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CBS wins affiliates hearts in San Francisco □ 'TV Guide' levels charges against CBS documentary □ TV's battle to cover the Falklands □ Perspective on the Packwood amendment

GOOD WEATHER □ It was mostly sunny both inside and outside the CBS affiliates convention in San Francisco last week. PAGE 23. Wyman says there will be less change than expected in future; Moyers places steady hand on stormy sea. PAGE 24. Jankowski, echoing Wyman, reminds affiliates there are 81 million basic TV subscribers. PAGE 25. Malara reviews network-affiliate relationship. PAGE 26. Other reports: CBS to investigate TV Guide charges. PAGE 27. 1990 research report. PAGE 27. And Grant's program review. PAGE 28.

MORE WORDS □ Players in AT&T-Justice settlement game espouse views at FBA conference. PAGE 30.

FALKLAND FRUSTRATION □ Distance and restrictions by British and Argentine governments hamper broadcast coverage of South Atlantic war. Nevertheless, it has cost each network $1 million in first six weeks. PAGE 34.


PAY TV IN CANADA □ Government's green light for subscription service will be major topic at cable operators' national convention getting under way today in Toronto. PAGE 41.

REACTION TO NEW AMP SHOW □ Wait-and-see attitude greets new foreign TV marketplace, but most expect to be at first showing in Miami Beach. PAGE 44.

MORE FOOTBALL FOR ABC □ TV network's two-year rights deal with new pro football league believed to be in $20-million range. League still dickering for cable. PAGE 48.

ANOTHER REBUKE FOR TV □ Italian-Americans are unfairly portrayed, according to study commissioned by antidefamation organization. PAGE 48.

GREENE WANTS MORE INPUT □ Judge pushes for some specific answers in request for additional comments on AT&T settlement. AT&T sketches in further details on its plans. PAGE 53.

PERSPECTIVE ON PACKWOOD'S AMENDMENT □ Some may disagree with senator's tactic in seeking constitutional change to assure freedom of expression to electronics media. But most agree it's needed start in battle for equality. PAGE 54.

TV IN SENATE □ More arguments advanced for camera access as Rules Committee works on ground rules. PAGE 56. Goldwater changes his stance. PAGE 57.

CALIFORNIA GOLD FOR CABLE □ State subcommittee approves bill continuing rate deregulation. It also rejects measure calling for tough rebuild, access provisions. PAGE 58.

MARTI CAVEAT □ Administration proposal runs into opposition in House; Senate resolution is introduced that would allow jamming in response to Cuban interference. PAGE 63.

FCC NEWS □ Commission rejects DNC petition. PAGE 63. Rivera's report on minority ownership entry is released. PAGE 64.

REGROUPING FOR GROUP W □ Less than six months after taking over as president and chief operating officer of Group W Cable, Chris Derick has already developed myriad of strategies designed to make company greater marketing force. PAGE 87.

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Political candidates
Spirited campaign has been launched for Congressman Marc L. Marks, 55-year-old Republican from Sharon, Pa., to succeed Vincent T. Wasilewski as president of National Association of Broadcasters. Marks recently announced he wouldn’t run for third term, at same time denouncing Reagan administration. Several congressmen reportedly called broadcaster constituents in support of Marks’s candidacy.

Another Republican congressman, James T. Broyhill of North Carolina, 54, ranking minority member of House Energy and Commerce Committee and long-time friend of broadcasters, is being imported to seek NAB post. Still another, 50-year-old Tom Railtiback (R-III.), who loses his House seat through redistricting of his Moline base, has been proposed for NAB consideration.

Add NAB
There are others running or being pushed for NAB presidency, which may pay $200,000 a year or so for right person. “Six or eight” are applicants (BROADCASTING, May 24). Also being advanced, without their knowledge or consent, are NAB’s joint board chairman, Edward O. Fritts of Indiana; Tom Railtiback, chairman now in private law practice. There’s doubt Burch could be enticed.

David Foster, Washington consultant and former president of National Cable Television Association, is actively seeking NAB post. Others suggested as symbolic of stature sought: Richard Lesher, chairman now in private law practice. There's doubt Burch could be enticed.

Toward consensus?
Direction or directions receiver manufacturers will take in pursuit of AM stereo market may come into focus at Electronic Industries Association's Consumer Electronics Show that opens next Sunday (June 6) in Chicago. They'll all be there, and most will be showing prototypes of AM stereo radios. (Among novel offerings will be Sansui's three-in-one unit that automatically switches to receive Kahn, Harris or Magnavox signals.) Several manufacturers are expected to announce system preferences. Because of ready availability of National Semiconductor chips designed primarily for Magnavox system, enthusiasm for that system among radio makers seems to be gaining momentum and may become evident in Chicago.

Questionable
How is U.S. Judge William Jameson of Montana district likely to vote on broad broadcast deregulation cases argued before U.S. Court of Appeals in Washington last week (see page 58)? With Judge J. Skelly Wright writing off as antidegression and Judge Robert Bork, pro, vote of Jameson, sitting in as third member of panel, is regarded as critical. Wilmer, Cutler & Pickerling, law firm that represented broadcasters in case, checked Jameson's votes on earlier visits to D.C. circuit. Results of study, if not conclusive, did not point in direction favorable to FCC and broadcasters.

In each of four cases involving FCC, Jameson was part of unanimous panel ruling against FCC. Perhaps most significant decision, handed down in 1973, ordered FCC to hold hearing on radio station sale listeners had opposed because of loss of favored format.

Second killing
Sudbrink Broadcasting, Fort Lauderdale, Fla.-based group of four AM's and three FM's, plans to pull out of station ownership to concentrate on its Illinois and Wisconsin cable systems and other broadcast-related interests. Sudbrink has steadily acquired its current radio portfolio since 1976 for total of $8,455,000. This is second time Sudbrink has built up and liquidated broadcast group. In 1977 it sold off to different buyers two AM's and five FM's for total of $24.66 million, keeping only its Miami AM which it bought year earlier. Ted Hepburn is brokering transactions.

Missionaries
Program syndicator representatives, including Jack Valenti, Motion Picture Association of America president, and Ed Bleier, executive vice president of Warner Brothers Television, paid personal visits to FCC commissioners last week, stepping up lobbying effort against possible repeal of financial-interest and network syndication rules that prohibit television networks from acquiring any piece of exhibition, distribution or other commercial use of any program not produced entirely by network and from domestic syndication. FCC sources have indicated rulemaking re-evaluating need for rule will be proposed in June (“Closed Circuit”, May 17), and indications are Valenti and company won’t be successful in derailling proposal.

Price tag
House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) has tentative plans to meet with National Association of Broadcasters board chairman, Edward O. Fritts, and Colorado Association of Broadcasters president, Doug Stevens. Purpose of meeting is to discuss broadcast deregulation during 97th Congress and future support for public broadcasting. Wirth has signaled broadcasters that viable plan for continued funding of public broadcasting could be quid pro quo for deregulation (see story, page 58).

Including networks out?
It may be midsummer before FCC gets around to consideration of proposed rulemaking on Chairman Mark Fowler's project to lift limitation on broadcast station ownerships, now seven AM, seven FM and seven TV (not more than five of last VHF's) by same entity. But FCC members are hearing more and more opposition to expansion of limits for conventional network-owned-and-operated stations. Other owners see affiliations supplanted by new O&O's.

Comme ci COMSAT
Communications Satellite Corp. is building “bench” in anticipation of greatly expanded operations. Under direction of Joseph V. Charyk, 62, president and chief executive officer, there's been quiet expansion of staff which is presumed to indicate line of successorship in $560 million corporation. Charyk would succeed to chairmanship next fall when John Hooper, 72, is expected to retire.

Mentioned in line for bigger things (not excluding chief executive post), are three Comsat subsidiary presidents: Irving Goldstein, 43, Satellite Telecommunications Corp.; Richard S. Bodman, 44, Comsat General; and John McLucas, 61, World Systems Co.

Broad reach
Spadework on restructuring and renaming Broadcast Rating Council to include cable and other media (BROADCASTING, Jan. 18, et seq.) has been going faster than expected and may be completed next week. Council's futures committee, under George Hatch of Standard Communications, meets again June 8-9 and hopes to have recommendations ready for meeting of BRC board, led by Dan Kops of Kops-Monahan, later June 9. Leading candidate for new name: Telecommunications Rating Council Inc.
With an opening night "combination of excitement and anxiety," Arthur Taylor last Thursday taped his personal introduction for the launch of The Entertainment Channel this Friday (June 4). Not much of the cable universe is going to get a chance to see the premiere of this latest entry into the pay cable arena or its president's salutation. Only a handful of cable systems will be carrying the service's first week and the largest of them, the New York Times' Audubon, N.J., system will not start carrying the service until June 6.

Nevertheless, Taylor said he's not disappointed with his affiliate roster. It's always been the plan to introduce TEC in six to 10 systems a month, he said. The service now has commitments from systems with a total of 3.1 million subscribers, he said, and by the end of this year the pay package should be available to 800,000 of them.

That still doesn't answer the question Taylor called the important one — "who's paying?" Based on the experience of the established pay networks, it takes between 2.5 million and 3 million subscribers to make a national pay network profitable. Taylor will not say what he believes the break-even point for TEC in terms of subscribers, but he said, the service will turn a profit by "mid-decade."

Speaking at a gathering of the Washington Metropolitan Cable Club last Tuesday, Taylor gave some idea of what it takes to buy into the pay cable game: "Anybody not prepared to look at $100 million should not get into the business." One of the things that could crush TEC or any other pay service, Taylor told the Washington crowd, is being forced to accept harm prices — "low prices" — from cable operators. If system operators use the existing shortage in cable channels to win such terms, Taylor says, it would be "a folly of unimaginable proportions." Taylor called for "economic statesmanship" instead of backing programmers into a financially untenable position. Taylor says, they should "nurture" the supply of programming.

The cable audience for the Cooney-Holmes heavyweight title fight June 11 keeps growing. Some 175,000 homes are now expected to tune into the pay-per-view event and pay more than $3 million for the privilege. Rick Kulis, who is putting together the PPV audience for fight promoter Don King, said 70 cable systems are now offering the fight to their subscribers.

Ten addressable systems are expected to get 75,000 (25%) of their 300,000 subscribers to take the fight for $15. Although the operators will gross $1,125,000, they are on the short end of a 66/33 split with King, and will only net $375,000.

Sixty non-addressable systems that have to distribute traps to allow their PPV customers to unscramble the fight are expected to attract about 100,000 homes. They will be charging subscribers more — up to $20—and paying King less — a flat $8— than the addressable systems, but because they have to offset the cost of buying and distributing the traps, they will receive about the same amount for each addressable system — about $5 per home. It all adds up to a gross of $2 million and a net of at least $500,000.

Despite the growth of the cable PPV audience, it's no more than half the size Kulis expects from the STV operators. Through 22 STV stations, Kulis will reach 960,000 STV homes and hopes to get 40% to 50% to watch the fight. Since the STV operator gets the same deal as the returnable cable operator, an STV audience of between 400,000 and 500,000 homes would generate revenues of between $6 million and $7.5 million and profits of between $2 million and $2.5 million.

Qube report card
Still smarting from criticism of its Qube system in the popular press, Warner Amex Cable Communications has released results of a Louis Harris survey of 500 Columbus, Ohio, Qube subscribers that shows they are happy with the two-way technology and the services it offers. The survey found that 86% were "satisfied" and that almost half were "very satisfied." Slightly more than two-thirds said they or members of their families had recommended Qube to friends or neighbors. Nearly all (92%) said they believed that Qube will "continue to grow in importance and become the wave of the future."

One of Qube's talents, which has little appeal to subscribers but which may become attractive to advertisers and marketers, is its ability to determine how many persons are watching what shows. Warner Amex checked up on its 7,525 Qube subscribers in Pittsburgh on Sunday, May 16, at 8:03 p.m. NYT to find out what they were watching. What it found, first of all, was that 3,395 had better things to do than watch television. And it also found that the programing of the three major broadcast networks was only slightly more appealing than the movies offered by the three major pay cable networks (Home Box Office, Showtime and The Movie Channel). Of the 4,130 Qube subscribers who were watching television at the time, 1,681 (40%) were tuned into one of the three network affiliates — most (17%) into Wpix and NBC's "Marco Polo," and 1,577 (38%) watched the pay movies. The remaining audience was split among other cable channels and local public and independent stations.

One for two
Cable News Network and the soon-to-be-launched Satellite News Channels are fierce marketplace competitors, and once SNC goes on the air June 21, that competitiveness will surely extend to the editorial side. But when a big story breaks in Atlanta or its environs, both 24-hour-a-day networks may end up with the same coverage.

The common denominator is WSB-TV Atlanta. The Cox Broadcasting station has affiliation and news reciprocity agreements with CNN and SNC, which allow the news networks to pick up any of the station's local news coverage. Under its agreement with CNN, WSB-TV will broadcast CNN2, CNN's short-form service, from 2 a.m. to 6 a.m. each day and is permitted to carry local CNN coverage of major breaking stories and pick up excerpts from CNN's round-the-clock coverage. As one of 23 regional broadcast affiliates of SNC, WSB-TV will not only have to provide regional news coverage for SNC, but also produce a five-minute regional newscast for SNC cable affiliates in Georgia.

Despite their common partner, CNN and SNC do not have to worry about any of their international or national coverage showing up on the competition. Fred Barber, vice president and general manager, WSB-TV, stressed: "Any of the material CNN or SNC lift from us can only be our own locally originated material."

One other national news network may air WSB-TV coverage at the same time CNN and SNC do. The station is, before all else, an ABC affiliate.

Following the franchises
The Chicago City Council adopted a formal request for proposal last Thursday (May 27), copies of which should be available early this week. The deadline for franchise

Taylor
The formal award is expected by the end of June or early July. Vision plans a 110-channel system with two-way capability. Vision bested Centel and Storer for the northern franchise and Centel, Cross Country and a Booth-Heritage joint venture in the south.

Officials of Montgomery County, Md. (Washington suburb), have appointed an independent review panel to insure compliance by franchising authorities with local ordinances in choosing one of four top applicants to supply cable TV service to some 220,000 dwelling units. The chairman of the panel is Ronald Siegel, an attorney with the Washington firm of Cohn & Marks. Other members are Robert Ross, former vice president, government relations, for the National Cable Television Association and now an attorney with Pepper, Hamilton & Scheetz, and Jean Rice, of the Washington-based cable consulting firm of Rice-Richter Associates.

Ad regulation

A former Federal Trade Commission attorney would like to see one more provision added to the franchise agreements being drawn up in communities throughout the country—one to make cable operators accept responsibility for the advertising they deliver to their subscribers. Writing in the Catholic University Law Review (winter 1982), Dee Pridgen (with the help of 1982 law graduate Eric Engel) says local citizens working with operators during the franchise negotiations should be able to come up with a "mechanism to protect cable viewers from deceptive advertising and abusive marketing schemes".

The broadcasters' responsibility for the commercials they air is well established by various rulings of the FCC and the FTC. Cable has remained beyond the reach of these rulings, Pridgen says, and "there is currently no state law or local regulatory action directed at the responsibility of cable franchisees for advertising or marketing originating on cable channels."

All that is needed, she says, is "a few simple paragraphs in the franchise agreement" to establish the operator's responsibility. The paragraphs would supply the impetus to regulate themselves and watch closely the local advertising they have sold as well as the commercials they import on the ad-supported networks.


Wichita’s gone Superadio. KBRA-FM has just signed with us.

So if you were thinking about being the Superadio station in Wichita, don’t give it any further thought.

But there are other major markets still available, so call David Pollei at (212) 708-8172. Before it’s too late.

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44 half-hours available now for your summer and fall lineup.

A Toy Production distributed by
Hoop ads. Katz Sports has acquired television rights to 34 college basketball games of Big East Conference during 1982-83 season and plans to offer schedule to advertisers on barter basis. Package includes 27 regular season games and seven tournament contests. Regular games will be co-produced by Katz Sports, division of Katz Communications, and USA Network. Katz will produce tournament games. USA Network will carry games on cable in all markets that are not telecasting them over-the-air on particular nights. Games will be carried on Tuesday, Wednesday and Saturday nights for nine weeks, starting Jan. 4. Katz Sports will handle clearing of stations and solicitation of advertisers for over-the-air telecasts.


Olivia’s sponsors. Let’s Get Physical, Olivia Newton-John hour special, has sold out national advertising to S.J. Johnson, MBM (English Leather), U.S. Army, Frito-Lay, TDK and Universal Pictures. Distributed by MCA TV, prime-time special begins syndicated play this week. More than 100 stations have been cleared. Physical originally aired on ABC-TV earlier this year.

Add three more. Three more public TV stations participating in proposed advertising experiment have begun airing commericals. That means four of 10 stations selected to partake in experiment are now running ads. WYES-TV New Orleans was first (Broadcasting, April 5) followed by KCST-TV San Mateo, Calif., WPRT-TV Miami, and WIPB-TV Muncie, Ind. KCST-TV aired ad May 21 for International Trading Group, national investment broker firm. WPRT broadcast spot for local radio station WYOR (FM) May 24 and Muncie station plans to run commercial for local supermarket this Wednesday.

American Dairy Association of Wisconsin. Yogurt and dairy products. TV and radio campaign begins this week for six weeks in Chicago; Minneapolis-St. Paul; Waterloo, Iowa; Duluth, Minn.-Superior, Wis., and all Wisconsin markets. Agency: CreatiCom Advertising, Madison, Wis. Target: women, 25-49.
Computer-assisted sales techniques

In today's economic climate, the commercial broadcasting industry is facing major problems brought on by the sluggish economy. Advertisers are cutting back on their advertising schedules, and there is a greater competitive atmosphere in the broadcasting arena.

This situation is probably going to be with us for many months to come, and it seems apparent that the halcyon days of the sixties and seventies will not be repeated in the eighties. Moreover, there is a growing tide of competition from new sources for the sponsor's dollars such as the mushrooming cable networks and even the new practice of extending greater commercial identification of "sponsorship" for public broadcasting programs. It seems certain that the commercial broadcasting industry, which prospered in the last 20 years, will face increased competition in the future from many directions.

In the changed environment, it will be crucial for managers of commercial radio and television stations to make their organizations as efficient and productive as possible in order to maintain and possibly increase their margin of profitability. It is not a time for stations to bow to the problems ahead, but to regroup and analyze their sales methods and their economic profiles.

One key to success lies in obtaining better and more accurate information by the utilization of the station's computer to its fullest extent. Almost every radio station, television station and cable system has its own computer or a leased computer service. The computer records sales, prepares logs, reports on availabilities, confirms orders, bills clients and performs a hundred other business functions that make the station work more efficiently. The computer is the workhorse of the station, but often it has been taken over by the accounting department, the programing department and the financial department. There is no doubt that the computer is invaluable in those departments, but it can also be equally important in sales, where it is often underused. The computer can be the key to maximizing profits when it is used to advantage in forecasting sales and profitability.

In sales there are specific functions that can be programmed into the computer to give the station manager and the sales manager a more precise picture of their sales patterns.

The business computer system is an outstanding way for the sales department to boost revenues by utilizing the inventory more effectively, by improving overall sales productivity and by tightening control over accounts receivable.

At a radio or television station, the sales manager can increase revenues by insuring that all available spots are sold at the best possible price. The computer system allows this to happen by providing accurate, up-to-the-minute inventory information.

Computer-produced reports provide station sales managers with information necessary to motivate the sales staff and improve overall sales performance by pinpointing specific revenue opportunities. These reports present analyses of actual performance both by account and by salesperson. For example, a comparison of projected sales for each client with that client's activity for the same period during preceding years can isolate that client's trend in spending and serve as a valuable resource for highlighting new sales opportunities. The salesperson is equipped with a full analysis of the client's buying characteristics as they have been affected by the season of the year, the economic climate, or other relevant factors. The salesperson can track not only what a client has bought, but how he has bought it and how he has paid for it.

Using the same information, the sales manager can track not only what each sales rep is selling, but how it's being sold.

One of the most critical problems stations face in these days of high interest rates is cash flow. A computer system can be vital in improving cash flow. By producing accurate aging reports on demand, the computer system can help the station tighten up on accounts receivable, frequently reducing outstanding accounts by as much as 30 days. By shortening the cycle between invoice and payment, the computer has been instrumental in increasing the station's available capital and expanding the actual dollar value of the station.

In a cable television facility, the computer system is valuable in conserving overall operational expenses through service tracking and greater accuracy, but it can also contribute directly to increased revenues. At order entry, the salesman or customer service representative is prompted by the computer terminal to offer subscribers all available service combinations.

In marketing, reports can be printed to review and compare the sales performance of each customer service rep so that the manager can quickly spot reps who are not meeting quotas and provide appropriate direction. Other reports enable managers to quickly evaluate the popularity of services by geographic area and to track retention rate of services.

One cable operator uses the computer to print mailing labels for a selected group of subscribers to whom special promotional campaigns are directed. Follow-up call cards and even personalized form letters can be produced by the system, as well.

As with broadcast facilities, the computer at the cable company can improve the cash flow situation dramatically. In addition to easily accessible aging reports, some systems on the market offer collection packages that expedite the company's accounts receivable functions substantially. Particularly with an in-house system, the turnaround time on bills can drop from a few weeks to two or three days. The difference can be worth tens of thousands of dollars, even to smaller cable operators.

The availability of computer hardware and software that can accomplish these objectives has increased enormously over the past few years... at prices that are more and more attractive to broadcast and cable operators. These systems will continue to grow in sophistication, become easier to use, and become more cost effective. The trend today is toward an in-house, stand-alone computer system.

In today's market, a business computer system is a management tool that virtually any broadcast or cable operation can afford and, in fact, is one management tool that no operation can afford to be without.
This week

May 30–June 3 – Canadian Cable Television Association annual convention. Sheraton Center, Toronto.

June 1 – Deadline for entries in Armstrong Awards for excellence and originality in radio broadcasting, sponsored by Armstrong Memorial Research Foundation in cooperation with National Radio Broadcasters Association.


June 3 – Advertising Club of New York And Awards presentation. Sheraton Center, New York.

June 3 – Advertising Research Foundation conference on “Key Issues Workshop on the New Media” at the Sheraton New York Hotel. New York.

June 4 – Radio Television News Directors Association region seven meeting, Medill School of Journalism, Northwestern University, Evanston, Ill.

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

June 7–9 – Broadcasters Promotion Association 26th annual seminar and Broadcast Designers Association 5th annual seminar. St. Francis hotel, San Francisco.


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


June 8 – Radio Advertising Bureau’s Idearoma for radio salespeople. Red Lion Inn, Seattle.

June 8 – Radio Advertising Bureau’s Idearoma for radio salespeople. Hilton Airport Plaza Inn, Kansas City, Mo.


June 8–9 – Northern California Broadcasters Association luncheon meeting. Fairmont hotel, San Francisco.

June 8 – Southern California Cable Club luncheon meeting. Sheraton La Reina, Los Angeles.


Also in June


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

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

June 10–13 – Mississippi Broadcasters Association annual convention. Royal D'iberville, Biloxi, Miss.


June 10–13 – Seventh annual Upper Midwest Communications Convention. Radisson Inn, Plymouth, Minneapolis.


June 11–13 – Chesapeake AP Broadcasters Association annual meeting and awards banquet. Henlopen hotel, Rehobeth Beach, Del.
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Errata

Box on Colony Communications' local ad sales in May 10 issue should note the system's top ad premium is on its own local nightly news show, not CNN. Revenues of $780,000 produced first-year profit of $77,000.

Public Interest Affiliates, not Public Affairs Affiliates, Highland Park, Ill. (Broadcasting, May 17), is the name of firm offering public affairs programs to radio stations customized to station's problem list and with individual opening and closing.

International Radio and Television Society's 1982-83 Newsmaker Luncheon season will begin Sept. 22 with address by outgoing National Association of Broadcasters President Vincent T. Wasilewski at Waldorf-Astoria hotel in New York. Date reported in May 24 "Closed Circuit" was incorrect.
July

July 3—Ad hoc committee organizational meeting to form National Association of Radio and Telecommunications Engineers. Red Lion Motor Inn, Jantzen Beach, Portland, Ore. Information: Ray Throver, PO Box 12725, Salem, Ore. 97309, (503) 581-4031.

July 3-6—Community Antenna Television Association convention. Opryland, Nashville.

July 5-7—"Telecent U.S.A." conference, sponsored by Telecent, nonprofit organization, and organized by Washington communications law firm, Pepper, Hamilton & Scheetz. Participants include Senator Ernest Hollings (D-S.C.), Representative James Broyhill (D-S.C.), Representative James Broyhill (R-S.C.), Representative Edward Markey (D-Mass.), FCC Commissioner Anne Jones, Bernard Wunder, head of National Telecommunications and Information Administration; Thomas Wheeler, National Cable Television Association, Maison Des Congres, Montreux, Switzerland.

July 8-10—National Federation of Local Cable Progammers fifth annual convention. Radisson hotel, St. Paul.

July 9—Society of Cable Television Engineers "Introduction to Digital Electronics" workshop. Hyatt Regency hotel, Baltimore Inner Harbor, Baltimore.

July 9-10—Media Workshop on California Courts sponsored by California Judges Association in conjunction with the University of Southern California and California Newspaper Publishers Association.


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

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

July 13—Southern California Cable Club luncheon meeting. Century Plaza hotel.


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

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

July 14-17—Florida Cable Television Association annual convention. Dutch Inn, Lake Buena Vista, Fla.

July 18-20—California Broadcasters Association membership meeting. Del Monte Hyatt House, Monterey, Calif.


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

July 19-22—University of Southern California engineering course on "Satellite Communications." University of Southern California, Los Angeles. Information: (213) 743-6708.

July 20-22—WOSU-AM-FM-TV Columbus, Ohio, Broadcast Engineering Conference, Fawcett Center for Tomorrow, Ohio State University, Columbus, Ohio.

August

Aug. 7-10—Society for Private and Commercial Earth Stations first convention and exhibition. Holiday Inn, Omaha.


Aug. 20—Kansas Association of Broadcasters seventh annual sports seminar Royals Stadium, Kansas City, Mo.


September

Sept. 1—Deadline for entries in 17th annual Gabriel Awards competition, presented by Under-USA for television and radio programs that creatively treat issues concerning human values. Information: Charles Schiller, (213) 835-3566.


Sept. 9-11—Southern Cable Television Association's Eastern Cable Trade Show and Convention. Georgia World Congress Center, Atlanta.


Sept. 16-17—Broadcast, Cable and Consumer Electronics Society of Institute of Electrical and Electronics Engineers 32nd annual broadcast symposium. Hotel Washington, Washington.


Sept. 24—Society of Broadcast Engineers regional convention equipment show. Sheraton Syracuse, Syracuse, N.Y.

Sept. 24-26—North Dakota Broadcasters Association fall convention. Doublewood Inn, Fargo, N.D.

Sept. 26-28—Minnesota Broadcasters Association fall meeting. Radisson Duluth, Duluth, Minn.


Sept. 30—Deadline for entries in Piero Fanti International Prize, international competition for contributions to satellite communications sponsored by Telespazio and Intellet. Information: Gavin Trevitt, Intellet, 490 L'Enfant Plaza, S.W., Washington, 20024.
He who hesitates ...

EDITOR: In the April 12 "Monday Memo," Walter Flynn equated the advertising community’s increasing use of cable TV ads as “stampede—the result of carelessness and laxity and threatens the well-being of everybody and everything in the way.” Mr. Flynn must be cautioned that attempts to stop stampedes are undoubtedly hazardous to oneself.

Mr. Flynn urges advertisers to “hold your horses . . . wait.” And some will. But before they turn around, they’ll be, as they say, left in the dust.

The measurement of cable TV audiences is becoming more sophisticated daily. The position of most advertiser-supported channels is that merely “counting heads” will never be a sufficient condition of an audience. We admit it is necessary. But cable TV is a different animal—it’s not programmed or used the same way the television Mr. Flynn has been selling for 18 years is programmed and used. The cable TV community knows that we’ve got to teach the Nielsens, the Arbitrons and others new methods.

Let’s examine what TV looks like today compared to when Mr. Flynn started selling spots in 1964. When I go home after work tonight I will want some news. But like most people I know I miss the early news because I work late. I get news by pushing CNN on my 36-channel converter. I need not wait until Mr. Flynn’s company gives me national news at 11 p.m. When I’m done with news I want a movie. Mr. Flynn’s channel has 20/20—but I want a movie. The Movie Channel has one I like, HBO has one I’ve seen—so I settle down with Richard Pryor’s “Stir Crazy.” After the movie ESPN has some tennis on and I’m hooked for one and a half hours, then it’s 10 minutes with CBS Cable and some MTV (Music Television). I return to the networks for Nightline and then I go to bed.

What I’ve done is program my own evening’s viewing. It was the best of what was available to me—when I was in the mood for each channel. The channels are vertically programmed so that I know I’ll get just what I expect, so I’m rarely disappointed. I’m much more satisfied with my television viewing experience. The time I’ve spent with my television is more rewarding to me.

Yes, the methodology of measuring my viewing is very difficult. My cable system has 36 choices and yours may have 54 or 108. But should the cable industry stop investigating the potentially best methodologies? Each method (meters, diary, phone coincidentals, personal interviews and telephone surveys) does have problems. Some aren’t accurate, others are too expensive. But we’ve been making progress and are committed to major methodology testing.

When the stampede is over we will know more about our viewers than Mr. Flynn will know about his. We won’t stop when we get the number of viewers, their age and sex. We already know quite a bit more about our viewers than Mr. Flynn was willing to admit.

First, we know that cable TV households are better demographically for many advertisers. According to Simmons studies, they are more apt to purchase many products at a higher rate. Second, we know that some cable channels like MTV home in on segments that are hard to reach on the networks, (12-34), and with little if any waste. A recent NTI, February 1982 study showed that 43% of the audience was from 12 to 34 with 35% over 35 and 22% 11 or under. (Of the top 10 prime-time shows, Laverne and Shirley has one of the highest 12-34 audiences.) Finally, we know that many of the cable TV networks are involved in large scale—expensive—research projects, conducted by the best research suppliers in the business in an attempt to discover who is watching us, why, for how long, and how intensely.

Perhaps selling network spots is making Mr. Flynn frustrated. He sees the total network share going down every time it’s measured. Yes, they are watching cable TV, and they’re watching more all the time. Perhaps it’s not the masses, but rather specialized segments who are drawn to specialized programming. If there ever was a targeting tool, it is cable.

As for Mr. Flynn, watch out for the stampede—it’s under way.—Marshall Cohen, vice president, research, Warner Amex Satellite Entertainment Co., New York.

One after another

EDITOR: First you changed your cover page. Then you do super coverage of the 1982 National Cable Television Association convention along with two editorials that have folks sitting up and taking notice. Then, to top it off, comes “Cablecastings.”

BROADCASTING is really with it.—Thomas E. Wheeler, president, National Cable Television Association, Washington.

Signals crossed

EDITOR: In your editorial of May 17, you made the statement that I had taken the position opposing the nomination of Stephen Sharp [to the FCC]. To tell you the truth, nobody has ever asked me to either endorse him or oppose him, and I don’t know him or the circumstances surrounding his appointment at this time.—Barry Goldwater (R-Ariz.), member, U.S. Senate, Washington.

Editor’s note. In a news conference last month, Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, said that he and Senator Goldwater, chairman of the Communications Subcommittee, had agreed that “there will be no hearing if there is no Weatherly,” a reference to Packwood’s preferred choice of Marvin Weatherly for appointment to the FCC (BROADCASTING, April 12).

Air war

EDITOR: In reference to the letter from Jeff Miller of WQUL(AM)-WPSO(FM) New Port Richey, Fla. (BROADCASTING, May 10), Mr. Miller is in error in concluding that the “airwaves” do not exist per se. The American public is in joint ownership of the atmosphere above the United States. Hence, the license holders of radio transmitting devices in this country are using public “air.”

The only reason the FCC regulations were created was to keep greedy people from abusing the public trust and reduce interference from competing transmitters.—Don Mussell, chief engineer, KUSP(FM) Santa Cruz, Calif.
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The Des Moines Register and Tribune Co.
The Dispatch Printing Co.
Eugene TV Stations
Evening News Association

Evening Post Publishing
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CHANNEL 2 NEWS
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CBS's own great moment in San Francisco

Annual meeting finds network, stations pleased with most aspects of their relationship; 'TV Guide' criticism to be investigated; role and importance of cable downplayed; concern over ABC showing in May

If there were any clouds on CBS-TV's horizon last week, it was hard to see them from San Francisco. That city blessed the network with a glorious week—in keeping, it seemed, with the tenor of the celebration CBS had mounted for the record number of its affiliates, executives and talent who turned out. By the closing banquet Wednesday night (May 26) they had to make 1,200 sculpted-in-ice swans to hold the sherbert between courses.

And in meeting after meeting, the affiliates heard of their first-place network's confidence about its and their future. Not only did senior executives express themselves as still hot on broadcasting, they also indicated a decided (and comforting to affiliates) coolness about the new media, and particularly about cable.

What affiliate unease there may have been in San Francisco concentrated on two issue: the serious charges of news bias made against CBS in a *TV Guide* cover story that broke coincident with the affiliates meeting (story page 36) and concern that the network's performance during the May sweeps (it expects to finish second to ABC) might foretell a resurgence in that key rival's fortunes.

"We have a good thing going" was affiliate chairman Jim Babb's reaction to it all. "We can regionalize the soft spots" in the program schedule, Babb said, saying that there was general agreement among the affiliates that this was a good time—while the network was ahead—to take some programming risks. He pronounced the management "in good hands."

CBS was taking the *TV Guide* charges seriously, as was evident by the news division's announcing an immediate investigation to be headed by Van Gordon Sauter and Bud Benjamin (story page 27). And that pleased the affiliates, too. "We are confident that Sauter will follow through," Babb said. "If there is any truth to the allegations it shows that a couple of people can put a blemish on an otherwise good organization."

"But CBS News is too big [an organization] for that to undo them," Babb said. What had been a growing issue with the affiliates—the news commentaries of Bill Moyers, which many felt went beyond normal journalistic bounds—was defused Wednesday morning after Moyers made a moving address to the affiliates that indicated his own realization of vulnerability (see text page 24). Babb and others were effusive in their praise (Babb called it "the greatest platform presentation I've seen in 25 years''), and said he had made a "great leap forward" in credibility with affiliates. "He's a real asset to CBS News."

The big programing problem in May, and the cause of the affiliates' unease, was the use of reruns against first-run competition on ABC. But the reasoning went that CBS could afford both the risk and the experimentation it went through during

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Promotion production. The rousing finish to CBS's affiliates meeting last week was provided by Advertising and Promotion Vice President Mort Pollack's "Great Moments" presentation, which started off with a description of the summer promotional campaign and ended with a standing-ovation dance number by wives of affiliate and network executives. Pollack described the progression from the "Looking Good" through the "Looking Good Together" to the "Reach for the Stars" campaigns to the new season's "Great Moments" idea, which features nostalgic scenes from past CBS attractions along with glimpses of the new season's shows. The campaign "tells a positive and optimistic story about growing up with television," Pollack said. Most of its situations revolve around family viewing, "warm, charming and worth watching," Pollack said.
Putting the revolution in low gear

Wyman tells affiliates he feels many are moving too fast to embrace new technologies, losing sight of value of broadcasting

Anybody poised for a headlong rush into the new media future will not be led by Tom Wyman. The president and chief executive officer of CBS Inc. made that perfectly clear last week as he addressed affiliates of the CBS Television Network, gathered in San Francisco.

"I am increasingly convinced that there is less change on the horizon than most are predicting," Wyman announced at the beginning of his remarks. "That is a theme that may sound a little different [these days]. I suggest that [changes in the media universe] will be not as large, not as threatening and not as soon as most predict."

That cautionary note ran throughout Wyman's address. Referring to "blizzards of press releases about new alliances being formed on all sides" (including CBS's own co-ventures with 20th Century-Fox and AT&T) Wyman said he found it all "less intimidating than most believe."

And, at another point, he said: "To be specific, it becomes increasingly clear that the potential impact of cable television has been overrated by many." Yes, "it is going to be an important part of our world... incidentally, absorbing great amounts of capital" in the process, he said. "But the advertising economics appear to be another matter," he continued. "As the first ratings numbers begin to emerge we see some cause for reflection. It is going to take longer to develop profitable cable networks than most have imagined, and fewer of them will survive" than most have thought. "Caution has to be the password."

Wyman later insisted to Broadcasting that his remarks had not been inspired by CBS's experience in launching its own advertising-supported cable network—but he pointed out that only one cable programming service (Time Inc.'s HBO) had so far been conspicuously successful in making money in that medium. Nor would he accept a characterization of his speech as sounding a retreat from the new media. "It's a matter of calibration of the expansion rate," he said. "It's clearly important to proceed at a somewhat more orderly pace."

Along with its cautionary keynote, Wyman's address—enthusiastically received by many who heard it—dwelt on the preciousness of the network-affiliate partnership. His prepared remarks—from which he deviated extensively—indicated that he wanted to correct any misimpressions.

THINKING OUT LOUD WITH BILL MOYERS

A human hand holding the searching journalistic light

One of the "Great Moments"—to use CBS-TV's own promotional slogan—of last week's affiliate convention was the appearance of senior news analyst Bill Moyers during the CBS News presentation Wednesday morning. There was a Daniel-in-the-lion's-den character about it all; during several of the affiliate closed sessions, it had been made clear that Moyers's commentaries on the evening news—and especially his April 21 People Like Us documentary that occasioned White House wrath (BROADCASTING, April 26) —had made him a controversial figure. Daniel won hands down.

In a hand-written address later characterized by CBS-TV affiliates chairman Jim Babb as "the greatest platform presentation I've seen in 25 years," Moyers brought the affiliates to his side with a moving declamation of the journalist's role—and difficulty—in today's troubled world. After declaring himself to be "proud to be a part of a CBS team whose excellence is like a spur to my flank," Moyers went on to describe his career as a reporter (at age 15), presidential press secretary (at 29) and, "for the last 16 years, publishing, editing and broadcasting." Having established his credentials, he said that "part of me wanted to speak this morning professionally, to share with you some of the questions we all ask about our business in these troubled times. But part of me wants to speak, as well, personally. Not as a paid observer, hovering in a neutral zone, but as a citizen like everyone else."

