



Foreign distributors woo U.S. market

By Dave Potorti

MIAMI—Is America thirsty for high-quality foreign programming? And is the American Market for International Programs here an idea whose time has come?

Time will tell, and for the time being, American broadcasters, station reps and distributors—who would purchase

and then redistribute the programs in this country—are being wooed by about 85 exhibiting companies on a variety of fronts this week.

Among the show's positive aspects are its presentation of foreign product at a time when the U.S. market is scrambling for quality shows; a way of cutting costs for high-priced American goods; and the opening of a dialogue on co-pro-

duction ventures with foreign producers.

At the same time, the gathering can be viewed as another arena of competition for American programming; a way for stations to bypass American distributors who would handle foreign product in this country; and as an unnecessary duplication of the Market for International Programs held yearly in Cannes, France. AMIP, how-

ever, would be targeted solely at the U.S. marketplace.

Whatever the outcome, the gathering will be a learning experience for everyone involved. Foreign producers will undoubtedly come away with a better picture of American needs in terms of content and pacing, and Americans unable to attend the Cannes show will get an overview of their options in terms of foreign fare. But the

suitability and availability of overseas programming over the long haul is a big question.

Among those not in attendance at the premiere AMIP gathering are two foreign representatives apparently hindered by politics. Vladimir Popov, chairman of Soviet television, was scheduled to come—under heavy security—as a buyer but bowed out last week. And a

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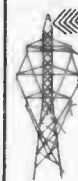
BROADCAST WEEK

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Radio programming



The delivery method for 24-hour automatic radio formats is usually tape reels—though satellite delivery is growing. Will joke radio have the last laugh on highly competitive markets? Page 13.

EXTRA

BW IN BRIEF

ABC aces Arbitrons

NEW YORK—ABC rated the top spot for the Nov. 2 sweeps with strong showings by the *Fall Guy* and *Dynasty*. Page 2.



David Brinkley

Grenada grumbling

WASHINGTON—John Chancellor, David Brinkley and Ed Joyce criticized the Reagan administration at a House Judiciary subcommittee hearing. Page 3.

Craft crossed

KANSAS CITY, Mo.—A federal judge threw out the jury's award of \$500,000 in damages last week and ordered a new trial be set. Page 3.

25-54: Hottest demo

NEW YORK—Research at top radio rep firms shows that the 24-54 demographic is the most sought after by advertisers. Page 5.

A free network

NEW YORK—James Magid, securities analyst for L.F. Rothschild, explains how a television network, in this case NBC, could be acquired free of charge. Page 6.

STV survival

LOS ANGELES—The survival words at the first National Over-the-Air Pay TV Conference and Exposition were "consolidate" and "new sources of revenue." Page 20.

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Reagan sides with movieland on syndi ruling

By Brian Bremner

WASHINGTON—President Reagan, in a move that reversed the long-standing positions of two Cabinet departments, sided with the movie industry last week in the widening political morass over the Federal Communication Commission's tentative decision concerning the financial interest and syndication rules.

The administration announced that it supports a legislative two-year moratorium on any changes in the FCC rules—in a letter read before a Senate hearing. Testifying before the Senate Subcommittee on Communications, Sen. Peter Wilson (D-Calif.) read from a White House letter signed by Councillor to the President Edwin Meese III.

Meese, in the letter, explained that the president opted for the moratorium because, "A two-year moratorium would allow us to give the issue further study... while at the same time ensuring continuing healthy competition within the industry."

The announcement by Reagan, a long-time friend of the Hollywood acting community, followed two other important legislative developments last week—the House Energy and Commerce Committee approved a six-month delay on FCC ruling and Sen. Wilson intro-

Continued on page 4



Growth marks annual meet

By Les Luchter

LOS ANGELES—The Society of Motion Picture and Television Engineers hit big time on the convention circuit last week as its annual technical conference and equipment exhibition moved into a major facility—the Los Angeles Convention Center.

At the same time, the event expanded to almost a full week of activities—including four days to visit over 200 exhibitors, five days to hear over 100 technical papers and six days filled with 28 meetings of working groups and study groups on

various issues.

Yet no major announcements nor unexpected products surfaced at the show. And it became clear that certain revolutionary technologies of years past, such as digital graphics and 1/2-inch tape, were becoming rather run-of-the-mill—even though still in rather limited distribution.

While there was plenty to see on the convention floor, the major whispering among attendees seemed to concern RCA's CCD camera, shown only in a hotel suite. "By the time the NAB convention rolls out in April, we'll be able to announce the date" that CCD cameras will be available from RCA, said Bob Thompson.

See detailed coverage on pages 8, 9 and 19.

Major players form study unit

LOS ANGELES—The three TV networks and PBS have joined with Time Inc. and five equipment suppliers to form the Center for Advanced Television Studies. The participating equipment companies are Ampex Corp., Harris Corp., 3M Co., RCA Corp. and Tektronix Inc.

The group will promote and sponsor independent research projects on enhanced TV production, transmission and display. Its first contract, worth about \$3 million, has already been awarded to the Massachusetts Institute of Technology for the establishment of an

Advanced Television Research Program to investigate the technological and perceptual basis for improved TV systems.

Julius Barnathan, president of broadcast operations and engineering for ABC, was named chairman of the new association. He said that the group and its proposed activities have already been favorably reviewed by the Department of Justice.

Barnathan added that the Center will be the U.S. version of TV research facilities often backed with government funds in other countries. "But in the United States," he noted, "little effort has been made to rethink and redesign the basic structure of our television transmission system since it was initially designed and approved by the FCC over 30 years ago." The Center will now serve as source for those kinds of studies.

Demands fly over airing 'Day After'

By Dave Potorti

NEW YORK—ABC affiliates are being told not to run *The Day After*—the controversial movie about the aftermath of a nuclear attack—or to balance the movie's presentation with an equal number of "opposing viewpoints."

The demands have come in the form of letters from at least two national organizations, Phyllis Schlafly's *Eagle Forum* and the *American Legal Foundation*, a non-profit public interest law center organization dedicated to ensuring that the media present accurate and balanced coverage of controversial issues. ALF claims 40,000 members and supporters.

In addition, High Frontier, a "non-profit educational foundation," has sent two batches of memoranda—first to ABC stations and then to others—offering programs explaining its goal of a space-based defense system for broadcast as a "positive, constructive follow-up to the gloom and doom of *The Day After*." It has received 20 responses from a variety of stations. The other groups reported some response but were not specific.

At press time, all ABC affiliates planned to air both the movie and the *Viewpoint* program immediately following it on Nov. 20. The film's director, Nick Meyer, and ABC executives, who were not familiar with the mail campaigns, had no comment. A sampling of ABC affiliates revealed plans for some local programming

Continued on page 4

AT DEADLINE

NBC Radio sells Washington AM WRC

NEW YORK—NBC Radio said it has agreed in principle to sell WRC, its AM station in Washington, to local real estate man Joseph Della Ratta. Price was not disclosed.

Michael Eskridge, president of NBC Radio, called the decision to sell difficult. "NBC has owned WRC for 60 years and while we have regrets about terminating such a long relationship, we believe our interests can be served better in other radio endeavors." The sale has no effect on NBC's WKYS-FM in Washington.

Eskridge said NBC was continuing "to look at station properties in various markets as prospective acquisitions."

The sale of WRC is contingent upon preparations of a final agreement and approvals from the NBC board and the FCC.

Mutual's WCFL goes for \$8 million

WASHINGTON—The Mutual Broadcasting System announced last week that it will sell WCFL-AM of Chicago to Statewide

Continued on page 4

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Arbitron first-night sweeps results revealed

ABC wins NBC places CBS shows

NEW YORK—ABC won the first night of the Arbitron sweeps, Nov. 2, based on its regular schedule of strong Wednesday night programming. NBC followed in second place and CBS was a distant third for the night.

Arbitron ratings for New York, Detroit and Los Angeles

gave ABC's *Fall Guy* a 17.7 rating/28 share, 23.8 rating/32 share and 12.6 rating/19 share, respectively. NBC's *Real People* earned a 16.5/26, 24/32 and 14.1/22, and CBS' *Whiz Kids* followed with a distant 7.1/11, 9.9/13 and 8.5/13.

ABC's *Dynasty* earned a 25.5/38, 31.8/41 and 13.4/21

for the night, followed by *Hotel* with a 20.1/33, 29.4/43 and 11.9/25. It was up against NBC's *Facts of Life*, earning a 13.9/21, 24.2/31 and 14.1/22, followed by *Family Ties* with a 12.5/19, 20.5/27 and 12.7/20. The return of *St. Elsewhere* netted a 14.9/25, 15.2/22 and 9.7/21.

CBS' two-hour made-for-TV movie, *Rita Hayworth: Love Goddess*, was undoubtedly a disappointment with a 9.2/15, 12.3/17 and 9.8/18 in New York, Detroit and Los Angeles.

A.C. Nielsen, whose sweeps period began the night after, gave ABC a 19.2/29 average for New York.

'Trick' scares off viewers

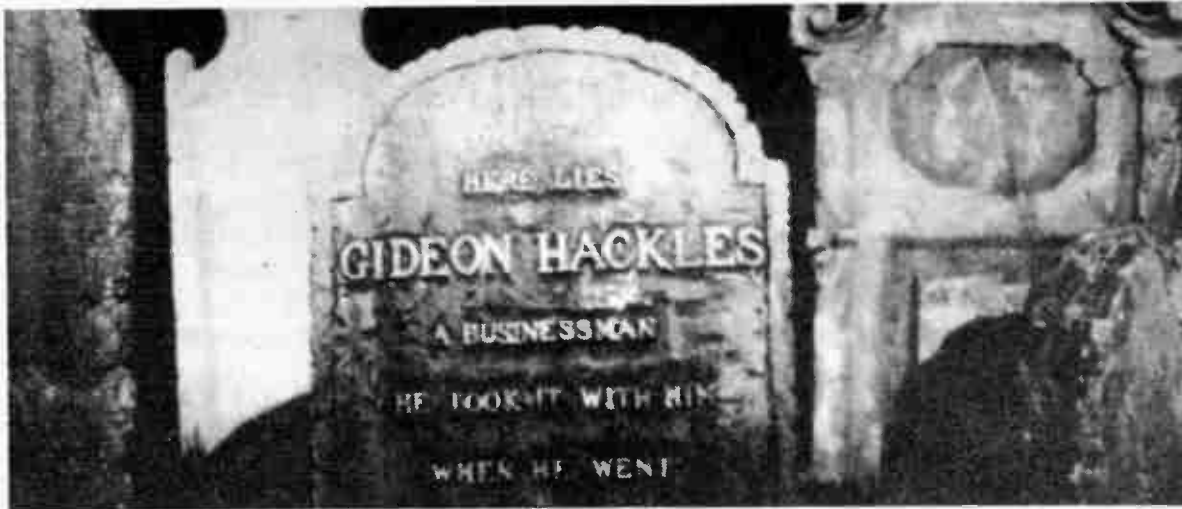
NEW YORK—*Trick or Treat*, the syndicated pilot of a possible new scare series from Lexington Broadcast Services, got mixed ratings in pre-Halloween airings while *It's the Great Pumpkin, Charlie Brown* turned in another respectable performance for CBS Oct. 28.

Trick or Treat ranged from a high of 21 share and 34 rating on WDIV-TV, Detroit, to a low of 1.3 with a 2 share on KTVT-TV, Dallas.

The half-hour pilot, which aired mostly in prime access,

got a 10.1/19 share on WCBS-TV in New York; a 6/10 on KNXT-TV, Los Angeles; a 10.4/19 on WBBM-TV in Chicago; an 8/15 on WCAU-TV, Philadelphia; a 7/14 on KRON-TV, San Francisco; and a 12.9/25 on WDVM-TV, Washington.

Great Pumpkin ranged from a 13.6/22 in New York to a 19/31 in Chicago. It turned in a 14.6/25 in Los Angeles, a 13.8/22 in Philadelphia, a 14.2/25 in San Francisco and a 15/28 in Washington.



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October 10, 1983

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Bill MacCormick
Director of Programming
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WMUZ-FM Radio
Detroit, Michigan
WYCA-FM Radio
Hammond, Indiana

HBO collides with net ratings

NEW YORK—While it was pretty much business as usual for the networks last week, Home Box Office may have scored the most exciting ratings feat of all by earning its highest national ratings ever—an 8.7/11—for its showing of *An Officer and a Gentleman* on Nov. 1, a number that most certainly impacted on network viewing.

Meanwhile, A.C. Nielsen showed CBS continuing to lead the nightly news race for the week of Oct. 24-28 with a 13.4/24. NBC earned its highest rating and share since February with a 12/22 and ABC earned an 11/20.

President Reagan's speech on Grenada pushed network schedules back on Oct. 27, but CBS' *Magnum, P.I.* and *Simon & Simon* continued to dominate the night. NBC's *Hill Street Blues* made a strong showing against *Knots Landing* with an 18/32 and 18.5/33, respectively.

CBS' *Garfield on the Town*, an animated feature, scored an 18.5/32 on Oct. 28, whipping both *Mr. Smith* and *Benson*. *It's The Great Pumpkin, Charlie Brown* followed, dominating both *Webster* and *Jennifer Slept Here*. CBS' *Dallas* and *Falcon Crest* earned a 24/40 and 21.3/37, leading the new entries—*Manimal*, *Lottery* and *For Love and Honor*—by a mile.

On Sat., Oct. 29 CBS' showing of the theatrical release of *Private Benjamin* beat out *Fantasy Island* and gave *The Love Boat* a good run for its money with a 17.1/29.

NBC's *First Camera*, out of the ratings cellar these days and into the sub-basement, earned a 9.8/15 on Sunday to *60 Minutes*' 24.1/36. NBC repeated its Emmy-winning *Motown 25* special at 9 p.m., earning a 14.7/23.

Monday, Oct. 31 found *AfterMASH* back on top with a 19.5/29. ABC's *Monday Night Football* then dominated the rest of the evening with a 17.3/31.

On Tuesday, Nov. 1, the *A Team* continued to lead the 8 p.m. time slot with a 23.1/34. And NBC's highly touted *Bay City Blues* scored another disappointing showing with a 10.6/19, down from last week's premiere rating of 13.7/22.

BROADCAST WEEK
The Station Book

Veteran journalists decry access limit of Grenada invasion

WASHINGTON—John Chancellor, David Brinkley and Ed Joyce, president of CBS News, late last week criticized the Reagan administration for denying access to the media to cover the U.S. invasion of Grenada.

Chancellor, NBC News commentator, told a House Judiciary subcommittee hearing on civil liberties that the press was denied access, in a major and

historic moment, when it was most needed.

Joyce said he feared journalists may be witnessing an era of censorship and press manipulation. Brinkley said the military should have taken reporters on Grenada after the initial assault. He also discounted Pentagon arguments about the journalists' safety and the security of the operation and challenged the fact that there never was any

plan for dealing with journalists.

Those criticisms were only part of the complaints aired. In Louisville, Ky., the 49th convention of Associated Press Managing Editors condemned the Reagan Administration in a unanimous resolution.

Criticism mounted against the administration last week for its refusal to allow reporter access to Grenada and limiting their visits to the island.

Judge rejects Craft ruling, orders new trial

KANSAS CITY, Mo.—The Federal judge who presided over the Christine Craft sex discrimination and fraud trial here threw out the jury's award of \$500,000 in damages last week and ordered a new trial on the fraud charges.

Last August, a six-person jury ruled that Craft had not been discriminated against on the basis of her sex, but it determined that Metromedia

defrauded her by saying she was hired as a news anchor at KMBC-TV here for her journalistic skills.

The jury awarded Craft actual damages of \$375,000 and punitive damages of \$125,000 from Metromedia, which, at the time, owned the station. It is now owned by Hearst Corp.

In a 25-page opinion, Judge Joseph Stevens Jr. wrote that "The court is firmly convinced

this verdict is excessive and is the result of passion, prejudice, confusion or mistake on the part of the jury," adding that the jury had been influenced by "pervasive and relentless publicity" surrounding the case.

A new trial on the fraud charge is set for Jan. 4 in Joplin, Mo., before a 12-person jury.

Reaction on both sides was predictable. Craft and her

lawyer were critical of Judge Stevens and cited his conservative views. Stevens was appointed to the federal bench by President Reagan in 1981. Metromedia lawyers called the ruling a "vindication of our policies of nondiscrimination."

The suit by Craft, 38, grew out of her demotion from co-anchor at KMBC-TV in August 1981 after seven months in the position. She said she was

demoted because station management found her "too old, too unattractive and not deferential enough to men."

Metromedia argued at the trial that she was demoted because she was unpopular with the viewers, a conclusion the company drew from several studies. Viewers in focus groups criticized her for lacking "warmth and comfort" and for being too casual in dress.

Bennet denies budget woes from hirings

WASHINGTON—NPR's new president Douglas Bennet denied reports circulating around last week that the public radio system was over budget due to unauthorized hiring.

