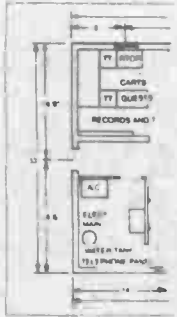


Grinnan's 'instant station' saves time, money

By Adam Buckman



MINERVA, Ohio—A cabinet maker here has come up with a method of building new radio stations that will enable his company to "put a new radio station on the air in 60 days."

John Grinnan, who has made a career out of building, delivering and installing cabinets, racks and other modes of equipment housing for radio stations all over the U.S., including

Alaska, has successfully tested a plan to build entire radio stations in Minerva and deliver them in halves atop flatbed trucks to any location in the country.

Grinnan claims to have "designed more radio stations than anyone else" in more than 35 years of custom cabinet making. He is the co-owner—along with his wife, Mildred—of Grinnan Fixture Co. Inc., a broadcast equipment distributor and

supplier of cabinets to radio stations and the networks as well as recording studios.

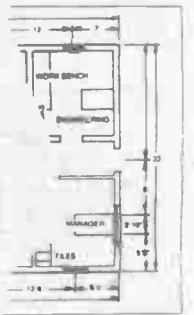
"The idea behind the modular station concept is that it saves new broadcasters time in starting up a station," Grinnan said.

Under his construction plan, a new radio licensee can assemble his or her station staff as well as coordinate other aspects of starting up a broadcast facility while the station is

being built in Minerva.

Grinnan said his modular station idea could cut the time needed to start a new station by weeks or even months. By the time call letters are approved by the FCC and all the preliminary arrangements are made to start up the facility, Grinnan said, the station is connected on-site and ready to go.

Under an agreement with Schumacher Lumber Co. in



Continued on page 11

BROADCAST WEEK

The business news and features weekly for the broadcast industry.
A Titsch Communications, Inc. publication
September 19, 1983 Vol. 1, No. 44/75¢

RTNDA
Deregulation, computers in the newsroom, repercussions of the Craft decision, new technologies—these are the concerns expected to be hot topics of discussion at this week's Radio-Television News Director's Association meeting.

BW IN BRIEF

Multiple applicants

WASHINGTON—More than 20,000 applicants for multi-channel multipoint distribution services flooded the FCC by the Sept. 9 deadline. Page 2.

'Thicke' ratings veiled

LOS ANGELES—After the show received weak ratings, everyone involved with *Thicke of the Night* is mum about its status. Page 2.

Convention trail

ATLANTIC CITY, N.J.—Quite a few high-ranking broadcast executives were on the road last week addressing state broadcasters conventions. Page 5.

CPB action

WASHINGTON—The Corporation for Public Broadcasting has voted to delay seating William Hanley Jr. on its board until he receives Senate approval. Page 5.

Leading ladies

NEW YORK—*Policewoman Centerfold* and *Women of San Quentin* are two of the many specials scheduled this fall on NBC-TV. Page 7.

RTNDA appeal

WASHINGTON—The FCC was urged to repeal personal attack and political editorial rules by the RTNDA in joint comments with four other news organizations. Page 8.

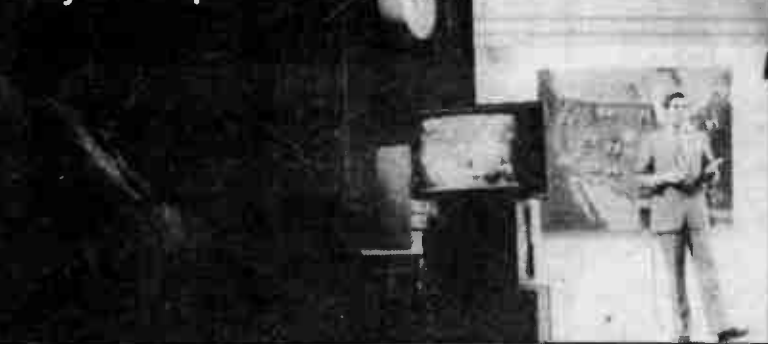
'Russians are Liars'

SALT LAKE CITY—The morning man and news director of KLRZ-FM have a local hit song claiming that "The Russians Are Liars," and listeners seem to agree. Page 9.

'TV-Cable Week' folds

NEW YORK—Time Inc. announced it will fold *TV-Cable Week* magazine with the Sept. 25. Page 10.

Dayton experiment



Carl Nichols, weatherman for WDTN-TV, Dayton, Ohio, reports to both the studio audience and the television audience on the station's 6 p.m. newscast. Story on page 17.

BrightStar breaches oceanic gap in video

By Adam Buckman

NEW YORK—Western Union Ltd. of the United Kingdom and Visnews Ltd., a London-based international television news agency, last week inaugurated a trans-Atlantic satellite service.

The new joint venture, which has been dubbed BrightStar Communications Ltd., will provide television broadcasters

in the U.S. and Europe with two-way trans-Atlantic delivery of video programming via an Intelsat satellite positioned above the Atlantic Ocean.

"We see this new service as one which will stimulate the total market for trans-Atlantic vision traffic," said Brian Quinn, managing director of Visnews and the leader of the London

Continued on page 10

Emmy winners, nominees abound

RCA, Xerox, Ampex among tech winners

NEW YORK—RCA, SMPTE, Xerox and Ampex were among the Emmy winners at last week's Sixth Annual Engineering Emmy Awards, presented by the National Academy of Television Arts and Sciences at the Sheraton Centre Hotel before an audience of more than 800.

RCA's "Hawkeye" 1/2-inch system won in the category of recorder/camera combinations. The company was cited for its "pioneering efforts in the development of an electronic handheld recording camera and the development of a system for news gathering on videotape using a single integrated unit containing camera, recorder and battery."

The Xerox Research Center won an Emmy for its development of the Electronic Graphic Creative System. Xerox introduced its "SuperPaint" graphics system in the late '70s, leading to the later work of such companies as MCI/Quantel and

Continued on page 4

NBC outdistances program competition

NEW YORK—NBC enters Emmy Awards competition with 133 nominations—nearly twice as many prime-time program and individual nominations as the other networks. CBS earned a total of 73 nominations, followed by ABC with 68, PBS with 20 and 20 syndicated nominees.

The 35th annual awards ceremony, co-hosted by Eddie Murphy and Joan Rivers, will be telecast live by NBC from the Pasadena Civic Auditorium Sept. 25.

Nominations cover the broadcast period between July 1, 1982, and June 30, 1983.

NBC's top program nominee is *Hill Street Blues*, vying for 17 awards for outstanding drama series, outstanding lead actor/actress in a drama series, outstanding supporting actor in a drama series (3), outstanding supporting actress in a drama series (2), outstanding directing in a drama series, outstanding

Continued on page 4

ABC heads listing in news categories

NEW YORK—Eighty individuals and 107 programs and segments will vie for 1981-1982 News and Documentary Emmy Awards in ceremonies Oct. 17 at the Roosevelt Hotel here.

ABC leads the nominations with 64, followed by CBS (62), PBS (39) and NBC (19). There are also three syndicated program nominees.

The awards cover programs that aired from Nov. 15, 1981, through Dec. 31, 1982. There are two new entry categories this year, outstanding coverage of a continuing news story and special classification for outstanding program achievement.

In program categories, ABC led the nominations for outstanding coverage of a single breaking news story (3) and outstanding investigative journalism (2). PBS earned the most nominations for outstanding background/analysis of a single current story (5) and outstanding informational,

Continued on page 4



Richard Sabreen, Michael Cafarel, Paul Dujardin and Tom Pettit announced start-up of BrightStar Communications.

'Fantasy' gets ax, old games revived

By Dave Potorti

NEW YORK—The debut of NBC's *Match Game-Hollywood Squares Hour* Oct. 31 marks the return of two popular game shows in an entirely new package.

The Match Game will feature three contestants and six celebrities; two of the winning contestants and three additional celebrities will then move on to *Hollywood Squares*; the top winning contestant will then go into a final *Match Game* session for the big money.

The host or hosts of the show had not been named at press time. Gene Rayburn, currently host of WNEW-TV's (New York) *Saturday Morning* was original host of *The Match Game*; Peter Marshall, whose *Fantasy* will be replaced by the new show, originally hosted *The Hollywood Squares*.

"Using the same celebrities, then adding three more, gives the show an integrated unit," said Mark Goodson Television. "It's at least an interesting idea. They'll be pretty much the same games, but we'll be making some modifications right up to

Continued on page 4

AT DEADLINE

ABC set to slot PBS show

NEW YORK—ABC News is expected to pre-empt *Nightline* on Sept. 30 to present the first episode of *Vietnam: A Television History*, a PBS series which premieres the following week. ABC received the right to air one episode of the series in exchange for giving the producers \$50,000 in start-up costs and opening the network's archives of Vietnam material. The 13-part series was produced by WGBH-TV, Boston; Central Independent Television, United Kingdom; and Antenne-2, France, in association with LRE Productions.

Russian Olympic ban afoot

LOS ANGELES—The California legislature is trying to bar the Soviet Union from participating in the 1984 Olympics in response to the Korean Air Lines incident. It recently sent a resolution to that effect to President Reagan.

While such a ban would undoubtedly have a disastrous effect on ABC's presentation of the event, the network declined to comment

Continued on page 4

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24 pages, 1 section



John Cannon and Dennis Woywood



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AM stations make switch to go stereo

By Les Luchter

NEW YORK—Several AM stations, which had been using Harris stereo exciters, have switched to equipment from Motorola Inc. or Kahn Communications. The Harris STX-1 stereo exciter had its type acceptance rescinded by the FCC in late August.

CKLW, Windsor/Detroit, Mich., WSM, Nashville, Tenn.; KFI, Los Angeles; and KXXY, Oklahoma City are among the stations that have opted for Motorola equipment, according to Chris Payne, AM stereo manager. Motorola is selling the exciters for \$11,700, he said.

KDAY, Los Angeles, is one of several stations that have rented Kahn stereo exciters for a minimum of \$8,000 and eight months. Leonard Kahn, the firm's president, refused to release the call letters of the others, saying that "these stations did not come to us on their own volition. They came to us because of the freeze (on Harris)."

Kahn added that he thinks most of the Harris stations have strong ties to the broadcast equipment giant. "When and if Harris gets their type acceptance cleared, I think 80 percent of the (former) Harris stations will retain their loyalty to Harris," he said.

Besides resuming stereocasting after 16 days without it, KDAY also went back to giving away Sony AM stereo radios and to operating listening posts around the Los Angeles area.

A spokesman for Magnavox, the fourth AM stereo proponent, said that no Harris stations had switched to its exciter.

Ratings drop in news duel

NEW YORK—The overall evening news ratings dropped more than two points during the Sept. 5-9 premiere week for head-to-head competition between solo network anchors, mostly due to heavier-than-usual viewership the preceding week sparked by the Korean Air Lines disaster.

When the results were in, however, the *NBC Nightly News*—with Tom Brokaw now going solo—had dropped into last place, replacing ABC's *World News Tonight* with Peter Jennings.

Jennings, meanwhile, delayed his move to the newly designed New York news set a day, so he could stay in Washington for President Reagan's Monday press conference.

NBC acquires bowling accord

NEW YORK—NBC has signed a multiyear agreement with the Professional Bowlers Association to broadcast as many as eight PBA tournaments each year, beginning in the fall of 1984.

Sean McManus, vice president for program planning and development for NBC Sports, who made the announcement, said, "Professional bowling is a proven television attraction and we're glad to welcome it back to NBC Sports." NBC has covered pro bowling since 1959, including the 1965 national championship, the first pro bowling tournament televised live and in color.

Broadcasters join the swarm for MDS

By Adam Buckman

WASHINGTON—The FCC has begun considering what to do with "more than 20,000" applications for licenses to operate multichannel multipoint distribution services. The applications flooded the commission's Common Carrier Bureau on Sept. 9, the deadline for filing.

Although no decision has been made yet, the commission is expected to decide that a lottery is the most expedient way of awarding licenses for two four-channel MDS systems in every U.S. market. For some

of the nation's largest markets, the FCC has received "hundreds" of applications for the two licenses.

But conclusive action on multichannel MDS licenses is not expected for "several months" at the earliest, an FCC spokeswoman said. After the commission zeroes in on the best way to award the potentially lucrative licenses, there will be a period of about three months for comments, she said.

And after a lottery is held, the FCC will have to weigh the qualifications of lottery winners in every market—an undertak-

ing that could take weeks or even months, the spokeswoman said.

The applications for multichannel MDS licenses were filed by MDS operators, cable MSOs, common carriers and paging firms along with such broadcasters as ABC, CBS, RCA, Westinghouse, Post-Newsweek, Hubbard Broadcasting, Taft Broadcasting, King Broadcasting and Capital Cities.

Another broadcaster, Pappas Telecasting, proposed to build MDS stations in 105 markets featuring capability for high-definition TV. The company's

HDTV application represents the only one of its kind filed at the FCC.

A multipoint distribution service can be used to provide local over-the-air distribution of computer data and electronic mail as well as a vehicle for local paging services. It also can provide full-motion video programming locally in much the same way that pay TV is offered over local cable systems.

Both ABC and CBS have applied for multichannel MDS systems in the five markets where they each own and operate TV stations.

Since a multichannel MDS system can provide TV programming, CBS conceivably could compete against its own stations in New York, Los Angeles, Chicago, Philadelphia and St. Louis.

But strategic planners at CBS feel that "if we don't do it, someone else will," said Pete Haring, director of strategic planning and development for the CBS TV Stations Division.

Secrecy shrouds 'Thicke' after ratings

LOS ANGELES—A thick veil of secrecy seems to have descended upon *Thicke Of The Night*. Based on weak ratings and supposedly "unfair" comparisons with the *Tonight Show* by the press, virtually everyone involved with the show is being tight-lipped about its status.

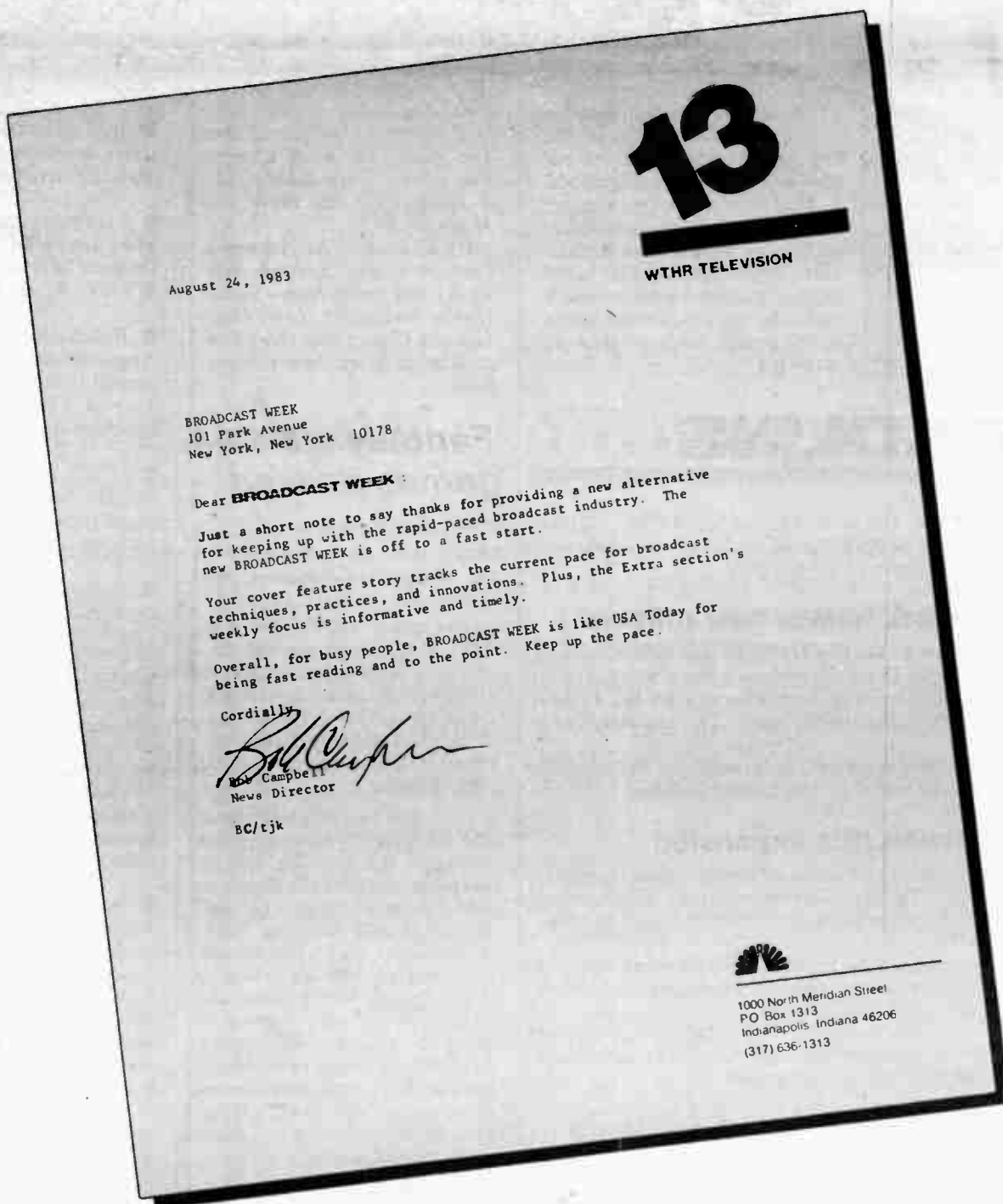
Based on his own reactions, Thicke has been quoted as wanting to make a variety of changes in the show, but details of the fine tuning were not available.