Here, in virtually full text, is the speech that put out the fire:

These last 20 years have been hard on the gross national psychology and just as hard on the individual discomfort index. Assassinations, inflation, recession, exploding energy costs, defeat in Vietnam, wars and rumors of war, the renewal of belligerent nationalism, the persistence in the world of hunger, scandals in high places and the disarray of politics. Kennedy elected and killed. Johnson elected and dishonored. Nixon elected and disgraced. Ford appointed and ousted. Carter elected and defeated. Reagan elected and embattled.

America has been moving in these years left, right and center simultaneously. And so have many of us. I understand the mood of the times. I find myself often afraid, sometimes bewildered, usually cantankerous, battered by a hundred new sensations every month and filled with a sense that either we're on the verge of the best of times or the worst of times. I asked a friend of mine on Wall Street what he thought of the market recently. He replied: "I'm optimistic. "Then why do you look so worried?" I said. And he replied: "Because I'm not sure my optimism is justified."

I know what he means. All my illusions are up for grabs, and I'm constantly discovering not only are things not what they seem to be but they never were in fact what I thought them to have been... This world is hard on believers.
sion left by his year-earlier maiden address to them [Wyman celebrates his second an­niversary as CBS president on June 2]. "One of my greatest disappointments of the past year," said Wyman, "was the reali­ty that there was a sense among the affili­ates that I see [CBS's] future in new tech­nologies and relationships that suggest a diminishing interest in the [TV] network. I hope these remarks today confirm the in­accuracy of that story.

But Wyman reaffirmed that the major points of his year-ago speech remain unchanged, including the premise that CBS "must be prepared to assume a leadership role in responding to and shar­ing changes [the media] is undergoing," (The first draft had mentioned "the media revolu­tion.") But he repeated his assurance that "no businesses will be developed at the expense of the [TV] network" by CBS Inc.

Wyman said "there is no question that the new communications technologies are blurring the traditional barriers between commercial TV, publishing, music, motion pictures and even the telephone." All of them, however, he noted, "have a com­mon connector—and that is television." He said it was within this "framework of communications services" that CBS in­tends to build its future.

Both the affiliates and the network would benefit, he said, from being "well positioned for the future in a broad range of media businesses. If we are in the vanguard of these businesses today, if we understand them and explore them thoughtfully, we will be among their leaders tomorrow."

CBS's own participation in these new businesses Wyman described as (a) creative and (b) technological. Among the former, he mentioned dealing with the creative community to tap its resources for entertainment and information (as in the CBS/Fox and theatrical films venture). Among the latter he cited teletext, videotex and high-definition television (which, he said, could be the future of television "in the next century").

The CBS president reminded the affiliates that the last year has seen the net­work's largest programing investment in history (a figure others later placed in the range of $30 million-$35 million, as com­pared to the $8 million-range of the early 1970's), and he said he had never watched a bigger poker game than the recently con­cluded National Football League negotia­tions. But, "unfortunately," he said, "many of these commitments we have made to the network get lost in newspaper and magazine articles characterizing com­mercial broadcasters as dinosaurs heading for extinction." Wyman noted that dinosaurs were cursed with low I.Q.'s, a condition he exemplified by his broadcasting colleagues.

All of these things have "tested the glue" that binds the network-affiliate re­lationship, Wyman said. "But the glue holds," he concluded. "We have passed these tests and I am confident that we will continue to in the future." Speaking for CBS, he said that company intends to ap­proach the relationship "with care, with respect and with great affection."

More bearishness toward cable

Jankowski also reaffirms his belief in broadcast TV, skepticism in many new media predictions

CBS's increasing corporate bearishness toward the medium of cable television— evidenced in the remarks of President Tom Wyman on Monday and in a research pre­sentation on Tuesday—was amplified still further on Wednesday by Broadcast Group President Gene Jankowski in his speech to the CBS-TV network affiliates. CBS may not yet have written off that medium, but it was sounding less and less friendly toward it.

"I suspect a major re-evaluation of cab­le is about to take place," Jankowski said, after remarking that "before we get too excited about a cable network having eight million subscribers, let us remind our­selves that if and when the day ever comes when subscribers are more important than viewers, on that basis commercial television has $1,500,000 subscribers. For­tunately," Jankowski continued, "the in­dustry is moving from the world of promise to the world of measured performance"—an evaluation he obviously feels will find cable wanting.

Jankowski's discouraging words went still further. "We hear about the onset of a new era of video abundance. So far the 'abundance'—to use what may be a not­so-popular phrase these days—has been
all on the supply side. But now demand is being measured. As actual viewer behavior comes under study, the real world of audience response will replace the promised land of audience claims. This moment of truth will have profound consequences.

Jankowski had set the stage earlier in his remarks by saying "I believe entirely too much time and space has been devoted to the gee-whiz of technological developments and not enough attention has been given to the importance of the message. The medium is not the message," he said.

"The message is the message, just as it always has been and always will be," Shakespeare, Jankowski said, is remembered not for the stages on which his works have been performed but for his words.

Not only did Jankowski declare himself as optimistic about the future of conventional television, he said he was "more and more convinced" about the bright future of "free commercial broadcasting." As had Wyman two days earlier, Jankowski acknowledged that some might find his sentiments surprising. "With all of the happenings in technology, that may seem like an overly optimistic statement to some, or wishful thinking, or hope for a self-fulfilling prophecy." Continuing, he said that "technology does not impart value to mankind; it is people that give value to technology." And, bringing things up to date, he said that "at a time when the press would criticize [the television networks] and emphasize audience erosion, the CBS network audience during the 1981-82 season was larger than it was in 1977."

Jankowski's lack of enthusiasm for cable in general was matched by his lack of regard for the Ted Turner WTBS/TV Atlanta broadcast operation in particular. He refused to call any station that plays reruns of Leave It to Beaver and old movies a superstation—that's the world's largest misnomer," he said to affiliate applause.

On the subject of broadcast programing, Jankowski said that "contrary to popular mythology, broadcasting is not a huge and callous industry. We do care about the programs we put on and we do care about being the best at what we do. . . . The elitists may not care for The Duke of Hazzard; nevertheless, viewers in this country put it in the top 10. They find it entertaining and enjoyable, and there is nothing wrong with that."

Whatever happens in the media future, Jankowski reserves to broadcasters the job of "address[ing] the common denominators—the most widely shared experiences, tastes and interests of our audiences. We will recombine the special interest groups into a community," he said.

Jankowski also expressed concern over pressures that may come broadcasting's way as a result of a proliferation of programing "far more provocative than anything we now associate with a television screen," noting that he included "both information and entertainment" in that remark. "This will produce new and heavy pressures on our traditional ideas concerning freedom of speech. Ironically—for all the talk of the new technologies—it is likely that we will have to bear the brunt of these pressures." While that would present a "severe test," he said that "we will be up to it . . . because we bring to it something available nowhere else: tradition. We have been down that path. We have walked it proudly. We will do so again."

More bullishness toward networks

Rosenfield's answer to the new competitors: 'We do not intend to stand pat'

"What you will hear again and again this week is of our commitment to the network-affiliate relationship." So said "Terrific Tony" Malara (as he had just been introduced by James Babb, chairman of the affiliates organization) in opening last week's convention of CBS-TV affiliates in San Francisco. He couldn't have been righter.

Malara was followed immediately by keynote James Rosenfield, executive vice president of the CBS/Broadcast Group, who shortly announced his belief, too, in the certainty that "our relationship with the affiliates that "at every moment of the day there is a large untapped potential in homes not using television . . . the so-called light viewers who make up a large part of the 30 million homes not using television during an average prime-time minute."

Rosenfield made only an oblique reference to another change that has concerned affiliates: the expansion of commercial inventory in prime time. As he put it: "Because of the cost implications of all these initiatives and our ongoing efforts in program development and acquisition, we have decided to increase modestly network commercial inventory, without diminishing our programing."

But, it remained for Malara to express the most ringing positivism about the network's future. After declaring that "we represent the most successful and dominant source of entertainment to the mass television audience," and saying that the best service of the future will combine "the best in local service with the best in network service," he declared (in tones evocative of John F. Kennedy's inaugural): "Let the competition know, we do not intend to stand pat, or to be complacent. Together we will succeed."
Taking stock of CBS News

Sauter assures affiliates that 'TV Guide' charges will be thoroughly examined; is pleased with changes in evening and morning newscasts; promises increased emphasis on promotion

Van Gordon Sauter, the president of CBS News, lost no time in seizing the nettle as he opened the news presentation at the affiliates meeting Wednesday morning. "When I get back to New York, we will thoroughly examine the charges and respond to management."

Sauter was talking about the controversy raised by TV Guide's expose of CBS News practices in connection with a documentary on the Vietnam war (story page 36). He told Broadcasting that the investigation would be conducted principally by himself and Bud Benjamin, senior executive producer, hard news broadcasts, who, like Sauter, had had nothing to do with the broadcast's preparation and thus could approach the subject disinterestedly. Sauter hopes to complete the investigation within two weeks. He said reports would be made to senior management as the probe progressed.

That out of the way, Sauter described his priorities upon assuming command of the news division this spring. First, to deal with the Evening News, then with Morning News, then with CBS's overall newsgathering capability and, last but not least, with the promotional efforts necessary to assure appropriate audience shares.

Among the challenges to achieving those goals: ABC's improved news posture over the last year and the continued expansion of cable news coverage (although Sauter said the latter had stimulated more discussion than impact).

CBS will be best served on the news front by a continuation of its tradition and value systems, he said, calling them "our license to broadcast."

Of the Evening News, Sauter said:

- Dan Rather had stood "resolute" in the midst of all the commotion attending his taking over the anchor role from Walter Cronkite.
- There had been a graceful transition to a new production team under Howard Stringer as Sanford Socolow transferred to London.
- The broadcast itself was demonstrating greater utilization of graphics and relying less on its Washington bureau while reaching out to other sections of the country for more of its news budget.

The Morning News, Sauter said, posed an entirely different challenge. "Infotainment" has been the norm at that hour, he said, and CBS's hard news approach was in the position of swimming against the audience tide. The changes he had instituted in the morning news format—including the replacement of Charles Kuralt by Bill Kurtis and of executive producer Shad Northshield by George Merlis—were viewed as "unorthodox if not disquieting to some," he admitted. But he said that co-anchor Diane Sawyer was "emerging as a truly natural broadcaster" while she and Kurtis were "developing tremendous rapport."

"The broadcast is "about six weeks from maturity," Sauter said, indicating that once that point is achieved there will be a basis for promotion and audience growth.

Increased promotion of the news product is essential, in Sauter's view. "We've been outspent and outproduced," he said, adding that he planned to move vigorously into "topical" as well as "generic" advertising.

Referring to the complaints CBS News had received from its affiliates and others over the nature of news coverage—of which the most virulent example until the TV Guide article had been the controversy over Bill Moyers (see story page 24)—Sauter said that "much of the news is bad, and ours is a powerful medium." But "we are not advocates" for any point of view and CBS News is simply "telling the reality" of today's circumstances. "The most powerful of the special interest groups—the federal government—is protesting loudly," Sauter said.

The news president was followed by a number of news executives and stars, among them Charles Kuralt, who received a hero's welcome whenever he appeared at the affiliate convention last week, and who remarked that the network "tried hard to make a television star out of me. I did my part—I bought a suit." But Kuralt said that the audience "couldn't take the news seriously when it comes from me." Kuralt will again be featured in his "On the Road" segments on the Evening News, beginning tonight (May 31), as well as continuing as host of Sunday Morning.

Morning News stars Kurtis and Sawyer also appeared during the presentation, she calling it "the decathlon of live broadcasting" and he adding that "it can be a marathon." Among the largest ovations was that given Evening News anchorman Dan Rather, who put in a surprise appearance at the convention. Rather credited Sauter with bringing a "fighting, savvy spirit" to the news organization, and thanked "Bill Paley, Tom Wyman, Gene Jankowski, Jim Rosenfield" and others for making CBS News "the single best place in the world for a journalist to work." The network stands for "sustained quality," Rather said, adding that it "wasn't born yesterday and won't be gone tomorrow." As to attacks on CBS News, he said that "many times we catch it because we're on top—and when you're on top you have to take your shots." Nevertheless, it's still "the house of heavyweights," he said, and "the front line is strong and the bench is deep. No wonder they call it the dream."
SMATV, LPNY and ABC's recently announced HYN (Home View Network),

specialized appeal it does not seem eight of that number 10 minutes or more impressive," and cited a doubling of the pay

plus-channel cable home with the

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will continue, he said, was dependent on

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satisfaction next season.

that program prime-time news in an at­
tempt to pre-empt late news on network

affiliates: "continued dominance."

Moreover, he said, those independents that program prime-time news in an at­
tempt to preempt late news on network affiliates are themselves being preempted by cable's 24-hour news services.

The logical next step under this scenario, as Poltrack put it: "As these independent station program attractions shift from free television to cable, they limit their potential audiences. This, in turn, frees up audiences for the network affiliates."

Summing up CBS's position on independ­ents, Poltrack said: "we see little long­term growth for [them] and perhaps even a decline." Turning to the basic (advertiser-supported) cable services, Poltrack said: "no more sanguine. "The proliferation of these services seems to know no end," he said. "the audience to these services are small by design [but] the design seems to be working better than their parent companies would like." Altogether, he said, their total audience amounts to only 2% of prime-time viewing.

Moreover, he said, homes capable of receiving 25 channels actually view only eight of that number 10 minutes or more per month. "When you combine the limited viewing menu of the average, 20-plus-channel cable home with the specialized appeal ... it does not seem likely that large audiences will be attracted by many of these services."

Pay cable has been another matter, Poltrack said. Calling it "perhaps the most threatening of the three" network competitors, he termed its recent growth "impressive," and cited a doubling of the pay cable share of prime-time viewing in each of the past two years. Whether that growth will continue, he said, was dependent on the popularity of multipay services and the competition among the various pay possibilities themselves.

On top of all that, Poltrack said, is the competition to pay cable from STV, MDS, SMATV, LPTV and ABC's recently announced HVN (Home View Network), plus videocassettes and disks.

Getting to 1990, Poltrack estimated the TV audience in terms of three types of homes: the pay cable home (also with basic cable) the basic cable home (without pay) and the noncable home. CBS, he said, projects that by 1990 the conventional television networks will have a 63% prime-time share in pay cable homes, a 79% share in basic cable homes and an 86% share in noncable homes. Overall, that means a 70% network share, "down 10 points from today's 80%.

In absolute terms, however, he said net­works will still offer advertisers higher ab­solute numbers in 1990 than today—up by about 13%.

And if that weren't enough, opti­mistically speaking, Poltrack said that

forecasters are predicting a $15 billion to $20 billion network TV advertising market by 1990, compared to a $6 billion to $8 billion pay cable market and a $2 billion to $3 billion basic cable market. The local and national TV spot market will total $18 billion, he said, of which affiliates should garner 70% ($12.6 billion). Another $2 billion will go to network-owned stations, he said, while independents will get $5.4 billion on their own.

"In the end," he said, the message for the conventional TV networks and their affiliates: "continued dominance."

Programing battleplan

The man with the lion's share of the responsibility for seeing that CBS-TV's entertainment schedule meets the mark opened the programing presentations at last week's affiliate convention on a cau­tionary note: Pay attention to the content, not the form, he said. B. Donald Grant, president of CBS Entertainment, said:

"It's a truism that there are only seven

status quo—

forms—the Dallas, for example, a show that "surpasses its label" and "can turn a whole night around." Among the new series on CBS-TVs 1982–83 schedule he hopes will fall into that category are Seven Brides for Seven Brothers, Mama Malone, Square Pegs and Bring 'em Back Alive.

Grant was followed in the programing lineup by Harvey Shephard, vice president for programming for CBS Entertainment, who said CBS was out this year not only to have the most popular schedule but "to reverse a troublesome trend—the loss of network share to independent stations, particularly from 8 to 9 p.m." The approach "had to be fresh, different and represent a real alter­native to the other programming choice"—

in his estimation, "a risky plan."

Among the principal pieces of that plan:

Gloria on Sunday at 8:30, Square Pegs, Newhart and Cagney & Lacey on Monday, Bring 'em Back Alive on Tuesday, Seven Brides, Alice, Mama Malone and the Good Witch of Laurel Canyon on Wednes­day. Seven Brides, singled out for much atten­tion during the affiliate meeting, Shephard described as meeting the audi­ence's desire for "diverting, uplifting" entertainment "focusing on individuals who triumph over hardships"— historically, he said, what people are look­ing for in difficult economic times.

"All we can say about Friday," Shephard said, "is that it's unfortunate this day comes around only once a week. This past season, The Dukes of Hazzard, Dallas and Falcon Crest trounced the competition as we averaged over a 40 share of audience for the evening." He predicted a repeat performance next season.

In addition to the major addresses, the principal presentations on programing and reports on the competition, the CBS-TV meeting featured various sidebar presenta­tions designed to keep affiliates up to date on facts, figures, issues and developments on and off the operational mainstream. Among them:

Vice President for National Television Research Arnold Becker's report on the status quo—

In terms of prime time, CBS-TV this past season had nine of the top 15 programs and, "equally important," only five of the bottom 35. The network is "competitive on Monday, a winner on Thursday and dominates its competition on Friday and Sunday." Becker said CBS-TV had 69% of the programs with a rating of 25 or more and that it won 19 weeks of the 28-week season, beating ABC on the average by 9% and NBC by a whopping 25%.

The daytime picture was not CBS's strongest suit, although Becker said the network had five of the top 10 daytime shows and "beats hapless NBC by a margin so great it seems ungentlemanly to mention it." And, never at a loss to make the best of the bad news, Becker said ABC is "third from last" in the daytime.

Saturday mornings go to CBS 4% more than to NBC and 8% more than to ABC. And, in late night, "for the very first time," CBS beat out all the competition. Making the pitch for greater clearances, Becker noted that CBS's late night schedule beat NBC by 21% and ABC by 24% in markets where the three networks compete head to head.

Turning to news, Becker declared that "the transition from Cronkite to Rather has been successful," with the CBS Evening News earning an average rating of 13.9 for the season against 12.8's for both ABC and NBC.

Ending his presentation on a massive scale, Becker calculated that the total num­ber of minutes spent by American households viewing CBS programs this past season was (as he spelled it out) "one

Grant
trillion, 133 billion, 423 million, 836 thousand and 500:"

- Vice President for Sales Paul J. Isacsson's report on "the jungle out there"—

Considering the de-emphasis being given cable by senior CBS executives in other forums of the San Francisco convention, it was curious that the sales presentation was devoted almost entirely to the problems of competing with that medium. Granted, the CBS attitude was that it was up against perceptions of competition rather than real inroads, but it was clear that something had gotten the network's attention.

"The challenges of the current economy [distinguished by "stagflation"—simultaneous limited growth and high inflation, in Isacsson's view] are just one of the many we face in marketing broadcast today," he said. "Another major concern is the emergence of new technologies as competitive advertising vehicles." He noted that a number of advertisers have been experimenting with the new options, using money initially earmarked for spot network TV and "with uncommonly light regard for value received." As a result, Isacsson said CBS "had to blow some of the smoke away" with its presentation discussing cable realities now and in 1990 and also "had to dispel the hype from the Ted Bates study" (Broadcasting, Oct. 5, 1981) that proposed diverting broadcast dollars to superstations—a report Isacsson labeled "heresy."

- Vice President for Engineering and Development Joe Flaherty's report on high-definition television—

After outlining the general benefits of HDTV (increased picture resolution, improved color rendition, wide-screen aspect ratio and stereophonic sound), Flaherty singled out the problem of transmission as the "critical link" standing between broadcasters and the successful use of the new technology. "Closed systems," as Flaherty referred to cable television, videocassettes and videodisks, can develop HDTV "at will," he said, in that CBS Television Network Affiliates Advisory Board declared himself reasonably well pleased with the state of affairs as the annual affiliates meeting began last Monday in San Francisco. It had not been a "stress-free" year, said Jim Babb Jr. of Jefferson-Pilot Broadcasting, Charlotte, N.C., alluding to such difficulties as the network's attempt to expand the early evening news as well as its expansion of commercial inventory in prime time, but he said that although feelings sometimes ran strong, there had been "no rupture" of the relationship and that "the partnership survived intact." Among the positives: "overwhelmingly favorable" reaction to the overnight news. Babb said the "continuation of explosive change" in the electronic media universe was "certain," but found CBS to be in the hands of a "most stable, creative and responsible" management team. His opinion had not changed substantially by the convention's end, when he told Broadcasting: "We have a good thing going."

No complaints. The chairman of the CBS Television Network Affiliates Advisory Board declared himself reasonably well pleased with the state of affairs as the annual affiliates meeting began last Monday in San Francisco. It had not been a "stress-free" year, said Jim Babb Jr. of Jefferson-Pilot Broadcasting, Charlotte, N.C., alluding to such difficulties as the network's attempt to expand the early evening news as well as its expansion of commercial inventory in prime time, but he said that although feelings sometimes ran strong, there had been "no rupture" of the relationship and that "the partnership survived intact." Among the positives: "overwhelmingly favorable" reaction to the overnight news. Babb said the "continuation of explosive change" in the electronic media universe was "certain," but found CBS to be in the hands of a "most stable, creative and responsible" management team. His opinion had not changed substantially by the convention's end, when he told Broadcasting: "We have a good thing going."

- Vice President for Administration, Production Facilities and Engineering David White's background on satellite transmission—

CBS-TV is not yet ready to let go of its 14,000 miles of terrestrial interconnection with affiliates, but the day is approaching reasonably fast. White—acknowledging that CBS is being pushed toward the new technology primarily by anticipation of significant increases in AT&T's terrestrial tariffs—said a pilot test in the Southwest, involving nine affiliates, would begin in late 1982 or early 1983, with a subsequent expansion to the Pacific Coast area and then in stages to other areas of the country. The network is evaluating both C-band and K-band satellites—the latter requiring less elaborate earth receive stations. In C-band operations the receive stations would be 7 meters in diameter, in the K-band perhaps 2 to 3 meters.

White advised affiliates to begin anticipating their own responsibilities in establishing a satellite-interconnected network, including finding suitable sites for earth stations and meeting appropriate zoning requirements. Among the most important considerations: sites free from interference both for downlink and uplink operation. In addition to the site itself, affiliates will have to arrange for road access, antenna foundation, equipment shelter, security fencing and power. The problems will be least severe for the 60%-70% of affiliates CBS estimates will be able to co-locate earth stations with transmitter sites or broadcast studios.

- Affiliate Relations Vice President Scott Michel's report—

The official most responsible for liaison with CBS-TV's affiliates told them two things last week: (a) The times they are a changin' and (b) the more things change the more they stay the same. He reported primarily on the network's new overnight news service, which will require a number of adjustments in network feed patterns (notably of The Young and the Restless soap opera and the Morning News). Remarking of the plans for satellite interconnection, Michel's said AT&T had raised its tariff three times in the past two years and that "the worst is yet to come," with proposed increases that could range from as low as 11% to as high as 86% (from $1.5 million to $11.5 million). Although CBS has not yet passed on these tariff increases to its affiliates, the projected hikes would have a "staggering" impact on the network, he said.
Taking sides on AT&T decree

Baxter defends Justice settlement, Geller, Senkowski, Biddle offer objections, Wirth criticizes Bell campaign to defeat his bill

The proposed AT&T settlement and related legislative proposals continue to provide material for government-industry conferences in Washington. Last week, it was the Federal Bar Association, which managed to corral some of the major players involved for its fifth annual telecommunications conference.

The Justice Department’s antitrust chief, William F. Baxter, defended the proposed settlement with AT&T as relatively simple and logical, and in the public interest. In the process, he appeared to question the motives of public utilities commissions in criticizing the proposed settlement because of the possible effect on the viability of the local operating companies. But a panel made clear the critics of the settlement were not confined to state officials.

Then Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, defended the telecommunications reform bill (H.R. 1558) against the “howwash” he said AT&T was dispensing in an effort to discredit it. He said the measure was consistent with the settlement, but dealt with issues not included in it. A second panel did little to offset the general expectation there will be no major legislation on the issue in the current Congress.

Baxter said the settlement, calling for the divestiture of the Bell System’s 22 local operating companies (BOC’s), would accomplish the principal aim of the antitrust suit brought in 1974—to prevent the system from denying would-be competitors in associated markets equal access to those local companies. All services involved in local exchange would be retained by the BOC’s; those that were not would be retained by the parent company.

But he also noted that states that wish to subsidize local telephone users with revenues from long-distance rates would be able to do so under the proposed settlement. A mechanism—interexchange access charges—would be available. But its use would not be hidden from the public, state commissions would be obliged to buck political pressure to make use of it. Baxter noted that states are now accused for its fifth annual telecommunications conference.

Wirth maintained a sense of confidence that Congress will pass telecommunications legislation. But a Senate Commerce Committee aide, Ward White, did not offer much encouragement. The Senate has passed its own bill (S. 898), but White, majority senior counsel on the committee, said that, as far as final congressional passage is concerned, “time is against us.” The legislative process could run “into August,” by which time members would be anxious to depart for home and election campaigns. And he indicated the Commerce Committee would balk at efforts to resolve hastily differences with the House. It could result in poor bill drafting, he said.

David K. Aylward, chief counsel and staff director on the House Telecommunications Subcommittee, said the political dynamics have changed as a result of the order issued last week by Judge Harold Greene, who presided at the antitrust trial and is now considering the settlement (story, page 31). Baxter’s warning, “as the credits fell out of the politics,” he said, with the possibility of modifications of the proposed settlement “it may change positions on the Hill,” he said.

But what would happen if there were no legislation? Would the FCC consider it has the authority to “forbear” from regulating AT&T, as former FCC Chairman Richard Weyforth Dawson, who was serving as moderator of the panel. “The commission believes we do,” said Commissioner Mimi Weyforth Dawson. “We will carry our policy interpretation as far as we can.”

Relaxation of crossownership seen needed to ease cable "credit crunch"; FBA session also debates fairness doctrine

Lawyers and regulators can talk all they want about regulation of the telecommunications industry, the ideology and politics of it all—even the public interest implications. But it took an economist last week to cut through much of the rhetoric at a four-day conference on the telecommunications law with some observations that may or may not be valid but that, at a minimum, seemed to bear some relationship to the world outside the Shoreham hotel, in Washington.

The economist was Alan Pearce, a former FCC staff member, who is something of an anachronism in today’s Washington—he is, he says, “an old fashioned regulator.” But his subject was cable television, and his argument was that rules barring cross-ownership of cable systems from ownership of cable systems—rules he helped formulate while with the commission in the early 1970s—may have to be lifted if cable is to fulfill its promise of providing a multitude of services.

The industry, he said, is strapped for cash at a time of high interest rates. It “needs billions of dollars to upgrade systems now in place to provide the services being requested.” But it must finance that expansion, he said. It’s not generating the necessary revenues. He said the industry’s debt last year was $4 billion, and would rise some $1.8 billion this year. And while industry revenues will top $4 billion, a $6-billion debt would mean annual debt service payments of up to $1 billion, or 25% of total revenues. And if the industry is to reach 50 million subscribers in the late 1980’s, as industry members predict, it will need another $20 billion. “The figures don’t compute.”

His conclusion: “The credit crunch” is for the commission to change its media crossownership rules “and encourage telephone companies and the networks . . . to take a more active role” in cable. He also would open the door to broadcasters now barred from owning systems in markets where they operate television stations.

Pearce was a member of a panel—one on regulatory policies to be applied to the electronic mass media in an age of competition—that included representatives of the broadcasting and cable industries, as well as the FCC.

Erwin Krasnow, senior vice president and general counsel of the National Association of Broadcasters, ticked off some “antebluvian axioms” he said the commission has followed in the past but that are “poorly suited for regulating the electronic mass media in the 1980’s.” Among them: “Government always knows best,” “bigness is always bad,” and “act now, think later,” as in the case of the commission’s order creating the low-power television service.

Thomas Wheeler, president of the National Cable Television Association, spoke of the need for regulation, even in an era of deregulation. But the government activity he said is necessary to “facilitate the marketplace” and then to make sure the competitors operate on a “level field,” with no one having an advantage.

Earlier, the lawyers at the conference heard a debate on the question of whether Congress should abolish the fairness doctrine. Floyd Abrams, a lawyer who has gained prominence arguing in behalf of the networks’ and newspapers’ First Amendment rights, took the pro side. Dean Jerome A. Barron of the George Washington University Law School, a leading advocate of the people’s right of access to the media, took the opposing side.
Spot TV’s Edge: Reaching Your Consumers Wherever They Are.

Only an individual station programs to the specific needs of the community it serves. That’s where your consumers get their local news, weather, sports, public affairs and special interest programming.

And that’s the best showcase for your advertising message.

Only Spot TV offers you the selectivity and the impact of this localism. Let us tell you the facts about Spot Television.
ABC's Daytime Programming

The National Academy of Television Arts and Sciences has announced 139 nominations for Daytime & Children's Emmys.

ABC is very proud to have received 63.

Outstanding Daytime Drama Series
All My Children: John Winther, Producer
General Hospital: Gloria Monty, Producer
Ryan's Hope: Ellen Barrett, Producer

Outstanding Game or Audience Participation Show
Family Feud
Mark Goodson, Executive Producer
Howard Felsher, Producer

Children's Entertainment Series
ABC Weekend Specials
Robert Chenault, Executive Producer

Outstanding Children's Informational/Instructional Series
Kids Are People Too
Marilyn Glin, Executive Producer

Outstanding Children's Drama Series
Starstruck

Outstanding Writing for a Daytime Drama Series
All My Children: Agnes Nixon

Outstanding Achievement in Technical Excellence for a Daytime Drama Series
All My Children: Technical Directors: Joseph Sozomito, Howard Zweig

Outstanding Achievement in Design Excellence for a Daytime Drama Series
All My Children: Scenic Designer: John Pitts

Outstanding Individual Direction for a Game or Audience Participation Show
Family Feud: 5/29/81 Paul Alter

Outstanding Individual Direction for a Variety Series
American Bandstand: 4/18/81 Barry Glazer

Outstanding Individual Achievement in Children's Programming for Directing
Daddy, I'm Their Mama Now (ABC Afterschool Special)
3/3/82 Jeff Blecken

She Drinks a Little (ABC Afterschool Special)
9/21/81 Arthur Allan Seidelman

Outstanding Writing for a Daytime Drama Series
All My Children: Agnes Nixon

Outstanding Achievement in Design Excellence for a Daytime Drama Series
All My Children: Scenic Designer: John Pitts

Lighting Directors:
William Itkin, Donna Larson, Donald Gavitt

Costume Designer: Carol Luiken

Make-up Designers:
Sylvia Lawrence, Scott Hersh

Hair Designers:
Marie Ange Ripka, Richard Green

Music Director: Teri Smith

Music Composers:
Sid Ramin, Irving Robbins

Graphic Designer: Hyl Bley

General Hospital: Art Director: James Ellingwood

Set Designer: Mercer Barrows

Lighting Directors:
Grant Velle, Thomas Markle, John Zak

Costume Designer: Jim O'Daniel

Make-up Designers:
P. K. Cole, Vicki McCarter, Diane Lewis

Hair Designers:
Katherine Kotarakos, Debbie Holmes

Music Directors:
Dominic Messinger, Jill Farren Phelps

Music Composer: Charles Paul

Ryan's Hope

Scenic Designer: Sy Tomashoff

Lighting Directors:
John Connolly, Dennis Size

Costume Design: Alex Tolken

Make-up Designers:
James Coia, Tracy Kelly McNevin

Hair Designers:
John Keith Quinn, John DeLaat

Music Director: Sybil Weinberger

Outstanding Individual Achievement in Children's Programming for Writing
She Drinks A Little
(ABC Afterschool Special)
9/23/81 Paul Cooper

Outstanding Music Composition/Direction in Children's Programming
The Unforgivable Secret (ABC Afterschool Special)
3/18/82 Elliot Lawrence Compostor/Composer

Outstanding Cinematography in Children's Programming
Daddy, I'm Their Mama Now (ABC Afterschool Special)
3/3/82 Hanania Baer

Outstanding Film Editing in Children's Programming
My Mother Was Never A Kid (ABC Afterschool Special)
3/18/81 Gloria Whitemore
Sweeps Emmy Nominations

Outstanding Achievement in Religious Programming—Series
Directions Sid Darion, Executive Producer
Adela E. Lowe, Producer

Special Classification of Outstanding Program Achievement
FYI Yanna Kroyt Brandt, Producer
Mary Ann Donahue, Coordinating Producer

Outstanding Achievement in the Coverage of Special Events
The Eighth Annual Emmy Awards for Daytime Programming—5/21/81
William Carruthers, Executive Producer
Joel Stein, Producer

Special Classification of Outstanding Individual Achievement—Performers
FYI Hal Linden, Host

Special Classification of Outstanding Individual Achievement—Writing
FYI Elaine Meryl Brown, Betty Cornfeld, Mary Ann Donahue, Joe Gustaitis, Robin Westen

Special Classification of Outstanding Individual Achievement—Directing
FYI Michael Gargiulo

Outstanding Individual Achievement in any Area of Creative Technical Crafts—Technical Direction/Electronic Camerawork
Remote: Switzerland, "All My Children" 2/11-25/82
James Tellaw

Outstanding Individual Achievement in Children’s Programming—Costume Design
She Drinks A Little (ABC Afterschool Special) 9/23/81
Jean Blackburn
My Mother Was Never A Kid (ABC Afterschool Special) 3/18/81
Delphine White

Outstanding Individual Achievement in Children’s Programming—Make-up Design & Hair Design
She Drinks a Little (ABC Afterschool Special)
Nancy Ferguson, Make-up Designer
My Mother Was Never A Kid (ABC Afterschool Special)
Shonagh Jabour, Make-up Designer
My Mother Was Never a Kid (ABC Afterschool Special)
Judi Cooper Sealy, Hair Designer

Outstanding Individual Achievement in any Area of Creative Technical Crafts—Associate Direction/Videotape Editing
Remote: Luke and Laura’s Wedding "General Hospital" 11/15-16/81
Nick Giordano, Lou Torino
Videotape Editors

Outstanding Individual Achievement in the Coverage of Special Events—Music Composition/Direction
The Eighth Annual Emmy for Daytime Programming 5/21/81
Walter Levinsky, Composer/Director

Outstanding Individual Achievement in Children’s Programming—Art Direction/Scenic Design/Set Decoration
My Mother Was Never A Kid (ABC Afterschool Special) 3/18/81
Claude Bonniere, Art Director
Daddy, I’m Their Mama Now (ABC Afterschool Special) 3/3/82
Cary White, Art Director

Outstanding Achievement in any Area of Creative Technical Crafts—Lighting Direction
Remote: Gallery Basement "One Life To Live" 12/30/81
Everett Melosh
The unseen war: Falklands escape the camera's eye

Argentina and Britain keep tight rein on news from war; most reporters able to get no closer than Buenos Aires; still, networks spend $1 million each during first six weeks

The problem newsmen face in covering the war over the Falkland Islands is that the coverage has been sanitized and there's nothing they can do about it. As Jeff Gralnick, ABC News vice president and executive producer of both World News Tonight and special events, put it last week, “You've got a war going on that you can’t see yourself.”

Other newsmen agreed. Unable to get in for a first-hand look, they must provide second-hand coverage. Consequently, this war's guns are seldom seen or heard, its bloody toll evident only in the official announcements of body counts and at the occasional hero's funeral. For broadcast audiences as well as readers, it's a war nobody really sees or hears.

Not only must reporters depend on secondary sources for their information, but the sources are themselves suspect, for the sources are the two warring governments, Britain and Argentina: each has its built-in biases, and they control, directly or through censorship, whatever news gets out.

And not that much news is being let out. As far as visual coverage is concerned, Matthew Brady was sending back more and better war scenes 120 years ago.

Newsmen also tended to agree that television's visual advantage over radio has been reduced to file films, standup reports, coverage of government briefings and, from the United Nations, talking-heads interviews with "experts"—and not much else. One observer suggested that either TV or radio could take the bare-bones reports coming in and reconstruct this war the way Gordon McLeod—or Ronald Reagan, for that matter—used to reconstruct baseball games.

As Gralnick put it, without on-scene coverage the story has to be told to viewers rather than shown.

Broadcast newsmen have been doing what they could to overcome their frustration—at considerable cost. The three broadcast TV network news organizations were spending at a rate estimated "conservatively" at a million dollars per network for the first six weeks of the war. They had installed contingents of 30 to 40 persons each in Buenos Aires, home base for news of the Argentine side, and were relying heavily on their London bureaus for reports from the British side. Cable News Network officials estimated CNN was spending $25,000 a day on satellite reports from Buenos Aires and London.

The basic problem was that the only war correspondents anywhere near the action were aboard ships in the British fleet—and those correspondents, from the BBC and Independent TV News, were being heavily censored.

British authorities said there were no facilities aboard for satellite transmission, although films of one event—a British flag raising on the Falklands—reached London quickly enough to convince skeptics they had been right in thinking the facilities were there but were being kept mostly out of access. Pictures arrived slowly and were primarily stills.

ABC's Gralnick said the information, aside from being second-hand, was "passing through a censorship screen" and "there's a lot they're not telling us." Comparatively, however, the British, for the most part, have been "very forthcoming" while the Argentines have provided "very little of the real story," Gralnick said.

"Each day it's a question of trying to balance [it] out." Despite the obstacles, he claimed to be satisfied with ABC's reporting. "I don't think we've lost track of the story," he said.

Gralnick called the telephone "our greatest tool." He said reporters each day wait "for the set of rumors" and the official briefings and then try to verify the information and put the story in context through their sources.