An accounting error caused the double counting of temporary positions and created the mix up, he said. He did admit that NPR is now two people over budget, adding that "We will be able to solve these two positions rather quickly."

Referring to reports that NPR is having trouble collecting cash from its "Drive to Survive" campaign, Bennet said that "I was not aware that is true. Their pledges are still coming in and I would not be alarmed about it."

Massive storm blackens KNBC

LOS ANGELES—KNBC wasn't able to broadcast its afternoon news show last Tuesday because it was busy making news of its own.

Last week's surprising rain storm, as rare as a May snow fall, succeeded in shutting down the TV station for close to an hour.

The bulk of the storm hit "beautiful, downtown Burbank," the home of the NBC O&O, in the early afternoon. At 3:09 p.m., lightning hit a city substation, knocking out all power to KNBC's studio.

The station's transmitter, situated on nearby Mount Wilson, was not affected by the outage. After several minutes of black, a "please stand by" slide was sent over the airwaves, followed by a microwave feed from Burbank with local newscaster Jack Perkins informing viewers what was happening.

Newsfeed reaches top 20 markets

PHILADELPHIA — Newsfeed, Group W's cooperative news network, said it now has affiliates in each of the top 20 television markets and a total of 64 U.S. affiliates.

Most recent additions are WTVT-TV, Tampa, Fla., and KTVI-TV, St. Louis. They give Newsfeed coverage of more than 65 percent of American television homes.

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BW11/7

Foreign firms wooing U.S.

Continued from page 1
Lebanese program supplier reportedly found it impossible to leave the country.

Expanding technology was cited as the cause for a growing gap in programming by Harvey Seslowsky, managing director of the show and president of National Video Clearinghouse.

"All the areas of distribution in the U.S. are multiplying—not only standard broadcast television but low-power TV, satellite, direct broadcast and multiple point distribution—and soon we won't be able to supply all of our own needs," he said. "At the same time, prices are skyrocketing. It's a question of supply and demand, and we're bringing in a new supply."

Seslowsky "conservatively" estimated the U.S. television market to be worth \$4 billion a year.

"This is the biggest TV market in the world and we really haven't been able to crack it. Non U.S. producers, distributors and TV companies who also produce a lot of their own programming are looking at this show as a marketing exercise."

He expected several different categories of American buyers to be in attendance—standard TV buyers, groups and individual stations, and reps for cable, home video, satellites and low-power TV.

"More than 100 American distributors are also coming as buyers of products for redistribution here," Seslowsky said. "They're our main potential customers, who would be purchasing on a national basis. Tribune, Metromedia, Gannett and others are all capable of buying programs on their own, but also have distribution arms."

"I'd say that the vast majority of companies here are looking for co-production partners," he said. "Co-production is on the upswing all over the world for a variety of reasons, including financial."

"We don't expect individual stations to be able to do much at the show," Seslowsky added. "But it's important that they see and are exposed to programs, so when they come down the pipeline they're not totally unfamiliar with them. And we expect the stations to help others in making judgments about what to buy, and what they can handle."

Whether the programs are suitable to the American market at all is another story. Foreign series often have such a small number of episodes available that they strike out as serious contenders for station stripping.

"England and Australia, however, have produced shows in great quantities, along with the Japanese, who have been

successful here, mostly with animated children's strips," Seslowsky said.

He expected feature films, animation with a "worldwide aspect" to it and documentaries to dominate the sales activity at the show, admitting that television series "will be a harder thing to sell down here," with activity picking up further down the line.

"Comedy doesn't translate easily, so I'm not so sure that it will be a big seller," he added. Apparently, successful shows like *Benny Hill* are few and far between.

Whatever the expectations, no one, even Seslowsky, could predict for sure whether the show would be a boom or a bust.

"It's an evolutionary process, not a revolutionary process," he said. "People are going to be learning each other's problems, habits, formats and story lines. It's a question of them learning the U.S. market; their programs have to be faster-paced than usual to be accepted here, for example. But overseas production facilities are very dynamic, and the people are very creative."

"The one unknown quantity that we can't control, finally, is what shows the exhibitors bring," Seslowsky added. "We don't expect any miracles on the first show."

AT DEADLINE

Continued from page 1

Broadcasting for \$8 million.

The sale followed a recent organizational shakeup at Mutual, fueling speculation that the broadcasting system faced financial problems. Representatives from Mutual have denied such rumors.

Statewide Broadcasting, which is headquartered in Pompano Beach, Fla., also owns WAPE-AM of Jacksonville, WKQE-AM and WBGM-FM of Tallahassee and WVCG-AM of Coral Gables.

ABC will cut 'Closeup' reports, staff

NEW YORK—Because of the expanded election year and Olympics coverage, ABC News will reduce its usual annual output of 12 *Closeup* documentary reports to six next year and drop seven people, or 10 percent of its current staff. An ABC spokesman said this is fairly standard operating procedure in an election year and that the network will try to relocate those being laid off.

Gergen, Squier decry election coverage

ST. LOUIS—Two Washington-based political figures told the Public Broadcasting Service annual Program Fair here that PBS should get more involved in presidential election coverage.

David Gergen, assistant to the president for communications, and Robert Squier, Democratic political consultant, both were critical of commercial television's coverage of and influence on the American election process. Gergen said too much election coverage now is devoted to the "game" of elections—"to strategies and motives and relatively little to substance and issues."

Sun Software to supply Skyband DBS

LOS ANGELES—Sun Software will supply the billing and operational programming for Skyband's direct broadcast service, due for launch early in 1984. Dubbed Sun/Response, the software package includes both software and hardware, utilizing a Hewlett Packard 3000 computer. The \$600,000 package will be delivered to Skyband by the end of this year, according to Sun Software President John Loudermilk. The company currently supplies software to four STV systems.

Garin decries syndi route

NEW YORK—Michael Garin, president of Telepictures Corp., said the issue of the financial interest and syndication rules doesn't really belong in Congress, but that because the FCC is not looking after the public interest, Congress must.

At the weekly luncheon of the National Academy of Television Arts and Sciences' New York chapter, Garin revealed how strongly the production and distribution community feels about the FCC's plan to virtually eliminate the rules.

Garin said that the FCC is "one of the great national disasters of the last few years" and, in a quiet, conversational manner, said FCC Chairman Mark Fowler "in many ways makes James Watt look like an enlightened politician."

Speaking of Fowler, Garin said, "Ignorance is one thing if you are willing to learn, but ignorance and arrogance together are frightening."

Garin said the system now works because the networks and the producers are both strong camps, creating a balance of power. "Deregulation is fine in truly competitive industries," he said, but the allocation of spectrum use by the FCC puts undue power in the hands of the three networks. "It's not like a hardware or drug store," he said.

Reagan joins Hollywood in syndi fight

Continued from page 1

duced a bill (S. 1707) that would create a five-year moratorium.

Reagan's entrance into the FCC battle came after weeks of speculation on whether the president would publicly support the movie industry. The president had expressed no opinion at a recent private meeting with FCC Chairman Mark Fowler, nor at Cabinet-level White House meetings.

White House spokesman Marlin Fitzwater said the president has been following this issue from the beginning "because he comes out of this industry." When asked why the president decided to make a public stand, Fitzwater said, "We were asked to testify. So

the administration had to come up with a position in response to Congress."

While White House officials downplayed the president's position, the administration's move miffed several senators who thought that the president and Congress should wait until the FCC has issued its final decision.

Sen. Ernest Hollings (D-N.C.) called the Wilson bill and the Reagan announcement "bad procedure." "We can't in committee here make a determination off the cuff," he said.

Echoing this sentiment, Fowler said it was "inappropriate" for Congress to act until the final decision, which is expected by the end of the year.

In comments filed with the

FCC, both the Justice and Commerce departments have supported the commission's efforts to repeal the 13-year-old rules. However, representatives from both departments reversed their positions at last week's hearing, following the lead of the president.

William Baxter, assistant attorney general for antitrust, Justice Department, and David Markey, assistant secretary for communications with the Commerce Department, testified that due to the complexity of the issue and the changing technology in the telecommunications field a two-year delay was warranted. When a senator asked Markey why he had changed his mind, he replied "because our boss, the president, made a decision" on this issue.

Groups demand equal time, non-airing of 'The Day After'

Continued from page 1

relative to the movie, but no specific response to the campaigns.

ALF Executive Director Will Kehow III has not seen *The Day After*, but bases his statements on reports "from people who have" as well as on news accounts of its content. He feels that the movie "emotionalizes an issue that requires very serious and very reasoned discussion," that there is not enough coverage of the nuclear issue, and what television coverage there is tends to favor anti-nuclear groups. He also feels that ABC's *Viewpoint* program, while balanced in and of itself would not be enough to balance the presentation of the movie. He claims that groups with opposing viewpoints would have a legal basis for demanding equal time, and the ALF offers its assistance in finding speakers.

Schlafly, who has viewed the film, faults it for claiming that "the enemy is the bomb, not the USSR"; that is is dishonest in saying that there is no defense against nuclear war, that America can, in fact, be saved

from war by a space-based defense system explained in a film produced by the High Frontier group, that the movie runs in prime time but warns children not to watch, and that the study guides provided by ABC are biased. Her group also offered to stations the opportunity to view opposing materials provided by *High Frontier*.

"The only anti-film response so far seems to be from outside our service area," said Bart Lamb, program director, WRAU-TV, Peoria, Ill. "What Washington or New York or Chicago or L.A. think about this movie really doesn't matter to us. It's what people in our service area—Peoria and central Illinois—think that we'll be responding to."

He noted that a local "peace network" of about 14 groups numbering 400 members were pleased with the show, but that local groups with opposing viewpoints had not complained. He also discounted complaints about the film's political advocacy.

never even brought up... I agree that the show may not be suitable for children, but a lot of things in prime time may not be suitable for children," he said. "While the film may have a political message, the controversy cannot be on what it's depicting. They can't say that it's untrue, because no one knows. It's still in the area of fiction."

KIVI-TV, Boise, Idaho, will devote its regularly scheduled half-hour public affairs show on Nov. 27, to public reaction to the film. It will also air "minidocs" in its newscast for 3-4 days before and after the movie, the latter reports consisting of viewer interviews and reaction.

"Our news department has been instructed to bend over backwards to be fair and not ask leading questions," said Don Long, operations manager. "We're after honest gut reaction."

He claimed that the letter campaigns made statements that were "totally unfounded," that some groups were "making charges that were not in the

viewing the program" and said that he would be "stunned" if any ABC affiliate dropped the show.

KVII-TV, Amarillo, Texas, will view a 60-second PSA provided by High Frontier on the subject of a space-based defense system, and will then decide whether to run it. The group also has offered affiliates a 24½ minute documentary on the system, as well as an eight-minute version relating to *The Day After*.

"Locally, we'll have a pre-scanning of the show with community religious and military leaders, will do interviews with them afterwards, and will probably air them on our news that night," said Mac Douglas, program director and operations manager.

"We haven't had a single phone call from any viewer objecting to our airing of the program," said Jackie Geegan, program manager, KAKE-TV, Wichita, Kan.

FOR THE RECORD

■ William Stakelin, president and chief operating officer of the Radio Advertising Bureau, was given the additional post of chief executive officer of the organization of a meeting of the RAB board's executive committee in Phoenix, Ariz. Stakelin joined the RAB last July from Bluegrass Broadcasting, where he was executive vice president.

■ CBS News anchor Dan Rather received the 1983 Bob Considine Award from St. Bonaventure University at the university's Mark Hellinger Award luncheon in New York.

■ *Adam*, the NBC made-for-TV movie about the family of a missing child, was honored by the Film Advisory Board as an outstanding dramatic special.

WNYC leases out time, forfeits \$319,000 grant

NEW YORK — City-owned WNYC-TV here, the oldest non-commercial UHF public television station in the country, will lease blocks of air time containing commercial advertising to selected programmers in an effort to raise funds and fill several hours of unutilized space.

At the same time, the station will retain at least four hours of "reserve time" falling between 5 and 11 p.m. every day for public service programming funded in part by the commercial revenues.

The move will deny the station a \$319,000 community service grant from the Corporation for Public Broadcasting, but is expected to net \$4-\$5 million in advertising revenues at the outset. Although the station was granted a commercial license in 1962, it has

operated on a non-commercial basis up until now.

The decision was made on the basis of cuts in federal funding and declines in the more than \$2 million in annual municipal funding for the station. The commercial revenues are targeted toward continuation of effective programming on WNYC-TV, AM, FM and cable operations.

Lease time applicants will be selected on the basis of highest volume and dollar value for proposed lease time, programming serving the broadest spectrum of viewers.

WNYC-TV is seen on Manhattan Cable, Group W Cable and other cable systems throughout the New York metropolitan area through "must-carry" provisions, and the move will open the way for many programmers.

Mutual confirms five terminations

WASHINGTON—A representative from the Mutual Broadcasting System confirmed last week that Donald Budd, news director, and Daniel Flamberg, public relations director, together with three other employees, have been fired in a recent organizational shakeup.

However, Nancy Neubauer, Mutual press representative, denied rumors that the broadcasting system faced any financial crisis or major budget cuts. Mutual does not plan to hire any new people to fill the two posts, according to Neubauer, who refused to elaborate on why Budd and Flamberg were let go or how their duties would be covered internally.

She added that it was only a coincidence that five employees were fired at once.

25-54 hottest radio demo

NEW YORK—Research at three of the top radio rep firms shows that the 25-54 demographic continues to be the audience group most requested by radio advertisers.

Eastman Radio said the 25-54 demo accounted for 38 percent of requests in the third quarter, which represents a two-year high. The second most requested demo was adults 18-49.

Youth demos, which normally peak during the third quarter,

accounted for only 6 percent of all requests, Eastman said.

Katz Radio said the 25-54 demo continued to dominate in its third quarter. "The 25-54 demo was included in 42 percent of all presentations made by our sales staff" in the quarter, said Carol Mayberry, vice president, radio research at Katz.

The 18-49 demo was the second most requested with 17 percent, followed by 18-34 with 12 percent.

Heart attack fatal to Milldyke

LONDON—Bill Milldyke, ABC News director of news coverage for Europe, Africa and the Middle East, died Oct. 26 of a heart attack here. He was 46.

Milldyke, who joined ABC News in 1968, had been responsible for the operations of the network's news bureau in

London, Paris, Rome, Bonn, Frankfurt, Tel Aviv, Jerusalem and Cairo.

His career spanned major international stories including the Vietnam War, Iran hostage crisis, the assassination of President Sadat and attempted assassination of Pope John Paul II.

Film animator Messmer dies

TEANECK, N.J.—Otto Messmer, the film animator who created Felix The Cat, died Oct. 28 here at age 91.

While Felix appeared in more than 300 short films in the 1920s and '30s, as well as in his own comic strip and cartoon series, he was also one of the first "stars" of television.

A model of the cat, spinning on a record turntable, became one of the first television images ever transmitted. The test was conducted in 1930 at NBC's experimental television station, W2XBS, New York, while RCA engineers monitored the reception on their home sets. The picture was comprised of roughly 60 lines, compared with 525 lines today.

W2XBS was the predecessor of WNBT and WNBC-TV.

'No Sacred Cows' to challenge taste

NEW YORK—Viewer tastes will be tested Sunday, beginning Feb. 5 as public television airs *No Sacred Cows*, a 13-part series that asks viewers to draw the line on what the medium can offer, in terms of nudity and one-sided political argument.

No Sacred Cows is designed to test television's boundaries, according to Michael Mears, program director, by having viewers vote "yes" or "no" to given post-show questions.

The first program, *Romance With a Double Bass*, features nudity. Another show will give unedited air time to Phyllis Schlafly, Equal Rights Amendment opponent. Subsequent programs include *Dear Diary*, on teen-age sexuality, and *The Animals Farm*, on cruelty to animals.

Mears described *No Sacred Cows* Nov. 2 to public television programmers at their meeting in St. Louis.

