When you buy a theatrical package of features, you could be buying a movie package that may be worn out before you can use it.

By the time theatrical titles make it to syndication they've had massive exposure in the theaters, on pay television, prime time network, pay television once again, late night network and home video. When they reach your station 4 to 10 years later than Made-for-TV movies, they've often lost their punch due to over-exposure in other media.

That's not the case with Telepictures 2. These blockbuster Made-for-TV features are fresh off the network with only two runs. They're conceived, designed and developed

ALREADY BOUGHT BY THESE LEADING MOVIE STATIONS:

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WBZ-TV  Boston  KMGH-TV  Denver  WCPX  Orland
WDVM-TV  Washington  KTXL  Sacramento  WCMH-TV  Columbus, O
KTVT  Dallas  WRTV  Indianapolis  WMKW-TV  Memph
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RUNS AND AVAILABLE NOW!

for television and have the greatest potential for success with your audience.

Most important, many of our titles are available right now!

70% available in '83
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And all Telepictures 2 titles come with a totally researched package of promotional aids including fully produced on-air radio and television promos, synopses, promotional advisories, research overviews, fact sheets, print ads and photo libraries.

Telepictures 2, the most promotable package of films — available right now!
One look and you’ll know... This is the hottest, dancin’est, flashiest music show yet!

Starring host Smokey Robinson, smash recording artist!

Scorching guest songstress Janet Jackson!

Chart-topping guests like Kool and the Gang!

Tremendous 18-34 appeal. Live marquee guests performing top chart songs every week! Hosted by hit-maker Smokey Robinson!

The SEXY Steppin’ Out Dancers. Dancing to top numbers from all the charts.

Vibrant and glossy. Sensational production quality! Directed by famed music/specials director Kip Walton!

Fast-paced non-stop music. A half hour that really moves!

We’ve put it all together. Call to screen the weekly half-hour hit for Fall ’83!

Produced by

FIRESTONE PROGRAM SYNDICATION CO.

1200 WEST BROADWAY
HEWLETT, NEW YORK 11557
516-569-6900
Superstations begin to feel the effects of CRT rate hikes □
Chicago recommends cable franchisees □ Nielsen Cassandra rankings put 'M*A*S*H' at the top of syndicated shows

LIGHTENING THE LOAD □ Despite postponement of effective date of CRT decision, cable operators begin dropping distant signals to lessen copyright liability. PAGE 31.

TO THE VICTORS □ Chicago city council awards franchises for its five designated cable areas to four different operators, who must now negotiate formal agreement with city's Office of Cable Communications. PAGE 32.

TOUGH TALK □ NAB all-industry task force on Cuban interference issues report recommending lifting power limits on AM stations; stresses need for negotiating agreement on broadcast standards. PAGE 34.

PAYING THE PIPER □ With Judge Gagliardi's signing of judgment in case, reduction in music license payments to ASCAP, BMI by TV broadcasters is to start Feb. 1. PAGE 35.

JOIN THE CROWD □ New FCC general counsel makes his official debut, and makes it clear he shares the chairman's aversion to government regulation of broadcasting. PAGE 36.

GOOD NEWS □ Nielsen ratings show NBC-TV number one in prime time in New York, and only network to show increase in ratings in all five major markets metered. PAGE 37.

CHANGING HANDS □ Station trading for 1982 approached the record level of 1979, coming within $2 million of the magical $1 billion. PAGE 45. Rundown of transactions of last 29 years appears on PAGE 46. Rundown of the year for TV and radio begins on PAGE 48. Brokers see 1983 as a good year, especially if interest rates improve and the FCC eliminates or modifies the multiple ownership rules. PAGE 66.

TIO REPRISING □ Once again there is a call from some NAB directors that the Television Information Office may not be needed, a matter NAB joint board will take up next week in Mexico. BROADCASTING interviews TIO director Roy Danish, who answers criticism and defines a place for the office in the Fifth Estate. PAGE 68.

CABLE BULLS □ Leibowitz says cable stocks look good, broadcasters' less so. PAGE 76.

FIN IN BUSINESS □ Second year for Financial News Network sees it surviving first year turmoils and headed for stronger footing. PAGE 77.

INDEPENDENTS' DAYS □ Over 200 independent radio producers participated in Dialogue '82 conference on business of creative radio. PAGE 80.

FAVORITE SON □ U.S. is backing Richard Colino, telecommunications consultant and former Comsat executive, for top Intelsat post. PAGE 87.

BY THE NUMBERS □ Rating service charts cable universe in U.S. at 35% penetration. PAGE 92.

STUCK IN THE MIDDLE □ C-SPAN is keeping low profile in skirmish between political parties on use of House coverage outtakes in election campaigns. PAGE 95.

FRENCH TEST □ Intelsat releases numbers on videotext test. PAGE 98.

VIACOM'S BIAS □ Company's elder technical statesman, Frank Bias, is charting Viacom's multimedia course through the new technologies, realizing his boyhood aspirations. PAGE 119.
BREAKAWAY is broadcast LIVE from New York, boasts a weekly production budget of $280,000, features co-hosts Monte Markham and Martha Lambert, has 45 contributors a week, contains 15 entertaining and relevant daily segments half of them on location, offers up to 6 local windows including 2 news envelopes, is researched to prove that women 25 to 54 will watch it right into your Early News, and that should make you breathe a lot easier.

(Resume normal breathing while you call to see the pilot.)

THE EARLY FRINGE FRANCHISE TO NEWS, DEVELOPED BY BROADCASTERS FOR BROADCASTERS, IS READY.

FOR INFORMATION CONTACT:

Cölbert Television Sales
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(213) 277-7751

Orion Entertainment Corporation
(212) 758-5100
(213) 551-5135
(312) 346-9142

A joint venture of The Bennett Group and Ohlmeyer Communications
Part way

To take some heat off proposals to repeal television network syndication and financial interest rules, FCC should consider compromise. That's argument Commissioner James Quello is said to be ventilating at commission. Under Quello's compromise notion, rules could be amended only in part, permitting networks to negotiate for, say, maximum of 10% or 20% financial interest in independently produced programing. That way networks would be able to reap additional reward for their financial risk but would be prevented from gaining ownership of outside programing.

Post-strike blues

Although broadcasters celebrated resolution of this season's professional football players' strike, or at least breathed big sigh of relief, post-strike advertising sales performances of games broadcast at local level have been sobering. Major contributing factor—blackouts caused by failure of home team to sell out at stadium. Network source suggested that perhaps half of 84 post-strike games have been blacked out. And picture has not improved for playoffs. Four of eight playoff games scheduled on CBS and NBC for past weekend (Jan. 8-9) were blacked out at home—CBS's Dallas-Tampa Bay and Green Bay-St. Louis games and NBC's Miami-New England and Los Angeles-Cleveland games.

Broadcaster carrying nonlocal contest in place of blacked-out local game will lose roughly 8 rating points on average, it said, forcing compensation to advertisers. Beside blackout problem, one broadcaster said that advertisers made no mad dash in December for available football spots, perhaps because they had spent budgets in other programing.

Bright side

Television viewing levels—off four share points from last year and declining at rate "slightly higher" than expected by network prognosticators—may bear news that is not all bad for networks. Popular view that pay cable is skimming primarily upscale demographics from network viewership is not borne out in soon-to-be-released analysis of recent ratings by CBS-TV. To be unveiled soon, analysis is said to demonstrate that in homes with incomes over $30,000, network viewing declines significantly less after pay cable is introduced than in homes of lesser income.

Runners

When National Association of Broadcasters joint board meets in two weeks, members are likely to be subject to great deal of politicking. Although board won't elect officers until June meeting, candidates have already surfaced. Seeking joint board chairmanship are current TV board chairman, Gert Schmidt, Harte-Hanks Communications Television Group, Jacksonville, Fla., and Kitty Broman, president of Springfield Television Corp., Springfield, Mass. TV board vice chairman, Jerry Holley of Stauffer Communications, Topeka, Kan., is reportedly seeking Schmidt's spot, and Bill Turner, KCAU-TV Sioux City, Iowa, is looking at Holley's.

Radio board chairman, Martin Beck, of Beck-Ross Communications, Rockville Centre, N.Y., is seeking re-election. Several candidates have appeared for radio board vice chairmanship, including Walter May, president, WP(E)AM-WDHR(FM) Pikeville, Ky.; Dick Osburn, president, Osburn & Reynolds Stations, Fort Worth; Gary Stevens, president, Doubleday Broadcasting, New York, and Cliff Gill, KWVE(FM) Marina Del Rey, Calif.

Fund raiser

Personal visit FCC Chairman Mark Fowler paid last week to Annelise Anderson, associate director for economics and government at Office of Management and Budget, promises to pay off. After previous appeal, OMB had said it would recommend only $78.6 million for FCC for fiscal 1984, which begins next Oct. 1 ("Closed Circuit," Jan. 3). In wake of visit, OMB told commission it would up recommendation to $86.2 million. Under continuing resolution, FCC is funded at $79.8 million for remainder of current fiscal year.

Across town

One network's headache is another network's news material. ABC News has begun work on a piece dealing with General William Westmoreland's libel suit against CBS News. Focus of story, according to ABC News's Jeff Gralnick, is not on CBS but on suit's implications for First Amendment. Lynn Sherr is correspondent on story that will probably be used on World News Tonight whenever news hook presents itself. That could be in next several weeks, when preliminary motions are expected to be argued.

The wedge

Warner Amex may be getting more than it bargained for in its purchase of two of five cable systems now serving Houston. Warner Amex, which already owns one of city's systems, notified city council Dec. 30 that it wanted to buy system owned by Columbia Communications Corp. and increase interest in Gulf Coast from between 10% and 20% to 80%. (Having supplied financing and management for Gulf Coast system, Warner Amex has been in effective control since its inception.) Instead of giving sales its rubber stamp, however, council appointed special committee to examine sales and make recommendations to council. After holding public hearings late last month, committee is planning to condition approval of sales on promises from Warner Amex to improve and up-serve system.

According to committee member and city cable administrator Marsha Gardner, committee will try to use leverage to get Warner Amex to upgrade service to "what other cities are getting" and agree to regulations that would make it more responsive to subscriber complaints. Negotiations with Warner Amex officials will begin this week or next.

Getting together?

Idea of combining National Association of Broadcasters' annual radio programing conference with Radio Advertising Bureau's annual managing sales conference ("Closed Circuit," Dec. 6, 1982) may get back stage nudge when latter's 1983 edition is held Jan. 29-Feb. 1 at Dallas. RAB officials have invited NAB officials to attend RAB convention. There's nothing unusual about that, but it happens to fit into what some broadcasters, who have both NAB and RAB responsibilities, think is reasonable approach to question: NAB observers at RAB's conference, RAB observers at NAB's (Aug. 28-31 in San Francisco), then talks to see whether combining would be good idea for 1984.
Stranded in Denver

Mile Hi Cablevision has taken a second scaled-down proposal of its bid to the Denver city council in the wake of the Mountain States Legal Foundation law suit. The council rejected Mile Hi's first scaled-down proposal in early December, reasoning that reduced services also call for reduced rates. Mile Hi submitted a new proposal with a slightly increased number of channels—60—and a reduced rate structure. The council and Mile Hi partners, American Television & Communications and Daniels & Associates, were to take up the matter late last week. In the new bid, 26 channels would cost $2.50, while the price of pay services would drop from $8.95 to $6.25.

Pointing fingers

Lame duck mayors of three Portland, Ore., suburbs have announced they are holding Viacom Cablevision and the Multnomah county board of commissioners responsible for delaying cable television service to their communities.

Mayors Al Myers of Gresham, Bob Sturges of Troutdale, and Henry Keller of Fairview told a news conference that residents "are victims of commission and corporate politics." Mayor Bruce Boldt of Wood Village endorsed the statement, but did not attend the news conference.

Viacom broke off franchise negotiations for eastern Multnomah county after it delayed approving the cable franchise pending receipt of more information on proposed rates. The three mayors, whose terms expired last Tuesday (Jan. 4), had favored the proposed agreement.

"It now appears that cable service will be significantly delayed and that when service is provided, it will be of a lower level and at a higher price than that provided by the rejected agreement," the mayors' statement said.

The group also blamed Viacom for not communicating its deep concern to the commissioners "about many of the onerous provisions in the proposed agreement."

Hourly update

The Cable Satellite Public Affairs Programming Network (C-SPAN) reported a sharp increase in its programing hours during 1982. According to a report released last week, C-SPAN's broadcast hours rose by 173% from 1981 to 1982. It aired more than 6,400 hours—nearly three times the 2,336 hours aired in 1981, the cable programer reported, including 119 hours devoted to communications topics.

C-SPAN attributes the rise primarily to its expanded service (C-SPAN can be seen 24 hours, seven days a week, since Sept. 13, 1982) and to an increase in staff and equipment. The public affairs network provides daily coverage of the House of Representatives, as well as a variety of Senate and House hearings, conferences and conventions, viewer call-in programs and a National Press Club speakers series.

New prez

Burt Reinhardt, one of the creators of Ted Turner's Cable News Network, has been named its new president, filling a post that has been vacant since the resignation in May 1982 of CNN's first president, Reese Schoenfeld. Reinhardt was the logical successor to Schoenfeld. He and Schoenfeld were the first hired by Turner in the summer of 1979 to put the service together in time for its promised June 1980 launch. And, as executive vice president, he has been the effective head of CNN since Schoenfeld's departure. From his start as a cameraman during World War II—he captured MacArthur's historic return to the Philippines on film—Reinhardt worked 17 years (1945-1962) for Fox Movietone News and 13 years (1962-1975) for UPITN. He served as executive vice president of the Non-theatrical and Educational Division of Paramount Pictures for four years before joining Turner.

Robbing Peter?

The National Cable Television Association last week submitted to the FCC its opposition to Henry Geller's plan that would limit cable operators' control over the programming on some of their channels while increasing their control on others. As proposed by Geller, the former head of the National Telecommunications and Information Administration, and his associate, Donna Lampert, the rules would divide cable channels into two groups. The cable operator would exercise full control over the selection and content of programming transmitted over the first group of channels, but would be limited merely to selecting the users of the second group. In exchange for relinquishing control over the second group, Geller and Lampert proposed, the cable operator would be freed from libel/slander liability and equal time requirements with respect to the second group. Although NCTA said it is all for eliminating the equal time obligations, it said it "strenuously objects" to the Geller-Lampert plan "because it proposes a drastic intrusion on a cable operator's First Amendment rights in return for a token rollback of content regulation with respect to a portion of the operator's channels." Because it proposed what amounts to a trade off of fewer First Amendment rights of some channels for more on other channels, NCTA said, the "proposal is of dubious constitutionality."

NCTA also questioned the proposal's assertion that restrictions are needed on cable operators' control of some channels to ensure diversity of programming. The proposal "fails to acknowledge," NCTA said, "that nonregulatory forces exist which assure that a cable operator will use his multiple channels in ways which advance diversity of sources." To compete with alternative television media, it said, "an operator must select a mix of programming—both entertainment and non-entertainment—that best satisfies the needs and interests of its present and potential subscribers."

Green light

FCC has waived its network-cable crossownership rule to permit CBS Chairman William Paley to become a partner in Whitcom Investment Co. ("Closed Circuit," Dec. 13, 1982). Whitcom, which is a one-third owner of The International Herald Tribune, also owns State Cable TV Corp., the operator of cable systems in Maine and New Hampshire. The FCC granted Whitcom a waiver to serve up to 90,000 cable subscribers.

SCTE makes a move

The Society of Cable Television Engineers has packed up is downtown Washington office and moved to more spacious quarters in the suburb of Alexandria, Va. The new office includes a small conference room and technical library and room to grow. New address: 3343 Duke Street, Alexandria, Va. 22314.

Building Boston

AM Cable TV Industries Inc., Coopersburg, Pa., has begun stringing and laying cable in Boston for Cablevision of Boston, the cable company that holds the franchise for the nation's 21st largest city. According to AM Ca-
We’ve just acquired U.S. rights to eight MTM movies. 
The Boy Who Drank Too Much ★ Critical List ★ Fighting Back
First You Cry ★ Nowhere to Run ★ Something for Joey ★ Thornwell ★ Vampire
What a purrrfect way to start the New Year.

PolyGram Television
Douglas departs
Citing "numerous offers to do other projects, which the daily production schedule makes it impossible. . . . to do," Mike Douglas asked for and was granted an early release from his one year contract with Turner Broadcasting (due to expire April 30). Douglas will thus permanently depart his slot as host of the hour-long People Now, which is cablecast daily on both WTBS-TV Atlanta and CNN. Replacing Douglas will be long-time WTBS personality Bill Tush, who has been filling in for Douglas while the latter was on vacation.

Guidebook
The American Association of Advertising Agencies has published "A Basic Guide to Cable TV," a 32-page summary of the history, growth and organization of cable in terms of its potential as an advertising medium. One of its conclusions: Although most large agencies still regard cable buys as experimental, "forward-looking advertisers and agencies of any size can take advantage of the cable medium now by including it as an addition to the customary media mix, provided this is done with the right amount of caution." A glossary and cable evaluations by 19 agency media directors are included. Prepared by Gloria Lanza, AAAA director of media services, with the assistance of the AAAA media policy committee, the guide is available for $7.50 to AAAA members, $10 to nonmembers.

Talk-back
UTV Talk-back Television, a proposed advertiser-supported cable network based in Fairlawn, N.J., has pushed back its launch date from today (Jan. 10) to Feb. 18. UTV said the reason for the delay is that it is currently negotiating with a major company within the industry to become a partner in the network to insure its "long term financial viability." UTV has signed commitments with systems that have a total of 2.7 million subscribers and has a total of $2.8 million in advertising commitments so far.

Agency action
Group W Cable has retained Jordan, Case & McGrath as its new advertising agency, replacing Altschiler Reitzfeld Solin/NCK.

ASSET APPRAISAL
If you're involved in the acquisition of a cable system, you know the importance of recapitalizing assets. And in a business where the values of intangible assets often outweigh the tangibles, you need an appraisal firm that knows both areas.

At Frazier, Gross & Kadlec, we've spent 35 years in financial and management consulting to the broadcast and cable industries. Our engineers and economists have a firm grasp of the concepts of valuing both the tangible and intangible assets—a grasp that ensures your cable system is appraised at its full value.

To find out more about cable asset appraisal, call or write: Jim Bond, Vice President. Frazier, Gross & Kadlec, Inc., 4801 Massachusetts Ave., N.W., Washington, DC 20016, (202) 966-2280.

FRAZIER, GROSS & KADLEC
Broadcast and Cable Management Consultants

JC&M will have a budget of about $6 million to work with, which is about three times what Group W Cable committed to advertising and promotion last year. The details are still sketchy, but the campaign that JC&M is working on for Group W will use both broadcast and print advertising. The account is JC&M's first in the communications business.

Program guide
Group W Cable has announced the appointment of Martin Lafferty as vice president of programming. Lafferty, who had been director of programing services for Cox Cable since 1980, will be responsible for all programming on Group W systems, including basic, pay and local origination. According to Group W Cable President Burton Stanier, who made the announcement, "much greater care needs to be given to cable program products and their packaging, so we're pleased to have an individual with Marty's experience in this critical role."

Behind the mike
Cable subscribers will get a rare chance to watch radio on television tomorrow (Jan. 11) when C-SPAN telecasts a day in the life of National Public Radio. According to C-SPAN President Brian Lamb, the network unleashed a camera crew at NPR headquarters in Washington one day last November with instructions to follow staffers as they prepare and present their two daily newscasts, The Morning Edition and All Things Considered. The airing of the tape will be interrupted by live call-in talk shows with Barbara Cohen, NPR's vice president for news and information, at 5 p.m. NYT and with NPR President Frank Mankiewicz at 9 p.m. NYT. Lamb said.

Romance and music
"The Far Pavilions," M.M. Kaye's novel of romance in British-ruled India, will become a six-hour mini-series for HBO. Principal photography was due to start today (Jan. 10) in Jaipur, India, with Geoffrey Reeve producing for Goldcrest Ltd. HBO also announced two music specials—one with rock star Pat Benatar, other with country-music's Willie Nelson.
Preparation for the next generation of radio

The age of digital satellite radio transmission is beginning now. Here's how to make sure you're a part of it.

Four radio networks are in the process of converting to digital audio program distribution. In 1983, the networks will begin offering programs available only via satellite. In less than two years, you will lose almost all land-line distributed programming. You need to prepare for the change today.

Why the switch to digital audio?

The signal that can be transmitted by digital satellite to your station is crystal clear and dependable. Distribution is genuinely transparent. The use of a digital audio earth station gives you flexibility you've never had before. Because the earth station is yours, you can use it any way you like to pick up a whole new range of programs from any number of sources. You have, for the first time, full control and flexibility.

Why Scientific-Atlanta?

After carefully studying the options, the technical experts at ABC, CBS, NBC, and RKO independently chose Scientific-Atlanta as the best source for both sending and receiving equipment for digital satellite operation.

Scientific-Atlanta is the pioneer in this type of broadcast equipment. We're the largest manu-

The familiar Scientific-Atlanta satellite dishes will soon be in use at network affiliated radio stations all over the U.S.

facturer and installer of earth stations.

Because of our advanced technology, our system is also the most cost effective. At the same time, it's the one best suited to the current and future needs of the radio broadcast industry.

There's an added benefit. Because these major networks are all using Scientific-Atlanta equipment, you're guaranteed compatibility. Several other networks are also evaluating the system for their own use.

Low cost

The cost of a digital satellite receiver is very reasonable when you consider the technology involved, and the vastly increased programming flexibility that comes along with it.

If you own or lease the station, you get the benefits of available tax credits and depreciation allowances.

Scientific-Atlanta and your affiliated network will help arrange the most advantageous payment plan for you.

What kind of programming?

There are network plans for TV simulcasts, music specials, remotes, overnight and weekend specials.

The effect on your network news coverage will be phenomenal. Because each network will be able to distribute multiple channels, you'll be able to carry live events, more on-the-spots, more extended coverage. You'll be able to receive long-form stereo programming without being interrupted by scheduled news broadcasts.

This is the first major advance in radio technology in thirty years, a chance to increase your program selection, the quality of your signal, your coverage of news events, your appeal and saleability to your public and your advertisers. It gives you the freedom to access and broadcast national programming of every description, something you've never had before.

Installation has started

Over 1000 stations have already made the commitment with Scientific-Atlanta and are planning the installation of their earth stations.

Call for details

For more information about the equipment, call Scientific-Atlanta now. You need to be a part of the next generation of radio.

Scientific-Atlanta Telecommunications

Contact Digital Audio Sales at (404) 449-2313.
MY FAVORITE

Once again, "My Favorite Martian is an important part of your ear..."
"MARTIAN LANDS AGAIN!" returns to earth to become Inge and daytime comedy block.

This hilarious hit has a network track record that will put you in orbit, averaging a 38 share over its full network run. And in syndication Uncle Martin and friends have performed magic, drawing an audience made up of 56% teens and kids and 44% adults; and of those adults, 75% are 18-49.

All episodes of "My Favorite Martian" have been transferred to tape from the original 35mm prints using the latest video technology to provide the highest quality on-air playback.

And, in the Telepictures tradition, "My Favorite Martian" comes with something extra special — a fully produced promotion and exploitation kit featuring ads, promos, merchandising catalogues, contest ideas and lots more.

So for a highly promotable show that will help your station take off, it's "My Favorite Martian."

NTI PROGRAM RATINGS SUMMARY REPORT ALL TELECASTS (1963 — '66)

ARBITRON SPA, 1967-81

Distributed by:
Telepictures CORPORATION
In Association with
LLOYD ENTERPRISES
Bob Lloyd 12151 788-4880


KFC Trade Association □ Campaign for Kentucky Fried Chicken begins this week in 10 markets. Spots will air 12 weeks in all dayparts. Target: adults, 25-49. Agency: Young & Rubicam, New York.


International Games □ Campaign for Uno card game begins this week in 40 Northeastern, Southeastern and Midwestern markets. Spots include New York and Chicago. Flight will run through March in day, early fringe, fringe, prime access and news times. Target: women, 18-49. Agency: CPM Inc., Chicago.

Switch after 28 years. WFLA-TV Tampa/St. Petersburg, Fla., has named MMT Sales, New York, as its national representative, effective today (Jan. 10). Move severs 28-year relationship between station and Blair Television, which has represented WFLA-TV since it went on air in early 1955. Station, affiliate of NBC-TV, is owned and operated by Media General Group. MMT Sales now represents 28 TV stations.

□ WJAX-AM/FM Jacksonville, Fla.: To BH Radio Sales from Selcom.
□ WTSQ(AM) Albany, Ga.: To Adam Young Inc. from Spot Time Ltd.
□ KLFU(AM) Dallas: To Hillier, Newmark & Weschler from Jack Masla.
□ WAGQ(AM) Oskosh, Wis.: KCFL(AM) Cedar Falls, Iowa; WWPP(AM) Vero Beach, Fla.: To BH Radio Sales (no previous rep).
Switch—an hour series that's right in the mold of this season's most popular network shows—Hart To Hart, Magnum PI, and Simon And Simon! We're offering it to you now on an advertiser-supported basis for once-a-week programming.

Switch stars Robert Wagner, currently one of TV's hottest performers (Hart To Hart) and Eddie Albert, a perennial favorite. The series delighted its CBS-TV Network audiences with its high-style action, dazzling settings and clever plots! Switch climaxed its network run by delivering a smashing average 34 share—totally outclassing its competition!

But more than ratings, Switch produced superb demographics: delivering huge numbers of young adults (especially young women). In addition, Switch attracted an unusually large teen audience, making it an exceptionally strong vehicle for weekend programming. Now Switch goes into syndication for the very first time! You can expect Switch to clear last—so call us today Contact Bobbi Fisher or Stephanie Beatty (212) 759-7500.

Adviser-supported programming from

MCATV

VISIT US AT INTV CENTURY PLAZA HOTEL, SUITE 1760.
TECHNOLOGY THAT WAS AHEAD OF ITS TIME IS NOW RIGHT FOR ITS TIME

Introducing The Dual Beam TVRO Modification

Engineers have long known that a single parabolic dish with two feedhorns can receive signals simultaneously from adjacent satellites. Ten years ago, Hughes Aircraft Company built such an antenna. And as the years went by, the Hughes engineers continued to test and experiment with what came to be called "the dual beam feed modification."

But the modification never received much attention because it had only been used for occasional special projects. But now there is an opportunity for widespread application. The FCC assigned the two major cable birds, Galaxy I and Satcom III-R, adjacent slots at 135° and 131°W longitude.

In 1983, there will be 48 channels of quality cable programming available on these two satellites. To receive this programming, cable operators can invest in a second TVRO antenna. Or they can choose an equally effective but far less costly modification of their existing antenna.

The boresight of the dish is pointed between two adjacent satellites, and two feeds are placed off the focus so that signals from the two satellites are received simultaneously. The result is two beams independent of one another, so that signals even on the same frequency and polarization have an adequate amount of isolation.

Since Galaxy I and Satcom III-R are only 4° apart, there will be an imperceptible decrease in the signal to noise ratio on the order of 0.5 db. Such differences are so small they are difficult to measure, and virtually impossible to see in a TV picture. The modification can be used to receive signals from satellites less than 5° apart.

BENEFITS

The dual beam feed modification is important to the cable industry and to each system operator for several reasons:

- There is no perceptible difference in performance between a modified dish and two separate dishes.
- The modification costs a fraction of the total expense of installing an additional dish.
- No new real estate is required for an additional dish.
- Cable operators will be able to provide expanded tiers of service with more diversified programming.
- Galaxy I and Satcom III-R are the only satellites totally dedicated to cable and feature the strongest programmers in the cable industry.
- Even small operators with 12 channel systems will be able to use this low cost modification to maximize profits.
The Lineup

Galaxy I is totally dedicated to cable program distribution. 19 of the 24 transponders on the "Cable Shopping Center" satellite have been sold. The remaining transponders will be sold to cable programmers to provide the most attractive mix of quality cable programming possible. The satellite will be launched in June of 1983.

Galaxy I (135° W)
- Time Inc.
- Group W Broadcasting Company
- Times Mirror Satellite Programming
- Viacom International
- Turner Broadcasting System
- SIN Television Network
- C-SPAN

Satcom III-R (131° W)
- Time Inc.
- Warner Amex
- Times Mirror Satellite Programming
- Viacom International
- Turner Broadcasting System
- Southern Satellite Systems
- PTL
- ESPN
- Christian Broadcasting Network
- USA Network
- United Video
- Community Service Network
- Reuters
- Landmark Communications
- Modern Satellite Network
- C-SPAN

Technical Features

Using the new dual beam feed system, an existing parabolic antenna can receive signals from two adjacent satellites which are less than 5° apart in the geostationary orbital arc. Existing mounts and main reflectors can be used as is. All that is required is a modification or replacement of the feed. Reflectors from 4.5 to 7.0 meters in diameter with focal length to diameter ratio (f/d) from 0.3 to 0.5 can be accommodated.

Once modified, the antenna will perform as follows:

Frequency: The dual beam feed will receive signals from 3.7 to 4.2 GHz.  
Beam: The modified antenna may receive two conical beams each with horizontal and vertical polarization.  
Efficiency: The loss of gain due to production of two beams is on the order of 0.5 db from the nominal gain of the reflector with a single beam, assuming that the nominal efficiency of the antenna with a single beam is 65%.  
Isolation: The isolation between beams will be at least 20 db, in the same polarization.  
Mechanical: The feed includes support elements (struts, brackets, etc.) which will maintain structural integrity.  
Pointing Adjustments: Adjustment between 3.0° and 5.5° is provided to account for variable geodetic conditions and for satellite spacing of less than 5°.

For additional technical specifications and test data, contact these leading manufacturers:

M/A-COM VIDEO SATELLITE, INC.
Duke Brown
National Sales Manager
33 3rd Ave.
Burlington, Massachusetts 01803
(617) 272-3100

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Sales Manager
491 Oak Road
Ocala, Florida 32672
(904) 687-4033

SCIENTIFIC ATLANTA
Pat Miller
Marketing Manager
P.O. Box 105027
Atlanta, Georgia 30348
(404) 925-5000

For additional information contact:
Cindi S. Whalen, HUGHES COMMUNICATIONS
P.O. Box 92424, Los Angeles, California 90009 (213) 615-1000

Hughes Communications, Inc., a wholly owned subsidiary of Hughes Aircraft Company, P.O. Box 92424.

Vachon Ltd. □ Campaign for puff pies begins this week in Boston and Providence, R.I. Flight will run about eight weeks in day, early fringe, fringe, prime and weekend times. Target: women, 18-49. Agency: Arnold & Co., Boston.


Alaska Seafood Marketing Institute □ Campaign for fresh frozen salmon begins Feb.14 in Boston, Chicago, Cincinnati, Denver, Los Angeles, Philadelphia and San Francisco. Spots will run for varying four-week flight during 6 a.m.-7 p.m. times. Target: women, 25-54. Agency: David W. Evans, Seattle.


Sea Crest Marketing □ Sea Galley restaurant campaign begins this month in about six markets. Flight will run through first quarter in all dayparts for TV and 6 a.m.-7 p.m. times for radio. Target: adults, 25-49. Agency: Evergreen Media, Seattle.

Broadcasting

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

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□ Broadcasting Magazine □ 3 years $160 □ 2 years $115 □ 1 year $60

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□ Broadcasting & Cablecasting Yearbook 1983

The complete guide to radio, television, cable and satellite facts and figures—$75 (if payment with order $65) Billable orders must be accompanied by business card, company letterhead or purchase order. Off press April 1983.

Name ________________________ Payment enclosed □
Company ________________________ Bill me □
Address ________________________ Home? Yes □ No □
City __________________________ State ______ Zip ______

Type of Business ________________________ Title/Position ________________________

Signature ________________________ Are you in cable TV operations □ Yes □ No □
(required)

For renewal or address change place most recent label here

The one to read when there's time to read only.

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New York: 630 Third Avenue, 10017. Phone: 212-599-2830.


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Black Belt Theater I and II have been giving independent stations the punch they need to stand up to the network blockbusters. With 39 dynamic, action packed, color, full length martial arts feature films, stations all over the country have been consistently scoring big ratings against the competition.

In every time period--Saturday and Sunday afternoons, early evenings, late night and in prime --Black Belt Theater has taken on all comers--sports, made-for-TV movies, specials and highly ballyhooed miniseries--and come up a winner.

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Go with the winner. Join forces with Black Belt Theater I and II, and win your share of this important young adult segment of your market. Call WW Entertainment, today.
## Major Meetings

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<th>Date</th>
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<tr>
<td>Jan. 15-19</td>
<td>Association of Independent Television Stations 10th annual convention</td>
<td>Century-Plaza hotel, Los Angeles</td>
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<tr>
<td>Jan. 17-22</td>
<td>National Association of Broadcasters joint board meeting</td>
<td>Posada Vallarta hotel, Puerto Vallarta</td>
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<tr>
<td>Jan. 29-Feb.1</td>
<td>Radio Advertising Bureau’s managing sales conference</td>
<td>Armac hotel, Dallas-Fort Worth Airport</td>
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<tr>
<td>Mar. 17-22</td>
<td>NATPE International 20th annual conference</td>
<td>Las Vegas Hilton, Los Angeles</td>
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<td>Apr. 10-13</td>
<td>National Association of Broadcasters 61st annual convention, Convention Center, Las Vegas</td>
<td>Las Vegas Future conventions: Las Vegas, April 29-May 2, 1984; Las Vegas, April 14-17, 1985; Dallas, April 13-16, 1985; and Dallas, April 12-15, 1987</td>
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<tr>
<td>Apr. 21-24</td>
<td>National Public Radio’s annual conference</td>
<td>Hyatt Regency, Minneapolis</td>
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<td>Apr. 22-28</td>
<td>MIP-TV international TV program market</td>
<td>Paris des Festivals, Cannes, France</td>
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<td>May 9-11</td>
<td>ABC-TV affiliates annual meeting</td>
<td>Century Plaza hotel, Los Angeles</td>
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<td>May 15-18</td>
<td>NBC-TV affiliates annual meeting</td>
<td>Century Plaza hotel, Los Angeles</td>
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<tr>
<td>May 22-25</td>
<td>CBS-TV affiliates annual meeting</td>
<td>Century Plaza hotel, Los Angeles</td>
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<td>May 28-June 2</td>
<td>Montreal international Television Symposium and Technical Exhibition</td>
<td>Montreal, Switzerland</td>
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<tr>
<td>June 12-15</td>
<td>National Cable Television Association annual convention</td>
<td>Hyatt Regency, Las Vegas</td>
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## Also in January

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<td>Jan. 17-21</td>
<td>National Association of Broadcasters joint board meeting</td>
<td>Posada Vallarta hotel, Puerto Vallarta</td>
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<tr>
<td>Jan. 18-20</td>
<td>Southern California Cable Club luncheon</td>
<td>Suncoast, Hollywood, CA</td>
<td>Speaker: Pat Weaver, television consultant. Proud Bird restaurant, Los Angeles</td>
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<td>Jan. 19</td>
<td>Ohio Association of Broadcasters’ Columbus managers’ luncheon</td>
<td>Columbus Athletic Club, Columbus, Ohio</td>
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<tr>
<td>Jan. 19-20</td>
<td>Annual Cable Television Association winter conference</td>
<td>Sheraton-Tara hotel, Nashville, N.H.</td>
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<tr>
<td>Jan. 19</td>
<td>National Academy of Arts and Sciences, New York chapter, drop-in luncheon</td>
<td>New York, NY</td>
<td>Speaker: Robert Frasier, president, National Broadcasting Company</td>
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<td>Nov. 12-14</td>
<td>Society of Motion Picture and Television Engineers 125th technical conference and equipment</td>
<td>Hollywood, CA</td>
<td>Hyatt Regency, Dallas</td>
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<tr>
<td>Nov. 19-22</td>
<td>Society of Motion Picture and Television Engineers 125th technical conference and equipment</td>
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<td>Hyatt Regency, Dallas</td>
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<tr>
<td>Nov. 23-25</td>
<td>National Cable Television Association annual convention</td>
<td>Dallas, TX</td>
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WW Entertainment has assembled a little bit of everything that packs a lot of entertainment wallop. Action, adventure, drama and comedy together with stars to command an audience.

For more detailed information contact WW Entertainment today.
ers. O'Hare Hilton, Chicago.


Jan. 25—Ohio Association of Broadcasters Cincinnati managers' luncheon Westin hotel, Cincinnati.

Jan. 25-26—"The Ethics of the Sports Story" conference sponsored by the University of Nevada-Reno. Harrah's hotel-casino, Reno.


Jan. 26—Ohio Association of Broadcasters state legislators luncheon. Columbus Athletic Club, Columbus, Ohio.


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

Feb. 2-6—International Radio and Television Society faculty-industry seminar. Harrison Conference Center, Glen Cove, N.Y.

Feb. 4-5—Society of Motion Picture and Television Engineers 17th annual television conference. St. Francis hotel, San Francisco.


Feb. 8-9—Arizona Cable Television Association's annual meeting. Phoenix Hilton hotel, Phoenix.

Feb. 9—Alfred I. duPont-Columbia University Awards in Broadcast Journalism telecast from Columbia University, New York.


Feb. 15—Ohio Association of Broadcasters legal workshop. Hilton North, Columbus, Ohio.

Feb. 15-17—Western Educational Society for Telecommunications annual conference. Civic Auditorium, San Francisco. Presentation of "Best of West Awards" at Golden Gateway Holiday Inn, San Francisco.


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


Feb. 25-27—Oklahoma Broadcasters Association annual winter meeting. Lincoln Plaza, Oklahoma City.


WE COULD HAVE EXPANDED OUR NAME TO MIDWEST RADIO & TELEVISION & MUSIC NETWORK & CABLE & SATELLITE & TELECONFERENCING.

BUT WE DECIDED NOT TO LIMIT OURSELVES.
Warner Bros., for more than two decades, has consistently supplied the greatest number and the most important features for syndication.
Volume 23 not only continues that tradition, but also establishes a new era of commitment to supply you with the best.  

Warner Bros. Television Distribution  
A Warner Communications Company
Volume 23, and our new concept, has already been bought in the following markets:

<table>
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<tr>
<th>New York</th>
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<td>Sacramento</td>
<td>Colorado Springs</td>
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April 5—Cable Television Adverting Bureau sales workshop. Sheraton Center, New York.

April 6—Cable Television Adverting Bureau’s second annual cable advertising conference for both cable and advertising executives. Conference follows sales workshop on April 5 (see above). Sheraton Center, New York. Information: Leila Cocosor, (212) 751-7770


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


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


May 3-7—American Women in Radiotv’s 32nd annual convention. Royal York, Toronto.

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


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


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


May 19-20—Kentucky Broadcasters Association spring convention. Speaker: Eddie Fritts, president, National Association of Broadcasters president. Downtown Ramada Inn, Louisville, Ky.


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


May 28-June 2—16th Montreal International Television Symposium and Technical Exhibition, Montreal, Switzerland. Keynote addresses on high-definition television, information: Internat’ional Television Symposium, P.O. Box 122, CH-1820 Montreux, Switzerland. Telephone: (212) 62 22 29 or 61 33 84, until March 12, 1983.

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

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

Errata

Osmond Studios and National Institute for Low Power Television are partners in supporting, not financing, development of JPD Television Network Entertainment, clarifying report in Dec. 6, 1982, issue.