Of the top three markets, *Thicke* scored its highest ratings on Chicago's WFLD-TV.

Average WFLD ratings for the four weeks prior to *Thicke* were 6.8 rating/16 share; the average for the first week of *Thicke* was 3.8/16.

In New York and Los Angeles, *Thicke* also pulled in well behind the network-owned stations.

Like: "USA TODAY"



BROADCAST WEEK
The Station Book

Emmy winners, nominees abound

ABC heads listing in news categories

Continued from page 1

cultural or historical programming (5). CBS led the program nominations for outstanding interview/interviewer (4), outstanding coverage of a continuing news story (5) and in a special classification for outstanding program achievement.

In segment categories, ABC also led the nominations for outstanding coverage of a single breaking news story (3) and tied with CBS for outstanding investigative journalism nominees (five each) and outstanding informational, cultural or historical programming (nine each). CBS led in the outstanding background/analysis of a single current story with 10 nominees, outstanding coverage of a continuing news story (5) and outstanding interview/interviewer (4). NBC topped nominees in the special classification for outstanding program achievement area with four.

Editorializing push reaches high court

WASHINGTON—Efforts by the League of Women Voters and the Pacifica Foundation, owner of six FM stations, to allow editorializing by non-commercial broadcasters have reached the Supreme Court.

The FCC appealed to the body following a California District Court decision that Section 399 of the Communications Act violated the First Amendment.

CBS, the National Association of Broadcasters and the Radio-Television News Director Association filed a "friend-of-the-court" brief last week, saying that "editorializing makes a vital contribution to the marketplace of ideas, and protection of the right to editorialize is essential to a free press." The parties added that receipt of federal funds by non-commercial stations is not an adequate basis on which to suppress editorial rights.

RCA, Xerox, Ampex among tech winners

Continued from page 1

Aurora Systems. Dr. Richard Shoup, who headed the Xerox project and later founded Aurora, received an individual Emmy for his efforts.

Ampex Corp. captured an Emmy in the real time digital effects category. The firm was cited for "outstanding achievement in engineering technology for the development of the first transparent-quality real-time digital effect system with off-axis rotation, true third dimension perspective, and ultra smooth motion which made multiple pass operation possible without signal deterioration."

The 3M Company won an Emmy in the category of magnetic media audio and visual for "outstanding achievement in engineering pioneering for the development of the first industry-accepted videotape."

The Society of Motion Picture and Television Engineers, the International Radio Consultative Committee of the I.T.U. and the European Broadcasting Union picked up Emmys for a category dubbed "the establishment of an international standard for digital encoding of the television signal in the studio."

SMPTE was recognized for its "early recognition of the need for a digital-video studio standard, acceptance of the EBU proposed component requirement, and the development of the hierarchy and line lock 13.5 MHz demonstrated specifications which provided the basis for a world standard."

The CCIR was cited for "providing the international forum to achieve a compromise of national committee positions on a digital video studio standard and to achieve agreement within the 1978-82 study period."

The EBU's Emmy was for "achieving a European agreement on a component digital-video studio specification based on demonstrated quality studies and willingness to subsequently compromise on a worldwide standard."

NBC outdistances program competition

Continued from page 1

writing in a drama series (six episodes), outstanding film editing for a series, outstanding film sound editing for a series and outstanding film sound mixing for a series.

Other top NBC nominees are *Cheers* (13), *St. Elsewhere* (10), *Motown 25: Yesterday, Today, Forever* (9), *Fame* (9) and *SCTV* (8).

The Thorn Birds gathered the most nominations for ABC, 16: outstanding limited series, outstanding lead actor/actress in a limited series or special, outstanding supporting actor in a limited series or special (3), outstanding supporting actress in a limited series or special (2), outstanding directing, outstanding cinematography, outstanding art direction, outstanding achievement in music composition, outstanding costume design, outstanding achievement in makeup, outstanding film editing (two parts).

Other top ABC nominees include *The Winds of War* (13), *Who Will Love My Children?* (8), *55th Academy Awards* (5), *Benson* (5) and *Dynasty* (5).

CBS' *M*A*S*H* earned the most nominations, nine, for outstanding comedy series, outstanding lead actor in a comedy series, outstanding supporting actor/actress in a comedy, variety or music series, outstanding directing in a comedy series (two episodes), outstanding individual achievement—costumers, outstanding film editing and outstanding film sound editing.

The Blue & The Grey and *Cagney and Lacey* follow with four nominations each. Earning three nominations each are CBS' *The Jeffersons*, *The Scarlet Pimpernel*, *The Scarlet and The Black*, *The Body Human: The Living Code*, *I Leonardo: A Journey Of The Mind*, and *Magnum, P.I.*

PBS' *Dance In America*, *Lincoln Center Special: Stravinsky and Balanchine—Genius Has a Birthday!*, *Live From Lincoln Center* and *Over Easy* each were given two nominations.

'Fantasy' gets ax, games revived

Continued from page 1

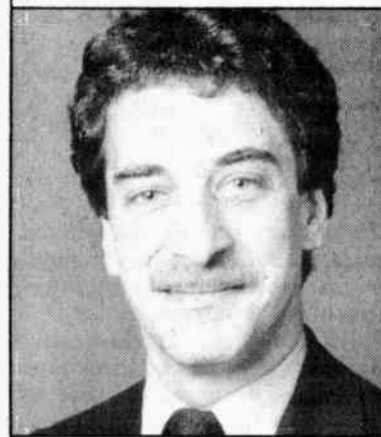
the air date—probably more on the *Hollywood Squares*, particularly in the scoring system."

The game show's 3-4 p.m. EDT slot pits it against two soaps—ABC's powerhouse *General Hospital* and CBS' *Guiding Light*. NBC's soap, *Texas*, originally filled the timeslot, and was later replaced with *Fantasy*.

"If I was a network, I would not be programming all game shows in the morning and all soaps in daytimes," Goodson said. "To go up against *General Hospital* and *Guiding Light* with another soap is just suicide; the idea of putting *Price Is Right* against *Match Game* and *Wheel of Fortune* is going to chop the audience into pieces. In this case I would rather be up against two strong soap operas than a modest game show, because even the modest game show cuts into you."

The Match Game was originally a Mark Goodson-Bill Todman Production; Merrill Heater-Bob Quigley produced *The Hollywood Squares*. *The Match Game* ran on NBC from 1962-1979, moved to CBS from 1973-1979 and then went into syndication.

Rubin takes helm of 'BW'



Jay Rubin

Jay Rubin, editor of Titsch Communications Inc.'s *CableVision* magazine, has been named editor-in-chief of *Broadcast Week*. He will be responsible for overall editorial direction of the weekly newspaper serving the broadcast television and radio industry. He also retains his current post at *CableVision*. Prior to joining TCI last October, Rubin had been New York bureau chief of *Broadcasting* magazine.

FOR THE RECORD

■ Johnny Carson will return as sole host of the Academy Awards ceremonies April 9 on ABC, marking his fifth appearance at the festivities. He hosted for four consecutive years until last year, when he relinquished his duties to Walter Matthau, Liza Minnelli, Dudley Moore and Richard Pryor.

■ Lorimar will continue production of *Two Marriages* for ABC Television. The summer series aired Aug. 23-Sept. 14 but is not currently on the network's schedule.

■ The directors of John Blair & Co., New York, voted to exercise the company's option to acquire the remaining voting stock of Advo-System Inc., a direct mail processor, for \$33 million.

■ Wayne Cornils has been promoted to senior vice president for radio at the National Association of Broadcasters. The NAB also announced the appointment of former Wometco Enterprises vice president Dick Hollands to the position of senior vice president for television.

■ Susan Auerbach was named director, daytime sales, for the NBC Television Network. She was formerly vice president, associate network television director for New York's BBDO International.

■ The Catholic Telecommunications Network of America, now supplying 15 hours of video and seven hours of radio programming weekly to 41 affiliated diocese, plans to begin scrambling its Westar IV signal by Oct. 1.

■ Jordan Kerner has been promoted to vice president, dramatic series development, ABC Entertainment. He was director of dramatic series development for the division.

■ Five more radio stations have affiliated with ABC Talkradio. They are: WKDR, Burlington, Vt.-Plattsburgh, N.Y.; KNUS, Denver; WHBQ, Memphis, Tenn.; KMUS, Tulsa, Okla.; and WRNY, Rome/Utica, N.Y.

■ Bob Stewart, co-host of the Sunday Show on KNBC-TV, Los Angeles, and a weathercaster for the same station, has been named host of *Go!*, a new game show replacing *The Facts of Life* on NBC's daytime lineup as of Oct. 3. *Go!* is a Bob Stewart Production.

■ Direct Broadcast Satellite Corp. has retained A.G. Becker Paribas Inc. as its financial adviser. A.G. Becker Paribas will assist in raising the capital DBS Corp. needs to construct, launch and operate its common carrier DBS system.

■ Equal employment reporting conditions have been imposed on eight Alabama and Georgia broadcast stations by the Federal Communications Commission. Affected are WERC-AM, and WKXX-FM, Birmingham, Ala.; WABB-AM/FM, Mobile, Ala.; WKRG-AM/FM, Montgomery, Ala.; and WGAU-AM/WNGC-FM, Athens, Ga. The conditions were imposed in response to petitions to deny filed by the National Black Media Coalition.

■ Franklin Communications Inc. has received renewal of WVKO-AM/WSNY-FM, Columbus, Ohio, from the Federal Communications Commission. Petitions to deny had been filed contending that Franklin had abandoned its target audience by reducing news and public affairs programming.

■ Satellite Business Systems has received permission from the Federal Communications Commission to modify its domestic fixed satellite space station authorizations to provide up to five transponders to a customer on a non-common carrier basis. The FCC approval will allow SBS to consummate an agreement with British News Satellite Television Ltd. NSTL has formed a joint venture with Inter-American Satellite Television Company to offer satellite-to-home service in rural areas using the transponders.

■ San Francisco's KQED-FM/TV and KQEC-TV have had their 1977 and 1980 license grants reaffirmed by the Federal Communications Commission despite opposition by the Community Coalition for Media Change. Among other charges, CCMC had said that KQED Inc. was guilty of misrepresentations, closed board meetings and operating the public television station for profit.

■ Dave Kanzig was named program manager of WNYC-FM, New York. He was formerly director of radio programming for WOUB-AM/FM, Athens, Ohio.

AT DEADLINE

Continued from page 1

"on a situation that hasn't happened yet." It is reportedly heavily insured against such unforeseen circumstances.

CBS Radio Network names new officers

NEW YORK—CBS named Michael O'Neal vice president and controller of the CBS Radio Division, replacing Peter Keegan, who was recently tapped as vice president, controller of CBS Inc. O'Neal was controller of the CBS Television Network. The appointment is effective Oct. 1.

David Kurman was named manager, programming, for the CBS Radio Network. He was named a programming assistant.

NAB asks for Aspen rule expansion

WASHINGTON—National Association of Broadcasters President Edward Fritts has asked Federal Communications Commission Chairman Mark Fowler to "expedite action" on an expansion of the "Aspen rule."

Noting that a notice of inquiry on the rule has been pending at the FCC for over a year, Fritts said the expansion would improve voters' education, provide more candidate information and encourage the free flow of information in politics. Under the "Aspen rule" broadcasters have been unable to sponsor debates among candidates and were limited on the coverage of campaigns.

WQXR 'convinced' about switch to stereo

NEW YORK—Doc Masoomian, chief engineer of classical stations WQXR and WQXR-FM, said a listening test of Sony's new AM stereo receiver has convinced him to start broadcasting in AM stereo. "I took it along on a short vacation to Rockport, Mass.," he noted. "I was able to hear and enjoy in full stereo WNBC, New York; CKLW, Windsor, Ont.; WHAS, Louisville, Ky.; and WBT, Charlotte, N.C."

"For WQXR," Masoomian said, "this represents an unprecedented opportunity to broadcast our respected classical music format—in stereo—to many communities all across the Northeast, many of whom have no other classical music alternative."

CPB rejects Hanley; NPR funds rolling in

By Angela Burnett

WASHINGTON—With relatively little fanfare, the Corporation for Public Broadcasting voted not to seat newly elected William Lee Hanley Jr. to its board until he receives Senate approval.

Hanley, a Republican elected by President Reagan to replace Democrat Gillian Sorenson, was a recess appointment. Appointments made when Congress is out of session do not usually require Senate approval; however, the CPB board, with the advice of its general counsel and interpreting the Public Broadcasting Act of 1967, felt Senate action was necessary.

CPB promoted David Brugger to vice president for telecommunications and Linda Dorian to vice president, general counsel and secretary. Sharon Rockefeller was re-elected chairman, for a term that expires Oct. 1 under a reorganization when she will

become first vice chairman. Edward Pfister was re-elected as president and will also serve jointly as chairman and president.

National Public Radio's board meeting faced a bright note with the receipt of \$100,000 from the Friends of National Public Radio. That amount, part of a projected \$680,000 from fund-raising like the Drive to Survive, was earmarked for the news and information fund. An additional \$250,000 will be used for program restoration in the form of news programming and rehiring; \$277,000 for debt retirement and \$53,000 for NPR Plus programming.

Ronald Bornstein, acting chief operating officer for NPR, had his term extended through the end of October and the board approved a proposal that would refund stations a portion of the payments for the loss of NPR Plus program services.

State meetings

Mounty, Rubenstein, Jankowski, Fritts hit grass roots

By Bill Dunlap

ATLANTIC CITY, N.J.—A number of broadcast executives were on the road last week addressing state broadcasters associations.

Bob Mounty, executive vice president of NBC Radio, and Martin Rubenstein, president of Mutual Broadcasting, attended the New Jersey Broadcasters meeting here; Gene Jankowski, president of CBS Broadcast Group, addressed the Nebraska meeting; and National Association of Broadcasters President Eddie Fritts spoke in Alaska.

Mounty, in assessing the future of radio, said he is somewhat uneasy about the future and the "continuing unwillingness of broadcasters to take risks.

"If you combine a half generation of research-oriented programmers with a generation and a half of air people who haven't been allowed to think,

let alone talk, it's clear that we do not have a ready pool of innovators available to us," Mounty said.

"In broadcasting, we live from rating book to rating book and rarely think in terms of three years or two years or even a year ahead in audience development. We need to be creative. We need to take chances. We need to let our people know they have the right to fail."

Rubenstein called for major increases in the price of network radio advertising and for reductions in the amount of commercial-free programming at the station level.

He warned that low network ad rates threaten "to pit local broadcasters against their national colleagues.

"An industry turned upon itself, scraping for each available dollar would be antithetical to everything that networks

have traditionally stood for," he said.

Rubenstein was critical of commercial-free radio because it implies "that commercials are undesirable and that stations without commercials are somehow better."

In Omaha, Jankowski told the Nebraska broadcasters on their association's 50th anniversary that "without the voice of the Nebraska broadcasters, your fellow citizens would not have enjoyed the privilege of bar-press guidelines, open meeting and record laws, the privacy act, the shield law and protection for newsrooms against searches."