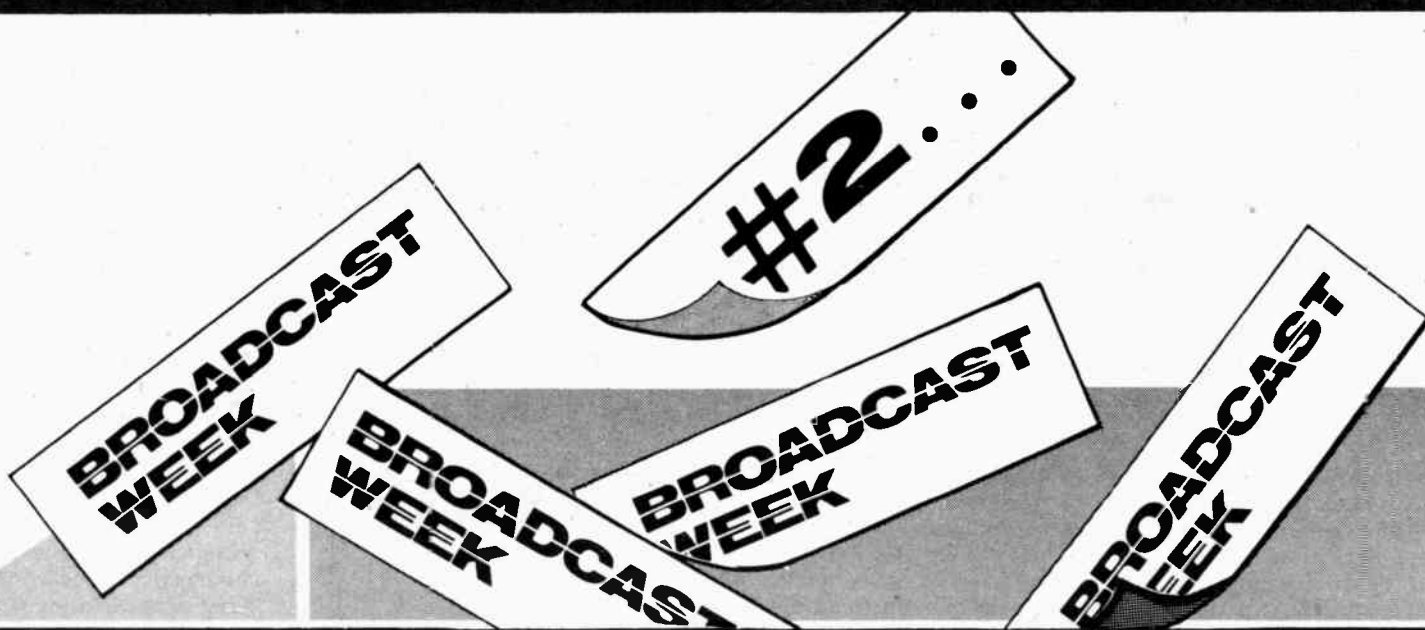
RadioRadio takes all top-25 markets

NEW YORK—CBS Radio's young adult network, RadioRadio, said it has become the only young adult service with affiliates in all the country's top-25 metro markets.

Robert Kipperman, vice president and general manager, said recent signings of WYDD-FM in Pittsburgh, KKHR-FM in Los Angeles and KIXK-FM in Dallas brought the network's affiliate lineup to 128, including the top-25 markets.

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BROADCAST WEEK
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BEAUMONT, Texas — KFDM-TV, channel 6 here, sent its *PM Magazine* crew to Central America recently, but not to cover revolution and unrest. It was there rather to do stories on the peaceful "Camelet of the Caribbean"—Belize.

One of the stories highlights a Belizean vacation, showing its clear waters, Mayan ruins, white sand beaches, tropical rain forests and the largest barrier reef in the Western Hemisphere.

Another story was of a local Beaumont doctor who started a much needed medical clinic in Belize after he was shipwrecked there. Several times a year, he organizes trips to the clinic by other area doctors and dentists with donated supplies. The clinic is supported in part by the East Texas Lion's Club.

John Forsythe, former morn-

KFDM takes short vacation

ing man for KLIF, Dallas, and a co-host on the Mutual Broadcasting System, has joined KRQX Radio in Dallas in the morning drive slot.

KBDI-TV, serving the front range of the Rockies from Broomfield, Colo., is the latest station to air *Death in the West*, the controversial anti-smoking documentary produced by Thames Television but held off the American television market until recently by Phillip Morris.

The film made the case that the real "Marlboro cowboys" were in fact smoking themselves to death. A pirated copy of the 1976 film was aired by KRON-TV, San Francisco, last year and now is part of another

WEST

documentary, *The Strange Case of Death in the West*, which airs on KBDI Nov. 21.

KFMB Radio, San Diego, is mounting a \$330,000 local television campaign featuring morning team Hudson & Bauer, sportscaster Ted Leitner and Chargers quarterback Dan Fouts.

Hawaii Special Olympians, a news feature produced for KGMB-TV, Honolulu, by Grant Conching and Marisol Borromeo, has been awarded a 1983 Gabriel Award for excellence in broadcasting by Unda-USA, the Catholic association

for communicators.

KRON-TV, channel 4 in San Francisco, is presenting two weeks of special reports on Bay Area education. *Our Children, Our Schools* began Oct. 31 and will run through Nov. 11 on the midday, late afternoon, evening and late news broadcasts. Mike Lombardi and Catherine McCormac are the producers.

KBLU and KTTI-FM, Yuma, Ariz., have chosen Torbet Radio as their national sales representative; KOVA-FM, Oxnard, Calif., has chosen Selcom Radio as its sales rep.

KRON-TV, San Francisco, set a precedent when the Chronicle Broadcasting-owned

station required the sponsors of a political advertisement to reveal the source of the group's funding in the ad's tagline.

Before the NBC affiliate announced its new policy, commercials opposing Proposition P—a city ordinance on San Francisco's Nov. 8 ballot, which would regulate smoking in the workplace—aired with taglines that identified the sponsors as "San Franciscans Against Government Intrusion." Some of these spots never mentioned smoking or cigarettes. KRON-TV directed the sponsors to further identify themselves as "financially supported by companies in the tobacco industry" or to withdraw the advertisements. Under protest, the opponents of the smoking ordinance altered the tagline according to the terms of the requirement.

REGIONAL REPORTS



WINS puts news on the phone

NEW YORK—Group W's all news radio outlet WINS has begun a telephone news service that is providing a one-minute report of the latest news, sports and weather to callers.

By dialing 976-3131 from any of the three New York State area codes serving the New York City area, callers can hear the latest news, prepared and constantly updated by the WINS Newsphone staff.

The service is a joint venture of WINS Radio and National Phonecasting Co. John Waugaman, vice president and general manager of the station, said, "We believe that the WINS Newsphone has the potential to develop into an essential service for New Yorkers."

WOR-TV, RKO's channel 9 serving the New York area from Secaucus, N.J., had a special guest on its *Job-A-Thon* Oct. 27 when New Jersey Governor Thomas Kean dropped by the studios to present a proclamation that named the day as New Jersey Job-A-Thon Day.

Station officials called the broadcast a "tremendous success," with the live program, scheduled from 8 p.m. to midnight, running to 1:20 a.m. handling phone calls for the

EAST

8,000 jobs listed.

Blair Radio said it has been named national sales representative for WAEV-FM, Savannah, Ga., the state's radio station of the year.

WWVA, the 50,000-watt country outlet in Wheeling, W. Va., has a new host for its famous *All Night Truckers Show*. He is Stan Davis, who was the Country Music Association's "DJ of the Year" for small markets last year at WVAM, Altoona, Pa.

Dr. Ruth Westheimer, host of *Sexually Speaking*, the popular call-in show on NBC's WYNY-FM, New York, held her second annual press conference last week for metropolitan area high school and college newspaper editors. About 100 student editors were expected for the event, which was held at Rockefeller Center.

The night before Halloween, 45 years after the original broadcast that panicked much of the northeast, WCAU in Philadelphia rebroadcast the Mercury Theatre radio drama-

tization of H.G. Wells' *The War of the Worlds*, starring Orson Welles as Professor Richard Pearson of Princeton University. The simulated newscast told a horrifying story of an invasion by Martians at Groves Mills, N.J. The original aired Oct. 30, 1938.

WNSY-FM, a new station in Hampton Roads, Va., has enlisted the services for Summit Advertising, Norfolk, Va., to promote the station's adult rock format.

The new ad campaign, budgeted at more than \$100,000, will use five television stations as well as print and outdoor advertising to promote the new "Sunny 97," which is currently airing every third hour commercial-free.

WQTV-TV, channel 68, became Boston's seventh station last month. The station's programming lineup includes *Barnaby Jones*, *Kojak*, *Cannon*, *Wild Kingdom*, *Tic-Tac-Dough*, *House Calls* and *Memories with Lawrence Welk*.

The station is owned by the Arlington Broadcast Group, Santa Monica, Calif., which also owns WNXV-TV, Phoenix, Ariz.



Gov. Thomas Kean presented WOR-TV's Tom Dunn (left), Sara Lee Kessler and Peter Leone with a proclamation designating Oct. 27 as New Jersey Job-A-Thon Day.

Highlights from Europe's most popular music festivals and radio concerts will be heard by New York classical music lovers when WNCN-FM, New York, inaugurates *Festival Europa*, which will air on Saturdays, 2-5 p.m., starting Nov. 5.

In this new series, listeners will hear performances by the Berlin Philharmonic under Herbert Von Karajan, the London Symphony Orchestra, the Vienna Symphony Orchestra

and an array of international artists.

WCBM, Baltimore, the news-talk radio station, has received the prestigious School Bell Award presented by the Maryland State Teachers Association. The radio station was the only one in Baltimore to be so recognized.

The award was presented to WCBM for the station's special news series, *Crime in our Schools*.

WKYC-TV marks birthday with '35 Great Years'

CLEVELAND — WKYC-TV, NBC's O&O here, celebrated its 35th anniversary Oct. 31 with a half-hour special, *35 Great Years*, looking back at the personalities, programs, events and technologies that have made it what it is.

News anchor Judd Hambrick hosted the show, which included interviews with the likes of Mike Douglas, weatherman Wally Kinnan and Big Wilson. NBC correspondents John Dancy and Carl Stern, both of whom are former channel 3 staffers, made appearances.

The show was produced by George Wolf and Jim Schaeffer.

Another anniversary will be celebrated Nov. 14 when WBBM radio in Chicago looks back on 60 years of broadcasting. Founded in 1923, the station was acquired by CBS in 1931. It raised its signal strength to 50,000 watts in 1942 and became an all-news station in 1968.

WMSP-TV, Minneapolis,

received a School Bell Award for reporter June Lindsay's two-part news series on deaf children entitled *Signs and Sounds*. The story dealt with the issue of mainstreaming deaf children into the public school system.

KCTV, CBS channel 5 in Kansas City, is offering viewers a chance to participate in a quit-smoking program. The program, co-sponsored by the station, the American Lung Association and Farmers Insurance Group, is running from Oct. 31 to Nov. 19.

Viewers were invited to clip a coupon from the *Kansas City Star*, with which they would promise to stop smoking and send it to the station. Those doing so received a booklet with the steps involved in the program. Anchor Jami McFerrer is taking viewers through the 20-day program to help viewers stop smoking and help herself break a pack and a half a day habit.

CENTRAL

The WWL-TV Reading Program, New Orleans, begins its sixth season, Dec. 13, at 8 p.m., with the presentation of *Cook and Peary: The Race to the Pole*. The program, co-sponsored by National-Canal Villere, is designed to improve the reading skills of area students.

Also at WWL-TV, Lisa Trapani kicks off a new series, *Experiencing Expectancy*, Nov. 4, with the announcement of her own pregnancy. The series, aired at 4:30 p.m., will share the pregnancy experience with viewers. It will be a regular Friday feature through April 1984, and is a production of WWL-TV Eyewitness News.

WGTE-TV 30, Toledo, Ohio, received the 1983 Corporation for Public Broadcasting Cultural Documentary Award for its profile of Steam Train Maury Graham. *King of the Hobos*, which

won the Ohio Educational Broadcasting Program of the Year Award in June, is an engaging look at Steam Train, who has five times won the title "King of the Hobos."

WKYC-TV *Action 3 News*, Cleveland, will devote the entire month of November to *Surviving 1984*, an exploration of George Orwell's ominous forebodings and an extensive look at the current state of our living conditions and what we can expect as Americans in the 1980s.

James Baker, most recently anchor of the 6 and 11 p.m. news at WYFF-TV, Greenville, S.C., has moved to Des Moines, Iowa, where he is co-anchoring and 6 and 10 p.m. news on WHO-TV, channel 13.

KMBZ Radio, the Bonneville International AM in Kansas City, has changed format to all news. Russ Wood, new station manager, said research "clearly points out that the

Kansas City public is not receiving the in-depth information they are hungry for."

Beginning Nov. 7, WIND Talkradio 56, Chicago, will broadcast news-and-business hours at noon and 5 p.m., Monday through Friday. The new one-hour programs will feature extended reporting of business and economic news. Jim Frank has been named anchor for the broadcasts.

"The core of the programs will be solid, complete news summaries, utilizing our local staff including full-time city hall reporter Fran Spielman, the resources of Group W, locally oriented reports from our Washington News Bureau and reports from ABC News," said Susan Eggleton, program director.

WLQR-FM, Toledo, Ohio, now is represented by Katz Radio. WLQR, an independent station, features a Good Music Format, and was formerly represented by Blair Radio.

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HDTV: Sony moves, Digivision stalls

By Adam Buckman

LOS ANGELES—Sony Corp. hopes to market its high-definition video system test signal generator in "the third or fourth quarter of next year," while Digivision, San Diego, has decided not to market its high-resolution transmission system until the latter part of 1985.

The two announcements—both made during the Society of Motion Picture and Television Engineers convention held here last week—reflect the present status of the development of high-definition television, which is proceeding at a slow but steady pace.

Perceiving a "worldwide interest in high-definition video,

we decided to make (the HDVS test signal generator) available to the entire industry," said William Connolly, president of Sony Broadcast Products Co.

But Digivision, citing a lack of enthusiasm for the new technology on the part of broadcasters, has opted to slow marketing plans for its system, which will be capable of sending a high-resolution TV signal simultaneously with a standard NTSC signal.

"We don't want to get too far out in the marketplace," said Dr. John Cambon, president of Digivision, who added that Digivision has been watching the HDTV situation closely. "We haven't seen any major move on the part of the broadcasters to adopt high-definition."

Meanwhile, Sony's HDVS test signal generator, exhibited at SMPTE here, is "entering the first production stage," according to Donald Morgan of the Sony Technology Center in Palo Alto, Calif.

Morgan made the announcement during a presentation of a paper that describes the generator that was delivered at a SMPTE session on HDTV.

The HDVS test signal generator simulates signals that can test the design of high-definition cameras, VTRs and other studio production equipment. Although Sony's display model operates with the 1,125-line/60 field HDTV system developed

by the Japanese broadcasting company, NHK, software is interchangeable and can be developed for other systems, according to Sony.

Attendees at SMPTE's HDTV session also saw for the first time a picture of an HDTV standards converter "now in its second generation of development" at Sony Broadcast Products Co., according to Sony's Larry Thorpe, who also delivered a paper at the session.

Thorpe, along with other speakers, urged the swift adoption of international HDTV standards. He called their development "the greatest challenge" facing the new technology.

Sony rejects smaller tape, cites end-user viewpoint

Noting that there is "not yet a satisfactory situation" in the 1/2-inch marketplace, Thorpe admitted the "manufacturers themselves have to take some of the blame for that." But he also charged the trade press with printing several inaccurate reports about Sony's future tape plan, which he said had helped foster "suspicion and confusion."

Sony's position, Thorpe stressed, is to "insist on sanity in format offerings" through a commitment to carefully thought-out complete systems and long-term support to the industry for all formats.

"The end-user has a say in this scene," he said. "He has a huge investment in 3/4-inch. Sony would be irresponsible if we produced any equipment which forced him to throw that away."

Thorpe claimed that a lack of network commitment has contributed to the slow growth in 1/2-inch. Usually with a new technology he said, "One network makes a commitment within two years and that

makes a statement to the industry."

Sony, Thorpe added, is now in close dialogue with networks, large and small broadcasters, production houses and others in an attempt to help the evolution of 1/2-inch.

In the case of small broadcasters, he said, there is much investment in 3/4-inch, so the changeover to 1/2-inch must be "rationally paced."

Thorpe said that large broadcasters and networks want the ability to edit on 3/4-inch—and Sony is working on an improved U-Matic system. Second, they want the ability to edit on 1/2-inch—and Sony announced its BVW-40 editor last spring, a unit not yet in production. Third, they want the ability to optimally decide composite NTSC for component recording—and Sony is working on such high-quality decoding. And fourth, they want the ability to transmit multiplexed analog components—both over current EMG microwave links and future RF links.

Debut set for Harris effects

LOS ANGELES—Harris Corp.'s new digital video effects system is scheduled to debut in the first quarter of 1984 at prices ranging from \$47,000 for a basic unit to \$119,000 for a two-channel second level system.

Steve Smith, marketing manager for Harris' Video Systems Operation, said the DVE unit is being made for the company by a "Japanese manufacturer." He added that test marketing at four TV stations, including Group W's KPIX-TV in San Francisco, should conclude soon.

The basic unit at \$47,000 does not include a preset bubble memory, mosaic, multimove and other functions found in the \$65,000 standard unit. For \$79,000, purchasers can get a unit that includes controller electronics for a second channel. And, for another \$40,000, the second channel itself will be thrown in.

Unusual features of the Harris DVE include "multimove," which can turn a full-size picture into 900 individual duplicates on the screen, and "reflect," which can invert an image to four quadrants.

Harris' DVE was previewed privately here at a Biltmore Hotel suite along with the TC-

85 custom-modified to meet the needs of Cox Broadcasting. The DVE includes such improvements as a three-level electronic grease pencil in a tiltable, rotatable viewfinder.