At one point, ABC had thought about chartering a steamer and equipping it to cover the action. Gralnick said that plan fell apart primarily because it would have been "too dangerous" since the steamer could have been caught up in the fighting. He added that the costs probably would have been prohibitive as well.

Currently ABC has some 30-40 staffers in Buenos Aires, a city normally covered through ABC's Miami bureau. The resources of the 50-60 people in ABC's London bureau are available there. Correspondent Barry Serafin was in Buenos Aires last week, relaying Sander Vanocur after a seven-and-a-half week stint.

Vanocur is expected to return there should the war continue. With Peter Jennings in London is Carl Bernstein, reporting primarily for Nightline. Over the past several weeks, the Falklands has been Nightline's news story for three or four nights.

"Frustrating" is the description CBS News foreign editor Peter Larkin, who's been responsible for that network's coverage, has of the Falklands situation. "You can't be satisfied" he says, with reporting that has had to rely so heavily on file footage and material obtained from third parties. CBS, as did others, considered making attempts to get to the scene of the action, either with them as impractical. And even if, Larkin adds, one had been "clairvoyant" enough to have put a crew on the Falklands, the Argentines would have thrown them off. As for the discrepancies between the two "official" accounts, Larkin believes "there's a hell of a story to be written when this is all over and we're better able to determine who's been giving us more accurate information."

While acknowledging that the British have held more and more "ordered" briefings, Larkin, who stood a tour as CBS London bureau chief, says he was in no way surprised when the British used their national press to spread misleading accounts of their invasion intentions. "I presumed from the start the British would use disinformation," he recalls adding, "The point for the American public in all this is to say 'look what happens when you don't have a free press.'"

CBS supplemented the diet of official stills and reports with material from freelances in Argentina and by purchasing exclusive broadcast rights to the photographs of the sinking of the Argentine cruiser, General Belgrano.

Virtually every day of the crisis, CBS Morning has used live, two-way reports from London with correspondent Tom Fenton or John Blakestone and either Bob Schieffer or Bob Simon in Buenos Aires. Each morning feed was one of two daily via satellite from those locations. Schieffer has even continued to co-anchor the CBS Evening News on Saturdays from Buenos Aires, although one Schieffer report from the makeshift studio in his Sheraton hotel room experienced video problems when a spotlight burned out (he finished the report in the dark). CBS's Sunday Morning has used three-way conversations among Charles Kuralt in New York and the London and Buenos Aires reporters.

One set of CBS plans was interrupted by
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The International Council, 1350 Avenue of the Americas, N.Y., N.Y. 10019, or Larry Gershman, President, MGM/UA Television Distribution, 1350 Avenue of the Americas, N.Y., N.Y. 10019, (212) 708-0304, Telex: 126146.
the British invasion of the Falklands—Dan Rather had been going to anchor the *Evening News* from San Francisco, where the CBS affiliates were meeting, and from Los Angeles last week—the full plans were scrubbed and Rather did miss one broadcast as a result.

Aside from regularly scheduled broadcasts, CBS has devoted more than 40 special reports since April 25 to the Falklands crisis.

Jerry Lamprecht, director of foreign news, *NBC News*, says "the Falklands story is mainly one of diplomacy that is being enacted in London, Buenos Aires, Washington and at the United Nations," and "we have to rely on what Argentine TV and the BBC release in the way of pictorial coverage" of the war itself.

"Basically the story is a reaction story and we do our best to weigh against reality what is passed by the censors," he said. "In the way of new pictorial material, some pool coverage has just arrived from London." CNN's principal London correspondent, Mike Boetcher and Jim Clancy are providing live coverage virtually "wall to wall," with analyses, explainers, UN pickups, and its own experts. CNN's *Evening News* last week—the full plans were meeting, and from Los Angeles, New York and London. Radio-only networks, too, are providing coverage from the main news bases, both in regular newscasts and in specials as warranted. Mutual says that in addition it has a listening post that monitors material coming in from the BBC and, fortunately, already had its own man, David Welna, in Buenos Aires when the crisis arose. AP Radio has also been supplementing its own reports on material from the BBC, while UPi is using reports from Michael Mickelson, a reporter on the UPITN team with the British fleet. UPITN is co-owned by UPi, ABC and Britain's ITV.

Nobody involved in the coverage, radio or TV, seems pleased with the result, though all say it's the best they can do in the circumstances. The British government has taken exception to that claim, criticizing the BBC for giving too much attention to the Argentine side—and drawing the reply that BBC's job is to give the facts as best it can, not to rally round the British flag (*Broadcasting*, May 17). And last week the press had a gripe of its own, claiming it had been used by British government officials who deliberately planted misleading accounts of their invasion plans to catch the Argentine forces off guard. All in all, covering this war is proving to be, as ABC's Garlinck called it, "damn tough."
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his 14-year search to prove the program’s conspiracy theory.
- CBS rehearsed its paid consultant before he was interviewed on camera, violating its own official guidelines.
- CBS screened for a sympathetic witness the statements of other witnesses already on film in order to persuade him to re-do his on-camera interview. But CBS did not offer the targets of its conspiracy charge any opportunity before their interviews to hear their accusers, or to have a second chance before the cameras.
- CBS asked soft questions of sympathetic witnesses, while “grilling unfriendly witnesses with prosecutorial zeal.”
- CBS misrepresented the accounts of events provided by some witnesses, while ignoring altogether others who might have been able to challenge CBS’s assertions.
- CBS used quotes out of context, in one case to imply incorrectly that Westmoreland was familiar with a meeting where estimates of the enemy were arbitrary. Evidence of familiarity was crucial to prove the conspiracy charge.
- CBS’s own paid consultant now doubts the documentary’s premise of a Westmoreland-led conspiracy.

The magazine said that Sam Adams, a former CIA analyst who was paid $25,000 as a consultant to the program, was the source of much of the material. Adams had long held the view that military leaders in Vietnam had conspired to conceal the real strength of the enemy. TV Guide said Adams was acquainted with Eugene Crile of CBS News, who produced the Enemy documentary.

TV Guide said Adams not only served as a consultant but also appeared on the program. In violation of internal ethical guidelines, the magazine wrote, Adams was “coached intensively” on the questions he would be asked. Another witness, friendly to CBS, the magazine said, was former CIA official George Allen, who was permitted to screen portions of interviews already on film before he was questioned.

Westmoreland was interviewed by correspondent Mike Wallace. TV Guide quotes Westmoreland as saying that on at least 10 occasions he had made the point that the relatively small size of the enemy forces proved that during the Tet Offensive proved that “rather than underestimating the strength of the enemy, the military had overestimated it.” TV Guide noted that this opposing argument never appeared in the program.

The article referred to an interview by Mike Wallace with Walt Rostow, the adviser responsible for providing President Johnson with data about Vietnam. Rostow repeatedly denied that critical intelligence had been kept from President Johnson. TV Guide reported that “CBS called the Rostow interview an ‘alliance,’” Wallace told the magazine that Rostow “added nothing” to an understanding of the controversy.

CBS issued a statement last week saying that “TV Guide raises serious questions that are being reviewed by CBS. Because of the length of the article and the complexity of the subject matter, it would be inappropriate to respond at this time.”

William Leonard, president of CBS News at the time the documentary was produced, said he had not commented on the article since he had not read it. He said the documentary was “carefully researched and it speaks for itself.”

CBS’s paid consultant, Mark S. Fowler, keynoted the seminar. He noted that this opposing argument never appeared in the program. The aim, he said, should be full competition: “Promote diversity and eliminate ‘bottlenecks’ in the provision of service to the public.”

Quinn, while concerned about the purity of the First Amendment, was also concerned about dealing with a possible AT&T-created bottleneck, even though the defense might mean infringement of the First Amendment. He asked questions raised increasingly by newspaper people worried about AT&T’s possible entry into electronic publishing. Would AT&T, for instance, discriminate against users of its lines if it was allowed to transmit information over them? And that issue proved tantalizing.

Ichiel de Sola Pool, professor of political science at the Massachusetts Institute of Technology, warned that publishers seeking legislation to bar AT&T from electronic publishing would be building a “house of cards” that would collapse in court. But Tom Rogers, an aide to Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, author of the telecommunications reform bill (H.R. 5158), said that bill would not prevent AT&T from engaging in publishing—except over its own lines. And an AT&T official, Andrew Morrison, director of market strategy and services, said, as AT&T officials have said repeatedly, that the company’s principal business is and will continue to be “the transporting of information.”

But it wasn’t only the coming generation of technology that is causing trouble. The conflict that now exists between cable television systems and local communities was perfectly illustrated in an exchange between Frank Greif, director of the Mayor’s Office of Cable Communications, in Seattle, and Marshall J. Nelson, a Seat-
graming on television. But she said she is
she will use the Communications Act to
This misuse of power," she added, "could
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Children's Television, acknowledged that
financially satisfactory. This is a business.'
In efforts to persuade the networks
board member of the PTA, talked of "a
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ment, he suggested, was that it is
Schorr, who at one point appeared to advo-
cate a less than absolutist First Amend-
stretch the First Amendment from pro-
by them. "The procedure at the local level
is the antithesis of what we'd expect from the First Amendment,' he said.
The new technologies aside, some of
the resentment of television that Swift had in mind when he warned about the 'sins' of
the present being passed down to com-
ing technologies was evident in the semi-
nar. Ann P. Kahn, chairman of the Fairfax
county (Va.) school board and a national
board member of the PTA, talked of "a
total lack of cooperation from broadcast-
ing." In efforts to persuade the networks
to present more children's programming, she said, she encountered two reactions—
"trust me," or "we have to do what's fi-
nancially satisfactory, This is a business." This misuse of power," she added, "could
lead to government action to take away
that power."
Peggy Charren, president of Action for
Children's Television, acknowledged that
she will use the Communications Act to the extent she can to secure children's pro-
gramming on television. But she said she is
following the example of broadcasters themselves. Stations, she said, while seek-
ing First Amendment protection, "don't
mind supporting PTAR [prime time ac-
cess rule], which benefits them. I want to
use my small piece of the law," she said.
"Without the Communications Act, I'll
have no voice."
And Les Brown, editor in chief of Chan-
nels of Communication, had no sympathy for the broadcast journalists present who felt they had been shortchanged in First Amendment rights. "You accept a public
trustee role in journalism when you take
an FCC license," he said.
But it was an electronic journalist,
Schorr, who at one point appeared to adva-
cate a less than absolutist First Amend-
ment position—to the surprise of those at
the seminar. Ernie Schultz, executive vice
president of the Radio-Television News
Directors Association, had just stated such
an absolutist position—he said broadcast
and print journalism should be treated ex-
actly alike—when Schorr exploded:
"You're living in a dream world ... You
stretch the First Amendment from pro-
tecting investigative reporting of Water-
gate to programs on rape and how it's done,
to R- and X-rated pictures on television,
and it will collapse." Indeed, part of the
broadcast press's problem in First Amend-
ment matters, he suggested, was that it is
part of a "vast entertainment empire." "It's time," he said, "for a defensive
strategy."
Richard Schmidt, counsel for the Amer-
ican Society of Newspaper Editors, called
Schorr's concept "a dangerous one, a self-
censorship idea." The First Amendment
feeds on unpopular causes. He noted that
the Near of Near vs. Minnesota, the land-
mark First Amendment case decided by the
Supreme Court over 40 years ago, was
anything but an attractive person. "Let's
be careful about drawing lines," he said.
But Ed Yoder, a columnist for the Wash-
ington Post Writers Group, wasn't sure
lines shouldn't be drawn—at Hustler, for
instance. That explicit magazine, he said,
"has no redeeming social value," adding,
"I realize what I'm saying is provocative."
All of which led Paul Davis, news direc-
tor of WGN-TV Chicago, to comment, "I
hear a lot of us saying we're ready to com-
promise," and Pool to observe: "This
group is a lot less absolutist than I'd thought," which troubled him. "We don't
gain anything strategically by conceding."
It was the next morning, Saturday, when
Quinn made his remark about preferring
the problems to the solutions he had
heard. But before the morning and the
seminar were concluded, there had been
something of a recovery.
Schorr said he hadn't meant "to draw
lines around the kind of speech that
should be protected. But he expressed the
hope that when the networks and others
invoke the First Amendment they do so
for serious, substantive reasons. He also
said it's important that journalists "under-
stand the people's concerns. They think
we're pushing them around." Where
Americans used to be against big govern-
ment, he said, they are now against "big
media."
Such concerns led Erwin Krasnow,
A non-journalist promptly offered a suggestion, one calling for nothing but the exercise of basic journalistic principles by the press.

"The First Amendment is a seamless court," he said. "It is a fundamental right. When you create the impression that you're concerned with the liberty of all, then you'll do well with protecting your own."

And Lee came up with that without sitting through another three days of talk.
Canadian cable convention to examine pay TV

CCTA begins annual meeting today in Toronto; in wake of Canadian government's recent grant of pay TV licenses, association will address every aspect of pay for its members.

Pay TV and the services that accompany it will be the focus of the Canadian Cable Television Association's annual convention this week. Canadian cable operators are meeting at the Sheraton Center in Toronto May 31 through June 3.

According to CCTA president, Michael Hind-Smith, the convention will "address every aspect of pay TV." He noted that Canadian cable operators have waited 10 years for the government to grant pay TV licenses. In March the Canadian Radio-Television and Telecommunications Commission granted six pay TV licenses. Now, he says, association members are enthusiastic and "want to have at it." Hind-Smith predicted attendance will be the highest ever: from last year's figure of 1,600 to about 2,300.

Also, Hind-Smith said, for the first time ever the convention will include a section of panel sessions devoted to marketing. He emphasized the importance of stepping up marketing for the new pay TV services. Some of those sessions are "Marketing Pay Services—The Pre-Launch," and "Market of the Future: What and How." Technical and management workshops geared to the pay TV market are also scheduled.

The convention marks CCTA's 25th anniversary and is being billed as the "Silver Celebration." Highlights of the four-day affair include a keynote address Tuesday afternoon by Frederick Metcalf, executive vice president and general manager of the new WNEV-TV.

WNAC-TV, which took over from WNAC-TV (BROADCASTING, May 10) after a fight that ranged in and out of the U.S. Supreme Court, is continuing as a CBS affiliate. It is planning to supplement saturation advertising schedules on 12 Boston radio stations with outdoor and print advertising to boost its fall programs. Its advertising theme: "There's a new day dawning."

Baker, who will take over next month, had been NETV's general manager from March 1979 to May 1981, when he left to head General Electric's broadcasting and cable operations. Baker, as vice president and general manager of WGBH-TV Boston from 1968 to 1973 and for six years at Group W in New York, is credited with the development of the evening magazine, PM and eyewitness news concepts. Karl Renwanz has been named director of engineering, a post he held at WGBH-TV Boston since 1980.

RKO General, which had operated the station since 1948, surrendered the license at midnight Friday, May 21.
WXKS-AM-FM Medford, Mass. Sold by Heftel Broadcasting to Pyramid Broadcasting Co. for $15 million. Seller is Honolulu-based group owner of three AM's, four FM's and two TV's principally owned by Representative Cecil Heftel (D-Hawaii), which bought stations three years ago for $4.25 million (BROADCASTING, Jan. 1, 1979). Heftel Broadcasting also owns 10% of WFOX (FM) Lake Success, N.Y. Buyer is general partnership of WXKS-AM-FM employees and group of limited investors headed by controlling partner Richard M. Balsbaugh, vice president and general manager, and includes Arnie Ginsburg, station manager; Janet Karger, general sales manager; Sunny J. White, FM program director; Robert Kline, business manager, and Dorothy Jones, assistant general manager. None have other broadcast interests. WXKS is 5 kw daytimer on 1490 khz. WXKS-FM is on 107.9 mhz with 21 kw and antenna 720 feet above average terrain.

WFOX (FM) Gainesville, Ga. Sold by Radio Athens Inc. to Sharmrock Communications Inc. for $3,085,000. Seller is owned by L.H. Christian Sr., and family who also owns WRF (AM) Athens, Ga. He bought WFIX 10 years ago for $140,000 (BROADCASTING, March 13, 1972). Buyer is Hollywood-based group owner of three AM's, four FM's and four TV's which recently was granted FCC approval to sell KYOK (AM) Houston for $1.5 million (BROADCASTING, March 15). Shamrock sold, subject to FCC approval, WBOB (AM) New Orleans for $900,000 (BROADCASTING, June 22, 1981). Roy E. Disney is chairman and Stanley P. Gold is president. WFOX is on 97.1 mhz with 100 kw and antenna 540 feet above average terrain. Broker: Robert W. Rounsaville.

KBAI (AM) Morro Bay, Calif. Sold by Morro Bay Investment Corp. to Alan Everett for $700,000. Buyer is owned by Robert E. Darling and Dino R. Fulvio (37.04% each), Larry E. Kelley (15.23%), Michael Cardenas (6.17%) and Darling's father-in-law, Stanley W. Swenson (4.53%), who have no other broadcast interests. Darling and Fulvio bought majority control of KBAI six years ago for $51,480 (BROADCASTING, Feb. 9, 1976). Buyer is Huntington Park, Calif.-based real estate investor and has no other broadcast interests. KBAI is on 1150 khz with 5 kw full time.

WDKN (AM) - WTNQ (FM) Dickson, Tenn. Sold by Dickson County Broadcasting Co. to American Communications Inc. for $700,000. Seller is owned by C.S. Hawkins, who was majority stockholder in group that bought WDKN (AM)-WTNQ (FM) five years ago for $500,000 (BROADCASTING, Oct. 31, 1977). Buyer is principally owned by Stephen H. Coltin, who is New York-based radio consultant and has no other broadcast interests. WDKN is 1 kw daytimer on 1260 khz. WDNK-FM is on 102.3 mhz with 3 kw and antenna 250 feet above average terrain.

KLID (AM) Poplar Bluff, Mo. Sold by Lucille Lident to Poplar Bluff Broadcasters Inc. for $475,000. Seller has no other broadcast interests. Buyer is group of 11 stockholders headed by Bruce W. Schneider, president and 20% owner. He is president and principal owner of St. Louis station representative firm and has no other broadcast interests. KLID is on 1340 khz with 1 kw day and 250 w night.

WZIP (AM) South Daytona Beach, Fla. Sold by Vacationland Industries Inc. to Creative Broadcasting Inc. for $370,000. Buyer is owned by Jerry Kieffer, who bought station last year for $385,000 (BROADCASTING, May 18, 1981) and will seek waiver of three-year rule on financial distress grounds. Buyer is owned by Glenn Summers and Frank Canale, on-air personalities at, respectively, WOBM (AM) Lake- land and co-owned WOBM-FM Tom's River, both New Jersey, and have no other broadcast interests. WZIP is 1 kw daytimer on 1590 khz with construction permit to increase day power to 5 kw. Broker: Chapman Associates.

KXON-TV Mitchell, S.D. Sold by Gillett Broadcasting of South Dakota Inc. to Dakotaland Broadcasting Co. for $2 million plus $200,000 for noncompete agreement. Seller is owned by George Gillett, who bought KXON-TV four years ago for $1.5 million (BROADCASTING, Jan. 30, 1978). Gillett owns KWPR-TV Bakersfield, Calif., and sold WSEE-TV Erie, Pa., for $4.75 million (BROADCASTING, May 10). Last year he bought WSM-TV Nashville for $42 million (BROADCASTING, Oct. 5, 1981). Buyer is owned by Sherwood L. Corner and Gilbert D. Moyle (50% each), who own KEV-TV Rapid City and satellite KIV-TV Lead-Deadwood, both South Dakota. KXON-TV is ABC affiliate on ch. 5 with 100 kw visual, 10 kw aural, and antenna height 1,510 feet.

WFMR (FM) Milwaukee Sold by Sixty percent sold by G. Douglas Cofrin to Thomas Communications Corp. (which owns other 40%) for $2 million. Seller also owns 15% of WAUN (FM) Kewanee, Wis. Buyer is owned by Thomas J. Embresca (51%) and Fostoria Corp. (49%). Fostoria Corp. is Fostoria, Ohio, investment company headed by Robert F. Bell, president. It has no other broadcast interests. WFMR is on 96.5 mhz with 50 kw and antenna 320 feet above average terrain.

Wybr (FM) Belvedere-Rockford, Ill. Sold by The Broadcasting Corp. of...
Sawyer is one of three leading contenders in a contest that formally began on September's primary ballot.

On consumer side. Sales of video products to retailers shot up in April 1982 as compared with same month of 1981, according to Electronic Industries Association's Consumer Electronics Group. Increases were led by videocassette recorders and color video cameras. Report shows that 116,170 VCR's were sold to retailers in April, rise of 48% over previous April, and that 19,125 cameras were sold, increase of 87%. Sales of television sets rose by approximately 15% over same periods. Big losers were projection TV systems, which were down 19% from same periods and down 3% for first 17 weeks of 1982 as compared to same period of 1981.

Viacom win. Viacom International's Cable Division has won franchise negotiating rights for 82,000-home East Multnomah county, Ore. Viacom promises 108 channels with two-way addressable service to be operational in 29 months. Capital commitment for first five years of 625-mile, dual-cable construction (plus 88-mile institutional cable) is $44 million. Franchise is subject to completing final agreement.

March 29, 1982

Affiliated Broadcasting Co.
has completed the sale of the assets of radio station

WSAI-AM/FM
Cincinnati, OH
to
Booth American Company

The undersigned initiated this transaction
and represented the seller in the negotiations

THE TED HEPBURN COMPANY Cincinnati, Ohio

Support from high places. A campaign in support of Thomas Sawyer, executive vice president, Ohio Association of Broadcasters, in his candidacy for the presidency of the National Association of Broadcasters continued last week with two Ohio congressmen sending their endorsements to NAB Joint Board Chairman Edward O. Fritts. During his seven years at the OAB, "membership and income increased, membership services expanded and an effective grass-roots lobbying mechanism was developed," said Democratic Senator John Glenn. "I strongly urged you to give Tom full and thorough consideration"

Representative Clarence J. Brown (R), who identified himself as "a former broadcaster who served several years as the ranking Republican on the House Communications Subcommittee," strongly recommended Sawyer for the NAB presidency, "because he would bring a truly unique combination of successful political, association and broadcasting experiences and personal talents to the role. "As you probably recognized in offering him the NAB senior vice presidency last year," said Brown, "Tom is quite familiar with the Washington world, yet is not wed to any one segment of the broadcasting industry or past association approaches. Sawyer is one of the leading contenders in a contest that formally began only two weeks ago to find a successor to outgoing NAB President Vincent T. Wasilewski.

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**'Wait and see' attitude greets new foreign TV marketplace**

Reaction to AMIP show set for Miami Beach is primarily some doubt as to its necessity, but most will go at least for the first year.

The plan for a new foreign TV programing marketplace next year in Miami is meeting with mixed reviews, at least according to a sampling of early reaction last week.

Called the American Market for International Programs (AMIP), the event has been scheduled for Nov. 7-10, 1983 at the Fontainebleau Hilton in Miami Beach. Exhibition is to be limited to foreign producers and distributors or U.S. companies selling foreign programing. It’s open to U.S., Latin American and Canadian buyers from “every phase of video telecommunications” (“In Brief,” May 24).

Organizing the trade show are Bernard Chevry, who runs MIP-TV and other marketplaces in Cannes, France, and Harvey Sleskowsky, president of the Broadcast Information Bureau and National Video Clearinghouse. The effort is being backed by Perard Associates, a New York marketing firm.

The key point raised among those critical of the project was whether another marketplace was necessary. Others questioned whether there would be enough U.S. demand for foreign fare to warrant AMIP. Still others, however, said they would support the effort if it could provide a new service and likely would be there to check it out the first year.

William Baker, president of Group W Television Group and chairman of Group W Satellite Communications, claimed not to have “a strong feeling one way or another.” He cited a “limited acceptability” of foreign fare in the U.S. and said MIP-TV already provides exhibition. Nevertheless, he added that “we probably would send a person to look it over.”

Barry Thurston, vice president, programing, Field Communications, explained that given his company’s “enthusiasm” about the international market, he thinks “we would attend if this gets off the ground. We would be supportive.”

From the perspective of the ABC-owned TV group, however, Phil Boyer, vice president and general manager, product development and planning, said it would be a “question mark whether or not it is necessary to attend.” Boyer, a former NATPE International president and one who attends MIP, claimed that the currently established marketplaces serve the group’s needs “more than adequately” as it is.

Considerably more positive and calling it “a great idea” was Alan Perris, president, Post Newsweek Productions and Distribution and executive vice president, programing and production, Post Newsweek Stations, at WPLG-TV Miami. “I think it’s worth a try,” he said, claiming that unlike MIP, it would enable foreign distributors to concentrate on potential American buyers. The real question, he said, is “how many buyers are there for the product,” adding, however, that such exhibitions also are beneficial just to observe programing ideas.

Dean McCarthy, vice president, program services, KFIR/AM, Harrington, Righter & Parsons rep firm, wasn’t optimistic about the exhibition’s chances for success. “In the long run, my gut reaction is that it’s not going to take.” He doesn’t expect enough U.S. interest by next year, claiming that most stations are “not excited about getting involved in foreign programing.” However, he does think that a good number of people will “go for a day or two out of curiosity” the first year. As an “unknown” commodity, however, he said there is always the possibility it “might turn out a viable marketplace.”

Fred Cohen, president of co-productions, Home Box Office, was another who said: “I’m not sure we need it.” Yet, he too didn’t rule out that, if pulled together properly, it “could be a worthwhile gathering.”

Among three U.S. distributors that sell foreign fare, reaction was diverse.

Mike Gould, president of Gould Enter­tainment, said that as long as the exhibition is “for the sale of only foreign product,” he would support it and expects sellers overseas also would be enthusiastic.

Don Taffner, president of D.L. Taffner Ltd., explained that “my reaction is we’ve got more than enough of these markets going on.” But he added, “If they are successful in getting enough of our competitors, we will be there.”

Wynn Nathan, president of Lionheart Television International said flatly that there are too many meetings now and “we will not go.”

NATPE President Charles Larsen said: “I don’t sense that there’s a need there.”

NATPE currently is being urged by the

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**Controversy simmers.** Public Broadcasting Service and noncommercial WNET New York became embroiled in controversy last week involving program produced by station that criticized PBS documentary. Program was produced as follow-up discussion for PBS documentary that aired on network May 24. Film, American in Transition, examined U.S. role in Latin America. Because it was considered controversial, PBS asked WNET to produce follow-up, which included panel of journalists. Both PBS and documentary film producer Obie Benz became alarmed over show, in which moderator Robert Kaiser of Washington Post said some facts in film were wrong and that it contained some mistakes. PBS editor comments but was not. Station maintains it granted network permission to make only minor deletions.

**Sports signing.** ESPN and sports-programing syndicator Metrosports have announced three-year pact giving ESPN exclusive rights to 80 Big Ten Conference basketball games; Notre Dame football and basketball games (11 of each) by delayed tape; Liberty Bowl; Aloha Bowl, eight UCLA basketball games (for 1982-83 season), and Rainbow Classic basketball tournament. Agreement also calls for rights to future events, to be announced later. ESPN has also announced that it will be carrying 10 live regular-season North American Soccer League games from May 15 through Aug. 22.

**Cable for democrats.** Democratic National Committee will use Ted Turner’s WSB-TV Atlanta June 10 to cablcast around country two-hour “issue-oriented” program. DNC claims this is first use of cable network for political programing. Turner also gave two hours to Republicans which they will use later this summer. Democrat’s program will feature segments touching on everything from social security to arms control, with focus on Reagan administration policies and its effect on older Americans. DNC also announced it will begin buying cable time for 28-minute political programs targeted at cities in California and Florida where heavy concentration of senior populations reside.

**Most nominations.** ABC-TV claimed lion’s share of Daytime Emmy Award nominations with total of 63, compared to CBS-TV’s 34; syndicated shows’ 21; NBC-TV’s 16 and Public Broadcasting Services’s five. CBS-TV will carry ceremony Friday afternoon, June 11.
Association of Program Distributors syndicator group to de-emphasize foreign involvement. Larsen said, AMIP “gives us more reason why we shouldn’t exclude anyone.” He said that it “demonstrates dramatically what could happen ... if we abdicate portions of the television program industry.”

Hal Golden, executive vice president, president, Worldvision Enterprises, and APD chief, said of foreign sellers, “I would rather have them there [at AMIP] than at NATPE.”

Seslowsky last week maintained that the new marketplace would be “totally different” from others. As for those who say that the programing is available at MIP, he claimed that many buyers might travel to Miami but not as far as Cannes. He added that the market also would be tailored specifically to its buyers with a meeting planned later this year in Paris for representative buyers to outline their needs.

He stressed that a number of key buyers and sellers involved and were in favor of the new marketplace. “The reason that we decided to do this is because of positive reaction,” he said.

Turnabout is fair play between programer organizations

NATPE, having received advice from Association of Program Distributors, recommends APD try to eliminate giveaways, hype

Now it’s NATPE International with some suggestions for the Association of Program Distributors.

Having received APD’s recommendations for changes in NATPE, including a de-emphasis in foreign, cable and home video participation (Broadcasting, May 24), NATPE President Charles Larsen has responded that discussion will continue with the syndicator group.

Larsen also sent APD head Hal Golden, Worldvision Enterprises executive vice president, marketing, “some suggestions that APD can undertake to maintain the professional atmosphere the members desire of the conference.”

Larsen recommended APD seek to eliminate “sweepstakes, giveaways and hype” and, also, “continued reduction of food and beverage service.” He also encouraged APD to see that associate members (distributors) don’t schedule meetings or social events conflicting with NATPE’s agenda.

Other suggestions included “prevention of roaming characters and machines” that cause “a circus-like atmosphere” and “elimination of brochures, pamphlets and papers” in halls and lobbies.

Larsen called for “full registration of associate member delegates,” claiming that “almost 40% circumvent the legitimate registration process.” He also recommended that APD set up a committee to “help assure compliance” with conference policies.

NBC takes Taxi

Network is set to order 13 new episodes of Paramount series canceled by ABC

NBC would not confirm it last week, but all indications are that the network will pick up 13 new episodes of the recently canceled ABC series, Taxi, for an estimated $6 million.

A spokesman would only say that “NBC has had business discussions with Paramount Television regarding Taxi,” but sources at the network indicated that acquisition of the situation comedy was virtually assured, and that new episodes could begin appearing on NBC as early as October. Those sources said there was strong affiliate interest in picking up the series expressed at the annual affiliates’ meeting in Los Angeles in early May, and that set the ball in motion.

NBC board chairman Grant Tinker told reporters last week the deal is within “the crossing of a couple’s t’s” of being completed, and indicated the network would like to use Taxi in its fall schedule, rather than as a midseason replacement.

Paramount Television President Gary Nardino sounded even more definite. “We expect to be closed during the week. It’s all set for NBC. They’ve ordered 13 episodes and we’ll start production in the summer.”

Taxi, which has garnered three Emmy awards during its four-season run on ABC, is a John Charles Walter Production in association with Paramount.

No official announcement is expected by NBC until after June 1, the date on which ABC’s contract with Taxi’s producers runs out. The contract also covers reruns of the series, which could continue into September on ABC.

Earlier, Home Box Office had negotiated with Paramount for possible acquisition of the series, but those talks apparently ended after NBC’s counteroffer was received and questions were raised about post-network syndication of the program to broadcast stations.

Sources at NBC indicated that Taxi is the only series canceled by another network that NBC is interested in picking up, although it has asked for a series proposal from MTM Productions, which produced CBS’s recently canceled Lou Grant.

AFTRA ordered to pay antitrust damages totaling $9 million

A small San Diego radio production house has been awarded $9,351,810 as the result of a verdict rendered May 20 by a federal court jury against the American Federation of Television and Radio Artists (AFTRA) and three of the union’s locals.

A five-woman, one-man jury awarded Tuesday Productions $3,117,270 in damages in upholding Tuesday’s conten-
ARBITRON AND NIELSEN TELL YOU AGE AND SEX.
In today’s highly specialized, localized and fragmented television markets, just knowing approximately how old an audience is and if they are male or female is simply not enough. Those parameters are so wide that advertisers who spend their money based on them scatter a great deal of their effort.

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And our “wild card” questions give local television stations the opportunity to explore in depth those characteristics that are important to or are unique to their markets.

Viewer and Consumer Ratings is useful and very exciting. It does nothing less than open the door to a whole new era of spot sales and media planning. One where the right consumer can be exactly targeted by every advertiser and media buyer and entire new markets can be opened by the sales people of the subscribing stations. And we can prove it.

The next Viewer and Consumer Ratings survey will be conducted soon. So for more information about our service and our sign-up deadline contact Bill Morris or Ron Laufer.

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Italian-Americans see unfair portrayal on television

Is prime time television detrimental to the image of Italian-Americans? The answer is 'yes', according to Carla Seale of Harvard University's Center for Social Justice, an Italian-American anti-defamation organization, which released findings from a study on the matter conducted at the Italian Cultural Institute in New York.

The study, commissioned by CSJ, was conducted by Dr. Linda Lichter, a Columbia University sociologist and Dr. S. Robert Lichter, a political scientist at George Washington University who surveyed 263 prime-time television episodes in a six-week sample from the 1980-1981 season. The research team concluded:

- Negative portrayals of Italian-Americans outnumbered positive portrayals by a margin of two to one.
- Most Italian-Americans could not speak proper English.
- One Italian-American character out of six engaged in criminal activities.
- Most Italian-American characters held low status jobs; only one in seven worked as an executive, manager or professional.
- Most Italian-American characters were male; only one in six was a woman.

The use of slang or broken English among television characters identified as Italian-Americans appeared to be a major cause for concern by the research team. According to the findings, nearly half the 96 characters studied, "made obvious grammatical errors, could not comprehend standard English phrases, or used broken English to express their thoughts..."

The possible effect this portrayal of Italian-Americans may have on children of that nationality was examined by Carla Seal of Harvard University's Center for Research in Children's Television. Seal said, "The findings of this study have significant implications for the child audience because of how much television the child watches and what they watch. The findings, therefore, that television depicts Italian-American characters in such an unflattering and unrealistic manner as uneducated, inarticulate, criminalistic, etc., affect the self image and self esteem of Italian-American children as well as the image other children have of Italian-Americans. This is particularly true if the child does not have experience to contradict the stereotype. Networks should seriously consider the ways in which the roles portrayed on television influence the roles children assign to themselves and others."

CSJ Chairman Matthew Nizzo claimed that the study was undertaken "not to embarrass or begin a feud with the networks" but to "sensitize them to the unbalanced portrayal of Italian-Americans and the lack of positive role models on television." Nizzo insisted that unlike "certain pressure groups" his organization is not advocating censorship.

ABC gets rights for new spring football league

Deal with USFL said to be in $20-million range, gives network rights to 20 games; league is still negotiating for cable

The United States Football League and ABC Sports announced last week that the two have entered into a "firm" two-year network television rights agreement whereby ABC will televise 20 games during each of the newly formed football league's first two seasons. One source indicated that the rights for those two seasons will cost ABC close to $20 million. Neither the league nor ABC would confirm or deny that figure.

The rights agreement also provides ABC with an option to carry the third and fourth seasons of USFL action at a cost determined by escalator clauses already in place, and a right of first refusal to negotiate a package for the fifth season.

The pact represents the first time that a new professional sports league has been able to negotiate a TV network rights deal for its inaugural year, according to USFL.

A source also indicated last week that ESPN President Chet Simmons is indeed "one of several" candidates being considered for the post of commissioner at the USFL. The final selection will be made within the next two months, league officials maintain ("Cablecastings," May 24).

No blackout provisions are being imposed on the television coverage, which among other things will help to insure that the new league gets as much exposure as possible.

On the cable side of the rights coin, Michael Trager, president of the interna-

Ratings Roundup

Buoyed by three *Marco Polo* mini-series episodes, NBC-TV came out of the basement for the week ended May 23.

In a week when the prime-time spread among the three networks was only six-tenths of a rating point, NBC-TV moved from its usual third place position to second. ABC-TV had the highest average for the fourth consecutive week. CBS-TV was third.

ABC won with a 15.1 rating (27 share) to NBC's 14.7/26 and CBS's 14.5/26.

NBC's 10-hour mini-series (including the Sunday opener counted in the ratings a week earlier) averaged a 31.3/60.

With the May sweeps in progress, NBC's mini-series, not surprisingly, wasn't the week's only special programming. Joining the three *Marco Polo* episodes high on the ratings list was a special CBS *Coming Out of the Ice* movie (21.4/36). CBS also offered a two-hour *Magnum P.I.* episode (17.0/30) and ABC had back-to-back 90-minute episodes of Love Boat (17.6/35) and Fantasy Island (19.6/37).

Not all the special programming, however, drew high ratings. NBC, for example, earned only 6.4/16 for *I've Had It Up to Here.* Puff-Incredible Mr. Nobody was worth only a 5.9/18 to CBS and Grinch-The Cat in the Hat only a 10.7/21 to ABC.

In the early-evening network news race, NBC was third with a 9.4/20 to ABC's 10.3/22 and CBS's winning 11.5/25.

The Final Five

52. *I've Had It Up to Here* (special) NBC 8.4/16
53. *NBC News Special Report* NBC 7.6/15
54. *Movie, Movie, Movie* NBC 7.3/14
55. *Harper Valley, P.T.A.* NBC 6.7/14
56. *One of the Boys* NBC 6.5/13

Broadcasting May 31, 1982

48
FM widens lead over AM

Statistical Research Inc., Westfield, N.J., reports that the FM share of radio listening continues to increase, now consisting of 61% of the audience, up from 59% last year.

Based on the most recent RADAR report, SRI said the FM usage exceeds AM in all dayparts and reported age groups, except persons 50 years or older. For that category, 58% listen to AM and 42% to FM.

According to SRI, FM also leads in weekly reach among persons 12 years of age and older, with those stations reaching about 75% of the population and AM about 68%. For total radio, the comparable figure is 96% and for stations affiliated with the ABC, CBS, Mutual, NBC, RKO and Sheridan networks, weekly reach is 79%.