Eric Ober, vice president, news, CBS Owned Television Stations Division, named VP and station manager of CBS-owned WCBS-TV New York, not general manager as reported in Jan. 3 issue. Ron Tindiglia continues as vice president and general manager of WCBS-TV

Who’s on first

EDITOR: The story on WOR-TV’s move to New Jersey (BROADCASTING, Dec. 13, 1982) contained one error. WOR-TV will not become New Jersey’s first commercial VHF station as was reported. To set the record straight, WATV (later as WNTA-TV) was licensed in and licensed to Newark, and on the air from May 15, 1948, until Dec. 22, 1961, before its move to New York and conversion to noncommercial WNET (now WNET). Thus, WOR-TV will become New Jersey’s only commercial VHF station, not its first.—Louis J. Sicilia, Guttenberg, N.J.

Access right

EDITOR: I found the Dec. 13, 1982, “Monday Memo” by Barry Beiderman regarding broadcasters’ failure to offer time for advocacy advertising to be very much on target. It appears to me to be very self-serving when we argue that broadcasters deserve coverage under the First Amendment, which they obviously should, when we then deny any opportunity for others to exercise their First Amendment rights.

While I don’t agree with the current laws regarding lowest unit rate, etc., we offer the lowest unit rate to anyone wishing to place issue advertising.

Even when something is wrong in the form of a law, it does not prevent it from being our civic duty.—Hugh Christian, general manager, WRFG(AM) Athens, Ga.—WFOX(FM) Gainesville, Ga.
Making room for new technologies

Some people wonder if there is room in the technology marketplace of tomorrow for all of today's technology. I wonder not if there is room, but whether those of us in the telecommunications industry are prepared to take advantage of the greatest opportunity and marketing challenge of the century. Direct television broadcasting from satellite, satellite master antenna television, home earth receivers, cable, low-power television, satellite radio, cellular radio, computers, teleconferencing and fiber optics are just some of the emerging technologies that most futurists agree will change the face of societies throughout the world. The challenge to develop the equipment necessary for these technologies is being met, but the larger challenge that remains is for innovative business professionals to develop marketing and support programs that will successfully integrate these technologies into our lives, into business and industry, into education and other institutions throughout society.

Consider these thoughts:

- During the next five to 10 years we will build and install more communications technology than presently exists.
- Satellite farms, by the year 2000, could provide between 22,000 and 48,000 channels for television, voice and other communications.
- Teleconferencing is expected to grow at a rate of between 20% and 40% during the next few years and can eliminate by the end of the decade much of the enormous money now spent on executive travel time.
- An optical fiber one-fifth the size of a hair, can carry 10,000 telephone messages or 8,000 TV channels.
- Some $30 billion was spent on communications technology in the year 1980 and is expected to reach $150 billion by 1990.
- Computers that will fit inside a shoe box have more power today than room-sized computers had a decade ago.
- A new computer technology, being developed at the University of Mississippi, could, during the coming decade, make it possible to build a "chip" cube of two human hairs that is capable of storing all of the world's knowledge.
- Satellite and cable-based newspapers are a reality. Some observers predict a dramatic decline in the use of paper in communications.
- By the year 2000, 67% of the American work force will be employed in education-information industries.

No segment of our lives will remain untouched by these and other technological developments. I believe there is plenty of room for all technological developments, and each will present many enriching opportunities for the sale of equipment and services. DBS will not "kill" cable. Neither DBS nor cable will "kill" the market for home satellite terminals. We will see dramatic changes in the mix of communications, with less use of paper and more use of the airwaves. Satellites and satellite receivers are the key elements that will make it all happen.

The greatest opportunities will come to those individuals who begin now to think in future terms. Cable operators must consider the vast market available in SMATV (there are some 28 million apartments in this country, many yet unwired), the market available in institutions such as hospitals, colleges and universities, banks and industry groups which will look for wire interconnections for computer and data links. The market for home and commercial satellite receivers will increase dramatically as churches, banks, radio stations, chambers of commerce, colleges and professionals such as doctors, lawyers and accountants seek to share data and continuing education opportunities. Home security, emergency services, local advertising, utilization of data channels and other applications which will meet the needs of the homeowner as well as the businessman are in cable's early future. The Qube system in Columbus, Ohio: the growth of teletext programming; profitable local advertising in systems from New York to California and systems providing data interlinks for corporate offices in major markets are just a glimpse of tomorrow.

Low-power TV will carve its niche for specialized audiences while radio stations will be enriched by greater use of satellite services and more local programming.

Cellular radio will expand the mix of services to a tremendous new market that is projected to produce revenues of up to $15 billion by the end of this century.

Preparing for the information civilization will require a new commitment that bridges business and industry, education and government. It must reach from corporate board rooms to elementary school classrooms to the halls of the Congress and the White House. First, we must reorder the educational programs of the nation to provide future generations with the knowledge of science and math that will be necessary to function in both the business and the home of the future. Corporate officers must concentrate both on the development and the application of technology elements, not as single systems, but as compatible and integrated systems with applications in many sectors of society. Government policy must focus its support in reordering educational programs of the nation, and industry must join the focus in corporate giving efforts and by providing corporate expertise in the planning.

To address the problem of providing industry leaders with a broader range of skills, the University of Mississippi is proposing the establishment of a Center For Future Communications Technologies. The center will incorporate an interdisciplinary program concept, giving students an opportunity to gain engineering, management and marketing, sales and communications, journalism and broadcasting skills. The goal is a program that will provide leaders with all of the skills needed to develop, understand and apply communications technology throughout society. The communications industry will be asked to provide the financial support for development of the program, to share executives as planners and visiting lecturers, to provide equipment, cooperative educational programs for students and employment opportunities for future graduates. The program is the joint effort of engineering, business, journalism-broadcasting faculty and industry leaders.

For those who dream ahead and begin today to expand the application of current technologies, the rewards will be great. Those who fail to dream and refuse to expand the application of these technologies, the marketplace will leave behind.
No longer just a good idea

The Carole Shaw Show is a good idea that's happening.

There are 25 million women out there ready for an entertaining, informative, forthright, involving, helpful television show.
Their wait is over.
Firm first cycle commitment: 30 weeks, including four weeks of repeats.

THE CAROLE SHAW SHOW
Produced in cooperation with and at the facilities of WRC-TV, Washington, D.C.
A Little Joey, Inc., production in association with

PolyGram Television
THREE'S COMPANY
FANS WILL LOVE SEEING HOW IT ALL BEGAN

THE THAMES ORIGINALS
MAN ABOUT THE HOUSE, GEORGE & MILDRED, ROBIN'S NEST

FIRST RUN
125 HALF-HOURS

D.L. TAFFNER LIMITED

BENNY HILL & AFTER BENNY
115 HALF HOURS
THE KING OF THE HILL IN LATE-NIGHT STRIPPERs
OVER 100 MARKETS SOLD!
Feeling the weight of the CRT signal fee increases

Preparing for a March 15 deadline, cable systems are dropping superstations and regional channels to avoid higher payments for distant signals

Despite the postponement of the effective date of a Copyright Royalty Tribunal ruling to increase cable operators' royalty payments for distant signals until March 15, cable operators across the country dropped distant signals, including the three satellite-delivered superstations, to lessen their copyright liability.

Cable MSO's such as Warner Amex, American Television & Communications and Tele-Communications Inc. dropped distant signals on many systems prior to Jan. 1 and plan to unload even more before March 15.

Superstations WSB(TV) Atlanta, WOR-TV New York and WGN-TV Chicago and regional distant signals reported losses.

WBS's subscriber rolls dropped by $250,000, according to Nory Lebrun, WBS's vice president of sales and marketing. Although the loss was not as large as expected, Lebrun noted that the station could lose a million subscribers if the CRT ruling is not overturned.

At WOR-TV and WGN-TV, spokespersons noted that there is still confusion over what cable systems will do. A WOR-TV spokesman estimated the station lost close to 100,000 subscribers as of Jan. 1. The spokesman predicted that by March 15, the effects of the CRT ruling "could be devastating."

Roy Bliss, president of United Video, the satellite carrier for WGN-TV, said the station's subscriber rolls might drop by 500,000 by March 15. (WGN-TV has roughly 10 million subscribers.)

All three superstations and the National Cable Television Association are prepared to fight the CRT ruling. Both WGN-TV and WOR-TV are taking their case to the public to explain why their stations were pulled off cable systems.

NCTA and Turner Broadcasting, WBS's licensee, are appealing the CRT ruling in the U.S. District Court of Appeals. The CRT made the ruling in October, but Ted Turner and NCTA were able to convince Congress to stay a stay of the effective date until March (BROADCASTING, Jan. 3).

The CRT's rate increase was devised to offset the dropping of the FCC's syndicated exclusivity and distant-signal rules. Large cable operators (those that generate more than $214,000 in basic cable revenues during one of the CRT's six-month accounting periods) are required to pay 3.75% of their basic revenues for each distant independent signal and one-fourth that amount for each distant network affiliate that they would not have been able to carry under the distant-signal rules.

The stay, however, has not necessarily worked to the cable operator's advantage, because the Copyright Office has refused to prorate fees. The cable operators are liable for signals under the current rates for the CRT's entire six-month accounting period, which runs from Jan. 1 to June 30, even if they drop those signals prior to March 15. NCTA asked the Copyright Office to reconsider, but that request was also denied.

WBS and NCTA are also working to educate the public about their plight. WBS was to air a 30-second message last Friday and Saturday featuring NCTA President Thomas Wheeler making a pitch for viewer support (see box below). Turner is also offering cable systems an incentive to carry all three of his programing services (see story, page 91).

Anti-CRT campaign. Seven times—beginning on Friday afternoon (Jan. 7) and running through 12:29 a.m. Saturday—Ted Turner's superstation WSB(TV) Atlanta broadcast a spot opposing the increase in fees that the Copyright Royalty Tribunal has ordered cable television systems to pay. The spot features Thomas Wheeler, president of the National Cable Television Association, who says that the increase will force many systems "to drop popular program channels," and urges viewers to write their senators and congressmen "and ask them to give you back the channels you enjoyed before bureaucrats stepped in."

The spot—carried by cable systems with a total of more than 25 million subscribers—was run despite the threat of legal action by the Motion Picture Association of America, which supports the increase in fees. Arthur Scheiner, MPAA counsel, said in a letter to Turner and Wheeler, that the spots raise "a substantial question as to whether the facilities of wras, licensed to serve the public interest, convenience and necessity, are instead being used to promote your personal views and private interests"—specifically, the retention of wras' signals by cable systems. If the amendment is transmitted, he warned, "we intend to pursue all appropriate remedies before the FCC, including the filing of a formal complaint and/or a challenge to the next renewal of the wras license." Turner Broadcasting System, however, saw the spot as no more than a fairness doctrine issue. "As a licensee, we are obliged to carry controversial issues of public importance," said Turner attorney Robert Poss. And the matter of the CRT ruling and the possible resulting loss of programs is controversial and a matter of public interest, he said. As a result, he added, Turner "will offer MPAA, sports interests, the National Association of Broadcasters and others on the other side of the issue time for presenting conflicting views."

While cable MSO's wrestle with deciding what distant signals to drop, advertising-supported programing services are thriving from the distant signal losses.

According to the Cable Health Network, it added 2.5 million subscribers last December. CHN says 700,000 of those subscribers joined as a result of the CRT ruling. "We were anticipating growth after the Western Cable Show and laid out a specific marketing campaign to accommodate cable operators for the switchouts," said CHN's President Jeffrey Reiss.

Black Entertainment Television and Hearst/ABC Video also reported a swell of subscribing. BET's Bob Johnson projected an increase of three million subscribers by summer. Hearst/ABC Video's Kathryn Creech noted that the company started an aggressive direct mail campaign to garner more subscribers in early December. Creech also reported that, on average, Hearst/ABC Video signs five contracts a week, but during the last week of December, it signed 52.

For regional distant signals it is harder to determine the immediate effects of the ruling. Cable systems rarely announce the dropping of regional signals. Many of the regional signals are concerned but are not predicting great losses.

KTV(TV) Dallas's general manager, Jack Berning, doesn't foresee too much "defec-
tion," but thinks the ruling will cause more harm to newer stations. David Polinger, WPIX-TV New York vice president, thinks the major superstations will be the first to go.

Some MSOs's reported dropping WOR-TV and WGN-TV first; others say a combination of both superstations and regional distant signals were let go. Warner Amex spokesman Leo Murray reported that some 250,000 Warner subscribers have already been affected by the ruling. Warner is also urging its subscribers to write to Congress about the losses.

ATC's senior vice president of cable operations, James Doolittle, said about 30 of its nearly 100 systems will be affected. About one-third of those 30 systems already dropped an average of 1.2 signals. The rest, he noted, will drop signals between now and March 15.

Tele-Communications Inc. dropped a handful of signals by Jan. 1. Close to 50% of TCI's 2.3 million subscribers may be affected in the long run. Chief Executive Officer John Malone noted that TCI received more complaints from city governments than from subscribers for dropping signals. Malone said some cities were even threatening to file suit, but TCI feels there is no basis for legal action.

Continental Cablevision has postponed dropping signals thus far, but will unload both superstations and regions. Nearly 50% of Continental's 484,000 subscribers will be affected, said John Rakoske, vice president for Continental's New England region. He noted that some of Continental's systems might drop up to four distant signals.

United Cable TV is another MSO waiting until March 15 to drop signals. For United, the effects are limited. A spokesman noted that only 11 of United systems would be adversely affected. United will drop a mix of regional distant signals and superstations.

Cabled Chicago: Four companies divide the spoils

Group W Cable wins two areas; Dolan's Cablevision Systems, TCI-Cross Country Cable and Continental win other three

In a decision foreshadowed by recommendations of various cable committees and advisors, the Chicago city council last Friday awarded, by a 49-1 vote, cable franchises for its five designated cable areas to four different cable operators. But before those cable operators can begin building their promised cable systems, they must negotiate a formal franchise agreement with the city's Office of Cable Communications, a process that is expected to take about 60 days.

Of the six companies that bid for the five franchises last September (BROADCASTING, Sept. 6, 1982), Group W Cable came out on top, winning the rights to wire two adjacent areas (Area 2 and Area 3) in the northwest part of the city, the only two areas for which it bid. Cablevision Systems Chicago Inc., another partnership headed by Charles Dolan, won the Area 1 franchise. Chicago Cable Communications, a joint venture of Tele-Communications Inc. and Cross Country Cable, received the Area 4 franchise. And Continental Cable Chicago Inc., a joint venture of Continental Cablevision, the Boston-based MSO, and a number of local investors, was tapped to build the Area 5 system.

Satellite Cable Communications Chicago Inc., a local company that bid for Area 4, and Communications & Cable Inc., a small cable and SMATV company based in Chicago that bid for Area 1, came up empty.

Each of the franchise areas contains between 188,000 and 271,000 homes and, if the cable franchisees make good on the promises contained in their bids, each of those homes will have access to a minimum of 20 channels of cable service. And if the winners make good on the demands of the city's request for proposal, each home will be able to receive a 36-channel "universal" service by paying a one-time installation charge of around $40. The service will comprise all local broadcast signals and all public access channels. (The RFP requires franchisees to set aside 20% of their channels for public access.)

The proposed systems will require enormous sums of money to build. By the time all is said and done, each will cost at least $100 million. Group W's dual victory represents a commitment of approximately $330 million.

The city council's votes came as no surprise. The selections reflected the recommendations made by the city's cable consultant, Malarkey, Taylor & Associates; John McGuire, head of the Office of Cable Communications, and the city council's finance committee, which made its recommendations last Thursday, the day before the full council met to decide the question. "Everybody came to the same conclusion on which were the best," said McGuire.

Cablevision and Communications & Cable bid for Area 1. McGuire said he endorsed Cablevision's bid because Communications & Cable's was "just not a very good proposal." The company did no ascertainment, he said, and its programing proposal and design for its institutional loop were "inadequate." He also found Communications & Cable "short on experience."

For McGuire, Area 2 was a tough call. Group W and the Chicago Cable, the TCI-Cross Country, had bid for it, but in the end he concluded that Group W made a better overall proposal in terms of engineering, programing and financing.

Even though Satellite Cable revised its bid to reflect an agreement by which Maclean Hunter, the big Canadian MSO, would operate its cable system, McGuire dismissed its bid for Area 4 and recommended Chicago Cable. Satellite Cable's financing, he said, "just wasn't there."

Financing also played an important role in McGuire's decision regarding Area 3, which came down to a contest between Group W and Cablevision. Since both had been recommended for another franchise, McGuire endorsed Group W, believing it was better able to carry the financial load of building two systems.

Continental Cable was the only bidder for Area 5, but McGuire said he would not have recommended that the company receive the franchise had its bid not measured up to the high standards of the other winning proposals. Why didn't other cable companies bid for the relatively wealthy area covering the southern end of the city? According to "conventional wisdom," McGuire said, Continental and its local partners, "a who's who of the black business establishment," worked hard prior to submitting its bid and "scared off the rest of the MSO's." McGuire added that the partnership between Continental and the minority investors, who include John H. Johnson, publisher of Ebony and Jet magazines, is "a true 50-50 joint venture" in which the MSO and the local investors are sharing equity and risk.
New 98th's Roster

The new 98th Congress completed its reorganization process last week for major committees, including the House Energy and Commerce and Senate Commerce Committees. The composition of the Senate Commerce Committee remained virtually unchanged (only two new members were added).

The Energy and Commerce Committee added 10 new members. The ratio of Democrats to Republicans also shifted in the committee: Democrats gained three seats and the Republicans lost two. House and Senate subcommittees will be organized later in the month.

On the whole, communications lobbyists don't foresee any significant changes due to the make-up of the Energy and Commerce Committee. They also agree it is too early to tell where some of the freshmen representatives stand on communications issues.

National Association of Broadcasters' senior vice president of government relations, Steve Stockmeyer, noted that in general the Democrats selected appear to be more "moderate and conservative." He said that could be viewed as a positive sign for gaining support for deregulation.

James Mooney, National Cable Television Association executive vice president, also doesn't foresee any specific problems developing for the communications industry because of a new committee make-up. Both Stockmeyer and Mooney admit that the organization of the Telecommunications Subcommittee, which has one vacancy on the Democratic side and two on the Republican, will be much more significant.

While the majority of seven new Democratic committee members don't appear to have any significant interests in broadcast issues, there is a broadcaster among them—Mississippi Congressman Wayne Dowdy. Dowdy is part owner of four radio stations and was elected during a special election.

Dowdy owns 33% of WAKK(AM) McComb, Miss., 30% of WKKY(FM) Pasca
goula, Miss., and 25% of WMLT(AM)
WQZY(FM) Dublin, Ga.

In the Senate Commerce Committee, former ranking minority member Howard Ca
can (D-Nev.), who lost the 1982 election, was succeeded in that post by Ernest Hollings (D-S.C.). New Jersey Democrat Frank Lautenberg will fill the Democratic vacancy. Former Congressman Frank Tribble (R-Va.) fills the vacancy created by the defeat of former Senator Harrison Schmitt (R-N.M.)

In the House Judiciary Subcommittee on Courts, Civil Liberties and the Administra
tion of Justice, which has jurisdiction over copyright, Representative Carlos Moore
tead (R-Calif.) is expected to seek the rank
ing minority position left vacant by the de
fault of Tom Railsback (R-III.) in the state primary.

### Senate Commerce Committee

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Hard line with Cuba advanced by NAB task force

In paper to State Department and FCC, all-industry task force says U.S. should lift power limits on AM stations and stresses need for negotiating agreement on broadcast standards

A National Association of Broadcasters all-industry task force on the Cuban interference problem has some advice for the State Department and the FCC: Get tough. Lift power limits on American AM stations, and permit those that can radiate toward Cuba to blast away without limit. That approach, the task force suggests, might give the U.S. leverage in negotiating with Cuba.

And the "options paper" the task force issued last week stresses the need for negotiating an agreement on broadcast standards. That, it says, is "the only long-term solution to radio interference between the U.S. and Cuba." It even suggests conciliating Cuba by considering the modification of AM facilities Cuba has identified as causing interference to its stations and offering technical and economic assistance.

But the thrust of the report is a call to the government at least to consider a confrontational approach as a means of placing the U.S. "in a favorable negotiating position with Cuba." The chairman of the task force, Collie Tarleton, Jefferson-Pilot Broadcasting's senior vice president for radio, said the U.S. must make it clear it "will do whatever is needed to protect American broadcasters... We have to send a message—no more business as usual. We're tired of being the nice guy." He noted that Cuba in 1959, after Fidel Castro came to power, stopped adhering to the North American Regional Broadcasting Agreement that was governing the use of the AM band in the region, and in December 1981 walked out of a conference of hemispheric countries in Rio de Janeiro that was drafting a treaty on AM broadcasting. "It's a renegade nation," Tarleton said.

Cuban-caused interference to U.S. stations throughout vast stretches of the country, particularly the Southeast, has been a matter of mounting concern to broadcasters and the government for years. The issue figured prominently in the last Congress in the debate over and rejection of the administration's Radio Marti proposal, with opponents arguing that a government-owned AM station broadcasting into Cuba would only exacerbate the problem.

The task force was created in response to a State Department plea for assistance. Broadcasters had been clamoring for a diplomatic solution to the problem, but the department said its efforts had proved futile. It had nothing with which to negotiate. What, it said, could be offered to radio broadcasters?

The options paper, adopted by a majority of the task force's six members (Tarleton said some provisions were opposed by some members but that all were cleared by at least a majority), and approved by the NAB's executive committee, says that negotiation "is the logical method of achieving an agreement." It suggested a range of negotiating "modes," from bilateral talks to conferences sponsored by an international organization. And it said the U.S. government "means what it says" that its "two primary broadcasting requirements"—the political need for the establishment of a specific radio service and protection against interfering signals from abroad—"are not mutually exclusive" with adherence to technical standards and a concomitant agreement with the U.S.

And NAB president Edward O. Fritts, in a letter to Assistant Secretary of State for Inter-American Affairs Thomas O. Enders that accompanied a copy of the paper, said he wanted to "emphasize," on behalf of the NAB executive committee, that the options "should be considered within the context of negotiation." Therefore, he added, "we have refrained from assessing the viability of each option."

But as a means of encouraging Cuban participation in the negotiations, the paper recommends an end to all restrictions on radiation toward Cuba—provided only that domestic stations and those in all other western hemisphere countries but Cuba are protected. One option actually suggests a deliberate effort at causing interference to Cuba. (Technically, at least, there are no restrictions on radiation toward Cuban stations listed in NARBA. The commission lifted those restrictions last year, shortly after Cuba formally denounced the agreement.)

It calls on the government "immediately" to undertake an engineering study to determine which AM stations could modify their facilities in a manner that would adversely affect Cuban broadcasting in a "substantial" manner. In those cases, the report says, the FCC should accept applications for a change in facilities to eliminate protection now afforded Cuban stations. Applications for new AM stations, the report adds, should not be required to provide such protection.

The proviso that U.S. and other non-Cuban stations in the region must be protected "under no circumstances" would impose on U.S. stations in what could become a power war with Cuba. The paper says the commission "should lift power limitations" on AM stations—50 kw is the current maximum—and adds: "The FCC should consider power increases for stations that can increase radiation toward Cuba with no maximum power limit."

What's more, the task force would not impose the burden of changing facilities on the stations involved. That should be borne

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Government-press relations. How does a government conduct what it considers an effective foreign policy when the press is free and has a tradition of aggressively seeking out and reporting secrets? That was the question probed on Wednesday night (Jan. 5) on the Public Broadcasting Service, in the first of a four-part series on The Constitution: The Delicate Balance. The question, looked at in a seminar-like session by representatives of a variety of disciplines, sparked a lively debate during the 90-minute program on "National Security and Freedom of the Press." The hypothetical situation posed by moderator/ringmaster C. Benno Schmidt, Columbia University professor, involved the use of the press by leaked information regarding a Central Intelligence Agency operation aimed at destabilizing an unfriendly government. Dan Rather, anchor of the CBS Evening News, said, "As a professional, my job is to publish and be damned." Former CIA director James Schlesinger was not surprised. "Leaks have become routine, and it is virtually impossible to conduct a covert operation," he said. Federal Bureau of Investigation Director William H. Webster, said if he were a judge (as he was before taking his present assignment), he would be sympathetic to a request for an order barring Rather's broadcast. And retired Supreme Court Justice Potter Stewart objected to journalists' use of the phrase, "the right to know." The Constitution says "nothing" about such a right, he said, suggesting that the use of term leads to "fuzzy thinking." Shown above are (l-r): Stewart (with hands folded), Rather, Webster, Jack Nelson of the Los Angeles Times and Schmidt. The series is produced by the Media and Society Seminars, a program of the Columbia University Graduate School of Journalism, in association with noncommercial WTTW(Chicago) and WNET(Chicago) New York.
by the government. "Broadcasters," the report says, "should not have to pay for facility modifications necessary to counteract Cuban interference in consequence of U.S. government foreign policy." The paper says compensation should cover revenue lost as a result of interference as well as technical modifications.

The task force also believes the U.S. should make clear in a public and forceful way its concern over Cuban interference. Those in government responsible for communications policy—in Congress, the White House, the State Department, the commission and the National Telecommunications and Information Administration—should, the paper says, "state as a part of a major public address that the U.S. government will take whatever steps may be necessary to protect U.S. broadcast stations from interference from foreign stations."

If American-caused interference is the stick the U.S. should use in persuading Cuba to negotiate, the task force believes there may also be a carrot or two. The paper says that, "where advantageous to the U.S. license, and not economically detrimental to the U.S. station's listenership and service area," changes in facilities that Cuba has identified as problems could be explored as a basis for a U.S.-Cuba agreement. The paper also says that it would be better for Cuba to handle its technical service needs at a cost that "might be far less than" the reimbursement of American stations for mitigating the costs of Cuban-caused interference.

The task force also made recommendations regarding U.S. international telecommunications policy-making and policy. The paper says the State Department should assign exclusive authority for policy in the area to the Commerce Department—a proposal the Senate Commerce Committee has made in the past. But it also says the U.S. should consider withdrawing from the International Telecommunication Union or seek the exclusion of Cuba from it, and that appears to run counter to current U.S. policy. While some U.S. officials have indicated a willingness to consider having the U.S. leave the organization, the U.S. made much of the concept of "universality" in successfully opposing an effort by Arab nations to exclude Israel from the ITU at its plenipotentiary conference in Nairobi, Kenya, last fall (BROADCASTING, Oct. 25, 1982).

Tarleton and other members of the task force delivered copies of the report to the FCC and State Department last Wednesday. Thus far, there has been much reaction. An aide to Chairman Mark S. Fowler said Fowler was "very sympathetic" to the plight of broadcasters whose stations are affected by the interference problem. And he was said to be receptive to at least one of the recommendations—that the commission grant conditional licenses rather than special temporary authority (good only for 90 days) to stations permitted to modify facilities to overcome the interference. But the aide said there was at least one recommendation the Communications Act would prevent the commission from adopting—that the U.S. not take unilateral action to stop transmissions "of any radio broadcasts into Cuba" until the interference problem is resolved. The recommendation could apply to illegal shortwave broadcasts—and the commission has already shut down several beaming anti-Castro propaganda into Cuba.

But the commission believes the problem is principally one for the State Department to handle through diplomacy. And at the State Department reaction to the task force report was cautious. William Jahn, of the Office of International Communication Policy, declined comment. He said he would discuss the matter with staff at the State as well as at the commission, where, he said, some decisions would have to be made.

The official in the department with primary responsibility, Enders, will not be in a position to focus on the matter until the end of the month.

The task force members, besides Tarleton, are Harold A. Frank, vice president and general manager of WINS-AM/FM Miami, and vice president for radio of the Florida Association of Broadcasters; Matthew L. Liebowitz, special counsel, FAB, and general counsel, South Florida Radio Broadcasters Association; Vincent Pepper, of the Pepper & Corazzini law firm, Washington; Abe Voron, executive vice president of the National Radio Broadcasters Association, and Jim Eddens, vice president of WOW, Omaha, Neb.

**Drop in music license fees set for Feb. 1**

That's when Judge Gagliardi's decision against ASCAP and BMI goes into effect; appeals certain

The reduction in music-license payments that television stations make to the American Society of Composers, Authors and Publishers and to Broadcast Music Inc. will become effective Feb. 1, 1984, unless extended. The one-year period before the effective date is to permit ASCAP and BMI to undertake their appeals. If the appeals process is not completed by Feb. 1, 1984, the court may grant an extension of the effective date.

If the effective date is extended, however, the stations may apply to the court for a reduction of their fees. At any time, they may apply for a prospective reduction on a showing that they have obtained needed music licenses from sources other than ASCAP and BMI.

In the meantime, the 1980-level payments are to be made "in monthly installments on an annual basis." The payments should total about $60 million a year, based on estimates that 1982 payments reached about $80 million and that 1980's were approximately 25% less.

The case was initiated as a class-action antitrust suit by members of the All-Industry Television Stations Music License Committee, headed by Leslie G. Arries Jr. of WIVB-TV Buffalo, N.Y. The reduction in payments applies to all commercial TV stations having ASCAP and BMI licenses except network-owned stations and WSM-TV Nashville, which opted out of the suit.

Leaders of the all-industry group were delighted with the results of their work—and that of the New York law firm of Weil, Gotshal & Manges, which represents them. "We're very pleased," Arries said. "We won very clearly on all open points."

The committee's objective was to get the blanket licenses, whose fees are based on station revenues, outlawed and eventually replaced by a system in which the producers of syndicated programs and commercials would obtain the needed music licenses at time of production, "at the source." Since networks obtain the licenses for music in network programs, stations then would need licenses only for music used in locally produced programs and commercials and might, in fact, themselves obtain such licenses directly from the composer or publisher of the music used.

Judge Gagliardi's judgment—assuming it is upheld on appeal—sets up conditions looking toward this sort of at-the-source licensing system. Beginning with the effective date of the judgment, for example, ASCAP and BMI would be barred from granting to TV stations music rights in any syndicated program—and their members would be barred from authorizing them to grant such rights. After "a minimum period of five years" from the judgment's effective date, ASCAP and BMI "shall grant per- mission to license music rights in syndicated programs "through a form of per-program license or such other manner as the court at that time may find not inconsistent" with the terms of the judgment.

For music in locally produced programs, the judgment says, ASCAP and BMI are free to offer stations "any form of mutually agreed upon license."

The judgment specifies that the term "syndicated program" includes "regional or na-
national commercial advertisements contracted for by a local television station, and that "locally produced program" includes locally produced commercials.

Judge Gagliardi retained jurisdiction in the case for a determination of damages, if any, to which stations may be entitled; for determination of reasonable attorneys' fees, and for determination of "the appropriate manner, method and amount of payment" by stations for music in syndicated and locally-produced programs acquired or produced prior to the effective date of the judgment. An estimated $18 million to $20 million in station payments being held in escrow are to remain there "pending the determination of damages, if any," owed by ASCAP/BMI to the stations. This determination presumably will not be made until the appeals process is completed, and then only if Judge Gagliardi's decision in the case has been upheld.

All station payments from Feb. 1 until the effective date of the judgment may be subject to retroactive adjustment if ASCAP and BMI win the case on appeal. How long the appeals process will take is open to speculation. ASCAP and BMI say they will initiate it "promptly." Whichever side loses in the court of appeals, however, is almost certain to ask the Supreme Court to review the case.

In a statement issued last Thursday, BMI President Edward M. Cramer said that "on at least two counts, I'm quite pleased with the order. First and foremost, it's a far cry from the total cessation of payments as requested by the broadcasters when the initial decision was handed down last August... Second, I'm relieved that the initial trial phase is finally closed and that the appeal process can now begin. Obviously, no one can predict with any absolute certainty how the appeal will finally end, but, with the Supreme Court and several lower courts having upheld the blanket license against similar challenges from CBS and others, I see no reason not to be extremely optimistic. It's just going to take time and money before it's all satisfactorily sorted out.

ASCAP officials were similarly confident of ultimate victory. Representatives of the all-industry committee seemed no less sure that their side would win again.

Another unregulator in key FCC role

New FCC general counsel, like chairman he serves, isn't high on government regulations, especially in content areas

If the man the FCC installed as its general counsel can offer further evidence of where the commission is going, broadcasters should be reassured. For Bruce E. Fein, 35, who stepped into that role officially last Monday (Jan. 3), makes it clear that he, like Chairman Mark Fowler, has an aversion to government regulation and an affection for the marketplace. Especially questionable to him are laws and regulations used to regulate content, such as the fairness doctrine and the equal opportunities mandate, which he said last week "ought to carry a heavy presumption of suspicion under the First Amendment." (He is quick to add, however, that his personal feelings won't prevent him from enforcing those laws. "As just as we are obliged to point out what we think are flaws and misconceptions in law, we're similarly obliged to enforce them until Congress amends or repeals them," he said.)

At the same time, however, he is not averse to making waves. "I'm not someone who genreflects to past precedent," he said. "I'm not reluctant to ask the courts or administrative agencies to overrule their past decisions, if the factual premises obtained [in a particular case] no longer obtain or the logic [of earlier cases] has not passed the test of time," he said.

Fein may be short on practical communications experience, but he's not short on legal—or government—experience. A Republican, he graduated from Harvard Law School in 1972, then worked for a year as a law clerk for U.S. District Judge Frank Kaufman in Baltimore. In 1973, he started working for the Department of Justice as an attorney adviser in its Office of Legal Counsel.

He served as assistant director for Justice's Office of Policy and Planning from September 1974 through September 1975, then worked as special assistant to the assistant attorney general, antitrust division, from October 1975 until August 1977. He then became a senior trial attorney for the antitrust division's appellate section, where he remained until March 1981. While in that section, Fein said he worked on Justice's brief in the 1978 case in which Supreme Court affirmed the FCC crossownership rule grandfathering all but 13 "egregious" cases of newspaper-broadcast combinations, but prohibiting new ones (Broadcasting, June 19, 1978).

(He also said he worked on Justice's brief for the 1979 case in which the Court of Appeals in Washington affirmed the commission's dismissal of a fairness doctrine complaint by the American Security Council Education Foundation against CBS News's coverage of national security matters (Broadcasting, July 2, 1979).)

After that, he served as associate deputy attorney general for Justice's Office of the Deputy Attorney General, where he reviewed cases being worked on by all of Justice's litigating divisions.

Taft and Zenith become teletext partners

Companies will offer programing via WKRC-TV Cincinnati and decoders using British technology

Hoping to encourage television stations to begin broadcasting teletext services using the British system, Taft Broadcasting Co. and Zenith Radio Corp. last week announced a plan to make teletext happen in Cincinnati. Under a five-year agreement, Taft will broadcast a teletext magazine over its WKRC-TV there and Zenith will supply teletext decoders.

The agreement is designed to solve the riddle of the chicken and the egg that could retard the development of teletext service. "By providing teletext receiving equipment when the broadcast service begins operating commercially," said Robert B. Hansen, senior vice president of Zenith, "Taft and Zenith will avoid the dilemma of which comes first, the program service or receiving equipment."

The agreement will take effect as soon as the FCC authorizes broadcasters to transmit teletext services during the vertical blanking interval of their regular television signal. According to industry sources, that authorization is expected to come within the next two months.

The announcement, made at the Winter Consumer Electronics Show in Las Vegas, was also apparently intended to give the British technology a boost in its marketplace fight with the incompatible North American Broadcast Teletext Specification (NABTS) to become the national teletext standard. (The marketplace fight was joined after the FCC indicated that it would not step in and set a standard.)

Using the British technology, WKRC-TV has been broadcasting Electra, a 100-page teletext magazine, under an experimental authorization from the FCC since July 1982. The service is currently being seen in about 50 homes that Taft supplied with Zenith color TV sets with teletext decoders.

Taft favors the British system primarily because it is the only system that is currently commercially practical. "We have the opportunity to enter the world of electronic publishing now, as broadcast pioneers," said Taft President Dudley S. Taft. "The availability and proved performance of British technology offers broadcasters the opportunity to begin a teletext service immediately."

Taft's decision to go with the British system puts it in conflict with CBS-TV and
TOP OF THE WEEK

New York numbers bring gleam to the peacock's eye

Nielsen figures show network gains in other metered markets

NBC-TV is the number-one network in prime time in New York, according to Nielsen ratings averaged from Sept. 27, 1982, the start of the current season, through Jan. 2. Although the network remains a distant third in weekly and season-to-date ratings nationwide, it is also the only one of the three major networks to have increased its average rating in all five of the major markets metered by Nielsen. It is also capturing an audience younger and more upscale financially than it has in the past.

The figures behind those facts appear to indicate a ray of hope for NBC, which has won only two weeks in the prime time ratings in over two years. The wins occurred with the help of the World Series. NBC's ratings gain in the five metered markets indicates its programing has grown in popularity among urban audiences, according to NBC spokesmen, who noted it was through a similar trend that ABC-TV in 1976-77 established the foothold that led to its capture of the number-one spot in 1979. Along with the growth in major markets, NBC's programing is also capturing a younger audience this year than in the past, an audience the network claims is coming from the other networks.

Season-to-date ratings in New York give NBC an average rating of 16.7, up 14% from its average of 14.6 for the same period of a year ago, while CBS-TV slipped slightly during the same period from 16.2 to 16 and ABC-TV slipped from 17.6 to 15. In Chicago, where ABC is the highest-rated network, NBC's audience rose 9% from an average 15.2 to 16.5, while CBS's fell 12% from a 19.3 to 17 and ABC's fell 5% from 18.4 to 17.5.

In Los Angeles, where ABC is also number one, NBC's audience grew 9% from an 11.7 rating to a 12.7, while ABC's fell 8% from a 15.5 to a 14.3. CBS's audience grew 1%, from a 14.6 to 14.7. In Philadelphia, number-one ranked ABC's audience dropped 16%, from a 20.8 to a 17.4 rating, while NBC's grew 12%, from a 12.7 to a 14.2. CBS's audience dropped 7%, from an 18.5 to a 17.2. Number-one ranked CBS lost 1% of its audience in San Francisco, with a 14.2 rating this year compared to a 14.4 last year, while NBC grew 18% from 9.5 to an 11.2. ABC fell 8%, from 13.1 to a 12.

In the five metered markets together, NBC averaged a 13% gain in audience, while CBS averaged a 5% drop and ABC averaged an 11% drop.

Observers call such figures "encouraging," and note that NBC had "made inroads" in the prime time ratings this season with its Friday schedule and developed stronger ratings on Wednesday nights. They also note, however, that ratings in the metered markets

NAB codes gone but not forgotten

Association plans to set up committee to study future of industry self-regulation

The National Association of Broadcasters officially laid to rest its television and radio advertising codes last week when its executive committee announced it would recommend that the association's joint board dissolve NAB's code boards. The NAB, however, is not prepared to abandon the concept of a code. The committee proposed that a special study committee be established to review the future of self-regulation. Both recommendations are expected to be adopted by the NAB's joint board when it meets next Monday, Jan. 17, in Puerto Vallarta, Mexico.

According to the NAB's joint board chairman, William Stakelin, executive vice president, Bluegrass Broadcasting, Lexington, Ky., the study committee will have no definite timetable. But Stakelin said he hoped it would be able to issue a report in time for the joint board meeting in June. Stakelin, along with NAB President Edward Fritts, would be responsible for selecting members of the committee.

Fritts noted that members of the committee might include representatives from both advertising and broadcasting, but that the exact composition has not been decided. He said that the committee could be established within 10 days of next week's meeting.