New products on the exhibit floor from Video Systems Operation included the model 550 time base corrector for \$7,950; model 632 signal processing equipment with time base corrector, frame synchronizer and digital noise reduction unit, for \$21,800; model 650 four-frame still-store system for the Iris II, selling for \$33,000; and an Iris Composition Station that costs under \$12,000 and allows special digital effects to be done with model 650.

Harris also announced new eight- and 12-channel versions of its Medalist audio console, to go along with the 10-channel model introduced at NAB last April. Prices range from \$6,500 to \$19,000.

Meanwhile, Harris' Broadcast Microwave Division unveiled its new two-GHz portable microwave transmitter, which will be available in January at about \$9,900.

M format cuts WNEV upkeep

LOS ANGELES—After more than a year using M format 1/2-inch videotape equipment in place of 3/4-inch U-Matic, Boston's WNEV-TV has been able to cut its maintenance technician staff from three to 1 1/2, according to Karl Renwanz, the station's vice president of engineering and operations.

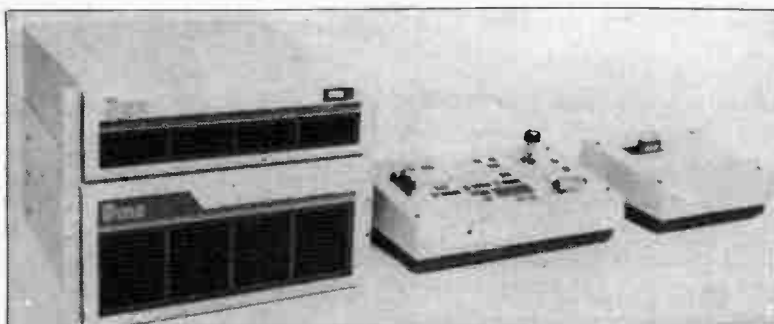
"Mechanical reliability has been excellent with only a very few mechanical failures in our 44 VCRs," Renwanz said at a SMPTE session last week. "Most of our machines have more than 1,300 hours use and we have yet to wear out one video head."

ABC picks Bosch digital scanner

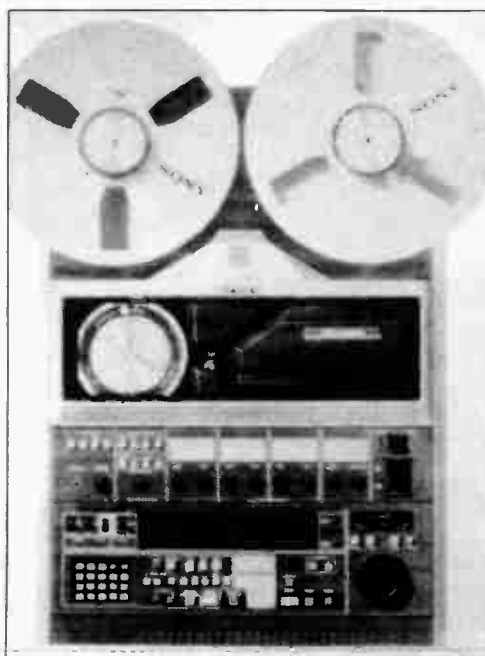
LOS ANGELES—ABC-TV, Burbank, intends to buy a digital FDL-60 CCD Telecine Scanner from Bosch-Fernseh Inc., Salt Lake City, according to A.R. Pignoni, Bosch's vice president of sales and service.

At the SMPTE show on Nov. 2, Pignoni announced that a purchase order from ABC "was imminent" for the digital scanner priced around \$200,000.

The purchase would mark the first sale of a Bosch CCD scanner to a major television network, Pignoni said. He added that to his knowledge, it is the first purchase by any network of a digital scanner from any company.



NEC's Optiflex Perspective/Rotation accessory greatly expands the creative capabilities of the E-Flex DVE® system with a wide range of 3-dimensional digital video effects.



Sony's BVH-2500 Animator was featured at the SMPTE.



NEC's SP-3, 3-chip CCD color camera is shown with 1/2-inch Betacam™ recorder attached to the back.

SMPTE

SMPTE BRIEFS

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Kodak unveils film for television uses

LOS ANGELES—Eastman Kodak Co. has introduced its new low contrast color print film 5380/7380, specifically designed to enhance the look of film footage displayed on TV.

Leonard Coleman, director of motion picture and television markets for Kodak's motion picture and audiovisual markets division, said the new film has about 15 percent less upper-scale contrast than 5384/7384, allowing it to better accommodate TV's limited range of gray-scale values.

"A producer or distributor can send a negative to a laboratory and order prints specifically designed for either theatrical projection, TV syndication or television display," Coleman said.

The film, which will replace 5738/7738 in all formats, is said to have better cyan and yellow dye stability, resulting in a longer life for the film print.

Perrott, Frezzolini show battery, aids

LOS ANGELES—Perrott Engineering Labs' PE-N60 Nicad battery will be available for delivery by the end of this month, the company announced at SMPTE. The 12-volt battery, designed to replace the Sony BP-60, has about 2.2 amp-hours and can be either camera-mounted or used with a VCR.

Another new battery product previewed at SMPTE was Frezzolini's Model BDC2 battery/discharger/charger. It can discharge and time two 12-14 4VDC on-board or VTR battery packs simultaneously to the battery's minimum voltage and then automatically recharge the battery packs.

RCA, Ampex in VTR marketing pact

LOS ANGELES—RCA has introduced the TH-400 VTR for broadcasters.

With a basic price of around \$50,000, the TH-400 is lower priced than many comparable machines due to several advances in electronics, according to Bob Thompson, manager of video recording systems for RCA's Commercial Communications Division in Camden, N.J.

The new VTR is designed and manufactured by Ampex but RCA will market, install and service the TH-400, as well as provide warranties, manuals, training courses and spare parts under a marketing agreement with Ampex, Thompson said.

ABC-TV to lease Tektronix equipment

LOS ANGELES—ABC-TV will use 57 110-S Synchronizers as well as several 1910 digital generators, 1740 Waveform/vector monitors, 2445 portable oscilloscopes and other measurement and test equipment from Tektronix Inc., Beaverton, Ore., under a lease maintenance agreement between the two companies.

The equipment will be used by ABC in its coverage of next summer's Olympic Games here.

RCA to market Rank Cintel ADS 1 telecine

LOS ANGELES—RCA's Broadcast Division will market Rank Cintel's ADS 1 broadcast telecine worldwide as the RCA TKS 100, under terms of an agreement announced here at the SMPTE technical conference last week. Meanwhile, Rank will continue its own marketing of the ADS 1.

The Rank unit allows three film transports to be controlled by one electronics cubicle, with each mechanism switchable between 16mm and 35mm operation. Separate control panels allow either independent operation or multiplexing.

Canon unveils TV lenses, pan-tilt system

LOS ANGELES—Canon introduced three new products at last week's SMPTE—the PV18x11BIE and P18x15BIE broadcast TV zoom lenses and a new remote control pan-tilt system.

The P18x15BIE, for use with 1½-inch Plumbicon color TV cameras, and the PV18x11BIE, recommended for 1-inch tube cameras, retail for \$25,000 each.

Cameras compatible with the P18x15BIE include the SK-110, PC-70, HK-312 and 322, TK-46, 45 and 47 and the PK-31.

Canon's new pan-tilt system—\$45,000 for small cameras and \$65,000 for large cameras—is a computerized camera mount recommended for shots in places where it is physically impossible to use a cameraman.

The remote control system that comes with Canon's OP-30 operation unit can store up to 160 preprogrammed camera movements.

Scientific-Atlanta debuts "Four-Matte"

LOS ANGELES—Scientific-Atlanta exhibited its new digital "Four-Matte" system for the first time at last week's SMPTE trade show.

The Four-Matte system, with a basic price of \$2,500, can receive four broadcast TV signals at the same time and display them simultaneously on a monitor or TV screen divided into four sections.

Frezzi on-cam VTR unveiled

LOS ANGELES—A production version of the Frezzi on-cam ½-inch VHS-C format VTR was demonstrated here at SMPTE last week.

The Frezzolini Electronics on-camera recording system, which works with most professional portable video cameras, is available for \$2,995.

Another Frezzolini product introduced at SMPTE was the \$119.95 Mini-Fill lighthouse.

The 12-ounce lighthouse uses Multi-Mirror lamps.

GE unveils WAH-Miser

LOS ANGELES—General Electric's Lighting Business Group introduced its FWM Watt-Miser Quartz-line lamp here at the SMPTE convention Nov. 1.

The tungsten halogen lamp uses 650 watts to produce almost the same amount of light as a standard 1,000-watt FCM or FHM quartz lamp. By generating 35 percent less heat, GE says that each lamp can save users \$14 in energy costs over its average life of 400 hours, based on an electricity rate of 10 cents per kilowatt hour.

Suggested retail price for large quantity purchases is \$26.09 each, compared with \$21.40 for the FCM and \$23.74 for the FHM.

GE also unveiled the Q500/350WM lamp for 120-volt circuits and the Q1500/900 WM for 240-volt circuits.

Panasonic, Harris show teletext

LOS ANGELES—Panasonic's TU-2000X professional teletext decoder for NABTS systems will be available in December, said John Rose, sales engineer for Panasonic Industrial Co.'s Pro Video Products' Video Systems Division.

The price of the unit will be \$2,800. A lower-priced consumer model is expected to be available at the same time.

At SMPTE, Harris Corp. staged the first public showing of its new line of teletext equipment from Britain's VG Electronics. For \$50,000, a TV station can get a complete 144-page World System Teletext origination system, including digitizer, keyboard, generator and editor.

Much of the equipment also can be used as part of an NABTS teletext system.

Cinema Products shows new heads

LOS ANGELES—New camera

accessories from Cinema Products Corp. include two Mini-Mote, Mini-Worrall Head and J-6 Joystick Zoom Control.

The Mini-Mote, manufactured under license from Matthews Studio Equipment, is a remote-controlled pan-and-tilt head for film and EFP-style video cameras.

The Mini-Worrall, a precision head with variable three-speed gearbox, accepts Cinema Products' standard sliding camera mounting plate. Pan possibilities include 7, 10 and 18 degrees per handwheel revolution; tilt can be 7.5, 14 or 20 degrees.

The J-6 Joystick Zoom Control, which varies from two second to 30 minutes, can be used with most film and EFP video cameras, and with the EC-35.

The Mini-Mote sells for \$25,000, the Mini-Worrall for \$12,000 and the J-6 for \$1,600.

NEC announces SP-3 CCD camera

LOS ANGELES—NEC America Inc. announced Nov. 2 at SMPTE the availability of its SP-3 CCD camera. The three-chip model, which interfaces with ½-inch as well as ¾-inch cameras, costs \$19,000.

The SP-3 features three solid-state image sensors—each a 2/3-inch CCD high resolution interline image sensor with 490x384 pixels. Camera resolution is greater than 500 lines; a ½-inch VTR can be attached to the camera's back.

Other new products from NEC's Broadcast Equipment Division include the TVL-800-6F ENG microwave link system and Optiflex EPR-400 Perspective rotation accessory for the E-flex DVE system.

The microwave link features C-MOS and FET electronic devices. Its basic configuration, consisting of transmitter and receiver, costs less than \$26,000.

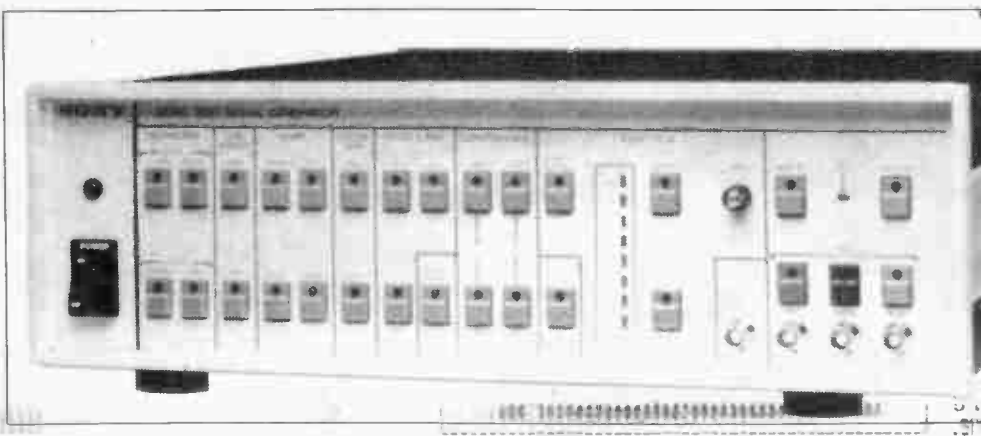
The Optiflex's controller can rotate images around three axis—horizontal, vertical and perpendicular—and each axis can be positioned anywhere on the screen. The unit is priced at \$75,000.



Cinema Products Mini-Mote is featured attached to a camera.



Tektronix Inc. and ABC have signed a \$1.2 million agreement for Tek's test and measurement equipment for use in the '84 Summer Olympics. On hand were Larry Kaplan and Dave Friedley, both of Tektronix, and Julius Barnathan and Chris Cookson, both of ABC.



Sony presented a HDVS Test Signal Generator.

TECHNOLOGY UPDATE

Film/Video displays helicopter m

LOS ANGELES—Film/Video Equipment Service Co., Denver, demonstrated an improved version of its Continental helicopter mount here at SMPTE. It can be rented for either film or video shoots.

The new mount features an electronic interface of its zoom control with the zoom electronics of Fujinon video lenses. A Fujinon focus serve control also is available, allowing operation of both the zoom and focus systems from the mount's pistol grip handlebar controls.

In a related development, Film/Video has modified all of its Sony BVP 250/300/330 cameras to permit the installation of a standard 1½-inch viewfinder in place of the shoulder pad under the camera body. When Sony cameras are used with the new Continental mount, there is VTR start/stop capability.

Westwood One, Los Angeles, is expanding its mobile recording division to include a new state-of-the-art mobile studio

to be based in Cleveland, complementing the \$500,000 West Coast-based mobile studio the company already has in operation.

The Cleveland-based mobile studio is being designed and built by engineer Arnold Rosenberg, who will also oversee the studio's operations and helm its crew.

While the West Coast mobile studio will concentrate on covering the territory west of the Rockies, the new mobile studio will cover points east, north and south. The expansion of Westwood One's mobile recording operations to include the two studios, each manned by a full engineering crew, makes it possible for the company to record two acts in different corners of the country simultaneously.

A pneumatic studio pedestal that is the first and only camera support system specifically designed to meet ASME pressure vessel safety codes, and a heavy duty, fluid drag counter-

balanced pan and tilt camera head have been introduced by Innovative Television Equipment, Woodland Hills, Calif.

The ITE-PI Pneumatic Studio Pedestal incorporates computer-assisted design parameters and offers a virtually leakproof pneumatic counterbalance system for totally safe operation.

The counterbalance system utilizes fingertip control and handles camera loads up to 290 pounds. The elevation range is from 28 inches to 52 inches. Vertical and horizontal movement is controlled by a 26-inch-diameter steering wheel.

The ITE-PI Pneumatic Studio Pedestal interfaces with all ITE pan/tilt heads. The ITE-H100FD Fluid Drag Camera Head incorporates perfect counterbalance control for camera loads up to 250 pounds, with varying vertical center of gravity up to 10 inches.

Rohde & Schwarz, Lake Success, N.Y., has announced a New Precision TV Demodulator, Model EKF2/D, for

measurement of black-and-white and color TV transmitters, transposers and test assemblies in the UHF and VHF ranges and at the IF.

The EKF2/D is a precision demodulator, designed with two input level ranges for TV signals between 20 mV and 1.5 V. The broadband input stage (30 to 900 MHz) is followed by a mixer, which can be switched to four positions, according to the TV bands. The associated four oscillators are either crystal controlled or locked to the incoming carrier by means of an AFC network.

Two video outputs and one AF output deliver the demodulated video and AF signals with adjustable level for evaluation by color or black-and-white TV monitors, oscilloscopes, etc. The video output level is kept constant by automatic or manual gain control of the IF stage. For modulation-depth checking, a zero-reference pulse triggered internally at the field rate or controlled by an external pulse can be inserted into the video signal. A

HARDWARE

loudspeaker and recorder output for recording the input voltages are provided.

WANN-AM, Annapolis, Md., is the first station in the U.S. to install a new 50 kw transmitter from McMartin Industries, Omaha, Neb. Other McMartin 50 kw AM transmitters are currently on the air in Ecuador and Portugal.

The transmitter—McMartin's BA-50K—is expected to be switched on some time this month, according to Morris Blum, president and general manager of WANN.

CWY Electronics, Lafayette, Ind., has introduced a new headend rack that the company said is priced 25 percent lower than competitive racks.