The latest results reflect an average of two-eight week surveys in the fall of 1981 and the spring of 1982 by SRI. The RADAR studies are sponsored jointly by the ABC, CBS, Mutual, NBC, RKO and Sheridan radio networks. The reports and special tabulations based thereon are available on a subscription basis to advertisers and agencies.

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<thead>
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<th>Daypart</th>
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<td>35-49</td>
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<td>3-7 p.m.</td>
<td>64</td>
<td>36</td>
<td>25-34</td>
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<td>7-midnight</td>
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<td>31</td>
<td>12-24</td>
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<td>Midnight-6 a.m.</td>
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Blair Video partner in rock TV offering

Somach-Nelson to handle executive production of half-hour that is available on barter basis

In its first move into television series programming, Blair Video Enterprises will co-produce and distribute the pilot for a weekly half-hour titled Rock and Roll Show.

Richard Coveny, president of Blair Video, a division of John Blair & Co., said that the five CBS-owned stations have agreed to carry the pilot in mid-July on a dual-run in prime access and late evening.

Executive producers of the program are Denny Somach and Dave Nelson of Somach-Nelson Productions, whose credits include the one-hour special, The News That Rocked '81, and rock music features for broadcast and cable television. They will co-produce Rock and Roll Show with Blair Video.

Coveny said that TV stations are being offered the show on a barter basis, with Blair retaining two of the six commercial minutes. Blair Video will line up adver-

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DELTA AIR CARGO, READY ALL-AROUND.
Like old days. KMPC-AM, for much of its 55-year history leading Los Angeles MOR music and personality station, has abandoned its two-and-a-half-year-old news/talk format in favor of "nonrock" music. On May 17 station introduced Drake-Chenault Enterprises' hit parade format, described by KMPC as "a classic blend of nonrock hits of the 1950's and 60's with compatible music of the 1970's and 80's." Format, introduced at last April's National Association of Broadcasters convention, was designed by Bill Drake, one of Drake-Chenault's founders and programmer generally credited with making KHJ in Los Angeles market during 1960's. According to KMPC General Manager Ken Miller, Drake will personally direct station's programming transition. "We learned it's hard to change what you are," said Miller, "especially when you've spent a quarter of a century building and nurturing an image." KMPC had been overshadowed in ratings by KABC, which has had news/talk format for more than 10 years.

Talking business. The Jensen Report, new personal finance feature, will replace Confrontation on NBC Radio Network beginning May 31. Program, hosted by NBC News business correspondent, Mike Jensen, will fill 5:30 p.m (NYT) slot.

In the marketplace. MultiMedia Entertainment Corp. is syndicating new radio series, Musical, weekly program highlighting American musicals. Two-hour show is hosted by Chuck Southcote. RadioWest Productions of Santa Monica, Calif., is distributing three half-hour documentaries on "electronic church."

Beattles are back. London Wavelength, New York-based syndicator with exclusive radio distribution rights to ABC rock music programs, plans to introduce three-hour special, The Beatles at the Beeb (BBC), on Memorial Day weekend on some 300 stations. Featured are 48 songs performed by Beatles that were never released commercially in U.S. Don Eberle, vice president and partner of London Wavelength, said that program, which is 65% music and 35% interviews, is derived from material broadcast on ABC I during 1962-65 and culled from its shows, Saturday Club, Teen-Agers' Turn, Talent Spot, Here We Go and Pop Go The Beatles, prior to band's international success. Distributed by disk, program is being sponsored by Honda motorcycles, Coors beer, Budweiser and Datsun. Andy Peebles is host. London Wavelength syndicates about six specials each year, plus weekly series, ABC Rock Hour.

ABC announces issue ad guidelines

Amount and frequency will be limited; spots won't look like news items; responses will be aired to meet fairness obligations

ABC Inc. last week released the guidelines under which it will allow advocacy and issue advertising in its television network's upcoming late-night and early morning news and information programs. ABC-TV affiliates were told that such advertising would be permitted in the new midnight-1 a.m. and 6-7 a.m. broadcasts. The word was given during their annual meeting in Los Angeles (BROADCASTING, May 17).

Some of the guidelines have been carried over from ABC-TV's earlier experiment—which found no takers—begun last year allowing advocacy advertising in late-night entertainment programming. Most of the requirements are new.

Similar guidelines apply to the ABC-owned television and radio stations. According to ABC, the stations have been able to designate dayparts for such advertising individually.

As before, the issue/advocacy advertising must be either in 30- or 60-second form and only one spot would be permitted in each program. No more than two minutes per week in each of the new programs can present the same side of an issue or have the same advertiser.

Since the ads will be allowed in news programming, ABC said that they "may not appear adjacent to a news item reporting on the same matter." The spots would be preceded by a voice-over explaining that "the following commercial is a viewpoint on a controversial issue" and the words "paid commentary" would be superimposed on the screen through the spot.

ABC will not permit ads to be "presented so as to appear to be news items" and the network will require factual material for "substantiation" before it accepts such commercials.

"If contrasting views are required to meet the obligation of balance and fairness," ABC said it will offer time either on a paid or nonpaid basis in the same daypart. "If a paid response is unavailable," ABC said, "time for the contrasting views will be provided by the network." ABC would present such contrasting views "within the same week as the initial commercial" unless a request for an extension is granted.

"To allow ABC to fulfill its obligation to present contrasting views, when required," ABC said, "an advertiser buying time must let ABC give a copy of the commercial, prior to its airing, "to a party or entity chosen by ABC for the purpose of preparing a response."

JWT's annual meeting: moving on from its $30-million problem

The specter of the syndication scandal hovered over the annual meeting of the JWT Group in New York, although only brief mention was made of the $30-million shortage resulting from accounting irregularities in the Thompson unit...
MCA’s plateau. For three months ended March 31, revenues for MCA Inc., declined slightly from $339.9 million to $325.4 million from same period in 1981, yielding slight increase in net income from $24.2 million to $24.3 million. Per share earnings rose from $1.01 to $1.02 during period. Operating costs fell from $312.6 million to $294.9 million.


**Bic spots pulled following Gillette complaint**

ABC-TV and NBC-TV were still reviewing last week a controversial television commercial for Bic shavers that the networks removed from the air after the Gillette Co. complained the spot was “false and deceptive” in comparing its product with Bic’s. The Bic commercial claims that its shaver performs as well as Gillette’s, citing “independent clinical tests” and adding pointedly that Bic costs less. The commercial ran on the networks and was removed in April after Gillette complained.

CBS-TV is not involved in the dispute since it decided not to run the Bic commercial produced and placed by Wells, Rich, Greene, New York.

Gillette has been running network commercials in which the point is made that nationwide shaving tests indicate that its twin blade provides “a closer, smoother and safer shave than Bic.” Gillette claims that this commercial is not a response to Bic’s, saying it was produced before the Bic commercial in dispute began to run.

**MMT sales expansion**

The trend toward regionalization of television advertising has prompted MMT Sales, New York, to add its 14th sales office in Charlotte, N. C., and to increase its sales staffs in Boston and Minneapolis.

Jack Oken, president of MMT Sales, said the advertising pattern is away from New York and to other areas, such as Charlotte and other parts of the South and West. Particularly strong in the past year, he noted, have been Los Angeles and Dallas. Oken said it is important for rep firms to anticipate advertising trends as a prelude to adding new offices or bolstering staffs.

The new Charlotte office is located at 6135 Park Road, 28120, (704) 552-7151. Oken noted that until the last few years, MMT covered the South out of Atlanta but now has offices in Miami, Dallas and Charlotte. Manager of the Charlotte office is Dennis Merritt, formerly local/regional sales representative for WFOX-TV Greenville, S.C.

The growing agricultural business in the Midwest has led to the hiring in Minneapolis of account executive Mary Jane Laidlaw, who previously was with Avery-Knodel Television there. And accelerated business in New England resulted in the appointment of David Rotem to MMT’s Boston office, according to Oken.

He noted that the nine-year-old MMT Sales represents 24 stations and serves them out of 14 offices.
<table>
<thead>
<tr>
<th>Exchange and Company</th>
<th>Closing Wed. May 26</th>
<th>Closing Wed. May 19</th>
<th>Net Change in Week</th>
<th>Percent Change in Week</th>
<th>P/E</th>
<th>Market Capitalization (in 000,000)</th>
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**Broadcasting with Other Major Interests**

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**Broadcasting May 31 1982**
Judge Greene wants more information on settlement

He lists specific questions he would like addressed in additional comments; Bell urges prompt action

Putting on hold his approval of the proposed modification of the consent decree settling the Department of Justice’s antitrust suit against AT&T, U.S. District Court Judge Harold Greene last week issued an order seeking more comments on certain aspects of the proposed modification and scheduled “nonestudimentary” hearings to review those issues during the week of June 28.

In a memorandum issued last Tuesday (May 25), Greene said that while more than 600 comments that had been filed with the Justice Department on the proposed modification, which would require AT&T to divest itself of its 22 Bell operating companies (BOC’s), were “thoughtful and informative,” many were without legal arguments or factual data of “sufficient specificity for judicial decision making.” As a result, Greene called for the submission of legal briefs on “key issues” to assist the court in determining whether the proposed modification is in the public interest.

Greene requested comments on eight major subjects: the powers of the court in the public interest proceedings; the restrictions and demands on the BOC’s; the absence of restriction on AT&T; the division of assets and liabilities; the effect of the proposed judgement on existing federal and state regulatory schemes; AT&T’s entry into the information field; the status of the Bell operating companies, and judicial supervision of the divestiture.

Among the specific questions Greene asked were: whether the court was “limited” in consideration of the procompetitive or anticompetitive effects of the proposed judgement; “or does the phrase ‘public interest’ have a broader meaning?”; whether the court had the authority to remove restrictions from the proposed modification that would bar the divested BOC’s from offering businesses other than local telephone service; whether AT&T was likely to have a “de facto” monopoly on the electronic distribution of information that would enable it to exercise significant control over the content of information distributed; whether the chief executive officers of the seven regional companies recently appointed by AT&T would be able to represent the views of the BOC’s to the court or a guardian “without interference or pressure from AT&T,” and whether “the assurances of the Department of Justice that it will consult with concerned persons, including the FCC and state regulatory bodies, review AT&T’s plan of reorganization and monitor AT&T’s actual performance [are adequate to protect the public interest].”

While most of the 600 commenters called for the proposed modification, Justice had said that the settlement agreement was fine the way it stood and urged the court to enter it as the final judgment (Broadcasting, May 24).

AT&T concurred. In a 138-page reply submitted to the court on May 21, AT&T said that while it didn’t think that the divestiture of the local exchange companies was “the most efficient way to operate this nation’s telecommunications network,” it was willing to give up the BOC’s, “in return for certainty and freedom—certainty against continued attacks based upon bottleneck theories, and freedom to compete in other markets because the company’s perceived source of leverage is gone forever.”

AT&T said the proposed modification was “fully consistent” with and promoted the public interest. “Having thus arrived at this wrenching business decision to accept the industry structure advocated by the Department of Justice, AT&T not only supports the proposed modification but urges its prompt entry and implementation.”

It holds the most serious consequences for operation of the network and can only multiply the costs of uncertainty that have plagued the industry far too long,” AT&T said.

In its comments, AT&T also sketched in more details of its proposed divestiture plan and argued that the states don’t have the authority to veto the settlement. AT&T also said that arguments for further divestiture were “without merit” and that requests that AT&T be restricted from offering electronic information services were “unfounded.”

Miller vs. Weicker on FTC closings

Agency’s chairman defends plan to shut down four regional offices; senator thinks action is too drastic

The Federal Trade Commission’s plan to shut down four of its 10 regional offices was the center of debate during a Senate subcommittee appropriations hearing last week. FTC Chairman James Miller, architect of the plan, defended the agency’s decision against criticism from Subcommittee Chairman Lowell Weicker (R-Conn.).

In April, the commission voted to close the four offices, and has been under fire ever since from several House subcommittees (Broadcasting, April 26, May 17). According to the plan, the Denver, Seattle, Boston and Los Angeles offices would close by July 15. A new six-office regional structure would remain. The agency has maintained that both budgetary and management considerations were the basis for its decision.

Miller testified that his primary motive behind the decision was to improve management. Restructuring, he said, would equalize work loads and keep the offices at a “minimum efficient size.” He argued that many cases are too large for the regional offices to handle and that “distance makes communications poor.”

Weicker, the author of an amendment to the supplemental appropriations bill being considered by the Senate that would bar closing of the offices, at least in 1982, felt differently. The subcommittee chairman said he and other New England senators were particularly concerned about the Boston office. And he warned that “Congress will not accept the closing of the four offices in this markup.”

Weicker accused the chairman of wanting to put the FTC out of business. He asked Miller: “Are you there to close the agency down or make it work?” Weicker noted that the agency ought to be able to cut back, but that Miller’s action’s are being perceived as “wanting to close the agency down.”

Miller replied that the FTC is engaged in a lot of activity. “The regional presence is a good idea, but I believe the regional operation that we have needs to be modified,” he added.

Both Weicker and House Appropriations Subcommittee Chairman Neal Smith (D-Mass.), asked Miller earlier not to take action on the regional offices this year until Congress has time to address the issue (Broadcasting, May 17). Miller said he would not move forward until the hearing. However, it now appears that if the amendment is adopted, the offices will remain open until 1983. There is also a possibility that the Senate subcommittee may approve a larger appropriation for FY 1983 than the current $60.8 million (down $7.9 million from FY 1982). The $60.8 million figure also represents a reduction of 145 in the work force.

Although all the FTC commissioners voted to close the offices, Commissioners Patricia Bailey and Michael Perschuk based their decision on budgetary reasons only. Perschuk has also stated that he opposes the $60.8 million budget and said it “will prevent the commission from adequately carrying out its statutory obligations.”

Miller vs. Weicker on FTC closings
The Packwood amendment: going to the heart of the problem

While some may disagree with the senator's tactic of changing the Constitution, many agree that it's a start in the fight for the same rights for electronic media long enjoyed by print colleagues.

"Our challenge today is to write into our most precious document of freedom—our Constitution—language that continues to guarantee our freedoms of expression. It is our obligation to preserve, protect and expand the traditional liberties of our country and to present them to our children more secure than we received them from our parents."

Thus did Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, in his speech to the National Association of Broadcasters convention last month, formally launch his effort to secure a constitutional amendment to assure the electronic media the same degree of protection from government interference as is now enjoyed by the print media. For those paying attention, the speech served notice that Americans are going to be asked to re-examine some of the basic principles on which their nation was founded 200 years ago, in light of the telecommunications technologies that are proliferating as the country heads toward the 21st century.

Certainly no one today can predict the outcome of that examination. But constitutional scholars, including some who operate not in the classroom but in the courtroom in defense of broadcasters' First Amendment rights, are dubious as to the need or wisdom of an amendment. Even some sympathetic to Packwood's goals shy from the proposal as a hot stove; proposals to amend the Constitution automatically give constitutional lawyers a bad case of nerves. There are other, less drastic remedies, they insist.

Of course, it isn't the scholars who will decide the fate of Packwood's amendment; that role is reserved for the courts—enacted in Bicentennial America. Recent polls offer little reason to dispute that gloomy view: An ABC News Viewpoint poll last month showed that while 72% of Americans approve of the manner in which network television covers foreign news, 61% think the government should be free to "censor news stories about El Salvador"—and that 79% agree with a suggestion of President Reagan that television news reporters should check with the government before releasing stories that "might interfere with negotiations between the U.S. and other countries."

That's hardly the kind of evidence that supports a call for greater freedom for electronic journalism.

Indeed, after the first shock of Vice President Agnew's attack on the media 12 years ago wore off, those who practice journalism discovered to their dismay that Agnew was speaking not only for himself or the White House; over the years, they have found that many of their readers and viewers regard their power as a threat as well as a protection.

Packwood himself did not seem well armed for the fray at the time of his speech to the NAB. He had not drafted language for the amendment. He had not even talked to experts on the subject. Rather, he seemed to be moving out of instinct and visceral feeling. The technological revolution in telecommunications was blurring the distinctions between the print press and electronic communications. ("If we choose to," he said in his speech, "we will [soon] be able to get our daily newspapers ... through wires running to our homes or from broadcasts directly from satellites.")

And the thought of government checking on the fairness, say, of an electronically transmitted text, was disturbing to him. As a legislator, he knew what he wanted done; he would get the experts to tell him how.

That process will begin this year, with a series of five or six hearings around the country at which Packwood will seek the views of scholars, publishers and others on how the amendment should be drafted. According to present plans, those hearings will provide the testimony on which scholars will be asked to prepare drafts, sometime next year. And those drafts will be tested in the crucible of additional hearings. Only then would Packwood feel sufficiently confident of his goal to present a proposal to colleagues in the Senate. The senator's staff is also working on plans for the creation of a citizen committee or a foundation to explain the proposal—and the need Packwood sees for it—to the public. As a Packwood aide put it, "The people don't understand there is censorship on television."

Not all lawyers would agree with a judgment that strong. They would note that the courts—even as they affirm the right of Congress and the FCC to impose obligations on the broadcasting industry—say the First Amendment applies to broadcasters. And Packwood at the hearings he is planning will hear the argument that those obligations are essential to protect the rights of individuals. (Indeed, the Supreme Court, in upholding the constitutionality of the fairness doctrine, in 1969, said it is the right of listeners and viewers to receive information that is "paramount.") Jerome Barron, dean of the George Washington University law school, is one of the foremost proponents of that view. "There is," he says, a conflict as to "who is the addressee of the First Amendment—individuals or the media. The media have some right, so do the people." So to him, the Packwood proposal is "dangerous—a threat to the individual's claim on the First Amendment." And National Citizens Committee for Broadcasting's Sam Simon says the organization would oppose the proposed amendment if it were designed simply to permit broadcasters to operate as licensees with no obligation to serve the public interest.

But that may be where the issue is drawn. Packwood feels the government has no legitimate role in interfering in the manner in which information is transmitted. And the denial of that role is what Packwood would hope to achieve. Still, even the constitutional scholars sympathetic to Packwood's goal and lawyers who have been in the trenches in First Amendment battles say the goal could be accomplished through legislation. Never mind the "permanence" Packwood says a constitutional amendment would provide. The First Amendment, with its command that "Congress shall make no law ... abridging the freedom of speech, or of the press ..." is sufficient, they say.

E. Barrett Prettyman, who has argued a
number of First Amendment cases, including some on a pro bono basis for the Reporters Committee for Freedom of the Press, says Packwood is "essentially correct" in forecasting the merging of the technologies, though he "may slightly overstate what's going to happen." But "what is needed," he says, "is not a constitutional amendment, but a change in perception by the Supreme Court of this development [the merging of technologies] and a different interpretation of the First Amendment. If people are going to get news through electronic media, those media should have the same First Amendment protection as print."

What's more, he saw an amendment as possibly a risky way to proceed. "The First Amendment has a lot of case law behind it," he says. "To start fresh with a new amendment could be dangerous."

Other lawyers made a similar point. Richard M. Schmidt, counsel for the American Society of Newspaper Editors, for instance, says he is "bothered a great deal" by the Packwood proposal. "We don't need it.... We should stick with the First Amendment and persuade the courts to interpret it as covering all media." And if that doesn't work, he suggested the legislative route—repeal of the political broadcasting laws.

To Floyd Abrams, who has represented the New York Times and the broadcasting networks before the Supreme Court, the Packwood proposal is a hopeful sign that the distinction the courts have drawn between the print and electronic media cannot be defended. But, he says, "the first stop should be legislation, rather than a constitutional amendment." That would accomplish all that is required, he says. "Only if that fails should we go the cumbersome and difficult route of a constitutional amendment."

Abrams raises another point that troubles some lawyers pondering the Packwood proposal. "There are differences among the media," he says. "Unless we have a first-come, first-served system in broadcasting, you have to empower a government agency to make choices among applicants. If choices are made, there has to be some component of content regulation." But that intrusion, he says, "has to be kept to the absolute minimum."

Abrams, then, is talking about broadcasting, the licensed medium, and licensed as a means of assuring broadcasters the privilege of using the spectrum without interfering with one another. It's a question that intrigues Professor Benno Schmidt Jr., of the Columbia University law school. "The whole foundation of the way broadcasting is treated is inconsistent with the approach to the print media," Schmidt says. "As soon as you license broadcasting... you have departed from the basic principle of the First Amendment. One's right to publish can't be made to depend on permission from a government agency. That's a legal argument. He also made a collateral political point. "When you give valuable licenses away free, there is heavy pressure to make sure people who get enormous benefits do something in return. That is behind the fairness doctrine and all the rest."

But the question of whether technology is, by the force of logic, leading inexorably to equal treatment of all media is not an easy one. Not even scholars who favor the freeing of broadcasters from the fetters that restrict them in their journalistic activities seem to agree.

For instance, Schmidt and Professor Lawrence Tribe of Harvard Law School both talk of what they call the Supreme Court's "unstable doctrine" that newspapers and broadcasting require different treatment under the law. That doctrine "is getting shakier every day," says Schmidt. Tribe says the Supreme Court is "in mystic thrall to the notion that there's something special in electronic as opposed to print journalism," and adds: "We can't live indefinitely under Red Lion [which affirmed the FCC's fairness doctrine for broadcasters] and Miami Herald [which overturned a state law requiring newspapers to make space available for politicians whom they attacked]."

Tribe, like many of his colleagues, is made uneasy by proposals for amending the Constitution. ("It's like reaching for the gun," he says.) So he starts with the presumption an amendment would be the "wrong way to go." He thinks a case could reach the Supreme Court in "the new electronic context." But if an amendment is the ultimate solution, he hopes it is written broadly enough to cover all media—"not be limited to one medium or another, as the court is now doing."

But Glen Robinson, the former FCC commissioner who now teaches at the University of Virginia, continues to see differences among the media—and not only because of the licensing scheme adopted for broadcasting as a result of what was described as the scarcity of the electromagnetic spectrum. Would the Packwood proposal prohibit the government from treating media differently? he wonders. "Could I impose a spectrum fee on broadcasting?" he asks. "I can't impose a special tax on newspapers... You couldn't impose common carrier regulation on cable television systems, because that's not applicable to broadcasting. That makes no sense. If the Packwood amendment is for absolute equality, what regulatory authority over cable would be left to the states? Not much."

To Robinson, the Packwood proposal is "a solution in search of a problem." He says that the commission itself has rendered the fairness doctrine "nugatory" as far as broadcasters are concerned, and notes there seems no inclination to apply it to other technologies. Nevertheless, he would not object to the courts overturning it or the Congress repealing it. "But I'm loathe to go so far as to say there will be a constitutional amendment to apply to all media, not defined, and to all regulations, not fully known, and say all media are equal," he says. "I don't know that all media have the same problems."

If those conflicting views do not pose enough problems for Packwood, Tribe offers another that seems a classic conundrum. He believes members of the public should have a right of access to the electronic media. But it does not follow that he supports the fairness doctrine. Under the doctrine, he notes, access is dependent on administrative and legislative action. He feels the people should have access as a right.

"It's very difficult to rationalize the two," he acknowledges—"the right of access and the importance of editorial discretion for print and electronic journalists." But it may not be impossible. Tribe recalled that the Supreme Court in 1939, struck down, as a violation of the First Amendment, municipal laws that posed a special tax on newspapers... You couldn't impose a common carrier regulation on cable television systems, because that's not applicable to broadcasting. That makes no sense. If the Packwood amendment is for absolute equality, what regulatory authority over cable would be left to the states? Not much."

Packwood (who declined to be interviewed for this article, citing the press of other business) and members of his staff are aware of the difficult question the Packwood proposal raises. They are looking to the hearings for answers.
But there are at least answers to one of the political questions—why not seek relief through legislation rather than a constitutional amendment? The permanence of an amendment, as Packwood has said, is one reason. But another is strategic—Packwood does not regard legislation as a realistic possibility. He feels that while most people do not understand the fairness doctrine and the equal-time law, they do know that fairness and equality—meaning that television stations could not support efforts to repeal laws embodying those concepts. On the other hand, opponents of the Packwood proposal would be forced to defend their opposition to an effort to secure for all media protection from government interference. Packwood would be on the offensive. (There is one other reason aides give for Packwood’s decision not to lead the effort for repeal legislation: There are already people—including FCC Chairman Mark S. Fowler—leading that charge.)

Another question that has been raised is whether Packwood is serious; there have been reports he is not. But aides say those who doubt his seriousness are making a mistake. Packwood spent 50 hours preparing the NAB speech. He even tested it, before the convention, at a small gathering of journalists at the University of Oregon, in Eugene. A videotape of the presentation was studied in an effort to improve the senator’s delivery. “It’s in our best interests to have the nay-sayers think we’re not interested,” said one Packwood aide. “We’ll catch them with their pants down.”

Those political considerations aside, the issues raised by Packwood’s proposal go to the heart of the principle of free speech and free press on which, as Judge Learned Hand has said, “we have staked our all” as a nation. Over the next months and years as the fight for ratification goes on, Americans should learn something about themselves and their feelings for that principle in the complicated age of the late 20th century. And while there are some who favor greater freedom for electronic journalists who would rather that Packwood had chosen the legislative route, they are grateful for the effort Packwood is making. “You have to start somewhere,” says Floyd Abrams, “and Packwood has done that.”

Rules Committee hears more pro-coverage remarks for TV in Senate

Lamb says C-SPAN is alive and well, having survived switch of transponders; Schultz says TV coverage has yet to hamper courts

The American public has demonstrated it wants to be able to watch Congress in action on TV. What’s more, many state courts, legislatures, city councils and school boards around the country have found that televised coverage has not changed the way they conduct their business and have voted to continue televised coverage either experimentally or on a permanent basis.

That, according to witnesses who appeared before the Senate Rules Committee last Tuesday (May 25), is why the Senate should vote to open its daily proceedings to televised coverage. The committee, which received orders from the full Senate over a month ago to recommend regulations and possible rule changes for implementing a broadcast system, plans to finalize its recommendations on June 16.

It must answer by then questions on who will control the cameras, how much of the proceedings will be televised and who, if anyone, will decide how to restrict coverage, if gavel-to-gavel proceedings are not to be made available. Senate Majority Leader Howard Baker (R-Tenn.), who won conditional approval of the proposal to admit TV (S. Res. 20) in late April, is said to be trying to resolve any differences over how coverage can be implemented before the proposal leaves the committee, so it can be brought quickly to a final vote.

Gavel-to-gavel coverage of the House, which has been available since 1979, now reaches over 10 million TV homes or 25 million to 30 million people daily, said Brian Lamb, president, Cable Satellite Public Affairs Network (C-SPAN), and by 1985, it is likely to reach an additional 15 million homes. This, in spite of C-SPAN’s recent switch to a different satellite transponder, has led about 400 systems to drop the public service network.

Many systems that initially dropped C-SPAN have since returned to the network after pressure from their subscribers, said Lamb, who sought to correct what he said “might have been an impression that C-SPAN is going out of business.” That impression, which Committee Chairman Charles Mathias (R-Md.) confirmed had been left on the committee, was made during a hearing the week before, when Senator Larry Pressler (R-S.D.) warned that C-SPAN’s elimination from hundreds of cable systems signaled a lack of interest in the House broadcasts (BROADCASTING, May 24). Pressler urged the committee to allow broadcasters to control the cameras to make Senate coverage more interesting.

Lamb said C-SPAN had taken “a dip in the number of systems” carrying it, especially in Pressler’s state where most of the systems are owned by a single company, but that “in most places, we not only stayed on but were expanded.” Since the transponder switch, which occurred April 1, C-SPAN has expanded its fare from eight hours of programming offered five days a week to 16 hours of programming seven days a week, said Lamb, and “shortly,” the network will expand again to provide programming 24 hours a day. “Our audience has increased five- or six-fold simply because we’re on at night and weekends,” he said, and the rapid growth of cable TV and the upgrading of existing systems will continue to provide C-SPAN with opportunities for future growth.

Mathias told Lamb he’d given the committee “a very different impression” from that offered by Pressler. “You’ve shown an extraordinary success record rather than a drying up and withering away” of the system, he said.

The American public “should have the opportunity to see everything that goes on” in the Senate, said Lamb, who argued for gavel-to-gavel coverage instead of broadcasts of select debates. “It doesn’t disturb us if there’s a 15-minute lull in the action,” he said. C-SPAN helps to dispel one of the myths about Washington that “every hearing, every day is a headline” by showing the public “that people work pretty hard here.”

C-SPAN’s viewers “usually say they feel better about Congress” after being able to watch its decision making on TV, said Lamb. “Our audience knows Congress is empty many times ... people understand that very important statements
are sometimes made to an empty chamber.

By the middle of next year, C-SPAN will have a second channel available to it, said Lamb. A Senate decision to televise its proceedings might convince the network's directors to utilize that second channel so it could present both houses of Congress simultaneously, he said. If C-SPAN continues to operate on only one channel, it would sometimes have to air the proceedings of one house on a tape-delay basis. "You'd be surprised," said Lamb, however, "at how often Senate and House sessions don't overlap.

C-SPAN does not subscribe to a ratings service, so it has no exact figures on how many people watch it at any given time, said Lamb, but one ratings firm has estimated that from 400,000 to 500,000 people see some part of C-SPAN's daytime programming. "We figured we'd be lucky to get 1%" of cable TV homes, but "that's 2% or above," he said. "We never thought we'd get so many viewers.

Ernie Schultz, executive vice president, Radio-Television News Directors Association, told the committee that "in none of the states where courts have authorized televised coverage, has the experience not been a success." The impact of TV on the courts "just wasn't that great," he said, and the evidence indicates that "any changes have been for the better.

Televised proceedings would "improve the ability of the TV networks and stations to cover all sides of an issue," said Schultz. Broadcasters are now "hampered by limited visuals." TV permits broadcast coverage of the Senate to radio, as Senator Wendell Ford (D-Ky.) has proposed the Senate do to save money, would be less effective than permitting televised coverage, said Schultz, in part because about 33% of Americans now rely on TV as their only source of news. "People turn to radio to find out if a disaster's happened, but they turn to TV to find out why it happened," he said. What's more, radio's ability to be first with the news "may be being passed by cable," with the growth of 24-hour-a-day news networks, said Schultz. "TV may soon become the most immediate medium."

Although Lamb said C-SPAN would have no problem paying the Senate for the right to broadcast its signal, Schultz said some broadcasters "might have First Amendment problems" with such a requirement, even if payment were required only for copies of tapes.

As did Schultz, Robert M. Warner, archivist of the United States, said the Senate broadcasts would have more credibility if presented gavel-to-gavel. Warner, who recommended that tapes of Senate proceedings be stored at the National Archives rather than the Library of Congress, said the Archives is already the depository for all written records of the Senate and for written records of House committees. The Archives would provide permanent storage and maintenance of the tapes, said Warner, and would make tapes available to the public in Washington as well as at 18 regional centers and presidential library systems around the country. Tapes of the House are stored by the Library of Congress for 60 days and then reused.

Mathias noted that both the Archives and the Library of Congress could make available copies of tapes at a cost less than it now takes to print a page of the Congressional Record.

Ford continued his campaign against S. Res. 20 as it is presently drafted last Tuesday. "I favor televised coverage at some point, but don't want to spend the money now," he said.

After the hearing, Ford said he's received indications from radio broadcasters—he would not say whether they were commercial or public or whether any networks were involved—that gavel-to-gavel coverage would be provided if permitted by the Senate. Ford said he would reveal the coverage being contemplated when the committee is ready to mark up S. Res. 20.

Frank Mankiewicz, president of National Public Radio, said, however, he doubts that Ford is arguing for gavel-to-gavel coverage. "We'd love to cover select debates," said Mankiewicz, but gavel-to-gavel coverage, "with all those quorum calls, would be dull."

Lamb argued, as he has before, that C-SPAN is likely to be the only network willing to carry the entire proceedings of both House and Senate.

Ford also said he'd like the committee to put off its decision on S. Res. 20 until the Senate has heard from a special committee led by former Senators James B. Pearson (R-Kan.) and Abraham Ribicoff (D-Conn.), that is conducting a comprehensive review of Senate rules and procedures and may recommend changes.

Mathias countered, however, that the committee "has its orders from the Senate" and will report its recommendations by mid-June.

Goldwater's TV turnaround

Arizona senator says he now favors televising Senate proceedings after discovery that practice of revising speeches for 'Record' is 'going too far'

In a surprising about-face, Senator Barry Goldwater (R-Ariz.) has said he now favors a resolution to permit the televising of Senate proceedings. Goldwater, who previously had promised to use his power as Communications Subcommittee chairman to defeat the proposal (S. Res. 20), said he now believes televising the Senate is the only means of presenting an accurate record of floor proceedings to the American public.

In remarks submitted in writing to the Congressional Record on Friday, May 21, Goldwater said he had recently been "shocked" and "disgusted" to learn the extent to which senators edit remarks that have made on the floor prior to their printing in the Record. "Senators are not only allowed to correct grammatical errors and correct other such mistakes made during debate," he said, but "entire pages and indeed, entire speeches [are] crossed out of the Record before the Record [is] completed and handed out the next morning."

The practice of editing the Congressional Record—one widely acknowledged and previously discussed in committee and floor debates on S. Res. 20—is something Goldwater said he has known about, but had "never dreamed of the extreme to which [it] has gone and the way the Record is being abused." The extent to which senators are amending themselves of the practice, said Goldwater, "is going too far."

Goldwater said he made his discovery a few days earlier, when he went to the office of the Official Reporters of Debate to ask for a copy of remarks made on the floor by a colleague. "I was told that the transcript was in the hands of the senator and would not be back until later," he said. "This interested me, so I began to ask questions of the reporters."

What he found out "so shocked" him, he said, "that I began to realize that the only way we are going to keep a permanent, accurate, dependable record of every word that is said on the floor of the Senate is if we allow television to record the actions of the Senate."

"It appears that I have backed up or supported a move to televise the Senate," said Goldwater, who helped lead a filibuster against passage of S. Res. 20 earlier this year, "but ... I feel that in view of the abuses of the Congressional Record and in the interest of keeping the American people accurately informed as to what we said and what we debated and decided, I must remove myself from the list of opponents to television."

Goldwater's turnaround appears to have surprised many of his colleagues and staff as well as those who have been following the debate over TV coverage. Although some have doubted his explanation for the change of heart, others have called the move "vintage Goldwater." "He's always been honest about what he said on the floor and has never tried to change the Record," said a member of the Communications Subcommittee staff.

The impact of Goldwater's turnaround on the final vote on S. Res. 20 is difficult to predict, according to Capitol Hill staffers. Representatives of the electronic press, however, believe it is likely to influence other senators, especially those who have been unable to decide how they will vote. "He's not just another vote," said one such representative. "He's a senior member of the Senate whose opinion carries great weight."

The proposal to permit televising of the Senate is now pending in the Rules Committee and is expected to come to a final vote in the Senate this summer.
Legislative victories for California cable

State subcommittee gives OK to bill continuing rate deregulation; kills another with tough rebuild, access provisions

Last week was a good one for California cable operators—at least legislatively. The State Assembly subcommittee on cable television effectively killed for the current session a bill that would have imposed heavy regulatory burdens on cable systems in the state and approved another that would extend the state's law deregulating basic cable rates until 1994.

After hearing from a series of witnesses last Monday, the subcommittee referred by unanimous vote the cable regulation bill (AB 2742), introduced last February by Richard Robinson (D-Santa Ana), for "interim study"—a move that would foreclose further action before the final gavel comes down on the current session Nov. 30—and amended and voted out the rate-deregulation bill (AB 3685), introduced by Bruce Young, D-Cerritos, for consideration by the parent Committee on Energy and Utility this Wednesday (June 2).

Jerry Yanowitz, special assistant to the president, California Cable Television Association, the group that led the fight for the Young bill and against the Robinson bill, was delighted by the subcommittee's actions, but wondered that Robinson would probably resurrect his bill or one similar during the next session that opens Dec. 6.

Although Robinson amended his bill once to remove or modify some of what cable operators had considered its more outrageously provisions, Yanowitz said, it is still unpalatable to the industry.

Yanowitz cited the "excessive" rebuild requirement, the mandated lease access and the 10% "franchise fee" as some of the bill's more onerous elements.

Under the amended bill, all new systems and old systems up for renewal would have to provide a minimum number of channels, based on the number of residents in the community being served. A cable operator serving a town of 5,000 or fewer persons would be required to have a minimum of 35 channels of capacity, for instance, while one serving a city of more than 200,000 would have to come up with at least 108 channels. In addition, 20% of the channels on all systems would have to be interactive.

Cable operators would retain full control of all channels in operation prior to the effective date of the bill, but half of all channels created as a result of new construction or system expansion would have to be allocated for either commercial or residential use.

Although the bill does not stipulate a franchise fee per se, it does authorize the collection of 10% of the operators' gross revenues and spells out just how that money is to be disbursed.

The bill, as introduced, declared that cable television was a public utility and brought its regulation under the state's Public Utilities Commission. Under the amended version, the cable operator would come under the regulatory oversight of the Department of Consumer Affairs. Although Robinson views the switch as a major concession, CCTA sees it as cosmetic change. "There's not a whole hell of a lot of difference at all," Yanowitz said.

"Interim study" means that the subcommittee wants more time to examine the issues raised by the bill. Further hearings in such cases are held during Assembly recesses. The Assembly will be out most of July, according to Thurmond White, a consultant to the subcommittee, but as of last Wednesday no hearings had been scheduled.

Opponents of the bill muted by the CCTA did not have a chance to testify last Monday (the hour was getting late and the subcommittee members knew they were not going to modify the bill). But one of the CCTA witnesses, Neil McHugh, senior vice president, Viacom Cable, said subcommittee members betrayed an antagonism toward the bill during their examination of the several witnesses who appeared in behalf of it. The general feeling, he said, was summed up by one assemblyman: "If it ain't broke, don't fix it."

The Young bill is expected to meet little opposition at the committee level, Yanowitz said, but it could run into trouble on the floor. Robinson has threatened, he said, to try to incorporate some of his ideas on cable regulation into the Young bill with floor amendments. Despite Robinson's prowess as a legislator, Yanowitz thinks it will be difficult for him to make substantive changes in the bill after it comes out of committee. "It's tough to do," agreed White, "but it has been done."