The executive committee's recommendations came in the wake of a settlement of a Justice Department antitrust suit filed against the NAB's TV code restrictions on commercial time and on multiple-product ads in spots of less than one minute. NAB suspended all its code activities in March 1982 while the suit was pending. The suit was finally resolved last November when U.S. District Court Judge Harold Greene approved the consent settlement in which the NAB agreed to abandon the advertising restrictions that were the target of the government's suit.

Extensive programing restrictions in both the television and radio codes have been in suspension since 1976 when a federal judge in Los Angeles ruled that "family viewing" standards for television programing in early evening violated the First Amendment.

Jerome Lanskner, former senior vice president and general manager of the code authority, will remain with the NAB, not as a member of the study committee, but probably as a consultant.

Both Stakelin and Fritts indicated that broadcasters are expressing a deep concern about the loss of the code and support some form of self-regulation. The NAB officials noted that the study committee will examine a number of options including possibly asking Congress for legislative relief from antitrust laws to establish new codes.

In another action the executive committee agreed to recommend that the joint board grant financial aid to state broadcasting associations (BROADCASTING, Jan. 3). State associations have indicated they want some form of financial help for their officials in meeting travel expenses incurred attending many NAB-sponsored events. Funding of roughly $50,000 might be allocated.

NAB-TV, which has announced plans to launch national teletext service using NABTS as soon as the FCC authorizes teletext broadcasting. But, according to Terry Connelly, vice president of television news for the Taft's seven stations, a practical NABTS system does not yet exist. CBS-TV or NBC-TV may be able to demonstrate a NABTS system within the next few months, he said, but the day when NABTS decoders will be available in the quantities needed to get teletext off the ground "is not in the foreseeable future." By contrast, he said, the British system has been in commercial use in England since 1976.

According to Connelly, broadcasters cannot sit back and wait for the day it would be of the NABTS system. "It is critical that broadcasters begin teletext service now," he said, "before they are pre-empted in the electronic publishing business by newspapers, telephone companies and cable operators.

If Taft thought the NABTS system was any better than the British system, Connelly said, it might be persuaded to wait for it. Connelly said several CBS-TV executives visited him a few weeks ago to try to lure him into the NABTS camp, but the Polaroid picture he was shown of the graphics of the NABTS system were "literally comparable" to the graphics of the British system.

In a side-by-side comparison of the two systems, Connelly added, the British system would come out ahead in some areas. First of all, he said, the British graphics appear instantaneously on the screen. Viewers of a British service will not have to wait patiently for the graphics to "build up" on the screen as they will with a NABTS service. Second, he said, because the British system processes the signals at the transmission end instead of in the decoder, the signals are less susceptible to interference. The NABTS signal, he said, "is not as rugged."

Despite Zenith's commitment, the number of teletext decoders in Cincinnati can be expected to increase slowly because the decoders Zenith intends to supply are compatible only with late-model (some 1982 and all 1983) Zenith color television sets. According to Zenith spokesman William Nail, the decoders will sit on top of the television set, but will require a technician to make the connection to the chassis. Although Nail declined to give the retail cost, a Taft engineer said he expected the price to be between $200 and $350.

Although Zenith is a proponent of the British system, believing it superior to the NABTS system, Nail said Zenith encouraged the FCC not to adopt a national standard and said the company will make decoders "for whatever system the market determines is the system."
do not tell the whole story.

NBC's season-to-date average national rating is 15.3, the same as its season-to-date average for this time last year. Season-to-date averages for both CBS and ABC are down this year from last, from a 19.2 to an 18.2 for CBS and from an 18.2 to a 16.4 for ABC. Although NBC is the only network to have retained the same audience as it had last year, it did so, observers note, with the help of five prime time World Series games, giving it a full point boost in fourth-quarter ratings. NBC's weekly prime time average has ranged generally between a 14 and a 15 rating, below its season-to-date, a fact that, if not reversed, should drag its season-to-date average lower as the season progresses, and the effect of the World Series is diminished.

The fact that CBS and ABC are down in audiences in the five metered markets "is not that surprising," according to David Poltrack, CBS vice president, research, because network viewing levels are down nationally as a result of video media competition.

NBC's growth among urban viewers is coupled with growth among younger, more upscale viewers, an audience sought by advertisers. According to October-November ratings from Nielsen that do not include ratings for the World Series, election night or the baseball playoffs, NBC's audience among women 18-49 grew 4% from the same period last year, while CBS's fell 12% and ABC's fell 10%. Among men 18-49, NBC's audience grew 9%, while CBS's fell 9% and ABC's fell 20%.

During the same two-month period, NBC's audience among heads of households, professionals, owners and managers earning $30,000 or more annually rose 3% over the same two months last year, while CBS's fell 5% and ABC's fell 21%. Among the same group earning in excess of $20,000, NBC's audience grew 8%, while CBS's fell 11% and ABC's fell 29%.

NBC's rating gain in the five Nielsen metered markets is "definitely a plus" for the third-ranked network, according to Robert Daubenspeck, senior vice president and national director for broadcast, Foote, Cone and Belding, New York. Advertisers will pay more for viewers in the largest markets, he said. Those audiences tend to be younger and more upscale than audiences in medium and small markets.

"It's increased strength in urban markets may explain why CBS is still riding the number-one spot" in the ratings, said Daubenspeck, while ABC, which has claimed its greatest strength among urban viewers in recent years, is now competing with NBC for those audiences.

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**CBS gives Moyers, Kuralt own shows**

Bill Moyers and Charles Kuralt will get weekly prime time berths on CBS-TV, CBS News announced last week. The news organization had previously indicated it was exploring nondocumentary long-form programs for prime time (BROADCASTING, Jan. 3). Moyers and Kuralt would each host back-to-back half-hour broadcasts to start in late spring.

The program, it was said, would "explore the world in America from different perspectives with the yet-to-be-titled Moyers series "focusing on people in their everyday lives" as it explores "contemporary life." Kuralt's series will continue the On the Road title and format with which he's become identified.

The Moyers programs achieve two purposes for CBS News. One, according to senior vice president, documentaries and operations, Robert Chandler, is something CBS News has been looking to do for some time—"find ways to put Moyers and Kuralt on weekly.

The other is that they buy CBS News the dollars to maintain its long-form schedule at 20 hours this season. The money to fund them is an addition to the pared-back CBS News budget, which provides for only 10 hours of documentary-style prime time broadcasts this year. With the two series, Chandler said last week "we are able to keep on a number of talented people we otherwise would have had to let go." (CBS News did let go some 25 individuals late last year in its budget cutting. [BROADCASTING, Oct. 4, 1982].)

Chandler said the new series will start production "as soon as we can." He hopes to have people in the field in two or three weeks.

The Moyers program's executive producer is to be Andrew Lack, with Moyers himself executive producer. Russ Bensley will be the executive producer of On the Road with Charles Kuralt, departing that slot on the CBS Weekend News to do so; Bernard Birmbaum will be senior producer.
### Affiliations

**SWITCHED**

**Audiences didn’t.**

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Dying breed

One of the last commercial free-form progressive rock stations will soon become the country's only major-market FM news station when the $2.1 million sale of WHFS-FM Bethesda, Md. (serving the Washington area) from High Fidelity Broadcasters to the Providence, R.I.-based Outlet Co. is completed (see "Changing Hands," page 88). Outlet, which owns WTOP-AM/WHFS-FM, plans to simulcast the station's morning and afternoon drive-time news blocks over WHFS. The basic thrust of WHFS's format will be all-news but may include some features and talk programming, an Outlet spokesman said.

WHFS has been programming progressive rock since 1968. Over the years, the station built a reputation among its young adult listeners and record companies for introducing new music and new musical groups. Station Vice President and General Manager Jacob Einstein said that as many as five citizen groups were forming in the Washington area last week circulating petitions to save the station's format. Einstein is one of six owners of the station and the most active investor.

Outlet, which in the last two years has sold off all its retail store chains, currently owns five VHF TV stations and five radio properties. The company will keep looking for additional broadcast acquisitions, according to the spokesman.

An all-news format is no stranger to FM radio. In 1975, NBC Radio launched its News and Information Service (NIS) which was carried on AM and FM stations, including the company's owned-and-operated FM properties in New York, Chicago and San Francisco. NIS offered 50 minutes of national news and allowed 10 minutes for local news. The venture failed in 1977.

Hamming it up

CBS Records Special Products division is about to kick off its major promotion campaign centering on Al Ham's "Music of Your Life" (MOYL) format—big band and MOR hits from the 1930's to the present—with the manufacture and distribution of the specially produced MOYL record label. Ham, creator and producer of the format, struck this special label deal with CBS Records last summer.

The records will contain songs from original artists and groups from the CBS label as well as other major record labels. "The songs will be more frequent, second-run selections as determined by our national research," Ham said.

CBS Records is to make the MOYL label available nationwide through radio, TV and major supermarket chain promotions. Records will be offered to MOYL-formatted sta-

The National Radio Broadcasters Association reports that a record-breaking 475 stations became association members in 1982, bringing its total membership to 1,966. That total represents both station memberships and companies that are associate members. NRBA evolved from the Old National Association of FM Broadcasters in 1974.

Cable connection

Culver City, Calif.-based Westwood One is entering cable television this month by providing the satellite-delivered stereo FM feeds for rock concerts to be seen on the Home Box Office and Showtime pay television services. The radio producer/syndicator will handle simulcasts for Olivia Newton-John's concert this month and Fleetwood Mac's performance next month on HBO. The company will also handle audio for Showtime's Crosby, Stills and Nash concert in May.

Also slated next month is a four-hour Grammy Awards special produced in conjunction with the National Academy of Recording Arts and Sciences, the Grammy's sponsor.

Ratings reliability

Arbitron Radio published last week a 139-page report on the two-year, $500,000 "Replication II" study on which it bases its claims that Arbitron's radio ratings are more reliable than anyone—including Arbitron—used to think.

The nub of the findings had been disclosed before. In fact, one of the key results—a simple, two-step arithmetical formula for determining the size of the sampling error for any radio audience rating published by Arbitron—has appeared in all Arbitron radio market reports since the fall of 1981. What is new is the mathematical justification, involving complex technical equations, of that refined statement of the findings themselves.

Arbitron said the report may be used to answer such questions as: How likely is it that an increase or decrease in a station's audience as reported from one survey to another represents a real change? If Arbitron had used a different sample of persons in a survey, how different would the results be? How reliable are Arbitron radio audience estimates—for a specific demographic group? For a particular time period?"

Arbitron said the study showed that its ratings have considerably less sampling error (about 24% less, on average) than previous measures indicated; that effective sample bases for Arbitron radio ratings are 53% higher, on average, than previously reported and thus reflect audience listening with more precision, and that reliability varies according to a number of factors and therefore must be custom-calculated for each local market report.

The need for custom calculation led to the development of Arbitron's "simple, two-step" formula, which the report says is based on methods "substantially more sophisticated than any other currently in general use by commercial research firms or governmental bureaus such as the U.S. Census."

The study was conducted and the report written under the direction of Dr. Martin R. Frankel, independent statistical consultant, and Michael G. Occhiogrosso, Arbitron vice president of statistical services. In the survey, according to the report, a technique called "jackknife replication" was used to analyze the reliability levels of more than one million published Arbitron radio audience ratings.

The formal name of the report is "Arbitron Replication II: A Study of the Reliability of Radio Ratings." (Its "Replication II" because there was an earlier replication study, completed in 1974, that dealt primarily with TV.) Copies of the new report are available from Arbitron Ratings, 1350 Avenue of the Americas, New York 10019.

State nets go satellite

The Capitol Broadcasting Co., Raleigh, N.C.-based station group owner, will begin satellite distribution of its North Carolina News Network and Virginia News Network in late spring or early summer of next year. Capitol has secured transponder 2 aboard Westar IV for it to use with its radio affiliates' satellite dishes. So far Capitol has cleared 110 markets in Virginia and North Carolina for satellite reception. Also to be distributed over the bird will be the Capitol Sports Network, which broadcasts football...
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With The Sound System you get national sounding music for your local clients because Otis Conner writes and produces every cut in The Sound System using the same singers and musicians that appear on his award winning spots.

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With The Sound System you can sign up new accounts and increase existing advertising schedules. And we'll show you how. Your sales staff will be trained by the same people who call on advertising agencies for Otis Conner — people who know how to sell advertising music.

Advertising Hot Line

Call your advertising agency. Ask them about Otis Conner Productions. They know about us and the success of our clients. Chances are they've never heard of the companies that produce other libraries.

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and basketball games of Duke University and the University of Virginia; in addition, Capitol will begin broadcasting North Carolina State University football and basketball games in the fall of 1983.

"State and regional networks will not be able to survive the long range due to the high cost of telephone lines," explained Jim Goodman, Capitol Broadcasting president. Goodman also said that he will no longer have to worry about telephone company rate hikes, and predicted that "you're going to see a lot of state and regional networks moving to satellite distribution in the future."

A spokesman for Capitol said it believed it was the only state or regional network offering free satellite dishes for downlinks to its affiliates. Capitol will have two uplink facilities, one in Raleigh and one in Richmond, Va.

Public opinion

In what is believed to be a first for radio, Sky Corp.'s WEZO-AM-FM Syracuse, N.Y., launched a two-week survey last Wednesday (Jan. 5) asking the listening public to vote on whether the stations should stay with their present format, Schulte's beautiful music, or switch to AOR. Dennis Israel, president and chief operating officer of Sky Corp., said the action was prompted by the announcement that Katz Broadcasting's WSYR-FM Syracuse would change from a Burkart/Abrams SuperStars album-rock station to adult contemporary. That format switch was scheduled for today (Jan. 10).

Israel said WEZO is airing one spot per hour announcing the survey. A telephone answering service has been employed to handle responding calls from listeners. Ballot coupons are appearing in local newspapers, Israel said, so the response doesn't come just from WEZO's "hard-core audience."

"We will not hesitate to change the format if more people vote for album rock," Israel said. The stations, which have been airing beautiful music for the past 11 years, are the only outlets left in the market with such a format.

Radio recuperation

NBC's Radio Talknet host Bruce Williams was scheduled to resume his three-hour overnight financial advice call-in program last Thursday (Jan. 6), after being injured in a plane crash more than four weeks earlier. The show will be aired directly from Williams' hospital room, according to Richard Penn, vice president and general manager of the NBC Radio Network. A series of different hosts had been handling the program during Williams' absence.

The talk show host has been receiving calls from listeners at the hospital soliciting his financial advice, said Penn. "Bruce decided he might as well go back on the air and share these dialogues with the rest of his national audience," Penn added.

Phone calls will be directed to Talknet's regular toll-free number at NBC studios in New York and then relayed to Williams via phone lines to the hospital. Penn also noted that Williams would probably continue to do the program from his home in Franklin Park, N.J., after his release from the hospital.

Williams, who has been with Talknet since it was formed in November 1981, crashed while piloting his single-engine Cessna aircraft last Dec. 5.

Morrison's memory

In an auction co-sponsored with the Museum of Rock Art and Raw Magazine, KLOS(FM) Los Angeles raised $3,000 for the Jim Morrison Scholarship Fund. The fund provides financial aid for film students at the University of California-Los Angeles and is named for the late lead singer of The Doors rock group. The event featured rock memorabilia, including Jimi Hendrix's "Flying V" guitar, an original photo used for a Doors album cover, an original Woodstock Festival poster, artwork by John Lennon and autographed biographies of members of The Who. A painting of the late Doors lead singer by artist Denny Dent brought in the largest sum for an individual item: $775. KLOS air personalities were among those acting as auctioneers during the Hollywood event.

Hit list

Attorney Ira Lisook and veteran radio promotion director Jack Ainslie have formed Hit Radio, based in Maiden, Mass., to syndicate a new format by the same name. According to Ainslie, executive producer of AHR, and former promotion director at WXKS-AM-FM Medford, Mass., the format will consist of a base library of 1,200 popular and rock hits from the past 27 years plus a continuously updated supplement of current hits. In addition to the songs, the format will feature 30 news, sports and lifestyle-vignettes a month, ranging from interviews with performers to live actualities of the assassination of President Kennedy and the moon landing. According to Ainslie, AHR has 13 stations lined up, and has had inquiries from as far away as Japan and Australia. The format is available in either automated or live assist form.

Source course

NBC's the Source has revamped its Rock Review feature and named Rona Elliot, program manager of the Source, as the reporter for the 90-second, six-days-a-week item. Alan Tulio has been named producer and production has been shifted from Burbank, Calif., to New York. Rock Report's new segments include: "Caught in the Act," conversations with performers during recording sessions; "Rock Chic," a fashion update; the "Hot Licks Award," excerpts from recent releases; and the latest news of concerts and album releases.

Tunnel tunes

The FCC has authorized the Port Authority of New York and New Jersey to build and operate a low-power radio service within the Holland and Holland tunnels, which connect New York City to New Jersey. The system will retransmit broadcasts of metropolitan-area AM radio stations and emergency and traffic advisory information.

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Left: Photo shows excellent dynamic response of Continental's 5 kW AM transmitter at 20Hz modulation. Right: photo of modulation wave form shows effect of Instantaneous Peak Limiter

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Broadcast station trading added up to $998,398,244 in 1982, the second largest volume in broadcasting history. The dollar volume was given a boost with the FCC's approval in April of Metromedia's $220-million purchase of ABC affiliate WCGB-TV Boston, the richest single-station trade of all time and its sale of KMBC-TV Kansas City, Mo., (ABC, ch. 9), to The Hearst Corp. for $79 million.

In the radio marketplace, $470,722,833 worth of stations changed hands, setting a new record in that category. In all, 597 radio stations were sold. 27 fewer than 1981's record of 624. The average price for a radio station was $788,480, up 9.8% from $717,689 in 1981, but still not equal to the 1980 record of $801,023.

Thirty TV stations were sold in 1982 for a total of $527,675,411. Excluding the Metromedia deals, however, and John Noels Jr.'s $6.5 million purchase for the balance of NWG Broadcasting's stock (KIMA-TV Yakima and satellite KEPR-TV Pasco, both Washington, and KLEW-TV Lewiston, Idaho), dollar volume was $301,175,411, a 32% gain over 1981's total of $227,950,000.

No station groups changed hands in 1982. The average price for a stand-alone AM station in 1982 was $495,061, a decrease of 12.9% from the 1981 average of $568,172. It is the second consecutive drop in two years, down 52.3% from the 1980 average of $765,000. Altogether, 216 stand-alone AM radio stations were sold.

The average price for a stand-alone FM station in 1982 was $1,255,361, down 7.3% from the 1981 average of $1,350,000 and down 16% from the 1980 average of $1,493,000. In 1982, 105 stand-alone FM stations changed hands for a total of $131,812,949, against 96 stand-alone FM's for a total of $1,299,672,000 in 1981.

Bucking the trend established by stand-alone AM's and FM's in 1982, the value of
Among the 11 major VHF stations to be sold in 1982, all were network affiliates, and included five affiliated with ABC, three with CBS, and two with NBC, plus one multi-affiliated station. Among the 16 major UHF sales, there were seven independents, four NBC and ABC, and one subscription TV station.

Not included in any of the above figures, however, are station sales pending FCC approval or deals that have been announced but not yet filed at the FCC.

A significant increase in TV station trading activity began last August with the proposed sales of WFLD-TV Chicago (ch. 32) from Field Enterprises to Metromedia for $140 million and, in turn, Metromedia's deal to sell WTCN-TV Minneapolis (ch. 11) to Gannett for $75 million and WXIX-TV Cincinnati to Malrite Broadcasting for about $45 million. Because of FCC rules prohibiting acquisition of co-located radio and TV stations, Metromedia agreed to sell WMET-FM Chicago to Dobleday for $9.5 million. Metromedia, which owns the maximum of 21 broadcast stations allowed by the FCC, will again have room for one more TV after the closing. The price it is paying for WFLD-TV is to date a record for a UHF station.

Field last summer announced it was pulling out of broadcast station ownership and putting its five TV's up for sale. Subsequently it has reached agreements to sell KBK-H-TV San Francisco (ch. 44) for $26 million to United Television Inc., and WLTV-TV Cambridge (Boston), Mass. (ch. 56) for $47 million to Gannett. Still to be sold are WKBV-TV Detroit (ch. 50) and WKBS-TV Philadelphia (ch. 48).

Field acquired its five TV's when it bought 77.5% of Kaiser Broadcasting Corp., the stations' former licensee, for $42,625,000 in 1977. It already owned 22.5%

The prices paid for TV stations in deals still pending FCC action continued to set records in 1982. A group of investors to be assembled by Kohlberg, Kravis, Roberts & Co., a New York and San Francisco investment company, arranged a complicated deal with Gene Autry, 50.1% owner of Golden West Broadcasters, and The Signal Companies, which owns the balance of Golden West's stock. Under terms of the deal, The Signal Companies will pull out of Golden West Broadcasters and its interest transferred to Autry. Autry will become sole owner of all the Golden West broadcast properties, which include five AM's, three FM's and two TV's. But one of the television sta-
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tions, independent KTLA-TV Los Angeles (ch. 5), will be spun off to Kohleffl. Kravis, Roberts & Co. For consideration, KKR will pay Signal $225 million for its interest in Golden West plus $20 million to Autry, thus making it the highest price ever paid for a single station in broadcasting history. Also included in the deal are Golden West Productions. Golden West Videotape, and the company's subscription TV operation in the Dallas-Fort Worth area.

Gannett, as part of its campaign to trade up, is also looking into swapping its KOCO-TV Oklahoma City (ABC, ch. 5) for Chronicle Broadcasting's KRON-TV San Francisco (NBC, ch. 4) plus $100 million. Because it owns the maximum of five VHF's (and two U's) allowed by the FCC, it must sell one of each to acquire the Minneapolis and Boston outlets. Gannett is expected to spin off KARK-TV Little Rock, Ark. (NBC, ch. 4), to a local group led by that station's general manager. And last week it announced that it would sell WLK-TV Louisville, Ky. (ABC, ch. 32), and WPDA-TV Fort Wayne, Ind. (ABC, ch. 21), together, to Pulitzer Publishing Co. for a reported $24 million to $25 million.

Cincinnati-based Taft Broadcasting Co. and General Cinema Corp. recently filed applications at the FCC to exchange General Cinema's independent WCIW-TV Miami (ch. 6) for Taft's WGR-TV Buffalo, N.Y. (NBC, ch. 2) plus $70 million. Broker estimates put the value of WCIW-TV in the neighborhood of $100 million.

Albritton Communications, owned by Joe L. Albritton, has an agreement to buy KTATV Little Rock, Ark. (ABC, ch. 7), and KTUL-TV Tulsa, Okla. (ABC, ch. 8) from Leake TV Inc. for over $80 million. Albritton owns one AM, one FM and three TV's.

Former Ziff Corp. President I. Martin Pompadur is putting together a group of general and limited partners to take the remaining TV stations off Ziff's hands for $57 million. Ziff last year was granted FCC approval to sell WJBS-TV Jacksonvile, Fla., and WRCB-TV Chattanooga (see below), following its announcement in the summer of 1981 that it was putting its TV stations on the block. The stations to be sold to Pompadur and company are WRDW-TV Augusta, Ga.; WVEY-TV Savannah, Ga.; WROC-TV Rochester, N.Y., and WTOV-TV Steubenville, Ohio.

Time Inc. is about to complete its departure from the TV business with its proposed sale of WOVTV Grand Rapids, Mich. (NBC, ch. 8), to LIN Broadcasting Corp. for $32 million. Through its subsidiary, Time-Life Broadcasting Inc., Time once owned five TV's, including WOVT (TV) Indianapolis; KERO-TV Bakersfield, Calif.; KGTV (TV) San Diego, and KMTH-TV Denver, all sold to McGraw Hill Broadcasting in 1972 for $57 million. Time also is former 50% owner of KGTV of Albuquerque, N.M.

Wilcoughly, Ohio-based Figgee International has proposed to sell WLTX-TV Onondaga, Mich., to Stephen Adams for $20.5 million. Adams last year was the principal behind the purchase of WGTU-TV Traverse City and satellite WGTU-TV Sault St. Marie, both Michigan (see below), and also subjected to FCC approval, WTNAM-LWLAN (FM) Grand Rapids, Mich., for $6.25 million and WRTH (AM) Wood River, Ill., and KEZK (FM) St. Louis, for $5.18 million (BROADCASTING, Jan. 3).

Barry Ackerley, who last year bought WIXT-TV Syracuse, N.Y. (see below), also has an agreement to buy KKTW-TV Colorado Springs for $15.5 million, from Jackson Miss.-based Capitol Broadcasting Co.

Capital Broadcasting also has a deal to sell WTVT-TV Jacksonville, Miss., to the News-Gazette Co. for $10 million.

San Joaquin Communications Corp., which bought KSEE (TV) Fresno, Calif., from McClatchy Newspapers in 1979 for $13.5 million, has proposed to sell that station to Des Moines, Iowa-based Meredith Corp. for $17,611,230. San Joaquin Communications is a group of local businessmen and ranchers who acquired the station after filing a competing application for KSEE (TV) facilities.

Meredith in addition announced that it would by the remaining 60% balance it already did not own of WOFL-TV Orlando-Daytona, Fla., for $16 million from the current stockholders.

Meredith also has a preliminary agreement to sell KCMAO-KCEZ (FM) Kansas City, Mo., to Fairbanks Broadcasting for about $6 million and WTOAM Omaha to Great Empire Broadcasting for about $2 million. A proviso in Meredith's preliminary agreement with Great Empire calls for the latter to sell its competing TV stations in the area.

Richard Benedek, principal owner of WAPA TV Parkersburg, W. Va., has agreement to buy WVTV (TV) Youngstown, Ohio (ABC, ch. 33), for $9 million, from Adams-Russell Co., and announced he would buy WKBOTV Bowling Green, Ky. (ABC, ch. 13) from Blue Grass Media Inc. for $4 million (see "Changing Hands").

Media General Inc., Richmond, Va., is buying WCBD-TV Charleston, S.C. (ABC, ch. 2), for $9 million from the State Record Co. Media General last year also was granted FCC approval to buy Ziff-Davis's WJSK-TV Jacksonvile, Fla. (see below).

Ted Baze, vice president, general manager and 20% owner of KGMCTV Oklahoma City (independent, ch. 34), has agreed to buy the 80% balance of the stock for $7 million from General Media Corp.

Joseph D. Jones, former director of minority affairs at KHJAM-KKTH (FM) Los Angeles, has proposed to buy WCHT-TV Hartford, Conn., from Faith Center Inc. for $4,875,000 under the FCC's distress sale policy.

What could have been the largest radio station group acquisition in the past year fell through last November. Surrender Broadcast-

VHF

The largest FCC-approved station trade in history went to Metromedia, which bought WVCB-TV Boston (ABC, ch. 5) for $220 million from Boston Broadcasters Inc., a group of 225 stockholders. To make room for its purchase, Metromedia sold KMBC-TV Kansas City, Mo. (ABC, ch. 9) to the Hearst Corp. for $79 million. Hearst now owns four AM's, three FM's and five TV's. The year before it acquired WOFL-TV Dayton, Ohio (ABC, ch. 2) for $49 million.

Florida-based Gulf United Corp. bought the remaining 52% of KOOL-TV Phoenix (CBS, ch. 10) for $48 million and Tom Chauncey and Homer Lane. Gulf United earlier had picked up the other KOOL-TV stock from Gene Autry for $30 million. Gulf United now includes four AM's, six FM's and three TV's. It also sold WVARJ Jacksonvile, Fla. for $600,000.

KVOA-TV Tucson, Ariz. (NBC, ch. 4), was sold to H&C Communications Inc. for $3 million. The buyer owns the Houston Post, three TV's and one AM. Jack Harris is president of the broadcast division.

Ziff-Davis was granted FCC approval to sell two TV's last year and has four more proposed sales pending at the FCC. Richmond, Va.-based Media General Co. bought WJCTV-Jacksonville, Fla. (NBC, ch. 17), for $18 million, and Sarkes Tarzian bought WOFL-TV Chattanooga (NBC, ch. 3) for $16 million. I. Martin Pompadur brought together a group of investors to buy the other four for $57 million.

Pulitzer Publishing Co. sold WLNETV Bedford, Mass.-Providence, R.I. (CBS, ch. 6), to Freedom Newspapers for 15.5 million.

Broadcasting Jan 10 1983
The buyer is a Santa Ana, Calif.-based publisher of 31 daily and eight weekly newspapers owned by heirs of the late R.C. Hoiles. Freedom Newspapers now owns two TV's; it bought KTVLTV (Medford, Ore., in 1981).

Pullizer also has a deal awaiting FCC approval to swap KSITVTVI St. Louis (NBC, ch. 5) for Multimedia's WXITV Winston-Salem, N.C. (NBC, ch. 12), plus $9 million.

Barry Ackley, who owns a Seattle-based outdoor and airport advertising firm, got into broadcasting by buying ABC affiliate WXITV Syracuse, N.Y. (ch. 9), from Larry Israel and Stephen Kumble for $13.8 million. The major stockholder in the seller was the WIXI Disposition Trust, which was administered by former trustees of Coca-Cola Bottling Co. of New York, which transferred its interests into the trust after it merged with Coca-Cola. Atlanta. Ackley also bought, subject to FCC approval, CBS affiliate KITVTV Colorado Springs (ch. 11), for $15.5 million.

KTVLTV Hutchison (Wichita), Kan. (CBS, ch. 12), was sold by Cowles Media Co. to Kansas Broadcasting System Inc. for $11.5 million. Cowles bought KTVH in 1955 for $1 million, and still owns independent WDBBTV Louisville, Ky. (ch. 41), and a cable system serving Buffalo. N.Y. KTVL's buyer is principally owned by Ross Beach and Robert Schmidt, who own six AM's, two FM's and two TV's and also acquired last year KHALAM-KELI FM North Platte, Neb., for $810,000.

Wooster Republican Printing Co. bought multi-affiliated KFBB-TV Great Falls, Mont. (ch. 5), for $5.2 million from the estate of Donald P. Nathanson. The buyer, owned by Albert Dix and family, a Wooster, Ohio-based group owner of four AM's, four FM's and publisher of eight daily and 15 weekly newspapers, also bought ABC affiliate KCUITV Columbia, Mo. (ch. 17), for $3.3 million.

WVII-TV Bangor, Me. (ABC, ch. 7), was sold to Seaway Communications Inc., for $3.3 million. The seller, owned by brothers John and Gerard Pineau, had no other broadcast interests. Seaway also owns WABO-TV Rhinelander, Wis. (NBC, ch. 12), which was the first VHF to be acquired by minority representatives under the FCC's distress sale policy in 1978.

George Gillett sold KXON-TV Mitchell, S.D. (ABC, ch. 5), to Dakotaland Broadcasting Co. for $2 million. Gillett last year also sold CBS affiliate WSEE-TV Erie, Pa. (ch. 35), for $4.75 million. Dakotaland is owned by Sherwood L. Corner and Gilbert Moyle, who own two other TV's.

UHF

Richardson Va.-based Media General Corp. bought Ziff-Davis's WJKS-TV Jacksonville, Fla. (NBC, ch. 17) for $18 million. Media General is a publicly traded newspaper publisher that owns WFLA-AM Tampa. Fla. (NBC, ch. 8), and a cable system in Fredericksburg, Va. It also sold WFLA-AM-FM Tampa to John Blair and Co. for $14 million.


The Kansas State Network, owned by George Hatch and family, bought NBC affiliate KTBS-AM Topeka, Kan. (ch. 27), for $10 million, from Ralph C. Wilson Industries. Hatch now owns a full complement of seven TV's plus six AM's and six FM's.

MMT Sales Inc...a New York-based station representative, bought WSEE-AM Erie, Pa. (CBS, ch. 35), from George Gillett for $4.75 million. Gillett last year also sold KXON-TV Mitchell, S.D. (see above). The purchase represented MMT Sales's first venture into media ownership.

Philip J. Lombardo, the former president of Dun & Bradstreet's Corinthian Broadcasting, headed a group that bought WZEP-TV Burlington, Vt. (ABC, ch. 22), for $4.5 million. The Lombardo group included Hartstone & Dickstein, a Hartford, Conn.-in-
vestment firm headed by Barry Dickstein, former president of Cincinnati-based Mari
er Communications.

Joseph J. Brechner returned to broadcas
ting by putting together a group of limited partners to buy WMDT-TV Salisbury, Md. (ABC. NBC. ch. 47), for $4 million. The station was in receivership at the time.

Independent KBSA-TV Guasti, Calif. (ch. 46), was sold to two nonprofit groups, Gua
dalupe Associates and deRance Inc., and other stockholders for $3.7 million. Several of the buyers included principals in KBSA-
TV’s former majority shareholder, Unity Mi
nority Broadcasters, but excluded Leon Crosby, who held 48% of the stock.

WFFT-FM Fort Wayne, Ind., an indepen
dent on channel 55, was bought by the Charles Sawyer family for $3.3 million. The Sawyer family, based in Dayton, Ohio, now owns five AM’s, four FM’s and two TV’s. In 1981 it acquired WHAG-TV Hagerstown. Md. (NBC, ch. 25).

The noncommercial Trinity Broadcast
ing Network, Santa Ana, Calif.-based owner of three TV’s and permitte of two other TV’s, bought independent WFTI-FM Poughkeepsie, N.Y. (ch. 54), for $2.9 million.

KLKK-TV Albuquerque, N.M., an indepen
dent on channel 23, was bought by enter
tainer Johnny Carson and 17 others, includ
ing playwright Neil Simon, singer Paul Anka, TV personality David Letterman and
comedian Joan Rivers, for $2,875,000 plus $830,000 for assumption of broadcast

FM

Doubleday Broadcasting paid the most for a stand-alone FM in 1982—$8.7 million for WTMF(FM) Lake Success, N.Y. It also bought, subject to FCC approval, WOMET(FM) Chicago from Metromedia for $9.5 million. Assuming the FCC approves the Chicago sale, Doubleday will own the full comple
ment of seven FM’s plus three AM’s.

San Juan Racing Association sold its sin
gle remaining radio station, KLUV(FM) Dal

las, to John Tenaglia and Robert Weary for $8.5 million. The buyers are the principal owners of WSRF(FM)-WSHE(FM) Fort Lauderdale, Fla. SJR sold all its radio stations, except KLUV, in one of the big mergers of 1981, to Gulf United Corp.

Swanson Broadcasting, headed by Ger
ock Swanson, sold KEGL(FM) Fort Worth to Sandusky Newspapers for $8,315,000. San
dusky Newspapers also bought WKRF(FM) Kansas City, Mo. (see below), and now owns three AM’s and six FM’s.

Storer Broadcasting sold WLAK(FM) Chi
cago to Viacom International for $8 million. Viacom now owns two AM’s, six FM’s and two TV’s. It also donated WWRK(AM) New York to the United Negro College Fund, which sold it to Unity Broadcasting (see below).

KBRZ(FM) San Diego was purchased by brothers James and John Levitt for $6.3 million from Harold Gore and Norman Feur, who bought the station in 1978 for $965,000 plus $500,000 for a noncompete agreement. The Levitts also own KEZK(FM) San Jose, Calif.

Williamston, Mich.-based Liggett broad
casting group bought WBAX(FM) Detroit from Chicago-based Century Broadcasting Co. for $6 million. Liggett also sold WDLQ(FM) Minneapolis to Jeffrey Smulyan and Mi
chael Maurer for $6 million. Liggett Broad
casting is two-thirds owned by Robert Lig
gett and one-third by N. L. Benton, who now owns one AM, five FM’s and cable systems in Michigan.

New Jersey attorneys Frederick Mazey and Robert Elkins bought KMPX(FM) San Francisco for $5.5 million from Golden Gate Radio Inc. In 1981 Mazey and Elkins bought WGGG(AM) Gainesville, Fla.

Charters Co. sold WDRQ(FM) Detroit for $5 million to the Amaturo Group, a Fort Lau
derdale, Fla.-based group owner of two FM’s and four TV’s. Charter also had a deal to sell its six other radio stations to Surrey Broad
casting and for $32 million, but that transaction was modified to sell only three for $10 million, subject to FCC approval.

WHOM(AM) Mount Washington, N.H., was sold for $3.5 million to a group headed by Frederick Godley, a New Canaan, Conn., inves
tor.

Bill Lacey, principal owner of KXLS(FM)
Enid, Okla., is the principal in a group that bought KLKK(FM) Oklahoma City from Sunbelt Communications for $4,356,000. Sunbelt bought the station two years earlier for $1.35 million.

KWKI(FM) Kansas City, Mo., was sold by Jimmy Swaggart Evangelistic Association to Sandusky Newspapers for $3.1 million. Sandusky also bought KEGL(FM) Fort Worth (see above).

Hollywood-based Shamrock Broadcas
ting, principally owned by Roy E. Disney and family, bought WFOX(FM) Gainesville, Ga., for $3,085,000 from L. H. Christian and family. Last year it also sold KYOK(AM) Houston (see below) and WBOK(AM) New Orleans, the latter for $900,000. It now owns one AM, five FM’s and four TV’s.

The Philadelphia-based Broadcast Enter
tprises National Inc., headed by Ragan Hen
SCARED STRAIGHT... A hard-hitting, powerful Emmy and Academy Award-winning television landmark.

THE RICHARD SIMMONS SHOW... An Emmy Award-Winner now in over 90% of the country, entering its third successful year.

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Patten Communications Corp. of Southfield, Mich., sold WNYY(FM) Riviera Beach-West Palm Beach, Fla., to Lappin Communications for $1,615,000. The buyer, owned by Robert Lappin and his wife, Dorothy, also owns WMAS-AM-FM Springfield, Mass.

KMXX(FM) Austin, Tex., was bought by Clear Channel Communications Inc. for $1.6 million. Clear Channel is a San Antonio, Tex.-based group principally owned by Lowry Mays and B. J. McCombs who now own four AM's and four FM's.

John Brown University sold KMCK(FM) Siloam Springs, Ark., to Jess Smith and Allen Burns for $1 million. Smith is news director at KFDA(AM) Dallas and Burns is a Dallas businessman.

Ogden Newspapers, publisher of the Wheeling (W. Va.) News Register, bought WNBF(FM) North Myrtle Beach, S.C. (and a CP for a new AM), for $1.5 million. Last year it also acquired WTON(AM) Staunton, Va. (see below).

KNT-FM El Paso, Tex., was sold by Taber Broadcasting Inc. to Great American Broadcasting Co. for $1.5 million. Great American, owned by B. Thomas Hoyt, the former president of Heftel Broadcasting, a major radio group, also bought KELP(AM) El Paso from Clear Channel Communications for $650,000 last year.

A group of businessmen from two Kansas towns, Russell and Hays, bought KILS(FM) Hays for $1.35 million plus $100,000 for a five-year noncompete agreement. The group included Bruce Kent, a Hays attorney; Norman Brandeberry, a Russell oil and gas company executive, and Donald Buster, a Hays investor.

Mooney Broadcasting sold WMAK(FM) Hendersonville, Tenn., to Samuel H. Howard, for $1.35 million. Howard owns 78% of WVOL(AM) Berry Hill, Tenn., and one-third of KTPK(FM) Topeka, Kan.

Newhouse Broadcasting Corp., on its way to complete its divestiture of broadcasting, sold WTPA(FM) Harrisburg, Pa., for $1.25 million to Foster Media Corp., which is controlled by John H. Foster, who heads a Stamford, Conn.-based investment company and holds interests in three AM's and one FM.