In Anchorage, Fritts told Alaska broadcasters that the NAB will support a petition before the Federal Communications Commission to give Class I status to 16 Alaskan radio stations to help them reach remote portions of the state.

Senate approves Marti legislation

WASHINGTON—Senate passage of a Radio Marti compromise—including protections for U.S. stations from Cuban retaliatory interference—kicked off an active fall session.

Reached after a closed door session that narrowly avoided a filibuster, the compromise places Cuban broadcast authority under the Voice of America, limits the use of other frequencies for the broadcasts, increases government expenditures and calls for the establishment of a policy review board. The House version of the bill, having faced negative recommendations, still is awaiting final floor action.

Other activity on the House side includes preparation for the Oct. 15 deadline on broadcast deregulation legislation. Financial interest and network syndication legislation, at one point proposed as a tag to the deregulation efforts, instead will be marked up by the House Telecommunications Subcommittee Sept. 22 as a separate item.

Reps. Mickey Leland (D-Texas) and Cardiss Collins (D-Ill.) have scheduled hearings on minorities in communications. Leland will focus his attention on minority stereotypes in programming, while the Collins hearings will target broadcast and cable deregulation.

Meanwhile rumors continue to fly that Dennis Patrick, associate director, Presidential Personnel Office, will receive White House nomination to replace former FCC commissioner Anne Jones.

TV household growth slowing

NEW YORK—A.C. Nielsen Co. said growth in the number of American households with television sets slowed this year and will only show 0.5 percent growth over 1982.

Nielsen predicted that by the start of 1984, 83.8 million households will have television sets, an increase of only 500,000. That figure is short of earlier predictions of more than 84 million and recent annual growth rates of about 2 percent.

Based on these figures, a Nielsen rating point will now represent 838,000 households, 5,000 more than last year.

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So when you're looking for that bigger share, remember BMI is always helping you, every step of the way.

Wherever there's music, there's BMI.

NEWS UPDATE

Leading ladies

NBC specials will feature roles of women

NEW YORK—*Policewoman Centerfold* and *Women of San Quentin* are two of the many world premiere movies, miniseries and specials being scheduled this fall on NBC-TV.

The reaction of a small Ohio town to one of its policewomen posing nude for the centerfold of a national magazine is the subject of *Policewoman Centerfold*, scheduled to air on Oct. 17, at 9-11 p.m. EDT.

Women of San Quentin, the story of female guards at one of California's toughest prisons, is scheduled for Oct. 23, at 9-11 p.m. The film stars Yaphet Kottó and Stella Stevens.

Other World Premiere telefilms to be aired on the network this season include *A Haunting Passion*—about a woman falling in love with a phantom who haunts her beach house—on

Oct. 24, from 9 to 11.

When Your Lover Leaves, described as "a light-hearted film about the plight of a woman who is deserted by her live-in boyfriend," is scheduled for Oct. 30, at 9-11 p.m.

Another World Premiere film, *In December the Roses will Bloom Again*, will air on Monday, Dec. 5, at 9-11 p.m. The movie, which stars Martin Sheen and Melissa Gilbert, concerns a young woman who became a lay missionary in El Salvador and was eventually murdered there.

NBC's miniseries include blockbuster treatments of Judith Krantz's *Princess Daisy*, to be aired Nov. 6 and 7, 9-11 on both nights, and *Kennedy*, a drama depicting the adminis-

tration of the late president that is scheduled for Nov. 20, at 8-11 p.m. and 9-11 p.m. on Nov. 21 and Nov. 22, the 20th anniversary of Kennedy's death.

Also, NBC has scheduled a rebroadcast of *Motown 25: Yesterday, Today, Forever* for Oct. 30, 9-11 p.m. The Motown celebration, one of last season's most popular specials, features performances by Michael Jackson, Diana Ross, Smokey Robinson, Stevie Wonder, Lionel Richie, Marvin Gaye, the Four Tops and the Temptations.

Another special, *Here's Television Entertainment*, will air on Dec. 4, at 9-11 p.m. The program spotlights memorable moments from 35 years of television variety shows.

Injunction hamstringing football game pirates

MIAMI—A U.S. District Court judge here has yet to rule on three counts in the case of the National Football League and the Miami Dolphins vs. several local taverns. But the establishments were found guilty on Sept. 9 of violating the 1976 Copyright Act by picking up network satellite signals of six blacked-out 1981-82 Dolphins games.

Judge James Kehoe handed down a permanent injunction blocking any further public

screenings of blacked-out games. The 1976 Copyright Act contains special provisions for the broadcast of live events, according to Margaret Alexander of Washington's Covington & Burling law firm, which represented the NFL and Dolphins.

The defendants also are accused, on two counts, of violating state laws concerning the "right of publicity" by using the names and likenesses of football players for "commercial exploitation."

Satcom IIR 'on schedule'

CAPE CANAVERAL, Fla.—RCA's Satcom IIR, which was launched "right on schedule" Sept. 8, was "doing fine" last week following the firing of the spacecraft's apogee kick motor last Monday (Sept. 12), a spokesman for RCA American Communications Inc. said.

The satellite was lifted into

space atop a Delta rocket at 6:52 a.m. at the Air Force Eastern Test Range at Cape Canaveral. Satcom IIR is scheduled to be fully operational around the weekend of Nov. 1, the spokesman said.

Satcom IIR replaces Satcom II, which was launched on March 26, 1976.

MCA 'classics' set for holidays

LOS ANGELES—MCA Home Video will launch its "Classic TV Series" in November with a one-hour videocassette of *The Jack Benny Show*. Timed for the holiday selling season, the cassette will include a Christmas and a New Year's episode from the long-running CBS series of the '50s and '60s.

Two other *Benny* shows—*The Railroad Station* and *Jack Goes to the Vault*—are waiting in the wings for future release. But Ted Schmitt, MCA Home Video programming vice president, said the second *Classic TV Series*, scheduled for February availability, probably will consist of two or three episodes of *Leave it to Beaver*.

Schmitt is optimistic that the "Classic TV Series" will achieve success in a field usually dominated by recent motion pictures. To help push the product as collectibles to be bought, rather than rented, the tapes will be packaged in specially designed boxes that resemble TV sets. And there will be a large point-of-purchase program for retailers.

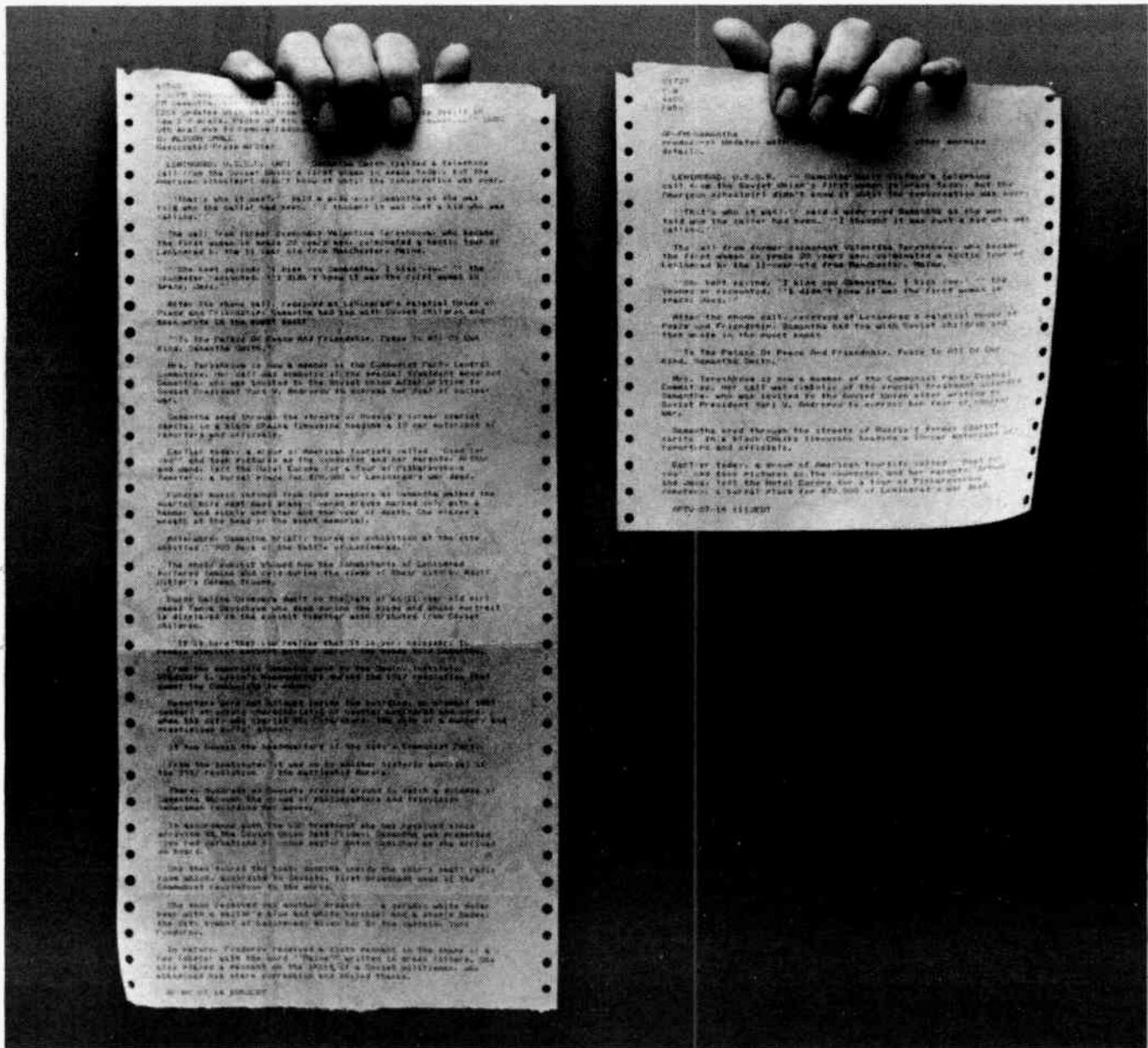
The price will also be much lower than motion picture cassettes, with the *Benny* opener probably selling at a suggested \$39.95. To give each tape time to build word-of-mouth and then sales, three or four months will elapse between new releases.

"It's an idea the salespeople and retailers have to nurture," said Schmitt. As with MCA's successful *Aerobic Dancing* and *Jazzercise* cassettes, he said, "the sell-through will be much longer than with motion pictures."

If the initial offerings sell well, MCA's "Classic TV Series" may have a long life ahead of it. The studio has dozens of possible entrants from its history of TV production.

The third release, Schmitt said, is expected to contain three of the only four *Alfred Hitchcock Presents* episodes directed by the master himself—*Lamb to the Slaughter*, *Banquo's Chair* and *Case of Mr. Pelham*.

Other shows under consideration for the "Classic TV Series" include the pilot of Rod Serling's *Night Gallery*, with Steven Spielberg directing Joan Crawford, and two unbroadcast episodes of *Kolchak: The Night Stalker*.



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Sure, APTV is the only high-speed service that delivers air-ready news, longer in-depth versions and plenty of updates that are great for day to day coverage. But APTV is

even a better buy now as you plan coverage of the Olympics, primaries, conventions and the general election.

On top of everything else, APTV comes complete with our reputation for quality, dependability and unmatched accuracy.

So, to make a long story short, turn to APTV. It's the best thing to happen to TV news in a long time.

For details, call Glenn Serafin at the Broadcast Services Division of Associated Press.

212-621-1511.



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Daytimers get hours

By Angela Burnett

WASHINGTON—Responding to requests from the National Telecommunications Information Administration and the Daytime Broadcasters Association, the Federal Communications Commission has moved to extend the hours of broadcast for daytime-only AM stations. The move promises to generate new services and revenues for affected stations.

Under the new rules, expected to take effect by the end of Daylight Savings Time in October, pre-sunrise operations by Class II stations located east of co-channel Class I-A stations will be expanded to commence at 6 a.m. local time. Class II and III stations also will be able to operate at up to 500 watts up to two hours after sunset.

The use of diurnal curves for calculating protection requirements for pre-sunrise and post-sunset was adopted by the FCC.

The new rules, subject to completion of international agreements with Canada and Mexico, will not require special application from daytimers. All affected stations will receive notification from the FCC as to the nature of the extended hours of operation that will be allowed.

Of nearly 4,500 stations across the country, 2,406 are daytimers. The FCC had granted exceptions to allow many of those stations to operate pre-sunrise, although the new rules are expected to expand the ranks by 250. Most daytimers are expected to benefit from the expanded hours, despite the requirements for lowered power.

WETG bound for Hartford

HARTFORD, Conn.—By June of next year, WETG-TV will offer this city the first new television station in 27 years and the only station in the market that is locally owned and operated.

Fashioning its call letters after former Connecticut governor Ella T. Grasso, Channel 61 will be the most powerful station in New England with 5 megawatts. According to Arnold Chase, president of parent company Arch Communications, the station will operate as a commercial independent with city-grade coverage from New Haven, Conn., to Springfield, Mass. Residents from Long Island, N.Y., through Greenfield, Mass., will be able to pick up the signal using boosted antennas.

"Being the only locally owned and operated station we are going to make more of a commitment to local programming, news and public affairs," Chase said. "In terms of responsiveness to the community, we are in a unique position."

Chase explained that the majority of stations in the area are licensed to the tri-city area of Hartford, New Haven and Waterbury although they try for a Hartford focus. With WETG being licensed to Hartford, he predicted that the station will not have the problem of serving multiple markets.

Optimistically, Chase added. "There's an existing independent station already in the market and the first thing people want to do is to compare us to them."



Satellite meeting

WPXI-TV, Pittsburh, was instrumental in arranging a meeting between Steve and Cynthia Gaulin of Pittsburh (left) and Richard and Diane Poland (on monitor), whose 3-year-old daughter the Gaulins rescued while they were vacationing in Colorado. Lori Poland was abducted from her home near Denver on Aug. 22. On Aug. 25, the Gaulins were traveling along a deserted road outside Denver when they pulled off to stop at an abandoned outhouse. When Mrs. Gaulin entered, she heard whimpering, and with the help of her husband found the child in the pit of the outhouse and summoned help. WPXI anchor/reporter Jane Crawford (right) introduced and interviewed the two families through a satellite link-up between WPXI and KBTB, Denver.

RTNDA urges repeal of editorial guidelines

WASHINGTON—The FCC was urged to repeal personal attack and political editorial rules by the Radio-Television News Director's Association in joint comments filed with four other news organizations.

The Evening News Association, Gannett Co. Inc., Gaylord Broadcasting Co. and Lee Enterprises Inc. joined RTNDA

in the response to the FCC's Notice of Proposed Rulemaking issued in June.

The RTNDA argued that the rules impede robust debate, foster self-censorship and "do not foster fair coverage of controversial public issues; rather, by inhibiting broadcasters, the rules frustrate the commission's intended goals."

Central America primer ready

NEW YORK—In an effort to help its viewers to better understand the political intricacies of Central America, NBC News has compiled a primer called *Central America in Turmoil*.

The primer, which profiles the governments and cultures of El Salvador, Nicaragua, Honduras, Guatemala, Costa Rica and Panama, is being offered free to viewers who write to an address flashed on the screen during the *NBC Nightly News*.

Announcements about the availability of the primer began on the news program two weeks ago and continued last week.

In *Central America in Turmoil*, "no attempt has been made to tell the entire story of any of the Central American countries presented in the primer. Rather, NBC News correspondents have capsulized some of the major events of their coverage, interspersed with occasional reflections on the future," according to the network.

Second in a Series: An Advertorial

BROADCAST WEEK: More on the Inside Story The Circulation Showdown

In the first of this series of advertorials, *Broadcast Week* described the fundamental reasons behind its launch nine months ago: to bring buyers and sellers together in a unique, relevant and timely editorial environment through an effective and cost efficient advertising forum.

In this second in a series, *Broadcast Week* answers questions about two key areas: circulation and cost effective advertising.

Q: You talked last time about delivering a quality broadcast industry circulation and at the same time offering advertisers an attractive rate card. Every publication makes that kind of claim, so what's so different?

BW: Essentially, the difference rests with two critical areas: one, of course, is the number of people who receive *Broadcast Week* and who they are; and second, the cost of delivering that audience to an advertiser.