The bill would supersede one passed into law in 1979 that removed communities' power to regulate basic rates for systems that meet a number of criteria, including having 20 or more channels, a satellite earth station and facilities and three channels for public access. Operators who want out from under rate regulation must also agree to contribute 50 cents per subscriber per year to the foundation that encourages public access programming.

According to Yanowitz, because of a Sunset provision, the bill lapses on Jan. 1, 1984. The new bill, he said, would extend the effectiveness of the rate regulation through Jan. 1, 1994. To placate the California League of Cities, a group representing the state's municipalities, he said, the CCTA has agreed to more than two dozen amendments of the original law. CCTA has agreed, for instance, he said, to add a stipulation that the cable operator must have fulfilled all the obligations of his franchise agreement to escape rate regulation. One sticking point that remains is the length of the extension. CCTA wants the full decade, Yanowitz said, while the CLC is pushing for a shorter period.

A study by the California Public Broadcasting Commission supports extension of the rate deregulation, Yanowitz said. It found, he said, that deregulation has had an "innocuous" effect on basic rates around the state. In other words, he said, marketplace forces have conspired to keep rates reasonable. The study also found, Yanowitz said, that investors and bankers are more willing to finance systems and operators are more willing to expand channel capacity and services in the deregulated environment.

Deciding the fate of deregulation

That's what three-judge panel of appeals court is doing as it hears arguments from citizen groups that FCC actions, including postcard renewal, violate Communications Act; commission, broadcasters defend action

The FCC policy of deregulating broadcasting was under challenge last week, in arguments at the U.S. Court of Appeals in Washington. Citizen groups and Henry Geller were urging the court to reverse commission actions deregulating radio and reducing the burden of completing license renewal forms to a requirement to answer five simple questions printed on a postcard. Abandonment of formal ascertainment requirements for small-market television stations was also at issue.

But more than those matters was at stake. On the court's decisions, lawyers attending the arguments noted, hangs the answer to the question of whether the commission can proceed with its program of deregulation—to television, for instance—without changes in the Communications Act.

And the identities of the three-member panel only added to the uncertainty of the outcome. Judge J. Skelly Wright, considered one of the circuit's most liberal judges, presided. Sitting with him was Judge Robert Bork, a former solicitor general and a new member of the court who, according to conservatives, was selected to spoil the liberal precedent his predecessor set.

Some of the questions they asked were regarded as reflecting sympathy, respectively, for the commission's and citizen groups' positions. The third member of the panel was U.S. Judge William J. Jameson, of the Montana district, about whose views on the issues little was known and who asked no questions during the more than two hours of argument.

The three issues were argued separately, but the radio deregulation and postcard renewal cases appeared part of the same basic question—whether the commission is obtaining the information it needs to
make a public interest finding at license renewal time.

In its deregulation order, the commission abandoned commercial-time and nonentertainment programing standards as part of its guidelines for processing license-renewal applications, as well as a requirement that broadcasters follow formal ascertainment procedures. Program logs were also dropped. One new requirement was added—that radio broadcasters each year compile and place in their public file—a list of five to 10 important local issues along with a brief discussion of programs addressing those issues.

Geller, former head of the National Telecommunications and Information Administration and now director of Duke University’s Washington Center for Public Policy, said the commission had “gutted” its traditional requirement that broadcasters run on their records. The commission, he noted, is now limited in the information it receives regarding service to that contained on the postcard renewal form, and that only asks whether various forms have been filed and whether the station has been found guilty in a civil or criminal proceeding.

And he said the order should be remanded to the commission because of an inconsistency in it. He noted that the commission had held that because of the five-to-10-issue requirement and the abandonment of the nonentertainment programing standard, information on the amount of public interest programing, as provided in the logs, is not required. "The only way the commission can get rid of the public interest standard regarding quantity is to say it is irrelevant," Geller said. "But it doesn't!" He said the commission in its report and order and in the brief it filed in the case, said quantity is relevant to a public interest finding in renewal proceedings.

Earl K. Moore, counsel for the United Church of Christ, attacked the deregulation order as running counter to the Communications Act’s requirement that stations provide local service—a requirement he said is contained in the section requiring an equitable distribution of facilities among the states and communities.

He also said the five-to-10-issue requirement fails to provide a representative sample of programing intended to serve the public interest. But, said Bork, “aren’t most examinations of programing started by complaints?” Yes, said Moore. “But the [citizen] groups have to make a prima facie case in their complaint, and there is no way to get the facts. Before, petitions to deny were based on composite week logs.”

And Jeffrey Olson, representing the Black Citizens for a Fair Media, focused on the postcard renewal form. He said the commission “proposes to make that finding without the information on programing—which is the essence of the broadcast service.” But when Olson said the commission is proceeding in a manner that “flies in the face of the statute,” Bork challenged him. Cite the provisions, he said. And when Olson cited court decisions supporting his position, Bork said those decisions were “put a gloss” on the law.

The defense of the commission’s position was led by Daniel M. Armstrong, associate general counsel in charge of the litigation division. He said the commission’s aim, in its deregulation order, was to afford stations “flexibility” in programing without ignoring two basic principles—that stations “must respond to matters of concern and that all significant groups in the community must receive programing on matters of concern to them.”

And in response to a question from Bork, he dismissed Geller’s argument regarding “quantity” of public interest programing as a continuation of a longstanding dispute between Geller and the commission over the importance to be given public interest programing. He said the commission considered other facts as well, including the number and kind of issues covered and when responsive programing is aired. However, in response to a question from Wright as to where that information would be available, Armstrong said the list of five-to-10 issues, which is kept in the public file, is not sent to the commission unless it is requested.

Timothy Dyk, representing CBS and broadcaster intervenors, stressed the “responsiveness” required by the commission’s order as justification of it. He said the legislative history of the Communications Act indicates the commission acted properly in eliminating the logging requirement. “Logs don’t show anything
Must-carry in Jersey. National Association of Broadcasters has filed in opposition to New Jersey Office of Cable Television petition requesting that FCC waive its must-carry rules for all state cable systems with fewer than 21 channels for maximum of three years or until those systems have expanded their channel capacities (Broadcasting, May 24). While state had argued that relief was warranted because of heavy saturation of TV signals in New Jersey, NAB said granting relief would “carve out” substantial exception to FCC’s must-carry rules. NAB said New Jersey petition was “procedurally improper” and urged commission to dismiss it, or to defer action and consider it in connection with proceeding on efficacy of must-carry as means to insure local broadcast service in saturated markets.

Antitrust action. Justice Department has asked Tribune Co. of Chicago and its subsidiary, Sentinel Star Co. of Orlando, Fla., to divest themselves of five weekly newspapers acquired to Osceola county, Fla., in 1980. In civil antitrust suit filed Wednesday (May 26) DOJ said acquisition may substantially lessen competition for local advertising by bringing under common ownership only significant print media in Osceola County. Before acquisition, Sentinel Star garnered 40% of all advertising sold in county, while five weeklies, owned by Richard L. Luzzarder and his wife, accounted for about 20%.

The cost. Consumers Union, Consumer Federation of America and Public Citizen’s Congress Watch have asked FCC to require rigorous accounting of AT&T’s multimillion-dollar lobbying campaign against telecommunications bill (H.R. 5158) that would modify company’s proposed consent decree with Justice Department. AT&T’s promised campaign would be funded from shareholder revenues, but consumer groups fear ratepayers will be forced to bear costs. House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) is said to be spending much of his time visiting with colleagues to explain merits of controversial bill, which his subcommittee passed unanimously in late March. Parent Energy and Commerce Committee, still embroiled in lengthy stalemate over revisions to Clean Air Act, has not yet scheduled markup of telecommunications bill.

Relief for daytimers? Proposal to prevent future protection of clear channel signals has been introduced by Representative Paul Findley (R-Ill.). Bill (H.R. 6306) would prohibit FCC from considering skywave interference to any other broadcast signal when determining whether to grant new licenses for AM facilities. In similar move, Representative Doug Applegate (D-Ohio) has introduced bill (H.R. 6129) ordering FCC to conduct two-year experiment in which U.S. daytime stations would be permitted to operate from 6 a.m. to 6 p.m. daily. Neither Findley nor Applegate has secured promise of hearings, however, from House Telecommunications Subcommittee and with tight congressional schedule in coming months, action on bills is considered unlikely.

Tolerant LPTV. B’nai B’rith International has filed applications for four low-power television stations: Vail, Colo.; Monticello, N.Y.; South Hampton, N.Y., and State College, Pa. Daniel Thrusz, B’nai B’rith executive vice president, said group eventually hoped to have network of 30 to 40 LPTVs. If granted stations, Thrusz said organization would offer some general programming and other services intended to promote racial and religious tolerance “without being preachy.”

Summer reading. Complex, yet logical pattern of factors and influence that shape U.S. communications policy is again examined in third edition of “The Politics of Broadcasting,” published by St. Martin’s Press, New York. Its authors are Erwin Krasnow, vice president and general counsel, National Association of Broadcasters; Lawrence D. Longley, associate professor of government, Lawrence University, and Herbert A. Terry, assistant professor of telecommunications, Indiana University Krasnow and Longley co-authored 1973 and 1978 editions. Current publication incorporates latest developments and trends in regulation of broadcasting (authors maintain broadcasting remains apt word even though newer media and technologies are now concerned). As in earlier editions, authors demonstrate how FCC plays central role in broadcast regulation, but rarely acts alone. Studied in most detail are courts, White House and Congress. Last interacts with other five so frequently that it is treated in separate chapter of book. Other determiners include various government agencies and trade press. Interplay of these forces in major developments affecting broadcasting since shortly after turn of century is documented by authors. Part two of book focuses on five case histories, in which determiners arm wrestled over program formats, UHF television’s quest for comparability, extent of commercialism, comparative license-renewal policy, and congressional efforts to rewrite Communications Act. Foreword to book is written by Newton D. Minow, chairman of FCC in early 1960’s and more recently, chairman of Public Broadcasting Service. In it, Minow applauds idea of active practitioners like Krasnow working in harness with academic authorities like Longley and Terry. Result, Minow declares, is “required reading for anyone interested in understanding how government regulation really works.”

Dereg trade-off: license stability for revenue fee

Plan advanced by NRBA and NPR would give radio broadcasters guaranteed renewal in exchange for percentage of revenue to help fund public broadcasting

A proposal to deregulate radio in exchange for annual fees that would support public radio is still circulating on Capitol Hill. It is one of several approaches being contemplated, however, as the means of securing deregulation from key members of the House—Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) and Energy and Commerce Committee Chairman John D. Dingell (D-Mich.)—who have promised deregula-
tion will not pass unless accompanied by an alternative means of assuring the public continues to be served by broadcasters.

The fee proposal, advanced by the National Radio Broadcasters Association and National Public Radio, would permit broadcasters to purchase long-term license contracts, lasting perhaps up to 50 years, in exchange for 1%-to-2% of their annual revenues.

Along with the longer license terms, broadcasters would be "substantially deregulated," probably through codification of action already taken by the FCC, according to NRBA spokesmen. Elimination of the fairness doctrine, equal-time requirement, and other political broadcasting regulations would not be sought, however, because NRBA leaders do not believe that kind of deregulation is feasible in today's Congress.

The National Association of Broadcasters has criticized the proposal as counterproductive in efforts to the Senate and members of the House to win deregulation at far less cost to broadcasters. Among those efforts is S. 1629 (introduced by Wirth and Cannon [D-Nev.]), a bill passed by the Senate that would deregulate radio and eliminate comparative renewals for both radio and TV in exchange for license fees meant only to cover the cost of regulating the industry.

"We support that bill and all the others that have been considered," said NRBA President Harriet (Sis) Kaplan, president, Sis Radio, Charlotte, N.C., but "one thing nobody's considered about S. 1629 is that the statute can be changed and the fees raised." With a 50-year contract, fees could not be changed without violating contract law.

Wirth has told broadcasters he would consider supporting radio deregulation in exchange for a plan to fund public radio. In its report on the status of competition in telecommunications industries, the Telecommunications Subcommittee's majority staff found that large-market radio may be sufficiently competitive to justify deregulation, but that broadcasters will always have a public resource-the spectrum—to operate, and therefore should pay for that use. Fees to support public broadcasting would compensate the public for the spectrum radio operators use, said the report.

Statutory fees, whether based on the cost of regulation or the value of the spectrum, could be used by Congress as a tool to threaten broadcasters whose programming is controversial, said Thomas Schafftert, counsel to the NRBA. "We're not fighting the Cannon bill but if there must be fees, we want a contract."

NRBA spokesmen believe their proposal is the one most likely to fly in the Telecommunications Subcommittee. David Aylward, the subcommittee's staff director, said Wirth will prevent passage of the Cannon bill, but beyond that, has not sought consensus in his subcommittee on a proposal to deregulate broadcasting.

Work on a proposal to reform common carrier regulation (H.R. 5158) and more recently on a Democratic alternative to President Reagan's 1983 budget resolution, have kept Wirth preoccupied, said Aylward.

NRBA spokesmen take a less pessimistic view of deregulation's chances in the Telecommunications Subcommittee, however, and maintain that other proposals to help support broadcast, such as those recently recommended by a special NAB task force, might win some of the reforms they seek. "Commercial broadcasters are among the greatest supporters of public broadcasting," said Cullie M. Tarleton, senior vice president, Jefferson Pilot Broadcasters and chairman of NAB's radio board, "but to hold commercial broadcasters hostage to financing of public broadcasting would be grossly unfair."

Broadcasters have "gotten a bill out of the Senate" and secured radio deregulation at the FCC, said Tarleton. "I see no reason to toss that out now in favor of some pipe dream."

Kaplan, however, believes broadcasters have grown complacent with the FCC's deregulation of radio and have forgotten the importance of getting that deregulation done. "Many broadcasters are now in a lull, thinking they're deregulated," she said, "but it is important to work for codification now, because deregulation has some momentum on Capitol Hill."

NRBA first proposed deregulation in exchange for fees to support public broadcasting more than seven years ago, when then House Communications Subcommittee Chairman Lionel van Deerinck (D-Calif.) was trying to draft a rewrite of the Communications Act. It revived the proposal early in April, after the Senate passed the Cannon bill with NAB's support.

Spokesmen from NRBA have continued to advance the proposal on Capitol Hill, even though the NAB executive committee flatly rejected it about a month ago. The proposal, which Kaplan says has drawn no opposition from NRBA members, is still "very much in the discussion stages" and has never even been drafted in any manner in Congress.

"We're not wedded to any one proposal," said Kaplan, "but we want to have legislation passed, not just talk about it.

NPR President Frank Mankiewicz said the NRBA proposal is attractive because it would insure a growing fund for public radio, but it is not the only proposal for funding public broadcasting being considered.

"NAB has been very concerned about helping public broadcasting," he said. "There are a lot of avenues that are being explored."

Syndicated exclusivity for all distant signals called for by Geller

The FCC should launch a rulemaking proposal the adoption of full syndicated program exclusivity in all markets for carriage of distant TV signals, according to a petition filed last week by Henry Geller, former head of the National Telecommunications and Information Administration.

In his petition, Geller said the FCC's elimination of the syndicated exclusivity rule, which was affirmed by the U.S. Court of Appeals in New York last January, has been shown to be "totally misguided" as a matter of policy. "Far from being deregulatory, it constitutes action against the marketplace, and results in greater government involvement," Geller said.

"The commission cannot properly claim to be marching to the drum of open competition in the marketplace and yet fail to act as it can to significantly promote use of the marketplace in this important respect," Geller said.

Geller said the commission also should launch a rulemaking on expanding the protection afforded sports copyright holders over the carriage of sports events on distant signals.

Geller noted that while the commission has a policy aimed at protecting the "home gate," by preventing importation of a distant signal carrying that home game if it is unavailable on a local signal, the commission also should re-examine beefing up that protection, perhaps through a rule that ran along the lines of S. 2172, the pending bill introduced by Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.). That bill would prohibit cable systems from retransmitting into any area within 50 miles of the home stadium of a club that is a member of a professional sports league, the broadcast of any game involving the home club or a member club of that league, unless the cable system obtained the consent of the home club.

McGowan says hands off: By trying to pass major common carrier reform bill (H.R. 5158) this year, Congress is acting as if a "massive disruption" will occur this fall as result of the Justice Department's proposed antitrust settlement with AT&T, said William McGowan, chairman, MCI Telecommunications Corp. last Wednesday in a speech before the National Press Club. McGowan said effects of the settlement won't be felt for at least two years, when AT&T's proposed divestiture of its local operating companies is to take place. Congress should wait till then, he said, before trying to address the settlement's effects in legislation. As presently drafted, H.R. 5158 would deny consumers the benefits of competition among long distance carriers, by forcing those carriers to subsidize local exchange companies, he said. That subsidy, which McGowan said an MCI survey has found consumers oppose, would prevent local companies from eliminating their inefficiencies and modernizing themselves. MCI, he said, sees its future in a variety of telecommunications services, but will not venture into equipment manufacture. Data communications networking, international voice communications and cellular radio are among markets it is actively pursuing.

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AT&T submits cellular subsidiary plan to FCC

Capitolation plan for cellular radio given to commission for approval; AT&T subsidiary will require $288 million through 1983

Moving to meet the requirement that it offer cellular radio service through a separate subsidiary, AT&T last week submitted its capitalization plan for the new company to the FCC for approval.

AT&T said that after the FCC approved the plan, the cellular subsidiary would be merged with Advanced Mobile Phone Service Inc., the AT&T subsidiary formed in May 1980 to plan and develop cellular technology, with AMPS's directors, officers and employees staffing the new company.

After the merger, AT&T said the cellular subsidiary would incorporate two or more subsidiaries of its own. One would be responsible for the design, engineering and supply of cellular system installations. And one or more subsidiaries would be formed to offer the cellular service itself, AT&T said.

After the divestiture of AT&T's 22 local exchange companies (which would be required under the proposed modification of the consent decree settling the Department of Justice's antitrust suit against AT&T), AT&T said the subsidiaries responsible for providing the cellular service itself would be transferred to the divested exchange companies, which then would have the responsibility for the design, engineering and supply of system installations that would remain with the Department of Justice if the proposed modification is approved by the District Court for the District of Columbia.

AT&T, which said it has spent $192.7 million on cellular research and development since 1970, said the cellular subsidiary would be launched with total assets of $25.8 million, and would require about $288 million to see it through 1983. The subsidiary, which will be based in Basking Ridge, N.J., will be wholly owned and funded by AT&T.

Cellular disagreement. The FCC has asked the U.S. Court of Appeals in Washington to dismiss requests from three parties seeking stays of the commission's cellular radio order, contending that the petitioners' arguments were "without merit" and that a stay of the order would be "wholly unjustified."

The cellular order, adopted in April 1981 and modified on reconsideration last March, "set aside" half of the 40 MHz allocated for cellular in each market for the exclusive use of telephone companies, but Millicom Inc., FMI Communications and the Department of Justice sought stays, primarily on the ground that the action is anticompetitive. While Millicom has asked that the FCC be stayed from accepting any cellular applications on its June 7 filing date, FMI has asked that the FCC be permitted to accept applications but prohibited from granting cellular construction permits to any telephone company before it grants a permit to a non-wireline company in the same market, and Justice has asked that the court stay those parts of the order authorizing the set aside (Broadcasting, May 24). But the FCC told the court that the set aside "would lead to very effective competition;" in assuring that no one entity would control the whole cellular spectrum in each market, and that the set aside "was likely to result in a reduction in the delay in making expanded mobile wireless communications services available to the public." Granting the stay, however, "would be contrary to the public interest in that it would further delay the offering of cellular service to the public," the FCC said. Moreover, the FCC said, while the petitioners had not demonstrated that the cellular order would cause irreparable harm, a stay in causing further delay would cause those companies that have already made large investments in their cellular plans "substantial harm," the FCC said.

FCC FM changes

To speed its processing of FM channel rulemakings, the FCC has voted to streamline its FM channel-assignment policies.

Under the new policy, the FCC has changed its FM priorities, which rank the relative importance of the service to be provided. First aural service will be given the highest priority, with second aural service and first local service sharing the same priority.

The commission also changed its preclusion policy, which holds that the assignment of a given channel precludes the assignment of that same channel and adjacent channels in the same general area. Under the new policy, however, if no interest is shown in the community where the preclusion would occur, the proposal will be considered without regard to its preclusive effect.

The commission also deleted criteria that limit the number of FM channels available to a given size community; deleted the policy calling for making only Class A FM assignments to smaller communities and Class B or C to larger ones; dropped its policy of not assigning a channel to avoid a comparative hearing, and eliminated its requirement for demographic data for cases where the status of a community isn't in issue.
Another variable in the Radio Marti equation

Proposal to ban use of AM band for Cuban service is up for negotiation in House; Jepsen introduces Senate resolution to allow jamming to fight interference to U.S. stations

The debate over what to do about the growing problem of Cuban interference to American AM broadcasting showed signs of heating up on Capitol Hill last week. The House Energy and Commerce Committee, which had been prepared to reject the Reagan administration's proposal to build a high-powered AM station to broadcast information to the Cuban people, decided instead to negotiate with Foreign Affairs Committee members who support the bill (H.R. 5427). At the same time, Senator Roger W. Jepsen (R-Iowa) introduced a resolution urging the administration and Congress to do whatever is necessary—including jamming Cuban signals—to prevent continued interference.

At the request of the Foreign Affairs Committee, Energy and Commerce Committee Chairman John D. Dingell (D-Mich.) agreed to postpone action on H.R. 5427 so leaders of both committees can try to resolve their differences over how the proposed international broadcasting service, to be called Radio Marti, should be implemented. A week earlier, the Telecommunications Subcommittee voted to prohibit use of the AM band for the service, arguing it would provoke retaliation from Cuba and aggravate an already serious problem of interference (Broadcasting, May 24).

The House committee's amendment, sponsored by Representatives Al Swift (D-Wash.) and Thomas Tuke (R-Iowa), would force the administration to use shortwave frequencies for Radio Marti. The Foreign Affairs Committee, which by a vote of 20-5 had previously approved plans to put Radio Marti on 1040 kHz, maintains the proposed service will have no effect on the 13-year old interference problem. Shortwave broadcasting, according to a committee spokesman, is almost never used in the Caribbean, and is therefore unacceptable as a substitute for the administration's proposed AM station.

Also unacceptable, said Virginia Schlundt, staff director to the Subcommittee on International Operations, is a proposal by the National Association of Broadcasters that Radio Marti be broadcast on rarely-used frequencies at either end of the AM band. Those frequencies are not protected by any international treaties to which the U.S. is a party. (D-Moines.) Iowa broadcasters fear that any proposal to jam the signals of other countries, which would result in the widespread disruption of commercial broadcasting in this country.

According to a spokesman, Jepsen hopes to meet with administration officials in the coming weeks to urge action on the problem of Cuban interference. He also plans, said his spokesman, to "vigorously pursue" passage of S. Res. 398 by Congress.

A companion to Jepsen's resolution has not yet been introduced in the House. According to Schlundt, any proposal to jam the broadcasts of other countries would have great difficulty passing the Foreign Affairs Committee, where it would have to be initially approved. "The U.S. has never jammed the signals of other countries," she said, and to begin to do so would violate most international communications treaties to which the U.S. is a party.

FCC turns down Democrat request for equal time

Commission finds that CBS and NBC did not err in refusing party time to respond to GOP ads

Contending that the Democrats hadn't demonstrated that the networks failed to provide reasonable opportunities for contrasting views, the FCC last week denied a complaint by the Democratic National Committee that CBS and NBC had violated the fairness doctrine by refusing to provide free time for response to paid advertisements that advocated the Reagan administration's economic policies.

In a 6-1 vote (with Commissioners Al Swift and Henry Rivera dissenting in part and Anne Jones concurring), the commission said that because the Democrats hadn't shown that the networks failed to present those reasonable opportunities, the FCC didn't need to consider the demands for free radio facilities that could be operated so as to cause interference to Cuban radio operations until such time as Cuban AM stations cease interfering with AM stations in the United States.

The resolution (S. Res. 398) is the result of meetings between Jepsen and Iowa broadcasters, who lead the opposition to an AM frequency for Radio Marti because the frequency chosen, 1040 kHz is the same as that used by WHO(AM) Des Moines, Iowa broadcasters fear that any retaliation to Radio Marti by Cuba will result in serious interference to who as well as other stations.

"I favor Radio Marti," said Jepsen, "because I believe that it is time to tell the truth to the Cuban people, but I think we should take a second look at any plan which would result in the widespread disruption of commercial broadcasting in this country."

According to Schlundt, any proposal to jam the broadcasts of other countries would have great difficulty passing the Foreign Affairs Committee, where it would have to be initially approved. "The U.S. has never jammed the signals of other countries," she said, and to begin to do so would violate most international communications treaties to which the U.S. is a party.

The advertisements in question were funded by the Republican National Committee, and other GOP sources, and aired late last year. When they first appeared, former FCC Chairman Charles Ferris, now a lawyer in private practice who represents the DNC, wrote the networks, requesting time for a free response (Broadcasting, Oct. 26, 1981). Although the networks offered to make paid response time available, DNC filed a formal complaint with the commission, contending that the airing of the ads, along with network coverage of speeches, news conferences and appearances by administration spokesmen, had created an imbalance favoring GOP views (Broadcasting, Jan. 11). DNC requested the free response time under the Cullmann doctrine, which provides that a broadcaster who presents only one side of a controversial issue of public importance cannot refuse to run a contrasting view on the grounds that paid sponsorship isn't available.

In its order, however, the commission said it didn't believe that the two networks' overall programing was unreasona-
Stimulating minority ownership

Report of FCC committee studying that goal suggests changes in tax certificates, distress sales

By revising its tax certificate and distress-sale policies, a commission might give some minority-owned telecommunications facilities a boost in the form of original programming or in the presentation of paid editorial advertisements. It is not to suggest that the FCC would never find the networks guilty of a violation of the fairness doctrine, a perception the FCC said.

One sentence in the order, for example, read: "We find it difficult to envision a form of original programing or in the presentation of paid editorial advertisements, the FCC said.

Although Rivera and Jones agreed with the order's bottom line, both suggested that the Broadcast Bureau item had gone farther than it should have in denying the complaint.

Greg Ballard, a colleague of Ferris's, said the FCC officials have stated frequently that they had presented a valid complaint. Ballard, however, said they would hold off on a final decision of whether to appeal until they could read the commission's order.

Ferris has also written the networks to advise them that a more recent round of GOP commercials—which blame the Democrats for the nation's economic problems and credit the Republicans for bringing down the rate of inflation—are "blatantly false." The letter also warns that those broadcasters who run the ads could be forced to offer free response time under the fairness doctrine.

While CBS has rejected the spots, ABC and NBC have not yet decided whether to accept them. Ballard said.

FCC should liberalize its definition of a minority-controlled firm that can take advantage of those policies. The commission currently doesn't approve distress sales to corporate buyers with less than 50% minority ownership, the panel said. The commission should also amend its policy so that minority general partners in limited partnerships that hold more than a 20% interest in the partnership could qualify for those breaks. "The limited partnership offers an avenue to increase minority ownership because it provides an opportunity for another method of financing a broadcast purchase," the panel said.

The committee, chaired by Commissioner Henry Rivera, was formed by the FCC last September to explore ways of stimulating minority ownership in telecommunications.

The committee's financing panel contending that "significant opportunities" exist for minority entrepreneurs to purchase existing telecommunications systems presented its report to the commission at an en banc meeting last week.

As it had indicated it would at a meeting in March (BROADCASTING, March 22), the committee's policy panel urged the commission to revise its tax certificate and distress-sale policies.

Under the tax certificate program, a broadcast station owner is allowed to defer the capital gains from the sale of a station to a minority. Under the distress-sale policy, a licensee that has been designated for hearing can sell his station to a minority at 75% of its market value before the hearing begins.

According to the report, however, the FCC should liberalize its definition of a minority-controlled firm that can take advantage of those policies. While the commission currently doesn't approve distress sales to corporate buyers with less than 50% minority ownership, the panel said the FCC should "clarify" its policy so that minority general partners in limited partnerships that hold more than a 20% interest in the partnership could qualify for those breaks. "The limited partnership offers an avenue to increase minority ownership because it provides an opportunity for another method of financing a broadcast purchase," the panel said.

The commission should also amend its procedures to speed up the processing of petitions for distress sales, the panel said. According to the panel, those petitions are currently reviewed by both the Broadcast Bureau and the General Counsel's Office. To speed that process, the panel said, the FCC should delegate authority to the Broadcast Bureau to process and grant distress-sale requests.

The panel also said that tax certificates, currently of benefit only in the broadcast area, should be made available for the sale to minority entrepreneurs of cable, common carrier and land mobile facilities.

Another recommendation was to modify the tax certificate policy to permit its use as a "creative financing mechanism." Under that proposal, any shareholder in an enterprise partially owned or controlled by minorities would become eligible for a tax certificate when he sold his interests to the minority shareholders. "This expansion of the tax certificate would enable minority entrepreneurs to attract investors before the transaction is completed, when securing financing is critical, by promising them significant capital gains deferral on the sale of their interest to the controlling shareholder," the panel said.

The committee's recommendation that FCC rules prohibit any one entity owning seven AM, seven FM and seven stations from owning more than 1% of any others, the panel contended that that rule could have the effect of limiting the equity financing minority broadcast firms could attract from venture capital investment firms, small business investment companies or minority enterprise, small business investment companies many of which are already involved in the full complement of broadcast properties. To get around that, the panel said the commission should consider waiving the rules for venture capital companies that are providing equity to minority firms.

The committee's financing panel recommended that the FCC grant waivers of its multiple-ownership and regional-concentration rules to permit an "established entrepreneur to acquire an equity interest in a minority-controlled property that otherwise would exceed multiple ownership limits or adversely affect diversification."

The financing panel, contending that "significant opportunities" exist for minority entrepreneurs to purchase existing telecommunications systems, said the FCC should urge Congress to amend the internal revenue code to give minority entrepreneurs a tax break when they buy those stations.

Under the current tax law, the panel said, while investors in new systems receive a tax credit for 10% of their total equipment investments, investors in used systems are limited to a maximum tax credit of $12,500. 10% of the maximum $125,000 value of used equipment that can be used for determining the credit. If the limitation on used equipment were raised, perhaps to $5 million in cases where minority-controlled firms were purchasing an operating telecommunications system, "this would give a needed advantage to minority entrepreneurs competing for tax-shelter funding for the acquisition of existing telecommunications systems," the report said.

The committee's management panel suggested that the FCC enter into a formal agreement with the Department of Commerce's Minority Business Development Agency to provide minority entrepreneurs with management and technical advice through one of the about 100 MBDA minority business development centers expected to be in place around the country by the end of the year.

Chairman Mark Fowler said the recommendations would receive quick consideration and action at the commission's first meeting in September. "I'm personally committed to implementing as many of these recommendations as we can," Fowler said.
As compiled by Broadcasting May 17 through May 20, and based on authorizations and other FCC actions.


New stations

FM applications

* Bay City, Mich.—Delta College seeks 90.1 mhz, 100 kw, HAAT: 406 ft. Address: Delta Road, University Center, Mich. 48710. Estimated construction costs: $249,000. First-year operating cost: $95,000. Noncommercial, educational institution, which also owns WUCM-TV University Center, Mich. Filed May 7.


* Alliance, Neb.—KLOE Inc. seeks 105.9 mhz, 100 kw, altitude above ground: 934 ft. Address: 2300 Hall Street, Alliance, Neb. Filed May 1.

* Madisonville, Tenn.—Sunbelt Communications seeks 95.9 mhz, 1.5 kw, HAAT: 400 ft. Address: P.O. Box 518, Madisonville 37354. Principals: Thomas E. Amis, Howard Pack and K. Maynard Head (one-third each), who own KÇOW(AM) Alliance. Filed May 10.


* Temple, Tex.—Progressive Communications Inc. seeks 101.7 mhz, 3 kw, HAAT: 48 ft. Address: P.O. Box 42, Temple 76502. Principals: Steve Cannon, Henry Castillo, Dan Curter, Sammy Davis, David Johnson, John F. Simmons Sr., Lynn W. Woolley (12.5% each), Josephine Martin and husband, Robert Martin, president (62.5% each). Buyer is emerging station, which will be resubmitting application with amendment to tower site. It has neither license nor authorization. Originally filed Aug. 28, 1981; refiled May 14.

* KEMB(AM) Junction, Tex. (1450 kHz, 1 kw, W-N)—Seeks assignment of license from Channel 4-TVS to H&C Communications Inc.Filed May 10.

Owner changes

Applications

* KVOA-TV Tucson, Ariz. (NBC, ch. 4, 35 kw vis., 18 kw aur., HAAT: 3,610 ft.—Seeks assignment of license from Channel 4-TVS to & H& Communications Inc. Filed May 10. Buyer is principally owned by group of WEND-FM-TV and WEBR(AM), all Buffalo, N.Y. J. Michael Collins is president. Filed May 10.

* WTGM(AM) Hammond, La. (103.3 mhz, 100 kw, ant. 600 ft.)—Seeks transfer of control of Tanger Broadcasting Co. from Mary E. Jones, executor for estate of James A. Jones (50% before; none after) to Dale McKinney (none before; 50% after). Consideration: $10,171,544. Principals: Seller owns 50% of licensee and is relinquishing interest to new investor. Buyer is an association of investments and is owned by Davis Broadcasting and others, and has no other broadcast interests. Filed May 13.

* KBBJ(AM) Pensacola, Fla. (1290 kHz, 50 kw aur., 50 kw vis., ant. height above ground: 1131 ft.)—Seeks assignment of license from Heart-of-the-Hills Communications Corp. to Florida's Public Broadcasting Service. Filed May 10. Principals: Bill Wolf and David Dmoire, who own WBBF(AM). Buyer is principally owned by group of WBBF(AM) and WBBF-FM, all Pensacola, Fla. Buyer is new licensee, which bought the station.

* KVOA-AM Tucson, Ariz. (1550 kHz, 1 kw, ant. 210 ft.)—Seeks assignment of license from Channel 4-TVS to & H& Communications Inc. Filed May 10. Buyer is principally owned by group of WEND-FM-TV and WEBR(AM), all Buffalo, N.Y. J. Michael Collins is president. Filed May 10.

* WTAZ(FM) Fort Bragg, Calif. (90.1 mhz, 1 kw vis., 160 kw aur., HAAT: 3,610 ft.)—Seeks transfer of control of WTAZ(FM) from Ron Strother to John Detz Jr. Consideration: $65,000. Buyer is principally owned by group of KQTE(AM)-KVR(FM) Santa Rosa, Calif. Buyer is former owner of WTAZ(FM) Fort Bragg, Calif. Filed May 13.

* WQBO(AM) Fairmont, W. Va. (101.7 mhz, 3 kw, ant. 210 ft.)—Seeks assignment of license from Channel 4-TVS to H&C Communications Inc. Buyer is principal owned by group of WEND-FM-TV and WEBR(AM), all Buffalo, N.Y. J. Michael Collins is president. Filed May 10.

* KBBJ(AM) Pensacola, Fla. (1290 kHz, 50 kw aur., 50 kw vis.)—Seeks assignment of license from Heart-of-the-Hills Communications Corp. to Florida's Public Broadcasting Service. Filed May 10. Principals: Buyer is principally owned by group of WBBF(AM) and WBBF-FM, all Pensacola, Fla. Buyer is new licensee, which bought the station.

* KBBJ(AM) Junction, Tex. (1450 kHz, 1 kw, W-N)—Seeks assignment of license from Heart-of-the-Hills Communications Corp. to Munn's Public Broadcast Services. Filed May 10. Buyer is principally owned by group of WBBF(AM) and WBBF-FM, all Pensacola, Fla. Buyer is new licensee, which bought the station.

* KBBJ(AM) Junction, Tex. (1450 kHz, 1 kw, W-N)—Seeks assignment of license from Heart-of-the-Hills Communications Corp. to Munn's Public Broadcast Services. Filed May 10. Buyer is principally owned by group of WBBF(AM) and WBBF-FM, all Pensacola, Fla. Buyer is new licensee, which bought the station.

* WQBO(AM) Fairmont, W. Va. (101.7 mhz, 3 kw, ant. 210 ft.)—Seeks assignment of license from Channel 4-TVS to H&C Communications Inc. Buyer is principal owned by group of WEND-FM-TV and WEBR(AM), all Buffalo, N.Y. J. Michael Collins is president. Filed May 10.

* WQBO(AM) Fairmont, W. Va. (101.7 mhz, 3 kw, ant. 210 ft.)—Seeks assignment of license from Channel 4-TVS to H&C Communications Inc. Buyer is principal owned by group of WEND-FM-TV and WEBR(AM), all Buffalo, N.Y. J. Michael Collins is president. Filed May 10.
Actions

- **WYBR (FM)** Belvidere-Rockford, Ill. (104.9 mhz, 3 kw, 300 ft.)—Granted assignment of license from The Broadcasting Corp. of America to Sentry Broadcasting Inc. for $1,050,000 plus $60,000 for three-year noncompete agreement. Seller: John J. Ambrozio (85%), brother Robert F. Ambrozio (5%) and Robert S. Siddiqui (10%), who have no other broadcast interests. WYBR, formerly WKFL (FM), was purchased six years ago for $150,000 (BROADCASTING, March 15, 1976). Buyer: Subsidiary of Sentry Insurance. Stevens Point, Wis.-based mutual insurance company and group owner of six AM's and four FM's. (BALH-200323EJ). Action May 12.

- **WHIC-AM-FM** Hardinsburg, Ky. (AM: 1520 khz, 1 kw, w-N: 94.3 mhz, 3 kw, am, 290 ft.)—Granted assignment of license from Breckenridge Broadcasting Inc. to H.J. C Broadcasting Inc. for $500,000. Seller: Paul L. Fuqua (100%), who has no other broadcast interests. They have no outstanding audio with cost-effectuation at all power levels

- **WEED (AM)-WRSV (FM)** Rocky Mount, N.C. (AM: 1390 khz, 5 kw-D, 1-kw, w-N: 92.1 mhz, 1.7 kw, am, 380 ft.)—Granted transfer of control of Radio Station WEED Inc. between William A. Wynne (51.47% before; 49.77% after) to William A. Wynne Jr. (51.01% after). Principals: Elder Wynne is retiring and is transferring control of station to son. They have no other broadcast interests. No financial consideration is involved. (BTC-200326EU, EV). Action May 11.