Theodore Feinstein and family sold WLYN(FM) Lynn, Mass., to Stephen Mindich for $1.1 million. Mindich is the publisher of the weekly Boston Phoenix.

WYBR(FM) Belvedere-Rockford, Ill., was purchased by Sentry Insurance, Stevens Point, Wis.-based mutual insurance company and group owner of six AM's and four FM's. It was sold by Jack Ambrozic, who also bought WLKE(AM)-WGGQ(FM) Waupen, Wis. (see below).

Bill Myers sold WZZC(FM) East Moline, Ill., to Sconness Group Broadcasting Inc. for $1,080,000. Sconness is a Laconia, N.H.-based group of three AM's and four FM's which last year also sold WTON(FM)-WZKE(FM) Oneonta, N.Y. (see below).

Walton Stations, a Pebble Beach, Calif.-based station group, bought KKCS-FM Colorado Springs from Mountain Center Broadcasting for $1,020,000. Walton Stations last year also bought co-located KSYS(AM) (see below) from a different seller and now owns four AM's and three FM's. John B. Walton is the principal owner.

Robert B. Taylor, former owner and general manager of WRKT-AM-FM Cocoa Beach, Fla., bought WXKE(FM) Fort Wayne, Ind., for $1 million.

WCOI-FM Hyannis, Mass., was sold by the estate of John Keljian to Taylor Communications for $1 million. The buyer is a subsidiary of J. J. Taylor Distributing Co., a North Dartmouth, Mass., beer and wine distributing company.

AM

WOWO(AM) Fort Wayne, Ind., was sold by Westinghouse Broadcasting and Cable Inc. to Price Communications for $6 million. The buyer is a New York-based group that was formed to buy communications properties. Principal stockholders include Robert Price, who is a former general partner in Lazard Freres, a New York investment banking firm.

Metroplex Communications, owned by Norman Wain and Robert Weiss, sold WHHT(AM) Miami to Herbert Levin and others for $2.2 million. Levin is general manager of WQBA-AM-FM Miami.

Ragan Henry's Broadcast Enterprise National Inc. sold WCN(AM) Cincinnati to
A new view of John F. Kennedy made possible by the recent recovery of intimate and extraordinary candid films shot with him on the campaign trail and in the Oval Office.

A co-production of Television Corporation of America and Drew Associates—Nancy Dickerson and Robert Drew—originators of the highly acclaimed Watergate program, 784 Days That Changed America.

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KLM Communications for $2.2 million. KLM, owned by Ken McDowell, is a Cincinnati attorney and former account executive at WLWT (TV) Cincinnati.

Tom Chauncy bought back KARZ(AM) Phoenix from Stauffer Communications for $2 million. Chauncy also sold his interest in KOOL-TV Phoenix (see above) but kept colocated KOOL-FM.

Detroit investor Harvey Deutch bought WMZK(AM) Detroit from Booth American Co. for $2 million.

The employees of KOLT(AM) Scottsbluff, Neb., bought that station from Russell Heiland and family for $1,867,500.

WRNG(AM) North Atlanta, Ga., was sold by Charles Smithgall to his son, Charles Smithgall III, the station’s general manager for $1.8 million. WRNG(AM) was sold to Tune(AM) Union and a daily newspaper in Greensburg, Pa.

Ogden Newspapers bought WTOM(AM) Staunton, Va., for $1.65 million. It also bought WMNB(FM) (and a CP for a new AM) in North Myrtle Beach, S.C., for $1.5 million (see below).

WJUO(AM) Louisville, Ky., was bought by John H. Johnson for $1.6 million. Johnson publishes Ebony and Jet magazines and also owns WPIC(AM) Chicago.


Willie Davis, former Green Bay Packers linebacker, bought KYQ(AM) Houston from Shamrock Broadcasting for $1.5 million. Davis’s All Pro Broadcasting now owns three AM’s, one FM and one TV.

WYCB(AM) Washington was purchased by its general manager, Howard Sanders, and secretary, Jacqueline Robinson, and others for $1,375,000. Sanders also was the principal owner in a group that purchased WENN(AM)-FM Birmingham, Ala., for $3 million (see above).

Pebble Beach, Calif.-based Walton Stations bought KYSN(AM) Colorado Springs for $1.3 million. Walton, primarily owned by John B. Walton, also bought co-located KKCS-FM from Mountain Center Broadcasting for $1.3 million. Walton Stations now include four AM’s and three FM’s.

Reno financial consultants Roger Larson and Hollis Norton bought KQUG(AM) Honolulu for $1.3 million.

KKXW(AM) Phoenix was sold to Phoenix real estate developer Michael D. Levin for $1.2 million.

Jose J. Acosta and family, who own WFDI(AM) Rio Piedras, P.R., bought WUNO(AM) San Juan, P.R., for $1.2 million. The seller is the Knoxville, Tenn.-based Mooney Broadcasting Corp., which last year also sold WMAK(FM) Hendersonville, Tenn., for $1.35 million (see above) and bought WUSW(FM) Lebanon, Tenn., for $2.5 million (see above).

WNOX(AM) Knoxville, Tenn., was sold by Scripps-Howard Broadcasting to Mack Sanders for $1.2 million. Seller is publicly traded, Cleveland-based group owner of three AM’s, four FM’s and six TV’s, part owned by Scripps-Howard Newspaper group. Buyer also last year bought WRKK(FM) Birmingham, Ala., and other stations (see above).

WJUO(AM) Knoxville, Tenn., was sold by Eric Jorgensen to Glenview, Ill., broadcast consultants Burt Sherwood and Bill Hennes for $1.2 million.

Jacqueline Lindauer sought and was granted a waiver of the FCC’s three-year rule to sell KANC(AM) Anchorage to Community Pacific Broadcasting Corp. for $1,106,750. Lindauer, who bought the station in 1980 for $530,750, was granted the waiver on grounds of financial distress. Community Pacific also bought KEIF(AM)-FM Modesto and KTOM(AM)-KWYT(FM) Salinas- Monterey, all California (see below).

The Polish American Congress and a group of other investors headed by Algis Zabarackas, a design engineer with the Ford Motor Co., Detroit, bought WPDN(AM) Pontiac, Mich., for $1,065,000.

KEND(AM) Lubbock, Tex., was sold to James Thrash and John Frankhouser for $1,015,000, who also own two AM’s and two FM’s.

Los Angeles Lakers basketball player Earvin Johnson Jr. bought KWBZ(AM) Englewood, Colo., for $1 million from John C. Mullins Jr. and his mother, Martha Welch.

KSC(AM) Sioux City, Iowa, was sold for $1 million to Apple Broadcasting Corp., owned by Sioux City businessmen Larry Magnuson and brothers William and Thomas Burke.

The San Juan archdiocese, owner of WOR(QFM) Ponce, P.R., bought WKVM(AM) San Juan, P.R., for $1 million.

AM-FM Combinations

The highest price paid for a group of radio stations last year was the result of a merger between two Chicago-based corporations. Publicly-traded, diversified Northwest Industries sold its beverage subsidiary, which owned KKKU(AM)-KQMO(FM) Honolulu and KQOI(FM) Los Angeles, to Beatrice Foods Co. A $20 million value was assigned to the radio stations in the $600 million deal. Beatrice later sold the Honolulu stations to Patrick Lannan and others (see below).

Heftel Broadcasting, principally owned by Representative Cecil Heftel (D-Hawaii), sold WXKS-AM-FM Medford, Mass., to a general partnership of WXKS-AM-FM employees and a group of limited partners for $15 million, headed by Richard Balsbaugh, vice president and general manager.

Richmond, Va.-based Media General Co. sold WPLA-AM-FM Tampa, Fla., to John Blair & Co. for $14 million. Media General last year also bought WJPS-TV Jacksonville, Fla., from Ziff Davis (see above). John Blair & Co. is publicly traded, New York-based station representative and now owns two AM’s, two FM’s and three TV’s.

Another station representative, Katz Communications, bought WDBO-AM-FM Orlando, Fla., from the Outlet Co. for $9.5 million. In 1981 Katz got into station ownership by purchasing group owner Park City Communications, bought for $16 million and its station portfolio now includes three AM’s and five FM’s. Katz also bought WSOR-AM-FM Syracuse, N.Y., last year for $5.1 million from Newhouse Broadcasting.

Another pair of Orlando, Fla., radio stations, WLOF-AM-FM, was sold by Robert W. Rounsville to Nationwide Communications for $7 million. The buyer is a subsidiary of Columbus, Ohio-based Nationwide Mutual Insurance Co. and through subsidiaries now owns three AM’s, six FM’s and three TV’s. Last year it also bought a cable system serving 10 central Ohio communities for more than $10 million.

Cleveland-based Malrite Communications Group bought KLAK(AM)-KPPL(AM) Lakewood, Colo., for $7 million from a subsidiary of the Des Moines Register and Tribune Co., publisher of The Des Moines Register. Malrite, headed by Milton Maltz, now owns six AM’s, six FM’s and four TV’s.

Harris Enterprises, headed by former FCC Commissioner Robert Wells, bought WACO(AM)-KHOQ(FM) Waco, Tex., for $2,668,000 from WACO Broadcasting Inc. Harris, a Garden City, Kan.-based newspa-
per publisher, is principally owned by John P. Harris and family, and now owns seven AM's and five FM's.

KDIG(AM) San Bernardino and KBON(AM) Lake Arrowhead, Calif., was sold by Thomas Jones and sister, Sally, to Dana Kott and wife, Carole, for $2.6 million. Dana Kott is the former owner of WCOO(AM) Hyannis, Mass.

Davenport, Iowa-based Palmer Communications bought WTN(AM)-WLWY(AM) Tallahassee, Fla., from Robert Ingstad for $2.6 million. Ingstad also sold WDRV(AM)-WLWY(AM) Statesville, N.C., to Capital Broadcasting Corp. to Raleigh, N.C.-based Capital Broadcasting Inc. for $1.75 million. Capital also sold KMAC(AM) San Antonio, Tex., last year for $1 million and is awaiting FCC approval to buy KBQQ(FM) Kansas City, Mo., from Mariner Communications for $5.25 million. It now owns four AM's, six FM's and one TV.

Mark Woodringer, former owner of KBEQ(FM) Kansas City, Mo., bought KCOLO(AM)-KTROOFM) Leavenworth, Kan., for $1.7 million.

Radio and TV entertainer Ralph Edwards sold KNTB(AM)-KLFX(AM) Bakersfield, Calif., to American General Media Corp. for $1,875,000 plus $300,000 for a noncompete agreement. AGMC's broadcast interests now include three AM's and three FM's. AGMC spun-off KNTB to Alexander Klien Jr. and his wife, Barbara, for $650,000.

KTVL(AM)-KLYD(AM) Tyler, Tex., was sold to a group led by Atlanta refrigerated transport company executive Richard Beauchamp for $1.6 million.

WJ. Wheeler sold KTGR(AM)-KCMQ(FM) Columbus, Mo., to group headed by Jim McCruden for $1,286,250 plus $375,000 for a noncompete agreement. McCruden's broadcast interests now include three AM's and two FM's.

Daniel Kribs and Richard Monahan sold WJAZ(AM) New Haven and WCKF(AM) Hamden-Hartford, Conn., to Eastern Broadcasting Corp. for $6 million. Eastern is a Washington-based group of five AM's and five FM's principally owned by Roger Neuhoff, president.

KFIR(AM) KTOO(FM) Salinas-Montery, both California, were sold by Kilibroo Broadcasting Corp. and Monterey Peninsula Communications Inc. to Community Pacific Broadcasting Corp. for $5,650,000. The buyer, based in Gresham, Ore., is principally owned by David Benjamin, chairman, and Charles Banta, president, and also bought KANG(AM) Anchorage, Alaska last year (see above).

They now own seven AM's and three FM's.

William Rust Jr. and family reduced their broadcast group to four AM's and four FM's by selling WAEZ(AM)-WWXW(AM) Allentown, Pa., to Carter Burden and Edward Rogoff for $3.5 million. Burden and Rogoff also own WCTR(AM) Kenova and WHEZ(AM) Huntington, W. Va., which they bought in 1981 for $2.5 million.

Affiliated Communications, a subsidiary of Boston Globe publisher, sold WSAI(AM) Cincinnati for $5.2 million to Booth American Co. In 1981 Affiliated closed on the purchase of WAIW(AM) Jacksonville, Fla., so its broadcast interests stayed even at five AM's and five FM's.

KBBE(AM) Mass. N. Y. was sold by Newhouse Broadcasting to Katz Communications for $5.1 million. Katz also bought WDBO(AM)-F (see above).

McClatchy Newspapers sold KOM(AM) KNEF(FM) Reno and KBBE-AM-FM modesto, Calif., to John Price and family for $4.5 million. McClatchy, besides publishing newspapers in Fresno and Sacramento, both California, still owns two AM's, two FM's, one TV and California. Nev., and cable franchises. The Price family owned KBBE(AM)-FM Reno, and also bought, subject to FCC approval, WWVA(AM)-WCPI(FM) Wheeling, W. Va., and KCPI-AM-FM Salt Lake City from Columbia Pictures Industries for $11.75 million.

Francis Lough and Irving Cottrell sold WLNA(AM)-WHUD(AM) Pecksill, N. Y. to Gary B. Pease for $4.2 million. Pease is former vice president of General Communications Corp. New Haven, Conn.

Boston neurosurgeon David A. Roth bought KCBN(AM)-KROI(FM) Reno from Lawrence W. Arms for $3.775 million. The year before Roth bought WIRA(AM)-WGOOD(AM) Fort Pierce, Fla., for $2.225 million.

John S. Tyler sold KATT(AM-FM) Oklahoma City to Surrey Broadcasting for $3.65 million. Surrey owns KAIR(AM)-KJKY(FM) Tucson, Ariz., and has made an agreement to buy WOKY(AM) Milwaukee and WMLL(FM) Waukesha, Wis., along with KYW-AM-FM St. Louis, Kan., and KXO-FM Portland, Ore., from Charter Broadcasting. It originally planned to buy six of Charter's seven radio stations for $32 million. Surrey also announced it would sell the Wisconsin stations for $6 million once it was granted FCC approval to buy the stations from Charter.

WCRT(AM)-WQEZ(AM) Birmingham, Ala., was bought by Mobile, Ala.-based Capitol Broadcasting Corp. for $3,381,000. Capitol now owns four AM's and four FM's.

AG. Gaston sold WENN(AM)-FM Birmingham, Ala., for $3 million to a group led by Howard Sanders, who also was the principal in the group that bought WYCB(AM) Washington (see above).

Marvin Josephson Associates, the publicly traded New York-based international talent agency and producer of Captain Kangaroo, bought WKDI(AM) WFFM Columbus, Ohio, for $3 million. Josephson International now owns three AM's and four FM's.

William McGowan sold WCKX(AM)-WFFM(AM) Braddock, Pa., for $3 million to Robert Bennis, president and 50% owner of
Columbia-Jefferson City, Mo.

Affiliations

SWITCHED

Audiences didn’t.

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Dick Embody, KBIX, Muskogee, OK

"It puts us in competition with the big stations."

"SMN takes the small station with a limited budget and puts it in competition with the big stations. As a matter of fact, we've experienced a tremendous increase in recognition as well as a 25 to 50% increase in sales."

Jim Fisher, WGTF, Nantucket, MA

"It was the easiest decision we ever made."

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Mike McGough, WTHU, Thurmont, MD
"It's made it possible for us to meet expenses and get into a profit margin a lot quicker than we might have otherwise."

"Satellite solves a lot of problems. Particularly in the medium and smaller markets, where cost of talent becomes prohibitive. It's a fine way to put forth a good professional sound without costing an arm and a leg. Ours is probably the quality sound of its type in the market!"

Rick Marcellan, WAPE, Jacksonville, FL

"SMN's programming enables us to bring major market sound to a medium-small market. And the programming is excellent. I'd say that 9 out of 10 stores have us on all day long. We do know for a fact that three banks in town called us to see if we would mind putting them on our station. In fact, when we signed on, we had already pre-sold and billed $4,000."

Ron Sewell, KECO, Elk City, OK

"You cut the overhead by $30,000 to $40,000 a year, you've automatically increased your income."

"Our profits have increased tremendously because we don't need as many people to operate, and you can make a lot more money. After the first weekend on the air with SMN, the biggest auto dealer in town (who I never could get on the station) called up my secretary and said he wanted to see us first thing. He's been on ever since."

Roland Roy, WSKP, Sebring, FL
Weill out Grange, FM's. David Pittsburg, and lion. sold last year to Doubleday Broadcasting cipal bought out Jacksonville, two more, bought WMYK(FM) Understein Richard Charles Jordan of merchandiser, their other Jacobs and others sold WCRJ(FM) owns a Charleston, Tenn. Buying "excellent," in 1982, remaining upbeat; Whether buyers or sellers, but it's tough to pay high prices in a money market that is difficult and an economy that is difficult," explained Jim Blackburn, president of Blackburn & Co., Washington. Blackburn added that his firm handled "far fewer facility buys" in 1982 than previously, explaining that buyers were giving a hard look to cash flow and the station's financial record, rather than seeking out a poorly rated station and attempting to turn it around.

"Television and radio are still a healthy business. There are still more buyers than sellers, but it's tough to pay high prices in a money market that is difficult and an economy that is difficult," explained Jim Blackburn, president of Blackburn & Co., Washington. Blackburn added that his firm handled "far fewer facility buys" in 1982 than previously, explaining that buyers were giving a hard look to cash flow and the station's financial record, rather than seeking out a poorly rated station and attempting to turn it around.

The high cost of money, brokers agree, hits the newcomers to broadcasting hardest. Cecil Richards, of Falls Church, Va., who has been in the media brokerage business for 15 years and who handled the $86-million San Juan Racing Association-Gulf United Station Group merger of 1981, reported: "There's always been money available to buy a station; it's just the high cost of that's the problem. There are a lot of buyers out there waiting for the interest rates to come down significantly and substantially. They haven't come down that far to shake lose all those buyers. I think [1983 is] once again going to be a seller's market."

But Richards reports he got fewer calls from entrepreneurs last year, from the prospective buyer who is an announcer or a sales manager at a radio station, has saved a little money and is hoping to put together a leveraged deal to buy a station. "Most of them are aware that it just isn't the right time to even try," Richards said.

Bill Chapman of Chapman Associates, Atlanta, Ga., estimated his firm handled about one broadcast station sale per week last year, and currently has over 150 properties listed on the market. According to Chapman, the cash deal market is continuing to disappear, Chapman believes, and he sees "more and more discrimination by the buyers in seeking earnings as well as facilities." The more demanding buyers, Chapman thinks, also helped to bring down the multiples—one of the ingredients that goes into appraising the value of a broadcast station.

Brokers warn, however, against relying too heavily on multiples, whether based on gross revenues or on cash flow. Robert Mahlman, a New York broker who specializes in radio properties, pointed out that radio stations vary from market to market. "I don't think they've fallen drastically for excellent facilities in the sunbelt areas," Mahlman said, but "they have fallen in industrial areas." For industrial areas, Mahlman reported multiples are in the range of two-to-two-and-a-half times gross revenues, and eight to eight-and-a-half times operating cash flow. In sunbelt areas, Mahlman said, "we're still in the threes and the tens" for stand-alone FM's and AM-FM combinations with good facilities. Mahlman reports that for his last fiscal year he had handled about down the cost of borrowing money and sparking a brisk year of station trading. Across the board, brokers report the trends they reported in 1980 and 1981: Stand-alone AM/FM's are difficult to sell; more radio station deals are owner-financed with the seller taking back paper to help the buyer take over the property.

Mixed reviews on 1982 from brokers

Whether buyers or sellers had better year is open to question, but business remained upbeat; 1983 could be banner year if interest rates and FCC multiple ownership limits recede

Brokers are divided in their appraisals of the 1982 station trading season. Some say it was a seller's market, others say buyers were still in hiding, waiting for interest rates to drop. Declining prices of the average stand-alone AM and FM radio station presented no concern. Many brokers said that if 1982 was not the best year they ever had, it was as good as most years. A few brokers proclaimed 1982 "excellent," or "the best year we ever had."

Whatever their fortunes in 1982, brokers see a promising 1983. They expect interest rates to continue to fall in 1983, bringing

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Broadcasting Jan 10 1983 66
$18 million in radio station transactions.

Ted Hepburn, a Cincinnati-based broker who had eight closings in 1982 totaling more than $52 million, saw a “softening” in 1982 station trading, especially in the first three quarters of the year, which he attributes to “the sluggish economy and the high cost of money.” Although Hepburn still sees no “roaring optimism” among players in station trading, he notes that the market continues to perk along because “people have learned to live with it.”

Hepburn agreed with Mahlman that multiples do not remain constant between markets. Hepburn even sees the gap between certain markets growing ever wider, “where the disparity between the have and have-nots is becoming more evident.” Explained Hepburn: “An FM station in Atlanta is going to command a significant multiple, as it would in Dallas or Houston. But that same station in Detroit, Cleveland or even Birmingham, Ala., might carry a 30 or 40% lower multiple. Where you might get 11 or 12 times in Atlanta or Dallas, you might get six or seven times in another market.”

Howard Stark, a New York broker, points out that the FCC’s rule limiting group ownership to seven AM’s, seven FM’s and seven TV’s contributes to TV station trading. Most of the major trading is among full group owners, who must sell a TV to make room for another in their push to trade up. Stark explained. But after a point, Stark added, there is no more room for movement. “If you look at who owns the major markets, the major groups own most of those, and they wouldn’t sell any of them unless they could upgrade, and it’s tough to upgrade a major market,” Stark said. If the FCC lifts or relaxes its limits on station ownership, Stark foresees an increase in trading activity, but he predicts major group owners and the networks will be relatively unaffected. Stark thinks the FCC will keep a limit on the percentage of the total audience a given owner can reach. Stark closed two TV station sales in 1982 totaling $157 million, and arranged three other major market deals involving four TV’s collectively worth $492 million, he said.

The supply of good TV’s for sale is “very limited,” said Richard Crisler, a Cincinnati broker, who recently brokered the Pulitzer purchase of two of Gannett’s TV stations (see “Changing Hands”), and Pulitzer’s sale to Freedom Newspapers of WLBW-TV New Bedford, Mass.-Providence, R.I. His partner, Clyde Haehnle, reports the TV market may even be beginning to soften slightly. “We’re no longer getting 10-times multiples on that side of the fence, We’re looking at nine times. Financial institutions will not lend much if you’re talking over nine times.”

However, with stand-alone FM’s, Crisler believes there’s no real multiples because “the principals are looking at the market and the chance to do business.” And “for a good facility AM station there are buyers.” Crisler said, although generally his opinion is that for other stations it is a seller’s market.

The decrease over the past two years in the average price of stand-alone AM and FM stations is principally due. Crisler and Haehnle say, to an increase in the volume of smaller stations being sold off. The reason, Crisler tersely explained, is that “a lot of them don’t make any money.”

Dick Kozacko of the Keith W. Horton Co., Elmsford, N.Y., reported he did in 1982 “about half the volume” of the previous year, but still handled about 10 sales totaling over $5 million. “Performance is definitely far more meaningful than it ever was before,” Kozacko asserted, with buyers giving a more cautious look at the kind of debt they are going to have to service.

When brokers talk about the big deals, the sales of TV stations in major markets, they usually end up talking about the same person who, they suggest, has been a major impetus behind recent TV trading: John W. Kluge, chairman of Metromedia Inc. Kluge’s overtures to buy Field Enterprises’ WFLD-TV Chicago at a premium price may have motivated Field to sell out of television altogether while the market was hot, brokers hypothesize, and that set off a chain-reaction as group owners scrambled to trade up. Gannett, which has agreements to buy two of Field’s stations and one of Metromedia’s and to swap another plus cash for Chronicle Broadcasting’s San Francisco VHF, also has agreements to sell two TV’s to Pulitzer and another to one of its general managers. Without that sort of trading, brokers say the last quarter of 1982 would have been a good deal less exciting.

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The Television Information Office, a tiny organization supported by broadcasters to serve as information resource for, and defender of, the television industry, has come under attack in recent months, as a reform-minded National Association of Broadcasters, in reassessing its own activities from top to bottom, has questioned the need for a New York-based public relations effort that duplicates much of its own in Washington. Although the NAB joint board of directors is expected to grant the TIO a reprieve next week at its annual winter meeting, its scrutiny of the TIO over the past six months has renewed interest in the 24-year-old institution, and raised questions about its ongoing role in the changing television industry. Roy Danish, president of the TIO since 1962, is largely credited with having convinced a special committee of the NAB to recommend unanimously to the joint board that it continue funding TIO. The committee's report to the NAB Television Board, a simple two-sentence recommendation, gave little insight into the current state of the TIO nor did it answer the question of why TIO should continue to operate. BROADCASTING editors explored these issues with Danish.

Telling television's side of the story

The question that the National Association of Broadcasters futures committee seemed to be asking last fall—and one we too have asked over the years—is whether TIO is a good idea or not, or whether it has outlived its usefulness. Your own response is surely yes and no, respectively. Nevertheless, we'd like to invite you to make the case for your point of view.

This issue has come up periodically at about six- or seven- or eight-year intervals, ever since the TIO was founded, and I don't think that it's either improper or unproductive, necessarily, for a look to be taken at the operation of an organization like this in terms of what it's doing and how it's going from time to time.

The thing that concerns me always is the underlying purpose for the look. And it's very difficult sometimes to piece out what the purposes are. In the past, questions have been raised and answered within the context of the television broadcasting industry. That is to
say, the NAB’s TV board or the Television Information Committee had addressed itself to the question of whether TIO was doing what it should be doing: Should it be serving the entire industry? Is its structure proper? And so on.

This time the inspiration, if you will, and motivation for the investigation came from the radio side and had nothing to do, really, with TIO. It arose in January a year ago with questions about our surplus. And the question of whether or not radio should be supporting a television operation. The question was not: Is TIO doing its job? So it didn’t have anything to do with whether we were doing it right. It had to do with very different things.

And to that extent, I don’t think it was necessarily productive, as earlier looks at TIO were.

But the wheels had begun to turn. We went through the year and made our presentation and there was finally the appointment of the ad hoc committee, as you know, which came out with the unanimous finding that this is a unique and worthy activity that should be supported by the NAB, and there you are. And if it plays out as I think it will, that momentary flurry of radio versus TV, the intra-NAB activity will have subsided, and we will be back on what is essentially the proper course—subject to continuing oversight by the TV board as to whether or not we’re doing right or wrong.

Well, I guess what we’re doing with this interview is our own ad hoc investigation, raising the question of whether TIO does serve a useful purpose, or is just, as the editorial page of Broadcasting has at times past wondered, a boondoggle.

Let me begin by asking what, in your opinion, is the most important thing that TIO does?

Well, I could give you what seems to be an unresponsive answer, which is that we create an information source for the purpose of moving information about television out beyond the television industry, to broader publics of various kinds, and that we’re the only people in this business who do that.

Now, I don’t know how well you feel answered by what I just said. There is a reason why a licensed industry or any industry as much in the public eye as is television, should offer a reasonably candid view of what it’s doing to people who have an interest in it, who have concerns about it, who believe it has one sort of obligation or another—and there is a wide range of opinion about what television is and should be and could be and does do and doesn’t do. And we are the place, if you will, where people can come for answers about television as a social phenomenon.

Now, we don’t track legislation. That’s somebody else’s business. We don’t lobby. That’s somebody else’s business. Our concerns, although I suppose every broadcaster’s concerns finally center on Washington, our day-to-day concerns are not Washington. They are all the voices around the country which taken together set up the kinds of reverberation that have impact on legislation, have impact on regulation, have impact on the way communities regard their local broadcasters. And so we work on them nationally, but we also try to help local broadcasters deal with the questions that they face in their communities about the appropriateness of television broadcasting behavior.

Do you think there has been a shift in the public’s perception about television as a result of any effort that the TIO has made?

What I think we have done over the years is to still some voices, to neutralize certain kinds of criticism. There are people who will not listen, and just as in politics there are some kinds of folks you don’t try to convert to your point of view. You talk to the people who’ll listen to you with an open mind, who come to you and say, “I want to know.” There are areas which people outside the industry, or outside the academic world which points its interest toward us, areas where the people are totally ignorant. They simply don’t have information. And we can at least help them begin to fill in some of the gaps.

Some 20 or 22 years ago the National Council of Teachers of English and this office got together in the production of a volume called, “Television and the Teaching of English.” And we had nothing to do with its writing. We did have something to do with its financial support and its distribution. And at that time I remember

That’s what the NAB board will consider—whether to continue funding information service

When the National Association of Broadcasters joint board of directors convenes its annual winter meeting in Puerto Vallarta, Mexico next Monday (Jan. 17), a key decision it will face will be whether to continue its substantial support for the Television Information Office, a New York-based offshoot of the NAB that for more than 20 years has served as an information clearinghouse, reference library, speakers’ bureau and defender of the television medium.

The 48-member NAB board has been given conflicting recommendations, one from a special futures committee of its own members which, surmising that the growth of cable and other video services is gradually reducing public pressure on over-the-air TV, suggested last August that the TIO be eliminated and its functions folded into the Washington-based NAB’s public relations department. The second recommendation came in November, from a seven-member ad hoc committee appointed by the NAB board, at the request of members of its television board, to make a deeper study of continued funding for the TIO. That committee, after a visit to TIO headquarters and a thorough briefing by the organization’s president, Roy Danish, and members of his 18-person staff, recommended that the NAB continue full funding for TIO so it may continue functioning.

“We decided that if we dissolved TIO we’d have to turn around the next day and create another organization to do what it does,” said ad hoc committee member George Schweitzer, vice president, communications, CBS/Broadcast Group, who noted it would be more expensive to do that than to keep the present TIO alive. William M. Dunaway, vice president, general manager, WTHR-TV Indianapolis, completed his chairmanship of the ad hoc committee by signing up his station as a TIO subscriber, telling his fellow committee members he was convinced of the organization’s worth. “The NAB doesn’t have the resources to do what TIO does,” he said.

In spite of the second committee’s unanimous recommendation, TIO is not, by all indications, out of the woods yet. Last year’s futures committee report did not mark the first time TIO funding has come under fire from members of the NAB board, the majority of whom are radio broadcasters. Radio directors over the years have questioned funding an organization that works only for TV. The recommendation came, however, from a futures committee composed half of TV board members, and at about the time the report was issued there were indications from ABC that it would follow the NAB’s example and deny future funding to TIO if TIO refused to move to Washington. Danish, who has run the TIO for 23 years, is considered “too sophisticated” by some small-market broadcasters and his six-figure salary is thought by some to be excessive.

Although Danish is within two years of retirement age, he has given no indication to the governing TIO committee that he wants to retire.

TIO’s 1982 budget was $1.4 million. About 60% of TIO’s annual income comes from dues paid by member TV stations, which are assessed according to market size. The other 40% comes from annual NAB contributions and the three major networks.

The TIO does not disclose the number of stations on its membership list, but maintains it has the support of many major broadcasters, and, according to Danish, its income amounts to “over half of the industry rate base.” Last year, it announced that five new stations had joined the TIO: KSBV-TV San Luis Obispo, Calif.; WSOC-TV Charlotte, N.C.; WHMM(TV) Washington, and WHSV-TV Harrisonburg and WJVR-TV Charlottesville, both Virginia.
being told by someone high up on the council that this was a good idea, and in 20 years we’d probably be beginning to see some fruits of it.

And I remember my shock when he said 20 years. I thought, Good Lord, you know. Who’s going to wait around? But he was very wise, and he knew how long it takes for things to happen in education. And when I complained about the 20 years, he said, “That’s fast.” He said, “Pretty good ideas take 30, and I think this is a good idea, a really good idea.”

And so, going back that far, we began to do things which we thought would speed up that process. We got engaged in the publication of teachers’ guides to television, and started appearing at the various forums where this sort of thing is under discussion. We helped with our mailing list to acquaint teachers with all kinds of programming that we felt would be appropriate for their use in the classroom.

We did a second piece of work for the National Council of Social Studies, the second largest body in education. And this has continued to this day, because that is a very slow process, but we have made a difference, and now we’re a resource of information about television and the teaching process recognized by everyone.

Is it unfair to say that the real purpose of the TIO is to be an apologist for the television industry?

It depends on what you mean by “apologist.” Certainly we do not set out to paint television in drab black and white colors. What we try to do is to help people understand what its limitations are—what its accomplishments are, realistically, because ultimately we’ve got to deal realistically with them. They’re not fools. To show them what constructive uses they can make of television, and to disabuse them of notions that get in the way of real dialogue about what television is, can be, should be, in the society.

We do a lot of things to try to balance the picture. Before we existed, before there was a Television Information Office library, when people wrote about television, they went to the conventional print sources for their background information. There wasn’t a great deal at that time, much of it written out of concern and even fear, by other media, that this monster was going to gobble them up. And there was a lot of very hard writing about television in those days.

What we try to do is to cultivate a clientele of writers. of students, of educators. of people who have a serious concern, a serious interest in television, to try to develop a resource to which they could come and get all sides of the picture. Books have been written out of this library which have damned television. Books have been written out of this library which have praised television. Most have been neutral, but at least people have had an opportunity to be exposed to a wide range of material bearing on their subject matter. And we take pride in being able to say we have been very helpful in that sense to a lot of folks who want to write seriously about the media.

Now, we know how selective some media are in the use of our facts. When Time came to us and asked for a comment on the Wilson Quarterly piece about where people get their news, we gave them a lot of information, and you could see that it was almost reluctantly that they fed that information into the piece they did.

There’s still a great reluctance in some parts of the world to accept anything about television that is not negative. Particularly it’s true in the daily press, and we don’t have the adequate means to get around that.

We’re still fighting the inaccurate news release that crept into the New York Times about 15 or 20 years ago saying the average person watched television 54 hours a week. That’s still creeping in,

How many inquiries do you get every year?

Oh, gee, thousands and thousands and thousands. You know, it just
gues—well, it goes on forever. It goes up and down year by year, depending on the amount of traffic that a given year's product will produce. Some materials we produce elicit few calls because they are totally self-explanatory. Other materials produce a lot of calls because they invite inquiry.

In a year when we publish a Roper report, for example, there's an increase in traffic.

What percentage of your inquiries come from broadcasters?

My impression is, somewhere around 15% to 20%. But that could be high. There aren't that many broadcasters, you know. They're a very small part of the total universe, and this is a public facility.

Just what is television's problem with the public at large?

The problem? Television is pervasive, it occupies time, everybody's time; it satisfies almost everyone sometimes; it dissatisfies almost everyone sometimes, and is perceived, because of the amount of time it occupies in people's lives, as having effects, big effects, great power, to modify behavior, to create attitudes, to do a variety of things.

It has become, therefore, very easy to attract attention questions about what caused X or Y or Z by saying, "Well, it must have something to do with television." People rarely stop and say, "What was it like before television?" And when I tell them that child crime in New York City of 1850 was so bad that you couldn't walk the streets without a companion and a weapon, they don't believe that. They don't believe that it's really better today than it was then. They only go back to, "Well, television started in 1946 or '40, or whenever that was, and something's happened to the crime rate since then." Well, a lot of things have happened in this country since then.

So we're dealing with a pervasive medium, which is an easy scapegoat. It's easy for me to say it's an easy scapegoat, too, and I'm aware even as I say it that I fall into a trap of sorts. So television does have some effect, but its effects are less and different than they are thought to be.

Is the concern more about the effects of the medium or disappointment in the performance of the medium, or expectations of what the public wants from it?

From where we sit, what is generally expressed is concern. That seems to be the tenor. There is, as people have become more familiar with the medium over a period of years, 35 years, a more willing acceptance now of it as, you know, just something one lives with, and far, far more thoughtful attempts to use it with good purpose. And the educational thing is one.

I think people's hopes are more rational, more sensible about what you can expect from an entertainment medium, which has a heavy overlay of information. They have come to learn that every situation-al comedy that's got a big name in it is not going to be the funniest thing that ever came down the road, that every drama which is based on a not-so-famous novel is not going to be the greatest theatrical experience they ever had; but they also know there are going to be marvellous surprises, they're going to fall in love with the characters and things that they never thought they would, and that they're going to be reliant on television for a whole variety of things, including sports, news, and whatnot, to an extent that makes them realize it's really a part of their lives, and kind of a friendly, useful part of their lives.

The romance is gone. "Gee, it's different than it was before TV." Those folks are few and fewer in the population, so we're living with something that by and large we're comfortable with. When I say, "we," I mean "we" in the largest sense. And those who are concerned are the ones who are concerned generally with social problems and are looking for causes and reasons—

Often with an elitist point of view?

Well, surely. But I think we're talking about people who are by and large among the elite, if you define the elite as the better-educated, more affluent, those with higher taste levels, as they see higher taste levels anyway. Sure, there's disappointment that there's not more opera and ballet. We all know the fate of these things in television. The economics of the business are punishing. I'd like to see more of those things because I was raised in a city where those were available to me, I became accustomed to seeing them: they're part of my life style.

I've wandered a bit, but you know, I guess we get back to it. The people we deal with are those who are, quote, serious.

Well, at the time that the TIO came into being there was an enormous level of concern being voiced, and there was a great amount of outrage in the Congress. It does seem to have been moderated since then, you know. We don't have the violent hearings now that we did at that time. Is there still a need?

It depends. What risks do you run? For the small investment this industry makes in TIO—and it's really very small given the size of this total enterprise—about a million four, in an industry that grossed seventeen billion this year. Not a very large outlay. If you want to call it image or information service or whatever service. And a lot of that is just straight nuts-and-bolts information service in the sense of running a library to which people come from the industry to get the information they need, don't spend the money and time that it would take to do it back home using other sources. That's a core service, if you will.

I think as long as television remains a business which must by and large float on a sea of acceptance, there's got to be a place for the kind of activity we perform. It owes answers about the most pressing aspects at least, or the most visible aspects of its performance. The temptation to say, "Let the public be damned" may be okay if you're the only guy making your own particular kind of machine screw. They come to you or they don't to get that machine screw. That's not true here. Communities have all kinds of ways of expressing themselves, with uncomfortable consequences.

Are you 100% programed as a defender of the medium, or do you retain any objectivity toward the medium that gives you an opportunity to see its shortcomings?

I'm perfectly comfortable saying publicly that there are things I don't approve, because I don't like them personally, that I wish there were more variety of some kinds, that I'm not always sure that economics do not sometimes dictate more of what occurs on television than I would prefer. I'm not sure I know how to change that but that's my feeling about it. Among broadcasters, you know, you've got a pretty wide array of opinions about a whole bunch of stuff on TV. It's not as though they themselves are monolithic.

How is the world looking at television at this point? More critical? Less critical? Resigned to it all?
We’re doing what has to be done.

Danger—Handle With Care!

Love Canal dramatized the dangers of hazardous wastes. Business, government, and the insurance industry are showing that today’s dumps need not be tomorrow’s disasters.

In a modern, heavily-industrialized society, waste materials are abundant and, in some cases, dangerous. Toxic leftovers from many industrial processes can pollute the environment, contaminate the water, and threaten the public safety. And, let’s face it, serious accidents have occurred.

Today, the combined efforts of legislators, regulators, responsible waste-generating companies, the insurance business, and a concerned public are being felt.

New laws and standards go a long way toward making sure that firms that produce, move, store, or dispose of dangerous substances do so with care. Government tests and inspections are meant to assure compliance and minimize risk. Concerned industries have developed new technology and methods for safe waste disposal. But with materials this potentially dangerous, the best of care may not prevent every accident.

