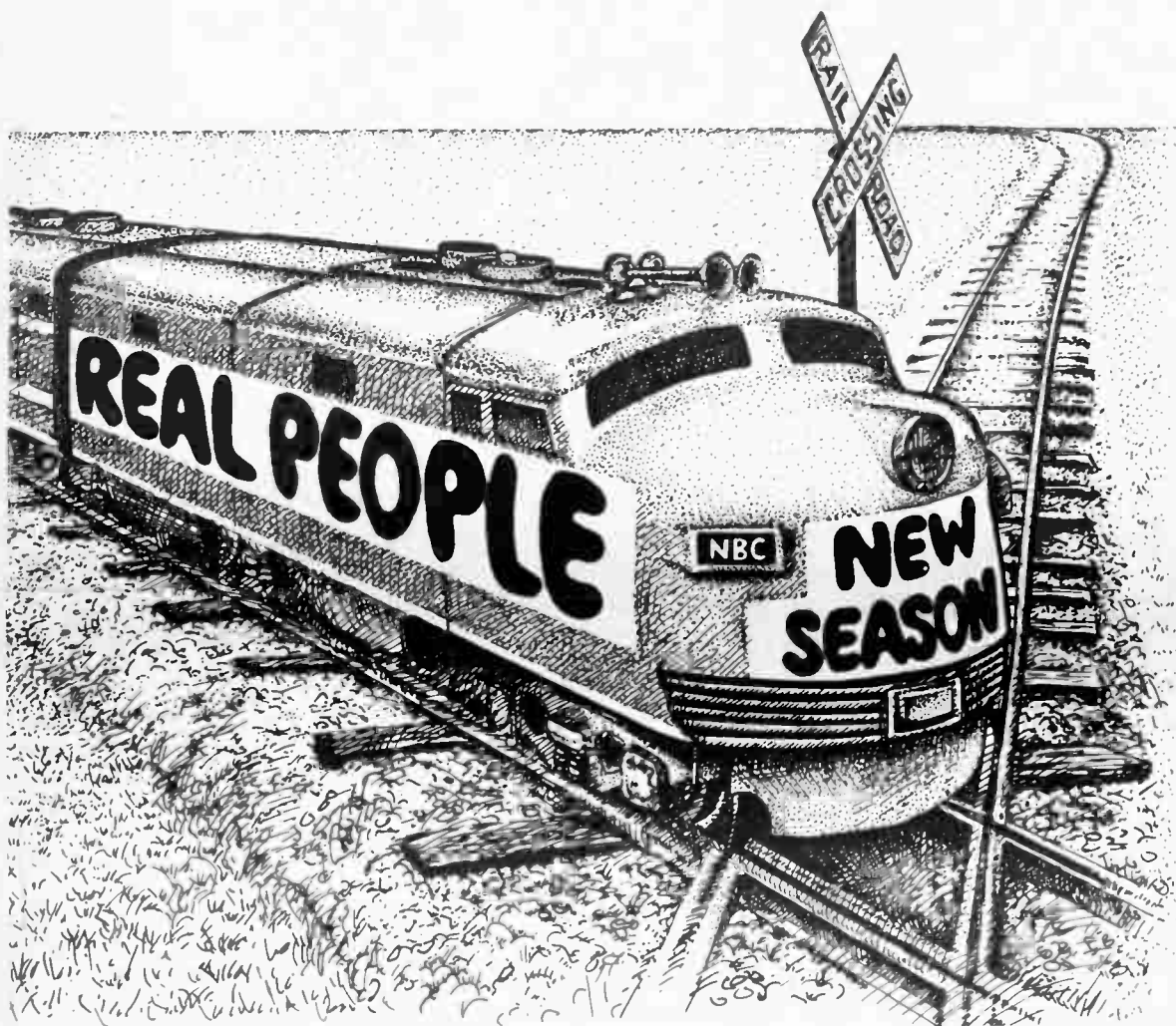
"Good television tends to drive out good cooking. Our show is heard in thousands of kitchens amongst fabulous aromas by people dizzy with pleasure at the prospect of dinner, for which we act as a lead-in show. I'd hate to replace that happy gang with a bunch of people lined up facing one way and eating Kraft or Stouffer's."