- **KMDN (AM)** Midland, Tex. (1510 khz, 500 w-D), a part of Fort Worth (TX) station (BTC-791026KL) to change ERP to 2,495 kw vis., 5,000 kw aur., change HAAT to 1,482 ft. and make changes in ant. sys. Ann. May 11.

- **KMAH (FM)** Atherton, Calif.—Seeks CP to make changes in ant. sys. and decrease HAAT to 175 ft. (BTC-820319KL). Action May 18.

- **WWDC (FM)** Washington—Seeks CP to decrease ERP to 23.5 kw and increase HAAT to 750 ft. Ann. May 19.

- **WOOT (FM)** Safety Harbor, Fla.—Seeks mod. of CP (BPH-10,367) to make changes in ant. sys.; change TL; relocate SL; change type trans.; change type ant. and change TPO. (BTC-820303DP). Ann. May 14.

- **WTYJ (FM)** Fayette, Miss.—Seeks modification of CP (BPH-801201AG) to make changes in ant. sys.; change TL; change type trans.; change type ant. and change TPO. Ann. May 14.

- **WKHI (FM)** Memphis, Miss.—Seeks modification of CP (BPH-9302, as mod.) to make changes in ant. sys.; change TL; change SL and RC; change type trans.; change type ant.; increase HAAT to 490 ft. and change TPO. Ann. May 14.

- **WSBH (FM)** Southampton, N.Y.—Seeks CP to change in ant. sys.; change type trans.; change type ant.; decrease ERP to 2.9 kw, increase HAAT to 305 ft. Ann. May 19.

- **WDST (FM)** Woodstock, N.Y.—Seeks CP to change in ant. sys.; change type trans.; decrease ERP to 2.9 kw; increase HAAT to 305 ft. and change TPO. Ann. May 14.

- **WDJO (FM)** Alliance, Ohio—Seeks CP to change in ant. sys.; change TL; change SL and RC; change type trans.; change type ant.; increase HAAT to 490 ft. and change TPO. Ann. May 14.

- **WBNS (FM)** Columbus, Ohio—Seeks modification of CP (BPH-800507AH, as mod.) to change TL; increase ERP to 16.2 kw, decrease HAAT to 783 ft. and change TPO. Ann. May 19.

- **WTUE (FM)** Dayton, Ohio—Seeks CP to install new TL; to be operated on ERP of 50 kw, change HAAT to 435 ft. and change TPO. Ann. May 14.

- **KQRF (FM)** Border, Tex.—Seeks modification of CP (BPH-800707AA, as mod.) to decrease ERP to 2 kw; decrease HAAT to 264 ft. and change TPO. Ann. May 18.

- **KLMF (FM)** Fabels, Tex.—Seeks CP to change TL; increase HAAT to 265 ft. and change TPO. Ann. May 14.

Pulse width modulation in an efficient 5 kw AM package; clear, crisp sound of transformerless modulation; ready for AM stereo. Stability of 12-phase power supply with Switchmod system allows maximum modulation at all power levels IPI and other circuits combine to give you outstanding audio with cost-effectuation operation. Write for brochure on 3515R, Continental Electronics Mfg. Co. Box 270879 Dallas, TX 75227 (214) 931-7181
change TL; change HAAT to 300 ft.; change type

• WGYL(FM) Yero Beach, Fla.-Granted CP to change TL; change HAAT to 300 ft.; change type transmitter and make changes in ant. sys.; change type ant.; increase ERP to 37,845 kw; decrease HAAT to 208.26 ft. and change TPO. Action May 6.

• WSBR(AM) Boca Raton, Fla.-Granted MP of CP to change HAAT to 303 ft.; change type transmitter and make changes in ant. sys.; change type ant.; increase ERP to 100 kw; decrease HAAT to 208 ft.; increase HAAT to 253 ft. and change TPO. Action April 30.

• WCCA(FM) McComb, Miss.-Granted CP to change TA; change HAAT to 300 ft.; change type transmitter and make changes in ant. sys. Action April 30.

• WTHI-AM Terre Haute, Ind.-Granted CP to change ERP to 50 kw, change HAAT to 494 ft.; change type transmitter and make changes in ant. sys. Action April 23.

• WMMX(FM) Lake Forest, Ill.-Granted CP to make changes in ant. sys.; change type trans.; change type ant.; change ERP to 300 w (H); change HAAT to 109.2 ft. (H) and change TPO. Action March 28.

• WKHQ(FM) Charlevoix, Mich.-Granted CP to change TL; change type trans.; change type ant.; increase HAAT to 922 ft. and change TPO. Action March 5.

• WGYL(FM) Vero Beach, Fla.-Granted CP to change TL; change HAAT to 300 ft.; change type transmitter and make changes in ant. sys. Action April 30.

• WCCI(FM) Oceanside, Calif.-Dismissed CP to make changes in ant. sys. and change TL. Action May 3.

• *WMXM(FM) Lake Forest, Ill.-Granted CP to change TL; change HAAT to 833.7 ft. (H), 11 ft. (V) and make changes in ant. sys. Action April 30.

• *WKDU(FM) Philadelphia-Granted modification of its Sept. 9, 1980, decision to allocate additional spectrum to issue CP to WMXM. CPs are to operate facilities of WMXM and WXLQ(FM) in the same manner as WMXM. Action May 3.

FM actions

• KJMB(FM) Blythe, Calif.-Granted CP to change TL; change type ant.; increase ERP to 37.845 kw; decrease HAAT to 208.26 ft. and change TPO. Action May 6.

• KBNO(AM) Denver-Granted CP to change TL. Action May 13.

• FM Translators

• Allegheny PA

• *WKDU(FM) Philadelphia-Granted modification of its Sept. 9, 1980, decision to allocate additional spectrum to issue CP to WMXM. CPs are to operate facilities of WMXM and WXLQ(FM) in the same manner as WMXM. Action May 3.


• ALJ John H. Conlin granted Communications Pro­perties Inc., licensee of KFGO(AM) Fargo, N.D. CP for new FM at Fargo. He also denied competing ap­plication of Red River Broadcasting Corp. for same frequency. CPI received preference for its proposed integ­ration proposal and greater coverage area. CPI is also licensee of KATE(AM)-KCPI(FM) Albert Lea, Minn.; WDBQ(AM)-KWI(FM) Dubuque, Iowa, and WNWFL(AM) Green Bay, Wis. Decision becomes effective 50 days after its release unless appeal is filed within 30 days or FCC reviews case on its own motion. Issued May 13.


Assignments

• Colorado Springs, Evergreen, Lamar, Monte Vista and Pueblo, all Colorado: Assigned 95.5 mhz to Evergreen as its first FM; substituted 98.1 mhz for channel 95.5 mhz (station KKFJ) at Colorado Springs; 96.9 mhz for 97.9 mhz (station KCCC) at Pueblo; 95.3 mhz for 96.7 mhz at Monte Vista and 95.3 mhz for 96.9 mhz at Lamar; effective July 19 (BC Doc. 82-261). Action May 10.

• Kingman, Ariz.-In response to petition by Mohave Sun Broadcasting: Proposed substituting 107.3 mhz for 107.7 mhz at Kingman and modifying license for station KZZZ(FM) to specify operation on 107.3 mhz; comments due July 1, replies July 19 (BC Doc. 82-262). Action May 10.

• Chinook, Mont.-In response to petition by Rick D. Davies: Proposed assigning 101.3 mhz to Chinook as its first FM; comments due July 1, replies July 19 (BC Doc. 82-263). Action May 10.

• Watertown, N.Y.-In response to petition by 790 Communications Corp.: Proposed assigning 93.5 mhz to Watertown as its second FM; comments due July 1, replies July 19 (BC Doc. 82-264). Action May 10.
Call Letters

Applications

Call

Sought by

New FM's

XXXF

Fox River Broadcasting Inc., Bloomfield, Iowa

New TV's

XXXP


WXXX

Western Minnesota Stereo Inc., Montevideo, Minn.

WKSV

State University of New York, Buffalo, N.Y.

WEAS-AM

Renman Broadcasting Inc., Reems, N.Y.

KLXX

Koren Broadcasting Inc., Greeneville, Ohio

Existing FM's

KXNG

KXBB Hol Springs, Ark.

WEZY

WCWR Cocoa, Fla.

WBND

WLOX Biloxi, Miss.

WNYS

WWOL Buffalo, N.Y.

Existing AM's

WXXX

WDEN Macon, Ga.

TKPS

WDRAR Darlington, S.C.

KZOF

KSDA Wichita, Kan.

Addenda to the 1982 'Yearbook'

Following are additions and corrections to the Broadcasting/Cablecasting Yearbook 1982. They appear by page number in the same order as in the Yearbook.

Page A-10. Under Past Members of Federal Communications Commission add:


Page A-34. Under State CATV Regulatory Agencies change the address and phone number of the Public Service Commission of Nevada to Capitol Complex, Kinkead Building, 505 E. King St., Carson City, Nev. 89710. (702) 885-4180.

Page B-86. Under WPMI-Mobile, Ala. change the channel number from 21 to 15.

Page B-100. Under Evansville, Ind. change WABC to WAFV.

Page B-109. Under Marquette, Mich. change WNUM-TV to WNUMU-TV.

Page B-112. Under St. Louis insert a new listing for KTVI(TV):


WGOQ-TVC - ch. 48, 1,250 kw vis, 100 kw aur, 1,750 ft, 1/149. May 9, 1981. 330 S. Greene St., 27402. (919) 274-4848. Licensee: Guilford Telecasters Inc. Ownership: James Thrash, 25.082%; Katherine R. Everell, 15.88%. Paul E. Taft owns 53.5% of Taft Bstg Corp. and 54.0% of Northern New England Television. Charles E. Webb owns 0.2% of Taft Bstg Corp. and 0.5% of Northern New England Television. His company, Charles E. Webb Communications, owns 2.8% of Taft Bstg Corp. and 5.0% of Northern New England Television. James Thrash, pres & gen mgr; Kevin Mirek, gen sIs mgr; Janet Schoff, natl sis mgr.

Page B-119. Under Jacksonville, N.C. change WUMB-TV to WUMU-TV.

Page B-134. Under Hartford, Vt. delete the cross reference for WNNE-TV and insert a new listing for WWINM-TV:


Page B-137. Under WQOW-TV, Eau Claire, Wis. insert an address: 2881 South Hastings Way, 54701.

Page B-171. Under TV Transfers delete the listing for WNYS TV and insert a new listing for WIXT(TV) Syracuse, N.Y.:


Page B-190. Under Southern California insert a new listing for WGGT(TV):

WGGT-TVC - ch. 48, 1,250 kw vis, 100 kw aur, 1,750 ft, 1/149. May 9, 1981. 330 S. Greene St., 27402. (919) 274-4848. Licensee: Guilford Telecasters Inc. Ownership: James Thrash, 25.082%; Katherine R. Everell, 15.88%. Paul E. Taft owns 53.5% of Taft Bstg Corp. and 54.0% of Northern New England Television. Charles E. Webb owns 0.2% of Taft Bstg Corp. and 0.5% of Northern New England Television. His company, Charles E. Webb Communications, owns 2.8% of Taft Bstg Corp. and 5.0% of Northern New England Television. James Thrash, pres & gen mgr; Kevin Mirek, gen sis mgr; Janet Schoff, natl sis mgr.

Page B-190. Under Southern California insert a new listing for WJGL(TV):

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCEE
5390 Cherokee Avenue
Alexandria, Virginia 22314
(703) 642-4164

CARL T. JONES ASSOC.
(Formerly Gaunttly & Jones)
CONSULTING ENGINEERS
7901 Yarnwood Court
Springfield, VA 22153
(703) 569-7704
AFCCE

MOFFET, RITCH & LARSON, P.C.
CONSULTING ENGINEERS
712 S. Blue Lick Rd.
Lexington, KY 40503
(502) 232-1305
AFCCE

JULES COHEN & ASSOCIATES PC.
Suite 400
1720 M St. N.W.
Washington, D.C. 20036
(202) 659-3707
AFCCE

CARL E. SMITH
CONSULTING ENGINEERS
AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
8500 Snowville Road
Cleveland, Ohio 44141
216/526-9040
AFCCE

CARL E. SMITH & ASSOCIATES
CONSULTING RADIO ENGINEERS
AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
8500 Snowville Road
Cleveland, Ohio 44141
216/526-9040
AFCCE

JOHN H. MULANNEY
Consulting Radio Engineers, Inc.
9616 Pinkney Court
Potomac, Maryland 20854
301-299-3900
AFCCE

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
2226 6th Ave., N.W.
Seattle, Washington, 98107
(206) 785-9151
AFCCE

C.P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P.O. Box 18312
Anaheim, CA 92806
714/520-8900
AFCCE

E. Harold Mun, Jr., & Associates, Inc.
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

MATTHEW J. VIUSSIDES, P.E.
STRUCTURAL CONSULTANT
TOWERS, ANTENNAS, STRUCTURES
Studies, Analysis, Design Modifications, Inspections, Supervision of Erection
1468 Elm St., McLean, VA 22101
Tel: (703) 356-7690
Member AFCEE

JOHN F. X. BROWNE
AM-FM-TV ENGINEERS
2174 South Douglas Road
Suite D
Anaheim, California 92806
(714) 634-1662
AFCCE

JOHN F. X. BROWNE & ASSOCIATES, INC.
CONSULTING ENGINEERS
1901 Pennsylvania Ave. NW
Washington, D.C. 20006
525 Woodward Avenue
Bloomfield Hills, MI 48013
Tel: (313) 622-6226
AFCCE

SADACCA, STANLEY & ASSOCIATES
AM FM TV
P.O. Drawer LT.
Crestline, CA 92325
(714) 338-5983

SHERRY & BEVERAGE ASSOCIATES, INC.
Broadcast/Communications Consultants
Box 181, R.D. #2
Medford, N.J. 08055
(609) 983-7070

Ralph E. Evans ASSOC.
Consulting Telecommunications Engineers
AM-FM-TV CATV IETS
216 N. Green Bay Rd.
Thiensville, Wisconsin 53092
Phone: (414) 242-6000
Member AFCEE

BROOKCOMMUNICATIONS
Broadcast Technical Consultants
P.O. Box M, St. Simons Island, GA 31572
(912) 338-1541
AFCCE

LAWRENCE L. MORTON, E.E.
and Associates
Consulting Telecommunications Engineers
Computer Design Applications - Field Engineering
Frequency Measuring Service

R.L. HOOVER
Consulting Telecommunications Engineers
91704 Seven Locks Road
Potomac, Maryland 20854
301-983-0054
AFCCE

SHERMAN & BEVERAGE ASSOCIATES, INC.
Engineering Consultants
1444 Rhode Island Ave., N.W.
Washington, D.C. 20005
(202) 234-4150
AFCCE

Ralph E. Evans ASSOC.
Consulting Telecommunications Engineers
AM-FM-TV CATV IITS
216 N. Green Bay Rd.
Thiensville, Wisconsin 53092
Phone: (414) 242-6000
Member AFCEE

EDM & ASSOCIATES, INC.
CONSULTING RADIO ENGINEERS
1334 G St., N.W. Suite 500
Washington, D.C. 20005
(202) 347-1399
AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
AFCCE

COHEN and DIPPEL, P.C.
CONSULTING ENGINEERS
1015 15th St., N.W., Suite 703
(202) 783-0111
Washington, D.C. 20005
AFCCE

STEEL-ANDRUS & ASSOCIATES
David L. Steel, Sr. P.E.
P.O. Box 230, Queenstown, Md.
(301) 827-8725
(216) 569-1075
Member AFCEE

Hammert & Edison, Inc.
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
AFCCE

SILLMAN AND SILLMAN
8701 Georgia Ave., #205
Silver Spring, MD 20910
(301) 589-8288
THOMAS B. SILLMAN, P.E.
(301) 853-9744
Member AFCEE

JOHN B. HEFFELFINGER
9233 Ward Parkway, Suite 285
816-444-7010
Kansas City, Missouri 64114

WILLIAM B. CARR & ASSOCIATES, INC.
DALLAS/FORT WORTH
(214) 631-8360
AFCCE

WILLIAM B. CARR, P.E.
1805 Hardgrove Lane
Burleson, Texas 76028
617-295-1181
Member AFCEE

D.C. WILLIAMS & ASSOCIATES, INC.
BROADCAST AND COMMUNICATIONS
Computer Assisted Directional Array and Feeder System Design, Analysis, and Synthesis
10501 Catawba Way
Rancho Cordova, California 95670
(916) 356-7666
AFCCE

THOMAS B. SILLMAN, P.E.
(301) 589-8288
Member AFCEE

DALLAS/FORT WORTH
(214) 631-8360
AFCCE

LECHMAN, COLLIGAN, LEDFORD & JOHNSON
Telecommunications Consultants
Applications - Field Engineering
2033 M Street, N.W. Suite 702
Washington, D.C. 20036
(202) 775-0057
AFCCE
Broadcasting May 31 1982

Page 70


Page C-46. Under Cocoa Beach, Fla. insert a new listing for WRKT-AM-FM.


WRKT-FM. May 8, 1204.1 MHz; 30 kw Ant. 207 ft. Dup AM 100%. Stereo.

Page C-49. Under "WCIE(FM) Lakeland, Fla. change the frequency, power and antenna height above average terrain to 91.1 mb; 100 kw Ant. 415 ft.

Page C-77. Under Virden, Ill. delete the listing for New FM and insert a new listing for WRVI(AM).


Page C-78. Under Crown Point, Ind. change WPLM(AM) to WWJY(AM).

Page C-90. In the radio section delete the heading "Highland Springs" and the listing for KWK-FM.

Page C-114. Under Alexandria, La. change KIZ(AM) to KTIZ(AM).


"WORB(AM)—Mar. 15, 1978: 903.9 MHz; 10 kw. Ant. 120 ft. 27055 Orchard Lake Road (48019). (313) 476-9400. ex 510. Oakland Community College. Form: Progressive, AOR, public service. ● Dr. Dave Doig, staff advisor; Greg Thompson, gen mgr.;

Page C-141. Under St. Louis change WWWK(AM) to KKKF(AM)—Dec. 1, 1951: 1450 khz; 1 kw-D; 750 kw-N. 1520 East Main (98371). (206) 848-5588. Monroe Enterprises Inc. (aqq 12-18-81). Format: C&W. ● Nancy Chase McMahon, pres & gen mgr.; Mike Monroe, gen mgr.; Arnie Skogot, chief eng.; • Dave Conard, Program Director; Kenだがnelle, News Manager; Ed H. May, sis mgr.;

Page C-142. Under Richmond, B.C. delete the listing for KFXF Seattle and insert a new listing for KMFF(AM) and insert a new listing for KFAX Seattle.

KMFF(AM)—Aug. 20, 1920: 1250 kHz; 5 kw. DA-5. 1972: 92.1 Mhz; 3 kw. Ant. 300 ft. Erin Bcastg Inc. (aqq 10-8-81). Net: NBC's The Source Format. • Nancy Chase McMahon, pres & gen mgr.; Mike Monroe, gen mgr.; Arnie Skogot, chief eng.; • Dave Conard, Program Director; Kenだがnelle, News Manager; Ed H. May, sis mgr.;

Page C-177. Under Richmond, B.C. change "WCIE(FM) Lakeland, Fla. delete the cross reference for Peters, Griffin, Woodward Inc.


Page D-12. Under Representatives insert a new listing for Peters, Griffin, Woodward Inc.


Page D-29. Under Consultants delete the listing for Block, Butterfield & Riely Inc. and insert a new listing for Reid & Harkness Associates Inc.


Page D-30. Under Consultants insert a new listing:

The Graphic Express Corp. 3678 Fourth Ave. San Diego 92103. (714) 269-2554. John Andreus, pres. (News set design, graphic slide service, animation.)

Page E-9. Under Consultants insert a new listing:

Tony Lease Tours. 305 N. Coast Blvd, Laguna Beach, Calif. 92651. (714) 494-0783.

Page E-17. Under Engineering and Technical Consultants delete the cross reference for Richard Collins and insert a new listing:

Collins, Lindsay. 1RF Box 257, Bradford, N.H. 03221.

Page E-17. Under Engineering and Technical Consultants insert a new listing:

George Jacobs & Associates Inc. 8701 Georgia Ave., Silver Spring, Md. 20901. (301) 576-8800. Greg Brown, pres.;

Page E-26. Under Attorneys insert a new listing:


Page E-26. Under Attorneys insert a new listing:


Page E-27. Under Attorneys insert a new listing:

Leibowitz, Matthew L.: Leibowitz & Rice, 3050 Bis­cayne Blvd, Miami 33137. (305) 376-7973.

Page E-27. Under Attorneys insert a new listing:

Robb, David: Rickel, Urose, Wokas, Earle & Robb, 100 Renaissance Center, Suite 1575, Detroit 48243. (313) 259-3500.

Page E-33. Under Attorneys insert a new listing:


Page F-23. Under Unions/Labor Groups change the Washington address of the National Association of Broadcast Employees & Technicians (NABET) to Suite 800, 7101 Wisconsin Ave. Bethesda, Md. 20814.
**HELP WANTED MANAGEMENT**

**Station Manager** for AM-FM, Rocky Mountain market. Must have leadership and strong sales ability. Great opportunity with group organization. EOE. Write Box A-156.

Exceptionally strong General Manager for all news CNN2 10 KW daytimer serving Monterey Bay market, California. Must be local sales-oriented with capacity to oversee station's promotional, programming, technical, financial and FCC compliance operations. Base salary plus incentives. Possible investment opportunity. Resume to KMP, 519 Capitol Ave, Capitola, CA 95010.

**Sales Manager** for major-market Southeast AM radio station. High motivator with good track record. Send resume to Box A-264. EOE.

**Public Radio Station** Operations Director wanted—University of CA at Berkeley. FM station seeks full-time Operations Director/Adjunct Instructor. Salary dependent upon qualifications. Master's degree preferred or appropriate professional experience. For full description send application letter, resume, audition tape, and three references postmarked by June 24, 1982, to: Craig Beeby, Manager, KOSU-FM, Oklahoma State University, Stillwater, OK 74078. An Affirmative Action, Equal Opportunities Employer.

**Sales Manager**, Eastern Mass. AM fulltimer—We need a sales manager who believes that AM radio is not dead and who is willing to get totally involved with the station and the market. He/she would lead by the example of hard work, enthusiasm, knowledge of radio, personal sales ability, and follow through. Compensation would be based primarily on rewarding increases in what is basically a small market, underdeveloped billing. The right person would likely move up to station manager as confidence develops on both sides. If you are interested in learning more, send me a resume and I will call you. E.O.E. Box A-121.

**Excellent Opportunity** for general manager of Minnesota AM/FM single-station market. Ownership available. Resume to Box A-220.

**HELP WANTED SALES**

Local sales manager to sell country gospel radio in major top 20 market. Must be able to deliver sales and direct people, work with the largest gospel radio chain in the country. Excellent opportunity for advancement. Station about to increase power 400 percent. Contact Dick Marsh, Vice President, Universal Broadcasting, 2402 Wolf Ridge Road, Mobile, AL 36618.

**Solid one-to-one communicator** needed today for Gulf Coast beautiful music. Beautiful music background not needed, but warm, relaxed, friendly style a must. Experience preferred. Rush tape, resume, references, and salary requirements to: Bob Mallon/Program Manager, WJOY-FM, 2402 Wolf Ridge Road, Mobile, AL 36618.

**Announcers for adult, live assist FM, in small market, mid-Atlantic area.** On-air early July. Smooth delivery/commercial, minimum 2 years’ experience. Send tape and resume to: Operations Director, WKYZ-FM, Route 3, Box 13, Salisbury, MD 21801.

**Personality with humor** for Tampa Bay’s only Oldies station. Must have good production skills and community involvement. A must. TR & R Bob Recchia, PD, WJDM, 9 Caldwell Place, Elizabeth, NJ 07201.

**Solid one-to-one communicator** needed today for Columbia, AM-1000, FM 50 kw stereo. Must have high school diploma or equivalent and 1 year announcing experience. Familiarity with classical music and pronunciation of foreign words is a necessity. Application deadline is June 18, 1982. Send letter of application, resume and audition tape to: Personnel Office, University of Mo.-St. Louis, 8001 Natural Bridge Road, St. Louis, MO 63121. Equal Opportunity Employer.

**NYC Metro A/C info seeks FM drive personality** with experience. Must be able to deliver sales and production skills. A must. TR & R Bob Recchia, PD, WJDM, 9 Caldwell Place, Elizabeth, NJ 07201.

**Chicago area FM.** Completely re-staffing. Salespeople: We offer wide-open territory, great incentive, advancement opportunities. DBC Broadcasting, 18037 Torrence Ave., Lansing, IL 60438. E.O.E.

**Chief Engineer** needed for Midwest daytime AM, fulltime FM (automated). Need good studio and transmitter maintenance person. Control 16 automation system has just been installed. Send resume and salary expectations to Box A-158. EOE. We encourage applications from women and minorities.

**Assistant Engineer**. Perform repair and maintenance duties. Send tape and resume to: Program Director, WKBK-FM, 649 Monticello Rd., Lansing, IL 60438. Phone 744-4101. EOE.

**HELP WANTED TECHNICAL**

**Radio Chief Engineer**, immediate opening. Excellent facilities and equipment. 100,000 watt FM stereo, hitting AM plus FM on Gulf Coast coast soon. Must have First Class/General License, broadcast experience and best references. We offer top pay and benefits. Send complete information first letter to Raymond Saadi, KXOM, Station 2, PO. Box 728, Hormu, LA 70360. Equal Opportunity Employer.

**SITUATIONS WANTED MANAGEMENT**

Small medium market GM. Experienced all phases, Track record. Best references. Write Box A-179.
SITUATIONS WANTED MANAGEMENT CONTINUED

Radio Station Manager displaced by station sale. Experienced in administration, sales and programming. Can supervise all phases of operation, or as much as system requires. Can show ability to turn around losing property, and provide solid references. Prefer small to medium market. West or Midwest. Charles Bogan, 402—362-6509.

General Manager, 35. Thirteen years experience includes sales, control, programing, engineering, Excellent references. People-oriented. Prefer East or Midwest. Ronald Miller, 219—879-8201.

High performing General Manager with 17 years managing AM/FM. Expertise includes sales and pro­
ing, superior leader and motivator. Looking for station ownership group or owner who wants quality. Dedicated professional with all the tools. Write Box A-216.


Business flat? Growth? Expansion? Need shift sleeve goal, people-oriented organizational leader? I'm seeking permanent career move with positive es­
tablishedsd, group. Strong sales development, administrative, programing skills. Hardworking achiever. Economics degree. Joe, 912—244-8532.

Remember David and Goliath? Middle aged manager with proven record of increasing sales and rat­
gings is looking for owners of a small station in a large market who are ready to make waves. Give me com­
plete control of sales and programing, and I'll guarantee 25 to 50% increases in first year. Write Box A-210.

This highly organized and competent engineer has the skills necessary to provide good stable manage­ment of your station. It's time for a change. Write Box A-225.

Solid, no-nonsense GM, compatibly employed. seeks-change (station being sold). Over 10 years pro­
fessional, successful management with full creden­tials, references. Sales and programing oriented. Cost efficient, outstanding with people. Family man, active in community Prefer small-medium market. Write Box A-228.

Presently employed in management position with 20 years experience in sales, programing, production, RAB trained. Firmly believe there's no easy way to make it except through hard work, discipline, and organization. Street fighter with good radio sales knowledge who believes in community involvement. Proven track record in sales with good references; also, can do PBP in football and basketball. Available by August. Let's talk. Prefer South, but will consider all replies. Write Box A-193.

SITUATIONS WANTED ANNOUNCERS

9 years' experience. PD, MD, copywriting, MOR, EZ. Married. Prefer Carolina, Maine, Pa. Geoff Stellplug, Box 61, Millfin PA 17058, 717—436-8809.


Multi-talented sportscaster, DJ (all formats), engineer, looking for work in SE PA NJ Delaware, Long Island, Baltimore, DC, Virginia, Maine, Pa. Got the experience, com­

Successful Country radio pro, currently programing a Midwest medium market station, would like to move up. If you're seeking proven ability, dedication and over 15 years' experience, I'd like to hear from you. Write Box A-192.

College and broadcast school graduate looks for entry level announcer position with station in tri-coun­
ty Michigan area (or Flint, Ann Arbor, Lansing). What I lack in experience, I make up in zest and enthusiasm. 313-868-3467, Rhodney.

Announcer/Salesman. Can sell on-air and off. DJ—
I'm up. Sports— I'm exciting. Intelliget, with looks and personality. J. Howard, 212—371-2356.

Experienced young announcer looking for progressive FM rock or AOR station, any shift. Ex­
perienced at two major stations. Asst Music Dir., production coordinator. For tapes and resume, call Todd Bond at 201—224-2539 after 6 p.m.

I want broadcasting as my career. I am a graduate of the Broadcasting Institute of Maryland. I have served my internships and am ready to work. I can also do PBP. Let me demonstrate for your station, please contact me at 301—466-8516. Neil Klotzman, 106 Swanhill Court, Baltimore, MD 21208.

Versatile 3rd w/, C&W or rock, 313—277-5062; Jay Dugg. 415 Brenchwood, Inkster, Ml 48141.

terviewing, writing. Write me. My nine billion brain cells are for rent to you. Let's talk business. 201—773-3492.

Wait till you hear me. My name's Morgridge. I'm on board. 3 years' experience, 516—437-2660.

Young, experienced, medium market announcer from Wisconsin, willing to relocate, medium or small market. Prefer C&W, MOR or, top 40. Gary Mueller, 715—752-4217.

Talented professional all personality. 17 years' ex­
perience for work for you. Randy Gallieh, 307 Angel Place, Jacksonville, FL 32210, 904—771-7386.

Seeking first DJ position, Prefer Ohio. Even­
ings or overnight. Rock, oldies or country format. Ac­

SITUATIONS WANTED TECHNICAL


Available in September. Well-organized Chief Engineer with first phone and advanced ham licenses, experienced in AM, directions, FM, stereo, automa­tion, studio construction and maintenance, proofs and record keeping. Presently rebuilding entire station on contract basis, will have project completed by Sep­
tember and will be ready for the next opportunity, per­
manent position or for duration of project. Write Box A-221.

SITUATIONS WANTED NEWS

Health Reporter. Research shows medical reporting is a must. I have the experience, knowledge and talent to make the beat come alive for your major market sta­tion. Box A-96.

Public Radio News Director position sought. Ten years public and commercial radio with three years news management experience. I'll build you a distinctive, high profile sound news, compatible with public radio philosophy but competitive with commer­
cial standards. I've been a broadcast psychologist, re­
building, educating staff on community to maximize coverage and development dollars. My high efficiency will stretch your low budget. My creativity will motivate your staff. I love public radio, in this age of Reaganomics, it needs people like me. Major market preferred. Reply Box A-95.

Career-minded professional looking for right opportunity. Award-winning communicator with six years experience in writing, digging, and reporting news. Self-starter with News Director exp. Terry, 215—771-5515.

If King's the best, I'm coming back. Progressive brain atrophy after seven years of neck anchoring. Ex­
tensive major market talk experience. Not cheap. Den­
sis, mornings: 614—468-1037.


Your look is over. Energetic, experienced producer, copy writer, and street reporter-anchor. Three-years major market. Prefer Gulf Coast, but will consider all serious offers. Write Box A-218.

He scores! Here's my line-up: PBP and reporting of NHL and AHL, hockey. NCAA basketball/baseball, Sports intern in a top 50 market, and a 4-year degree for icing on the cake! Willing to relocate for right oppor­

Reporter/Writer—Position with consumer/health areas included, B.S.-English, MS-Safety. 2 years radio, 1 year newspaper. Creative, hard-working. Steve 715—235-2256.

Crisp, accurate, creative coverage of breaking news and legal beat: my specialty 5 yrs' experience. Looking for position in medium to large market (350—)

D. Doug. 517—541-9359.

Ace female anchor personally. Features my specialty. 8 years solid experience. Top 20 only. 317—

157-377-7861.

Ace female anchor personally. Features my specialty. 8 years solid experience. Top 20 only. 317—

157-377-7861.

SITUATIONS WANTED PROGRAMPING, PRODUCTIONS, OTHERS

Going big band? Experienced programmer with high quality Big Band library. Let's talk about it. Box A-163.

Experienced, creative professional. Ten years, ex­
cellent production, seasoned air talent, B.A. degree. Copywriter, producer, management background. Seek­
ing creative services, production, operations, ad shift, Knowledgeable, responsible, dedicated personality. Write Box A-207.

14-year pro—experienced PD, currently in major market seeking solid company to advance with. Great references and track record. All markets considered. 301—249-6578.

TELEVISION

HELP WANTED MANAGEMENT

Program Director for KING-TV in Seattle, Wash­
ington. Must have substantial experience as a television Program Director, with capability of conceiving, developing and producing local programming. The ability to manage and motivate a large and diverse department is essential. Send resume to Kathleen M. McCarthy, President, Senior Director/Program Director Company, 333 Dexter Avenue, N., Seattle, WA 98109. EOE.

Director of Broadcasting. Responsible to the GM for directing and supervising program, production and engineering personnel and activities. Must be well­
organized TV broadcast operations manager and pro­
grammer with minimum of two years' experience in each of the following: TV producing and directing, program­
ing and TV operations management including the development of programming and marketing strategies. Post: seasoned, knowledgeable, responsible, capable of production services is a key responsibility Qualified candidates send complete resume and salary require­ments to Box A-165. An Equal Opportunity Employer.

Local Sales Manager—Small market in Rockies/ Sunbelt. New ownership with excellent upward poten­tial. Send resume to KIVA-TV-F: Farmington, NM 87401. 505—326-1141.

Director of marketing-development. Growing PTV station needs marketing and development head to direct and supervise subscriptions, auction, program division, sales department, etc. Thorough knowledge, track record and management experience in public TV fundraising required. Send complete resume and salary requirements in confi­

Ritter, 90210. Petersburg Road, Evansville, IN 47711. An Equal Opportunity Employer.
HELP WANTED SALES

We need a heavy weight. Major Western market. CBS affiliate, solid group-owned station. Strong sales, marketing department needs a salesperson with at least 2 years television sales experience. Major list of agency, in-house and direct accounts. Great earning potential. Super life style. We are looking for a self-starter who will be here to stay. Solid sales and station management team with in-depth experience. This is a once-in-a-lifetime opportunity. Equal Opportunity Employer. Send Resume to Box A-132.


Local Sales Manager to work with number one local sales team in growing Sunbelt market. Applicant should possess outstanding written and verbal sales presentation abilities. Excellent opportunity sharing plan. Contact Clarence Mosley, WINK-TV, P.O. Box 1212, Augusta GA 30903. An Equal Opportunity Employer.

Account Executive—WTVD, the CBS affiliate in Raleigh/Durham, is seeking a team-oriented person with a proven record of excellence in television sales. A Capital Cities Communications station, WTVD offers major benefits and an opportunity to grow with one of the industry's leading groups. Apply in writing to: Peter J. Celentano, Local Sales Manager, WTVD, PO. Box 2069, Durham, NC 27705. EO.

Account Executive—If you are a leam and a goal achiever, and have 2 years or more successful sales background, Contact: Bob Peretz, General Sales Manager, WECA Television, PO. Box 13327, Tallahassee, FL 32308, or call 904-893-3127 EO.

HELP WANTED TECHNICAL

Maintenance Engineer for station with number one top-rated local news operation, in beautiful Southwest Florida. No snow guaranteed. New Harris transmitter, with a proven record of excellence in television sales. CBS affiliate, solid group-owned station. Strong sales, station in a top fifties market. Must know how to write and produce news copy. Excellent opportunity. Send resume and salary history to: George Hoover, Director of Engineering, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. 804—284-3630. An equal opportunity employer.

Assistant Chief Engineer needs for state-of-the-art broadcast facilities. Applicant must have extensive maintenance experience in AM/FM/TVMicrowave. In addition, be able to supervise and lead operating and maintenance staff. Applicant must have daily operations and maintenance competence. Assistant Chief Engineer will report directly to Director of Engineering, Salary: D.E.O. Send resume to Spyros Kostas, Director of Engineering, 1531 N. University Street, Peoria, IL 61604. Equal Opportunity Employer, M/F.

Midwest videotape production facility is seeking chief engineer well-versed in set-up, maintenance, trouble-shooting and repair of 1” type “C” VTR’s; 2” systems VTR’s, CMX, editing, Engin audio, Walcom TV/A, WKW2-FM, 3131 N. University Street, Peoria, IL 61604. Equal Opportunity Employer, M/F.

Maintenance Engineer with high technical qualifications and ability to train and supervise. Important Texas market. EOE. Box A-224.

WXXI, Public Broadcasting in Rochester, N.Y., is looking for a qualified maintenance engineer. Repair and maintenance of television equipment, including 1” Ampex VTR, Sony BUV, Ikegami portable field cameras. 1 year experience plus FCC general class and/or comparable work experience required. Excellent benefits. Send resume and salary requirements to: Telematrix Videotape Productions, 5635 W. 80th Street, Indianapolis, IN 46278.

Executive with high technical qualifications and ability to train and supervise. Important Texas market. EOE. Box A-224.

Executive Director of Engineering. For new public TV station. Responsible for overall supervision of technical operations for TV-FM-ITV broadcast system. Capable of keeping staff, morale and audience on the track of maintaining highest quality broadcast standards. Should have TV and FM transmitter and studio experience. BS degree and/or comparable work experience in desired field required. Excellent benefit and working conditions for the right professional. Send resume to: John Hellyer, Director of Engineering, KMGH-TV, PO. Box 5007, Denver, CO 80217. KMGH-TV is an equal opportunity employer (M/F).