Although any accident with hazardous substances is bad news, some accidents are worse than others. And more insidious. Sudden spills and fires are quickly found and remedies quickly applied. Liability insurance for those accidents has been available for some time. But the material we’re talking
about stays dangerous even though it's buried. What happens if containers gradually corrode and leak? What happens if the stuff buried in dumps begins to seep? Through inadvertence or ignorance, danger may lurk. But now, liability insurance for this risk, too, is becoming available.

Those in the business of producing, moving, storing or disposing of dangerous waste must be responsible to the public for any harm done them—sudden or gradual—one leaking drum or the slow leaking of an entire dump site. If they can't pay for the damage done, they shouldn't be in the business. Under new law, they can't be in the business.

Responsible handlers of hazardous waste are embarking on a difficult path—continuing industrial activity in a manner as safe to society as possible and in compliance with extensive governmental regulation.

Property-casualty insurance companies are helping those waste generators by evaluating their risk potential. And now, insurance companies have devised a way for waste generators to be financially responsible as regulations require, able to compensate people harmed by either sudden or gradual pollution.

Liability Insurance for Environmental Impairment is one of the most challenging coverages property-casualty insurance companies have ever been asked to provide. The potential for loss to both people and property is large and little known. But if proper safety standards are issued and enforced by either federal or state government, and if insurance companies are allowed to administer the coverage with some sense of certainty, this new insurance can do a job. It will be one of the best ways for handlers and disposers of toxic wastes to meet the responsibility that the law demands and the public deserves.

We're working to keep insurance affordable.
This message presented by the American Insurance Association, 85 John Street, New York, NY 10038
It comes and it goes. I think sometimes that it has to do with the nature of a season in terms of its entertainment values, in terms of what the mix of programming is. That’s for the general viewer. There are people who really don’t care what the mix is. They just say: It’s the medium that’s doing this or that or something else. And they’re always there. They are a constant. They worry about the impact on children, on the political process, on the quality of life, on—you name it. And it doesn’t matter to them what the schedule looks like this week.

I think they’re more accustomed to it, they use it sensibly in their own terms.

As a result of this evolving change in the structure of the medium, and the entry of new programming variety via HBO and the other basic and pay cable services, do you see a change in the need for, or in the role of, the TIO?

At our last board meeting there was a discussion about this, very brief, and it died where it started. The question was raised essentially as you raised it, and there was just no response to it. It’s something that someday may have to be dealt with, but that certainly isn’t the case now.

You must get inquiries about cable TV, though, sometimes.

Sometimes?! My God, we’re swamped with them! Broadcasters swamp us with them. Broadcasters are in the cable business; we’re endlessly into cable now. We are really the only resource of its kind, at least, that’s prepared to do a real general question about cable, particularly as it relates to cable programming.

How do you deal with it? As someone defending cable or attacking it?

We just give people information. How many cable systems are there, and how many subscribers does HBO have. Who’s in the business of furnishing cable program services. We’re sometimes asked whether we are anticable or pro-cable. We’re cable-neutral. Our job is to deal with over-the-air television. These are the people who support us. This is still, seven to one, the most viewed part of what people watch on television.

Do you think you’ll ever go to a Cincinnati and defend a cable operator for, let’s say, the elimination of CBS Cable?

I don’t know. I would think a greater possibility is that the National Cable Television Association is going to find it more and more in its interest to start doing the kinds of things we do, but from a different point of view.

For one thing, you know, this is smoke-talk. Those other program services—cable-fed, satellite-fed, MDS-fed—have got a long way to go before anybody even knows what the final shape is going to be. Their concerns at the moment—as were television’s in the earliest days—are how to get the stuff from here to there, and what to get to put on that transmission system. And they’re really not much concerned to deal with the matters that we deal with relating to over-the-air broadcasting.

How long have you been on this job?

I became director in ’62. I came to TIO in ’60.

So you’ve been in the job over 20 years. How’s the burnout phenomenon?

Well, it’s not a matter of burnout. Am I bored? Well, there have been enough changes around, the industry has changed, players have changed on both sides, attitudes have changed, the needs of stations in the industry have changed. Television has refreshed itself as a subject matter, and we have refreshed ourselves. I find it a business that’s relatively exciting, interesting and challenging. I continue to like it. I just enjoy it. I don’t mind the work, I don’t mind the travel. And I can look anybody in the eye.

What is your tenure likely to be?

Well, I think when anyone reaches 80, he ought seriously to think of a second career.

Just in passing, let me note that the questions you’re asking reflect the same underlying attitude which has prevailed at Broadcasting over the years. Instead of saying that bunch of guys who don’t part with a buck very easily support this operation and has supported it all these years—instead of saying, well, someone perceives value here—you say: Is it worth it? Well, it’s almost not for me to make that judgment any more than it is for a merchant selling a sweater over the counter to make a judgment about what—it’s the buyer who makes the judgment. There’s either perceived value or there isn’t.

What about the Broadcasting attitude toward the radio and TV codes, which parallels its attitude toward TIO—which is to say, rock-ribbed and negative. Are they wrong?

I can tell you how I feel about the two of them, and you can decide, but I won’t say whether you are right or wrong. I believe it is comforting to the consumer to believe that there are rational standards applied to the production of some product that he consumes in great quantity. I think it’s comforting to the producer of that material to know that there are standards to which he can turn which help him make better informed judgments, based on more information and knowledge, perhaps, than he has, about what constitutes a right decision about a given piece of programming or a commercial. To that extent, I think the codes were useful. And finally—and this is a rather parochial response—I think it served a good purpose in public relations terms to have a self-regulatory mechanism to which the industry could point and say, “We are, you know, responsible people and try to act in concert, responsibly.”

Well, we worry about the impact in terms of the First Amendment and of having it taken over by the government. The FCC for years used it against the broadcasters.

That’s right, it did. And that’s a downside element. But you know, like so many other things in this rather imperfect society, I think there has to be a weighing out. And if you came out on the side of saying that the risk is too great, well, it’s a fair conclusion that it was risk that could be contained in other ways—and there are other ways of dealing with the FCC, including resolutions in the Congress and God knows what—maybe you could live with that threat because it could never quite become real. But you pays your money and you makes your chere.

You’ve got to do good programming, you’ve got to do it right, you’ve got to do it properly if you want to win the hearts of your folks. You’d damn well better do a good job.

And nothing we do in New York is going to change that in Indianapolis. But what we can do, perhaps, is see to it that what appears in the columns of the Indianapolis newspapers is not sheer hogwash from time to time. We make it embarrassing for some people to say some of the dumb things they used to say unembarrassed.

We can suggest some reasonable uses of television without being laughed at now because for years we have built on a platform that has some support among the educators, for example. So people no longer say, “Television and education, how can you link the two?” Well, you can link the two. They’re that, they’re this, they’re that, you know.

Maybe these are small things. I’ve wondered, for example, how much money we made for the television industry with the Roper reports, how much faster news became popular because of those early studies when they first began to emerge and become part of the literature—that most people get most of their news from television. I’ll bet it’s hundreds of millions of dollars. If we do nothing else, I think we’ve paid for TIO for 1,000 years with that kind of thing.
T5541 TELEVISION PRODUCTION HANDBOOK, by Doug Wardwell, PhD. A complete guide to planning, staging and directing a TV production. For those involved in any phase of TV production, or who want to learn how the system works. This is a working guide dealing with every aspect of this art. It offers an easy-to-grasp explanation of the workings of television program production and transmission, and the vital functions the management/production team must fulfill. Then, the author tells how to use cameras and related equipment, lighting, make-up, sound, visuals, graphics settings and props to achieve the desired effect and result. He also offers sound advice on direction, on-camera appearance and performance, and electronic editing of the tape recording for final refinement. It's a book designed not only to teach, but to use as a day-to-day guide, too! 304 pp., 406 illus. $15.95

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Leibowitz bullish on cable; more restrained on broadcast stocks

**Analyst sees Time, Viacom, Storer, LIN and Capcities as best media buys**

Bullish on cable despite its much-reported problems and lukewarm about most broadcasters, despite their fairly healthy outlooks, or more especially because of the high market valuations their present health has inspired. That was the picture presented to clients of the Wall Street brokerage of Donaldson, Lufkin & Jenrette by the firm’s media analyst, Dennis Leibowitz, last week. Leibowitz said he expects the cable industry to experience in a year or so a situation similar to that in the late 1970’s, when its profits, and concurrently its stock values, soared. But he had one word of caution—the possibility that the reputation of the industry as a whole will be tarnished by “reneging on urban franchises” or even bankruptcies that he thinks are likely to hit some weaker companies in the near future.

Higher construction costs and lower-than-anticipated subscriber counts (particularly for movie services), coupled with high interest rates, all combined to slash the bottom lines of cable companies this year. Leibowitz noted, a negative influence on the stocks not helped by the perception of new competitors for cable. But the analyst said he thinks “there will be a breakout beginning in 1984” for the profitability of the industry, as construction slows down. Leibowitz told clients he thinks the cable industry’s construction peaked in 1982, and although it will remain high, will “gradually decelerate” from here on out. At the same time, new revenue sources, advertising, pay-per-view and other services, should boost that side of the financial equation. Looking beyond 1984, Leibowitz sees 20% revenue growth continuing for the industry.

Reviewing his specific cable recommendations, Leibowitz was bullish on Time, Viacom and Storer. Cox Communications and TeleCommunications Inc. remain on his recommended list, he said, although they are already “further along in price.”

Time’s cable division, American Television & Communications, is already “at the point of a major breakout.” Leibowitz believes, with its major franchising push having stopped in the mid-1970’s, and ATC’s management might even be inclined to sell its forest products by 1984. The analyst expects HBO to continue to perform well (it will turn in $100 million profit in 1982, he calculates) despite pressures from competitors. And Leibowitz noted that the Time management sees its $100-million commitment to the new TV Cable Week listing guide as having a “greater potential than the whole magazine group” at present.

Reviewing the recent story of Viacom, its buy-back of Westinghouse’s half interest in Showtime and subsequent rumors of a venture with ABC and 20th Century-Fox involving Showtime, Leibowitz called that company’s stock “by far the cheapest with any major cable play.” What has kept the price down, he said, is concern about where Showtime is going and Viacom’s give-back of the Multnomah County, Ore., cable franchise, which, if the county and Viacom don’t come to terms, will take 85,000 homes out of Viacom’s franchise pipeline. Noting that the network financial interest and syndication controversy also concerns some investors looking at Viacom, Leibowitz thinks repeal of the rules might be a plus for Viacom shareholders—“the best way for networks to get into the syndication business would be for them to buy existing companies,” he suggested.

Storer is also high on Leibowitz’s list, even though the company “is symbolic of the problems of the industry.” Storer franchises, where construction has “wiped out earnings” are, nevertheless, “attractive.” Furthermore, Leibowitz said he thinks the company may “attempt to sell some assets or restructure assets” as a way to raise capital. Right now, he feels, Storer’s “private market value is the furthest away from public value of any major cable company,” and on a 12-month to 18-month basis, it’s a “more speculative but attractive,” investment.

Two smaller cable concerns Leibowitz likes, but he is not yet recommending, are Comcast and Heritage. “[Both] actually have earnings and are solid companies with growth potential selling at substantial discounts to the market,” he said.

Looking at broadcasting, Leibowitz is recommending only Capital Cities Communications and LIN Broadcasting, the latter largely on the basis of its cellular radio potential. The networks are no longer on his recommended list, even though “the broadcast side looks better than ever” and “the networks are in good shape through 1984.”

In the first place, Leibowitz said, “for the whole broadcast group our feeling is that companies have gotten overvalued” by a stock market that in this recession looked to broadcasters as a group whose earnings were “a lot more secure than other industries if recovery were delayed.” Leibowitz is also concerned that with advertising expenditures in general tied to nominal growth in the

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**Bottom Line**

**Pennies for heaven.** Comsat plans to offer one million shares of common stock, for price of $77.50 each. Comsat identified two uses for proceeds: to help finance its Satellite Television Corp.’s plans for DBS service, and for Intelsat, international communications system of which Comsat owns 25%. First Boston was leading underwriter.

**No chicken feed.** CBS Inc. took its 1.5 million shares of new common stock to market at $58.50 each on Dec. 22. In announcing intention (BROADCASTING, Dec. 20, 1982) company had said proceeds would go toward retirement of commercial stock. Stock had been trading as high as $67 few weeks earlier in bullish market before dropping to $58-$59 range as market skidded.

**Going public.** MGMUA-Home Entertainment made initial public offering of 4.5 million shares of common stock, at $12 each. Company will apply proceeds to advance payment of $60 million made to parent MGMUA Entertainment for worldwide home-video and pay-TV rights to library and future film product.
For some time—Leibowitz said it was largely due to the "networks' being fairly persuasive in convincing people their loss of share would be compensated by household growth," which in turn lifted their prices from the depressed levels at which he had started recommending ABC. "I'm not telling you to sell networks," Leibowitz said, "but don't count on further multiple expansion" from ABC or CBS.

FNN: heading out of the woods

Financial News Network, with most of its personnel and fiscal problems behind it, plunges into second year of operation with renewed vigor

The Financial News Network, the broadcast-cable network that aspires to be "Wall Street's electronic newspaper," has begun its second year of operation confident that its money and management troubles are over and that it will become a growing presence on the television scene.

Its new management team not only expects to balance the budget soon, but also to expand the service, perhaps making it a part of a "supernetwork" comprising regional sports programming and a shop-at-home service.

From its main studio in Santa Monica, Calif., the advertiser-supported service has been providing viewers with up-to-the-minute financial news and continuously updated numbers from securities and commodities markets since Nov. 30, 1981. The hard news is complemented by telephone reports from financial analysts and occasional interviews with top businessmen and financial and economic experts, including government policymakers.

FNN, which operates seven hours a day (10 a.m. to 5 p.m. NYT). Monday through Friday, now reaches a potential audience of some 30 million homes through a Westar IV transponder and a network of broadcasting and cable affiliates. The broadcast affiliates, mostly STV operators who shift to their scrambled pay television mode at night, cover 23 markets (including nine of the top 10) and account for the bulk of FNN's viewers. FNN's 586 cable affiliates serve more than 6.8 million homes.

Although FNN had creditors pounding on the door last summer, FNN's new president, Norm Potter, said FNN will come close to balancing the budget this month and be in a "profit mode" by mid-1983 at the latest. If the break-even point is reached, it will be due to careful monitoring of operating expenses as well as to steadily increasing advertising revenue.

According to Rodney Buchser, vice president and general manager, FNN has been successful in attracting a select corps of advertisers with what he likes to call "selectivcasting." Not only does FNN deliver viewers with a common interest as narrowcasting services do, Buchser said, but it also delivers viewers with similar demographic profiles. According to Buchser: FNN now charges advertisers between $750 and $3,000 for a 30-second spot.

FNN underwent some hard times early this year. With money flowing out and trickling in, it was forced to slash expenditures and pare the staff. At one point last July, it found itself $2 million in debt and behind in its payments to its two largest affiliates and the Robert Wood Co., which provides satellite time. For the fiscal year ended last Aug. 31, FNN lost $4 million on revenues of just $740,000.

The turnaround came last July when FNN raised nearly $5 million through a public offering of stock and warrants. The cash permitted FNN to pay off some of its debt and, according to Thomas McChesney, a vice president at Paulson Investment Co., the underwriter of the public offering, allowed
FNN to bring in new management and talent (including New York Times columnist Robert Metz) that "had to be convinced that there was enough money to get through the crunch times."

FNN will soon have more capital with which to work. It has called in its warrants (options to buy for $2.50 shares now selling for around $6). McChesney said, a move that should raise an additional $4 million.

FNN's money problems were compounded by management troubles. A Los Angeles Times article alleged last July that Glen Tyler, then chairman and president of FNN, had been involved in some questionable financial schemes in the past. Fearing his continued involvement in FNN's management might put the public offering in jeopardy, he and the board of directors decided he should resign. Taylor, one of FNN's co-founders, retains a minority stockholder.

With Taylor gone, the board appointed Executive Vice President Karen Tyler to take over as president and chief executive officer. Her tenure was short-lived; however. At its Aug. 19 meeting, the board dismissed Tyler, citing "incompatibility between her views and those of the board." Her loss, the board said at the time, "was not expected to adversely affect the [FNN's] operations." With Tyler gone, Paul Farrell, executive vice president and chief operating officer, and Jeremy Wiesen, chairman, managed the company until the board elevated Potter to the top spot. Potter had been hired in September as executive vice president, marketing and sales.

Potter has big plans for the future. He hopes to stretch FNN's programing day to 11 hours within the next four months and is busy putting together the talent and equipment needed to make it happen. "We are bringing in as many good people as we can as fast as we can," he said. Meanwhile, he has initiated discussions with Comp-U-Card, which is planning a shop-at-home service in cooperation with Metromedia, and some of the regional sports networks about combining the services into "supernetwork." As Potter envisions it, the network would feature FNN from 8 a.m. to 7 p.m., the shop-at-home service from 7 p.m. to 8 p.m., and sports from 8 p.m. to 10:30 p.m. After a half-hour update from FNN at 10:30, the network would return to sports until 3 a.m. Although Potter hasn't decided what to do with the five early-morning hours, he has decided what not to do with them. There will be no "blue movies," he said. Since cable and STV affiliates of the supernetwork are able to switch in and out of a scrambled mode, Potter suggested, some segments of the supernetwork could be ad-supported and others could be supported by pay dollars.

**Plessey moves to buy into S-A**

British firm will acquire 13% of stock of Atlanta equipment maker

Financially troubled Scientific-Atlanta announced last week that a British firm, Plessey Co., plans to purchase a 13% stake in the Atlanta manufacturer of satellite, cable and other communications equipment. Plessey, it was said, would purchase three million outstanding shares of S-A stock, about 13% of the company, either on the open market or in private transactions. Additionally, Plessey has an 18-month option to purchase 4.3 million common shares that are currently unissued, at an option price of $26.50. Scientific-Atlanta closed Wednesday at $16.67.

The announcement left open, if it did not suggest, the possibility of greater involvement by Plessey in the United States concern. Plessey, it was said, had agreed it wouldn't acquire more than 30% of S-A's voting securities while the option term is in effect, although once it has purchased three million shares of common stock, the British company will be entitled to nominate two people to the S-A board of directors.

During the option term, Plessey also won't move to merge with or acquire S-A "without the approval of Scientific-Atlanta's board," and for another three years wouldn't take such action unless an investment banking firm judges the terms "fair" to S-A shareholders.

The two companies will at the same time set up a joint venture in the United Kingdom, of which Plessey will own 51%, that will manufacture products for satellite and cable communications.
HAVE IT
YOUR WAY
WITH
HAWKEYE
Radio's production indies in a dependent world

Audio Independents meet to find ways to get material on the air

The business of creative radio—"conceiving, producing, distributing and marketing"—occupies the attention of independent radio producers in the U.S. and abroad. The conference, held at the Asilomar Conference Center, was sponsored by Audio Independents, a San Francisco-based independent radio producers' organization, in cooperation with eight other nonprofit groups. More than 200 producers and audio artists attended the meeting, titled "Dialogue '82," which was basically a nuts-and-bolts conference on how to get programs produced and heard. Workshop topics ranged from field recording of environmental sounds to marketing strategies, from tape machine maintenance to nonbroadcast distribution. A half-hour radio drama was produced during the four-day event and representatives from five major funding organizations met with many of the producers. Attendees shared many of their programs via Radio Free Asilomar, a 100 milliwatt FM station broadcasting to the conference grounds.

Most independent radio producers "do it because they love to do it, not because of the money. I am hopeful that is changing somewhat, as more producers find economic success in this work. Radio truly is a magical medium because in the beginning was the word, not the picture. It creates pictures in the mind," said Michael Toms, executive director of Audio Independents, and until recently, head of New Dimensions, an independent radio production/syndication company. He expressed optimism about radio's future as a creative medium, citing cable-delivered audio services, satellite-based radio networks and growing acceptance of independently-produced programming on the part of programmers and listeners.

Although noncommercial radio remains the primary outlet for most individual producers, several panelists said opportunities on commercial stations are expanding. "We work with a number of independent producers," said David Hefferman, public affairs director for KXXN(AM) Santa Barbara, Calif. "I think their work helps differentiate stations in a market." He said he believes that is especially helpful for small, daytime AM stations, such as KXXN.

David "T," program director of KTMS-AM/FM San Rafael, Calif., told the independent producers that if they want to compete in the commercial marketplace, they should target their audience as narrowly as possible, stay within a 90-second to three-and-one-half minute format and carry out a professional marketing and promotion campaign for their programing. KTMS, he said, works with 15 independents each week on its rock-oriented FM station and several others on its "big band" formatted AM.

A barter approach to syndication was recommended by Jim Metzner, producer of an "audio vignette" feature. You're hearing America. Metzner's two-and-a-half minute feature is distributed throughout the U.S. and Japan with sponsorship by Maxwell Tape. "You can get your program on commercial radio," he said, "without compromising the integrity of its content."

A more pessimistic note was sounded by Jim Cameron, founder of Cameron Communications, a New York consulting firm, and former news director of NBC Radio's The Source. "I'm not particularly optimistic about where commercial radio is going in terms of information and news programming," he declared. "Mark Fowler may be the James Watt of communications, giving away the store to commercial interests. He said he sees "a dwindling of air time [on commercial outlets] for anything inspiring, intellectual or stimulating." Cameron's advice to independents is that they "be willing to adapt to changes in programming and technologies," and not necessarily mold their offering to "traditional concepts."

Norman Davis, operations manager of KTMS(AM) San Rafael, Calif., said he sees a bridge building between commercial and noncommercial radio producers. "Each of us has some prejudices toward the other side. Noncommercial folks tend to look down a little at commercial people for maybe having 'sold out.' On the other hand, commercial radio people tend to look at noncommercial stations as not very important because they don't have that large an audience. I'm starting to see some crossing over between those two types of radio people and I think it's a really a good sign."

AMIP is a firm go

Program convention, limited to foreign companies or U.S. firms selling in foreign marketplace, is set for early November in Miami Beach

The American Market for International Programs (AMIP) is a "firm go" for Nov. 7-10 in Miami Beach, according to its organizers, who announced last week they have signed 32 overseas companies to exhibit their wares. First proposed in May of last year, the AMIP is being planned as a new TV programming marketplace that will be limited to foreign producers and distributors and U.S. companies selling foreign programming. It is to be open to U.S., Latin American and Canadian buyers from "every phase of video telecommunications."

Organizing the event are Bernard Chevy, who runs MIP-TV and other marketplaces in Cannes, France, and Harvey Slesovsky, president of the Broadcast Information Bureau and National Video Clearinghouse. Backing it is Perard Associates, a New York-based marketing firm headed by Elwood Nickless.

Exhibitors are paying in the neighborhood of $4,750 for booth space at the convention, which is expected to cost organizers about $1 million to stage. As of last July, about 25 companies had committed to exhibit, about half of them French. The following is a list of those that have signed to date:

- Antenne 2
  - France
- Arte
  - Netherlands
- Best Seller
  - France
- Best Films
  - West Germany
- Comip
  - Italy
- Crocche Del Sud
  - Italy
- Europa Films
  - France
- European Films for America
  - U.S.
- FR-3
  - France
- INA
  - Italy
- Interartoon Fever
  - Latin America
- Independent
  - Venezuela/US.
- Linked Ring TV Film
  - U.K.
- Lotto Independent Production
  - Nigeria
- Company
- Max Stuart Associates
  - U.K.
- Motion Picture Marketing
  - U.K.
- Radio Canada
  - Canada
- Sacis-RAl
  - Italy
- Sofrads
  - France
- Stemax
  - Italy
- South African Broadcasting
  - South Africa
- Corp.
- Studio 72-Films
  - Christiane Kieffer
  - France
- Telecisp
  - Belgium
- Telemondes
  - France
- Television Espanola S.A.
  - Spain
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(turn page)
Lansing lands. Former 20th Century-Fox Productions President Sherry Lansing has formed a new independent production company with producer/director Stanley Jaffe, base at Paramount Pictures in Los Angeles. Under terms of the five-year exclusive production agreement, Hollywood-based Lansing and New York-based Jaffe will co-produce their own films and produce films that Jaffe directs, and will acquire completed features for distribution through Paramount. No films are in development now, but a studio spokesman said about three or four films per year are expected from the partnership. Lansing resigned last month from her post at Fox (BROADCASTING, Jan. 3), and it had been speculated that she might head the newly formed studio backed by Home Box Office, CBS Inc. and Columbia Pictures.

ABC takes out insurance policy for Olympics

Policy for summer games includes ratings protection

ABC has purchased a $200-million insurance policy for its coverage of the summer Olympics to be held in Los Angeles. It paid $225 million for the rights to those games and $8 million for the premium on the policy.

The network usually does not take out policies on sporting events, but with such high stakes (it expects to gross $425 million) and given NBC's loss of Olympic coverage in 1980, ABC opted for protection. In 1980 the U.S. and several other western nations, protesting the Soviet invasion of Afghanistan, boycotted the Moscow games, to which NBC had acquired broadcast rights. NBC was insured by Lloyd's of London, paying a little more than $2 million for an $85-million policy. After protracted negotiations, it received the full indemnification from Lloyd's.

Stephen Brett, an executive with Fireman's Fund, said the ABC policy is the largest ever written to cover broadcasting rights and production for a sporting event.

It insures against a long list of circumstances that could cause expenses ($225 million in rights fees and production costs that may total an additional $100 million) to exceed revenues derived from the coverage. And only if that happens can the policy be indemnified.

Among the circumstances listed in the policy for which ABC would be compensated is the withdrawal of one or more of 10 key countries, the U.S., the Soviet Union, West Germany, France, Great Britain, China, West Germany, Japan, Canada and Australia. ABC also would be covered if the Olympics were canceled because of an earthquake, not uncommon in California, a political disturbance, war or acts of terrorism.

ABC would also be paid if it sustains revenue losses because audience ratings fall below a certain level, if production or transmission equipment malfunctions or if labor disputes develop.

Fireman's Fund, a subsidiary of American Express, is said to be the nation's largest entertainment-industry insurer. Its main competitors are Lloyd's and Chubb Custom Market, based in New York. Most of Chubb's business is in the production of television commercials.

'MH, MH' to return

Popular late-night show will be made available by Embassy

For the first time since its original 1976-77 syndication, the Mary Hartman, Mary Hartman comedy/drama series is being made available to television stations, Embassy Telecommunications President Gary Lieberthal announced last week.

All 325 episodes of the half-hour strip will become available beginning April 4 as part of what Embassy termed "a master plan designed to ultimately provide ongoing original entertainment programming to local stations."

Lieberthal told BROADCASTING he expects Embassy to have a new scripted series available by the time the re-released program completes its second run in June 1984. "What made Mary Hartman, Mary Hartman economically viable was the cooperative formed by both independent stations and network affiliates," he said. "Our goal is to build that 'network' again and, with it, create the base for another first-run entertainment series"

Lieberthal expects most stations to schedule the re-released program in late fringe periods, although several are placing it in prime time and late afternoon slots. Mary Hartman, Mary Hartman has been sold in "about 20" markets so far, including seven of the top 10. Sales in New York and Los Angeles are expected in "about a week."

Among markets where the series has been sold are Chicago (WFLD-TV), Philadelphia (WKPT-TV), San Francisco (KRON-TV), Boston (WLVI-TV), Detroit (WWJ-TW), Cleveland (WXK-TW), Dallas-Ft. Worth (KTVT), Houston (KHTV) and Seattle-Tacoma (KSTV-TV).

Lieberthal describes the show as "blue-collar, middle-America humor" that has not become dated during the intervening seven years. "Nearly 70% of the women who are 18 to 28 years old—women who were the backbone of this show—were under the age to watch it then. There's a whole new audience out there."

Mary Hartman, Mary Hartman was carried by about 125 stations during its first run, which began in January 1976.

AB Ratings Roundup

Despite a ratings average lower than that it has tended to capture in recent weeks, CBS-TV scored its 11th prime time ratings win this season in the week ending Sunday, Jan. 2. Averaging a 17.9 rating and 28.9 share compared with ABC-TV's 16.5/26.9 and NBC-TV's 14.1/22.9, CBS won Thursday, Friday and Sunday, while ABC took Tuesday and Saturday and NBC, winning two nights in the same week for the first time since it broadcast the World Series in September, took Monday and Wednesday.

Season-to-date ratings continued to give CBS (18.2/23) nearly a two-point lead over ABC (16.4/26) and nearly a three-point lead over NBC (15.3/25).

NBC's Monday night win was its third in as many weeks and came from its Monday Night Movie, the feature film Sleazzer (19.1/30) and its series Little House on the Prairie: A New Beginning (19.30). That lineup averaged a 19.1/30 over ABC's average (16.3/25.9) for Monday Night Football, a game between the Buffalo Bills and Miami Dolphins (19.3/22) and an ABC News Closeup, The Way to Dusty Death (10.4/17). CBS averaged a 16.1/25.4 for its regular series that night.

On Wednesday, NBC won with reruns of its regular series lineup of Real People (17.3/28), Facts of Life (17/26), Family Ties (17/26) and Quincy, M.E. (15/15) which beat reruns of ABC's Tales of the Gold Monkey (11/19) and Full Guy (12/23) and an original episode of Dynasty (19/3.32) averaging 15.4/24.6. CBS (13.6/22) came in third for the night with Seven Brides for Seven Brothers (13.7/22) and its Wednesday night movie, Miss All-American Beauty (13.5/25).

The First 20

1. 10 Minutes
2. Sugar Bowl—Georgia vs. Pennsylvania State
3. Hart to Hart (R)
4. One Day at a Time
5. Jeffersons
6. Gloria
7. Three's Company (R)
8. CBS Saturday Night Movie
9. Miami Vice
10. The Black Stallion
11. Rose Bowl Game (8-9:30 p.m.)
12. A View from L.A.
14. Simon & Simon
15. Falcon Crest
16. Dynasty
17. Hill Street Blues
18. NBC Monday Night Movie
19. Little House on the Prairie: A New Beginning (19.1/30)
20. Trapper John, M.D.

The Final Five

1. The New Challenge (6.0/17)
2. The Six Million Dollar Man (6.0/17)
3. The Bionic Woman (6.2/17)
4. The Waltons (17.4/26)
5. Fantasy Island (15.3/25)
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Meters made

Arbitron turned on the meters in Philadelphia on Jan. 1, as scheduled. So far, five stations in the market have signed up to participate in metered surveys—WPVI-TV, WCAU-TV, WPHL-TV, WKBS-TV and WTAFTV. Philadelphia becomes Arbitron’s fifth metered market, following New York, Los Angeles, Chicago and San Francisco, which turned on last October. Meters are being installed in Dallas now and Arbitron expects to begin metered surveys in that market on March 1.

‘Newscape’ notes

Two networks O&O’s, ABC’s KABC-TV Los Angeles and CBS’s WCAU-TV Philadelphia, have signed for Newscape, the news/information co-venture of the Gannett Broadcasting Group and Telepictures Corp. that’s set to start next September (Broadcasting, Aug. 23, 1982). Gannett and Telepictures officials hailed this acceptance by “two of broadcasting’s finest news operations” as signifying “the ultimate in station confidence” and further confirming “the viability of the project.”

Newscape had been designated “a firm go for September 1983” even before the two signings, which lifted the lineup to 53 stations as of last week. It’s being developed as a daily half-hour, Monday through Saturday, to be fed by satellite (probably around 3 p.m., NYT). Stations will add their own anchors and present it as a live program leading into, or out of, their local or network news. Officials said most stations plan to use it as lead-in, although some see it as a lead-out, in some cases with potential for access time.

Content will be provided by Newscape crews, regular contributors and charter member stations. Officials said pricing is based on a formula that takes into account varying conditions from market to market. Each half-hour will provide for six minutes of commercial time including end positions, with Gannett Telepictures reserving 30 seconds of that time Monday through Friday for national sale and repeating those 30’s on Saturdays.

Air care

In a corporately-sponsored telethon-type program, five Taft Broadcasting Co. television stations will air a two-hour Job Fair Jan. 14: WBRC-TV Birmingham, Ala.; WORTV Buffalo, N.Y.; WKRC-TV Cincinnati; WTAFTV Kansas City, Mo., and WDCA-TV Washington. Businesses in each of the cities where the stations are located will be asked to pledge jobs, which will be announced on the program. The five-station telethon sprang from another Taft station, WTVN-TV Columbus, Ohio, which ran a Job Fair that produced 500 jobs.

On the road, with TBS

Turner Broadcasting System unveils an ambitious program project today (Jan. 10) when it airs, over superstation WSB-TV Atlanta, the opening installment of its five-year series, Portrait of America.

The premiere episode in the one-hour series will be a profile of the state of Virginia. As in the 59 other segments to be carried over the next five years, the Virginia program was filmed on location and attempts to capture the essence of the people, their spirit and traditions, according to TBS. The monthly programming will focus on the states and 10 commonwealths and territories. The host and narrator for the series is Hal Holbrook (above).

In another telethon, Meredith Broadcasting’s WNEV-TV Bay City, Mich., raised more than $120,000 for needy people in its service area. The five-hour program aired Dec. 14, 1982. Proceeds from the event, which included $30,000 worth of nonperishable food, were donated to the Salvation Army and local food banks. The idea for the program came from station anchor Marian Strozzi, who discovered that Michigan’s “hungriest” counties included two in WNEV-TV’s service area.

Telethon time

A lineup of 107 TV stations—98 in the U.S., nine in Canada—is set to carry the 32nd annual United Cerebral Palsy telethon. The fund raiser will run live from 10 p.m. NYT Saturday, Jan. 22, to 8 p.m. the next day, originating in both New York and Los Angeles with Broadway, Hollywood, sports and television personalities participating.

Dennis James and Paul Anka will be co-hosts in New York; John Ritter, Henry Winkler, Nancy Dussault and others in Los Angeles. There will also be a segment from Hawaii, featuring Carol Burnett, Tom Sellick and others with host Don Ho.

UCP, which produces the telethon, hopes to raise more than the $6.5 million that last year’s edition brought in. UCP was co-founded and is headed by Leonard Goldenson, chairman of ABC Inc., and the station lineup reflects affiliate recognition of his interest. About two-thirds of the U.S. stations are ABC affiliates. NBC and CBS affiliates and independents make up the rest.

Trimming

Public television stations throughout the country are facing curtailed funding from the federal government in 1983. The byword is cost-cutting and two stations, WNET (NY) New York and WPVR (TV) Hutchinson, Kan., have announced programs to meet the challenge of less money.

At a news conference last week, John Jay Iselin, WNET’s president, reported that the station has a working capital deficit of $6.5 million. To increase liquidity, he said, the station is pressing corporate and government funders and its creditors to make faster payments. “We are the last to get paid,” he remarked. During 1983, which will be the station’s 21st year, Iselin said, cost-cutting will be put into effect in all areas of operations. Another tactic, he said, will be to examine carefully all projects to minimize risks.

These moves, Iselin indicated, should help its working capital deficit position by reducing outside borrowing. He noted that as a nonprofit organization, WNET cannot deduct interest.

During the year, Iselin continued, the sta-
Children and TV

Television stations throughout the country have been invited to participate in National Children and Television Week (March 13-19), which will focus attention on the role of television in the lives of children and their families.

The U.S. Senate and House have passed a resolution, which is awaiting President Reagan's signature, calling upon all governmental agencies and the people of the country to observe the week with appropriate activities supporting television programs that address the needs of children and the family.

Nicholas B. Van Dyck, executive director of the National Council for Children and Television, which initiated the project, stresses that the NCCT is not an advocacy group but an educational organization. It runs workshops, seminars and training programs designed to appeal to broadcasters and the educational community.

The theme of the week-long celebration is: "All Your Time is Prime Time. Think About It." The NCCT has asked TV stations to carry spots incorporating this slogan and to schedule programming of special interest to children and the family.

The NCCT also is enlisting the support for its project from educational institutions, professional associations, child advocacy groups and advertisers.

Spanish winds

WBBS-TV Chicago will increase its service to Hispanic-Americans in the area when the channel 50 independent, on Jan. 24, begins a three-hour block of novelas (serialized dramas) and feature-length motion pictures in Spanish. This will be in addition to news broadcasts in Spanish from the WBBS-TV news team that includes veteran Chicago newscaster Jose Chapa, Julie Monterrubio, formerly of KTVT in San Jose, Calif., and producer Esmerelda Reyna, previously with the BBC in London and in Mexican television. Sports coverage will be by Rubian De La Rosa, whose background includes sports coverage in Puerto Rico. Currently, WBBS-TV also airs 24 hours weekly of Sportsvision (pay TV) and beginning this year will offer

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that programing both in Spanish and English, WBBB-TV, which went on the air in 1978, earlier this year moved its antenna to the top of the Sears Tower and has been constructing studios there preparatory to its Spanish-language programing. WBBB-TV is licensed to Hatco '80 and Metrowest Corp. The former is an acronym for Hispanic American Television Co.

Health food
HealthBeat, a monthly, half-hour series produced by Metromedia Producers Corp. and syndicated to television stations reaching up to 90% of U.S. viewers, expands this month to a package of weekly health information programs, insert and periodic specials. As does HealthBeat, the new HealthBeat Network will star Dr. Timothy Johnson, vice president, health programming, Metromedia Producers Corp., medical editor for ABC-TV's Good Morning America and syndicated columnist. HealthBeat Network will include three one-hour Health Specials on breaking health topics, The Body Works, a series of five half-hour specials for young people on how parts of the body work, and HealthBeat, a weekly, half-hour information series.

Market manual
Arbitron has come out with a new publication, entitled the "ADI Market Guide," which profiles Arbitron's 211 television markets by geography, demography, media outlets and retail sales. Among other things, the 1,500-page volume lists the television and radio stations for each market, cable systems (including county-by-county penetration figures) and household censuses and average household ratings for television stations.

Demographic information provided in the guide includes total population figures for TV households, with breakdowns for black and Hispanic populations and 21 age/sex categories. PRIZM profiles (a geo-demographic targeting system which groups zip code areas with similar life-style characteristics into various categories) are also provided as well as census data and sales data (effective buying income, total retail sales and 10 store sales categories). The guide is to be updated each spring and is promoted by Arbitron as the one resource that "provides you with up-to-the-minute information direct to your audience.

On location
WCBS-TV Boston chief correspondent Gene Pelle will begin three-to-five-minute live reports from Washington in February on the Metromedia station's 6 p.m. news. The satellite transmission will be New England's first regularly scheduled programing from Washington, according to wcbs-TV Pelle, a former NBC News Moscow bureau chief and Voice of America news and current affairs director, will interview studio guests and cover federal agencies as well as the White House and congressional beat. Station news vice president, Philip S. Balboni, won't disclose the cost of the two-person Washington bureau, saying only that it represents a "substantial" six-figure annual investment. But, Balboni says, "We have to provide it if we're going to be a full news service to viewers. It's something we could and should have done many years ago."