First, of *Broadcast Week's* circulation of some 27,000, almost all of the subscribers are in the broadcast industry. More important, the vast majority of subscribers are key decision makers at broadcast television and radio stations—general managers, program directors, chief engineers—people who either authorize and/or recommend the purchase of programs, equipment and broadcast services.

Second, because *Broadcast Week* delivers a broadcast-

only audience, we have not asked our advertisers to pay for the excess circulation—subscribers who do not make broadcast purchasing decisions.

Q: This issue of excess circulation keeps coming up. Please explain.

BW: We'd be happy to, because it is critical to efficient and effective advertising.

In a nutshell, the various publications in the business have varying circulation numbers. Essentially, they range from 18,000 up to 38,000 subscribers. The real questions, quite frankly, are: How many subscribers are, one, in the broadcast business, and two, people who are involved in the management and operations of broadcast properties? We call this the "Effective Circulation." And furthermore, what is the advertiser's cost of reaching this key group. Perhaps an illustration would help.

CBS Radio adds to baseball accord

NEW YORK—The CBS Radio Network has tacked another year on its contract with Major League Baseball, calling for broadcast of the All-Star Game, League Championship Series and World Series during the 1984 season.

The '84 season will be the ninth in which CBS Radio has broadcast baseball's top events. CBS said the 1982 World Series was heard by almost 60 million adults and the 1983 All-Star Game by a record 27 million.

The National League playoffs will be reported by Jerry Coleman, the voice of the San Diego Padres, and former slugger Duke Snider.

American League action will be handled by veteran announcer Curt Gowdy and Ernie Harwell, the Detroit Tigers' announcer.

The World Series will be handled by veteran Jack Buck and Sparky Anderson, manager of the Detroit Tigers and former manager of the Cincinnati Reds.



Happy birthday

The United Stations celebrated its second birthday as a radio network Sept. 7 with a party at Giordano's Restaurant in New York. On hand for the occasion were Frank Murphy, vice president/marketing; Nick Verbitsky, president; and Ed Salamon, vice president/programming. Dick Clark, principal owner, was unable to attend because of scheduling conflicts.

KLRZ song sums it up; 'The Russians Are Liars'

By Dave Potorti

SALT LAKE CITY—"The Russians Are Liars," according to a local hit song sung by the morning man and news director of KLRZ-FM here. And based on the number of phone calls received from the station's listeners since the song's debut Sept. 6 (3,500 in the first three days alone), most of them agree.

The tune was penned in reaction to the public outrage over the Russian downing of a commercial Korean airliner Aug. 31.

"It doesn't pull any punches," said morning personality Kip Kraddick, who performs the song to the tune of "Eye of the Tiger" with some help from news director Steve Craig. "I've confused some people because I've done this sort of thing in the past with some local issues like cable TV or planned parenthood, and it's always been with

a funny intention. But in this case, I was dead serious."

The song was being played every hour on the hour based on its popularity, and Kraddick was contacted by "virtually every radio and television network in the country," including ABC, NBC, CBS and RKO. It was mentioned on *NBC News Overnight* and *The Today Show*, and Kraddick was contacted by David Letterman and Alan Thicke. While currently on tape, using studio backup musicians, the song's release as a single was being discussed "with several different record labels," Kraddick said.

"Some of the negatives are that the song promotes hatred, it's the wrong educational message for young people and it's a little disorienting." The song follows:

The Russians Are Liars (To the tune of "Eye of the Tiger")

Flying up
What did they see
A commercial jet flying past them
Russian fighters were sent to the scene
They didn't have a chance to survive

That Korean plane
It happened so fast
They shot it down with Russian glory
They lost their grip on the peace of the past
They made sure that no one was alive

(chorus)
The Russians are liars
And they know we are right
And they must face the challenge of their rival
As the Communist killers try to sleep late at night
They know in their hearts
That the Russians are liars

How would they feel
Without any wheat
It's hard to fight when you're hungry
President Reagan must put on the heat
Let the Reds know America's alive

Your time is up
Come down from the top
It's soon the end of your story
American freedom is not going to stop
We're just sick of this Soviet jive.

Nine take seats on radio board

NASHVILLE, Tenn.—Nine new directors have been named to the board of the Country Radio Broadcasters. The new additions bring the total number of directors to 20. A 21st board member is scheduled to be named at the CRB's next board meeting in March.

The new CRB board members include Carl Brazell, president of Metromedia Inc.; Don Boyles, general manager of WHRK, Memphis, Tenn.; Bob English, president of Broadcast Programming International; Steve Hicks, president of Hicks Communications; and Gene Hughes, owner and president of Gene Hughes Promotions.

Also elected to the board were Ellen Hulleberg, executive vice president of McGavren Guild Radio; Peter Moore, president of Torbet Radio; Tom Phiefer, program director of KRMD, Shreveport, La.; and Jeff Walker, president of Aristo Music Associates.

The Circulation Showdown:

The Facts Behind the Numbers

	Total Circulation	Effective Circulation*
Broadcast Week	27,000	20,000
Broadcasting	37,000	15,500
BM/E	30,000	19,200
BE	30,000	19,200
EM	21,330	6,862
TV/ Radio Age	18,500	7,200

*Effective Circulation is the portion of the publication's circulation which reaches readers at radio and television stations, networks, station groups and the new broadcast outlets.

Q: I am amazed at the difference between the various publications' total circulation and the number of purchasing influences at the broadcast stations.

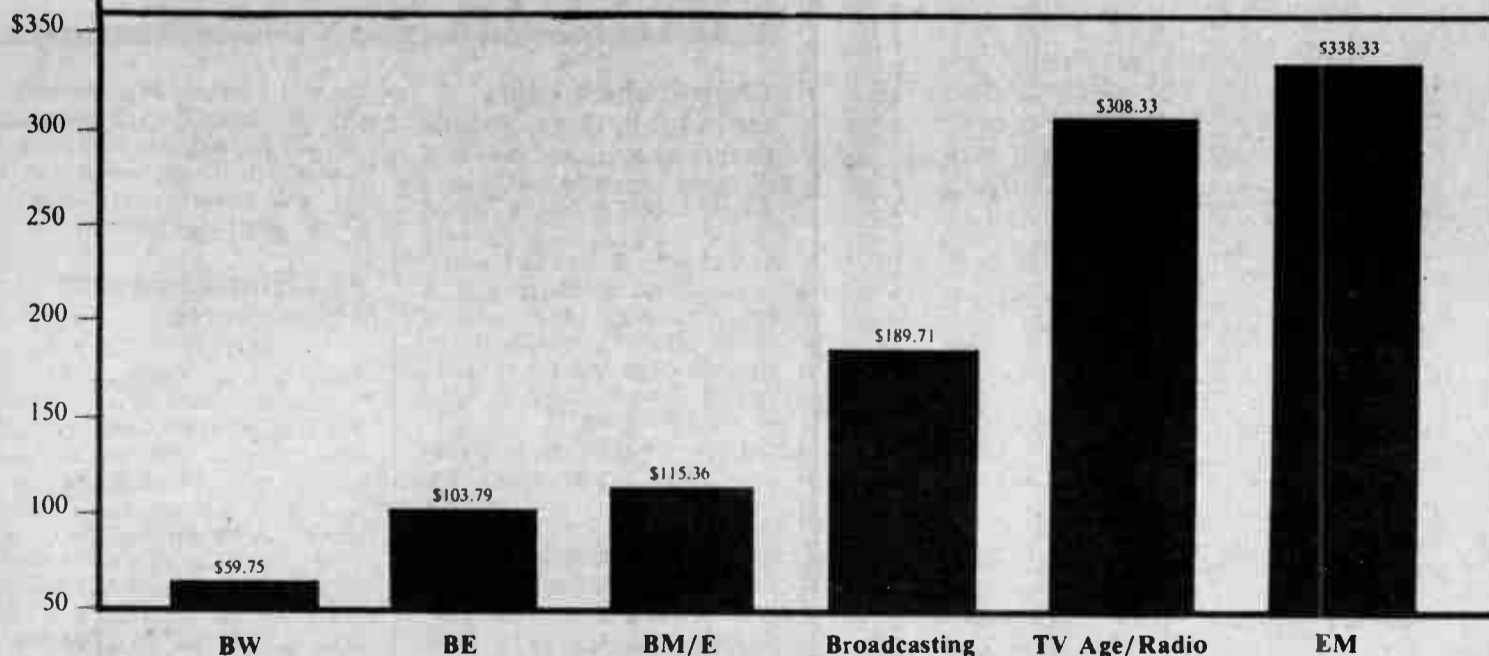
BW: So were we, as a matter of fact. That is why we established a publication which is highly focused in its editorial coverage and as a result it has little, if any, non-relevant circulation. The ultimate beneficiaries are the advertisers whose costs of reaching their target audience are considerably less expensive in *Broadcast Week* than any other publication. Again an illustration will help. (See below.)

Q: So you have an attractive rate card and a no-waste circulation. But if no one is reading you...

BW: That is the second part of the equation: proving the new book on the block is being read and paid for and trying to break old habits.

The Circulation Showdown: Quality at a Bargain

The Cost of Reaching Broadcast Station Subscribers



BROADCAST WEEK

The Station Book

Next: The readers talk out, plus the breaking of old habits.

'Instant station' saves time

Continued from page 1

nearby Hartville, the station's basic structure—including doorways and window casings—is built by Schumacher carpenters in a factory usually used to build roof trusses—triangular frames used in building houses.

At the same time, Grinnan builds custom equipment cabinets that eventually will be screwed into the interior of the station structure. Grinnan noted that his company can make cabinets to fit most types of station equipment—including turntables, cart racks and record libraries—because of the wide range of hardware that Fixture Co. distributes.

While the station structure and cabinets are taking shape in northeast Ohio, the station's foundation is poured and the site readied for its eventual delivery, Grinnan said.

Accomplishing several steps in the station-building process simultaneously is the key to Grinnan's promise to put a station on the air "within 60

days of the order," he said.

After construction is completed in Minerva and Hartville, the station is trucked in halves measuring 50 feet by 12 feet atop two "eight-wheel dolly carts" owned by Fixture Co.

When the two halves are joined on-site, they're divided by a five-foot-wide aisle, which brings the dimensions of the average finished station to 50 feet by 29 feet.

But there is no fixed set of dimensions for a Grinnan modular radio station, Grinnan said. He noted that his company tries to fulfill the desires of station owners while remaining within the limits of the law concerning transportation of wide loads on the nation's highways.

Grinnan also pointed out that his radio stations don't resemble two mobile homes joined by an aisle down the middle. He insisted that the finished product "looks like an architect-designed building."

When the station's halves arrive at the broadcast site, they are unloaded by a large crane and set on top of the pre-poured foundation. At about the same time, Grinnan can arrange to have all the station's office furniture delivered in a separate truck under an agreement with General Fireproofing, a furniture distributor in Youngstown.

Fixture Co. currently has orders for modular stations from new stations in Fargo, N.D., and Barberville, Ky., Grinnan said. He estimated the average cost of a modular station to be \$60 a square foot. At 50 feet by 29 feet, a new station owner can expect to spend about \$87,000 for a modular station plus "\$50,000 or \$60,000" for new equipment, he said.

Grinnan first became interested in radio at age 8, when his father took him to witness the initial broadcast of KDKA, Pittsburgh, in 1920.



Hots hits

The Hollies will be heard on RKO Radio's "The Hot Ones" the week of Sept. 26. Graham Nash (left) and Alan Clarke were interviewed by Jo Interrante, president, IS Inc., the San Francisco-based producer of the program.

Independents get coverage for playoffs

BOSTON—Gannett's WLVI-TV independent in Boston will carry ABC's World Series coverage on Oct. 11, following a decision by Metromedia's WCVB-TV, the regular ABC affiliate, to substitute coverage of local elections. WNEV-TV, the CBS affiliate, and WBZ-TV, the NBC affiliate, will also pre-empt network fare for the elections.

Meanwhile, Atlanta independent WATL-TV has acquired rights to air NBC's coverage of the National League playoffs if the Atlanta Braves are involved. If not, the games will be carried by regular NBC affiliate WXIA-TV, which would otherwise pick up coverage of the Braves games produced by WTBS-TV.

WTBS, the Braves' local station, is prohibited from carrying the games itself because its cable coverage violates NBC's national exclusivity.

GM awards \$900,000 to 'Why' show

NEW YORK—*Why In the World*, public television's twice-a-week current events series for teen-agers, received underwriting of \$900,000 from General Motors Corp. for new programs for the 1983-84 season.

The upcoming season is the third that General Motors has provided funding for the series, which presents national and global issues to teens through discussions among prominent guest experts and panels of high school students.

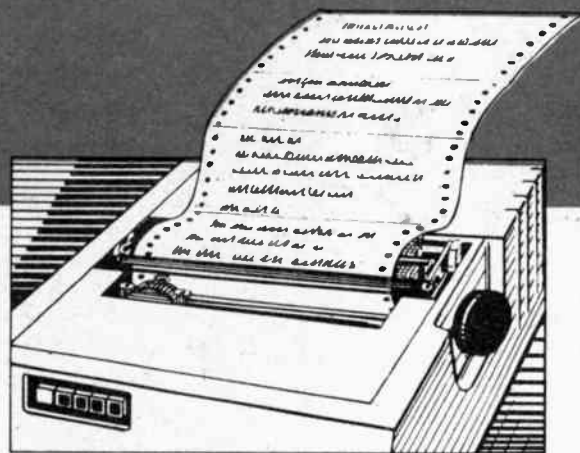
Why In the World is a co-production of KCET-TV, Los Angeles, WNET-TV, New York, and Satellite Education Services. Barbara Barnes is executive producer.

Feuer moving to KLRT-TV

NEW YORK—Allen Feuer, formerly vice president, general manager of WQTV, Boston, has been named vice president and general manager of KLRT-TV, the new independent station in Little Rock, Ark., owned by MMT Sales Inc.

In the battle for ratings, you need the latest news, weather, and sports!

You're not getting it all, unless you have SportsTicker.



You wouldn't give your audience an old news story if an air-ready update was available. So why settle for hour-old sports results?

From stadium to satellite to you, SportsTicker brings you scores and highlights as they happen, from all major PRO & NCAA Division I sporting events. And SportsTicker reports are up to a full hour ahead of other wire services...even the high speed wires. For the past six years, our original Ticker service has been the industry standard. Hundreds of TV and radio stations have come to rely on SportsTicker for the latest in event updates.

And now, we're introducing the next generation of SportsTicker, appropriately called the Broadcast Sports Wire. This new service combines our speed and accuracy with many added features plus a convenient new format that supports your on-air requirements.

SportsTicker's new Broadcast Sports Wire is computer-processed and delivered in a format that handles the sorting and editing for you.

The broadpage reports include:

- updated game summaries, sorted by league, with in-progress scores, finals and notes of interest—sent every ten minutes
- special bulletins & highlights released as they happen
- daily schedules, sites & times, team standings, league leaders & stats, trivia quizzes & more

Prices for the Broadcast Sports Wire start as low as \$70 a week. (Less if you use your own printer.) Our original Ticker service starts as low as \$50 a week. SportsTicker information can also be fed directly to your graphic display system or character generator by an authorized vendor.

For further information, call 1-800-431-2602 (In NY and Canada 914-725-3477) or mail in the coupon.

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I'd like to learn more about SportsTicker services

- Send me an information kit.
 Please have a representative call me.