CWY's new racks are constructed of 11-gauge HRPO-1008 formed steel with an ASA 61 gray baked enamel finish. Panel rails are drilled and

PROGRAMMING BRIEFS

NEW YORK—The Mutual Radio Network will broadcast two stereo Christmas music specials on the weekend of Dec. 17-18. *Dick Clark's Fantasy Christmas Party* presents three hours of contemporary music. *The Oak Ridge Boys and Eddie Rabbitt*, hosted by WHN's Lee Arnold, brings both current hits and a menu of Christmas classics from the country stars.

Huey Lewis and the News will be heard live in concert via satellite on NBC's *The Source Radio Network* Nov. 9. Produced by Starfleet Blair, the show will originate from the Park West nightclub in Chicago.

Let's Talk Health, a daily health and nutrition talk show, will be transmitted via satellite to participating stations early next year. The program is a

joint venture of the **Health Radio Network** and **Real Radio Co.** Co-host for the show is Ken Jones, formerly a KNXT-TV anchorman and current president of Health Radio Network.

The **United Stations** radio network will present two three-hour holiday programs over Christmas and New Year's. *Christmas Around the Country* features the holiday recordings and personal comments of country stars including Willie Nelson, Alabama, The Oak Ridge Boys and Dottie West. *Crystal Gayle's Golden Decade* highlights the singer's hits from the past 10 years.

The Moody Blues will be profiled in a two-hour special on NBC's *The Source Radio Network* during the weekend of Nov. 11-13.

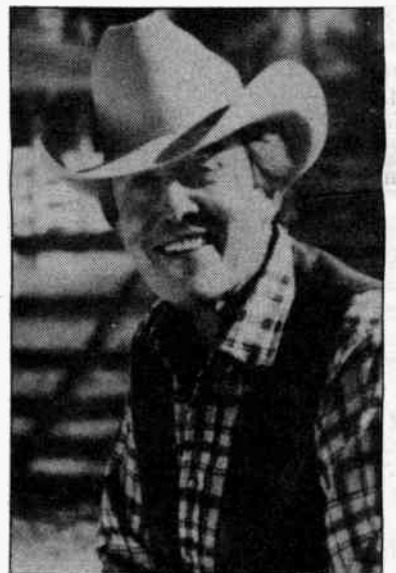
Bob Hope will reflect on his 40-year association with Bing Crosby during **Narwood Productions' Salute To Bing**, broadcast over Thanksgiving weekend, Nov. 24-27, on a network of more than 200 radio stations. Guests include members of the Crosby family, Rosemary Clooney and The Andrews Sisters.

JAM Creative Productions Inc., Dallas, announced the release of its new radio I.D. jingle package, **HITRADIO**. **HITRADIO** is a departure from the "traditional" jingle sound, combining the hot studio sounds of modern rock, pop and new music, with the high-energy pacing of today's "Hit" radio formats. Jam also offers radio identification for all formats, as well as fully animated TV spots and produc-

tion library services.

JAM also announced the release of "Image Flight," a new video spot for radio promotion. The viewer is taken on a journey through an outer space re-entry, then approaches a futuristic city and lands on a towering skyport in the midst of downtown. The video portion features several strong and clear logo displays evenly placed in the spot, with accompanying copy and customized jingle to reinforce the call letters.

Three **Mobil Showcase Network** specials airing in 1984 will be close-captioned by the National Captioning Institute: *King Lear*, a three-hour presentation with Sir Lawrence Olivier, Jan. 25; *Two By Forsyth*, a one-hour special, March 28; and *A Voyage Round My Father*, a 90-minute program, April 19.



Jimmy Dean

Jimmy Dean is back with a new television show entitled *Jimmy Dean's Country Beat*. The program, syndicated by **Tom Thumans' Television Syndications Inc.**, Houston, will debut in January 1984, in an estimated 80 markets. *Jimmy Dean's Country Beat* will be produced on location in Houston, at Virginia City.

Guests for the first 13 shows include: Tom T. Hall, Glenn Campbell, Gene Watson, Paul Williams, Porter Wagoner, Doug Kershaw, Ed Bruce, Terri Gibbs, and more.

Satellite transmission services for 1983-84 college basketball television events will be provided by **Wold Communications and Sports Productions Inc.**, an independent producer and syndicator of TV sports events. Beginning in December 1983, the schedule includes 87 regional telecasts of Southeastern, Western Athletic and Metro Conference basketball games. Twenty of the telecasts feature tournament games. Eighteen high school football and basketball championship games will be included in the schedule.

The First Olympics—Athens 1896, a five-hour miniseries, will air on NBC prior to the 1984 Olympic Games in Los Angeles. The Columbia Pictures

WHERE THERE'S SMOKE, THERE'S A HOT ISSUE.

People feel strongly about smoking. You can spark a lot of interest by exposing them to both sides of issues involving cigarettes.

Anne Browder can help. Her job is giving straight answers to tough questions about cigarettes. In person or on the phone.

Get the other side too. And you'll get people involved.



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tapped for 10-32 screws on EIA/RETMA rack spacing of 0.50-inch to 1.25-inch. The racks are shipped ready-to-assemble in two packages.

Sharp Electronics Corp., Paramus, N.J., has introduced a new 13-inch rackmount professional color monitor that provides a high resolution picture with accurate color reproduction for use in studio or EFP.

Sharp's new XM-1300 monitor with 0.31 mm dot pitch offers more than 600 lines of resolution at center screen. Standard U.S. controlled phosphors assure accurate color reproduction and matching with other high quality studio monitors.

Sharp also showed an expanding line of professional video equipment at the SMPTE show, Los Angeles. In addition to the new rack mount, the Sharp exhibit featured the XC-900D and XC-800 color cameras and the company's Triax system.

The XC-900D offers diode

gun Plumbicon® advantages such as high resolution and minimal lag, highlight sticking and burn-in at a cost of less than \$20,000 suggested list. The unit's linear matrix masking circuitry permits precise adjustment of colormetry for superior matching.

Both models offer plug-in modular circuit board construction for high reliability and easy servicing, and an on-board microcomputer, which provides digital auto white and black functions and diagnostics.

RCA, New York, is offering a free six-pack of stereo discs with the purchase of any stereo video disc player, as part of RCA's Holiday Bonus Promotion, which will run from Oct. 27 to Dec. 24.



The XC-803TX Triax System, from Sharp Electronics, was featured at SMPTE in Los Angeles.

Television production tells the story of an American team that revived the Olympics after a 1,500 year lapse. Stars will include Louis Jordan, David Ogden Stiers and Honor Blackman.

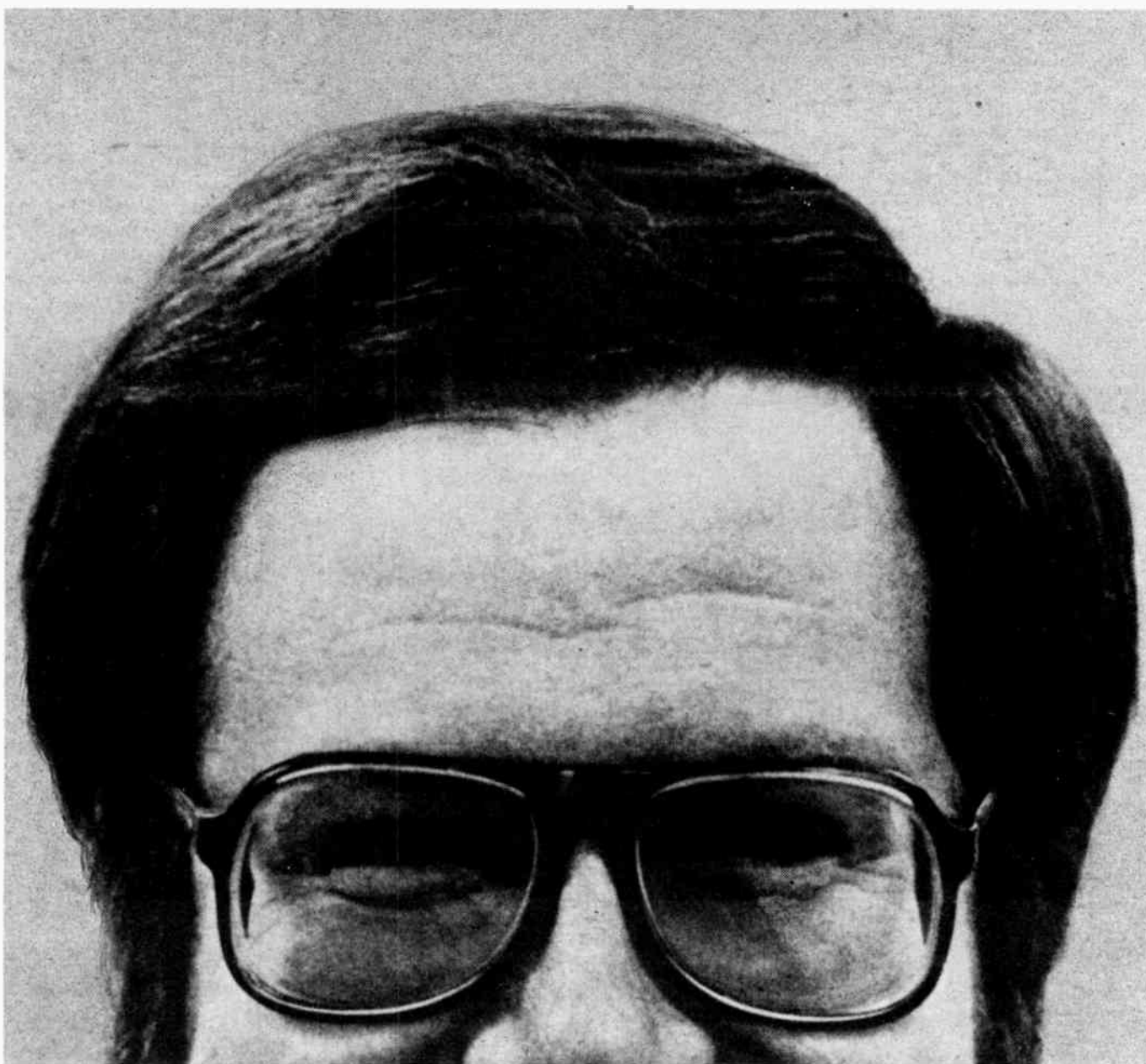
With 28 hours already committed for the 1983-84 season, Columbia Pictures Television is the leading producer of movies and miniseries for the networks, according to Herman Rush, president.

Projects already committed are *Sadat*, a four-hour miniseries; *The Last Days of Pompeii*, a seven-hour miniseries; *Master of Ballantrae*, a three-hour movie; *Mickey Spillane's Mike Hammer: More Than Murder*, a two-hour movie; and *Robert Kennedy and His Times*, a seven-hour miniseries.

Comedian Peter Akroyd will host *The Rock Palace*, a one-hour late night rock/comedy/dance special distributed by **Lexington Broadcast Services**. The show will air on more than 100 stations, including all five NBC-owned stations, and will run as a weekly series Jan. 14 through Sept. 8.

NBC-TV's *Here's Television Entertainment* will bring together 150 stars representing 35 years of television musical-variety programs. Airing Dec. 4, the special was taped at Ambassador College in Pasadena, Calif. Guests, both live and on film, range from Steve Allen, Louis Armstrong and Frank Sinatra to Jimi Hendrix, Elvis Presley and Andy Williams.

George Burns and Joe Somers announced they will take over marketing and servicing of **Burns/Somerset Continuous Country**. The highly successful 24-hour format, until now represented nationally by Fairwest Studios, will be sold and serviced exclusively by Burns Media Consultants Inc. and all production operations will be centered in Burns' Los Angeles offices.



AP presents a high-spirited alternative to the high cost of weekend talent. The Ed Busch Weekend Talk Show.

Many people consider Ed Busch's four-hour weekend talk show the most high-spirited radio talk show in the business. And with guests ranging from Isaac Asimov to Jerry Lewis, Ed's show will be a real hit with your weekend listening audience.

But you may find him most attractive because of the people who *won't* be around while his show is on.

Your weekend talent, for example. You'll no longer have to chase them down, to fill in gaps in your schedule. Or pay them to sit idly by, waiting for the ballgame to end.

In fact, the only person you'll need to air Ed Busch's program is a board operator.

You can broadcast the show live if you choose, from 4 to 8 PM, ET, every Saturday and Sunday. Or you can pre-record the program and reposition each modular, one-hour segment to suit yourself.

Since each hour is a complete show in itself, you can even delete segments. That's flexibility.

Because Ed Busch provides 12 minutes per one-hour segment for local avails, that's good business.

And although the show is available only to AP members, you aren't required to carry any other AP programming in order to get the Ed Busch Show. That's even better business.

Interested? Call Sofia Mannos at (202) 955-7243 for our free demo tape, and more information about the surprisingly affordable Ed Busch Weekend Talk Show.

Ed will give your listeners plenty to talk about.

And give your talent the weekend off.

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FINANCE

James Magid: Buy RCA, get NBC free

By Bill Dunlap

NEW YORK—Interested in picking up a television network free?

It could be done under a scheme advanced by James Magid, securities analyst for L. F. Rothschild, Unterberg, Towbin, but it would require intelligence, patience and access to a lot of money.

The network is NBC and Magid thinks it could be acquired for nothing by buying RCA

and selling off all the businesses except NBC.

"It's common for whole companies to sell for less than their constituent parts would be worth if they were pulled apart," Magid said. "If somebody could buy all of RCA, if they were smart, patient and knew what to do, they could probably dispose of all the businesses, one way or another, that RCA is in and end up owning NBC free.

"I think that's a worthy

objective and that's why I think the stock is undervalued," he said.

RCA has 81.7 million shares outstanding, which were trading last week at about \$35 for a total market value of about \$2.9 billion. RCA's recent sale of C.I.T. Financial Corp. for \$1.51 billion gave some idea as to the value of the RCA parts.

Magid pegs the company's breakup value as somewhere between \$40 and \$60 a share, or as much as \$4.9 billion.

Magid sees what he calls a "dynamic contradiction" between the intrinsic value of the company and the value it has on Wall Street based on its financial performance and track record.

"I think management is in a race to improve the performance of the company after years of lackluster performance and acquisitions that didn't meet the strategic objectives that were announced when they were acquired," Magid said.

He doesn't think anyone would be willing to pay RCA what NBC is truly worth, which he thinks is "a minimum of \$2.5 billion and as much as \$4 billion to \$5 billion."

Interest in RCA stock was sparked last week when it was revealed that Minneapolis investor Irwin Jacobs had purchased a substantial, but unspecified, number of RCA shares. Jacobs has been involved in a number of takeover bids in the past, most recently that of Kaiser Steel.