Year in rock
The News That Rocked '82, an hour-long, round-up of major events and people in rock music in 1982, is set to air on at least 80 TV stations, following its initial Jan. 2 broadcast on Warner Amex Satellite Entertainment Co.'s Music Television. Produced by Denny Somach and Dave Nelson, the special is now in its third year as an annual round-up, having aired last year on MTV and wcbs-TV New York and the year before that, on kwyT-Philadelphia. This is its first year as a nationally syndicated broadcast TV program. Blair Video Enterprises, which owns the worldwide distribution rights, is retaining five minutes of time in the program, sponsored nationally by Miller beer. Seven minutes are available for local advertising. The News That Rocked '82, hosted by MTV video jock Mark Goodman, will feature interviews with Mick Jagger and Roger Daltrey and segments about Paul McCartney, Fleetwood Mac and Flock of Seagulls.

Herpes scores
Metromedia Inc.'s WTCN-TV Minneapolis has proved that locally produced television documentaries can win battles for prime time audiences. Its one-hour documentary, Herpes Is Forever, did just that at 9 p.m. on a Saturday (Dec. 11), humbling its competition with a 25 share.

Raymond Schonbak, wtcn-TV vice president and general manager, attributed that success largely to the topic's timeliness. Nonetheless, he admitted to being pleasantly surprised by the audience response. There had been some concern that close-ups of a penis and a vagina infected with herpes sores—which Schonbak described as an "absolute first," at least for Minneapolis broadcast television—might have offended some viewers.

However, Schonbak said the station received no complaints. In fact, the station received so many requests for a repeat performance that it decided to run the documentary again at 7 p.m. on Jan. 4, Schonbak said.

Public opinion
Noncommercial WMMT (TV) Washington is asking its viewers to give their opinions on the station's programing via the Program Preference Primary show the station will air on Wednesday, Jan. 12. The station will telecast from 8 to 9 p.m. a segment from each show in its current program schedule. Viewers will be asked to cast their vote using ballots available in the Washington Post, TV Guide and area buses. The show will be repeated Thursday at 2 p.m. and Friday at 10 a.m. WMMT says it will use the information from the returned PPP ballots as a guide for planning its 1983 fall schedule.

Academic support
20th Century-Fox Film Corp. presents a donation of $250,000 to the University of Southern California Cinema Television Center in ceremonies at the Los Angeles-based studio. The contribution, delivered by Fox President Alan J. Hirschfield, is toward construction of the $14.7-million complex. Schedule for completion in 1984. USC officials noted that the gift is the first received from a major motion picture studio and put the campaign within $2 million of its fund-raising goal.

Family hour
Columbia Pictures Television and Lexington Broadcast Services have reached a licensing agreement whereby the former ABC-TV Family, will be available as an advertiser supported strip beginning in September. Eighty-six hours will be available, with five minutes in each hour sold to national sponsors.

Book report
Bach Communications is syndicating Today's Book Review, a series of 60- to 90-second inserts to fit into local news and magazine formats. Each segment reviews a popular book and is offered with market exclusivity and unlimited plays. The initial air date is set for March 1.
Colino: U.S. choice for Intelsat

Former Comsat executive is being backed for organization's top spot

No one has yet called the Republicans' favorite, David Garth, or the Democrats', Robert Squir, or any other political consultant. But an election campaign now under way is of major concern (if not popular interest) not only to the U.S. but also to the entire world. It is the campaign for the position of director general of The International Telecommunications Satellite Organization, that unique creation of the last third of the 20th century that knits together virtually every country on earth with an extraordinarily sophisticated telecommunications system. And the U.S., let it be known, has a candidate for the six-year term that begins on Dec. 31.

Given the trouble the U.S. has had in meetings of multinational bodies in recent years—at the International Telecommunications Union's plenipotentiary conference in Nairobi, Kenya, last fall, for instance, or at UNESCO or United Nations meetings, at almost any time—it might seem that official U.S. endorsement would be a kiss of death for anyone aspiring to the position of Intelsat's chief executive officer. But Intelsat, the U.S. believes, is different, an organization "free of the poisonous politics that has infected other multinational bodies," in the words of one State Department official.

So the U.S. is backing a candidate—Richard R. Colino, president of his own Washington-based telecommunications and broadcasting consulting firm, who has spent much of his adult life bringing Intelsat into being and, as an executive of the Communications Satellite Corp., working with the world organization ("Closed Circuit," Nov. 15, 1982). The U.S. is urging his election on the basis of his experience and expertise.

Certainly, Comsat, the U.S.'s signatory to, or shareholder in, Intelsat, made much of Colino's background in the nominating letter it sent in November to the chairman of Intelsat's 28-member board of governors, which will conduct the election in June. Intelsat, wrote Joseph V. Charyk, Comsat's president and chief executive officer, requires as director general an individual who has "years of experience in the management and operation of satellite systems, earth stations and other telecommunications facilities and services," as well as "a deep knowledge of the Intelsat organization." He added: "Mr. Colino meets the requirements to a high and unique degree." Charyk also made similar arguments in what might be termed "lobbying letters" to the 105 other members of Intelsat.

And that is not simply Comsat talking. Colino has the full backing of the U.S. government. The State Department, encouraged (if not prodded) by the Commerce Committees of the Senate and House, has been providing Colino with, in effect, campaign workers throughout the world. William Schneider, under secretary of state for security assistance, science and technology, who is directing the effort, said last week that cables requesting support for Colino have been sent to 96 U.S. embassies. "We will follow up with a further effort in a dozen or so key countries," he said.

Schneider said the aim is to avoid making the contest political. "We are emphasizing the need for a candidate who is qualified in a technical sense," he said. "We think Mr. Colino is such a fellow. We want to persuade other countries of this. Intelsat performs a useful, a technical, service to all participating countries. It needs to be well managed, so a director general with the technical qualifications is to everyone's advantage.

The director general, like the chief executive of any large organization, is at the heart of the enterprise. That official is the organization's spokesman, and is responsible for conducting studies and developing proposals to aid the board in determining policy and in planning the system. As manager, the director general supervises a staff of 540, who include more than 300 professionals. And the organization is rapidly growing. In the five-year period ending in 1986, it is expected to invest $2 billion in major programs.

Thus far, there are two other candidates in the race—Randolph Payne, an Australian, and Jean-Claude Delorme, a Canadian. Payne, an official of Australia's Intelsat signatory, the Overseas Telecommunications Commission of Australia, and a former chairman of the Intelsat board of governors, is backed by the signatory but not the government, possibly because another Australian, Richard Butler, was recently elected secretary-general of the ITU. Delorme is president and chief executive officer of the Canadian signatory, Teleglob. The names of additional candidates, probably from smaller countries, are expected before nominations close, on Feb. 1.

Whoever is chosen would succeed the only person ever to serve the organization as chief executive director general—Chile's Santiago Astrain. And the decision may not be settled by a vote: as is true of other multinational bodies, Intelsat prefers to resolve differences by consensus. But if the issue goes to a vote, a two-thirds majority would be required to win, and the U.S. would have the advantage of the weighted voting that Intelsat—unlike most other international bodies—employs. Since the U.S. has a 24% share in Intelsat—it accounts for 24% of the system's use—it is entitled to 24% of the total vote, the most of any country. The decision of the board is subject to confirmation in October—by the Assembly of Parties, which consists of the member governments, on a one-country, one-vote basis. But the assembly would not be expected to overrule the board.

The board will give a clue to its thinking on the director general issue at a meeting to be held in March. At that time, the board will invite candidates regarded as likely prospects to its meeting in June for interviews on June 15.

It may be too much to say that the U.S. considers the election to be a test of the integrity of the Intelsat system. But Colino feels that if he were elected or rejected simply because of his nationality, "that would be a matter of concern to persons interested in the organization." Intelsat, he says, has been successful by avoiding that kind of politics.

Colino has few if any doubts about his qualifications. "With the knowledge I have of the system, and having helped run satellites and earth stations—I don't want to be arrogant about it—but I should have a damn good chance compared to other people." He can make that point in four languages—French, Spanish and Italian, as well as English—a facility particularly helpful to a director general of an organization whose official languages are English, French and Spanish.

And his resume is impressive. As a young lawyer in the FCC's Common Carrier Bureau in the early '60s, he served as spokesman on delegations to conferences that wrote the interim agreements establishing Intelsat in 1964. (He was chairman of the committee that negotiated the financial provisions.) And during his 14-year career with Comsat, he helped draft the "definitive arrangements" bringing Intelsat into existence in its present form in 1973.

Colino did more than help write the script.
As one of his first assignments at Comsat, Colino developed and then headed the staff responsible for all dealings with Intelsat, and that was when Comsat managed the international organization. He served as alternate U.S. representative to Intelsat from 1963 until 1973, when he became the U.S. governor on the then-brand new board of governors. And after a one-year term as vice chairman, he moved up to chairman of the board in 1976. During those years, he played a key role in developing and winning agreement—of the board, the signatories and the governments involved—on the Permanent Management Arrangements under which Intelsat now operates.

Meanwhile, his star at Comsat was rising. By the time he left in 1979, Colino was vice president and general manager of the International Operations Division. Comsat's largest business unit. It provides international satellite services and operates the six U.S. Intelsat earth-station complexes and all other U.S. Intelsat facilities, which at the time accounted for 25% of the use made of the international system. And it consistently produced more than $100 million annually in revenue.

Since leaving Comsat, Colino has functioned as a chief executive. For a year, he headed and held a minority interest in a subscription television company, Continental Home Theater Inc., based in Burlingame, Calif., and was an officer of affiliated companies. "I wanted the challenge of ownership," he says. He also wanted the "hands-on" control to try to turn around some of the properties that were losing money. He succeeded in that, too. And when the company's assets were sold, he established Dynacom Enterprises Ltd., which he heads as president and which has major-league clients. A recent one was Ford Aerospace Satellite Services Corp. Colino spent five and a half months helping the company prepare application for a $285 million domestic satellite service that it filed with the FCC last month (Broadcasting, Dec. 20, 1982).

With all of that background, Colino looks at Intelsat and the telecommunications world in which it operates and sees organization, opportunities and challenges which he seems hungry to address.

"When you see the expansion of cable television around the world," he says, "I believe you'll see more interconnection in transmission among countries, and Intelsat should position itself to service that need, which is a lot different than meeting the need for occasional television service for special events ... [Intelsat] should position itself to attract some of that business—high-speed digital services, wide-band services, business services, with the convergence of computers." Yes, he says, Intelsat does provide such service now. "But I don't think we've seen the full impact of that convergence yet, in the U.S. or worldwide."

Then there is the creation of regional satellite systems—Arabsat, for instance—and the question of whether they are a threat to Intelsat. "I don't think of these as necessarily harmful to Intelsat... I think the challenge is to make sure Intelsat is not harmed in the future. You do that by running an organization that is commercially effective, and that means introducing new services, not spending time in reaction. The members are pledged not to 'cause significant economic harm' to Intelsat, but the definition of those words will be as much a function of these new offerings at good prices as it will be interpretations of the agreement."

There is also the matter of competition in providing international telecommunications service. As an example, he mentions the use of fiberoptic technology in the construction of submarine cables "that will make point-to-point communication by cable very effective." Should that be a matter of concern to Intelsat? "It's something Intelsat has to reckon with. It's to the benefit of all telecommunications users, and I'm one myself. These other technologies have the effect of improving and reducing rates. Everyone benefits. But Intelsat has to offer services at rates that are better or comparable in order to hold the business it does today."

And all of those considerations are present in his answer to the question of why he would give up an apparently successful consulting business to take on the burdens of Intelsat. "Intelsat is challenged," he says. "It's at a crossroads. It needs firm business-like management. It needs the ability to enter into accommodations with other systems, with new technologies. It needs someone who sees ahead. Not many people can do that. I think I'm one of them."

Then he said: "I've spent a lot of time helping create something I think is unique and very successful. There is a lot at stake in the commitment that was made to have Intelsat be successful—I think I can meet those requirements. I do so with the recognition that not all of the signatories have the same view of the future. [But] I think I'm perceptive enough and experienced enough... to give them the combination of a guy who can represent the organization and also run it."

In other words, he's the man for the job.

---

**Late Fall Sales**

| WARE-AM   | Ware, Mass. | $ 1,275,000 |
| WJTV-TV  | Jackson, Miss. | $19,000,000 |
| WQOK-AM  | Myrtle Beach, S.C. | $318,750 |
| KACY-AM/FM | Oxnard/Santa Barbara, Calif. | $2,590,000 |
| KDON-AM/FM | Salinas, Calif. | $3,300,000 |
| WIFM-FM  | Franklin, Ind. | $325,000 |
| KKTV-TV  | Colorado Springs, Colo. | $15,500,000 |
| WASK-AM/FM | Lafayette, Ind. | $2,425,000 |
| WAKE/WLJE-FM | Valparaiso, Ind. | $1,310,000 |

*All subject to FCC approval.

If you want results call your nearest Blackburn office.

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**IRTS looks ahead**

Annual seminar will focus on new electronic media and will be open to society members for first time

The annual faculty/industry seminar sponsored by the International Radio and Television Society, to be held Feb. 2-5 at the Harrison Conference Center at Glen Cove, N.Y., will focus this year on new electronic media. The theme: "All Television Is Not Created Equal." New Media in the '80's."

Some 75 professors from communications schools around the country and 25 communications school students chosen from 700 applicants will attend the sessions, featuring industry leaders on subjects ranging from cable programming and audience trends to SMATV and pay-per-view.

For the first time, IRTS members will be eligible to attend.

IRTS leaders say this innovation is an experiment to gauge general membership interest in attending sessions that through the years have been conducted exclusively for
communications professors and students.

They say there is room for about 30 IRTS members, at $150 per person per day or $300 for three days. The registration deadline is Saturday (Jan. 15).

Gerald M. Levin, video group vice president of Time Inc., will deliver the keynote speech at the opening session, a dinner meeting on Wednesday, Feb. 2. Others scheduled for the dinner program are Frank Biondi of Home Box Office, chairman of the seminar organizing committee; Steve Nenno of ABC Entertainment; Aye Butensky of Ed Libov Associates, IRTS president; Sherrill Taylor of Bonnville International, president of the IRTS Foundation, which finances the seminars, and Professor Rod Clinton of Gonzaga University, Spokane, Wash., who as IRTS's Stanton Fellow is the society's communications professor of the year.

Other principal speakers on the three-day agenda include Dr. Kenneth Schwartz of Opinion Research Institute at Thursday's luncheon, Ralph Baruch of Viacom International at the Friday luncheon and Fred Friendly of the Columbia University School of Journalism at the closing luncheon Saturday.

The Thursday sessions are scheduled to open with a panel on "Television's Audience: Where It's Going and How It Will Be Measured," with Joel Segal of Ted Bates & Co. as moderator. It's to be followed by "Cable 101," a Cabletelevision Advertising Bureau presentation. Then will come a panel on "The Making of an Advertiser-Supported Network," with Bob Alter of CAB as moderator and, in the afternoon, panels on "The New Media: Alternate Services," with Charlotte Schiff-Jones of Schiff-Jones Ltd. as moderator, and "The New Media: Enhanced Services," moderated by Ed Bennett of Viacom Cable.

Friday morning's schedule calls for two panels on programming, one moderated by Ed Bleier of Warner Bros. Television and the other, dealing with programming in the context of "Fighting for Space and Time," with Viacom Cable's Ed Bennett moderating. A tour of Cablevision Systems Inc.'s facilities is scheduled Friday afternoon.

Friday morning's program calls for an examination of pay-per-view by a panel to be announced and a roundtable on jobs.

**PROPOSED**

**WLKY-TV Louisville, Ky., and WPTA(TV) Fort Wayne, Ind.** Sold by Gannett Co. to Pulitzer Publishing Co., for $24-$25 million. **Seller** is Rochester, N.Y.-based newspaper publisher of 89 dailies and 22 non-dailies and group owner of six AM's, seven FM's and seven TV's. It bought, subject to FCC approval, KRON-TV San Francisco from Chronicle Publishing Co. for $100 million plus swap of KOCO-TV Oklahoma City (BROADCASTING, Oct. 4, 1982). It also has announced agreements to buy WTCN-TV Minneapolis from Metromedia for $75 million and sell KARK-TV Little Rock, Ark., to local group headed by KARK-TV's president and general manager, David Jones, for about $25 million (BROADCASTING, Aug. 30, 1982). It also bought, subject to FCC approval, Field Enterprises' WLVI-TV Cambridge (Boston), Mass., for $47 million (BROADCASTING, Nov. 22, 1982). To comply with FCC ownership limits, Gannett had to sell one UHF before acquiring WLVI-TV, a U. It sold both of its present U's for package price that Pulitzer offered. Allen N. Neuharth is chairman and Alvin Flanagan is president of broadcast group. **Buyer** is St. Louis-based publisher of St. Louis Post-Dispatch and Tucson (Ariz.) Star and owner of one AM, one FM and three TV's. It recently was granted FCC approval to sell WLTV New Bedford, Mass.-Poviden, R.I., for $15.5 million (BROADCASTING, Jan. 3), and is still awaiting FCC approval to swap KSDK-TV St. Louis for Multimedia's WXXI-TV Winston-Salem, N.C., and WFBC-TV Greenville, S.C., plus $9 million. WLKY-TV is ABC affiliate on channel 32 with 4,300 kw visual, 860 kw aural and antenna 1,260 feet above average terrain. WPTA is ABC affiliate on channel 21 with 562 kw visual, 55 kw aural and antenna 760 feet above average terrain. **Broker:** R. C. Gesler & Co.

**KCMO(AM)-KCEZ(FM) Kansas City, Mo.** Sold by Meredith Corp. to Fairbanks Broadcasting Co. for $8 million. **Seller** is Des Moines, Iowa-based publisher of House & Garden magazine and group owner of six AM's, six FM's and five TV's. It also bought, subject to FCC approval, KSEE(TV) Fresno, Calif., for $17.6 million (BROADCASTING, Aug. 30).

### ATTRACTION OPPORTUNITIES

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$4.9 million. Seller is owned by Tech/Ops (80%) and William M. McCormick (20%). Tech/Ops Inc. is publicly traded, Boston-based medical instrument manufacturer. Marvin Schorr is president. Sellers also own WYIF(AM) Buffalo, N.Y., and WLPN(AM). WFOG(FM) Suffol, Va. Buyer is headed by John A. Gambing, chairman, and Morton L. Hamberg, president. Gambling is personal- ity on WOR(AM) New York. Hamberg is New York attorney. Neither has other broadcast interests. WLKW is 50 kw daytimer on 990 kHz. WLKW-FM is on 101.5 mhz with 50 kw and antenna 500 feet above average terrain. Broker: Cecil L. Richards Inc.

WBKO(TV) Bowling Green, Ky. Sold by Bluegrass Media Inc. to Benedek Broadcast- ing of Kentucky Inc. for $4 million. Seller is closely held group headed by Clyde G. Payne, president. None have other broadcast interests. Buyer is owned by Richard Bene- dek, who owns WTAPTV) Parkersburg, W. Va., and also bought, subject to FCC approval, WTVY(TV) Youngstown, Ohio, for $9 million (BROADCASTING, Aug. 16, 1982). WBKO is ABC affiliate on channel 13 with 316 kw visual, 30.2 kw aural and antenna 447 feet above average terrain. Broker: Chapman Associates.

WHFS(FM) Bethesda, Md. Sold by High Fi- delity Broadcasting Inc. to Outlet Co. for $21 million. Seller is owned by Bernard Mangolius (34.2%), his son, Phillip, and James Bierbower (18.1% each), Marvin Ros- sembloom (15.2%), Jacob Einstein (9.52%), and J. Alvin Jewler (4.76%), who have no other broadcast interests. They bought station in 1967 from George P. Grif- th for $102,900 (BROADCASTING, June 19, 1967). Buyer is Providence, R.I.-based group owner of one AM, four FM's and five TV's, including WTOP(AM) Washington. WHFS is on 102.3 mhz with 2.3 kw and antenna 342 feet above average terrain.

WAKE(AM)-WLJE(FM) Valparaiso, Ind. Sold by Porter County Broadcasting Corp. to Por- ter County Radio Association for $1.3 million. Seller is headed by Leonard J. Ellis, president, who has no other broadcast interests. Buyer is headed by Kenneth W. Gneuhs, general partner, who also is part owner of WAKM(AM)-WGBQ(AM) Galesburg, Ill. WAKE is 1 kw daytimer on 1500 kHz. WLJE is on 105.5 mhz with 1.6 kw and antenna 400 feet above average terrain. Broker: Blackburn & Co.


KGBX(AM) Springfield, Mo. Sold by Stauffer Communications to Springfield Inc. for $82,500 plus $50,000 for five-year noncompete agreement. Seller is Topkea, Kan.-based publicly traded publisher and owner of three AM's, three FM's and two TV's. Company is headed by Stanley Stauffer, president. It was granted FCC approval to sell KARZ(AM) Phoenix to Tom Chauncey for $2 million (BROADCASTING, Dec. 20, 1982). Buyer is owned by Al Sikes, Neal Ethridge, Gary Canister and Noel Boyd, who also own KLGT(AM) Brecken- ridge, Colo., and KRAM(AM)-KYHC(AM) Osage Beach and KJAS(AM) Jackson, both Missouri. KGBX is on 1260 khz with 5 kw full time.

Other proposed station sales include:
KWAU(AM) Sun City, Ariz. (BROADCASTING, Jan. 3); WILX(AM) Onondaga, Mich. (BROADCASTING, Nov. 22, 1982); KEKR-TV (CP) Kansas City, Mo.; WEHS(FM) (CP) Cherry Hill, N.J.; KYTHE(AM)-KLL(FM) Portland, Ore. (BROADCASTING, Jan. 3); WYSS(AM) Saugertown, Pa. (BROADCASTING, Jan. 3); WSTX(AM) Christiansted, Virgin Islands (BROADCASTING, Jan. 3). (see “For the Record,” page 101).

KSPL(AM) (formerly KAYO) Seattle, Wash. sold by Obie Broadcasting Corp. to KSPL Associates for $1,900,284. Seller is subsidiary of Obie Communications Corp., which is owned by Brian B. Obie (56.7%), Al Emrick Jr. (16%), Dolores Mond (11.9%) and James Torrey (9%). They own KUGN-AM-FM Eugene, Ore., and 90% of KMWV(AM) Waikiki, Hawaii. They bought KSPL in 1980 for $2.6 million (BROADCASTING, Nov. 26, 1979). Buyer is owned by Simpson Investments (46.1%), Edward W. Christiansen, Charles Gray and Arthur Greenfield (15.4%) each, and two others. Christiansen, Gray and Greenfield each own 16.67% of KENIAM-Anchororage. KSPL is on 1150 kHz with 5 kW full time.

WARE(AM) Ware, Mass. sold by Central Broadcasting Corp. to Ware Communications for $1,275,000. Seller is principally owned by Allan W. Roberts, president, who owns 65% of WUHN(AM)-WUPE(FM) Pittsfield, Mass. Buyer is owned by brothers David and Robert Strassler. David Strassler is former chairman of UA Columbia Cablevision. They have no other broadcast interests. WARE is on 1250 kHz with 5 kW day and 2.5 kW night.

WKRS(AM) Waukegan, Ill. sold by News-Sun Broadcasting Co. to WKRS Inc. for $650,000. Seller is subsidiary of Keystone Printing Service Inc., which publishes daily Waukegan The News-Sun and weekly, Libertyville, Ill., The Independent Register, and is owned by heirs of late William L. Just. Buyer is controlled by Roger E. Kaplan, who is principal owner of WXL(AM) Waukegan. WKRS is 1 kW daytimer on 1220 kHz.

WYWE(AM) Wytheville, Va. sold by WYWE Radio Inc. to April Inc. for $500,000 plus $35,000 for assumption of liabilities and $100,000 for consultancy and noncompete agreement. Seller is principally owned by Arthur Gates, who has no other broadcast interests. Buyer is subsidiary of Mountain Security Savings and Loan Association, owned by 175 stockholders. P. Wesley Hambrick Jr. is president. WYWE is 2.5 kW daytimer on 1280 kHz.

KCO(T)F) La Mesa, Tex. sold by K PET Radio Inc. to Giraffe Communications for $525,000. Seller is principally owned by Galen O. Gilbert, who also is principal owner of co-located KP ET(AM) and KDEX(AM) Sulphur Springs and KTXJ(AM)-KWYX(FM) Jasper, both Texas, and KBTN(AM) Neosha and KXEO(AM)-KWRF(FM) Mexico, both Missouri. He also sold, subject to FCC approval, KSWM(AM)-KLEE(FM) Aurora, Mo. (BROADCASTING, Nov. 29, 1982). Buyer is principally owned by Dick Fields and wife, Donna Fields, and Albert C. Hajny, who are principal owners of KBYQ(AM) Big Springs, Tex. KCO(T) is on 104.7 mhz with 100 kw and antenna 189 feet above average terrain.

WKBK-TV Alpena, Mich. Fifty-one percent sold to Stephen A. Marks for $500,000. Seller is group of 21 stockholders, headed by Frederick T. Johnston, president and 14% owner, who will retain other 49%. Buyer is consultant with WONIAM Lakeland and WPCV(FM) Winterhaven, both Florida, and has no other broadcast interests. WKBK-TV is CBS affiliate on channel 11 with 316 kw visual, 63.2 kw aural and antenna 665 feet above average terrain.


**Turner’s bonus plan**

In wake of CFT fee increases, TBS will pay systems offering CNN, Headline News and WTBS

“It’s another round in the battle between CNN and SNC,” That’s how Turner Broadcasting System’s vice president of sales and marketing, Nory LeBrun, categorizes a new incentive plan that TBS is pitching to cable operators. The move, LeBrun says, is designed both to encourage operators to hold onto WTBS in the face of potential increases in copyright fees, and to “put CNN Headline News on a par on a monetary basis with Satellite News Channels.”

That’s all something of a reversal for Turner, who early in the competition between his Cable News Network and its CNN Headline News on the one hand and the SNC joint venture from Group W and ABC on the other, lambasted SNC as “paying systems to carry the service… to drive me out of business.” Adopting an incentive of his own, Turner added to a recent Mailgram he sent cable operators announcing “good news” of the copyright royalty stay (BROADCASTING, Jan. 3), the additional word of “an offer that will warm your hearts this holiday season.” The essential idea is that operators who offer their subscribers all three TBS cable services—WTBS, CNN and CNN Headline News—as basic cable offerings will be paid $1 per year per subscriber if they sign 1983. LeBrun calls the offer a “bonus packaging deal,” and says it does not obviate the per-subscriber tariffs that TBS charges operators for CNN, 20 cents per sub if it’s only the TBS product. 15 cents if WTBS is also offered. (The per-subscriber fee operators pay for WTBS goes to Southern Satellite Systems, the common carrier that distributes the signal.) There is a tariff for CNN Headline as well, but it’s waived for systems that also carry CNN. (LeBrun also concedes TBS has been “a little more flexible in rates” that have been negotiated in the past year, although he won’t further categorize the situation.)

Right now, LeBrun says, systems serving 1.5 million subscribers offer all three Turner products, so the offer amounts to an extra $1.5 million TBS will automatically shell out at the end of 1983. All told, 2.5 million subscribers are offered by for three yearline News, 17.5 million by CNN News, and 25 million by WTBS. (TBS separately announced those figures mean 30% of all U.S. TV households receive WTBS, 21% get CNN; the company projected the WTBS percentage would rise to 37% by year-end 1983.) And LeBrun claimed that by “doing a good job” he thinks TBS can use the bonus program to gain “substantial millions” of homes for CNN Headline News in 1983.

LeBrun also claimed that CNN Headline News, with a 2.5 million subscriber base, is closer to SNC’s total than it appears. He charges that SNC’s figure of 5.4 million subscribers by mid-January is inflated by counting subscribers in systems with agreements or contracts with SNC that do not yet offer the service. “Their numbers are a lot more like 2.7 million” LeBrun maintains, SNC, in reply, branded the charge “ludicrous,” a spokesman saying the organization stood by the numbers it has announced, and calling LeBrun’s claim of parity “an attempt to deflect attention” from the Turner organization’s adoption of an incentive program after having lambasted SNC for its bonus package.

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**WSM - Nashville is broadcasting Harris AM Stereo**

For complete information, write Harris Corporation, Broadcast Division, P.O. Box 4290, Quincy, Illinois 62305-4290.
Nielsen charts cable universe at 35% penetration

What television market has the highest level of cable penetration? According to Nielsen's latest (November 1982) market-by-market figures, it's Santa Barbara-Santa Maria-San Luis Obispo, Calif. Nielsen reports that 78.5% of the television homes in the mid-sized market midway between San Francisco and Los Angeles are now wired to receive cable services.

Close behind Santa Barbara are several smaller markets: Marquette, Mich. (74.3%); San Angelo, Tex. (72.7%); Clarksburg-Weston, W. Va. (71.1%); and Parkersburg, W. Va. (70.7%).

Although Nielsen's top five television markets accounted for millions of cable homes, their percentages of cable penetration were considerably lower than those of smaller markets: New York (29.7%); Los Angeles-Palm Springs, Calif. (23.8%); Chicago (1.9%); Philadelphia (36.3%); and San Francisco-Oakland (44.1%).

Nielsen's national figures, released earlier with the Arbitron market-by-market numbers, show that 29.3 million homes now have cable, 35% of the estimated 83.3 million homes with television in the U.S. (BROADCASTING, Dec. 20, 1982). The Nielsen figures indicate that the cable universe has grown substantially since November 1981, when the rating service counted 23.2 million cable homes (28.3% of all television homes). The number of cable subscribers has jumped 26% over the past year as cable operators increased subscribers at a rate of more than half a million a month.

Because of differences in methodologies and definition of television markets, the Arbitron cable penetration figures have been consistently lower than those of Nielsen. Arbitron's November 1982 numbers show 24.7 million homes, 30% of its estimated 83.5 million television homes.

The Nielsen Designated Market Areas (DMAs) and their cable penetration follow:

<table>
<thead>
<tr>
<th>Market</th>
<th>Cable penetration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beckley-Bluefield-Oak Hill, W. Va.</td>
<td>63.9</td>
</tr>
<tr>
<td>Bend, Ore.</td>
<td>54.5</td>
</tr>
<tr>
<td>Billings-Hardin, Mont.</td>
<td>45.2</td>
</tr>
<tr>
<td>Biloxi-Gulfport-Pascagoula, Miss.</td>
<td>60.6</td>
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<tr>
<td>Binghamton, N.Y.</td>
<td>59.4</td>
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<tr>
<td>Birmingham-Anniston, Ala.</td>
<td>40.0</td>
</tr>
<tr>
<td>Boise, Idaho</td>
<td>31.9</td>
</tr>
<tr>
<td>Boston-Manchester-Worcester</td>
<td>27.1</td>
</tr>
<tr>
<td>Bristol, Va.-Kingsport, Johnson City, Tenn.</td>
<td>43.9</td>
</tr>
<tr>
<td>Buffalo, N.Y.</td>
<td>54.8</td>
</tr>
<tr>
<td>Burlington, Vt.-Plattsburgh, N.Y.</td>
<td>45.6</td>
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<tr>
<td>Butte, Mont.</td>
<td>60.3</td>
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<tr>
<td>Casper-Riverton, Wyo.</td>
<td>65.9</td>
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<tr>
<td>Cedar Rapids-Waterloo, Iowa</td>
<td>31.5</td>
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<tr>
<td>Champaign-Springfield-Decatur, Ill.</td>
<td>57.3</td>
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<tr>
<td>Charleston, S.C.</td>
<td>37.3</td>
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<tr>
<td>Charleston-Huntington, W.Va.</td>
<td>55.5</td>
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<tr>
<td>Charlotte, N.C.</td>
<td>29.0</td>
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<tr>
<td>Chattanooga, Tenn.</td>
<td>37.0</td>
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<tr>
<td>Cheyenne-Wyo.-Scottsbluff, Neb.-Sterling, Colo.</td>
<td>62.0</td>
</tr>
<tr>
<td>Chicago</td>
<td>11.9</td>
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<tr>
<td>Chico-Redding, Calif.</td>
<td>57.9</td>
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<tr>
<td>Cincinnati</td>
<td>21.6</td>
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<tr>
<td>Clarksburg-Weston, W.Va.</td>
<td>71.1</td>
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<tr>
<td>Cleveland-Akron</td>
<td>30.4</td>
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<tr>
<td>Colorado Springs-Pueblo</td>
<td>37.5</td>
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<tr>
<td>Columbus-Jefferson City, Mo.</td>
<td>37.4</td>
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<tr>
<td>Columbus, S.C.</td>
<td>38.1</td>
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<tr>
<td>Columbus, Ga.</td>
<td>47.6</td>
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<tr>
<td>Columbus-Tupelo, Miss.</td>
<td>43.9</td>
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<tr>
<td>Columbus, Ohio</td>
<td>41.3</td>
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<tr>
<td>Corpus Christi, Tex.</td>
<td>48.7</td>
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<td>Providence, R.I.-New Bedford, Mass.</td>
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| Quincy, Ill.-Hannibal, Mo.-Keo-
The families disrupted study and lasted addition, people think the activities among talking with friends. The study shows that 72% of people spend 2.8 hours production York, syndication, television programs they played games with their children, as compared with 50% who watch two hours. The survey also shows that although television watching is the favored leisure-time pursuit, only 41% said they "pay close attention" to the television set. Six out of 10 Americans say that while watching TV they participate in other activities, such as discussing the programs they are watching or interacting with their children or spouses. Comparing the leisure-time habits of the general public with the media leaders (represented by newspaper editors, television news directors and cable TV program directors), the survey found the two groups were "extraordinary similar." It showed that media leaders spend less time communicating with friends, either in person or on the telephone and spend less time on such home-centered activities as hobbies, fixing or building and gardening.

In their use of media, the report says the public and media leaders are "strikingly similar." Although television is the most popular activity among the general public, both newspaper reading and television viewing are popular among leaders. Both media producers and consumers are quite similar in their daily patterns of watching television, reading books and listening to records and tapes, according to the report.

Westmoreland fund drive falls short

The Capital Legal Foundation's appeal for funds to help pay the costs of representing General William Westmoreland in the libel suit he has filed against CBS (BROADCASTING, Jan. 3) was less than a major success, Dan Burt, who heads the foundation, acknowledged last week. He said the $150,000-piece mailing produced some $15,000 in contributions.

The foundation, in the letter sent to a randomly selected list, said it had already spent much of its own money in the case and that funds were running low. Burt offered some specifics: The foundation has spent between $250,000 and $300,000 on the case in the last six months, and expects to spend up to $600,000 this year. The foundation's total budget for 1982 was $850,000.

The Westmoreland suit grows out of the CBS documentary, The Uncounted Enemy... A Vietnam Deception, broadcast on Jan. 23, 1982. The solicitation letter says the program constituted a "vicious attack" on Westmoreland's integrity. But, he acknowledged, after reviewing the costs involved as well as those revenues produced by the direct mailing, "CBS may spend us to death."

Media dominate leisure time of Americans

UME survey finds 72% watch TV, 70% read newspaper daily

Watching television and reading newspapers emerge as the most popular leisure time activities of Americans in a study commissioned by United Media Enterprises, New York, a Scripps-Howard company involved in newspaper syndication, television production and book publishing.

The study shows that 72% of respondents watch television every day as compared with 70% who read a newspaper. It also reveals that people spend 2.8 hours a day viewing television and 40 minutes daily reading a newspaper. Among other popular daily activities cited in the report are listening to records and tapes, talking on the phone, talking with friends and reading books and magazines.

Listening to radio was not mentioned among the 11 activities reported on in the study. Broadcasting asked an official of Research and Forecasts Inc., which conducted the study, for an explanation. An official said that "in our pre-testing, radio did not show up significantly, but, in retrospect, I think we should have included radio."

Titled "Where Does The Time Go?," the study is based on a nationwide random sample of more than 1,000 Americans and, in addition, 300 leaders of the nation's media. The interviews were conducted by telephone and lasted an average of 40 minutes each.

The overriding impression created by the study is that American families spend their free time together and their leisure activities are largely conducted in the home. In this context, it was found that television is not a disruptive force and actually may help bind families together.

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**Notes:** A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-Over the counter (bid price shown, supplied by Shearson/American Express, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

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**Earnings figures are exclusive of extraordinary gain or loss. Footnotes:** * Stock did not trade on given day price shown is last traded price. ** No P/E ratio computed, company registered net loss. *** Stock split 2 for 1. + Stock traded at less than 1.25 cents. **** Stock inactive due to illiquid bidding.
C-SPAN caught in political tussle

House Republicans ask Democrats for pledge against using C-SPAN footage for political ads

The television coverage of the House of Representatives, which has been hailed as a means of allowing viewers across the country to witness part of their representative government in action, has become the center of a squabble between House Republicans and Democrats. The Republicans are warning that "unrestrained commercial and political use" of the coverage can result if the Democrats do not promise to keep their party's candidates from using it for partisan purposes.

The issue began developing in the final weeks of the election campaign last fall, in the contest in which a Democrat, G. Douglas Stephens, was attempting to unseat House minority leader Robert Michel of Illinois. Stephens used clips of Michel's remarks in floor debate on Social Security—he said only 10% of those on Social Security are in serious financial trouble and that 90% were "fairly well heeled"—in one of the political ads Stephens ran on television stations in Peoria, Ill. (BROADCASTING, Nov. 1, 1982).

Republicans were outraged. The material had been taped by Stephens's aides as it was transmitted by Cable Satellite Public Affairs Network, in its routine relay of television coverage of House proceedings. House rules prohibit commercial or political use of broadcast coverage of House debate—but the rules apparently do not apply to nonmembers.

To deal with that loophole, Representative Guy Vander Jagt (R-Mich.), chairman of the Republican Congressional Committee, wrote to his opposite number, Representative Tony Coelho (D-Calif.), asking assurances that the Democratic Congressional Campaign Committee will ask all Democratic candidates for the House to abide by the House rules regarding use of the television coverage. He called for a public declaration that the Democratic Congressional Campaign Committee will withhold support "from any candidate who does not abide by the rules."

"I hereby make a similar pledge on behalf of the National Republican Congressional Committee," he said. He warned that the alternative to such a mutual pledge would be "unrestrained commercial and political use of House coverage," which, he said, "would be more unpleasant for the Democratic majority than for the Republican minority." The Republican committee quoted Vander Jagt in a press release as stating that the committee would "have to consider throwing the complete weight of our financial resources and tremendous technological advantage behind an effort to protect our members."

But, "as the future majority," Vander Jagt said in his letter to Coelho, "we Republicans are as concerned as you in maintaining public respect and confidence in the House of Representatives. Therefore, we must share the responsibility for proper use of House television coverage."

The letter, mailed on Dec. 20 and released on Jan. 3, asked for Coelho's response by that date. But Coelho was not to be rushed. An aide said: "We always encourage our people to obey the rules, but this letter raises larger questions. We can take our time a little on this one."

As for C-SPAN, its officials were keeping their heads down. "It's a matter between the members," said Brian Lamb, C-SPAN president. "I just hope it doesn't become a political football." C-SPAN can assure "only that it will abide by the rules," Lamb said. "We can't police the use made of the coverage."

One question that has arisen in connection with the controversy is whether it will work against efforts to open the Senate to television coverage. Lamb, who is anxious to transmit coverage of Senate floor proceedings, does not think the issue is critical. "I've heard 15 different reasons from opponents of television coverage why they oppose it before this happened," he said.

Harris on FCC agenda

Action on multiple ownership and financial rules likely; little movement on prime time access

FCC action on rules governing financial interest and network syndication, multiple ownership and prime time access was discussed by the FCC's Mass Media Bureau chief, Larry Harris, at an industry press luncheon last Wednesday (Jan. 5) organized by the New York public relations firm, March Five, and sponsored by Eastman Kodak.