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Company _____

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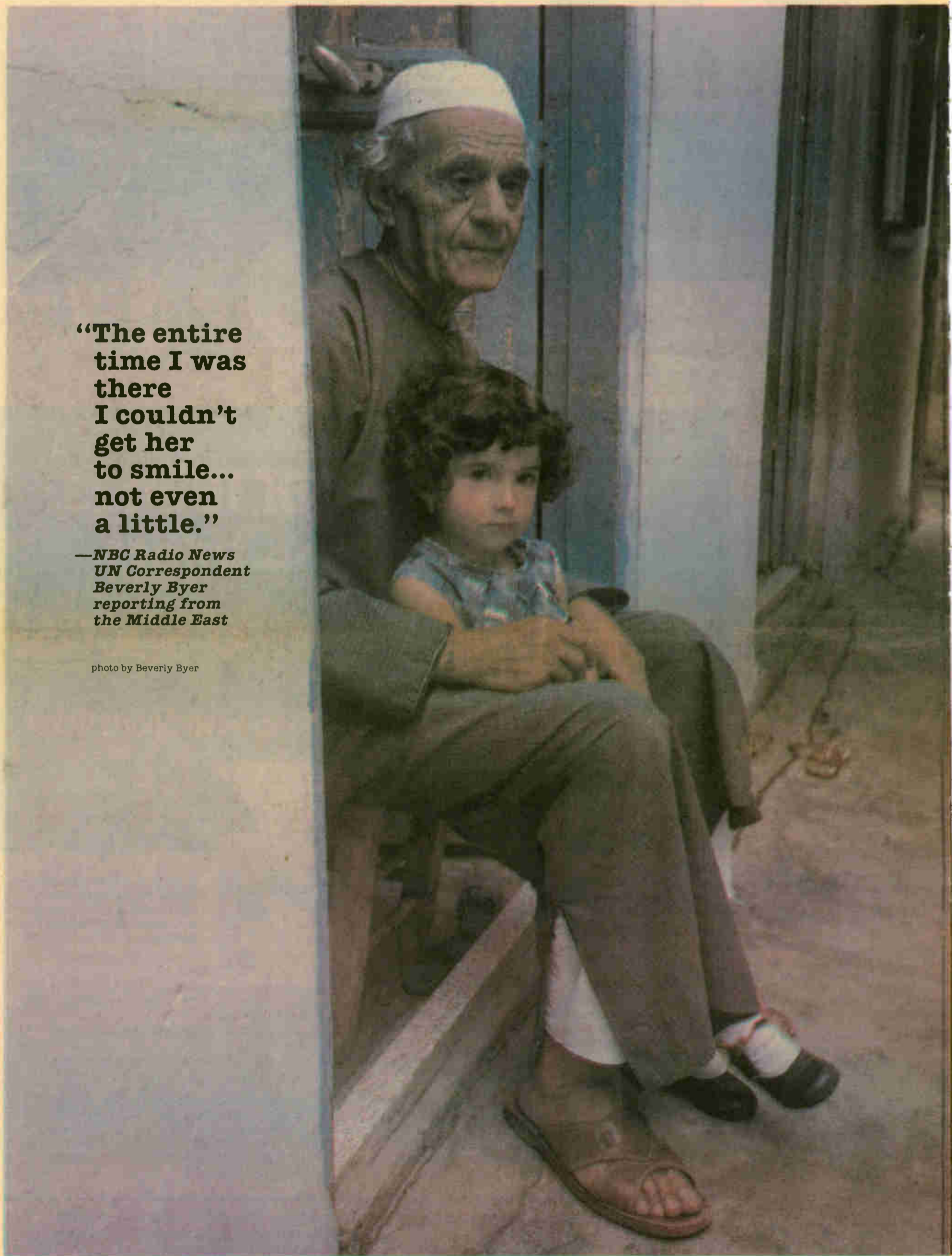
City _____ State _____ Zip _____

Phone # _____ Best time to call _____

**“The entire
time I was
there
I couldn’t
get her
to smile...
not even
a little.”**

**—NBC Radio News
UN Correspondent
Beverly Byer
reporting from
the Middle East**

photo by Beverly Byer



NBC RADIO NEWS.

**OUT OF THE STUDIO.
ON THE SCENE.**

NBC Radio Network Documentary, "Two Roads to Jerusalem," broadcast the week of July 11, 1983

"She has no father. The entire time I was there I couldn't get her to smile... not even a little. I ran down to a shop and bought two little dresses, one green, one yellow, for her and her sister. But she just wouldn't, or couldn't smile. It really gave me the chills."

The words of correspondent Beverly Byer help describe the seemingly insolvable situation in Palestine. After making an extensive tour of refugee camps and conducting hundreds of interviews, she and NBC Radio News Tel Aviv Correspondent Milt Fullerton prepared a documentary and series of special reports entitled "Two Roads to Jerusalem," a vivid and sometimes poignant story of a people divided by religion but not on the burning love of the land they both claim.

"Two Roads to Jerusalem". Just another example of "full color" radio at its best. And just another example of the quality that stations committed to news have come to expect from NBC Radio.



For stations committed to news.

CALENDAR

SEPTEMBER

Sept. 18-20—*National Association of Black Owned Broadcasters* annual fall conference. Sheraton Washington Hotel, Washington, D.C.

Sept. 19-20—*Public Telecommunications Financial Management Association* workshops, "The CPB Annual Financial Survey" and "Unrelated Business Income." Holiday Inn Downtown, Denver.

Sept. 19-28—*Western Public Radio* drama production workshop. WPR Headquarters, Fort Mason Center, Building D, San Francisco.

Sept. 20—*New York Women in Communications* meeting, "Discrimination in Broadcasting—Then and Now." Summit Hotel-Penthouse, New York. Information: (212) 370-1866.

Sept. 20—*PRS "In Session"* seminar, "Acoustic Design and the Recording Studio." Paradise, Boston. Information: Patricia Griecchi, (617) 254-2110.

Sept. 21—*International Radio and Television Society* newsmaker luncheon. Speaker: FCC Chairman Mark Fowler. Waldorf Astoria, New York.

Sept. 21—*Technology Analysis Group Inc.* "Pan American Technology Policy Forum," San Juan, Puerto Rico, (202) 483-6642.

Sept. 21—*Compucon* seminar on AM, FM and TV subcarriers. Chicago. Information: Connie Sandifer, Compucon, P.O. Box 401229, Dallas, Texas 75240, (202) 293-5731.

Sept. 21-23—*National Religious Broadcasters* Midwest regional convention.

Sheraton-West Port Inn, St. Louis, Mo.

Sept. 21-24—*Telocator* annual convention. Chicago Marriott, Chicago. Information: Ann Director, 2000 M St. N.W., Washington, D.C. 20036. (202) 467-4770.

Sept. 22-23—*Public Telecommunications Financial Management Association* workshop, "the CPB Annual Financial Survey" and "Unrelated Business Income." Galt House, Louisville Ky. Information: Mr. Simmons, (803) 799-5517.

Sept. 22-23—*Institute of Electrical and Electronics Engineers* broadcast symposium. Hotel Washington, Washington, D.C.

Sept. 22-24—*Radio/Television News Directors Association* international conference. Caesar's Palace, Las Vegas, Nev. Future confer-

ence: Dec. 3-5, 1984, San Antonio, Texas.

Sept. 23—"State of the American Music Market" music seminar, sponsored by *Burkhardt / Abrams / Michaels / Douglas and Associates*. London Hilton, London, England.

Sept. 23—"Women in the Electronic Media" symposium sponsored by the *Federal Communications Commission and American Women in Radio and Television*. FCC Commission Meeting Room, Washington, D.C. Information: (202) 296-0009.

Sept. 23-25—*North Dakota Broadcasters Association* annual meeting. Ramada Inn, Minot, S.D.

Sept. 24-27—*International Institute of Communications* annual conference. Americana Aruba, Aruba, West

Looking Ahead

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

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

Oct. 18-21—*Public Service Satellite Consortium/SatServ Satellite Communications Users* Conference, Washington, D.C.

Oct. 30-Nov. 4—*Society of Motion Picture and Television Engineers* technical conference and exhibit, Los Angeles.

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

Nov. 14-16—*National Translator/LPTV Association* 21st annual meeting, Las Vegas.

Jan. 14-18—*Association of Independent Television Stations* convention, Los Angeles.

Feb. 9-14—*NATPE International* 21st annual conference. San Francisco.

April 29-May 2 — *National Association of Broadcasters* annual convention. Las Vegas.

Indies. Information: IIC, Tavistock House East, Tavistock Square, London, WC1H 9LG.

Sept. 25—35th annual Emmy Awards, sponsored by *Academy of Television Arts & Sciences*. Telecast on NBC-TV from Pasadena Civic Auditorium, Pasadena, Calif.

Sept. 25-28—*Broadcast Financial Management Association* 23rd annual conference. Hyatt Orlando, Orlando, Fla.

Sept. 28-30—*National Religious Broadcasters* Southeastern regional convention. Stone Mountain Inn, Atlanta.

Sept. 29-Oct. 2—*American Advertising Federation* Western regional conference. Vacation Village, San Diego, Calif.

Sept. 30—Deadline for applications for the *Ohio State Awards*. Radio and television programs originally aired July 1, 1982-June 30, 1983 are eligible. Information: (614) 422-0185.

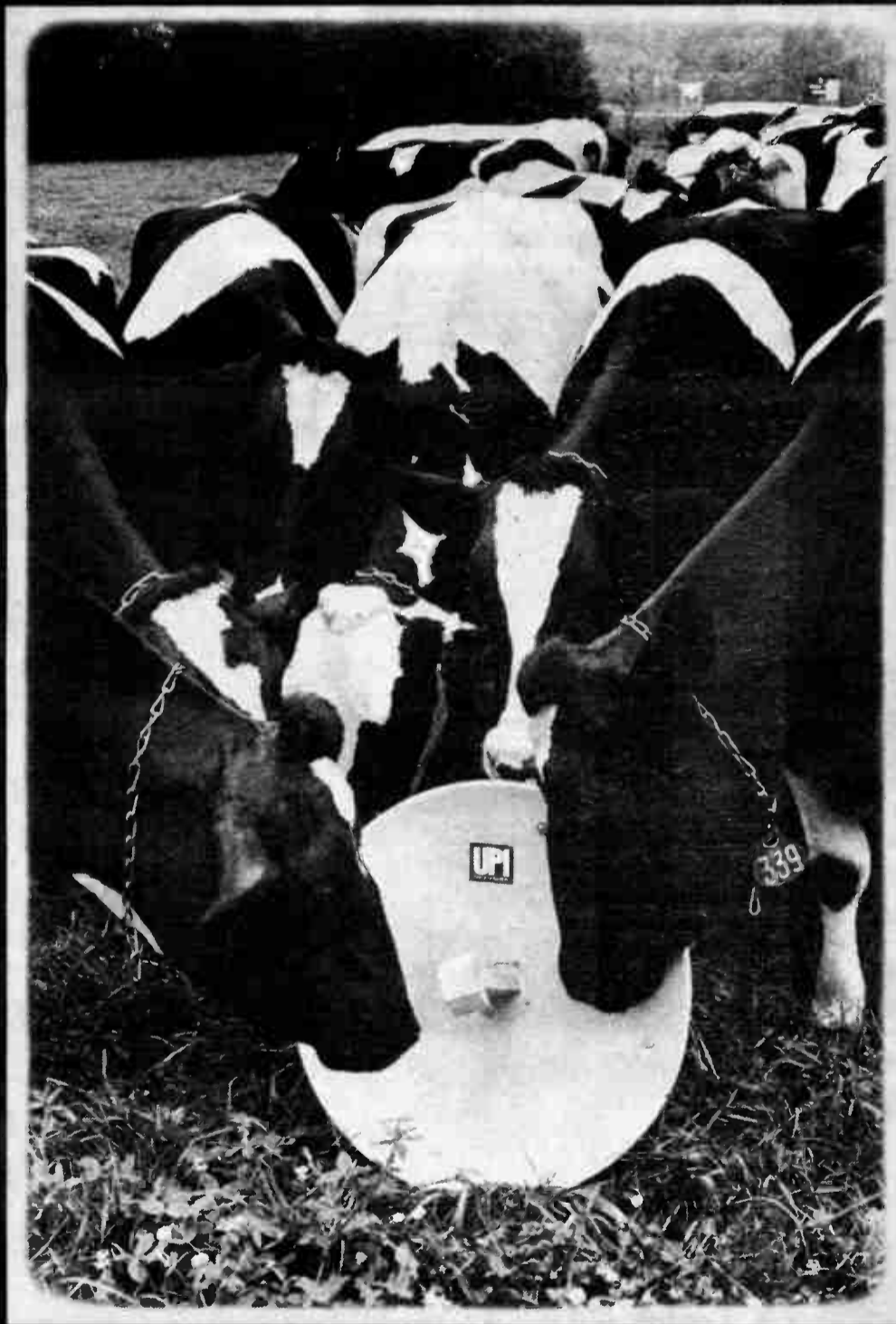
Sept. 30-Oct. 1—*Massachusetts Broadcasters Association* annual convention. Sheraton Regal, Hyannis, Mass.

Sept. 30-Oct. 1—*American Advertising Federation* District 9 conference. Holiday, Topeka, Kan.

OCTOBER

Oct. 1—*National Association of Broadcasters'* Department of Minority and Special Services "East Coast Hispanics in Telecommunications Symposium, New York, (202) 483-6642.

Oct. 2-4—*Central Canada Broadcast Engineers* Convention and Trade Show. International Trade Center and Constellation Hotel, Toronto, Ontario, Canada. Information: Bob Burger, c/o CHML Radio Station, 848 Main St. E., Hamilton, Ontario, L8M 1M1, Canada.



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RTNDA REPORT



Changing tides raise concerns

By Dave Potorti

Presidential elections, the Olympics and the new technologies used to cover both events will be hot topics of discussion at this year's 38th Radio-Television News Director's Association meet in Las Vegas this week.

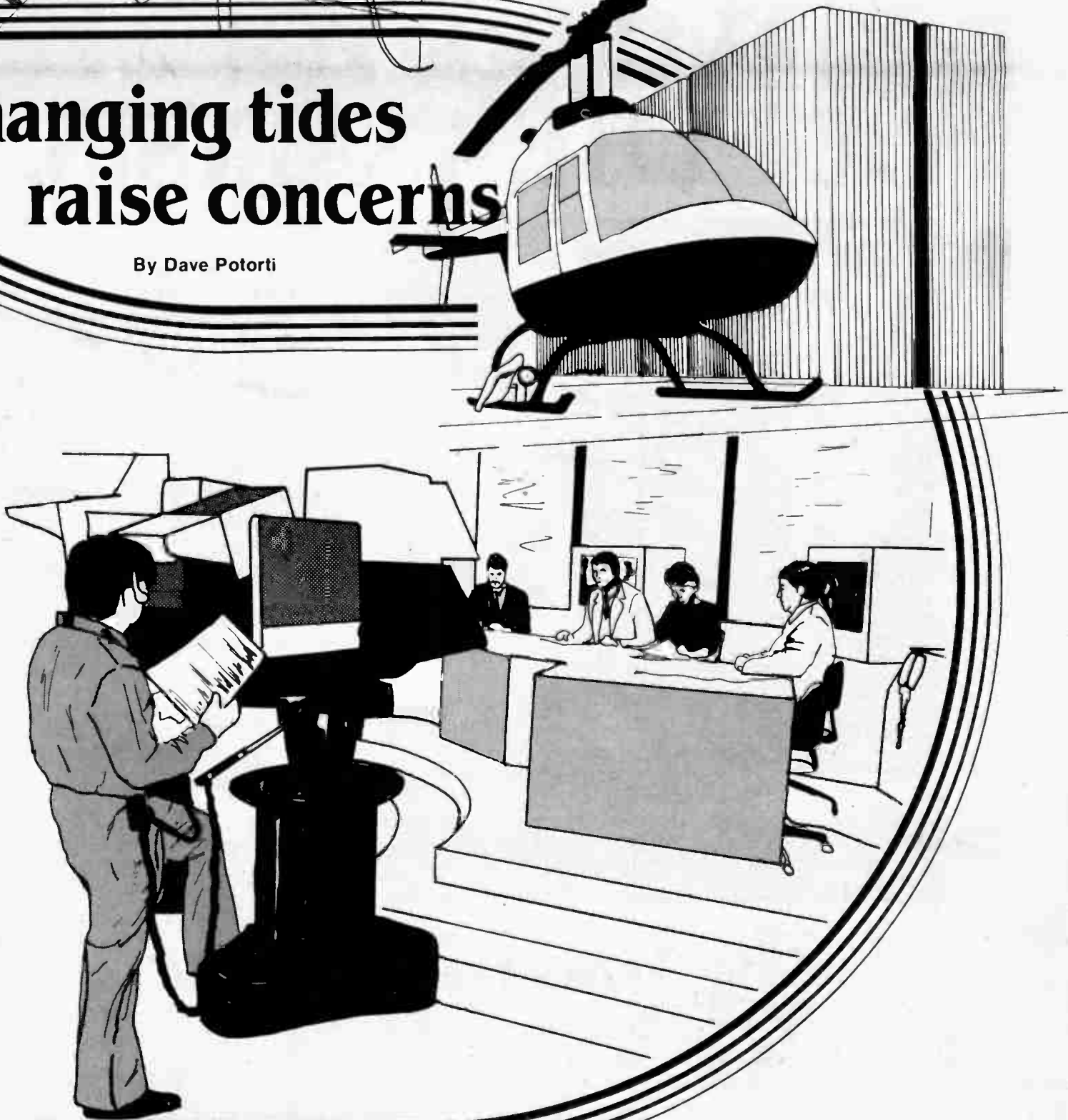
Questioned on the eve of the gathering, news directors and network honchos cited a variety of concerns going into the show—broadcast deregulation, the influx of syndicated news, the changing relationship of affiliates and networks, the effect of computers in the newsroom, repercussions of the Christine Craft decision and the benefits/disadvantages of local stations doing national or international coverage.