STOCKS

EXCH	COMPANY	CLOSING 10/26	CLOSING 11/03	NET CHANGE IN PERIOD	% CHANGE IN PERIOD	52 WEEK HIGH	52 WEEK LOW	P/E
NYS	ARC	60.63	56.50	-4.13	-6.80	69.75	35.38	11
ASE	ADAMS-RUSSEL	22.13	23.00	.88	3.95	30.88	12.00	22
OTC	AHER. ELECT. LABS	27.00	26.75	-.25	-.93	44.25	12.50	34
ASE	AFFILIATED PURS.	42.50	42.88	.38	.88	45.00	26.88	16
OTC	A.H. BELO	38.50	38.75	.25	.65	52.00	18.50	12
NYS	AMERICAN EXPRESS	34.50	34.00	-.50	-1.45	49.50	17.63	9.8
NYS	AMERICAN FAMILY	22.75	22.50	-.25	-1.10	24.13	9.50	13
NYS	ARVIN INDUSTRIES	28.25	28.00	-.25	-.88	30.25	11.88	16
OTC	BARFIS LTD.	5.00	4.75	-.25	-5.00	9.50	1.63	25
OTC	BRDD INTL.	44.00	42.00	-2.00	-4.55	47.00	21.88	14
NYS	JOHN BLAIR	46.00	37.00	-9.00	-17.78	46.50	15.00	15
OTC	BURRUP & SINS	5.00	5.25	.25	.50	14.63	5.00	D
OTC	CABLE TV INDUSTRIES	5.75	5.75	.00	.00	9.75	3.00	26
NYS	CAPITAL CITIES COMMUN.	146.25	142.00	-4.25	-2.91	157.50	67.75	18
NYS	CBS	75.13	71.13	-4.00	-5.32	78.50	36.13	12
OTC	C-COR ELECTRONICS	11.50	10.00	-1.50	-13.04	35.13	14.50	13
ASE	CETEC	10.13	9.13	-1.00	-9.88	12.88	3.88	20
NYS	CHARTER CO.	10.75	9.13	-1.63	-15.12	15.50	7.00	6.2
NYS	CHRIS-CRAFT	24.13	23.50	-.63	-2.59	61.38	19.25	47
OTC	CHYRON	21.00	19.50	-1.50	-7.14	29.25	10.75	18
NYS	COCA-COLA	53.38	53.00	-.38	-.70	57.38	34.50	13
ASE	COHU	7.13	7.00	-.13	-1.75	10.63	3.88	15
OTC	CONCAST A	22.00	19.25	-2.75	-12.50	25.25	9.50	19
OTC	COMPACT VIDEO	5.63	5.38	-.25	-4.44	10.50	2.63	19
NYS	CONRAC	16.75	17.75	1.00	5.97	24.00	1.50	12
NYS	COX COMMUN.	45.25	46.38	1.13	2.49	55.25	26.75	18
NYS	WALT DISNEY PROD.	61.00	61.75	.75	1.23	84.75	49.63	21
NYS	DOH JONES & CO.	48.25	50.00	1.75	3.63	56.25	17.88	30
OTC	DOYLE DANE BERNBACH	22.25	23.50	1.25	5.62	28.50	14.25	19
NYS	DUI & DRADSTREET	61.75	56.50	-5.25	-8.50	70.00	34.13	20
NYS	EASTMAN KODAK	68.25	66.75	-1.50	-2.20	98.13	68.13	11
OTC	ELECT KISSES & COMMUN.	10.50	10.75	.25	2.38	18.50	10.00	D
NYS	FAIRCHILD INTL.	20.00	19.88	-.13	-.63	24.88	13.63	15
NYS	FOOTE, COHE & BELDING	48.13	48.00	-.13	-.26	51.50	29.50	12
NYS	GANNETT CO.	62.50	58.38	-4.13	-6.60	72.00	33.13	16
NYS	GENERAL ELECTRIC	52.00	51.88	-.13	-.24	57.75	31.38	12
NYS	GENERAL INSTRUMENT	31.13	32.63	1.50	4.82	66.88	26.63	14
NYS	GENERAL TIRE	30.75	32.88	2.13	6.91	37.50	21.00	13
NYS	GETTY OIL	69.50	69.00	-.50	-.72	72.50	43.00	12
OTC	GRAPHIC SCANNING	6.63	6.63	.00	.00	14.44	3.94	D
OTC	GREY ADVERTISING	105.50	105.50	.00	.00	105.50	57.00	8.6
ASE	GROSS TELECASTING	58.50	55.50	-3.00	-3.42	68.00	23.25	12
NYS	GULF UNITED	29.00	29.25	.25	.86	29.75	19.00	9.1
NYS	GULF & WESTERN	25.88	26.75	.88	3.33	30.13	11.50	7.9
NYS	HARRIS CORP.	36.13	35.00	-1.13	-3.11	51.38	23.00	20
NYS	HARTE-HANKS	22.13	22.00	-.13	-.56	26.75	10.63	15
NYS	HERITAGE COMMUN.	13.25	13.63	.38	2.83	15.00	7.38	27
NYS	INSILCO CORP.	20.25	19.00	-1.25	-6.17	26.75	12.25	9.8
NYS	INTERPUBLIC GROUP	60.88	56.25	-4.63	-7.60	62.00	28.88	12
NYS	JEFFERSON-PILOT	37.25	36.00	-1.25	-3.36	37.88	22.38	9
OTC	JOSEPHSON INTL.	13.25	13.25	.00	.00	20.00	8.13	9.2
NYS	JWT GROUP	39.50	39.00	-.50	-1.27	41.00	14.75	21
NYS	KNIGHT-RIDDER	55.38	53.13	-2.25	-4.06	60.88	28.50	15
NYS	LEE ENTERPRISES	23.25	22.00	-1.25	-5.39	25.75	11.63	13
OTC	LIBERTY	24.13	23.88	-.25	-1.04	24.50	10.13	13
OTC	LIN BROADCASTING	19.38	17.75	-1.63	-8.39	24.63	8.88	17
NYS	M/A COMM	20.88	23.63	2.75	13.17	35.13	13.25	31
NYS	MCGRAW HILL	44.00	43.00	-1.00	-2.27	53.88	22.63	18
NYS	MCA	36.13	36.25	.13	.35	42.13	28.50	9.1
OTC	MCI COMMUN.	13.63	23.75	10.13	74.31	33.63	15.00	D
ASE	MEDIA GENERAL	53.75	54.75	1.00	1.86	65.75	34.25	11
NYS	MEREDITH	40.38	40.13	-.25	-1.83	42.25	19.25	10
NYS	METROMEDIA	26.25	25.75	-.50	-1.90	56.00	19.13	21
NYS	MGM/UA	11.63	12.13	.50	4.30	22.25	5.13	8.8
OTC	NICRODYNE	9.50	9.38	-.13	-1.32	18.00	7.13	29
NYS	3M	85.25	83.63	-1.63	-1.91	90.50	51.38	15
NYS	MOTOROLA	142.75	129.75	-13.00	-9.11	150.00	59.00	25
ASE	ROVJILAS	6.50	6.13	-.38	-5.77	7.63	2.00	D
OTC	MULTIMEDIA	38.00	37.00	-1.00	-2.63	43.75	19.75	18
ASE	NEW YORK TIMES CO.	85.00	83.75	-1.25	-1.47	91.75	36.00	16
OTC	A.C. NIELSON CL A	37.75	38.75	1.00	2.65	39.50	22.88	18
NYS	HO. AMER. PHILLIPS	73.00	74.25	1.25	1.71	74.50	33.50	12
NYS	OAK INDUSTRIES	5.75	5.88	.13	2.17	20.25	9.00	D
OTC	OGILVY & MATHER	50.00	47.50	-2.50	-5.00	60.75	31.50	14
NYS	ORION	15.25	13.25	-2.00	-13.11	30.00	6.13	15
ASE	OBROX CORP.	3.13	3.13	.00	.00	15.13	3.63	D
NYS	OUTLET CO.	43.00	43.25	.25	.58	43.38	15.00	33
ASE	POST	58.50	58.98	.48	.64	59.50	26.00	21
NYS	RCA	32.88	34.50	1.63	4.94	35.13	16.75	19
OTC	REEVES COMMUN.	9.50	9.50	.00	.00	28.63	12.00	16
NYS	ROCHELL INTL.	30.50	29.25	-1.25	-4.10	35.50	15.50	12
NYS	ROLLINS	17.00	16.00	-1.00	-5.88	18.63	9.88	20
ASE	RSC INDUSTRIES	5.00	4.88	-.12	-2.50	7.50	4.00	62
NYS	SCHERING-PLOUGH	42.50	41.25	-1.25	-2.94	48.13	30.00	12
NYS	SCIENTIFIC-ATLANTA	15.38	14.63	-.75	-4.88	22.88	10.13	38
OTC	SCRIPPS HOWARD	27.25	27.25	.00	.00	31.00	17.25	15
NYS	SIGNAL COS.	32.75	29.75	-3.00	-9.16	38.75	13.13	28
NYS	SONY CORP.	14.75	15.00	.25	1.69	17.25	11.00	38
NYS	STORER COMMUN.	33.13	31.50	-1.63	-4.91	34.50	19.00	D
NYS	TAFT BROADCASTING	47.93	48.00	.07	.26	57.00	28.25	13
ASE	TECH OPERATIONS	34.25	32.50	-1.75	-5.11	41.50	14.00	5.7
NYS	TEKTRONIX	79.25	77.38	-1.88	-2.37	86.75	34.00	29
OTC	TELEVISION	7.25	7.25	.00	.00	10.25	2.75	D
OTC	TELEMET (GEOTEL INC.)	2.25	2.25	.00	.00	4.50	1.50	28
OTC	TELEPICTURES	15.00	15.50	.50	3.33	24.25	6.63	19
ASE	TEXSCAN	17.25	16.63	-.63	-3.62	27.50	9.75	18
NYS	TIME INC.	63.25	61.88	-1.38	-2.17	78.38	25.50	24
NYS	TIMES MIRROR	80.75	78.25	-2.50	-3.10	88.00	35.50	15
OTC	TOCOM	4.63	5.00	.38	8.11	14.00	6.50	D
OTC	TPC COMMUN.	2.38	2.13	-.25	-10.53	28.00	10.00	193
OTC	TURNER BROADCASTING	28.00	30.50	2.50	8.93	14.13	7.38	18
OTC	UNITED TELEVISION	12.75	13.25	.50	3.92	14.13	10.00	12
ASE	UNITEL VIDEO	8.00	8.75	.75	9.38	13.50	17.38	23
NYS	VARIAN ASSOCIATES	50.00	50.13	.13	.25	73.00	17.50	17
NYS	VIACOM	28.88	27.75	-1.13	-3.90	40.88	17.50	17
OTC	VIDEO CORP. OF AMER.	9.88	10.00	.13	1.27	14.13	7.38	11
NYS	WARNER COMMUN.	22.25	22.00	-.25	-1.12	59.63	19.88	D
ASE	WASHINGTON POST CO.	67.50	71.38	3.88	5.74	71.75	32.50	16
NYS	WESTERN UNION	33.75	34.00	.25	.74	54.25	25.25	10
NYS	WESTINGHOUSE	48.50	48.75	.25	.52	53.38	25.63	10
NYS	WONETCO	42.00	41.75	-.25	-.60	43.88	19.75	25
ASE	WRATHER	42.75	45.38	2.63	6.14	43.75	19.25	D
NYS	ZENITH	32.00	30.25	-1.75	-5.47	34.50	9.75	35

* ADJUSTED FOR 2:1 SPLIT 10/31

Provided by Steven G. Hammer, A.E. Richey, Frankel & Co., Boulder, Colo., (303) 443-6830. The information and statistics contained herein have been obtained from sources we believe reliable but are not guaranteed by us to be all-inclusive or complete. This information is not to be construed as an offer or the solicitation of an offer to buy or sell the securities herein mentioned. This firm and/or its individual brokers and/or members of their families may have a position in the securities mentioned and may make purchases and/or sales of these securities from time to time in the open market or otherwise.

Cox joins RCC game

ATLANTA—Cox Communications Inc. has entered the radio common carrier business with an agreement to buy 90 percent of a St. Louis radio common carrier with about 10,000 paging and mobile telephone subscribers.

Cox said it also has provision to purchase the remaining 10 percent of CyberTel Corp., the oldest and largest radio common carrier in the St. Louis area and the largest in downstate Illinois.

Cox and CyberTel are equal partners in CyberTel-Cox Cellular, which is 70 percent owner of the non-wireline cellular radio system planned for construction in the St. Louis market.

William Schwartz, president and chief executive officer of Cox, said the agreement with CyberTel represents "our initial entry into the RCC business, one which complements our existing operations in the telecommunications field."

Cox and CyberTel also are joint venturers in applications pending at the Federal Communications Commission to build cellular telephone systems in Oklahoma City and Charlotte, N.C. They also plan to operate a nationwide paging system.

FCC and Illinois Commerce Commission approval is required.

Four Star, Technicolor deal for Gold Key Entertainment

LOS ANGELES—Four Star International Inc. and Technicolor Inc. have reached a definitive agreement calling for Four Star to acquire all of the issued and outstanding shares of Gold Key Entertainment Inc., a Technicolor subsidiary.

Under the agreement, Four Star will pay Technicolor \$5 million cash at the closing and later contingent payments estimated to exceed \$8 million based on the realization of Gold Key receivables.

Four Star also will issue 360,000 shares of its common stock to Technicolor and will grant Technicolor warrants to

purchase an additional 75,000 shares of stock at \$6.60 a share.

The companies said the agreement has been approved by the boards of Four Star and Technicolor. Four Star shareholders will be asked to approve the deal at the annual meeting scheduled for December.

Separately, Technicolor announced that it had acquired the right to buy 363,768 shares from the estate of Henry Kyle, the late president of Four Star, and more than 180,000 shares from other sources.

Technicolor will have five of seven seats on the Four Star board upon completion of the Gold Key acquisition.

FINANCE BRIEFS

CPE, Washington Post to acquire Prism

PHILADELPHIA—Prism, the regional stand-alone pay television programming service, will be acquired by a joint venture of Cablevision Program Enterprises and the Washington Post Co. under an agreement reached last week.

No price was disclosed. The movie and sports service reaches 355,000 area cable subscribers and some 12,000 subscribers to Pennsylvania Pay TV's subscription television service.

Harris acquires Lanier

MELBOURNE, Fla.—Harris Corporation's acquisition of Lanier Business Products Inc. became effective Oct. 28 when Harris shareholders approved the deal at the company's annual meeting.

BW EXTRA

RADIO HARDWARE

Programming delivery links

cost, demands

By Adam Buckman

While the large number of 24-hour automated radio formats available from radio program syndicators varies greatly, the methods used to deliver weekly programming to stations are relatively uniform.

Usually, a week's worth of programming is shipped about a week in advance on 7-inch, 10½-inch or 14-inch tape reels. Other delivery methods, though less widely used, include detailed program logs and computer generated playlists.

Dallas-based syndicator Satellite Music Network delivers all of its programming completely via satellite, while Consolidated Communications Consultants, La Crescenta, Calif., has come up with a way of putting its "Parade of Hits" format on videocassette.

Century 21 Programming, Dallas, syndicator of 18 24-hour automated radio formats, delivers its programs to nearly 350 participating stations on Agfa-Gevaert reel-to-reel tape.

"The raw tape we use plays a vital role in our end product so we constantly test various brands and

any new tape products that come into the market," said Dan Rau, vice president and operations manager for Century 21.

Century 21 packages its customized formats for individual stations from source material recorded on Agfa ¼-inch PEM 369 one-mil high-speed duplicating master tape.

Rau noted that Century 21 never reuses tapes sent to stations. "We never bicycle tapes," he said. "Every tape we ship is a fresh new tape so that the sound is perfect, rich and clean."

Taft Broadcasting Co., a TV and radio station owner and the syndicator of the "Primetime Radio" format, including hits from the 1930s to the '60s, had planned to launch its format in 1980 with complete satellite delivery.

But economic considerations resulted in the switch to audio tape before the format was first launched, said Larry Anderson, manager of Primetime Radio.

"The whole reason for satellite distribution is to save small market stations money," Anderson said of automated satellite-delivered formats that offer everything from air

Continued on page 14

TEXTURA

Programming delivery

Considerations for economics play large role

Continued from page 13

personalities to station IDs.

For Taft, the costs associated with satellite distribution—including \$25,000 per month to lease a transponder—were too expensive and not cost-effective, Anderson said.

Concerning the high-quality sound produced by satellite distribution, Anderson said, "Music originates on tapes or cartridges in the first place. What's the difference?"

But Anderson admitted that the sound quality emanating from satellites differs greatly from audio delivered via landlines.

Anderson guessed that an automated format delivered entirely by satellite "would have to endure considerable losses for awhile." He also said of Taft's planned satellite

delivery, "Large market stations were indifferent to the idea."

Satellite Music Network, however, now boasts more than 400 client stations signed to take one of four automated, completely satellite-delivered formats—the adult contemporary "Starstation," the MOR "Stardust," "Country Coast-to-Coast" and the new top-40 "RockAmerica," set to hit the air Jan. 2, said Marketing Director Linda Snow.

The company recently embarked on a program designed to defray the cost of receiving satellite signals for potential clients. Until Dec. 15, the network will provide 13-foot satellite receiving dishes to stations that sign up to take one of its formats, Snow said.

On Oct. 24, the first day of the offer, three stations signed up for Satellite Music Network programming and saved \$5,850 that would have been spent to buy a receiving antenna, she said.

With client stations in 24 of the top 50 markets, Satellite Music Network

transmits its programming via RCA's Satcom III. Out of more than 400 clients, 271 are actually on the air.

Meanwhile, Consolidated Communications Consultants introduced its own unique method of delivering its "Parade of Hits" format at the convention.

The company believes it is the first to devise a way of putting its format on videocassettes, which contain not only the audio portions of songs, but visual information—including song titles, artists and related trivia—that appears on a TV monitor.

The visual information also consists of large countdown numbers and a song's chart history. CCC Vice President and General Manager Mark Blinoff joked that the system "is so simple, even a disc jockey can use it."

Blinoff explained that Parade of Hits was developed several years ago as a high-quality audio service incorporating the "finest professional cassette deck" then available—

Eumig's FL-1000. But CCC's emphasis on high-quality audio was altered when Eumig went bankrupt

Last laugh

WJOK looking to simulcasting to fix punch line

By Dave Potorti

Jokes have endured for centuries. But will joke radio have the last laugh on the highly competitive Washington market?

Results have been slow in coming. Troubled by its inability to successfully penetrate most of the Arbitron survey areas surrounding Montgomery County, Md., WJOK-AM, which broadcasts a 24-hour comedy format, is looking for a new station or an outlet for simulcasting its programming in a more effective manner.

Take my station... please.



Non-stop Comedy Radio 1150AM

At the same time, the response from listeners who do tune in had convinced the format's creator that 24 hours of comedy may be commercially viable when transmitted via satellite to other stations across the country.

Bob Cobbins, WJOK-AM president and general manager, got the idea for all-joke radio 18 years ago and saw the opening he needed when an AM license became available in the Capitol area in 1973. He formed Barto Broadcasting with three partners, and filed against eight other groups for the license. Cobbins won the battle six years later and the station went on the air Jan. 31, 1983.