Director of Engineering. For new public TV station. Responsible for overall supervision of technical operations for TV-FM-ITV broadcast system. Capable of keeping staff, morale and audience on the track of maintaining highest quality broadcast standards. Should have TV and FM transmitter and studio experience. BS degree and/or comparable work experience in desired field required. Excellent benefit and working conditions for the right professional. Send resume to: John Hellyer, Director of Engineering, KMGH-TV, PO. Box 5007, Denver, CO 80217. KMGH-TV is an equal opportunity employer (M/F).

Engineer Supervisor. Four-station network serving New Jersey and the New York/Philadelphia markets has an immediate opening for a supervisor with 5 years’ experience in news operations or one combining news operations and studio maintenance. Excellent opportunity. Send resume and salary history to: George Hoover, Director of Engineering, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. 804—284-3630. An equal opportunity employer.

Transmitter Engineer. 2 UHF transmitters in Southeastern group-owned station in 56th market. Must have FCC General class and 3 to 5 years’ experience in all phases of studio maintenance. Experience with Ampex Quad, TCR-100 and Sony BUV helpful. Salary range: $19,000—$21,000. Send resume and salary requirements to: William J. Kemple, Vice-President and General Manager, KNME-TV, 1130 University Blvd., N.E., Albuquerque, NM 87102. Equal Opportunity Employer.

Chief Engineer, full responsibility 55 kw transmitter and studio, rebuild, troubleshooting experience required. Immediate. Ron Moore, 205—748-5766.

HELP WANTED NEWS

Eleven PM Producer—For progressive, fast-growing station in a top fifities market. Must know how to write and produce news copy and have 2 years television experience. Excellent opportunity. Send resume and salary requirements to: Capt. Dennis, Station Manager, KMST-TV, 8330 Engineer Road, San Diego, CA 92111. Equal Opportunity Employer.

Executive Producer for San Diego NBC affiliate. We want the hard work of fifty-five news pros presented in a fresh, new format. Must be a winner who can handle the day to day of an exciting show with a spark plug with a minimum of five years news experience. Please send resume to Tom Mitchell, KCST-TV, 8330 Engineer Road, San Diego, CA 92111. Equal Opportunity Employer.
HELP WANTED NEWS CONTINUED

Small market Rocky Mountain station looking for assistant news director with ability to move into top spot in near future. Duties include reporting, anchoring. Write Box A-223.

Field Producer. This spot calls for very high production and writing skills, someone who can make television sizzle. Send a resume and a tape, with at least 3 year commercial TV experience required. Send resume to: Managing Editor, WBNL, 1328 E. Empire, Bloomington, IL 61701.

Experienced news reporter/photographers wanted for new Midwestem TV. Salary range 511-13,000. One year commercial TV experience required. Send resume to Rod Neaveil, Managing Editor, WBNL, 1326 E. Empire, Bloomington, IL 61701.

Weathercaster for progressive, 40th market Capital City station. Only two requirements are essential: a genuine fascination with weather, and an ability to make it interesting and interesting to the viewers. Send tape and resume to: News Director, WTVD, PO Box 2006, Durham, NC 27702. EOE.

Our search continues for a dynamic, aggressive co-anchor. Send resumes to News Director, WLYH-TV, 1126 Park City Center, Lancaster, PA 17601. An Equal Opportunity Employer, M/F.

KMPL-TV has opening for sportscaster who is interested in community sports and features. Must be able to produce and anchor. Send resume and tape to Jim Davis, News Director, KMPL-TV, 5111 East McKinley, Fresno, CA 93727. An EOEM-F Employer.

Experienced Anchor/Producer for 6 & 11 PM news needed for top-ranked Sunbelt market. No beginners. EOE. Rush resume to Box A-213.

TV news anchor. Northeast market leader seeks anchor for noon news program. Experience necessary. Send resume to: Box A-196.


Sports Anchor—For NBC affiliate in top 50 market in the East. Looking for a real sports journalist who can write well, knows how to use short readers, can stay away from the packaged net feeds and will appeal to all viewers. Heavy emphasis on local sports. Must be able to edit tape. Send resume to Box A-185. An equal opportunity employer.

Reporter/anchor needed for the Post-Newsweek station in Jacksonville. WJXT Candidates should have two years of commercial television reporting and anchoring. Tapes and resumes (no phone calls) to Dick Gevers, Executive Producer, WJXT-TV, PO Box 5200, Jacksonville, FL 32207. WJXT is an equal opportunity employer, M/F.

Meteorologist. WFRV-TV Green Bay is looking for a qualified meteorologist. Strong presentation a must. Fully equipped weather facility, including computer graphics and color radar. EOE. Rush tape and resume to Ray L. Young, News Director, WFRV-TV, PO Box 1128, Green Bay, WI 54305.

Reporter/Producer—State-of-the-art Public TV station seeks self-motivated documentary producer for weekly public affairs series. Minimum two years' experience/documentaries preferred. Salary hiring range: $14,000 to $19,000. Send resume and tape to WXXI-TV, Personnel Dept., PO Box 21, Rochester, NY 14601 EOE.

Sports Reporter with a flair for packaging more than highlights. Excellent writing and editing. skills required. Tape and resume to News Director, WOKR-13, Box L 4225 W. Henrietta Rd., Rochester, NY 14625 EOE.

Executive Producer—Need a person with leadership qualities and high production skills to help run the top-rated and expanding newsmagazine in this central California market. Salary and benefits. Complete resume and writing samples. Must live shots a must. Send resume to News Director, KFSN-TV, 1777 G St., Fresno, CA 93708. We are a Capital Cities Communications Company, an Equal Opportunity Employer.

HELP WANTED PROGR MING, PRODUCTION & OTHERS

Art Director. First class design/operative. Position which includes TV graphics, print, and scenic designs. Applicant should be especially strong in design, typography, and illustration. Bachelor’s degree required. Send resume to: Personnel Director, WLBK-TV, Box 1263, Buffalo, NY 14240. Equal Opportunity Employer.

Producer/Manager: Must have hands-on abilities for new program. Send resume and tape to: Box A-175.

Scenic Carpenter. WDIY, a Post-Newsweek station, has an opening in the graphics department for a scenic carpenter. Applicants must have finished carpentry skills, drafting and design skills, knowledge of material used in TV set construction, simple electrical wiring and painting experience and be able to specify materials and costs. Two years experience in television scenic carpentry needed. Send resume and inquiries to Personnel Director, WDIY, 622 Lafayette Blvd., Detroit, MI 48231. An Equal Opportunity Employer.

Promotion Manager. Mississippis number 1 station is looking for an innovative, creative promotion manager. Must be self-starter who is capable and experienced in both on-air and off-air promotion with knowledge of radio and print advertising. Send resume, tape and salary requirements to: Personnel Director, WLTB TV, Box 1712, Jackson, MS 39205. (No phone calls, please). An Equal Opportunity Employer.

KUAC-TV, Fairbanks, Alaska, needs a producer/director to handle news, current affairs, and programming. Send tape and resume to: Box A-206 and write Box A-175.

Director—Immediate opening for person who can switch and direct. Minimum two years experience directing news and commercial production. Must be creative. Send demo tape, resume and salary requirements to Personnel Director, WOLX-TV, PO Box 1457, Lexington, KY 40591. An equal opportunity employer.

Researcher to two producers on well-known TV news magazine show. Must have ability to recognize a news story, develop it, and bring it to the public if you are selected as a finalist.

Director—Immediate opening for person who can switch and direct. Minimum two years experience directing news and commercial production. Must be creative. Send demo tape, resume and salary requirements to Personnel Director, WOLX-TV, PO Box 1457, Lexington, KY 40591. An equal opportunity employer.

Producer, Nation’s number-one independent seeking creative producer for nightly newsmagazine. Must be innovative, dynamic, have excellent design and graphics, and know how to produce comprehensive news stories on complex topics. Send sample tape, resume and contact information to: Tony Burden, News Director, KMPH-TV, 6875 York Avenue South, Minneapolis, MN 55435. An EOE. (No phone calls).

Promotion: Top 50 Southeast NBC affiliate looking for a strong number two. Must be experienced in TV production with ability to handle day-after-day disc assistant and prior experience in promotion: print, producing and campaign planning. Want a creative, enthusiastic, career-minded individual to compete on our creative team. Send resume to Box A-203. We are an affirmative action, equal opportunity employer, M/F.

Co-host wanted for weekly magazine program at ABC-owned station. Experience required, on-air and in production of news, talk shows, and magazines program. Send tapes and resume to Elizabeth Richert, Executive Producer, WLS-TV, 190 N. State St., Chicago, IL 60601.

Media Development Director, Mark Taper Forum. Los Angeles. Dynamic individual with entrepreneurial skills sought to develop material for television production. At least three years’ experience in both theatre and television required. Submit resumes and salary history in strictest confidence to exclusive agent for the search: Opportunity Resources, Box FB, 1501 Broadway, NY 10036.

Senior Producer for special programs—National award winning major market Pacific Northwest public television station seeks highly creative Senior Producer for Special Programs to conceive and/or be assigned special projects in long range development and production. Qualifications: years of experience in television production, fulfilling new and innovative programs to help run the station. Send resume to: Dick Carr, News Director, KMPH-TV, 5111 East McKinley, Fresno, CA 93727. An Equal Opportunity Employer, M/F.

Retail radio & TV producer. Excellent opportunity for a commercial producer with a minimum of three years experience in national production. Must be a creative producer with vision for creating retail success. Send resume and salary requirements to: Personnel Director, WCNV, 14250 (34/14 1st floor work and off-line editing). An on-air talent experience desirable. Salary: $519-520,000 free plus liberal benefits. Deadline: June 21, 1982. Send resume and cassette to: Selection Committee 82-P-3 E, Columbus 7, OH 43205, EEO/A.

SITUATIONS WANTED MANAGEMENT


SITUATIONS WANTED ANNONCERS

Sportscaster-Knowledgeable, hardworking, eager to telecast, Northeast market leader seeks for beginners. We’re small, so versatility is a ship qualities and high production skills to help run the search: Opportunity Resources, Box FB, 1501 Broadway, NY 10036.

SITUATIONS WANTED NEWS

Female sportscaster—edit/report/anchor, plus one year sportscasting experience. Enthusiastic, willing to relocate anywhere. Write Box A-154.

Conscientious 9-year news photographer/reporter seeks opportunity for NBC affiliate, small market, MM film experience. TK-76 and Sony 1600 series camera and editor qualified. Request tape. Write Box A-178.

Aggressive Investigative Reporter: 3 years’ experience, award winner with management expertise seeks opening in investigative team. Write Box A-181.

Dick, 20 years' experience in broadcasting. Southern Methodist University, speaking English, French, Spanish fluently, knowledge of Italian, seeking job as beginning TV reporter 212—744-3484.

Army Officer who was at the Pentagon is now available for sports or news reporting position. I have over 3 years on-air experience. Call Jack, 914-783-4432.


Man brandishing shotgun—microphone holds strong delivery, writing. Interviewing skills hostages for right offer. Box A-186.


Young, good looking, aggressive sports anchor/reporter currently at small medium market station. Would like to work for station dedicated to a good sports show. Reply Box A-209.
SITUATIONS WANTED NEWS CONTINUED

Sports anchor/reporter with impressive resume and references but no job. I have producing and writing experience at no. 1 ranked TV station in Top 10 market and covered sports for top 10 newspaper for four years. Energetic, Ambitious. Great camera presence. Call Mark, 305–661-7329.


Top 50 television sports internship: 4 year degree and lots of radio sports experience. I learn as fast as Guy LaFleur skates! Prefer East, but will go as far as Mars for right chance. Mark Webster, 57 Beethoven Street, Binghamton, N.Y. 13905: 607–722-9487. PEP my best asset!

Three years' experience reporting strong political, governmental and investigative stories. Seeking top 60 market. Box A-115.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Promotion Writer/Producer looking for innovative major market station. Have received more than a dozen national/international awards in last two years. For resume and reel, write Box A-180.


Experienced Continuity Director. Radio-T.V. Willing to learn other areas of broadcasting. Open for a challenge and diversity. Write Box A-189.

ALLIED FIELDS

HELP WANTED MANAGEMENT

The West Virginia Educational Broadcasting Authority is seeking an executive secretary. Qualifications: The candidate should have executive experience in executive leadership, demonstrated administrative ability, knowledge of budget preparation, experience in management of Languages and Literature, and understanding of the problems of minorities. The candidate must be familiar with FCC rules and regulations and must possess a Bachelor degree from an accredited university. Responsibilities: The executive secretary will deal extensively with the state legislature and other state agencies and be responsible for statewide planning for public television and radio. He or she will be responsible for supervising the activities of two public television and six public radio stations and represent the Authority at national agencies dealing with public broadcasting. Closing date: June 15, 1982. Applications should be submitted to: Executive Secretary, West Virginia Educational Broadcasting Authority, Suite B-424, State Building No. 6, Capitol Complex, Charleston, W.Va. 25301.

HELP WANTED SALES

Sales-Publishing account executive. Major publishing company with international reputation in fast-paced cable television and broadcasting industries seeking sales executive. Experience in broadcasting and an understanding of the problems of minorities. The candidate must possess a college degree, be highly motivated and capable of working with a minimum of supervision. Extensive advertising sales experience necessary. Good benefits, salary commensurate with background and experience. Send resume in confidence to: Box A-230.

Technical Salesperson needed for growing radio broadcast equipment company. Send resume and salary requirements to: PO. Box 356, Edgemont, PA 19025.

WANTED TO BUY EQUIPMENT


Wanted 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Coop., 1314 Tiburide Street, Laredo, TX 78040. Manuel Flores 512–723-3331.

Westrex, Western Electric tubes, microphones, mixers, amps, tweeters, drivers, speakers, others. 215–283-2642, David Yo, Box 832, Monterey Park, CA 91754.

$500 Reward for UHF Transmitters: for information which leads to our purchase of any UHF TV transmitter. Call Ray LaRue or Bill Kelch, 800–241-7878. In GA, 404–324-1271.

Instant Cash for Broadcast Equipment: Urgently need good used: transmitters, AM-FM-TV film chains, audionics, antique and new video recorders, microphones, towers; RX radar; color studio equipment. Ray LaRue or Bill Kelch, Quality Media Corp., 800–241-7878. In GA, 404–324-1271.

Wanted 5 kw AM transmitter. In good condition. WAQE, Radio, Box 703, Rice Lake, WI 54868. Tom Sieschta, 715–234-9059.

Equipment wanted: Four, six or eight bay Batwing antenna on Channel 8 with 3 1/8” input fitting. Must be capable of handling average input power of 20 kw. Contact E. Doren, Director of Engineering, Domrey Media Group, POB 550, Las Vegas, NV 89125, or call 702–452-2006.

FOR SALE EQUIPMENT


VTR’s: RCA TR-70, full color, $550; acc. amps, doc. (3) RCA TR-60 record only units 102 hrs. total time each. Ampex 12000 Antec, Colortone, Auto Chroma, Vel Corp, RCO, DOC; Ampex VR 3000 with metering and charging, IVC 870. Call Ray LaRue, Quality Media Corp., 800–241-7878. In GA, 404–324-1271.

Color Cameras-Used: GE Film Chain with Eastman 285 Projectors, Multiplexor, RCA TP-7, BEI Auto Light Controls. Cohn Encoder, CBS Enhancer, excellent condition. (1) Noireco LD-1, RCA, 50” Cable. (1) GE POP-700, GE TE-466 T.V. Production, good condition. RCA 1KW AM BTA-1F, RCA-1kw Ch. 40, complete & operating, RCA 1kw Ch. 57, fine operating condition. RCA-1kw Ch. 14, up. What do you need? Visual 55 kw transmitter on Ch. 47, ready to go. Most of the above can be returned! (4) Variant 30kw transmitter 1000kw input, 1000kw output, 9000 psu, must work, must move. Price: $30,000. (1) 8” 6 1/8” and 3 1/8” transmission line with fittings and hangers. Call Ray LaRue, Quality Media Corp., 800–241-7878. In GA, 404–324-1271.

Used TV Transmitter Bargains: GE-transmitter package on Ch. 8, 35kw excellent condition, selling as operating standby now with TYSB1 antenna and 3 (7’’ UHF) antennas. 50 kw Ch. 47, 300 kw Ch. 47, 100 kw Ch. 14, 334, operating with good usable klystrons; RCA-1kw Ch. 40, complete & operating, RCA-1kw Ch. 42, excellent condition, RCA 30 kw Ch. 57, line transmitter; RCA-C1kw Ch. 4, RCA-1kw Ch. 14, up. What do you need? Visual 55 kw transmitter on Ch. 47, ready to go. Most of the above can be returned! (4) Variant 30kw transmitter 1000kw input, 1000kw output, 9000 psu, must work, must move. Price: $30,000. (1) 8” 6 1/8” and 3 1/8” transmission line with fittings and hangers. Call Ray LaRue, Quality Media Corp., 800–241-7878. In GA, 404–324-1271.

For sale: General Electric type T-535I, 35 kwatt high band VHF transmitter. Will sell as is–or modified with new switcher, high band driver and drive system. Towbest Associates, Inc., 79 Mainline Drive, Westfield, NJ 07090: 413–562-5055.

Complete 2 camera system for sale with switching character generator, 2-3/4 VTRs, TEK 528, 1420, racks. Call Jim Hyder, 404–255-1181.

Help Wanted Management

BROADCAST EXECUTIVE SOUGHT
Northern California Broadcasters seeks a special executive as President. Individual to manage, promote and represent San Francisco-based regional radio association of over 50 members.

Requirements demand an individual with extensive broadcast experience, knowledge of radio, sales orientation, management skills.

Salary open and commensurate with top management position at a Bay Area radio station. E.O.E. Send inquiries and resumes to:

Northern California Broadcasters Association
P.O. Box 910
Oakland, CA 94604.

GENERAL SALES MANAGER
Aggressive, growing group owner has immediate opening. If you plan to be a general manager, we want you now. Excellent incentives and bonus for your performance. No limits to earnings if you fit the bill. Call or write immediately: Robin B. Martin, Pres., Deer River Broadcasting Group, Suite 1001, 141 E. 44th St., New York City, NY 10017. 212-599-3303.

Help Wanted Sales

WDBO AM & FM
ORLANDO, FLORIDA
Now interviewing for current and future openings for Sales, Programming and office personnel.

Work in an environment that’s both performance-oriented and people-oriented, and share in the hard work, the excitement, and the profits of building America’s employee owned radio station group.

If you’re bright, enthusiastic, creative and self-motivated … if you’ve experienced, systematized, and a good communicator … this is your chance to move to Katz Broadcasting. Send your resume to Janice R. English, VP/Administration; Katz Broadcasting Company, Inc., Park City Plaza, Bridgeport, CT 06604. EOE/AA.

KATZ BROADCASTING COMPANY
A SUBSIDIARY OF KATZ COMMUNICATIONS INC.

Help Wanted Announcers

DJ MORNING DRIVE
If you have a terrific personality and a desire to relocate, opportunity knocks.

Individual selected will work with a renowned program director and complement some of the best on-air talent in the country.

You must have 3-5 years experience in Top 40 or A/C morning drive (evening drive added plus). Qualified individuals seeking confidential interview should send tape and resume to:

Drive Time DJ
P.O. Box 1269
Radio City Station
New York, NY 10019
Help Wanted Technical
Continued

**AUDIO ENGINEERS**
We're looking for a few of the best audio engineers in the business. These individuals should be able to maintain a full range of broadcast audio equipment and systems, including consoles, intercoms, multitrack recorders, computerized editing systems, and distribution facilities.

Applications with minimum of five years of broadcast or recording studio maintenance experience and college/technical school degree may apply in confidence by sending resume to:

**AFFILIATE ENGINEER**
We are looking for an individual with extensive engineering and/or operations background. This person’s main area of responsibility will be to evaluate affiliate stations to assure the highest quality of audio product availability.

For confidential interview, please send resume, including salary requirements to:

**Help Wanted Technical**

**FLORIDA ONLY**
Tampa to Orlando, or anywhere in between. Talented announcers with 5 years’ experience preferred. Good voice, drive time, music knowledge 40’s-80’s. Florida resident seeks opportunity. Experienced announcer, programer, production, & sales. Medium market experience with No. 1 S. Jersey station. Will consider all serious offers from owners and C.E.O.’s. Box A-227.

**TELEVISION**
Help Wanted Management

**MANAGER, CABLE ADVERTISING SALES**
An opportunity presently exists to head-up the sale of advertising on a cable television system in a desirable university town located in the Midwest. The incumbent will be responsible for starting up cable sales operations and will have operational responsibility for production and traffic. The position is with a long-established company in the communications business and offers a competitive compensation package along with excellent benefits. The quality of life in this medium-sized university town is outstanding. The ideal candidate should have concentrated experience in cable television sales (radio or TV) possess a thorough understanding of the advertising business, and must be a quick learner ready to prove himself as an entrepreneur. Persons interested in this excellent opportunity should submit a resume to Box A-195.

**HELP WANTED MANAGEMENT**
Continued

**RADIO GENERAL MANAGER**
Extensive background in sales (RAB/Welsh trained), programming (major market PD), engineering (general license), financial planning (self-employment), training and motivating staff (face course). Presently employed as GM in West Coast market seeking long term association with stable operation or with operation that would like to become stable in Washington, Oregon or California. Reply today to Box W-182.

**DIVERSITY**
Vice President, sales of major broadcast automation firm looking for new challenges. Considering wide range of demanding positions. Please write Box A-112.

**EXPERIENCED**
but young general manager. Have increased revenue and ratings consistently. Have extensive sales background, insights and judgmental capacity to lead. Group experience within top 50 markets. Stable. Excellent references. Write Box A-219.

**SUCCESSFUL**
AM/FM group radio manager seeks new opportunities. Excellent references. Over 12 years with same company. Still employed. I manage winners. I will do the same for you. Midwest or Southwest. Please indicate salary. Will consider all serious offers from owners and C.E.O.’s. Box A-227.

**Situations Wanted Management**

**HELP WANTED MANAGEMENT**
Continued

**PROMOTION AND PUBLIC RELATIONS MANAGER**
Puerto Rico Broadcasting, Inc (WAPA-TV) is seeking a professional T.V. Promotion and Public Relations Manager. The individual we need must have a thorough understanding of T.V. promotion and publicity, as well as managing. Must motivate creative people and be knowledgeable in budgeting. Bilingual (English/Spanish) desirable. Minimum of two (2) years experience in promotion and advertising preferably. Interviews will be conducted at the Broadcasters’ Association 1982 Seminar, St. Francis Hotel, San Francisco, California, from June 6 thru June 10. Please contact Mr. James Pratt, Jr. at the Hotel reservation desk or send confidential resume with salary history to:

**BUSINESS MANAGER**
WNEV-TV, Channel 7 Boston, seeks executive to manage WNEV-TV business affairs activities. Responsible for directing all financial activities. Position requires a dynamic, creative, and assertive individual. Major market experience preferred. This position will report to the VP of Finance & Administration. WNEV-TV is an equal opportunity employer.

**EMPLOYEE RELATIONS MANAGER**
WNEV-TV, Channel 7 Boston, seeks Employee Relations Manager to direct personnel and labor relations activities. Major market experience at a broadcast station highly preferred. WNEV-TV is an equal opportunity employer. Send resumes to WNEV-TV, Personnel Dept., 7 Bullfinch Pl., Boston, MA 02114.

**HELP WANTED TECHNICAL**

**ENG MAINTENANCE TECHNICIAN**
New York network O and D television facility looking for an ENG Maintenance Technician with heavy experience (not entry-level) to join its staff. A strong background in 3/4" VTR’s and digital equipment is a definite plus. Please send resume and recent references in confidence to:

**HELP WANTED MANAGEMENT**

**LEADING, PROGRESSIVE, INDEPENDENT**
Broadcast chain looking for innovative station manager in major market to take over and guide local operation. Aggressive, heavy sales background a must with proven track record in sales and creative programming ideas. Excellent salary, including good fringe benefits plus generous year-end bonus available for right person. Send resume to Box A-100, EEO, M/F.
Help Wanted Technical
Continued

Transmission Quality Control & Earth Station Technicians

With our recently developed 24-hour all news cable service, Group W Satellite Communications, a division of Westinghouse Broadcasting and Cable Company, is fast becoming a recognized cable industry leader.

Currently, we have several outstanding opportunities for highly skilled individuals experienced in audio/visual QC, technical field work, network control/trafficking and earth station operations and maintenance to join our newly constructed network operations center. A broad knowledge of television and cable technology, along with an understanding of computers are highly desirable qualifications.

Located on an extraordinary waterfront location convenient to New York City, GWSC provides a highly supportive environment that recognizes talent and rewards contributions. You'll also receive competitive salaries and generous fringe benefits. For prompt consideration, please forward resume and salary history, in confidence to: Dept B17.

Manager, Technical Operations

GROUP W
Satellite
Communications

41 Harbor Plaza Drive
R.O. Box 10210
Stamford, Connecticut 06904

An Equal Opportunity Employer, M/F

ASS‘t ENGINEERING MANAGER

Group W Station
WJZ-TV, Baltimore

An immediate opening is currently available for an individual with at least 5 years major market technical supervisory experience, working with a minimum staff of 5. Qualified candidate should possess a BSEE or equivalent experience and be familiar with all phases of budgeting (including preparation & control). Your responsibilities will include:

- Assisting the Engineering Manager in preparing & administering the operating budget
- Supervising engineering operations
- Serving as liaison with other Departments
- Assisting in planning the purchase and installation of new equipment

Send resume to:
Human Resources Department
WJZ TV
Television Hill, Baltimore, MD 21211

an equal opportunity employer, m/f/h
Help Wanted Programing, Production, Others Continued

Top-rated major market PM Magazine is looking for co-host with television on-air and story producing experience to work with male co-host already on staff. Please send a tape and resume to: Ken Rees, WCCO-TV, 50 S. Ninth Street, Minneapolis, MN 55402, or call 612—330-2498. An equal opportunity employer.

ADDA Corporation
Help Wanted Sales

ADDA Corporation is Looking For Three District Sales Managers

ADDA Corporation, a leader in digital video technology, has openings for three district sales managers responsible for opening new offices. Reporting to the National Sales Manager, duties will include planning, reporting and budget functions related to district office operations and responsibility for fulfilling sales quotas. Applicants must currently live within respective sales districts.

Southwest District Manager — sales territory to include Texas, Oklahoma, Arkansas, Louisiana and New Mexico.

Midwest District Manager — sales territory to include Illinois, Wisconsin, Iowa, Minnesota, South Dakota and North Dakota.

Capital District Manager — sales territory to include the District of Columbia, Virginia, South New Jersey, Maryland, Delaware and Pennsylvania. Applicant must have familiarity with the sales process to the Federal Government for products covered by a GSA contract.

Prospective candidates should have a proven track record of 6-10 years experience in selling video equipment to the broadcast industry in the price range of 20K to 150K, a BA or BS or equivalent preferably in a technical field, and a thorough knowledge of the broadcast industry within the district.

ADDA Corporation has a comprehensive employee benefits package, including fully paid health, dental, and life insurance plus profit sharing and competitive salaries. Please forward your resume in confidence to the Director of Human Resources or call (408) 379-1500, ext. 211.

Come Grow With ADDA CORPORATION

1671 Dell Avenue
Campbell, California 95008
EOE M/F/H

Help Wanted Technical

NEW TECHNOLOGIES

Fortune 500 communications company is seeking an uncommon technical talent to advise and assist its broadcast, cable and publishing divisions as they move into new technological areas, including teletext, videotext, interactive services and satellite distribution. The individual chosen for this position will be the corporate technical expert in these areas. Requirements include (a) a broad technical background that crosses between data processing, data communications and RF technologies, or (b) a depth of technical expertise that will allow you to cross over the technologies. Excellent compensation. Relocation to Southwest would be required. Reply to Box A-190. An equal opportunity employer. M/F.
Three’s company . . .

Cableequipment Cableday Cablemoney

PO Box 1605
White Plains, NY 10602

Radio Programing

The MEMORABLE Days of Radio
30-minute programs from the golden age of radio
VARIETY - DRAMA - COMEDIES - MYSTERIES - SCIENCE FICTION
included in each series
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Employment Service

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Elmira, N.Y. 14902
24 hr Phone: (607)733-7138
Bob Kimell's office:
P.O. Box 270,
St. Albans, VT 05478
24 hr Phone: (802)524-5963
Brokers and Consultants

Media Investment Analysts & Brokers
(803) 842-5251

Live and work in this beautiful historic coastal city! Class IV AM, SE top 100 market, $650,000, including real estate. $150,000 down, favorable assumptions of $350,000.

EXECUTIVE SUITE - 200 PROFESSIONAL BUILDING
HILTON HEAD ISLAND, SOUTH CAROLINA 29928

FOR SALE AM RADIO STATION
NEW HAVEN, CONNECTICUT
Sale of AM radio station pursuant to direction of U.S. Bankruptcy Court for District of Connecticut, and subject to approval of Federal Communications Commission and U.S. Bankruptcy Court for District of Connecticut. WHAPAM, Radio 1340 kHz, 1000 watts day, 250 watts night, New Haven, CT. Inquiries from prospective purchasers should be in writing and addressed to Daniel Meister, Trustee, 71 East Avenue, Norwalk, CT 06852. Date of sale: June 21, 1982 at 10:00 a.m. (EDT). Place of sale: U.S. Bankruptcy Court, 915 Lafayette Boulevard, Bridgeport, CT 06604.

FOR SALE AM CLASS A FM
IOWA CLASS A FM
Priced right for owner/operator.
Terms, less for cash! All new equipment, real estate. 515-732-4761 or 732-5591.

SOUTHERN CALIFORNIA
Television opportunity available now. Excellent tax advantages. Principals only. Reply Box A-217.

SUNBELT
Only FM in growing city of 20,000. 50 miles to major markets. Great equipment. Last two years grosses average $160,000, $240,000 cash, or $275,000 terms with $95,000 down. Write Box A-172.

Books For Broadcasters

T5213 HANDBOOK OF RADIO
PUBLICITY & PROMOTION, by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1,500 on-air promo themes adaptable to any format, and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8-1/2 x 11" bound in long-life 3-ring binder. $34.95

T5819 JOURNALIST'S NOTEBOOK OF LIVE RADIO-TV NEWS, by Phillip Keirstead, network news producer, adjunct prof. Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252pp. $29.95

T5789 HOW TO MAKE NEWS AND INFLUENCE PEOPLE, by Morgan Harris and Patti Karp. The secrets of gaining publicity for any business from small local organizations to large national groups. Starting with the basics of writing a news story, the authors proceed to unveil the process of planning a full-scale publicity campaign. Relations with editors, photographers, correspondents, and other news people are highlighted. Sample radio announcements and news formats for submission are a large part of the section on radio. There is a similar section on television. News releases, newsletters, and handbills can pack a meeting or event, and the authors have detailed pointers on their preparation and distribution. This volume is slanted towards fattening a group's treasury, increasing its membership, and getting those all-important messages over the airwaves or in print so they can reach the desired audience. 140 pages. $7.95

BROADCASTING BOOK DIVISION
1735 DeSales St., N.W.
Washington, D.C. 20036

Please send me book(s) number(s) My payment is enclosed.

Name
Firm or call letters
Address
City State Zip

Broadcasting May 31 1982
For Sale Stations Continued

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<th>STATION</th>
<th>CONTACT</th>
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<tr>
<td>E Metro TV-UHF</td>
<td>$4000K $200K Elliot Evers (213) 366-2554</td>
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<td>MW Met &amp; Med AM &amp; FM</td>
<td>$3250K $1500K Bob Thorburn (404) 458-9226</td>
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<td>SE Metro Fulltime</td>
<td>$1500K $250K Bill Cate (801) 753-8090</td>
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<td>S Medium AM/FM</td>
<td>$950K $250K Bill Chapman (404) 458-9226</td>
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<td>MW Small FM</td>
<td>$400K Cash Paul Crowder (615) 298-4986</td>
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<td>MW Medium FM</td>
<td>$395K $60K Peter Stromquist (612) 758-8090</td>
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<td>S Small FM</td>
<td>$325K Cash Ernie Pearce (615) 733-8135</td>
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To sell, for appraisals, feasibility studies, or financing — contact John Emery, General Manager, Chapman Co., 1835 Savoy Dr., Atlanta, GA 30341. (404) 458-9226.

For Fast Action Use Broadcasting's Classified Advertising

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<th>GLAMOUR MARKET FM</th>
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<td>Unusually attractive opportunity to add a Class C FM in a top fifty market, and a glamour market at that. Station already billing in excess of $125,000 monthly and is well-developed. Owner must raise cash and has chosen the station which will sell the quickest. Price to minimize the arguments over value. Write Box A-234.</td>
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901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS — APPRAISERS
“Specializing In Sunbelt Broadcast Properties”
5050 Poplar • Suite B16 • Memphis, TN 38117

SOUTHWEST FM

Attractive top 100 growth market. Minimum competition. 100,000 watts, excellent real estate & equipment. Price: $1,650,000 cash or $1,950,000 terms. Write Box A-205.

For Sale Stations Continued

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For Sale Stations

Continued

RALPH E. MEADOR
Media Broker
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816-259-2544

CLASS C FM
LARGE SOUTHEASTERN MARKET
Station in early stage of development. Already top rated. Great opportunity for group broadcaster to grow with the market and station audience. Asking price of $3.5 million must be cash due to owner's need to reduce corporate debt. Priced for quick sale to qualified buyer. Station presently has positive cash flow. Price is based on approximately twice 1982 revenues and less than eight times 1982 cash flow. Write Box A2-222.

H.B. La Rue, Media Broker
RADIO-TV CABLE APPRAISALS
West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104
415/434-1750
East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021
212/289-0737

Books For Broadcasters

T5793 TV LIGHTING HANDBOOK, by Dr. James A. Carroll & Dr. Ronald E. Sherriffs. Everyone involved in TV production should be familiar with effective lighting principles. This book is designed to train badly-needed technicians and acquaint producers, directors, and anyone involved in production with the basics and specifics of TV lighting in workbook format, with a multitude of photos (some in color) and diagrams. The reader learns to design lighting setups for all types of productions indoors and out, for both color and black and white television. 228 pp., 230 illus., including 4-color section. $12.95

T5845 HOW TO PREPARE A PRODUCTION BUDGET FOR FILM & VIDEO TAPE—2nd Edition, by Sylvia Allen Costa. A complete guide to determining finances for any video tape or film production, from TV commercials to feature-length films. Tells how to estimate every cost associated with any size production, including the production location, cameras and accessories, sound equipment, lighting gear, raw film stock or video and sound recording tape, lab developing, personnel—creative, technical and talent—scenic elements, location expenses, surveys of remote shooting locations, film and tape editing, optical effects and animation, etc. 196 pp. $12.95

T5897 HOW TO WRITE, DIRECT, & PRODUCE EFFECTIVE BUSINESS FILMS & DOCUMENTARIES, by Jerry McGuire. An informative, behind-the-scenes course in how to research a film presentation, how to generate a script outline, how to write an effective script, interviewing how to actually direct a film. Photography, dialogue development, how to coordinate the talent and the lights and the cameras and the action! Plus, there's two whole chapters on the business of film producing. The Appendices are packed with information that further illuminates the text—sample letters, script treatments, sample budgets, lists of agents, sample contracts, and even equipment source lists. 280 pp., 32 illus. $14.95

T5518 THE POWER TECHNIQUE FOR RADIO-TV COPYWRITING, by Neil Terrell. Based on a series of workshop seminars developed and conducted by the author for professional broadcasters. Teaches how to write broadcast copy that gets results, copy that will sell products and services. Presents actual samples from the files of leading pros. Analyzes advertising copy that will motivate people to buy. 224 pp. $9.95

See Order Form on Page 80

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or Money order only. (Billing charge to stations and firms: $3.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted, or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday’s issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified Listings (non-display) Help Wanted: 85¢ per word. $15.00 weekly minimum. Situations Wanted: (personal ads) 50¢ per word. $7.50 weekly minimum. All other classifications: 95¢ per word. $15.00 weekly minimum. Blind box numbers: $3.00 per issue.

Rates: Classified Display: Situations Wanted (personal ads) $40.00 per inch. All other classifications: $70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, Radio Programming, Miscellaneous, Consultants, For Sale Equipment, Wanted To Buy Equipment and Situations Wanted advertising require payment in advance.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word Count: Include name and address, Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.
Media

Al Boettner, news director, WZEN(FM) Bridgeport, Conn., named to newly created position of assistant to president for parent Katz Broadcasting there. Joy duTrieuille, executive secretary to president of Katz, named personnel administrator.

Richard Herbst, VP and general manager, Teltron, Inc., Milwau­keee-based operator of 20 Wisconsin cable systems, named executive VP.

Thomas Scanlan, VP, general sales manager and general manager, WRJTV(FM) Fayetteville, N.C., named executive VP and general manager.

David Barnett, station manager, WTAW(AM) College Station, Tex., named executive VP of parent Radio Brazos, Inc.

William Cloutier, station manager, KJY(FM) Des Moines, Iowa, named general manager.

Brian Danzis, general manager, KWTQ-AM-FM Springfield, Mo., joins WCMR(AM)-WSFM(FM) Harrisburg, Pa., as VP and general manager.

Art Fishler, general manager, KFTN(AM) Provo, Utah, joins KKOQ-FM Bishop, Calif., in same capacity.

Robert Cook, director of marketing, Association of Independent Television Stations, joins KECH-TV Salem, Ore., as VP and station manager.

Joseph Battaglia, general sales manager, WWJD(AM) Hackensack, N.J., named general manager.

Lloyd Parker, operations manager, WLIX(AM) Islip, N.Y., named station manager.

Adriane Gaines, director of corporate administration, Unity Broadcasting Network, New York, named acting general manager of group’s KATZ(AM)-WZEN(FM) St. Louis.