A seminar on the Craft verdict was added to the sessions at the last minute based on industry interest. Joint radio/television sessions will deal with booze and pills in the newsroom; word processing in the newsroom; radio/television news writing; and management motivation. Radio sessions will deal with business/economic reporting and "The PR Experts." Television sessions will include an in-depth discussion of the ins and outs of election coverage as well as a look at the functions of the TV assignment desk.

One of the highlights is expected to be the "state of the art radio newsroom," a functioning setup from which several stations will file reports during the show. The new equipment, owned by Bonneville's KSL-AM, Salt Lake City, will make the three-day stopover on its way to the station.

ABC's David Brinkley will give the keynote address. Other notables include 60 Minutes Executive Producer Don Hewitt; commentator Paul Harvey; CBS' Diane Sawyer; Bill Moyers and Charles Osgood; and

Continued on page 16



Continued from page 15

NBC's Av Westin. NBC's John Chancellor will receive the Paul White Award in banquet ceremonies that close the show Saturday.

This year's attendees will benefit from longer sessions and more time to prowl the exhibit floor, according to Ernie Schultz, executive vice president, RTNDA.

"In the past, panelists would consume 40 minutes of a 45-minute seminar on sex discrimination, for example, leaving no time for questions," he said. "This year we've instructed panelists to keep their remarks brief, and think of themselves as stimulators rather than experts. Sessions will run for 1½ hours, and we hope to get a lot more audience participation.

"We've also made an appeal for the first time for engineers to come out and look at the exhibits," Schultz said. "We feel like they get lost sometimes at NAB. If they go out with their GMs, they have to look at equipment for transmitters, studios, newsrooms—for everybody—and it's sometimes too much. All of the equipment here is just for the newsroom, and the environment is less frantic, so they can make better decisions on what to buy."

Schultz predicted that the state-of-

the-art radio newsroom would be "the hit of the show."

"It will turn on our radio members, who in the past haven't had much to see in our exhibits compared with the television exhibits. Obviously, there are just more equipment and services to sell to TV," he said.

Satellite technology will play a large role in upcoming convention coverage, and affiliates are eager to learn what the networks will provide, both in terms of facts and figures and the ability of on-the-scene reporters to feed stories back to local stations.

"Satellites will really become an electronic toolbox for news directors to pick and choose what they need," said Bob Benson, vice president, ABC News and Sports Radio. "Multiple channel satellite transmissions will be the catalyst for doing a lot of things we've thought about doing for years. All of our planning for the 1984 conventions is based on a variety of options, including the use of regional material, for example."

"Covering the political year is more than just covering the political conventions, which has become pretty standard for local stations to cover," added Peter Herford, vice president of affiliate services for CBS. "It will expand this time to those television

stations who decide, depending on how the primaries shape up, on some unilateral coverage of those primaries. We'll see many more local stations in New Hampshire than we've ever seen before, and as well as in any other primary states that turn out to be important."

"In the last year we've seen a tremendous increase in the number of affiliates who have gone away from their markets both domestically and internationally to cover stories," said Art Kent, vice president of affiliate services at NBC. "In many cases, we at the network help them do it and help them deliver the material back home. That's a growing trend and I see it growing even more. The number of stations in our networks who intend to aggressively and thoroughly cover the 1984 elections unilaterally has increased dramatically from what it was four years ago—several hundred percent, as a matter of fact."

On a day-to-day basis, the rapid move to satellite distribution by the networks is much on the minds of local news directors, Steve Vogel, news director of WJBC/WBNQ-FM, Bloomington, Ill., pointed out.

"I've talked to a number of people who are concerned with networks jerking landlines before they've really

got their acts together on satellite distribution," he said. "A lot of us have experienced technical problems and have had to fall back on the landlines. I'll be nervous when they're no longer there."

That's not all that news directors have to be nervous about. Deregulation has left many fearful of their jobs.

"A lot of radio news directors and other broadcast journalists on the radio side feel that deregulation may be leading to a recession in the radio news business," said Lou Adler, vice president and news director for WOR Radio, New York, and chairman of the RTNDA radio sessions. "They fear that some owners will take deregulation as a cue to diminish their news commitment. There has been some indication abroad in the land that this is happening. Although no clear indications have developed, people are very worried about it."

"A fair number of them are worried that station owners are going to dump news staffs and cut news budgets, but a study on that subject released by the RTNDA showed that a minimal percentage of stations had cut news since deregulation," added James Farley Jr., vice president, radio news, NBC. "While it's still a major concern among local news directors, there won't be a big cutback in local news. Stations, both AM and FM, are going to do news—not because some federal regulator is putting the gun to their heads, but because they need it to stay competitive."

"What deregulation means is that, for the first time, news directors have had to look at news as a real programming element, based on its own worth, rather than as something that's forced on them," Benson said. "From what I've seen, there has not been a deleterious effect on radio news for that reason."

"There's confusion going on about exactly what is happening," said Ric Schroeder, news director of WBCS, Milwaukee. "Many of the stations in this market have heavy emphasis on morning news and are virtually writing off the rest of the day, and that concerns me. It's the same in public affairs. But a lot of the solid stations in the market with good traditions for the past 10-20 years are sticking with what they've been doing. Most of the changes are occurring in rock and adult contemp stations."

While deregulation removes a legal requirement for news, legal issues continue to loom as a result of the Christine Craft verdict. The television news anchor was awarded a \$500,000 settlement from Metromedia after charging that the company discriminated against her and committed fraud by removing her from the anchor seat of KMPC-TV based on her appearance.

"Obviously we'll all have to look at that decision because we've been pretty sloppy in the past in terms of contracts and personnel practices," said Steve Olszyk, news director for WDTN-TV, Dayton, Ohio. "We'll meet at the convention and tell ourselves that we're really nice, wise people—and why are they doing this to us?"

"The industry is really wrapped up in its own research," said Bob Kane, news director at WGBS, Miami. "We're going to have to be very careful about what we do in the future, in order to do a better job. And I think rightfully so."

"I think stations are less concerned about the Christine Craft decision and its ramifications than many people would like to believe," Kent countered. "It may or may not have been an aberration for any one of a number of reasons. I don't think it will be a major topic of discussion, nor do I think it's a major item of concern for the stations."

For the immediate future, news directors seem more concerned with hardware, and the risks involved in making huge capital outlays in equipment that may be obsolete as soon as it's purchased.

"Is this the time to go into ½-inch field cameras and editing gear?" asked

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The MacNeil/Lehrer NEWSHOUR

Weeknights on PBS

Interest, hackles raised over WDTN's newscasts

By Dave Potorti

It's tough being a trailblazer, and the media attention showered on WDTN-TV, Dayton, Ohio, since its 6 p.m. newscast started inviting audiences to the studio has been more than News Director Steve Olszyk ever imagined.

Using mailing lists and zip code directories, the station has mailed about 50 invitations per night to area

viewers since Sept. 6. The invitations have drawn about a dozen viewers to the studio each night to watch the newscast as it happens. The audience is set back from the news set, and is instructed not to clap or make any sort of response to what is being read.

"We're gradually increasing the number of invitations we send out until we get what we need, which is about 75 people," Olszyk said. "We've been inviting people from the city of Springfield, which is near here, and

will concentrate more on Dayton itself in a couple of weeks."

While the idea is to boost community understanding of the station, Olszyk complained that outside of natural interest by the trade press, the media seemed to treat the newscasts as media events planned solely to hype ratings.

"You can't seem to get that through people's heads," Olszyk said. "They keep asking whether we expect to see any results in November. Of course we don't."

He's quick to point out that there was no desire on anyone's part to create "a media event."

"You can blame that all on the newspapers in this town. We didn't even want to give it much publicity

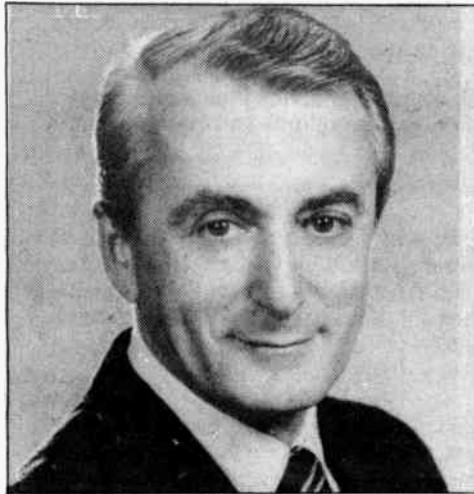
off the top. We ain't creatin' nothin'," Olszyk said.

Noting that the local print media "are in a feisty mood these days," he suggested that the newscast is creating "another print vs. broadcast routine."

Meanwhile, the audience members find it interesting, the newscasters don't seem to mind and the invitations will continue to be seen in increasing numbers.

"We've got all the time in the world," Olszyk said. "It won't be a smashing success, but it will probably work out pretty nicely. It's just a pain in the neck getting there."

He then returned to "a week's worth of paper work" set aside while he did phone interviews about the show.



Joseph Dembo

Ralph Renick, news director for WTVJ-TV, Miami, posing a question much on the minds of station decision makers. "Should we make a big capital investment, or get into it in a gradual sense, with 1/2-inch cameras and current 3/4-inch editing equipment?"

"What about computerizing news operations, in terms of CTRs for basic copy and the word processing element that keeps your morgue listings in retrievable form? How far should you go, and will what you buy today be superseded by something you buy next year?" Renick asked. "We're having the largest contingent of representation at RTNDA this year because of those two factors. We're also considering going to an hour of local news, and we want to know what the experience of other markets has been."

"I'm convinced that we've got to get rid of this load of paper that's rolling down our throats every day," added Keith Nichols, news director of KMTV, Omaha, Neb. "Computers are going to be a real hot issue."

On an ongoing basis, stations are more concerned with filling ever-increasing news holes with specific types of news than ever before, according to the networks.

"I haven't seen any lessening of the increase in desire for—and the ability to do a good job on—consumer news and economic news," Benson said. "Consumer news is being redefined in the minds of news people, and we may actually be getting close to the way that the public sees it—what affects me, and what are the things upon which I can have an effect? Economics and the economy now have seen to have a very definite effect on whether people will be working next week."

"We are providing more economic news than ever before," Kent said. "There seems to be a market and a desire for that. The expansion of time in local news has created a large appetite. This is very pleasing for a lot of us who have been in this business for a long time—not only is the size of the news hole getting a lot larger, but the quality of the news is getting much better."

"What affiliates want from CBS News is not a lot different from what they wanted 10 years ago: news delivered to them in the most meaningful, fastest way that they can get it," said Joe Dembo, vice president, CBS News, radio. "They want the network to do for them what they cannot do for themselves.



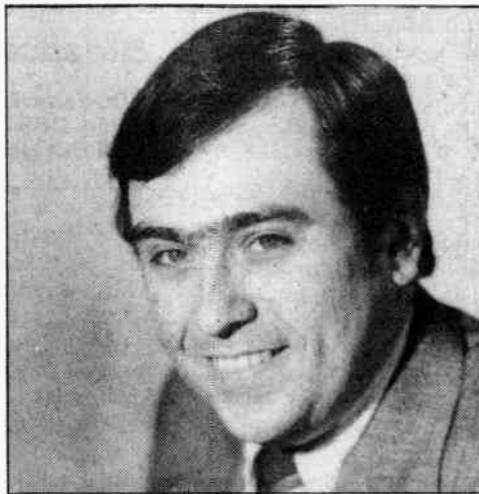
Robert Benson

They want the names of the journalists who come out of CBS who have the expertise that few local newsmen can claim."

"They want more, period," added Herford. "There's a tremendous amount of pressure to deliver more, and that comes as a result of expansion. Due to the format of local news, more and more stations simply want the video and the natural sound, and are less interested in packaged coverage. There's a trend of using their own anchors to voice the material. In the past, many more stations wanted packages."

"We're asked to take on a lot more because the local stations are taking on a lot more themselves," added Sid Byrnes, director of syndicated news at ABC. "There certainly is a need for more specialized features. We're doing more consumer oriented stories. Business, which used to be deadly, is coming back into vogue. To present business news in any way is a step in the right direction. In the past, we couldn't have fed it, nor would they have wanted it."

"As far as radio listeners are concerned, they want news, and want



James Farley Jr.

it on a regular basis," said Farley, referring to the network's study of attitudes toward radio news. "World and national news are just as important to them as local news, and they want them more than most station people want them."

"A recent AP study asked station managers and program directors how important they thought the news was," Farley added. "About 85 percent said local news is important and only 37 percent said world news is important. But in the NBC study, where we went right to listeners, 80 percent said national news is important and 70 percent said world news is important. Station people have been underestimating how much people want the news. Once they learn what their audience wants, then they're not going to cut back their news departments, despite deregulation."

All of the networks agreed that the working relationship between affiliates and networks has never been better.

"The difference between 10 years ago and today is like night and day,"

Farley said. "We're not here to program radio stations, we're here to provide the tools radio stations need. That's an attitude they understand and appreciate."

"Initially, there was almost an atmosphere of hostility between network people and local affiliates, interpreted as a kind of arrogance—'We're the network, we're taking over the station'—if there was a breaking news story," said Dick Kozak, vice president of television affiliate relations for ABC. "At the network now, the trend is that we need the affiliates on any kind of news story to let us know what's going on in their areas. There's been a great deal of improvement on that level. Affiliates have helped us on many stories over the past year and a half, most noticeably the plane crash in Louisiana—and they've really saved us in a couple of cases."

"The push continues toward networks becoming more a part of the radio station, rather than a set-aside period of time when they say, 'We're going away to the network,'" Benson said. "Our Contemporary Network's 'Customcasts,' for example, which present the news in elements, let the network anchor person actually become part of the team anchoring a newscast at a local station."

"Cooperation has increased in both directions," Kent said. "We've found that there's much more that we can do for and with each other, despite the proliferation of other sources of news material, whether syndicated services or cable."

There will be plenty of time for news directors to renew their relationships with their networks, either at the RTNDA itself or in affiliate meetings around the show dates. But for many of the registrants, the meet is a chance to keep in touch with the industry in general.

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TECHNOLOGY UPDATE

VPR3s installed in PrinczKo unit

NORTHVALE, N.J.—AFA Systems, a division of A.F. Associates here, will install four Ampex VPR3 1-inch VTRs at the PrinczKo Productions facility in New York. The addition of the new equipment makes PrinczKo the first post-production facility in the city to have the new model VTRs, which replace four VPR2s.

In addition to the four new machines, PrinczKo's new editing suite will contain a CDL Model 1080 video production switcher, a CMX3400 computerized editing system, an Ampex ADO digital optics system with multichannel option and an ADM 16-channel audio console.

Meanwhile, A.F. Associates' Products Division has been named sales representative for the Abekas A42 Digital Slide Store and Retrieval System in Southern California, eastern Pennsylvania, Maryland, Virginia and the District of Columbia.

The A42 includes a picture-numbering scheme completely independent of physical disc storage locations; a system for off-line storage; and other state-of-the-art features. Abekas Video Systems Inc. is located in Foster City, Calif.

Three more post-production facilities and two TV stations have purchased the MCI/Quantel Paint Box, a digital art, graphics and animation system that has been gaining popularity.

The Paint Box permits artists to create high-quality original art directly in the TV medium. Its features include color mixing, cut and paste, stencil and airbrush routines as well as a vast typographical library.

The machine has been enhanced recently by the addition of the Font Factory for developing custom logotypes and type faces and powerful animation routines.

Stations and post-production facilities that have purchased

HARDWARE

the Paint Box recently include KHJ-TV, Hollywood; WCVB-TV, Boston; Producers Color, Detroit; Positive Video, Orinda, Calif.; and By Video, Sunnyvale, Calif. MCI/Quantel is based in Palo Alto, Calif.