So far, WJOK-AM listening patterns seem to parallel all-news radio stations, Cobbins said. Listeners might tune in for 20 minutes on their

way to work, or punch in and out occasionally.

"We've become an alternative in that sense," Cobbins said. "We're not going to drag people away from country music or rock or classical. But there will come a time when they get a little bored with their favorite station and they'll punch us up to see what's happening. They'll stay around until we tell a joke that they don't think is funny and then go back to what they were listening to. But they do come back."

"Quarter hour maintenance is not too good, but come is extremely high," Cobbins said. "Based on our own research, we lean toward an audience of 25- to 54-year-old men, followed by women in the same age group. But there's no age barrier for comedy."

Based on the content of the programming, listeners were far more attentive than usual, he added, which means benefits for advertisers.

"When people listen to comedy, they really listen, and wait for the punchline. As a result, they hear the commercials for a change, compared with 'elevator music' where the commercials aren't heard. You've got to listen to something to respond to it," Cobbins said.

While the on-air atmosphere is nonstop humor, the station advises advertisers to play it straight for the most part.

"We don't advise humorous commercials," Cobbins said. "They run into the same problems we might have on the air with repeating material. If you play material 24 times a week and it's all the same humor, it gets flat pretty quick. When they're read live on the air, however, the DJs kick them around a lot, and they're different every day."

Those DJs are not necessarily hired because they're funny, but because

they have a personality that enjoys an ad-lib atmosphere. Listeners might be asked to phone in their favorite jokes, or to fill in the punchline on a joke of the day.

"Most AM stations that have any kind of numbers at all are personality-type stations," Cobbins said. Comedians like Soupy Sales have been known to stop by the studios on their way through town, as well as sharing routines on the phone.

Comedy is timeless

Cobbins has collected comedy material for the past two decades from the likes of Jack Benny, Nichols & May, Spike Jones, W.C. Fields, Amos and Andy, Redd Foxx, Lily Tomlin, Mel Brooks, Robin Williams and dozens of others. A discographer has been added to the staff to dig up hard-to-find recordings.

"Our material dates back to 1900, but every bit of it is still relevant," Cobbins said. "We have material from Will Rogers, and if you listen to him, you think he's a local commentator doing today's news—he talks about the oil companies and the politicians. It's still very topical."

"We do have new material, although there isn't much new material being made—probably only a dozen comedy albums a year. And we're constantly searching for a lot of the old stuff that we don't have," Cobbins said.

WJOK-AM is also an outlet for a variety of syndicated comedy programs, including *Chickenman* (The "Caped Capon"), *Joe Piscopo At Large*, *The National Lampoon Radio Hour*, *The Golden Age of Radio* and *Star Farce*.

Among the more modern comedians aired on WJOK-AM are a few known for racy language—like George Carlin and Richard Pryor. Perhaps as a tribute to the atmosphere of

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In Canada - Dover Productions, Norman Clavir 416-652-1507



about two years ago, he said.

Meanwhile, the format itself had been tested for the past two years on KWIP radio, Salem, Ore. This year, Blinoff came across an article in an equipment trade magazine that praised the high-quality audio produced by the Sony SL-2700 Beta Hi-Fi, a consumer videocassette player.

Soon after reading about the Sony deck, Blinoff thought of using the machine with Parade of Hits. CCC Vice President of Sales Bob Zidel noted that the Sony deck with compatible TV monitor is lower priced than most reel-to-reel machines currently in use at radio stations.

Blinoff and Zidel reported a lot of interest in the videocassette system at the NRBA Convention, which was the first trade show to include Parade of Hits on videocassette. Blinoff said CCC will exhibit the system at next April's NAB convention with several improvements including a few features in color.

Strategic Radio Research, Chicago, formerly called Chicago Programming

Resources, is a research and consulting firm that offers a variety of custom radio formats delivered in the form of computer printouts, said SRR President Kurt Hanson.

SRR sends a week's worth of programming described in detail on computer printouts about a week before that programming is scheduled to air. Although SRR services a wide variety of formats, it has been concentrating recently on AOR and so-called "pop adult" stations, Hanson said.

A station's weekly programming package consists of about 56 pages of computer printouts—about three hours of detailed programming per page, Hanson said.

To gather data for its custom computerized formats, SRR spends a week monitoring programming on a comparable successful station and generates a playlist based on that week.

The company then works with the client to put the songs and computer information together "in a

categorization system in line with the program director's programming philosophy," Hanson said. He added that the computer also designs hour clocks, which suggest the frequency with which some hit songs should be played.

American Music Research, a division of the diversified Unidyne companies based in San Diego, also offers computer printouts of radio formats based on comprehensive music research.

The company's computer printouts are in the form of comprehensive program logs "designed to meet the format needs of the program director," said Bill Alfredo, vice president of marketing for Unidyne.

AMR's programming package, aimed at CHR and adult contemporary stations, includes a week's worth of music, IDs and station breaks. After a few months, AMR offers clients a "report card" on how their new format is doing. The company's "Logtrac" report is an exclusive service of AMR, Alfredo said.

EXHIBIT



Robert Cobbins

deregulation existing in radio today, even these routines are run uncut with few problems. But they run only after 10 p.m.—and disclaimers air every other hour all day long.

"We haven't had any legal problems at all," Cobbins said. "We've had about a dozen complaints since going on the air in January. They were rather serious, and I think all of them called the FCC. The commission simply told them to either turn off the radio or change to another station. If anyone wants to sue us, it's going to be more of a Supreme Court issue."

Cobbins admits that he couldn't have gotten away with airing some of these routines in the past.

"About 25 years ago, a DJ in South Carolina used to play new music releases on his morning show. When he got a release that was really a turkey, he'd break it on the air and play a sound effect of a toilet flushing. Listeners complained and the station lost its license."

With the approach of the station's first anniversary, Cobbins is giving some thought to syndicating the format 24 hours a day on a national basis using a satellite feed.

"We've had calls from 28 stations across the country, all of them AMs," Cobbins said. "We're not even soliciting interest yet; it's all coming from the publicity that the station has gotten. We're just not ready for syndication now, but I'm looking at it about six months to a year down the road."

"Our service would be of particular interest to AM stations, because I think they're hurting more than anybody," Cobbins said. "But whether the station is AM or FM, it comes down to why the station needs to change. If the station is making money, why would it need to change? It's the losers in their markets that are looking for new formats."

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PEOPLE ON THE MOVE

Jerrold Division of General Instrument Corp. has named three account executives: **Charles Siegfried** will be responsible for customer accounts in western Pennsylvania; **Edwin Grainger** will be responsible for customer accounts in the state of Georgia; and **Terry Abramovich** will be responsible for customer accounts in the state of Ohio.

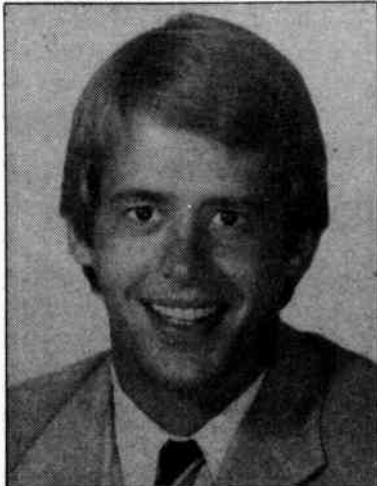
Carole Coates-West has joined Columbia Pictures TV as vice president/drama, current programs. Coates-West was most recently director of current drama series at NBC.

Diane Andrew has been named copywriter for KRDO-AM-FM, Colorado Springs, Colo. Andrew will be responsible for overseeing commercial production, creative consulting and also will be voice talent for many of the commercials.

Bob Elhorn, vice president of sales research for Katz Television's American and Continental Sales Division, now will coordinate and supervise the total operation of Katz Television's Sales Research. Elhorn came to Katz in 1972 from the ABC Television Network where he was regional manager of affiliate relations. Also **Carol Rosen** has been named vice president, corporate administration and facilities planning for Katz Communications Inc.

Will Davis has been named program manager for WRAL-TV, Raleigh, N.C. Davis was promoted to the post from the position of executive program producer.

Scientific-Atlanta Inc., Atlanta, has announced the appointment of **J. Lawrence Bradner** as general manager of the Distribution, Data and Subscriber Products Division. Bradner will manage the division's opera-



Edwin Grainger

tions including engineering, manufacturing, sales and marketing.

Michael Ching has been named assistant creative services director for KGO-TV, the ABC owned station in San Francisco. He has been the manager of On-Air Advertising since 1980.

Belo Broadcasting Corp. has elected four corporate vice presidents in the October meeting of the company's board of directors: **Lee Larsen**, general manager of KOA/KOAO Radio, Denver; **Marty Haag**, executive news director, WFAA-TV, Dallas; **Frank Davis**, director of engineering, Belo Broadcasting; and **Lee Salzberger**, director of personnel, Belo Broadcasting.

Robert Mendez, a senior attorney in NBC's West Coast law department, was named executive vice president of the National Hispanic Bar Association.

Gloria Monty, producer of *General Hospital*, has signed a long-term contract with ABC Entertainment.



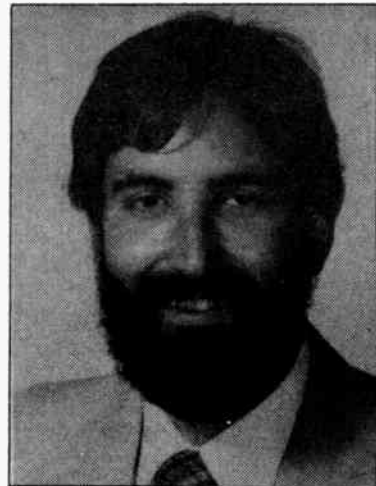
Terry Abramovich

Blair Radio named **Martin Toole** vice president and manager of its Dallas office. He was Houston office manager, where he is replaced by **Scott Lazare**, who was an account executive for Blair Radio in New York.

Hiber, Hart & Patrick named **John Stonis** director of client services in the research and consulting firm's Laurel, Md., offices. He was research director at KGW radio in Portland, Ore., and KING in Seattle.

Selcom Radio named **Tom White** vice president/special projects for Selcom Inc., which will be the parent company of Selcom Radio and Torbet Radio when its purchase of Torbet is completed. White was vice president/Eastern operations manager for Selcom Radio. The radio rep firm also promoted **Barbara Crooks** and **Donn Wither** from vice presidents to senior vice presidents. She is Western operations manager and he becomes Eastern operations manager.

J. Michael Henderson has been appointed general manager of KGLD and KQRS-FM, Minne-



Charles Siegfried

apolis, and vice president of Hudson Broadcasting Co. He was general sales manager of the FM station.

WHO-TV, channel 13 in Des Moines, Iowa, named **Ray Johnson** general sales manager. He has been an account executive since 1964.

WNCN-FM, GAF Broadcasting's classical outlet in New York, named **Ron Hyams** director of retail sales, a new position. He was an account executive.

WCBS-TV, the network flagship station in New York, named **Jim Zarchin** assistant news director and **Marc Morgenstern** executive producer of *Channel 2 News at Six*. Zarchin had held the latter position. Morgenstern was executive producer of the 11 p.m. news at CBS' KNXT-TV, Los Angeles.

George Bragg has been appointed senior vice president and director of broadcast production, a new position, in the New York office of Kenyon & Eckhardt Advertising. He held a similar position at Compton Advertising.

Ed Papazian, who first joined Katz Communications in 1963 and served in various capacities into the 1980s, has rejoined the company as vice president of station relations for Katz Sports. In other moves at Katz, **Ken Schlenker**, manager of the Atlanta sales office, was named a divisional vice president of Katz Independent Television and **Mark Shottland** was promoted to vice president, national sales manager of Katz American Television's Stars Team in New York.

WFFT-TV, independent channel 55 in Fort Wayne, Ind., named **Tom Hansen** station manager. He was director of programming and operations.

News anchor **Doreen Gentzler** will join **Judd Hambrick** and the *Action 3 News* team as weekday 6 and 11 p.m. co-anchor, Dec. 12. WKYC-TV, Cleveland. She formerly was weekday co-anchor for the 6 and 11 p.m. news at WSOC-TV in Charlotte, N.C.

Barry Mitzman has been selected for the position of senior producer/public affairs at KCTS/9, Seattle. In this capacity, Mitzman will be responsible for the station's local public affairs programming and will supervise the KCTS/9 public affairs staff.

Liz Nestel has been named research director of KGO-AM 81, San Francisco, effective immediately. Nestel comes to KGO with an extensive background in media buying and planning. She formerly was senior media buyer/planner for the San Bruno-based Gap Corp.

Mark Toney has been named assignment editor for WOTV, Grand Rapids, Mich. Toney was formerly assignment editor and producer of the 6 p.m. newscast at KGAN-TV, Cedar Rapids, Iowa.

CALENDAR

NOVEMBER

Nov. 7-9—Scientific-Atlanta 1983 communication symposium. Speakers: Jeff Hallett, president of The Naisbitt Group, "Megatrends: The New Economy." Hyatt Regency, Atlanta, Ga. Information: Betsy Crawley, 3845 Pleasantdale Rd., Atlanta, Ga. 30340, (404) 449-2274.

Nov. 7-10—AMIP-TV international television marketplace. Fountainbleau, Miami Beach, Fla. Information: March Five, (212) 687-3484.

Nov. 8-11—Unda USA, National Catholic Association for Broadcasters and Allied Communicators 12th annual general assembly. Hollenden House, Cleveland, Ohio. Information: Ann DeZell, Unda-USA, 3035 Fourth St. N.E., Washington, D.C. 20017, (202) 526-0780.

Nov. 9-11—26th annual International Film and TV Festival of New York. Sheraton Center, N.Y. Information: (212) 246-5133.

Nov. 9-11—Oregon Association of Broadcasters fall conference. Eugene Hilton, Eugene, Ore.

Nov. 10—18th annual Gabriel Awards banquet, sponsored by UNDA-USA. Hollandan House, Cleveland.

Nov. 10-12—National Association of Farm Broadcasters annual convention. Crown Center Hotel, Kansas City, Mo.

Nov. 10-13—Loyola Radio Conference. Hotel Continental, Chicago, Ill. Speaker: Dick Biondi, WBBM-FM.

Nov. 11-12—Friends of Old-Time Radio, annual convention. Holiday Inn North, Newark, N.J. Information: Jay Hickerson, (203) 795-6261, (203) 248-2887.

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

Nov. 15—Southern California Broadcasters Association annual membership meeting and election. Holiday Inn, Hollywood. Information: (213) 466-4481.

Nov. 15—Deadline for applications for one-year legal fellowship program sponsored by National Association of Broadcasters. Information: Erwin Krasnow, senior vice president and general counsel, NAB, 1771 N Street, N.W., Washington, D.C. 20036.

Nov. 15—PRS of Boston seminar, "Computers and Video Systems for the Recording Studio." Paradise, Boston. Information: (617) 254-2110.

Nov. 15-17—C-Cor Electronics regional technical seminar. Tampa, Fla. Information: (813) 238-2461.

Nov. 16—Ohio Association of Broadcasters financial management school. Marriott North, Columbus, Ohio.

Nov. 17-19—Arizona Broadcasters Association fall convention and 31st annual meeting with Arizona Society of Broadcast Engineers convention and technical exhibit. Radisson Scottsdale Resort, Scottsdale, Ariz.

Nov. 17-20—Billboard's Fifth

International Video Music Conference, Huntington Sheraton Hotel, Pasadena, Calif.

Nov. 18—Ohio Association of Broadcasters "small market potpourri." Westbrook Country Club, Mansfield, Ohio.

Nov. 18—Advanced Television Systems Committee's high definition technology group first meeting. National Association of Broadcasters' headquarters, Washington.

Nov. 22—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

Nov. 29—International Association of Satellite Users monthly meeting. Twin Bridges Marriott, Arlington, Va.

Nov. 30—Deadline at school level for 37th annual voice of Democracy competition in national broadcast scriptwriting program, sponsored by Veterans of Foreign Wars of the U.S. and its Ladies Auxiliary with cooperation of National Association of Broadcasters and state associations. Students in 10th, 11th and 12th grade, who are U.S. citizens, are eligible to compete during fall term for \$32,500 in national scholarship awards, as well as expense-paid trips to Washington next March and other prizes at state and local levels. Theme for recorded entries: "My Role Upholding the Constitution." Information: Community VFW post.

DECEMBER

Dec. 2—Southern California Broadcasters Association new business development break-

fast meeting. Holiday Inn, Hollywood.

Dec. 2-4—NBC-TV affiliates economic issues conference, sponsored by NBC News and conducted by Foundation for American Communications. The Houstonian, Houston. Information: (213) 851-7372.

Dec. 3—Ohio Association of Broadcasters news directors' forum. Hilton North, Columbus, Ohio.

Dec. 5-8—Arbitron Radio Advisory Council meeting. South Seas Plantation, Captiva Island, Fla.