Garrison Keillor, host of *American Public Radio Network's "Prairie Home Companion,"* explaining why the show won't be moving to TV in the foreseeable future



# IMAGES

Angela Burnett



WASHINGTON—Count them: 35,000 people in Cleveland... 15,000 in Syracuse... 500-600 at railroad crossings. People waving, screaming, carrying signs and calling, "Sarah, Sarah, Sarah."

As the Real People Express sped toward the Eastern Seaboard *en route* from Chicago to Washington, it generated one of the most enthusiastic and loyal public followings ever imagined. "It's really difficult for us to understand the magnitude of the crowd," said producer Bob Wynn. "There's a warmth from the people, a caring. It's as though we're a part of their families."

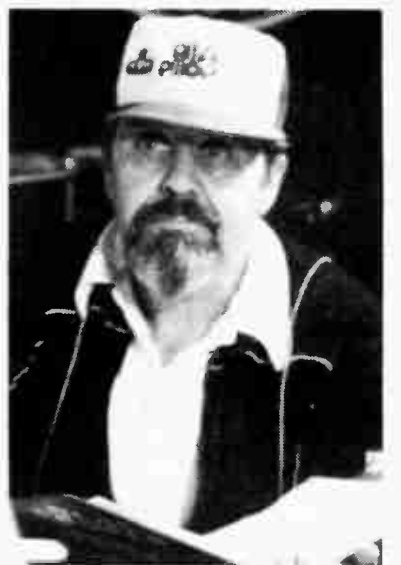
The best way to describe the trip was a four-day family reunion. With stops in 36 cities and towns along the way the cast and crew were showered with local souvenirs, trivia, cakes, cookies and delicacies.

Co-hosts Sarah Purcell, Skip Stephenson, Bill Rafferty and Byron Allen with guest host Mark Russell also were involved in the filming of the first three shows for the new season. Their seven-day stay in Washington will include the production of their November Veteran's day show.

Surprisingly the Real People Express moved along without a hitch, arriving within 30 minutes of its scheduled time and surviving seven moonings. "There were really no major problems," Wynn reported.

"There was one lady in Syracuse, holding a baby on her shoulders. I saw her about to faint and I grabbed the child just as she went down. We put her up on the stage, revived her and called Byron Allen over to talk with her. She looked up, saw Byron and just fainted away again. I guess she was prone to that kind of thing," Wynn said.

Next, *Real People* plans to travel down the Mississippi for the Thanksgiving show. It appears they enjoy working on the show as much as the audience enjoys them. "It's been a lot of fun," said Wynn. "It's a view of America that most people don't get to see anymore."



# INDUSTRY STATISTICS

## AM radio stereo stations

According to Kahn Communications (K), Harris Corp. (H), Motorola (MO) and Magnavox (MG), there are 79 operating AM stereo radio stations nationwide. *Broadcast Week* verified AM Stereo operation at each of the stations listed below. The equipment manufacturer is indicated in parenthesis behind the call letters for each station. All stations are listed alphabetically by state.

### KFQD (K)

9200 Lake Otis Pkwy.  
Anchorage, Alaska 99507  
(907) 344-9622  
Roy Robinson

### KLRA (H)

1755 Union National Plaza  
Little Rock, Ark. 72201  
(501) 375-7319  
Pat Walsh Jr.

### WJMW (H)

P.O. Box 389  
Athens, Ala. 35611  
(205) 232-3911  
Bill Dunnivant

### WATV (K)

P.O. Box 39054  
Birmingham, Ala. 35208  
(205) 780-2014  
Joe Lackey

### WGSN (K)

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