Townsend Associates, Westfield, Mass., recently installed a turnkey television transmission system in Topeka, Kan., and a new UHF transmitter in Chicago.

In Topeka, Townsend installed its 55 NE 110-kilowatt UHF transmitter, a 1,449-foot tower, antenna and microwave equipment at the new studios of KLDH-TV, channel 49. The equipment is worth about \$1.4 million.

Weigel Broadcasting's WCIU-TV, Chicago, was the recipient of a new transmitter—along with a new antenna from Alan Dick Co. Ltd., Cheltenham, England. The equipment, part of a recent power increase package for the station, was installed atop Chicago's Sears Tower.

The Georgia Radio News Service expects to save about \$120,000 per year after it converts to full satellite delivery of its news programming. The service is nearly finished assembling its new Microdyne SCPC satellite communications network.

The news service has been paying \$12,000-\$13,000 a month to use landlines, according to General Manager Paul Stone. He said the service will save about \$10,000 a month by leasing two 10-watt transponders on Westar IV for \$1,800-\$2,000 per month.

When fully operational, Meredith Broadcasting's Georgia Radio—which oversees the news service—will provide programming to 105 affiliates via Westar IV. Georgia Radio also has leased a second transponder on the satellite for



Broadcasting again

CBS Extravision returned with its full 24-hour service on Sept. 6. Albert Crane, vice president, Extravision, CBS Television Network (right), and Stan Gerendasy, director, operations and engineering, CBS Extravision Service, call up the index page.

Atlanta Braves broadcasts and other sports events.

The new satellite communications system consists of Microdyne uplinking equipment and downlink hardware, which includes a 10-foot parabolic antenna, a low-noise amplifier, a downconverter and a demodulator. Microdyne Corp. is based in Ocala, Fla.

Marketron, Menlo Park, Calif., has unveiled a music inventory, scheduling and research software package for radio stations that is designed to run on the IBM Personal Computer.

The Marketron Music System allows a station to define its own scheduling rules using its own terminology. Scheduling can be as simple or complex as required, permitting up to 200 scheduling variables.

The software also allows a station to analyze any song in its inventory according to predefined criteria. A music scheduling feature retains historical play information for up to 30 days to provide stations with the means to analyze their sound.

A complete music research system allows analysis of listening habits, tastes and other criteria important to a station's sound. The software package was demonstrated at the recent NAB Radio Programming Conference in San Francisco.

Comtech Data Corp. has named Allied Broadcast Equipment, Richmond, Ind., as the exclusive national distributor for Comtech's line of satellite audio terminal equipment for radio broadcasters.

Comtech, a subsidiary of Comtech Telecommunications, Syosset, N.Y., markets a complete line of antennas and electronics equipment compatible with both the analog format used by the Mutual Broadcasting System and the digital format currently being phased in by the ABC, CBS, NBC and RKO radio networks.

The company designs and manufactures analog and high-speed data transmission products for the broadcast, telephone, cable TV and satellite industries.

Allied Broadcast Equipment is major distributor of equipment to the radio broadcasting

industry with regional sales offices in Seattle, Chicago, Atlanta and Dallas as well as its headquarters in Richmond.

Bardwell & McAlister, Hollywood, has published a detailed studio layout package with lists and diagrams for use by broadcasters who need help in designing low-power TV stations.

The free package includes all lighting, distribution equipment, grid hardware, control systems, cyclorama and background curtains, track and accessories as well as gaffers equipment for a 10- x 15- ft. studio.

Bardwell & McAlister also has available its 1983 catalog, specifications for location grip packages for small panel trucks or station wagons, and a layout package for a 20- x 30- ft. LPTV studio.

PROGRAMMING BRIEFS

NEW YORK—Acama Films will distribute *Bill Burrud's Wonderful World of Travel*, 26 hour-long color programs filmed on location throughout the world. The producer, adventurer and world traveler has produced more than 800 episodes over the past 30 years. Recent locations include Austria,

Italy, Japan, India and Germany.

International Edition will give American television viewers the chance to see themselves as foreign audiences do. The weekly series, produced by Maryland Public Television, uses reports filed by foreign television correspondents and print journalists stationed in the United States. Former NBC News correspondent Ford Rowan will host. Executive producer is Anne Truax Darling.

Robert Halmi Inc. will be exclusive agent in the U.S. and Canada for all Magyar Media TV and movie productions. Under the agreement, Magyar will provide 20 percent of the distribution receipts to Halmi.

Magyar Media is the largest publisher in Hungary, which is entering into film production with government sponsorship. For joint Magyar/Halmi productions, Magyar will furnish most below-the-line production expenses while Halmi covers U.S. dollar production costs. Magyar will have all distribution rights in Eastern bloc countries while Halmi has rights to the rest of the world.

The ABC News public affairs television series, *Directions*, will premiere Sept. 18 (12:30-1 p.m. EDT) with the first of a two-part series on compulsive gambling. Entitled *Compulsive Gambling: Against All Odds*, the programs will be hosted by ABC News correspondent John Martin.

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PEOPLE ON THE MOVE

Edmond Hillard May has been named sales manager of Multimedia Entertainment's Central Division. He was formerly the Southeastern division manager of Corinthian Television Sales. **Gerald Stanton** was named sales executive for the company's New York offices.

Rob Wlshart has been appointed Washington broadcast editor of United Press International. **Susanne Fowler** and **Fred Fischer** were named news editors. They will supervise the UPI national broadcast report.

George Reading joined KNX-AM, Los Angeles, as an anchor/reporter. Previously he was an anchor/reporter for KTTV, Los Angeles.

Greg McElroy has been named local sales manager for KMGG-FM, Los Angeles. He was an account executive at the station.

Gene Weed has been named vice president/television of the Dick Clark Co. Inc. Weed has produced and/or directed a number of specials for the Clark organization.

Betty Fox has been appointed vice president of Metromedia Television's KTTV Channel 11. She served as New York national sales manager since 1980.

Myron DuBow was named director, business affairs, for Columbia Pictures Television Distribution. He was director, business affairs for Polygram Television.

Deldre Paulino has been named to the new position of director, administration, and assistant to the president, ABC Motion Pictures Inc. She was manager, administration and assistant to the president.

Richard Moreno was named assistant general attorney, labor relations and legal affairs; West Coast, ABC Inc. He was an attorney for ABC's West Coast labor relations department.

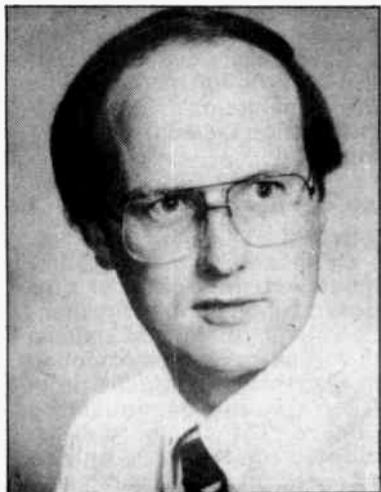
WMJI-FM/WBBG-AM, Cleveland, has announced the appointment of **Judy Cerne** to marketing and promotion manager. Cerne was promotion director at WBBG.

Deborah Popkin has been named executive director of operations for the National Captioning Institute. Popkin was previously director of captioning services at NCI's Los Angeles production facility.

Laurie Younger has been named director of business affairs at 20th Century-Fox Television. She was previously associate director of business affairs.

Patricia Berny has joined KTSP-TV, Phoenix, Ariz., as promotion writer/producer. Previously she was a promotion writer/producer at WSMV-TV, Nashville.

Robin Rosenfeld has been promoted to associate director, business affairs, Embassy Television. She joined Embassy in May, 1981 as contract administrator.



Joseph Lasky

Joseph Lasky has left Digital Equipment Corp. to join Artel Communications Corp. of Worcester, Mass., as general manager.

United Press International (UPI) has named **Luis Nogales** executive vice president for administration. Nogales had been executive vice president and a member of the board of directors at Golden West Broadcasters.

Glenn Padnick, formerly senior vice president of current programs for Embassy Television, has been appointed the company's new senior vice president of comedy programs.

Bill Stoeffhaas has joined Broad Street Communications as vice president and general manager of the company's WQUE-FM, New Orleans. Stoeffhaas comes to New Orleans from Tallahassee, Fla., where he was general manager of WOWD-FM for the last three years.

Maggie Linton, formerly assistant producer for *Panorama* at WTTG-TV, Washington, has been named producer of *America's Black Forum*.

WJZ-TV, Baltimore, has announced that **Lou Tilley** has joined the Eyewitness News team as sports director. Tilley was previously weekend sports anchor at WBZ-TV, Boston.



Elizabeth Hayter

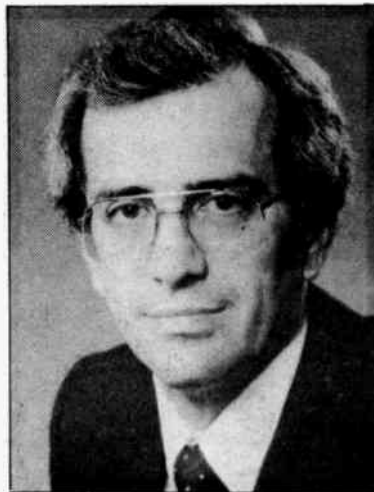
Elizabeth Hayter was named director, administration, for CBS Radio. She will continue as coordinator of the CBS Radio networks satellite conversion process until the changeover is completed early next year.

Dan Zimmerman has been named manager of financial services for the Tribune Broadcasting Co. He was formerly controller for WGN and was most recently its acting manager of administration.

Cal Ramsey will serve as consultant to the Madison Square Garden Network in the public relations area. He was formerly color commentator for the New York Knicks telecasts.

Gus Lucas has assumed the newly created position of vice president, ABC Entertainment, and assistant to the president of ABC Entertainment. He had been vice president, program planning and scheduling, and assistant to the senior vice president, prime time, ABC Entertainment, since Nov. 1981.

Kenneth Ash was named vice president, marketing services for Satellite Television Corp. Ash will assume responsibility for creating concepts for trade and consumer advertising for STC's satellite-to-home pay television service to be introduced next year.



Charles Filippi

WKKD-FM in Aurora, Ill., has appointed 20-year radio veteran **Charles Filippi** president and general manager of the station. Filippi joined WKKD in 1965. He also is vice president and operating director for the parent company, Salter Broadcasting of Delaware.

Magnicom Systems, Greenwich, Conn., has named two vice presidents. **Steve West**, manager of product planning and support at Control Data Corp.'s Business Information Services division, has become Magnicom's vice president of systems and services. **Alfred Merritt** becomes vice president of sales for Magnicom. He had been branch manager of the Greenwich, Conn., office of Control Data's Business Information Services division.

Margaret Lehrman was named Washington producer of NBC's *Today Show*. She was formerly associate producer for the program. **Gerry Solomon** has been named executive producer of *NBC News At Sunrise*. He was briefly news producer of *Today* in Washington and was formerly Washington producer for *NBC Nightly News*. **Janet Faust** joined NBC-TV as director, current drama, NBC Entertainment. She was previously director of development for television, QM Productions.

Dennis Kahane has been named general counsel to

the California Broadcasters Association. He replaces Harry Warner, who served the association for the past 15 years. Kahane is a communications law attorney with the San Francisco firm of Pillsbury, Madison and Sutro.

Stephen Peeples has been named editorial director for Westwood One. He will continue as producer of *Earth News* and *The Playboy Advisor* radio programs.

ABC News has added three general assignment reporters to its staff: **Jed Duvall** and **Rita Flynn**, formerly of CBS News; and **Mark Feldstein**, formerly of WTSP-TV, ABC affiliate in Tampa/St. Petersburg, Fla.

ABC named **Julle Tarachow Hoover** vice president, owned television stations, public relations. She was vice president, broadcast standards and practices, East Coast.

Cliff Hauser has been named vice president, advertising and promotion, for Paramount's television group. He was a vice president and account supervisor for Diener/Hauser/Bates Advertising in Los Angeles.

Susan Lee has been named to the new position of director, daytime drama, for NBC Entertainment. She was associate producer of the soap *As The World Turns*.

The National Captioning Institute in Washington named **Deborah Popkin** executive director of operations. She was director of captioning services in Los Angeles.

Richard Goldstein, who was station manager at CBS-owned WCAU-TV in Philadelphia, has been named vice president and director, affiliate relations, for the CBS Television Network.

Syndicast Services, New York, named **Terry Paolillo** vice president and operations manager.

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REGULATORY SCENE



Angela Burnett

'Star Search'

WTTG-TV's Washington auditions for "Star Search" offered a chance to go for the big time for more than 200 budding local talents and beefed up the station's promotion as well. WTTG was able to use portions of the auditions and interviews in "Panorama," the "Metromedia News" and "P.M. Magazine." Meanwhile, WDVM-TV and WJLA-TV trudged over to see what the competition was up to while WMAL-AM, WTOP-AM, WAMU-FM provided actualities for their listeners. Even the crews of "Entertainment Tonight," also produced by Telerep Inc., joined the search for the stars of tomorrow.

FCC adopts family viewing report

The Federal Communications Commission has concluded that the National Association of Broadcasters, ABC, CBS and NBC, and the NAB Code Review Board voluntarily adopted the family viewing amendment to the NAB Television Code in April 1975.

Noting that the decision to amend the code was free of FCC coercion, the commission concluded in a report that action by the NAB and networks was an independent judgment designed to respond to a widely perceived problem. The amendment had provided that the first hour of television prime-time programming and the preceding access hour would be composed of programming suitable for viewing by the entire family.

Mexican change lists available

The FCC has received copies of the Mexican Change Lists of May 29 and June 24. Copies of the lists are available for pur-

chase from International Transcription Services Inc. (202) 296-7322 or for inspection on the Commission's AM Broadcast Station Data Base in Washington.

Alaska time extension granted

Comments and reply comments on the notice of proposed rulemaking for protection standards for AM stations in Alaska have been extended in response to a request from Clear Channel Broadcasting Service. The change was requested to give CCBS chance to review material from which the proposed interim high latitude curve had been derived.

Comments will now be due on Oct. 12 with reply comments due by Oct. 27.

Confidentiality rules changes proposed

The FCC has issued a notice of proposed rulemaking that would amend its rules regarding the treatment of confidential material submitted.

FCC rules currently provide that documents will be afforded confidentiality if the submitter presents a "clear and convincing case" for non-disclosure consistent with the provisions of the Freedom of Information Act. At this point, the commission is interested in establishing a more meaningful standard for acting on requests for confidentiality.

The existing standard is possibly "more restrictive than necessary" thus causing the FCC to consider the adoption of a "preponderance of the evidence" standard. Comments will be accepted through Oct. 12, with reply comments due to the commission on or before Nov. 1.

Oversight radio and TV rules updated

The Mass Media Bureau has issued an order that updates, deletes, clarifies and corrects oversight radio and television broadcast rules. The changes imposed cause no additional burdens or remove provisions relied on by licensees or the public, but amount to general housekeeping of FCC rules.

The changes were implemented under authority designated by the chief of the Mass Media Bureau and become effective Sept. 23. Details on the changes can be obtained from the commission, (202) 632-5414.

FCC radio equipment list available.

The FCC has released its January 1983 Radio Equipment list containing equipment acceptable for licensing.

The list includes equipment for experimental radio, domestic public radio, radio broadcast, experimental, auxiliary and special broadcast, cable television relay, stations on land in maritime services and Alaska-public fixed stations, stations on shipboard in maritime services, aviation, private land mobile radio, private operational-fixed (microwave) and amateur radio services.

Inquiries on the list should be directed to the FCC Laboratory, (301) 725-1585. Copies of the list are available in the Public Reference Room and at each of the commission's field offices or for purchase from ITS, (202) 296-7322.

FCC revises NIAC charter

The Federal Communications Commission has revised the charter of the National Industry Advisory Committee, which advised the commission on national security and emergency communications policies, plans and procedures.

Under the new charter, all members of the Long Range Planning Committee also will be *de facto* members of NIAC's subcommittees—Common Carrier Communications, Emergency Broadcast and Radio Communications. Additionally, the chairmen, co-chairmen and vice chairmen of the three subcommittees will serve as members of the Long Range Planning Committee.

NIAC's recommendations apply to all FCC licensed and regulated communications services and are tailored to guarantee continued emergency communication services in time of war or other emergency.