Mary White, district manager, Camelback Cablevision, Phoenix, Ariz., joins United Cable Television Corp., as marketing manager, Scottsdale, Ariz., division.

Gary Zelansky, senior financial analyst, Warner Cable, joins Viacom Cablevision of Long Island, N.Y., as manager of financial control.

Pete Salant, manager of programing, WNYN(FM) New York, named director, operations and programing.

Joseph Giaquinto, VP, affiliate planning and special projects, ABC-TV, New York, named VP and director of affiliate development planning.

Mary Daugherty, sales executive, A.C. Nielsen, New York, joins WGN-TV Chicago as research director.

Gary Small, attorney, NBC Law, New York, named senior attorney.

John Daly, director, financial planning and control, NBC Enterprises, New York, named VP, finance and administration.

Marion Gittleman, research director, KLRA(AM) Pasadena, Calif., joins KFWM(AM) Los Angeles as marketing research director.

Advertising

Peggy Bell-Masters, VP, creative group head, Benton & Bowles, New York, named creative director.

James Driscoll, and John Meskill, group senior VP’s, Welch & Miller, New York, named executive VP’s.

Ethel Rosner, VP, account manager, spot broadcast buying unit, Ted Bates, New York, named director of unit

Lucia Blinn, VP and creative director, Needham, Harper & Steers, Chicago, named executive creative director.

Jeff Boehme, research manager, ABC group, Selte, joins NBC, New York, as manager, network sales research.


Maria Vasiliou, area marketing manager, Storer Cable Communications, Minneapolis, joins Bozell & Jacobs there as media planner and account executive.

Marguerite Teevan, assistant credit and collection manager, HRP Television Station Representatives, New York, named manager.

Sama Rubin, programing associate-research specialist, Katz, New York, joins Petry Television there as program research supervisor.

Robert Blumer, director of media computer systems, James Moag, manager of systems development, and Linda Reynolds, associate creative director, Leo Burnett, U.S.A., Chicago, elected VP’s.

Gloria Dickler, manager of systems training, Interactive Marketing Systems, New York, joins Mutual Broadcasting System there as

ATTENTION GENERAL MANAGERS AND PROGRAM DIRECTORS!

To listen to ABC TALKRADIO as broadcast on a local station, call

WABC New York (212) 887-7866
10AM-12Noon Mon.-Fri.
2PM-6PM Mon.-Fri.
12Mid-5AM Tues.-Sat.
Eastern Daylight Time

KGO-FM San Francisco (415) 565-7856
9AM-4PM Mon.-Fri.
9PM-5AM Tues.-Sat.
Pacific Daylight Time

ABCTALKRADIO
ABC RADIO NETWORKS - 1345 AVENUE OF THE AMERICANS - NEW YORK, N.Y. 10019

Broadcasting May 31 1982
director of sales administration.

Dan Lawlor, general sales manager, WBZ-TV Boston, joins USA Cable Network, as Midwest sales manager, based in new Chicago office.

Daniel Wachs, sales manager, WAVA(FM) Washington, named general sales manager.

David Singer, account executive, KKEY-FM Albuquerque, N.M., named general sales manager.

Tim Gilbert, local sales manager, KTCLA(FM) Los Angeles, joins KGW-AM-FM Denver as general sales manager.

Bob Bordonaro, sales manager, KRO Radio, Los Angeles, joins KGOfM-FM there as general sales manager and as national sales manager for co-owned KDHO-FM Kailua, Hawaii.

Albert Lucero, sales manager, Group W's WJTV TV Baltimore, joins group's WPCQ-TV Charlotte, N.C., as general sales manager.

Patrick Mullen, general sales manager, WGTU(FM) Traverse City, Mich., joins WWFT(FM) Fayetteville, N.C., as general sales manager.

Alan Cartwright, from WTVG(TV) Toledo, Ohio, joins WDTD-TV there as national sales manager.

Vance Harrison, account executive, WBBM-FM Chicago, joins WXT(FM) there as national sales manager.

John Fennell, Midwest sales manager, WPAT(FM) Patterson, N.J., named national sales manager.

James Baral, sales manager, KTVI(AM) Palmdale, Calif., joins Petry Television, Los Angeles, in same capacity.

Sallye Houcek, senior media buyer, Bernstein Rein Advertising, Kansas City, joins KMB-C-FM there as sales development executive.

Lin White, general manager, KCOY-TV Santa Maria, Calif., joins KEVT(TV) Omaha as local-regional sales manager.

Stan Hubert, co-op coordinator, KATU(AM) Portland, Ore., named local sales manager.

James Thompson, president and owner-operator, Sel-Thom Communications, joins KYW-TV Philadelphia as national sales manager.

John Bailey, account executive, KUTV(FM) Salt Lake City, named local sales manager; Joel Morris, account executive, named local sales development manager.

Donna Kirner, traffic manager, WISC-FM Madison, Wis., named local sales manager.

Bruce Sohigian, account executive, WJAR-FM Providence, R.I., named regional-local sales manager.

Chris Odee, account executive, WRKQ-FM Mobile, Ala., joins noncommercial WWFF(FM) Pensacola, Fla., as development director.

Marion Gittleman, from KRLA(AM) Pasadena, Calif., joins KFWB(AM) Los Angeles as marketing-research director.

Dale Hopkins, senior sales assistant, KNXV(TV) Los Angeles, named manager, retail marketing and media research.

Rory Clark, account executive, WBBM(AM) Chicago, joins WLS-AM-FM there in same capacity.


Kim McFadden, from Kettel-Carter Inc., Boston, joins WEEI(AM) there as account executive.

Dennis McCauley, account executive, Blair Television Division, John Blair & Co., Detroit, joins KABC-TV Los Angeles, in same capacity.


Raymond Creamer, local sales manager, WTVN-TV Columbus, Ohio, joins WPST(TV) West Palm Beach, Fla., as account executive.


Tim Patterson, media director, account coordinator, Donald Taylor & Associates, Dallas, joins KKKK(FM) Denton, Tex., as account executive.

Wendy Reiss, assistant producer, WDIV(TV) Detroit, joins WYBF(FM) Framingham, Mass., as account executive.

Anne Carlyle McGhe, sales manager, WSSL(AM) Wilmington, N.C., named WWAY(TV) there as account executive.

David Brandenburg, sales manager, KBDR(FM) Tacoma, Wash., joins XXL-AM-FM Portland, Ore., as account executive, Michael Bumb, from KMNF(AM) Lake Oswego, Ore., joins XXL-AM-FM as account executive.

Paul Kelley, account executive, WHEE-FM Boston, joins WVIQ-TV there in same capacity.


Jodi Muselin, from WSNF(AM) Chicago, joins WLLF(AM) Skokie, III., as account executive.

Ron Garfield, from KARA(FM) Santa Clara, Calif., joins KEVT(TV) San Jose, Calif., as account executive.

Judith Office, from Discover magazine, Chicago, joins Sive Associates, Cincinnati, as account executive.


Deborah Burflisher, broadcast supervisor, Foote, Cone & Belding, Chicago, joins WGNT there as account executive.

Joan McMahon, from WSJ(AM) Indianapolis, joins Petry Television, Chicago, as account executive.

Beverly Brewton, from WWSW(AM) Pittsburgh, joins KLZP(AM) Seattle as account supervisor.

Stan Walderhaug, account executive, KIRO(AM) Seattle, named sports account manager.


Paul Courtney, from WBCN(AM) Boston, joins WEEI(AM) there as account executive.

Stephen Roll, from WPEI(AM)-WGGK(FM) Philadelphia, joins KFYI(AM) there as account executive.

### Programing

Ben Barry, president, Gold Key International, Hollywood, named president of parent Gold Key Entertainment there.

Mark Ovitz, VP, current programs, Paramount Television, Los Angeles, named senior VP, creative affairs.

Jeffrey Schadlow, director of marketing, 20th Century-Fox Television, Beverly Hills, Calif., elected VP, marketing.

Charles (Chip) Morris, senior VP, American Television & Communications Corp., joins Rifkin-Fox Communications, Denver, as VP, development.

Mario Dieckmann, marketing and operations adviser, subscription television operations, Oak Communications, San Diego, named VP, marketing.

Ed Scharlach and Tom Tenowich, producers, NBC, Hollywood, join Metromedia Producers Corp. there in same capacity.

J. Patrick Bovino, from Heublein, Inc., Farmington, Conn., joins Group W Satellite Communications, Stamford, Conn., as director of market research.

Jim Morris, producer, FCB/Honig, San Francisco, joins Group One Productions there as head of production.

Burt Rosenburgh, general sales manager, Evergreen Programs, Worldvision Enterprises, New York, named VP.

Jan Thomas, assistant operations director, WNMD(AM) St. Petersburg, Fla., named program director.

Tom Rich, sales manager, WVEE-AM-FM Evesville, Minn., named program director.

David Ludwig, general sales manager, KATU(AM) Portland, Ore., joins ON TV, subscription television service there, as VP, marketing.

Karen Creighton, producer-director, WNYE-TV Hartford, Conn., named production manager.

Rob D'Allessandro, producer-director, WKEF(FM) Fayetteville, N.C., named production manager.

Tom Richards, producer-air personality, WMGM(FM) Philadelphia, named to newly created position of producer-director.

Bernie Hayes, air personality, KATZ(AM) St. Louis, named music director.

Don Garrand, from WBBF(AM) New York, joins KPHN(AM) San Diego as air personality.

Lonny Haskins, sports director, WWFV(TV) Sacramento, Calif., joins WTVN-TV Columbus, Ohio, in same capacity.

Don Eicher, from WCCN-TV Minneapolis-St. Paul, joins KPNX-TV Phoenix as sports producer-director.

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Broadcasting May 31 1982 84
Jim Brinson, sports director, KXAS-TV Fort Worth, joins Satellite News Channel 1, Stamford, Conn., as sports anchor.

Keith Olbermann, sports reporter, WNEW(AM) and RKO Radio Network, joins Cable News Network, New York, in same capacity.

Mark Anderson, network operations and traffic coordinator, Entertainment and Sports Programming Network, Bristol, Conn., named senior network operations and traffic coordinator.

Appointments, KMPC(AM) Los Angeles: John Fels, assistant program director and senior producer, to program director; Eric Tracy, co-host, America Overnight talk show, KKO Radio Network, to air personality; Larry McKay, air personality, KFHM(AM) Los Angeles, to same post; and Deanna Crowe, air personality, KLAC(AM), to same post. Appointments follow format change from news/talk to hit parade format.

Craig Haffner, assistant director, creative services department, KABC-TV Los Angeles, named weekend sports anchor.

Donnell Jones, weekend sports anchor-reporter, WRDW-TVAugusta, Ga., named sports director.

John Mrvos, air personality, WXR(FM) Chicago, named music director.


John Gilbert, film director, WAFF(TV) Huntsville, Ala., joins WXQZ(TV) Macon, Ga., as graphic artist, film director.

Billy Juggs, air personality, WSFX(FM) San Francisco, joins KLOS(FM) Los Angeles in same capacity.

Jim Rose, sports reporter, WS-TV Chicago, named weekend sports anchor.

News and Public Affairs


Dennis Neubacher, anchor-reporter, WTVR(FM) Detroit, joins UPJ Audio Network, New York, as anchor, succeeding Peter Donnelly, named director of news and operations (Broadcasting, April 26).

Al Kamhi, news director, WSPA-TV Spartanburg, S.C., joins WATE-TV Knoxville, Tenn., in same capacity.

Appointments, news department, WBBH-TV Fort Myers, Fla.: Gregg Smith, senior reporter, to assignment editor; Chere Avery, anchor, WINK-TV Fort Myers, to same capacity; Ben Fugitt, from WBBH-TV, to reporter. Eric Sadashige, from CNN, Philadelphia, to staff photographer.

Appointments, news department, WTV(TV) Jackson, Miss.: Keith Elkins, reporter-anchor, to executive producer-anchor; Tina Horton, staff assistant, to assignment editor; Dixon Lovorn, photographer, to associate producer; Randy Tinney, from WBBH-TV Panama City, Fla., to anchor-reporter. Carl Jones, photographer, WBBH(AM) Rock Island, Ill., to chief photographer; Eugene Moore, from WQAD-TV Moline, Ill., and Michael Speltz, from KNDO(TV) Yakima, Wash., to photographers, and Linda Rush, photographer, Mississippi News Network, Jackson, to reporter.

Steve Minium, from KTTV(TV) Los Angeles, joins KPKN-TV Phoenix as assignment editor.

Hunter Hayes Willis, general reporter, WKB(FM) Fayetteville, N.C., named assignment editor.

Appointments, news department, WQTV(AM) Omaha: Kathleen O'Hara, anchor-reporter, KQNN-FM Omaha, to night reporter-photographer. Bryce Anderson, farm editor, KFEO(AM) St. Joseph, Mo., to assistant farm director; Geoffrey Crunick, managing editor and associate news director, to 10 p.m. news producer.

Al Augustine, news director, WLVA(AM) Lynchburg, Va., joins WBBH-TV Roanoke, Va., as bureau chief, central Virginia bureau.


Wade McNeil, production-sales coordinator, WLZI(FM) Columbus, Ga., named reporter.


Drew Bracken, anchor-reporter, KTHV(TV) Little Rock, Ark., joins WDTN(TV) Dayton, Ohio, in same capacity.

Mark Wile, anchor-reporter, WLTK-TV Green Bay, Wis., joins WPTV-FM Providence, R.I., in same capacity.

Valli McDougle, communications consultant, University of California (San Francisco) school of medicine, joins KCBS-FM there as public affairs coordinator.

Paul Barys Edmunds, meteorologist, WANE­TV Fort Wayne, Ind., joins WYCT-TV Cleveland as weekend meteorologist.

Velma Cepero, from WHME(FM) South Bend, Ind., joins WOTV-AM Toledo, Ohio, as production affairs director.

Jim Gately, from WTCN-TV Minneapolis, joins WCCO(AM) there as Washington correspondent.

Gerald Harrington, anchor-reporter, KHOU­TV Houston, joins WDIV(AM) Detroit as reporter.

Neal Moore, from WIFE(AM) Indianapolis, joins WANE-TV Fort Wayne, Ind., as reporter.

Harvey Levin, attorney and talk-show host, KMPC(AM) Los Angeles, joins WNBC(TV) Los Angeles as legal affairs reporter.


Arthur Wosot, practicing obstetrician/gynecologist, joins KNBC(TV) Los Angeles as medical reporter.

Kevin O'Connell, weathercaster, WYTV Buffalo, N.Y., joins KNBC(TV) Los Angeles in same capacity.


Randall Braun, account executive, KWWZ(AM) Santa Ana, Calif., joins Major Market Radio, Los Angeles, in same capacity.

Technology

Paul Fox, assistant chief for technology, Office of Plans and Policy, FCC, Washington, joins Home Box Office, New York, as director of network engineering.

Peter Vlahos, president, Vlahos Gotschalk Research Corp., Reseda, Calif., based developer of video technology, named chairman of board. Paul Vlahos, VP, elected president. Pat Smith, sales manager, named VP.

Walter Hebb, VP strategic planning. Dick
Restructuring. Robert Lobdell, senior VP of creative sales, Blair Radio, New York, assumes additional responsibility as assistant to president, as part of major restructuring of representative firm. Thomas Turner, VP and New York office manager, named to new post of senior VP of mid-Atlantic area, with responsibility for New York and Philadelphia sales offices. Robert Ferraro, VP and San Francisco office manager, named senior VP of new Western region, covering Los Angeles, San Francisco, Dallas, Houston, St. Louis, Chicago, Minneapolis, Seattle and Portland. Ore. Michael Horn, VP and Boston office manager, named senior VP of new East/South territory, including Detroit, Atlanta and Boston. Robert Galen, senior VP and director of research and media planning, adds responsibilities as senior VP of research and marketing, directing station programing consultancy operations.

telephone Corp., joins Pioneer Video, Montvale, N.J., as VP, business development.


Lauchy McMillan, chief engineer, KPLZ(FM) Seattle, named engineering manager for KPLZ and co-owned KVHAM there.

Tom Sittner, assistant engineer, WRVR(FM) Memphis, named chief engineer.

John Hegeman, head of own engineering firm, joins WOC Broadcasting Co., Davenport, Iowa, as director of engineering. Coy Bullard, chief engineer, WOC Broadcasting, named RF engineering supervisor.

Roland Charles, from WCBT-TV Macon, Ga., joins WGSA(TV) there as assistant chief engineer.

Promotion and PR

Thomas Little, executive VP, Carl Byor & Associates, New York, joins public relations group, Tracey-Locke/BBDO, Dallas, as president.

Rick Weidner, director, advertising and promotional services, Paramount’s television and video distribution division, Los Angeles, named VP.

William Wells, managing director, Hill & Knowlton, Minneapolis, elected senior VP.

David Williams, director of corporate communications, N W Ayer, New York, joins SSC&B there as VP, director of agency communications.

Becky Sturm, account executive, Sive & Associates, Cincinnati, named associate director, public relations.

Dennis Higgins, from Pickwick/Maskusky/Knoesigesp public relations, New York, joins WWCT-TV there as publicity administrator.


Joel Canfield, audience promotion manager, Group W Productions, Los Angeles, joins WABC-TV Pittsburgh as production manager, promotion department.

Susanne Whitehead, production assistant, KYW-AM Philadelphia, named promotion assistant.

Sue Baron, director of public relations and community relations, Biscayne (Fla.) medical center, joins WVTM-TV Miami as public service director.

Allied Fields

Jerry Weintraub, chairman of Management III Ltd., Beverly Hills, Calif., and Don Ohlmeyer, chairman and chief executive officer of Ohlmeyer Communications, New York (Broadcasting, May 24), have formed separate company, Intercontinental Broadcasting System, to produce programming combining talent and events from entertainment and sports fields for cable, pay television and pay-per-view TV.

James Quello, commissioner, FCC, Washington, awarded Distinguished Service award by Central Educational Network, Chicago-based regional public and educational television association.

Leo L. Beranek, professor emeritus of engineering and applied science, Massachusetts Institute of Technology, awarded Distinguished Service award by Broadcasters Association.

Claude Hall, former radio-TV editor of Billboard and later publisher of his own trade publication, named adjunct professor of communications and director of information services, Phillips University, Enid, Okla.

Barbara Cohen, National Public Radio’s vice president for news and information, has received 1982 Columbia Journalism Alumni Award.

Joel Canfield, audience promotion manager, Group W Productions, Los Angeles, joins WABC-TV Pittsburgh as audience promotion manager, promotion department.

Weidner

Segal

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Jane Pauley, co-anchor, NBC’s Today show, last week received annual Rita V. Tishman Human Relations Award from Anti-Defamation League of B’nai B’rith. Pauley was honored for “exemplifying the outstanding accomplishments of American women.”


Elected officers, Massachusetts Associated Press Broadcasters: Dave Scott, WHYN-AM-FM Springfield, president; Rod Fritz, WOR(FM) Boston, vice president; Hugh Massey, WHMP-AM-FM Norhampton, secretary.

Elected officers, board of trustees, National Academy of Television Arts and Sciences: Lee Polk, Polk Communications, chairman; Jack Moffitt, WBZ-AM/TV Boston, second vice chairman; Paul Rich, Boston Broadcasters Inc., vice president; Michael Collyer, law firm of Fulop & Hardee, treasurer, Richard Rector, from PBS’s Over Easy, re-elected secretary.

Elected officers, Georgia Associated Press Broadcasters: Lou Giserman, WGST(AM) Atlanta, president, Andrew Fisher, WAGA-TV Atlanta, vice president.

Rod Fritz, news director, WOR(FM) Boston, elected VP, Massachusetts Associated Press Broadcasters.

Deaths

Craig Lawrence, 76, VP in charge of CBS Owned Television Stations until his retirement in 1967, died of cancer on May 21 in Venice (Fla.) hospital. He joined CBS in 1952 and also had served as general manager of wcb-C-TV New York, and director of station administration, CBS Television Network. Lawrence is survived by his wife, Stellla, and two sons.

Harvey Levin, 38, president and owner of KUIC(FM) Vacaville and KFAT(FM) Gilroy, both California, died of cancer May 19 at Stanford University medical center in Palo Alto, Calif. Levin moved into station ownership with purchase of KUIC in 1977 after previous service with KNEW-Oakland, Calif. He is survived by his brother and sister.

George Berryman, 69, retired editor, news department, Voice of America, Washington, died of cancer May 19 at Flagler Hospital, St. Augustine, Fla. He is survived by his wife, Louise, and two children.

Jay Francis, 33, former VP and director of information services, Group W, New York, died on May 23 in St. Francis hospital in San Francisco of hepatitis. He had been with Group W for seven years until last year, joining company in 1974 as director of information for WBZ-TV Boston. He is survived by his mother Anna D. and brother.

Joe Sawyer, 75, television and film actor who played “Sergeant Biff O’Hara” in ABC television series, “Father Knows Best,” has been awarded honorary doctor of arts degree by Franklin Pierce College, in Claremont, N.H. He is survived by his wife, Ruth.

LITTLE

Weidner
Group W's Chris Derick: making a marketing force

In the last 10 months, Group W Cable, the third largest MSO, has undergone a number of significant changes, including new ownership, a new name (from Teleprompter), and, as of last January, a new president and chief operating officer.

And if Chris Derick has his way, the company will also take on a new image, that of the premiere marketing force in the cable industry, and not just another company in the "hardware business" which he says is how cable has been perceived for many years.

That goal, he says, stems from Group W's decision to upgrade all of its 12-channel systems (31 of its 132 current systems) by the end of 1983. The marketing approach involves many facets. First, he asserts, "we must take a look at all the available programing and develop the kind of program mix that will enable us to take advantage of that large portion of the marketplace that hasn't taken cable television." Second, "other business opportunities" will be developed.

And the way Derick sees it, the greatest of those opportunities may well be cable advertising. Exploiting that function, he notes, will mean the construction of regional (microwave) interconnects among the company's systems, which are clustered in a number of areas throughout the country, including the Southeast, Northeast, Los Angeles basin and Great Lakes region and to a lesser degree in the Southwest and Northwest. Once that's accomplished, suggests Derick, the company will possess "tremendous advertising leverage."

He notes also that a companywide program package, such as the 12-channel block being assembled by Tele-Communications Inc., would further strengthen that leverage, with the ability to insert national advertising via satellite. While Group W has no immediate plans for putting together such a package itself, says Derick, it's an option that "certainly merits" consideration. Nevertheless, he expects that by 1983 the company's advertising revenues will "really start to take off," into the millions, compared with the thousands it squeezed from that revenue source in 1981.

Another enterprise that Group W intends to exploit is business data. The installation of dedicated data links, for the most part a given in the company's newer systems, will be carried out in the overall upgrading process, "but our efforts there will be more selective," says Derick. The cable industry, he believes, "has a tremendous opportunity to become involved in providing other forms of communication beyond entertainment."

"Underlying all of this," contends Derick, "is an understanding that we are essentially in a marketing business." Within his own company, he talks about "a transformation that is taking place" whereby Group W Cable will become a "professional marketing organization . . . particularly in direct marketing and direct sales." When he went to Group W Cable at the beginning of this year, the sales staff totaled under 500; by the end of 1982 it will have been expanded to 1,200.

Derick's philosophy, with its emphasis on marketing and the exploitation of emerging opportunities, might easily be perceived as the natural inclination of an individual with a BA in finance and an MBA. Derick's outlook, however, has also been shaped by hands-on experience in the cable industry. His entire career, which began only 13 years ago after a tour of duty in Vietnam, has been devoted to companies in that business, although had he followed his intended career path, he would now probably be working for a bank.

"It started out on the basis of a friendship and a man who told a good story about an exciting business," recalls Derick, describing his entry into cable. "And he was right, absolutely right. I've had more fun than I can imagine."

That friend was John Goddard, current president of Viacom Communications (the 10th largest MSO), with whom Derick attended the University of California at Berkeley in the mid-1960's.

At the time, Goddard was controller of Tele-vue Systems Inc., then a subsidiary cable operation of CBS Inc. but later spun off as part of a new company, Viacom International, formed when the FCC adopted a rule banning cable ownership by the networks.

After he was discharged from the Army in 1969, Derick received a call from Goddard. "He said, 'Come on, Chris. I need someone to run my accounting operation,'" recalls Derick. A subsequent meeting took place between the two and "he convinced me and I joined in." It wasn't long before a successful career became a reality and the intended banking career a faded dream of the past.

Derick remained with Tele-vue after its transformation into Viacom, serving as an accountant, analyst, system and regional manager, and eventually president of the communications division, with responsibility for running all of Viacom's cable systems. That was in September 1978, and he held that position until July 1980 when he assumed the presidency of Premiere, the ill-fated national pay-cable venture among Getty Oil, MCA Inc. (Universal), Columbia Pictures, Paramount and 20th Century-Fox, which eventually lost its battle for survival against government antitrust charges.

When it was evident which way the decision was going to go, Premiere operations were shut down (in early 1981) and Derick joined Comcast, the 18th largest MSO, based in Bala Cynwyd, Pa., as president of the cable division. He finished out 1981 at Comcast, assuming his present post last January.

How can a man who works seven days a week and has no spare time consider himself the "luckiest man" in the business? Yet that is the pace to which Derick adheres and the way he characterizes his fortune. Why? "[Because] I'm sitting here with all the things that I need," says Derick, including the "high technology background" of parent Westinghouse Electric and a "highly respected" communications business on the other side. "And I'm right here where cable television is about to become the future . . . about to make the communications age a reality."
National Association of Broadcasters Joint Board Chairman Edward O. Fritts, NBC, has mailed a letter to all members of NAB board last week, asking them to recommend potential candidates for NAB presidency, whether or not candidates have expressed interest in job. "We want to develop the longest list possible," said Fritts, who chairs search committee charged with finding successor to outgoing president, Vincent T. Wasilewski. Campaigning by already announced candidates continued last week with latest endorsement coming from Massachusetts Broadcasters Association, which supports former NAB Chairman Donald Thurston, president, Berkshire Broadcasting Co., North Adams, Mass. In addition to new candidates surfaced last week (see "Closed Circuit"), announced candidates are John Summers, NAB executive vice president, general manager; Thomas Sawyer, executive vice president, Ohio Association of Broadcasters; John Sodoliski, Electronic Industries Association; Jay Robert Brouse, Jay Robert Brouse & Associates; Lloyd Golding, American Truck Stop Operators Association; and John Harrelson, manager, Lansing, Kan.-based construction firm.

General William Westmoreland, reached last Friday (May 28), called TV Guide's article, "Anatomy of a Smear," "accurate in dealing with portions of documentary in which I appeared" (see page 36). He said he found article "constructive" and "factual, not based on perceptions or rumors." He said he would be "interested" in CBS's response.

KHQ Inc. is challenging Washington state court order barring broadcast of audio tapes that had been played in murder-for-hire trial in Spokane. Superior Court Judge Robert C. Bibb held KHQ in contempt for ignoring his order and broadcasting tapes on KHQ-AM-TV and said he was considering imposing $10,000 fine. KHQ promptly announced plans for appeal. Tapes were of conversations between undercover policeman and Ruth Coe, accused of attempting to hire someone to kill judge and prosecutor responsible for imprisonment of her son after his conviction on rape charge. Judge issued order banning broadcast because Coe's attorneys said public airing would make her trial in Spokane.

ABC-TV won May prime-time sweeps. For Arbitron period (April 28-May 23), ABC scored 15.4 rating/27 share to CBS-TV's 14.7/26 and NBC-TV's 14.0/25. For Nielsen period (May 1 and ended day later), ABC had 15.2/27 to CBS's 14.7/26 and NBC's 13.9/25. All three networks were down from last year's May sweeps, with large rating losses for CBS and NBC. For both Arbitron and Nielsen counts last year, CBS had 16.3/28 and ABC 15.7/27; NBC had 15.3/27 and 15.7/26.

Replicants appear to be making progress in placing new round of two political commercials on networks. Official of National Republican Congressional Committee on Friday said ABC has accepted two spots that had been declined to discuss proposed purchase price. Tanner, which is active in barter advertising, merchandising and commercial production for stations, has about 450 employees located in seven offices. Tanner spokesman said proposal calls for retention of William Tanner as president and chief executive officer and of company's management staff.

New York City Board of Estimate last week adopted resolution authorizing chief franchise negotiator, Morris Tarshis, to explore readjustments of initial franchise agreements allowed Cabvision and Warner Amex in Brooklyn in attempt to placate Cablevision, which has maintained since initial targeting that the Bronx and northern and central Brooklyn alone were not finan...
I). In letter sent last week to Packwood, FTC Chairman James Miller said commission opposes the bill's exemption of commission's unfairness authority, otherwise prohibited conduct should not be singled out for special treatment.

... applied across the board.

Stage has been set for hearings Copyright Royalty Tribunal will hold starting June 15 to determine how much cable operators should pay for distant signals they added after FCC dropped its distant-signal and syndicated exclusivity rules. Program producers and syndicators, broadcasters and sports interests who will argue for higher rates for new signals and cable operators who will argue against any increases, dropped off at CRT Washington offices last week before Friday afternoon deadline witness lists and summaries and economic-impact studies. According to summary of testimony of National Cable Television Association’s Michelle Minarcin, lifting of rules has not had major impact on cable industry. Only 4.7% of systems added formerly prohibited signals, she will testify, and only 10% of them reported increases in rates or penetration after adding new signals.

...equally viable. To that end, resolution also authorizes Tarshis to explore possibility of developing consortium of companies currently involved in process to wire Bronx. However, Cablevision already on record as saying that realignment of Brooklyn one is not enough, but its counterproposal that it be allocated a franchise of Queens, portion carved out of southern Brooklyn as well as Bronx, has been rejected by city. Cablevision is still not selling it quits. John Tatta, president and chief executive officer of Cablevision, told BROADCASTING that there is still “50-50 chance that satisfactory arrangement can be worked out. “[The] can ask for whatever it wants to,” he said, but “ultimately it is the financial community” that will decide what cable operators are able to provide. Also yet to be worked out is division ofaten Island into two franchises. One source on company side of negotiations said “it’s crazy” to break that borough into one franchise, given its relatively small size.

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Leonard H. Goldenson (center), chairman, ABC Inc., received the Fund for Higher Education’s Flame of Truth Award at a dinner-dance in his honor last Monday evening at the New York Hilton hotel. He is flanked by former Secretary of State Henry A. Kissinger, who presented the award, and ABC President Elton H. Rule.

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Wayne Godsey last week resigned as president of Radio-Television News Directors Association after being promoted out of his news director job at WTMJ-TV Milwaukee. He has been named vice president of WTMJ Inc. and general manager of WTMJ-TV. Godsey who was elected at RTNDA convention in New Orleans, in September, will be succeeded by president-elect Dean Mell, news director of KQTV (TV) Spokane, Wash.

Charles Z. Wick, director of U.S. Information Communication Agency, has retained Sherrill Taylor as consultant in developing private-sector committees. Taylor, consultant to Bonneville Broadcasting in New York and former CBS vice president, is expected to spend one day per week in Washington on project. Leonard Matthews, president of American Association of Advertising Agencies, is chairman of Wick’s marketing committee.

Dow Smith, executive news director, WLA-TV Washington, named station manager. He succeeds Jim Boaz who left in February to become president, general manager and part owner of WXXA-TV Albany, N.Y. (BROADCASTING, Feb. 22).
The right response

CBS News officials have correctly elected to conduct what they say will be a serious investigation of charges in a TV Guide article last week that a CBS documentary was slanted to make it come out the way its producer promised it would. The documentary, “The Uncounted Enemy: a Vietnam Deception,” had already drawn return fire from its principal target, retired General William Westmoreland. Until last week, however, CBS had rejected all criticism.

The TV Guide piece cannot be rejected out of hand. It quotes from internal memorandums and transcripts of unused interviews to make its argument that the documentary was intentionally distorted. Believers in broadcast journalism will hope that CBS’s investigation will turn up countervailing evidence.

In an eloquent statement to CBS-TV affiliates on the general burdens of journalism, reported in detail elsewhere in this issue, Bill Moyers of CBS News said last week: “Every society resists the searching light... The searchlight may be strong, as CBS is, but the hand that holds it is human and often shaky. This doesn’t spare us from plunging forward into the dark, but it damn sure makes for humility.”

Moyers has, of course, precisely identified the condition of the right-minded journalist, but not always has humility been in such abundance as he suggests. As has been observed on this page before, not humility but arrogance has occasionally been on display in the major newsrooms of this country when questions were raised about the reliability of their work.

It is to the credit of the management of CBS News, an organization with a long and honorable history, that humility was put on public view last week. Humility can sometimes head off humiliation.

Give and take

In the unpredictable world of television programing, one of the constants is that, given suitable public occasions, producers and network officials do not hesitate to instruct each other on how their business relationships, and television in general, might be improved. Inevitably—another constant—it’s the other fellow who is mostly in the wrong. But it’s also a good bet, if not a constant, that the instruction being offered, by whichever side, will have a fairly decent footing in common sense, although self-service can hardly be ruled out.

In the most recent instance, reported in these pages a week ago, three well-credentialed producers—Lee Rich, Aaron Spelling and David Gerber—offered their diagnoses. Among them, they attacked the pilot production system, deplored the rising salary demands of series stars and condemned the networks’ race for first place in the ratings. Together, they said, these are ailments that debilitating and, if left unattended, may prove terminal for network television.

None of these complaints are new—another constant. One, the argument against producing so many pilots, is so old that networks have begun to heed it, particularly NBC. Networks as well as producers have condemned the escalating salary demands of talent—which, of course, are contract matters between the talent and the producers themselves. The pressure for ratings performance can lead to many side effects, including a weakening of producers’ resistance to those escalating salary demands. But competition is the heart of this business, and who would favor eliminating it altogether? The networks might more carefully control their competitive urges, of course, but at some competitive risk. Whether to do so, or to what extent, is for each network alone, and certainly not the producers, to decide.

These are rather large, philosophical questions having little to do—but eventually having everything to do—with nitty-gritty haggling over individual projects. We wonder whether producers and networks have addressed them as forthrightly and forcefully in their private talks as they do, either side, when speaking from public platforms. If they haven’t, and if they’re serious, perhaps they should.

No easy answers

The acceptance of liquor advertising by a Boston radio station has given the Media Access Project and National Citizens Committee for Broadcasting new leases on lives that were expiring in deregulatory Washington. The two groups and others they recruited have petitioned the FCC to take the advertising off the air (Broadcasting, May 24).

Alcoholism is indeed a deplorable disease, but it is no more apt to be spread by the judicious advertising of liquor on the air than cancer was arrested by the prohibition of broadcast cigarette advertising. Surely the FCC will say that this is none of its business.

Convert

Senator Barry Goldwater (R-Ariz.) has changed his mind about television coverage of the Senate. He’s for it. He has decided it would counteract the corrupted version of Senate history provided by a Congressional Record that, after senatorial editing, often bears little resemblance to what was said on the floor.

For a man who has been in the Senate 22 years, Goldwater’s discovery of the extent of his colleagues’ tampering with the record comes a little late, but it is timely for the cause of television in the Senate. It gives Howard Baker (R-Tenn.), the Senate majority leader, a powerful ally instead of antagonist in Baker’s valiant campaign to let the cameras in.

The historical “correction” of the Congressional Record is, for senators less principled than Goldwater, a cherished indulgence that will be denied if a television tape is there to be watched for the real goings-on in the Senate. Its denial is one big reason that some senators hate the prospect of exposure to a faultless eye. It is one big reason that the electorate needs TV in the Senate.
In recognition of extraordinary accomplishment, The Evening News Association recently awarded John Goldsmith, Mark Seeger and Al Calogero a $50000 grand prize. Their incisive year-end report won both the mixed-media program for journalism and Best Individual or Team Effort. David Ashenfelter and Sydney Freedberg were also awarded $50000 and a Special Citation for distinguished journalism and the Best Writing Award, broadcast or print.

It's not surprising that the James E. Scripps award winners went on to win the coveted George Foster Peabody Award for Excellence in broadcasting. And, that the Detroit News received the prestigious Pulitzer Prize Gold Medal for Meritorious Public Service for the work of the Special Citation recipients. The award was in recognition of their outstanding series on peacetime deaths in the U.S. Navy. And it's this kind of first-rate effort that exemplifies the 109-year tradition of excellence at The Evening News Association.
When ABC’s Chicago superstation WLS-TV made the decision to update their CPTV antenna atop the Sears Tower, they chose CETEC.

Working with Broadcast Systems, Inc. (the Dallas based exclusive sales engineering firm for Cetec’s CPTV antennas) a CETEC Spiral circularly polarized design was selected to be the main antenna that will deliver improved coverage over the entire WLS-TV market and particularly, extended quality and coverage to the Eastern shore of Lake Michigan.

The CETEC Spiral CPTV antenna was patented in 1975 by Dr. Raymond DuHamel after three years of extensive developmental research at our factory and antenna range in Sacramento, California. The WLS Spiral CP utilizes a series of tapered, spiral-wrapped radiators which yield extremely uniform coverage as well as excellent axial ratio. And this is precisely what ABC station WLS needed. They’ve been recognized by the broadcast industry as the pioneers in CP broadcasting since their first regular schedule of full-time CP transmission in 1974. Cetec Antennas too, has been pioneering right along with ABC.

Once testing was completed on the WLS Spiral, it was transported fully-assembled to Chicago and then placed on the world’s tallest building—by helicopter.

Installed on February 20, 1982, our delivery was right on schedule with our client’s requirements. This delivery made WLS-TV the fifth forward-thinking broadcaster who has recognized Cetec’s substantial lead in CP antenna engineering.

Our track record is more than two decades of critical performance and progress in broadcast transmission. Whether your needs are in Radio or TV, advanced CP or conventional design, you can be totally confident that antennas which are engineered, critically tested and often installed by CETEC will give your station the edge in performance and coverage.

Contact us now for full technical information. If your requirement is CPTV, then contact our exclusive engineering sales representatives:

Broadcast Systems, Inc.
8222 Jamestown Drive
Austin, Texas 78758
(800) 531-5232

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