Dec. 9-11—Audio Independents annual radio programming conference. Asilomar Conference Center, Pacific Grove, Calif. Information: AI, 1232 Market St., San Francisco 94102.

JANUARY

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

Jan. 15-20—National Association of Broadcasters' winter board meeting. Westin Wailea Beach hotel, Maui, Hawaii.

Jan. 20-22—Colorado Broadcasters Association winter meeting. Sheraton Denver Tech Center, Denver.

Jan. 28-31—Radio Advertising Bureau's managing sales conference. Amfac hotel, Dallas-Ft. Worth Airport.

FEBRUARY

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

Looking Ahead

Nov. 10-12—National Association of Farm Broadcasters annual convention. Kansas City, Mo.

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.

San Francisco Hilton and Moscone Center, San Francisco.

Feb. 21-23—C-COR Electronics regional technical seminar. Dallas, Texas. Information: Deb Cree, (814) 238-2461.

Feb. 21-24—INFO '84 Information technology and Office Automation Exhibition and Conference. Barbican Centre, London. Information: B.E.D. Exhibitions Ltd., 44 Wallington Square, Wallington, Surrey SM6 8RG, England.

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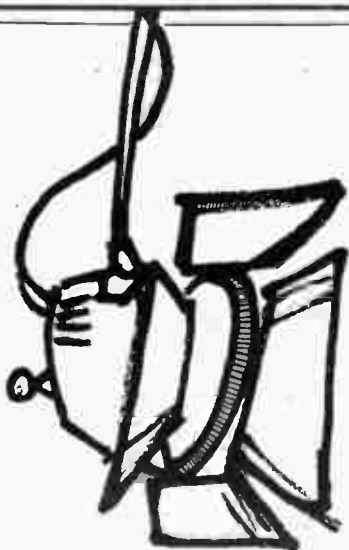
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RANDOM THOUGHTS

Grenada garbage

Journalists and the public were served a large helping of garbage during the Grenada invasion. And the thing about garbage is that any way it is served it still smells of censorship, prior restraint and perpetuates a lingering aroma called cover-up.

Regardless of what administration or who made the actual decision, the intelligence level exhibited by keeping the press and public at bay could be closely associated with that of a jelly bean.

There is not a reporter in the world who doesn't realize that covering news will eventually put his or her life in jeopardy. Danger can and does go with the turf and it doesn't take a war or combat situation for veteran reporters to realize that fact.

No one wants to win a posthumous Pulitzer. But no reporter worth his salt wants to be kept from a story that demands attention to quell rumor, arrest fears and instill knowledge of an event that has worldwide ramifications. The only safety reporters got from Grenada was being kept safely ignorant.

Parents, relatives and the public were also kept safely ignorant as to the well being of U.S. citizens on the island. Families of the invasion force were left to guess if their sons were alive and well or even a part of the fighting forces.

Not one editor has asked that the government inform them or the public about happenings that might endanger national security. No one has questioned the need for secrecy to help keep more combat troops alive. What has been questioned and what should be questioned is why this nation was cloaked in a shroud of silence normally associated with that of Communist-ruled countries.

Obviously that silence only served to enrage our allies who were judging with partial information, to enflame families anxious for information about loved ones and to anger the watch dog charged with informing a public so rational decisions can be made.

The truth always makes its way to the surface. Politicians who never learned that lesson are no longer with us... the voters saw to it.

Happy birthday

Television has created many instant celebrities. Some have disappeared as quickly. But the little guy with big ears and skinny tail is 55 years old this week, so it's happy birthday, Mickey.

Those of us who grew up with early television got healthy doses of Mickey Mouse and his friends. He and the Mousketeers were mandatory watching. Many lessons were well taught and there are probably more of us than want to admit who still spell e.n.c.y.c.l.o.p.e.d.i.a... to the tune taught by a cricket in a top hat.

Walt Disney's genius is unquestioned. He took a rodent, gave him a squeaky voice and pants and built an empire. Thanks to television, that empire captured the hearts, imaginations and ears of generations.

The hula hoop is gone. Pet rocks have run away from home. But mouse ears still adorn the walls of the young and the minds of those a little older.

Courting change

Network TV coverage of

women's college basketball hasn't made it through the hoop. Only one game is scheduled this season, the same as last season. While regional and cable telecasts are on the upswing, the networks don't seem to realize that there are growing numbers of Cheryl Miller, Pam and Paula McGee fans.

Network women's sports continue to be relegated to the tennis courts and golf greens. And golf tournaments, men's as well as women's, rate small audience shares. Perhaps women's basketball would do better.

Does the definition of "amateur sports" stand in the way? The Olympics—the biggest amateur sports coverage—will soon take place. There is much hoopla and anticipation and many network hours slated for this event. Amateur women's sports will, or should, get as much coverage as the men's.

TV audiences may welcome a change from pro football, pro baseball and pro hockey, to see what the upcoming stars of the future are doing now.

As far as network TV coverage of women's sports is concerned—there's a lot longer way to go.

'Sadat' kudos

Every once in a while a presentation comes along that ties the strings of history together making the events of the past more in tune with the happenings of today. *Sadat*, through the super performance of Louis Gossett Jr., does just that and a little more.

The little more in this case is that facts were not sacrificed for the sake of entertainment. Naturally, the story plot contained some embellishments. However, the only real voice of disapproval came from Sadat's real daughter, Camelia, who decried the "distortions" such as the scene showing her father crying. She said her father never cried. Her words for Gossett were those of praise and she suggested he should win an Emmy for his effort.

Perhaps television and education can be compatible. If more history classes were taught like this, colleges around the nation would issue fewer drop cards.

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VBPA

other voices

Anti-media postures

"There is no immediate right to know, because in an armed conflict, the objective is to win while minimizing the loss of American lives. Other objectives must come second."

Bruce Herschensohn, political commentator for KABC-TV and radio, and guest columnist in "USA Today"

"The media's assault on President Reagan was automatic, arrogant and self-righteous. But for the first time since Watergate, they discovered that neither the president nor the American people cared much about what they said. The media emperors appear to have no clothes."

Ray Cline, Georgetown University professor and former CIA deputy director, and guest columnist in "USA Today"

Quality qualifies

"Make shows that are well executed, shows that you can see are superior television. Even if they fail, people will do business with you again."

Grant Tinker, chairman, NBC, quoted in "TV Guide" Oct. 29

DeLorean debated

"... A good many people in the news business believe that their stories can create prejudice in a jury. Editorial judgments about publishing, or not publishing, a story about a case often are based on such speculation rather than on the news value of the account. Such a judgment is probably considered within the newsroom as being an ethical and not a legal choice, but there is nothing particularly ethical about withholding a story on the basis of

an unproven conjecture about its impact on jurors."

Lyle Denniston, "Washington Journalism Review," November 1983

"The issue here is not freedom of the press or broadcasting's right to show the tapes, but whether there was anything to gain other than a cheap beat by telecasting them now. CBS News failed to use good judgment, thereby seriously handicapping a case that should have gone to trial as scheduled."

Kay Gardella, "New York Daily News"

Bare essentials

"In some instances, nudity is beautiful, relevant and necessary, and I'm interested in opening up that question."

Michael Mears, producer of public television's "No Sacred Cows," commenting on the program in an Associated Press story

Primary support

"We're pleased to announce today that 221 members of the House have co-sponsored HR 2382... This widespread support indicates that it is time for the House to address this issue."

Rep. Thomas J. Tauke (R-Iowa) commenting on the prospects of passing a bill that would deregulate the broadcast industry, in an Associated Press story

In memorium

"That's our news for tonight. And the end of a week we won't forget for a very, very long time."

Peter Jennings' sign off on "World News Tonight," as reported in "USA Today"

Christine's craft

"But for the fact that she is a female, (Craft) would not have been hired as a co-anchor in December 1980 regardless of her other abilities."

U.S. District Judge Joseph Stevens Jr., commenting on the Craft case, as reported in a UPI story

Mediocre medium

"People are watching less television than they used to and network executives are looking for the reason."

"... television's reputation for mediocrity is what's hurting it most."

"People are proud to say they've been to the theater, the opera or even the movies, but you don't hear anyone bragging about watching television."

Andy Rooney, in his syndicated column, Nov. 1

A big push

"It's an extensive campaign, which I take as evidence of NBC's faith in us and their support of the show."

Earl Hammer, producer of NBC's low-rated "Boone"

BROADVIEW



"...as a televisionist I believe that when I die my soul goes into syndication."

IMAGES

SMPTE

SMPTE

SMPTE

SMPTE



Photos by Les Luchter and Adam Buckman

S-A's Jim Smith, western regional sales manager, and the Digital Four-Matte and DPS-185 sync/test generator.



Alan Cervenka, director of sales for Centro Corp., stands near Centro's model of a 45-foot mobile broadcast facility.

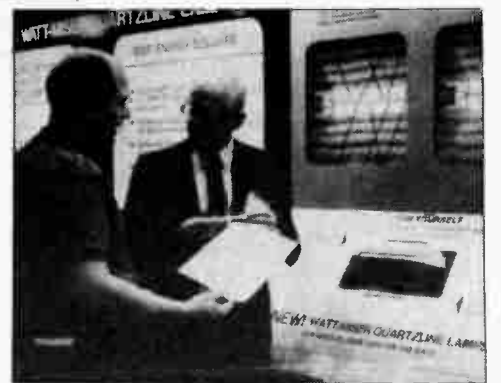
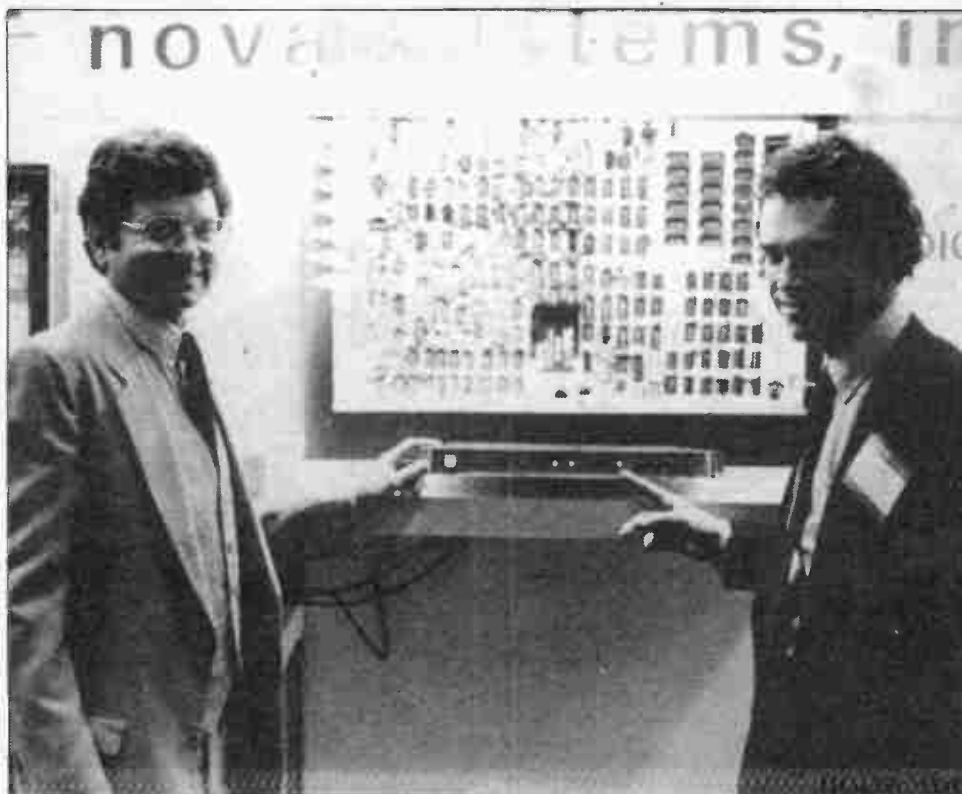


Sony's BVE-5000 full-facility edit system in action.



D. Zeiller of R-Columbia Products (right) demonstrates FM wireless intercom headphones to potential customer.

Stephen Kreinik (left), Nova Systems president, and Harry Glass, director of marketing, demonstrate Nova 500 at SMPTE.



W.R. Dottermusch, manager/specialty markets for General Electric, stands with new products.

STV: Convention speakers stress need for new fiscal sources and consolidation moves as the keys for future survival

By Eric Taub

LOS ANGELES — While moods were far from buoyant, the death knell has not yet rung on the STV industry.

Rather, the secret survival words for the 350-some-odd attendees at this year's first National Over-the-Air Pay TV Conference and Exposition were "consolidate" and "new sources of revenue."

Attendees at the first convention to combine executives from the STV and MDS industries heard speakers call for increased marketing and programming aggressiveness to meet the challenge of cable and the up-coming DBS industries.

"One of the great errors in STV is that they didn't swallow up their own in time," commented keynote speaker Paul Kagan. "How different the STV business would have been if only one STV operation had existed in Dallas, Boston and

Los Angeles."

Kagan pointed out that, in 6½ years, STV had managed to garner only one-quarter of its entire subscriber base outside of the four major markets of Los Angeles, Chicago, Baltimore/Washington and New York. And while STV saw its subscribership declining, MDS was at least able to hold its own 500,000 customers over the past two years.

Rather than continuing to try and tempt subscribers on the basis of exclusive programming, Kagan suggest that over-the-air operators lower their retail price in order to attract new customers.

"There needs to be a new emphasis on defense," he said, calling on the DBS industry to not try and recreate its own sales and service infrastructure, but instead to rely on the existing ones already in place with MDS and STV operations. "There will (eventually) be

head-on competition with cable. No (DBS) business plan should preclude a market with 30 million subscribers."

Other speakers pointed out to STV operators the need to exploit ancillary business opportunities. Hanson and Associates President David Hanson said that the private cable, or SMATV industry, is virtually going unnoticed by STV interests, while other companies are picking up the opportunities. A recent ad placed in a trade publication for SMATV developers received inquiries from 107 SMATV owners, but none from STV owners. "People, you're missing the boat," he said. "No wonder your business is where it is today. You have programming, marketing experience. Join up with the private cable industry."

STV operators need to look at how best to employ their unused spectrum, advised Omnicom Executive Vice President

Rick Newberger. He suggested that STV operations use their vertical blanking intervals to transmit a host of teletext data, such as sports information and games. Joint ventures with newspaper companies to develop teletext should be explored. And the operator's subscriber base presents an ideal market for video tape recorder, cassette and computer sales, he pointed out.

Subscription television is handicapped due to the fact that it can only transmit one channel of programming, often for the same retail price as a 30-plus channel cable system. While the development of multichannel MDS services will improve their market viability, according to one speaker, multi-channels do not mean multi-profits.

The small size of the MDS marketplace, according to Graphic Scanning Corp. executive Al Parinello, means that program suppliers still expect

MDS to pay a premium for product. "One basic cable programmer wants 15 times its normal distribution fee. If we can't negotiate sound sensible deals in programming, then we don't deserve a healthy future. I can see five channel MDS increasing revenue by 50 percent. And that's in my wildest imagination," Parinello said.

Panelists discussed the value of sports and pay-per-view programming for STV services. Some thought the inclusion of too many special events soured the disenfranchised part of the audience. But SelecTV Chairman of the Board Jim LeVitus said that that's just a marketing problem. "Subscribers will accept a service that has extra-charge events," he said, "if they're told up front that, once a month, for instance, they will have to pay more to see something."

Attendees were divided as to the value of pay-per-view events.

Dunphy surgery labeled success

LOS ANGELES—Jerry Dunphy, KABC anchorman, underwent successful surgery Oct. 27 for the removal of a bullet that lodged in his neck in an apparently unprovoked ambush outside a Hollywood television station.

Dunphy underwent surgery a day ahead of schedule after he was moved from the intensive care unit at Hollywood Presbyterian Hospital.

The assault occurred the evening of Oct. 24 as Dunphy and Sandra Marshall, a station makeup artist, were sitting at a stop sign, en route to the station.

REGULATORY SCENE

NAB and MST file comments

The National Association of Broadcasters and the Association of Maximum Service Telecasters Inc., together with several Channel 6 licensees, filed comments last week in the Channel 6/educational FM proceeding. Both reply comments argued for accommodation to new educational FM service while reducing its interference on the public's television service.

The reply comments also criticized proposals and arguments made by educational FM interests for their failure to recognize Channel 6 interference. "We think the extreme positions of other parties highlight the balance of our initial proposal," MST President Tom Paro argued.

AM stereo waiver considered

The Mass Media Bureau sought comments last week on a proposal to waive a technical rule that would allow acceptance of the Harris Corp.'s Model STX-1A AM stereo exciter. An Office of Science and Technology Study found that quadrature stereophonic amplitude modulation, such as the Harris system, causes no additional interference to adjacent channel stations. Based on the OST study, the bureau will recognize that a technical rule concerning compatibility of stereo broadcasting signals and AM receivers be waived in this case.

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