New spectrum utilization policies

The FCC has adopted rules that allocate the spectrum for use in digital termination systems and point-to-point microwave radio systems for the provision of digital electronic message service, other common carrier uses and broadcast auxiliary services. Also adopted was the establishment of a spectrum utilization policy for fixed and mobile services in bands between 947 MHz and 40 GHz.



The "Triple Crown" of broadcasting. Now, for the first time in the history of Indiana, it belongs to one news team. WTHR's NewsCenter 13. The News Specialists.

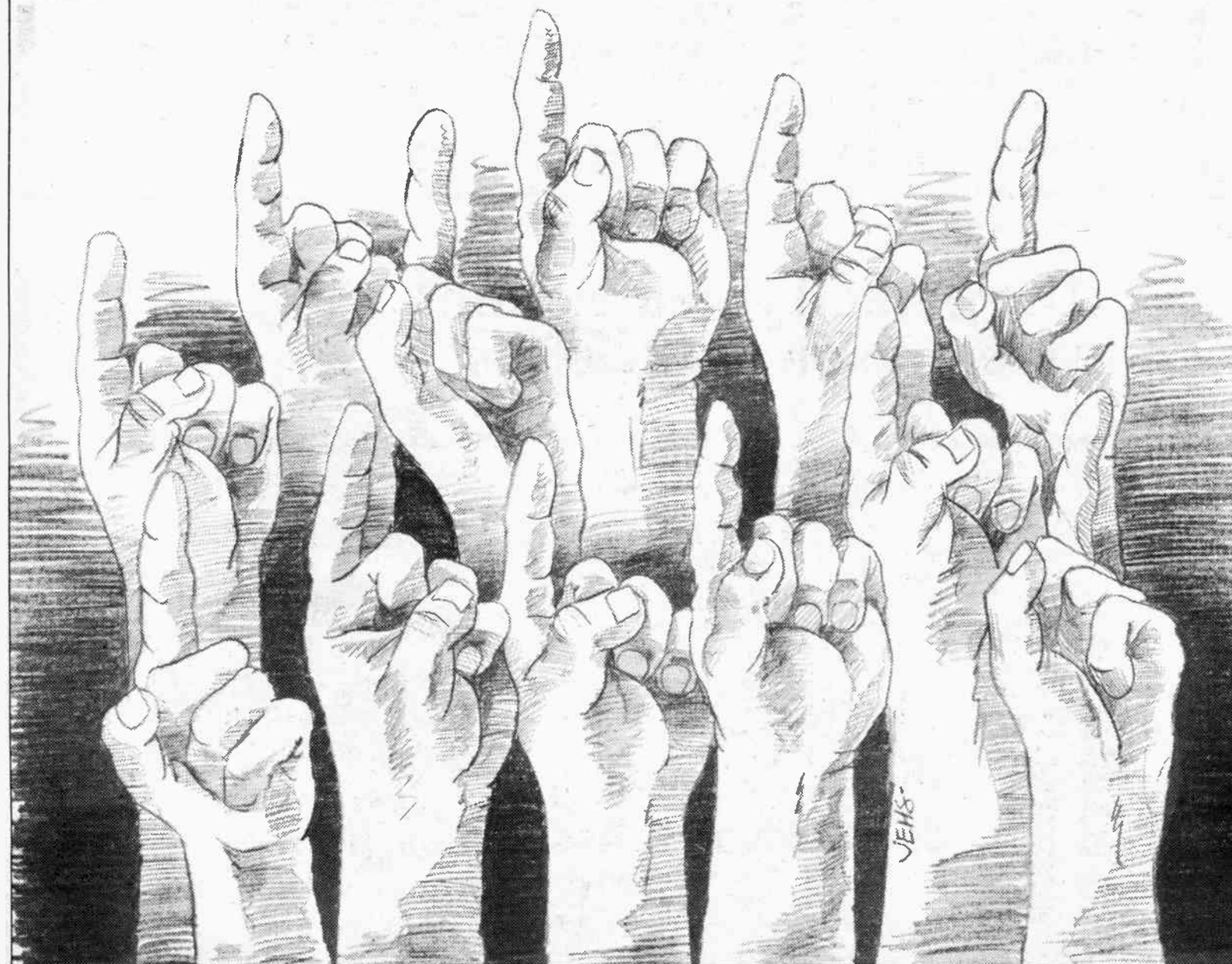
Every year Indiana's most prestigious and respected professional news organizations—The Associated Press, United Press International, and SDX/Society of Professional Journalists—separately and independently choose the Best Newscast in Indiana. This year all three have chosen NewsCenter 13, an unparalleled distinction. And that's not all. In every competition NewsCenter 13 virtually swept the news awards categories with more first

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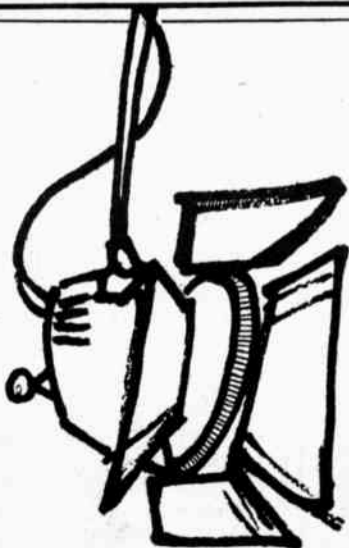
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BROADVIEW



"So much for the friendly news team image."

other voices

Solid silver

Comments on the 25th anniversary of the teaming of Ed McMahon and Johnny Carson, upcoming on Oct. 13:

"It's been a unique association for 25 years. One great advantage if Ed and I do break up—there's no community property involved."
Johnny Carson

"We are celebrating our silver jubilee on October 13—and we both have the hair to match."
Ed McMahon

The plot thickens

"In *Jack Be Quick*, Jack becomes fearful that the beautiful Cheryl is scheming to marry him when, in reality, all she wants is his baby. Feeling it is morally wrong, Jack declines to father her child.

"Later, Janet overhears an irate Jack talking to Cheryl on the telephone. She and Terri mistakenly believe that their roommate has made the young woman pregnant, and is running from responsibility."

An ABC plot synopsis, which helps explain why most viewers will switch the dial after "The A Team" to catch the seventh season premiere of "Three's Company" on Sept. 27

In-depth non-analysis

"The networks (and many of their colleagues in print) seem to have decided that the world is too complex and its public representatives too duplicitous to let events speak for them-

selves and so their reporters must tell viewers what the news means. (*The MacNeil/Lehrer News Hour*) has decided to pile on the complexity, allowed the duplicitous to argue with each other and—putting the health of the American republic at great risk—let their viewers figure out what it all means.

Daniel Henninger, assistant editor of the "Wall Street Journal" editorial page, criticizing TV news for offering too much analysis and not enough reporting

More on Johnny

"Don't you think he's such a natural guy? The way he's kept it up could make you cry..."

From the song "Johnny Carson" by Brian Wilson, from the Beach Boys' "Love You" album, ©1977, Warner Bros. Records Inc.

Holmes vs. Mr. T?

"You can't blame Holmes or Frank for taking the money, as long as both realize it is a gift from the network. If all else fails, NBC can go the route of ABC and sign up some of its stars to fight on prime time. Holmes could face the likes of Sarah Purcell, Vicki Lawrence and Nell Carter next year. After building up his confidence, there could be a Texas-style death match against Gary Coleman. NBC wouldn't, however, throw Holmes in with Mr. T. That might be a good fight, which seems to be the last thing the network is interested in."

Comments on NBC-TV's broadcast of the Larry Holmes-Scott Frank fight, by Eric Compton, "New York Daily News," Sept. 13

No advantage

"CBS' production was particularly suspect on Labor Day, when Bill Scanlon upset John McEnroe. This was the important story of the (U.S. Open) tournament at the time, but (executive producer Frank) Chirkinian assigned first-string announcers (John) Newcombe and (Tony) Trabert to cover the concurrent Mark Dickson-John Lloyd match. There was no way he could have known that Scanlon-McEnroe would turn into the tournament's major upset, but he should have been aware that Scanlon had beaten McEnroe twice before and given him a rough time at Wimbledon this summer..."

William Taaffe, "Sports Illustrated," Sept. 19

Just the facts, please

"Come on gang. The modern audience knows what we're doing behind those microphones and in front of those cameras. People these days are well-educated and sophisticated enough to hear more than those mellifluous tones and to see past the young smiling faces with perfect teeth and sprayed hair.

"I'm just trying to warn my colleagues that the audience is on to us. They know what we're up to. So forget the superlatives and the well-turned phrases. Let's speak the truth in plain, simple language.

"And avoid cliches like the plague."

John Bohannon, radio correspondent, NBC news, from an article on newscaster cliches in the "New York Sunday News Magazine"

RANDOM THOUGHTS

A question of rights

It has been determined decades ago that the right to free speech does not include the right to yell fire in a crowded theater. That classical theme has been implemented, augmented, abused, upheld, twisted, tied and turned every way but loose. But not once has the endearing right to free speech been lost while upholding the "good to the public."

Dodge City, Kan., is the scene of the latest shoot-out between freedom of speech and the public good. KTTL has people clamoring over the radio station's programming that has included taped broadcasts attacking minority groups, religious affiliations, public officials and governmental agencies. Proponents call the comments "truth"—opponents call it "filth."

The matter is complicated by the deregulatory mood of the FCC. Fears are that total deregulation will breed biased slanders and slurs from any

number of radically positioned groups.

We share some of those fears. There should never be an attempt to control freedom of speech. Limiting the public's right to know is equally as stupid. But using public airwaves to slander people and various groups jumps right in the middle of yelling fire in a crowded theater. In other words, people are going to get hurt and hurt badly.

The key word is ethics. Without ethics information becomes slanted, opinionated and worthless. The Soviet Union gave the world a good taste of doctored information during the time surrounding the downing of a Korean jetliner. The taste was bitter. KTTL's programming serves up the same empty plate.

If any public medium fails to serve the ethical intent of the responsibility associated with the freedom of speech, its plug should be pulled. It does not always take a federal watchdog to do that job since we all have another right—the right to feel, believe or listen to what we choose as individuals.

We hope that stray bullets in Dodge City don't hurt some innocent people.

Lofty goals

You can't judge a news magazine by its cover. But most viewers do, and that's why NBC re-released *Monitor* in a new edition—*First Camera*—adding a warm look, smart graphics and new music. What's between the covers, however, has remained the same, and that's good.

Executive Producer Sy Pearlman suggests that this is the time to go head-to-head with *60 Minutes*, and, wisely, they're going after it on NBC's own terms. While *60 Minutes'* format is painfully cut and dried, *First Camera* promises "no typical format" from week to week. If the most effective way to tell the story of Miss America is in her own words, without a single line of narration, then *First Camera* is free to do so, as it did in its first installment last weekend.

That kind of freedom will surely benefit the stories themselves, and that's where the emphasis should be. Pearlman continues to stress that "the stories will tell themselves" with "no ambush journalism" and "no indictments on camera." If those aims hold true, we won't see a Mike Wallace badgering a businessman with postulations, or a Geraldo Rivera literally running after a reluctant interviewee as he did at least once on *20/20*. That may be good television, but it's not good journalism. *First Camera's* goals, however lofty, will help to keep everybody honest.

There are no "stars" on *First Camera*, at least not yet, and investigative reporters Steve Delaney and Rebecca Sobel are fairly anonymous throughout.

There's been much ado about the show's 7 p.m. Sunday timeslot, cited overdramatically as a "death sentence" or a "throw-away." But *First Camera* couldn't ask to be in a better position. After all, that's where the audience is, and the show's producers will finally get a chance to do what they've wanted to do all along—compete, and compete fairly, with other programming. Now it's up to the audience. We hope they give *First Camera* a fair shot.

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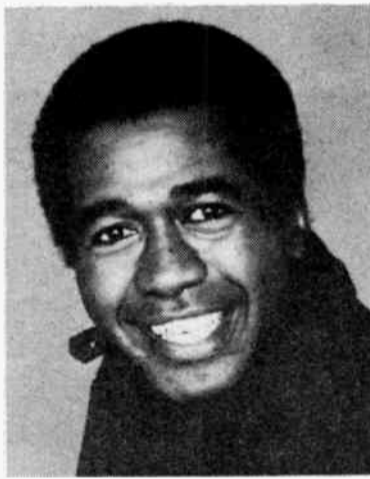
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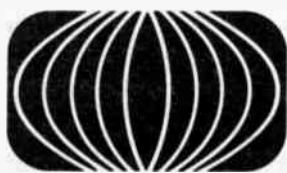
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REGIONAL REPORTS



KOCO befriends kids

OKLAHOMA CITY—Because many parents are at work when school lets out in the afternoon and their children are on their own until the parents come home, **KOCO-TV**, the ABC affiliate here, has initiated the "Five Alive Contact a Friend" promotion.

It consists of a telephone number that these so-called "latchkey" kids can call if they have a situation or problem they can't handle while their parents are unavailable.

The station's news department aired a series about latchkey kids, their families and how and why this lifestyle developed.

Area McDonald's restaurants are distributing telephone stickers imprinted with the "Contact a Friend" phone number. KOCO's promotion manager is Ann Abernethy.

Hearst Corporation's **WISN-TV** in Milwaukee was host to eight cast members of Paramount's *Happy Days*, the show that made Milwaukee famous. They were there to celebrate the start of their 11th season on

WEST

Stations enhance ethnic programs

LOS ANGELES—Two UHF broadcasters serving the Los Angeles market have increased foreign language programming.

KSCI-TV, channel 18 in L.A. and its channel 48 translator in San Diego, expanded their Spanish programming by 60 percent Sept. 11 with such shows as *El Clan de los Artistas*, an international talent showcase hosted by the comedian Chucho Salinas, and *Filmbiografias*, a documentary series tracing the careers of Latin American movie stars and producers.

KDOC-TV, channel 56 based in Anaheim, now airs Japanese programs from 9:30 to 11 a.m. Saturdays and 11 a.m. to 2 p.m. Sundays. The programming is produced by United Television Broadcasting Systems Inc.

KIMN and **KYGO-FM**, Jefferson-Pilot's Denver stations, are inviting area advertisers and agencies to enter its "Theater of the Mind" contest for excellence in the creative use of radio. Cash and trophies will be awarded to winners selected by Stan Freberg, Dick Orkin, Hugh Heller and Gary Owens. Winners will be announced Nov. 15.

KFWB, News 98 in Los Angeles, said miler Steve Scott will again run in the station's 10K South Coast Classic Run Sept. 24.

KCET-TV, public television in Los Angeles, said it raised \$703,132 during a 10-day fund-raising drive last month.

CENTRAL WNET solves schedule woes

NEWARK, N.J.—**WNET-TV**, public broadcasting channel 13 serving the New York area, has solved the scheduling problem that cropped up when the *MacNeil/Lehrer Report* became the *MacNeil/Lehrer Newshour*. The new weeknight lineup is the *New Jersey Nightly News* at 6 p.m., the *Nightly Business Report* at 6:30 and *MacNeil/Lehrer* at 7 p.m.

Broadcast of the new lineup was made possible in part by a new arrangement by which the *New Jersey Nightly News*, produced by the New Jersey Television Network, will be transmitted 30 minutes earlier, making it possible for the station to broadcast the *Business Report*, which is transmitted from Miami at 6:30 p.m.

As a key part of the new

arrangement, WNET announced formation of a program exchange with the New Jersey Television Network under which the network's weekly magazine program *State of the Arts* will begin airing on WNET in October and the New Jersey Network will begin broadcasting three WNET series—*Innovation*, *Mainstream* and *Symposium*.

CBS-owned **WCAU** in Philadelphia has begun airing Penn State Football. Gil Santos, the voice of the New England Patriots, is handling play by play.

Coming Together, the prime time public affairs program produced by **WBZ-TV**, Boston, has been picked up by Black Entertainment Television for its

EAST

fall program schedule on cable television.

Public radio **WEBR**, Buffalo, N.Y., has won two first place awards and five special mentions in the 1983 broadcast contest of the New York State Associated Press. First place awards were for best one-day news effort and for best feature, a series called *The Face of TV News*.

WOR-TV, which recently moved from New York to Secaucus, N.J., will produce the first all New Jersey jobs telethon, which will be broadcast live from Trenton from 7 to 11 p.m. Oct. 27.

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