"We will recommend our decision on the financial interest and network syndication rule to the FCC commissioners some time next summer," Harris said. A fierce battle has been brewing between the major TV networks, which are seeking repeal of the FCC rules preventing their financial participation in programs produced by others, and program producers and syndicators who fear that the networks will monopolize the syndication marketplace. Network affiliates have come out in support of their respective networks.

By spring, the FCC will be looking at either lifting or modifying the multiple station ownership rule, Harris told the group. "This is an archaic rule. It doesn't make any sense in today's society," he said.

Harris said the commission will not rule on prime time access in the foreseeable future. There's no movement in the commission to bring that item up, he said.

Harris noted that the FCC hiring freeze for the past two years is affecting the agency's operations. "Our engineers are leaving to go into private industry or another government agency at a higher grade level," Harris said. "And we are running close to not having adequate clerical help," Harris noted that FCC Chairman Mark Fowler is going to the White House to seek additional funds ("Closed Circuit," Jan. 3).

TV in Senate may see early action in 98th Congress

Stevens says on C-SPAN that issue may come up soon; Warner switches to pro-TV after lame-duck session

The chances for passage of a resolution to permit television coverage of Senate proceedings appears brighter in the 98th Congress. Senate Majority Whip Ted Stevens (R-Alaska), during a Cable Satellite Public Affairs Network call-in show, said last week that "it's time" to bring up the issue, and he added: "It will have to come up fairly early this year."

Stevens, who noted that he had worked with Majority Leader Howard Baker (R-Tenn.) for passage of the measure in the last Congress, was optimistic. "I would hope we would get it done and be able to install the facilities in one of the recesses like the Easter recess," he said.

Baker is expected to reintroduce the measure early on; after Jan. 25, when the Congress reconvenes after its current recess although some members remain opposed to the measure and threaten to filibuster. Senator Russell Long (D-La.), a critic of the resolution, is still prepared to fight it.

A former critic of the resolution, Senator John Warner (R-Va.), has said he changed his mind. The prolonged debates surrounding the gas-tax bill in the closing days of the 97th Congress did it for Warner. He said if
the Senate were televised, such debate might become limited.

"I think it is unlikely that certain aspects of this debate, particularly those of personal acrimony among members, which are destructive and undermining of the great traditions of this institution would have taken place had our proceedings been televised," Warner said. "I want to preserve the rights of senators to discuss and debate all measures. But there comes a time when the business of the Senate, which is the business of the nation, must be allowed to move forward."

Stevens, on C-SPAN last week, also argued that Alaskans who are closer to Tokyo than Washington, ought to "know what's going on here daily on a real-time basis, the same as all the rest of Americans."

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**Caribbean view.** Cuba has applauded death in Senate of Reagan administration's Radio Martí proposal (BROADCASTING, Jan. 3). Official Cuban news agency, Prensa Latina, in dispatch monitored in Mexico City, said Senate vote to help proposal to fund station avoided "dangerous risks of confrontation." Story noted that congressional critics had warned that station—which administration wants to establish to broadcast news of Cuba to that country—could "unnecessarily intensify bilateral tensions and provoke a reply from Cuba." Rejection of "anti-Cuban station," dispatch said, "is considered here as a positive step to avoid dangerous risks of a confrontation between this island and the United States." However, issue is not closed. Senate Republican leadership has promised new Radio Martí bill will be given "urgent priority" in 98th Congress.

**U.S. push.** United States will contribute some $500,000 to special UNESCO program designed to help Third World countries strengthen their information and communications systems. U.S. delegate William G. Harley, who announced planned contribution, said it would be largely in form of funds-in-trust grants to secretariat of U N Educational, Scientific and Cultural Organization for support of specified communications projects. Harley made announcement at conference of UNESCO-backed International Program for the Development of Communications, at UNESCO's Paris headquarters. U.S. grant will not be direct contribution to program; U.S. will determine projects to be funded. U.S. and some European countries and Japan oppose direct contributions to program, saying they do not want new international fund established that would operate substantial aid program at UNESCO.

**Writers and deregulators.** Inherent conflict between freedom guaranteed by First Amendment and regulation of media is issue addressed in 24 essays by educators, lawyers and journalists that have been collected in "Free but Regulated: Conflicting Traditions in Media Law," Bock, published by Iowa State University. Editor of Columbia Journalism Review, defended the First Amendment. "Freedom of the press is not to be equated with irresponsible journalism," she said. "It is necessary to protect the press so that it can serve the public interest, and to ensure that the press will serve the public interest."

**ACT advisory.** Action for Children's Television has sent letters to general managers of all commercial television stations "reminding" them that they had obligation to meet requirements of FCC's children's television report and policy statement. ACT's letter warned broadcasters that increasing volume of commercials on children's television, using program host or characters to promote products and failing to develop and present programming that serves "unique" needs of child audience is breach of FCC policy. ACT said letter was prompted by termination of National Association of Broadcasters television code. ACT said it wanted to warn broadcasters "who might be tempted to use the suspension of the code as an excuse to take advantage of the vulnerable child audience."

**Fowler on free flow.** Competition and free flow of knowledge and ideas are cornerstones of free world. FCC Chairman Mark Fowler told Organization of Economic Cooperation and Development Committee for Information, Computer and Communications Policy in Paris last week, "Interfering with the flow of information across borders by taxes or other administrative procedures can result in the central nervous system of civilization being slowed down and made more costly," he said. "We must guard against the inclination to erect artificial barriers to information flows." Fowler attended conference as guest of Department of State.

**Catholics for code.** United States Catholic Conference has come out against dismantling of National Association of Broadcasters television code. In statement, USCC charged that loss of code is "serious blow to the American public." USCC official noted that "NAB's decision may well lead to abuses by irresponsible elements of the industry and so invite government intervention."
Buyers and decision-makers from 300 TV channels or stations will be there. Invited by MIP-TV, they represent a considerable purchase potential for your programmes and productions.

Easy contacts and exchanges. Meetings become easier in the New Palais des Festivals - with twice the area, on one floor only - the most modern exhibition environment in the world.

Ideal working conditions:
All necessary services have been provided by MIP-TV to allow you to conduct your business:
- International Coproduction Office - screening-rooms, video-centres - secretarial services - cocktail-rooms, etc...

Cut-price travel and accommodation.
You can benefit from special rates, afforded to MIP-TV participants by air-travel companies and hotels (up to 40% reduction for "de luxe" hotels).

19th International Television Programme Market
22-28 April 1983 - New Palais des Festivals - Cannes - France
Videotext test tracks usage

French experiment studies habits and patterns of users

Some preliminary tabulations have been compiled from a nine-month French videotext experiment by Intematique, the promotional arm of the French Telecommunications Administration which authorized the trial. And Roy Bright, managing director and chief executive officer of Intematique, concludes that the results “seem to suggest that there is a viable mass-market opportunity for a well-rounded videotext service” offering informational as well as transactional services.

The trial was conducted in three suburban communities outside Paris from October 1981 through August 1982. Some 2,200 households were represented in the research sample. During the trial, the number of available services increased from 100 to about 190, a condition that may have accounted for “added interest” among users as the trial progressed, reported Bright.

Intematique reports that an average of 3.6 service providers were accessed during each videotext call, with calls averaging 14.5 minutes each. The average user made between 6.2 and 8 calls per month. The so-called “heavy-user,” defined as a household making at least one access call per week, averaged between 14.8 and 16.2 calls per month. Connect time did not vary much between average and heavy users. About 63% of the participating households used the system more than once a week.

The busiest hour of the day was around 6 p.m., with Saturday as the busiest day and Wednesday a close second, explained by the fact that Wednesday is not a school day in France.

Heads of households were divided into seven socioeconomic categories—professionals, craftsman, senior executives, middle management executives, white-collar and blue-collar workers and retirees. Users in the executive categories accessed the system most frequently.

As to the services accessed, the “undisputed leader,” reports Intematique, was the data base on news and entertainment information, which also offered some video games and other popular items such as a Chinese horoscope. In June of 1982, for example, that category accounted for close to 30% of user accesses. The only service coming close was the system’s index which accounted for almost 22% of usage in the same month. Placing a distant third was an electronic mail service which accounted for 10% of usage. A data base providing financial information placed fourth with 9%, and one on tourism and travel came fifth, scoring 8.2%. Three transactional mail-order services accounted for a total of 2.9%.

Within the household, the husband was the most frequent user, accounting for nearly 45% of all calls. Wives accounted for about 15%, and children over 18 another 12%.

New year. "World Communications Year" in the U.S. was proclaimed by President Reagan at a White House ceremony last month, heralding the start of a 12-month program in which public and private sectors of the U.S. will work to help encourage the development of communications systems throughout the world. Global observance of the "Year" was approved by the United Nations General Assembly in November 1981. Reagan noted in his proclamation that many people throughout the world have not been able to take full advantage of the far-reaching technological advances that have been made in communications systems. He said he hopes U.S. observations will help remedy that situation. William M. Ellinghaus, president of AT&T, who will serve as chairman of the U.S. Council for World Communications Year `83, participated in the White House ceremony in behalf of some 100 corporations, universities, foundations, unions and professional associations participating in the observance. Ellinghaus said U.S. activities during "World Communications Year" will be aimed at "raising national and world consciousness of the importance of communications development (including telecommunications and broadcasting applications) and stimulating research and trade in the field of communications and related technologies."

The classified advertising appears on its own channel and initial magazines have run three hours. Advertising is the third element Teltron is involved in—it serves as RVS's sales rep for local and regional availabilities for ESPN, CNN, MTV and the USA Network. Eastman CableRep handles national accounts.

Teltron was formed in the 1960's as a cable company and through purchases and franchise awards has a 24,000-subscriber interconnect in the Wausau area. Teltron is having discussions with American Television & Communications and Viacom for channel rights on their suburban systems. The MSO's pass 38,000 and 75,000 homes, respectively, and both have ample channel capacity for news and advertising services. The biggest franchise in the area belongs to Warner, the yet-to-be-built 252,000 homes in the city of Milwaukee. Teltron says it has "communicated" with Warner about leasing channels on its 108-channel proposed system.

The Journal Co., in addition to owning the Journal and Sentinel, owns WTMA-AM-TV and WKTI(FM) Milwaukee and KTNV-TV Las Vegas.

Teletext by the Bay

Group W's KPIX(TV) DirectVision is in third phase of test, which officials say is going smoothly

DirectVision, San Francisco's first look at teletext, courtesy of Group W's KPIX(TV), is nearing the end of its initial six-month test, and officials there are pronouncing it successful.

Like most teletext experiments, this one tilts heavily to the research and development of the user application side. Arthur Kern, the station's vice president and general manager, said the test "was exciting" and that "people seem to like it, even after the honeymoon period is over."

There are three magazines in DirectVision, a news portion that runs about 15 pages, a classified advertising section running 80 to 100 pages and a 30- to 40-page daily shopping guide. Group W and Sparks Newspapers, a Bay-area group, are working together on the classified sections; ads that appear in the newspapers also appear in the teletext magazine.

The test is in its third two-month phase, with a sample of 25 homes changing with the phases. A wider survey is planned for next year.

Kern said viewers tend to stay with the magazine, reading it almost like a newspaper, instead of switching back and forth from text to regular television. He said younger viewers are the most flexible, although older ones are comfortable once they get over the technological hump.
The books professionals depend on — in agencies, in advertiser firms — to make wise media-buying decisions. Because SRDS publications provide you with the latest, most authoritative, most complete data — all in one place.

Which do you require for your media planning needs in the year ahead?

**BUSINESS PUBLICATION RATES & DATA.** Monthly. More than 4,000 business, trade and technical publications, includes editorial profiles, rates, mechanical requirements, copy regulations, circulation, personnel, issue and closing dates.

**CONSUMER MAGAZINE & FARM PUBLICATION RATES & DATA.** Monthly. More than 1,500 consumer and 200 farm publications. Includes editorial profiles, ad rates, mechanical requirements, copy regulations, circulation, personnel, issue and closing dates.

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**CO-OP SOURCE DIRECTORY.** Semi-annually. Over 2,600 co-op advertising programs. Each includes eligible media, timing, accrual, participation, ad specifications, media requirements, aids available from manufacturer, reimbursement method and more.

**SPOT TELEVISION RATES & DATA.** Monthly. All commercially operated TV stations, regional networks and groups. Geographically arranged with rates, special features, closing times, facilities, programming formats. ID specifications and station representatives for stations seeking national or regional advertising.

**SPOT RADIO RATES & DATA.** Monthly. All commercially operated AM and FM stations. Geographically arranged with rates, special features, closing times, facilities, programming formats. ID specifications and station representatives for stations actively seeking national or regional advertising.

**DIRECT MAIL LIST RATES & DATA.** Contains over 55,000 business lists and consumer lists. Subscription includes 24 updates over the year. Includes list source, rental rates, quantity, commission, restrictions, test arrangements and method of addressing.

**COMMUNITY PUBLICATION RATES & DATA.** Semi-annually. All NAAP members, plus other weekly newspapers and shopping guides. Includes personnel, ad rates, closing time, circulation and mechanical requirements.

**PRINT MEDIA PRODUCTION DATA.** Quarterly. Separate sections on business publications, farm publications, consumer magazines and newspapers. Includes information about shipping instructions, binding method, reproduction materials in order of preference, printing process, production specification, inserts, bleeds, special issues and closing dates.

PLUS — other valuable, time-saving references: SPOT RADIO SMALL MARKETS EDITION AND NEWSPAPER CIRCULATION ANALYSIS (NCA).

**STANDARD RATE & DATA SERVICE, INC.** 3414 5201 Old Orchard Rd., Skokie, IL 60077

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☐ Check enclosed for $_________ ☐ Bill my company.

☐ Please send me additional information on Foreign Media Publications.

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Your Name __________________________ _

Title __________________________ _

Company Name __________________________ _

Address __________________________ _

City/State/Zip __________________________ _

Type of Business __________________________ _

Signature __________________________ _

Date __________________________ _
For LPTV searchers

To help itself process the enormous backlog of low-power television applications, the FCC divided the applications into three "ties" and arbitrarily decided that tier-one applications, those proposing service outside the top 212 television markets, would be processed first. To help prospective applicants scan the country for suitable tier-one locations to set down an LPTV station, Comsearch Inc., an engineering services firm in Reston, Va., has prepared a set of state maps that clearly indicates tier-one areas. The set sells for $50. And once the applicant identifies a particular area for a station, Comsearch, for an additional fee, will pinpoint a location within the area and produce an exhibit showing the precise coordinates for the application.

We control the vertical

There was nothing wrong with their television sets—ABC was just conducting further technical tests of its planned Home View Network last week in New York. But there were enough inquiries from wee-hour viewers puzzled by the fading and ghostly images on ABC-owned WAAB-TV to attract the attention of area television columnists. With decoders in 50 homes, the test focused on the technical aspects of the HVN scrambled-signal delivery system intended to put exclusive pay programing in the homes of VCR owners. It was not the market testing of HVN that has been anxiously awaited by industry observers. ABC is still keeping mum on whether that testing will occur, and when. Although with last week's separate announcement of the appointment of Michael S. Dubester, a vice president with major MDS operator Contemporary Communications Corp., as vice president, operations for HVN, it's presumed the unit is gearing up.

Time for standards?

Although the first of the direct broadcast satellites (DBS) are still at least three years from the launch pad, most DBS proponents are eager to set technical standards for the service. Transmission standards and home earth stations standards, they believe, are critical to the future of individual services and the media as a whole. If broadcast satellites are colocated in the same geostationary orbital slot, said Bill Pritchard, president of the Direct Broadcast Satellite Corp., standards will permit consumers to purchase and install one earth station capable of tuning in all available services, which will probably be a mix of pay and advertiser-supported programming. If consumers are required to buy one earth station to receive one service and another to receive a second, Pritchard suggested, they might decide not to buy any. Standards would also drive down the price of earth stations by creating an economy of scale. As an earth station manufacturer eager to tool up for the new service, Alcoa-NEC Communications Corp. has a great desire to nail down earth station standards as soon as possible. To speed the process, it has hired the Washington accounting firm of Cooper and Lybrand to plan a meeting of satellite and earth station manufacturers and DBS applicants in Washington later this month or early February. It is Alcoa-NEC's hope that the meeting will lead to the formation of a trade association for the budding DBS industry that will, as its first order of business, tackle the standards question.

Talk to me

Various buzzers, whistles and lights are the conventional means by which a machine tells its operator that there is something wrong. If that seems too impersonal, there may be a better way—synthesized speech. DataVoice Corp., Chicago, has introduced CheapTalk 200, a small circuit board that can be incorporated into production and transmission equipment to use a synthesized human voice to warn of impending problems with the equipment. Each three-by-three-and-a-quarter-inch board holds up to three seconds of speech and sounds, but multiple boards can be cascaded if longer messages are needed. Customers can select phrases from a standard vocabulary or pay extra for custom boards with special messages. The standard boards come with either male or female voices; in addition, the custom ones can be made to sound friendly, stern or sexy. The boards cost $185 each for quantities of 20 or less. Customizing costs an additional $100.

SMPTES schedule

The Society of Motion Picture and Television Engineers is expecting more than 600 broadcast managers and engineers to attend its annual television conference Feb. 4-5 at the St. Francis Hotel in San Francisco. The conference's theme is "Pictures of the Future," and participants will touch on generating, recording and manipulating video pictures. The conference's modest exhibit will be restricted to equipment reflecting that theme.

Looking before leaping

New York Times Cable TV will conduct a limited test of the new Sprucer two-way addressable converters beginning early this year, according to Kamekatsu-Gosho (U.S.A.) Inc., one of the developers of the Sprucer technology. NVT Cable will initially test 300 boxes, K-G said, and if it is satisfied with the results, the MCO will expand the trial into two cable systems serving Fort Dix and McGuire Air Force Base in New Jersey. The manufacturer and co-developer of the Sprucer gear is Matsushita Electric Industri al Co., one of Japan's leading electronics manufacturers. The 444 mHz Sprucer converter features three tuning options: standard, L.R.C. and H.R.C.; an optional RF switch for switching between cables in dual-cable systems, and infrared remote control.
As compiled by Broadcasting. Dec. 27 through Jan. 3, and based on filings, authorizations and other FCC actions.

**Applications**


**KEKR-TPCJ** Kansas City, Mo. (ch. 62; 1,868 kw vis.; 986 kw aura.; HAAT: 1,210 ft).-Seeks assignment of license from Choice Channel of Kansas City Inc. to Channel 62 Partners for 30,000. Seller: Edward D. Schneid- erman (37.5%). Debra Sloneck and David Block (25% each) and Marvin Zunsko (12.5%). Buyer is partnership owned by Mr. and Mrs. Alan Katz, who own Choice Channel of Kansas City Inc. Media Central is principally owned by Morton J. Kent. Filed Dec. 9, 1982.

**WWEH(FM)** Cherry Hill, N.J. (89.95 mhz; 100 kw; HAAT: 1,210 ft).-Seeks assignment of license from Cherry Hill Township Board of Education to Performing Arts Net- work for New Jersey for $135,000. Seller also is licensee of WBEK(FM) Cherry Hill, N.J., Sylvia Mishkin is president. They were granted construction permit for station on Nov. 9, 1981. Buyer: Noncommercial corporation headed by Lawrence Fuchs, president, and Norman and Karen Sand- ers, trustees. Fuchs is Midleton, N.J. attorney. Sanders is stockholder in WTOY(A) Hammonton, N.J. Filed Dec. 13, 1982.

**KYTE(A)-KLBB(FM)** Portland, Ore. (AM: 970 kw; 5,000 kw during rush period).-Seeks assignment of license from Gaylord Broadcasting Co. to C. H. Buckley Co. Inc. for $3.75 million plus $950,000 for five noncompete agreement. Seller is Oklahoma City-based group owner of two AMs, one FM, seven TVs,ten radios and is chairman, its parent, Oklahoma Publishing Co., publishes The Daily Oklahoman, Oklahoma City Times and Oklahoma Dailies, all Oklahoma City and Colorado Springs Sun, plus magazine, The Parent. New owners bought KYTE-KLBB in 1977 for $1.5 million (Broadcasting, April 25, 1977). Buyer is owned by Charles H. Buckley, who is listed as principal of owner's firm which bought franchise contract and transmission for $450,000 from current owner. He has no other broadcast interests. Filed Dec. 13, 1982.

**WYSS(FM)** Saugertown, Pa. (94.3 mhz; 3 kw; HAAT: 500 ft).-Seeks assignment of license from Saugertown Broadcasting Corp. to Osborne Broadcasting Inc. for $325,000 plus $100,000 for noncompete agreement. Seller: Principally owned by Arthur Artekian, who owns WPAI(FM)-PA. Buyer: Thomas L. Osborne (60%) and wife, Linda (40%).

**WSTX(AM)** Sevierville, Tenn. (101.1 mhz; 5 kw; HAAT: 500 ft).-Seeks assignment of license from Sevierville Broadcasting Corp. to Osborne Broadcasting Inc. for $235,000 plus $100,000 for noncompete agreement. Seller: Principally owned by Arthur Artekian, who owns WPAI(FM)-PA. Buyer: Thomas L. Osborne (60%) and wife, Linda (40%).

Ownership changes

**Applications**


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<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Notes</th>
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<tbody>
<tr>
<td><strong>Professional</strong></td>
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<tr>
<td>ATLANTIC RESEARCH CORP.</td>
<td>Jansky &amp; Bailey</td>
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<tr>
<td>Telecommunications Consulting</td>
<td>5330 Cherokee Avenue</td>
<td>(703) 842-4184</td>
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<tr>
<td><em>Member AFCCE</em></td>
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<tr>
<td>CARL T. JONES ASSOC.</td>
<td>CONSULTING ENGINEERS</td>
<td>7901 Yarnwood Court</td>
<td>(703) 858-7704</td>
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<tr>
<td>Springfield, VA 22153</td>
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<td>AFCCE</td>
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<td>Moffet, Larson &amp; Johnson, P.C.</td>
<td>CONSULTING ENGINEERS</td>
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<tr>
<td>1925 North Lynn Street</td>
<td>Arlington, VA 22209</td>
<td>(703) 841-0500</td>
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<td>Phone: 517-278-7339</td>
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<tr>
<td>MIDWEST ENGINEERING ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>150 Wesley Rd.</td>
<td>Greve Center, S. 16311</td>
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<td>(309) 968-3160</td>
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<tr>
<td>JOHN B. HOFFELFINGER</td>
<td></td>
<td>9233 Ward Parkway, Suite 285</td>
<td>Kansas City, Missouri 64114</td>
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<td>(816) 444-7010</td>
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<tr>
<td>EDWARD F. LORENTZ &amp; ASSOCIATES</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>1334 G St., N.W., Suite 500</td>
<td>Washington, D.C. 20005</td>
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<td></td>
<td>(202) 247-1319</td>
<td><em>Member AFCCE</em></td>
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</tbody>
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Summary of broadcasting

### FCC tabulations as of Sept. 30, 2082

<table>
<thead>
<tr>
<th>Channel</th>
<th>Licensed To</th>
<th>Frequency</th>
<th>ERP (kW)</th>
<th>HAAT (ft)</th>
<th>Date of Action</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>ABC</td>
<td>520</td>
<td>1000</td>
<td>500</td>
<td>Dec. 31 1982</td>
</tr>
<tr>
<td>2</td>
<td>XYZ</td>
<td>560</td>
<td>2000</td>
<td>700</td>
<td>Dec. 28 1982</td>
</tr>
</tbody>
</table>

### AM actions

- **WLEJ** (1500 kHz) Ellijay, Ga. - Granted CP to increase power to 1 kW. Action Dec. 1, 1982.
- **KVME** (730 kHz) Boise, Idaho - Granted CP to change frequency from 740 kHz to 730 kHz. Action Nov. 30, 1982.
- **WKCM** (1160 kHz) Havelock, Ky. - Granted construction permit to change hours of operation to U by adding 1 kw. and increase HAAT from 1100 to 1100 ft and make changes in antenna system: major environmental action under section 1.1305. Action Dec. 14, 1982.
- **WPRT** (900 kHz) Prestonsburg, Ky. - Granted CP to change TL; add remote control. Action Dec. 9, 1982.
- **KESM** (1580 kHz) El Dorado Springs, Mo. - Granted CP to change antennas: increase tower height from 172 to 296 ft; radiation efficiency to be maintained by reduction of input power. Action Dec. 1, 1982.
- **KLT1** (1560 kHz) Macon, Mo. - Granted CP to increase power to 1 kW. Action Dec. 8, 1982.
- **KENO** (1460 kHz) Las Vegas, Nev. - Granted modification of CP to change N directional antenna pattern to add augmentation. Action Dec. 8, 1982.
- **WCXQ** (1040 kHz) Mora, Minn. - Granted CP to change TL. Action Dec. 13, 1982.

### FM actions

- **KHTX** (101.7 MHz) Carneal Bay, Calif. - Granted CP to change frequency from 160 kHz to 1060 kHz. Action Dec. 8, 1982.
- **KQRI** (1000 kHz) Henderson, Tex. - Granted CP to change frequency from 970 kHz to 1064 kHz and make changes in antenna system: major environmental action under section 1.1305. Action Dec. 11, 1982.
- **KORD** (870 kHz) Pasco, Wash. - Granted CP to change hours of operation to U by adding 250 n-w; increase D power to 10 kw; change frequency to 870 kHz and make changes in antenna system. Action Dec. 16, 1982.
- **WTPF** (1240 kHz) Charleston, W. Va. - Granted CP to increase overall antenna height from 341 to 359 ft. and make corrections to 38 21° 26' and 81 40° 05'. Action Dec. 1, 1982.

### FCC licencings

- **KURV** (103.1 MHz) Newtok, Alaska - Granted CP to increase power to 1 kW and make changes in TL. Action Nov. 30, 1982.

### In context

- **FM actions**
  - **KUNM** (90.1 MHz) Albuquerque, N. M. - Granted CP to increase power to 1 kW. Action Dec. 3, 1982.

### FCC actions

- **FCC issued notice identifying rules to be reviewed during next year as part of its own plan and congressional mandate to periodically assess rules that may have significant economic impact on small entities and eliminate those that are disproportionately burdensome or unnecessary. Action Dec. 8, 1982.**

**Includes off-air licenses

*Special temporary authorization

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**Broadcasting Jan 10 1983**

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**Classified Advertising**

See last page of Classified Section for rates, closing dates, box numbers and other details.

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**RADIO**

**HELP WANTED MANAGEMENT**

Aggressive and professional major market Bible-centered, religious radio group looking for experienced advertising sales and marketing management people. Must be a goal-oriented achiever. No losers, please! Position offers management growth and top pay for top performance. Contact Rich Bott, Bott Broadcasting Station Company, 10841 E 28 Street, Independence, MO 64052.

**Professional major market** - Bible-centered, religious talk radio group looking for announcers and operations management people. Must be news/talk-oriented, excellent interviewer; possess management potential and stable work history Position offers management growth and top pay for top performance. Send resume and tape to Gary Couture, Bott Broadcasting Company, 10841 E 28 Street, Independence, MO 64052.

**VP & GM** for San Francisco “Hot Hits” radio format. Requires major market experience in general and sales management, plus heavy creative marketing skills. Send resume and salary requirements to Entercom, One Bala Plaza, Suite 225, Bala Cynwyd, PA 19004. EEOE. Qualified women and minorities encouraged to apply.

**Sales Manager** for San Francisco “Hot Hits” radio format. Requires major market experience in sales management with heavy creative marketing skills. Send resume and salary requirements to Entercom, One Bala Plaza, Suite 225, Bala Cynwyd, PA 19004. EEOE. Qualified women and minorities encouraged to apply.

**Rocky Mountain** group is looking for sales-oriented manager and local sales personnel. Resume to Dan Robbins, 36 South Selig, Montrose, CO 81401, EEO.

**Sales Manager** for San Francisco “Hot Hits” radio format. Requires major market experience in sales management with heavy creative marketing skills. Send resume and salary requirements to Entercom, One Bala Plaza, Suite 225, Bala Cynwyd, PA 19004. EEOE. Qualified women and minorities encouraged to apply.

**Young, aggressive radio group** seeking experienced shorthand operations general manager and sales manager to join our New England stations. This is a career opportunity for a college grad looking to management. Contact Mt. Lennon, 203 - 536-9641, or send resume to RO, Box 232, Mystic, CT 06355. We are an equal opportunity employer.

**Small Market** station manager wanted. Looking for professional who can sell, oversee sales team, other station personnel and manage internal operation of station. Station location: southern Wisconsin, community of Oshkosh. Write: Jeff Smith, 543 South Tomahawk, Tomahawk, WI 54487. 715 - 453-4482, or 715 - 453-2253 evenings.

**Sales Manager:** medium AM/FM. Top shelf market leader through talent and integrity wants experienced sales manager with like attributes. Unique market, benefits and career potential. Noranda Broadcasting Corporation, 217 Dix Avenue, Glen Falls, NY 12801. 518 - 793-4444, EOE.

**Sales Managers.** Move up to LPTV. Two new LPTV stations in top 20 and top 60 sunbelt markets. Salary, overtime, hard hitting retail sales experience necessary. Resume to Ms. Corrin, 390 Hayes St, Suite 3, San Francisco, CA 94102.

**LPTV General Managers.** Two new stations (1 top 20, 1 top 60) seeking experienced personnel. Sales, budgeting, people skills essential. Prefer radio or independent TV management level experience. Resume to Ms. Corrin, 390 Hayes St, Suite 3, San Francisco, CA 94102.

**HELP WANTED SALES**

Central coastal California. AM/FM combo opportunity with one of the largest radio groups. Come live in our beautiful community if you are motivated to make great money and enjoy setting direct retail. Send resume: KSLY-KUNA, PO. Box 1400, San Luis Obispo, CA 93406.


Top 100 market AM/FM has immediate opening for aggressive, goal-oriented salesperson. Good salary, excellent commission and benefits. Send resume and billing history to Frank Kelley, GM, PO Box WHY1, Carlisle, PA 17013.

Cape Cod, Scomm's WOCE/SWOX, needs two full-time radio salespeople. Good fits, guarantee potential. If you live in New England, call Scott McQueen, 617 - 775-0500.

**Newly acquired station** seeks self-starter sales staff. Great potential! WFXI, Haines City, FL 813 - 422-6998. Up-front commissions only.

**Sales Manager** with experience for single market Carolina station, industrialized and near resort areas. Good livability. Some production and air relief required. Excellent opportunity for hard worker. Sister station is having an open salesperson/announcer. Both jobs pay salary/commission. Resume to Box K-52.

**Wanted:** aggressive, energetic salesperson for Monterey Bay radio station. 2 years' experience. Guarantee plus commission. Sean Conrad, 408 - 475-5527.

**Proven success** is what we're looking for to take over a top sales slot. KCON, PO. Box 1428, Victorville, CA 92392.

**HELP WANTED ANNOUNCERS**

**Immediate.** Must have commercial experience. Salary commensurate. Bright voice. Adult-contemporary WVOS, Liberty, NY. S. Luhn, 914 - 292-5533. EOE.

**Radio announcer/news reporter.** Announcing and news reporting for WNOG-AM/WCUV-FM. Previous reporting and broadcasting experience required. Send audio tape and resume by January 17, 1983, to Personnel Department, Palm Communications Centre, 333 8th St. So., Naples, FL 33940. We are an equal opportunity employer.

**Announcer** for small town size, big market sound on our AM/FM combo MOR. Not an entry level position. We're looking for someone who can settle down in beautiful part of the country on Lake Michigan. We're-expanding and need dedicated, responsible announcer. Play by play, not a requirement. Resume to Don Anderson, WCSSS AM/FM, 595 Phoenix, South Haven, MI 49090.

**Small group has openings** for newscaster, announcer, and salesperson, AM-FMs. Solid community. Real opportunity. You'll like Colorado and New Mexico, EOE. Radio Station KRJN, Box 1176, Los Alamos, NM 87544.

**HELP WANTED TECHNICAL**

**Chief Engineer, AM/FM combination in central Florida.** FM is maximum power, automated. AM is full time DA-N. EOE, Resume to Box K-82.

**Four-station group** on central California coast seeking qualified chief engineer: Starting salary $52,000, with full benefits, Contact Steve Stagnaro, 805-922-2156.

**Colorado Springs, CO:** chief/assistant chief engineer needed for Rocky Mountain AM-FM combo. Applicant must have 3 to 5 year's experience, FCC first or general class license. Strong maintenance background. Send resume to Director of Engineering, Wiski Abras, 2431 Minot Avenue, PO Box 431, Manitou Springs, CO 80829, EOE. M/F.

**Chief Engineer** for L.A. FM. We're looking for a creative engineer who takes pride in a great sounding radio station. Must be great at studio and transmitter maintenance. If that's you, send resume to Box M-48.

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**HELP WANTED NEWS**

**Experienced, aggressive news reporter, Alaska.** Some TV Equal opportunity employer. Maria Williams, collect, 907 - 272-3456.

**Top radio writers** — major network seeking the best news writers in radio. If you can tell the story conversational ly, apply to have your resume and audio sample (an aircheck cassette — if you’re on the air). No beginners. Looking for polished writers. Resume to EEO. Travel to a fine radio station in Washington and New York. Women and minorities encouraged to respond. Radio Network, 350 Fifth Avenue, New York, NY 10001, Suite 3308.

**Want challenge, opportunity, and commitment to news?** Immediate opening in 2-person dept. 24 hr, 5 KW, KIML, Gillette, WY. Looking for quality/libility experience. Excellent facility, great staff, EOE. Contact David King, News Dept, 307 - 682-4747.

**News/Sports Director** - San Luis Obispo, Calif. Station has outstanding news profile and major college PBP. Excellent career growth. Station has excellent broadcast facilities. Only total professionals in news gathering, writing, reporting and color full PBP need apply. Tape/resume to Don Clarkson, GM, Lakeview Broadcast, Box 787, San Luis Obispo, CA 93401. EOE/AM.

**New England** 5KW AM seeks Sports Director. Do AM and PM drive sports or AM sports and midday news. Experience necessary. Hockey and football PBP helpful. Tape and resume. WCAP 243 Central Street, Lowell, MA 01852. EOE.

**Newsperson** for AM/FM MOR. Staff expansion. Not an entry level position. Looking for someone ready to settle down in beautiful part of country on Lake Michigan. Play by play, not a requirement. Tape/resume to Don Anderson, WCSSS AM/FM, 595 Phoenix, South Haven, MI 49090.

**HELP WANTED PROGRAMING, PRODUCTION, OTHERS**

Top 20 major mkt. adult contemporary looking for mature pro to maintain and strengthen successful AC format. Must have previous programing experience. EOE. Resume to Box M-27.

**Program Director** — looking for a pro with a minimum of three years' experience as a Program Director. Four-years' experience included in duties. This is an exceptional opportunity for the right person—a person with exceptional motivational skills, organizational skills, leadership skills. If you have all three and can prove it, Sunbelt station with excellent benefits. Send resume only, with references and written support materials for the outstanding jobs you've done in the past. Write Box M-45.

**Production Director/Radio:** direct and coordinate creative and technical elements for commercials and programs for WNOG-AM and WCUV-FM and the hosting of radio talk show. On-air shift 4-hour weekday and 6 hour weekend. Radio production and on-air experience required. Send audio tape and resume by Jan. 17, 1983 to Personnel Department, Palm Communications Centre, 333 8th St. So., Naples, FL 33940. We are an equal opportunity employer.

**Program Directors** (2) for major Southeast and Southwest market AM/FM stations. Successful record necessary. Resumes to Ms. Corrin, 390 Hayes St, Suite 3, San Francisco, CA 94102.

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**SITUATIONS WANTED**

Complete professional Strong major market sales, programing and corporate experience seeking GM position. 19 years' experience, Prefer Northeast/New England, but will consider other. For resume and further information, Call Mr. Allen, 305 - 236-5778.

**Small market specialist:** Country broadcasting consultant, 25 years' experience, seeks GM position with potential for ownership. Replies confidential. Write Box K-69.

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Broadcasting Jan 10 1983

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SITUATIONS WANTED MANAGEMENT CONTINUED

General Manager: solid professional with 18 years as achiever with logistical know-how. Specializing in heavy sales, programing, leadership and organizational skills. Takes charge individual with strategies for developing maximum profits. Managed AM/FM, all markets. Excellent credentials. Write Box M-12.

400% billing increase! Despite poor station ratings, this is what I’ve achieved in four years as sales manager in a top 10 market. Ready to make a career commitment with a progressive radio group. Seeking GM position in small-medium market, or GSM/SM in major market, 33 years old, with absolutely the best credentials and references. Write Box M-22.

Vice-President/General Manager, radio, excellent sales track record in radio and TV, ready for radio ownership or part-ownership position. Will move to operate fulltime. Prefer SE, presently in California. Call 415-944-5396. Let’s talk!

To owner of underdeveloped or problem radio market in Washington, DC, or Richmond, VA markets: veteran manager with best credentials will produce turn around in exchange for equity interest and/or deferred compensation plan. For prompt confidential response, send name and phone number to Box M-33.

Dedicated, young broadcast team would like to invest in and manage your small market FM or AM station. Will purchase if on contract. Downpayment available. College degrees, good references and commercial experience. For details, please write to Howard Expressions, Suite 1300 North Michigan St., No. 4, Valparaiso, IN 46383.

Seasoned professional manager looking for Southeast challenge. Investment possible. Small or medium market preferred. Write Box M-35.

Southern general manager. No. 1 ratings. Record breaking sales year! Ready for a great ’83? Just contact Box M-38.

Resourceful professional seeks sales or station management position. All markets considered, Northeast preferred. Second, strong skills, BA in mass communications, law degree and first phone. Reply Box M-47.

One/two punch. Hard working creative husband and wife looking for solid growth opportunity as GM/Sales Mgr team. Strong backgrounds in sales, programing, production, research, budgets, and people development. Perfect combo for takeover or turnaround. Write Box M-49.

Money-making manager. 15 years sales, programing. Small, large markets. First phone. Write Box M-54.

SITUATIONS WANTED ANOUNCERS

Ratings got you down? Bring your small/medium market station to new heights with a dynamic, dependable, hard-working individual. A/C, MOR, country plus news, sports and production. Any shift. Will relocate now. T & R: Jenny Nicholson, 16825 Forest Avenue, Tintley Park, IL 60477 or 312-560-0172 even-

Reward—”Unarmed Robbery”: You can steel me at your price. Well-trained DJ-newscasting. Excellent experience. Call Andy, 201-668-6748.

Country boy wants to come home! Trained, mature announcer seeks small market station. Michael, 212-267-5210.

Excellent knowledge of music. Willing to relocate anywhere for entry-level position. Great at any format. Call Randy, 201-863-0917.


5 years small town experience. Air personality, sportscasting, PBF: production, engineering, creating original shows. Desires stimulating position at financially secure, community-oriented station in West, Kurt Browning, 213-345-3324.

Experienced black male announcer: heavy news, with smooth network sound available immediately. Karl Gayle, 212-325-5411.


Bright, versatile college graduate with 2 years’ experience seeks on-air position. Dwayne, 516-543-2259, 6 Howard Street, Wheatley Heights, NY 11798.

9 years’ experience, dependable, excellent references, Mike, 373 Williams, Daytona, FL 32018, 904-255-6950.

One slightly used DJ has voice, and permission of FCC to use same on-the-air: he is, however, seriously lacking a radio station’s permission to utilize the above. If your station has permission available, call Tom Bakst, 505-881-6634.

Professional attitude & sound. Bill Whetzel, N104 W16269 Donges Bay Road, Germantown, WI 53022, 414-255-3659.

Mature oldies enthusiast with a 3rd class license is seeking a one day or 7 training position in the Southern California area. I have a natural talent for entertaining people. Dan Pequeno, 1667 Bacon St, San Diego, CA 92107. 619-223-6648.

Plunge Right In and call Crystal, 201-773-3492. I promise you a rose garden and a Happy New Year.

SITUATIONS WANTED TECHNICAL

Innovative Technical Director available for group operation. Experienced in installation and maintenance of DA’S, STL’s, automation systems, budgets, high power AM and FM plants. Have computer, will travel. Rick Neace - 817-481-4633.

Start your year with an engineer with an ear! Looking for new challenge in broadcasting. AM directional, FM, TV, Write Box M-34.

SITUATIONS WANTED NEWS

Your ticket to Teamland: Vibrant, spacy warm, motivated AC/ACoverstalk female personality: skilled writer, terrific pictures, features and interviews my specialty. Team with me for a hot jock or co-anchor for your Spring book. Heavy experience, top references, 513-988-4081.

Experienced News Director/play by sports announcer who desires challenging sports announcing position. Write: 1060 Pennsylvania Avenue, Elmona, NY 14904.

Female, 35, experienced all phases radio news, seeks eastern states. Call Penn. 804-482-3542.

Experienced medium market black male anchor/reporter looking for work. Can also DJ. Write Box M-44.


Fourteen years in Northeast radio news seeks Sunbelt reporter/anchor position for long term future home. Excellent broadcastor. Write Box M-51.

News Director—experienced newscaster in major market looking for challenge. C. Hickman, 9501 E. 89th St, Kansas City, MO 64138.

SITUATIONS WANTED PROGRAMMING


Offshore professional seeking opportunity. Experience all phases in multiracial, multicultural environment, Available 1 February. Write Box M-37.

15 years in top markets. First phone. Write Box M-55.

For Fast Action Use BROADCASTING’S Classified Advertising

TELEVISION

HELP WANTED MANAGEMENT

Auction and special events manager: Western New York Public Broadcasting Association is seeking a bright, energetic, self-motivated individual to be staff director for an annual televised auction and to plan and direct a variety of special events throughout the year. Requires proven writing skills, strong ability to plan and organize both self and others, and willingness to assume additional duties and responsibilities as function. Must function as liaison with volunteers for our stations. Experience with events and volunteers a plus. Reply with resumes, references and salary requirements to Box K-67. An equal opportunity employer.

Research manager with strong sales promotion and station research background needed at network O & O. Send resume to Box M-24. Equal opportunity employer.

Due to a recent promotion, opportunity knocks for a dynamic program operations manager who wants to join a dominant station team in the 72nd market. Must possess all the necessary skills in program, production and promotion. We’re looking for a leader who wants to contribute. No beginners. Send resume to General Manager, KFVS-TV, Cape Girardeau, MO 63901.

KLRU-TV, Austin, Texas, seeks Chief Engineer with strong background in studio maintenance, supervision and some RF KLRL, San Antonio, seeking studio mainte- nance engineer. Positions available immediately. Contact: Director of Engineering, Box 7158, Austin, TX 78711. 512-471-4811. EOE/AA.

LPTV General Managers. Two new stations (1 top 20, 1 top 60) seeking experienced personnel. Sales, budgeting, people skills essential. Prefer radio or indepen- dent TV management level experience. Resume to Ms. Corrin, 390 Hayes St., Suite 3, San Francisco, CA 94102.

Divisional controller, for mid-sized Eastern suburban firm. Degree required. Several years’ experience in all phases of accounting. Position responsibilities include financial statement preparation, internal control. Send resumes to Box M-63. An equal opportunity employer, M/F.

HELP WANTED SALES

Account executive. TV network affiliate in top 15 market is seeking a person with substantial ex- perience in direct and agency work. Send resume to Personnel Director, PO. Box 24525, Seattle, WA 98124. EEO/MF.

Account Executive. Growing group broadcaster in top 20 market in SE seeks ambitious salesperson with knowledge of agencies and retail. Experience with MFP, AID. Production & vendor programs desired. EOE. Write Box K-73.

Account Executive—Southeast market: Number 1 VHF station in Columbia, SC, looking for experienced AE for heavy list. Great income potential, must have good reference. Part of Columbia Group. Send resume to Joe Tonning, GSM. PO. Box 367, Columbia, SC 29202. EOE.

Local sales representative: We’re looking for a sharp rep with experience in selling retail and agency accounts. Broadcast sales and college required. For a confidential interview, call John W. Moore, Local Sales Manager, WFBF-TV, Greene, VA 24242-4404 EOE.

Aggressive, self-motivated individual wanted to join KENS-TV’s sales staff in San Antonio, Texas. Join this CBS-owned O&O affiliate andSan Antonio’s dominant No. 1 station that employs the finest in computer technology, production facilities and people to help you succeed. Live in one of south- west’s best city, enjoy fishing, camping, canoeing, swimming, and water skiing. Send resume to Joe Tonning, GSM. PO. Box 376, Columbia, SC 29202. EOE.

Local sales representative: We’re looking for a sharp rep with experience in selling retail and agency accounts. Broadcast sales and college required. For a confidential interview, call John W. Moore, Local Sales Manager, WFBF-TV, Greenville, VA 24222-4404 EOE.

Aggressive, self-motivated individual wanted to join KENS-TV’s sales staff in San Antonio, Texas. Join this CBS-owned O&O affiliate and San Antonio’s dominant No. 1 station that employs the finest in computer technology, production facilities and people to help you succeed. Live in one of south- west’s best city, enjoy fishing, camping, canoeing, swimming, and water skiing. Send resume to Joe Tonning, GSM. PO. Box 376, Columbia, SC 29202. EOE.
HELP WANTED SALES CONTINUED

Account executive with at least three solid years' track record in TV time sales. Excellent benefit package offered by respected group broadcaster active in regional parts market. Great opportunity for equivalent experienced individual. Must have two years specialized training in electronics. Also requires two years broadcast-related maintenance experience in either training or maintenance jobs. Excellent wages, benefits. Confidential. For further information, phone 206-572-5789, ask for Mr. Crittenden or Mr. Holman. EOE.

Ass't Chief Engineer. Heavy on maintenance. 3/4" VTRS, Ampex 2" VTRS, JVC cameras & recorders. Excellent SW market area. Send complete resume, along with salary requirements, to Box M-9.

KUAM-AM/FM/TV on tropical Guam needs amblious and experienced technician. Requires FCC 1st class license, high school equivalent, plus living allowance. Send resume to Hammett & Edison, Inc., PO Box 68, International Airport. San Francisco, CA 94128.

Television maintenance engineer for high power, high frequency independent UHF in Midwest. Excellent salary and benefits package. Small staff. Experience with Harris TV-110 transmitter and ATC subscription television equipment helpful, but not necessary. Will pay for relocation. Let's talk. Reply Box M-10, EOE, MiF.

TV board operator and technician. Must be graduate of TV technical school. FCC 1st class license, at least 18 months' experience in on-air operation. Should be familiar and have experience with two inch, one inch, and 3/4" inch tape equipment. RCA and Eastman projectors. Send resume to Box M-13. An EOE/M/F.

Studio technician I. TV broadcast studio technician I (Engineering). Associate degree in electronics or equivalent, two years appropriate electronic experience, preferably with TV broadcasting equipment. First class general class license and experience preferred. Salary range: $31,920-$52,140. Forward resume to Director of Engineering, New Hampshire Public Television, Box Z, Durham, NH 03824. Affirmative action/equal opportunity employer.

Pittsburgh broadcast station has opening for a TV technician. This opening is for a highly trained maintenance person with extended knowledge in remote setup and operation, as well as time code, and training maintenance crews do watch training. A comprehensive knowledge of modern electronics as applied to video and audio distribution systems is required. Some production knowledge would be helpful. The ability to drive a 30-ft. remote van and to favorably represent this station is essential. During non-remote assignments, this person must be willing to work weekends and holidays, as well as time code, and training maintenance shifts. Send resume to Box M-39. An equal opportunity employer; MiF.

RF-transmitter maintenance engineer for combination TV-FM station. TV is SKW tetrode transmitter. Call 213-475-8525.

Television engineer. New one inch production facility seeking chief engineer: Must have strong background in maintenance of both systems and components, including digital effects and computer editors. Editing experience a plus. Send resume and salary requirements to: Ardent Teleproductions, Inc., 2000 Madison Avenue, Memphis, TN 38104.

ENG maintenance engineer. Prefer person with either training or one or more years' experience in maintenance. Must be interested in learning all new Sony broadcast equipment. Send resume and salary requirements to: WDTV, PO Box 826, Bridgeville, WV 26330. EOE.


WWXI Public Broadcasting, Rochester, NY, is looking for a qualified maintenance engineer. Repair and maintain station's VHF broadcast transmitter, Ampex VTR's, Sony BVU, Ikegami portable field cameras, 1 year experience plus FCC general class license required. Excellent benefits. Resume to: Mr. M. N. Person, Personnel Dept., PO Box 21, Rochester, NY 14601. EOE.

Immediate openings in engineering for maintenance (3-5 years' studio experience) and MCO (1-3 years' experience) in SE top 40 market. Send resume and salary requirements to: WPTF-TV, Box 1511, Raleigh, NC 27602.

Assistant chief engineer with supervisory experience for southern New England VHF television station. Must be a self-starter with strong production/maintenance background. Requires knowledgeable technology knowledge. Send resume and salary requirements to: Chief Engineer, WJAR-TV, 111 Dorrance Street, Providence, RI 02903. EOE.

Assistant to chief engineer. The New York office of a foreign broadcaster requires a television engineer to supervise the operations and maintenance of its equipment. Must be experienced in broadcast practice, have a good television background and be capable of working to the highest professional standards. Should be available to work irregular hours and be available for occasional travel. Send resume or letter of application to Box M-87.

Engineer Technician with 5 years' experience in maintaining television equipment. General Telephone requirements. Contact Director of Engineering, KPV-1, Pocatello, ID 83201: 208-233-6891.

Transmitter/microwave engineer needed immediately by Las Vegas NBC affiliate. Must have first or general class license. Experience with RCA F Line low band desired. Reply with resume, salary history and availability to: Director of Engineering, KVBC-TV, PO Box 44189, Las Vegas NV 89116.

Chief Engineer for group operator of five top 100 market LPTVs and one full power UHF stations. Two ready for on-air others to be built. Degree plus three to five years' experience. Resume and salary history to Ms. Corrin, 390 Hayes St., Suite 3, San Francisco, CA 94102.

Master control technicians (4) for new LPTV station. Operate and set up video-audio equipment. One to two years' experience, maintenance functions necessary FCC license class B and required. Resume to: Ms. Corrin, 390 Hayes St., Suite 3, San Francisco, CA 94102.

HELP WANTED NEWS

Weekday evening anchor sought for an aggressive, small market news department. Broad responsibilities. Not entry level. No phone calls, please. Send resume, videocassette, and salary requirements to David Cupp, News Director, WVIR-TV, PO Box 751, Charlottesville, VA 22902, AA-EOE.

Executive producer for medium-sized, highly-competitive, Sunbelt market. Looking for major market producer with 2 or 3 years' experience producing multiple and live shows. Send experience, salary requirements to: Assistant Director, KVBC-TV, 2500 E. Tropicana Ave., Las Vegas, NV 89121.

Camera/field producer. Washington news service seeks producer to shoot and produce daily news stories for beginning reporters. Start in March. Benefits. Send resumes to Bill Turner, KVBC-TV, PO Box 1311 E, McKinley Avenue, Fresno, CA 93727. An EOE/AA.

Reporter: aggressive, self-starter to supplement our award winning staff. We're top-rated in this competitive mid-fifties market. Extensive live capability in news as well as in weather. Open to either part or full-time employment. Send resume, tape and salary history to Gay Long, News Director, KARK-TV-PO, Box 748, Little Rock, AR 72203. EOE.

Assignments editor. Upper Midwest. Experienced editor for major network news bureau position for the right person. Send letter and resume to Box M-56. We are an equal opportunity employer.

News Director. Experienced News Director for Award-winning cable television operation with well-established, broadcast quality news operation; to head newly developed, 24 hour news channel utilizing satellite headend service, local news and talk show. Will be expected to do some on-air work, hands-on television news experience a must. A creative, aggressive individual required. Apply by January 25, 1983, with video tape to: Personnel Director, Palmer Cablevision, 333 8th Street South, Naples, FL 33940. We are an equal opportunity employer.

Group-owned stations in four Midwestern markets looking for self-motivated TV people. Possible openings for anchors, reporters, sports people. Excellent benefits, good pay, growing company with room to grow. Send resume and tape to Box M-31, We are an equal opportunity employer; MiF.

Anchor/producers. Two openings for solid TV journalists in high-growth market. We want winners with personality and professionalism. Experienced, or work towards a general salary. We'll ask for your tape later, EOE. Box M-43.

Weathercaster, KWTW, the CBS affiliate in Oklahoma City is looking for a weathercaster. We are the number one weather station in Oklahoma City. Number three person in our highly sophisticated forecast center. You must be familiar with meteorologists using state-of-the-art technology. Must be degreed meteorologist and have at least one year of television weather experience. Knowledge of computerized graphics helpful. Good job for someone with talent and knowledge. Backed up by experience, to learn. All replies confidential. Send resume and tape to: News Director, PO Box 14158, Oklahoma City, OK 73113. EOE-FM.

Sports Reporter/Anchor-aggressive reporter/anchor needed to fill position in 2-man sports department. Must have good on-air presence and personality. Send tape and resume to Tom O'Heir, News Director, WRBL, Box 270, Columbus, GA 31901. An EOE.

Meteorologist: must be BS in meteorology, or equivalent, with 1 year's broadcast experience or equivalent. Must have working knowledge of broadcast weather systems. Send tape and resume with first letter to Eric Braun, ND, WEWS, 3001 Euclid Avenue, Cleveland, OH 44115. No calls, please.

Experienced meteorologist/weather forecaster to join a no. 1 rated station in the market. Send resume and tape to: Robert Johnson, KOLO-TV-PO, Box 10,000, Reno, NV 89510.

KTBS-TV has an opening for chief news photographer. Must have at least three years' experience in television news photography. Some administrative experience would be helpful along with photo-journalism or related degree. Duties include administrative as well as field-related. Salary commensurate with experience. Send tape and resume to News Director, KTBS-TV, PO Box 44227, Shreveport, LA 71134. EOE.

Meteorologist with commercial TV and radio experience wanted for Midwest TV operation. Complete meteorological facilities. Excellent opportunity for dedicated individual. Send resume to Box M-61.

Meteorologist. We provide excellent tools and a great climate. You provide professionalism and personality. EOE. Resume and salary requirements to Box M-46. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Major affiliate: seeking feature reporter for award-winning locally produced magazine show. Looking for strong on-air personality and demonstrated skills writing, producing and reporting human interest and news-related magazine stories. Send audition tape and resume to PO Box 9494, Seattle, WA 98109, EOE.
HELP WANTED PROGRAMMING, PRODUCTION, OTHERS CONTINUED

Director of Programming. Leading PTV facility in Southwest seeks aggressive professional to fill senior management position. Station is award-winner in pro-
gramming, and consistently ranks in top 10 PTV viewership. Position responsible for all aspects of programming, including long range planning, development, and programming. Requires knowledge of programming philosophy and practice, and supervising all personnel in activities related to program research, acquisition, produc-
tion, scheduling and promotion, developing program concepts for local, regional, and national dis-
tribution, serving on regional and national public television program committees. Responsible for assuring adherence to Copyright laws and FCC rules, budget development and supervision, and represent-
ing station to community in all programming matters. 7-10 years' broadcasting experience and program/ production management experience. Should be super-
visory. Public broadcasting experience preferred. BA in broadcasting or related field required. Salary range of position: $26,760-$40,136. Resumes to be received no later than January 21, 1983. Submit ap-
lication and/or resume to: University of New Mexico Personnel, 1717 Roma NE, Albuquerque, NM 87131, between 8 AM-5 PM weekdays. Mention this ad on your application in reference requisition No. 1205A. AAEOE.

Staff announcer/weathercaster. We're still look-
ing for a strong staff announcer with weather respon-
sibilities. Previous applicants need not re-apply. Send resume to: Mr. White, Program Manger, WSAZ/ WSET-2, 1500 South 3rd, PO. Box 2115, Huntington, WV 25721. EEO.

We're looking for a co-host to work with our female co-host on a bright, new, late afternoon magazine pro-
gram. Anchor/co-host experience preferred. Must have demonstrated skills with producing and reporting human interest and news-related magazine stories. Send audition tape and resume to Producer, Houston Afternoon, KOUV-TO, PO. Box 11, Houston, TX 77001. EEO/ME.

Videographer/Director. KAID/PVT needs ex-
perienced, creative videographer for directing daily public affairs pro-
gram, operating EFP. 1-inch editing. Must work well within tight deadlines. No DJ. Call 205-385-1616, or write: A. Haynes, Correspondence, Univ.
Boise, ID 83725, for application. Closes 1/24/82. EOE.

New LPTV’s in Southwest and Southeast market systems are staffing. 2 GM’s, SM’s, and PD’s; 4 studio technicians; 2 traffic directors; 1 chief engineer. Trem-
endous potential with start up group operator. Resumes with salary history to: Ms. Corrin, 390 Hayes St., Suite 3, San Francisco, CA 94102.

Program Directors. (2) New major market LPTV sta-
tions seek two PD’s experienced in program research, scheduling and selection. Resumes to: Ms. Corrin, 390 Hayes St., Suite 3, San Francisco, CA 94102.

SITUATIONS WANTED MANAGEMENT

General Sales Manager seeking long term commit-
tment, either independent or affiliate. Sales instructor & motivator. Experience with national representatives. Resume A, refer to: Write Box K-95.

SITUATIONS WANTED TECHNICAL

Los Angeles only. Director of Engineering, age 35, seeks experienced, motivated professional to direct post/production. Very extensive manage-
ment and maintenance/operations experience in both fields. Currently employs, top market broadcast level post. Wife’s career requires relocating. Write Box M-18.

Technical director: Knowledge of VGV, Ampex AVC-33 and VITV switches, Quanet and ADO DVE. Currently doing live national news. Interested in doing sports, music, news. Quality is one number. Write Box M-50.

SITUATIONS WANTED NEWS

Dynamic, creative female seeks entry level general assignment reporting position. Excellent write-
ning, interviewing skills. Excellent phone skills and reporting experience in southern California. Political affairs just one of my for-
tes. Will relocate for right position. Have writing samples and video tape. Call Toby, 303-243-8875, or write Box K-54.

Ad Lib. That’s the magic word in weathercasting. It’s vaulted my current TV home to No. 1. I can do the same for your station. Write Box K-76.

Sportscaster available immediately. Experienced, degreed. Shoot, edit, anchor, report. Professional, en-

TV meteorologist in the Seattle-Tacoma area. Look-

Sports anchor, sports reporter. 3½ years at the best O&O station in the country. 24, intelligent, attractive and solid production skills. Production assistant/assoc-

Reporter—highly qualified newsmen in major market looking for TV job in medium or small market. Box M-36.

Degreed young talent, broadcast major, com-
munications meteorology. Meteorology minors. Exten-
sive sports knowledge, aggressive investigator; I’ll do sports and news reporting and weather too! Jeff Cre-
callus, 716-434-6476.

Major market intern with BJ degree seeks entry level reporter position. Write Box M-59, or Teresa, 206—527-8844.

Top notch sports reporter/producer/anchorman wants a challenging opportunity in a top market, streamlining news- and weather respon-
sibilities. Send fax to: Producing Chief, Denver Post, 1100 Market, Denver, CO 80203.

Major market intern with BJ degree seeks entry level reporter position. Write Box M-59, or Teresa, 206—527-8844.

CABLE

HELP WANTED MANAGEMENT

Leading cable MSO seeks program manager for one of its Michigan systems. Individual must have super-
visory management experience, familiarity with broadcastable operations. Public relations/marketing, write to: John Sheehan, 52518 88th Ave., Woodinville, WA 98072.

Cablevision, 27800 Franklin Road, Southfield, MI 48034. Attn: Candace MacGillivray. EOE.

ASU tenure-track appointment, Fall, 1983, in estab-
lished broadcast program. Rank: assistant professor. Salary commensurate with credentials. Ph.D. pre-
ferred. Respond to: Dr. Karen McMillen, Chair of Communication, Arizona State University, Tempe, AZ 85287. Deadline: January 31, 1983. All resumes must be provided on request. EEO.

Assistant professor: The department of radio television at Southern Illinois University at Carbondale seeks an assistant professor for Fall, 1983, to teach courses in broadcast management, programming, an-
daudience research. 9-month tenure track appointment in one of the largest and most prestigious radio-TV departments in the nation. Responsible for coordination of a track of which two years should be in the graduate program and conducting research. Ph.D. in Radio-TV or related area with professional experience in broadcast management required. Evidence of successful teaching and research preferred. Salary is competitive and dependent on qualifications. Send letter of applica-
tion, resume, and 3 letters of reference by February 1, 1983, to: Dr. Larry Corvin, Chairman, Department of Communications Loyola University of Chicago, Chicago, IL 60614. Deadline: January 22, 1983. Loyola University is an equal opportunity, affirmative action employer.

Television, broadcast news. Assistant or associate professor, tenure track, to teach TV production, broad-
cast news writing, teaching and professional experience expected. Starting date: Sept. 1, 1983. Send a resume, letter of application, and supporting material to: Dr. James Curran, Chairman, Search Committee, School of Communications, University of Texas at Austin, Austin, TX 78712, by January 15, 1983. UT is an equal opportunity, affirmative action employer.

Public relations. Assistant/associate professor, tenure track, Begin Fall, 1983. Teach public relation and superviso-
ry PR internship program. Teach course in college/university relations. MS in Communications required. Send vita and names of 3 references by Feb. 15 to Jay Black, Chair, Search Committee, College of Communications, University of Utah, Salt Lake City, UT 84112. EEO/AA.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, and 5,000 watt AM-FM transmitters at 3 different frequencies. Send details to: Super Corp., 1315 1st St., Eubridge Street, Laredo, TX 78040. Manuel Flores 512—722—3333.

Instant cash prices for your broadcast equipment. Urgently need towers, transmitters, antennas, trans-
ransmission line equipment. Call Bill Kitchen, Quality Media Corporation, 404—324—1271.

$1,000 Reward for UHF transmitters—for informa-
tion which leads to our purchase of a UHF TV transmit-
ter. Call Bill Kitchen, Quality Media Corporation, 404—324—1271.

New broadcasting company, constructing 1 kw AM in southern California, seeking bids for all broadcast equipment. Will pay top dollar for new equipment installed by seller. Contact Robert Davis, 605—347—5056.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condi-

Complete color remote studio package—Over a million dollars worth of equipment at 1/2 of the new cost. Includes Noverco PC-100 Triax (S), Ampex VPR 28 (2), large Ampex switches, excellent performance, monitoring, audio, 2 vans, etc. All this can be financed for a well qualified buyer. Call Bill Kitchen, Quality Media Corporation, 404—324—1271.

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FOR SALE EQUIPMENT CONTINUED

Quality broadcast equipment: new and used, buy and sell! Transmission, video and audio. Formed my own company. Call Ray LaRue, 813-685-2938.

Quad VTR's—Year-end clearance on Ampex, RCA, JVC, all models, new and old. Unbelievably low prices! Bill Kitchen, Quality Media Corporation, 404-324-1271.

Color Cameras—Year-end clearance on Norelco P-70, RCA TK 45, Ikegami HLM 36 & 35. Prices have never been this low! Bill Kitchen, Quality Media Corporation, 404-324-1271.

UHF transmitters—RCA TTU-30, Emcee 1 kw trans.; RCA TTU-18, Several other available. Bill Kitchen, Quality Media Corporation, 404-324-1271.

Remote cruiser for lease—Beautiful Ampex cruiser with PC-70 cameras (3), Quad and 3/4" VTR's, all switching, audio, etc. Small deposit and $3,000 per month. Bill Kitchen, Quality Media Corporation, 404-324-1271.

Film Cameras—two RCA TK 27 film cameras, unbelievable year-end price. Bill Kitchen, Quality Media Corporation, 404-324-1271.

Transmission Line—3 inch 50 Ohm E.I.A., line 800 feet or more available. Bill Kitchen, Quality Media Corporation, 404-324-1271.

New TV Startups—Let us show you how to save a fortune when building a new TV station. Bill Kitchen, Quality Media Corporation, 404-324-1271.

10 & 20 KW FMs—Harris 204-3, CCA 10,000D. Also two 25KW's, All transmitters on-air and guaranteed. Call M. Cooper, 215-379-6585.

Copper strap, wire, screen. Check our prices. 317-962-6596, ask for copper sales.


2 edit systems—Panasonic NV9200 NV9500 NV9502, 2 edit systems, Panasonic NV9240 NV9600 NV9690. 2 Panasonic 9200A. 3 Panasonic 9240. 3 Panasonic WV2150's. 1 Panasonic WV3700. 1 GE PE24 film camera, 1 Laird telecommunications multiplex, 2 Eduton TBC's, 1 video data systems character generator, 1 RCA AVO-10 weather radar system. Please contact Jim Moore, KDAN TV, 310-237-1500.

Audioelectronics 110A Grandson audio console, keyboard inputs with equalizers, 55000, Electro-voice 687A microphones, 590, Shure 545C microphone, 570, Thompson/CSF RM104 wireless microphone, 51000, 313-548-2500.

Canon TV lens, PV25X20B, for Ikegami HK-357A; F1.8, full servo, without pattern projector. New: best offer. 201-767-1000.

Studio lighting system—used, excellent condition. 12 Stage Brite 7.2kw dimmers w/2 scene control. Also, 100 Kliegl Rotolights in frame, 4 connector strips. J. Kutzner S12—646-4611.

Bauer 7.5KW FM transmitter—Excellent condition, $9,000. McMahon 8F35K, year old, $14,500. Increased station power. 306-345-1981.

SMC DP 2 automation system, 5 carousels, automatic logging, extl. printer. Used very little, reasonable. Dave, 419-255-1470.

Quantel DPE-5000, 14 months old—never travelled. Immediate delivery. 215-864-0677.

Used broadcast television equipment: Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

MISCELLANEOUS

The Weather Channel wants your 314" video tape of snow, ice storms, tornados, dust storms, floods, heavy rains, etc. Call Linda Lloyd or Joe Garelli, 404-434-6800.


Radio rep firm for sale representing regional non-wired group of Sunbelt stations. Super potential for radio professionals wanting to own their own thing. No competition, with the best stations in each area under contract. Potential for $550K-$570K in billing for first full year. Send qualifications to Box M-55. Partial financing available.

For your audio production, let us do it, really! Kaufman Creative Services, RD3, Box 570, Palmyra, PA 17078.

INSTRUCTION

Cassette recorded preparation for FCC General Radiotelephone Operators license plus one week seminar in Boston, Detroit, Philadelphia or Washington. Bob Johnson RLT, 1201 Ninth, Manhattan Beach, CA 90265, 213-379-4461.

RADIO PROGRAMMING


RADIO Help Wanted Management

General Manager for major Midwest farm NABF station. Sales and administrative pro needed with knowledge of financial and farm. Send resume and three-year earnings history to Box M-41.

For Fast Action Use BROADCASTING's Classified Advertising

HELP WANTED MANAGEMENT

SOUTHERN CALIF. GEN. MGR.

First station in planned group. Get in on the ground floor. One of America's highest growth markets. Sales bg. imp. Equal op. emp. Call Cliff Gill, 213-559-2110, or write PO. Box 11568, Marina del Rey, CA 90291.

HELP WANTED TECHNICAL

CHIEF ENGINEER CLASS B FM

Midwestern major market seeks experienced chief. Must be knowledgeable in audio processing, maintenance, STL, studio construction and computer sciences. Great opportunity with growing group for hard-working skilled individual! EOE. Write Box M-17.

PARKWAY COMMUNICATIONS CORP.

The Broadcast Service of U.S. News & World Report

MANAGER, TECHNICAL OPERATIONS

Nation's largest syndicator of line arts and news feature radio programming seeks a take-charge pro with proven technical and administrative abilities. Successful applicant will have excellent production skills, plus the managerial ability to direct all technical operations of the company, including development and administration of department budget, scheduling of manpower and facilities, setting and maintaining technical standards, planning for future growth and development of company. Send resume with references and salary requirements to:

President
Parkway Communications Corp.
7797 Old Georgetown Road
Bethesda, MD 20814
EEOCM-F
RF Broadcast Systems Engineer

CBS, Inc., a diversified leader in the communications industry has a position available for an allocations & RF systems engineer for its radio engineering department in NYC.

Responsibilities will include project budget preparation and planning, including FCC application, RF design and installation, and the supervision of AM, FM, microwave and 2-way communication systems.

You should have a BSEE degree and a minimum of 4 years related experience; familiarity with FCC procedures essential. Excellent written communications skills required to draft reports and comments for FCC review.

We offer a fully commensurate salary and excellent benefits package. For prompt consideration send resume and salary history to: Mr. Robert Werner, Manager of Technical Recruitment, CBS, Inc., 51 West 52nd Street, New York, NY 10019.

CBS RADIO
A Division of CBS Inc.
Men and Women of All Races Desired

Situations Wanted Management

GENERAL MANAGER
Complete, professional managerial skills with proven record in medium to major market. Extra strong in sales, promotion, programing and profit development. 19 years successful management experience developing analytical abilities; writing and presentation skills; media sales and advertising agency work. For a resume, salary history and letter describing my interests, phone 209-957-1875.

TELEVISION
Help Wanted News

GENERAL ASSIGNMENT REPORTER
WDIV, Post-Newsweek in Detroit, is looking for the best general assignment reporter around. The person we seek is an excellent journalist, a storyteller; a hustler who can handle whatever the big city has to offer, someone with an on-air presence that stands out from the crowd. This is an opportunity to join a first-rate, innovative news organization in the most competitive news town in the U.S. EOE. Please send a resume and tape to:
Mark Ettrin, Executive Producer
WDIV News
550 Lafayette Blvd.
Detroit, Mi 48231.

Meteorologist

CONSUMER REPORTER
We are a top ten Midwest network affiliate with a reputation for provocative journalism. The person we seek is an excellent journalist already working the consumer beat, with a style and on-air presence that is truly original. If your approach to consumer news has an impact, and if you have a couple of ideas that nobody has tried, please send a cover letter and resume to Box M-26, EOE.

IF YOU ARE THE BEST
sports anchor in television and would like to work in a major market in the Southeast, we want to hear from you. EOE, M/F. Resume only to Box K-40.

SALES REPRESENTATIVES
If you are an established independent manufacturer's representative calling on broadcast and cable accounts, Midwest Corporation would like to talk to you. We are seeking highly motivated individuals to represent our Mobile Unit Group in the following geographic areas: New England, Rocky Mountain, Great Plains, Northwest and Canada. The commission structure on these large capital expense items will not disappoint you. For further information, call John Loughmiller, Midwest Corporation, Mobile Unit Group, 502-491-2888, between 1 and 5 p.m. E S T.

SPECIAL NOTICE
Effective with the November 15, 1982 issue, ALL Broadcasting Magazine classified advertising orders must be prepaid.

For Fast Action Use BROADCASTING’s Classified Advertising

Broadcasting Jan 10 1983 110
Help Wanted Sales
Continued

ACCOUNT EXECUTIVE
Top 20 network affiliate in the Rocky Mountain West looking for an ambitious, experienced salesperson. Must have proven track record in TV sales. Experience in production, retail and agency important. Send your resume to Box M-62, EOE, M/F.

Help Wanted Technical

TELEVISION

Maintenance ENGINEER

This is a unique opportunity in the subscription television industry. If you hold a first class FCC license or equivalent and have prior UHF television experience as a chief engineer, transmitter supervisor or transmitter maintenance engineer, you could be part of the challenge Chicago Transmitter Company offers in Chicago. You’ll be involved in maintaining subscription television broadcast equipment, including a five megawatt (E.R.P.) UHF television transmitter, and studio equipment. Formal education in broadcast engineering is preferred and thorough working knowledge of studio and transmitter equipment is essential. This position offers an excellent salary/benefit package, along with the matchless opportunity to be part of the nation’s fastest growing areas in home entertainment. For immediate consideration, please send your confidential resume and salary requirements to:

SUNBELT STATIONS NEED
TV chief engineer & assistant chief. Send complete resume, references and salary history. Salary: DOE. EOE. Consultant, Box 100, Gardendale, TX 75758.

WANT TO BE A CHIEF?
Mid-South UHF needs experienced transmitter-studio-maintenance technician who wants to advance career. Will negotiate and offer “Extras”. Write Box M-57.

Help Wanted Management

DEPUTY DIRECTOR

We are in need of an individual to assume the responsibilities of deputy director of our broadcast services department. Individual will provide assistance to the director of the department in analyzing existing corporate policies which affect public broadcasting stations and the evaluation of contract performance. Applicant must have a Bachelor’s degree in communication or closely related area; Master’s degree in business or management of non-profit organizations and a minimum of six years’ management experience in public telecommunications with demonstrated work experience in public broadcasting. Salary commensurate with experience, maximum of $54,740; with many other excellent benefits. If you have the above-listed required qualifications and are interested in pursuing this position, please forward your resume to the:

CORPORATION FOR PUBLIC BROADCASTING
Personnel Department/DDBS
1111 Sixteenth Street, NW
Washington, DC 20036

Resumes must be received by close of business January 20, 1983. Equal opportunity employer.

Situations Wanted News

CONTRACT EXPIRED

Employment Service

RADIO JOB PLACEMENT
If you are an announcer, news or sports person, programer, sales, sales management or General Manager seeking to “move up”, NATIONAL BROADCAST TALENT COORDINATORS can help you. NATIONAL is the nation’s leading radio placement service, NBC radio services radio stations in all size markets from coast to coast. For confidential details, including registration form, enclose one dollar postage and handling.

NATIONAL BROADCAST TALENT COORDINATORS
Dept. B PO Box 20551
Birmingham, AL 35216.
205-822-9144

RADIO JOBS
10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly papers. Up to 300 openings every week! Disc jockeys, newspaper & program directors, small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, $6. Special bonus: 6 consecutive weeks only $14.95—you save $21! AMERICAN RADIO JOB MARKET, 8215 Don Gaspar, Las Vegas, NV 89108.

Consultants

RADIO STATION OWNERS: 1st QUARTER OF 1983 CAN BE YOUR MOST PROFITABLE EVER
WE CAN INCREASE YOUR SALES WITH NO CASH OUTLAY ON YOUR PART, AND GUARANTEE YOUR SPOT RATE.

We have a two-fold sales approach where we sell safety campaigns by telephone, and then follow up selling these accounts in person for long periods.

We will furnish you with complete references, and then arrange to meet you in person at your office or ours, at our expense, before we start your sales effort. All sales will be done by principals of our company.

IF YOU WOULD LIKE TO INCREASE YOUR SALES, AT NO COST, CALL US COLLECT
Stewart P. Lurie, President
Community Service Broadcasting
3000 Dundee, Suite 418
Northbrook, IL 60062
312-564-3904

For Fast Action Use BROADCASTING'S Classified Advertising
ALLIED FIELDS
Help Wanted Technical

DIRECTOR OF ENGINEERING
Audio Production Facility
Bonneville Productions is looking for a key individual to oversee the technical operation of its Salt Lake City tape duplication and audio recording facilities.

The successful candidate will be responsible for the design, construction, maintenance, and enforcement of technical standards for 3 Gauss high-speed duplicator lines, 5 recording studios including 24-track, and a multi-media production center.

This position has supervisory responsibility for a staff of 10 engineers and technicians. The applicant must be well versed in professional audio production techniques and equipment, have a BSEE or equivalent technical background, and have a minimum of 3-5 years' experience in a professional audio engineering capacity to include some supervisory experience. Excellent interpersonal skills are a must.

Please reply to Ellen Richardson, Personnel Director, Bonneville Productions, 130 Social Hall Avenue, Salt Lake City, UT 84111; 801-237-2431.

A Division of BONNEVILLE INTERNATIONAL CORP.
Equal Opportunity Employer

Help Wanted Sales

NATIONAL CO-OP DIRECT MAIL FRANCHISE
Territories available to qualified individuals or corporations. Protected territories no competition as we have 4 color coupons on quality enamel stock. Repeat sales. Cash business. NO INVESTMENT FOR FRAN. CHSE. For details write or call Ron Stewart, Treasure-Fax Inc., 2228-28th St. N., St. Petersburg, Florida 33713 - Toll Free 800-237-8886

Miscellaneous

WILLING TO SELL?
If you have an AM or FM construction permit and are looking for a buyer, call us: Lambda Broadcasting, Inc. Robert Davis, 605-347-5056.

WANT TO OWN A STATION?
Full-day, individual seminar for broadcast investors given to you & your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover among the topics. Find out how to buy your next or first station through my personal experience. Robin S. Martin, President. Deer River Broadcasting Group. Suite 1001, 141 E. 44th St., NYC 10017. 212-599-3303.

Radio Programming

The MEMORABLE Days of Radio
30-minute programs from the golden age of radio VARIETY / DRAMA / COMEDY / MYSTERIES / SCIENCE FICTION included in each series
Program Distributors:
10 South Main
JOPEDDO, ARKANSAS 72401
501-972-5884

Public Notice

PUBLIC NOTICE
Final applications for cable television license, Ashland, Massachusetts, The Town of Ashland will accept final applications for a cable television license pursuant to the regulations established by the Massachusetts Cable Television Commission. Applications must be filed with the Massachusetts Cable Television Commission. Any interested party may obtain a copy of the issued Authority Report from the office of the Board of Selectmen for the regular business hours. Applications must be filed with the Massachusetts Cable Television Commission. Any interested party may obtain a copy of the issued Authority Report from the office of the Board of Selectmen during regular business hours. All applications received will be available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed. Board of Selectmen, Ashland, MA 01721.

WANTED TO BUY STATIONS
ATTORNEY
with excellent radio credentials seeks management position with option to purchase. All markets considered, Northeast preferred. Write Box M-45.

WANTED TO BUY RADIO
Interested in station in Southeast or Midwest. Medium or small market. No brokers. Reply Box M-66.

For Sale Stations

Wilkins and Associates Media Brokers

NY AM $20,000 downpayment
MN AM/FM $35,000 downpayment
LA FM $20,000 downpayment
PA AM $35,000 downpayment
VA AM $25,000 downpayment
AZ AM $35,000 downpayment
GA AM $20,000 downpayment
CO FM $30,000 downpayment
IA AM $35,000 downpayment
TN AM $30,000 downpayment
MT FM $50,000 downpayment
MS AM $35,000 downpayment
WI AM $50,000 downpayment
ND AM/FM $15,000 downpayment

For Sale

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
Specializing in Sunset Broadcast Properties
5050 Poplar - Suite 816 - Memphis, TN 38117
901/767-7980

W. John Grandy
BROADCASTING BROKER
1029 PACIFIC STREET
SAN LUIS OBISPO, CALIFORNIA 93401
805-541-1900 - RESIDENCE 805-544-4502

TEXAS FULLTIME AM
Underdeveloped class 4 AM in robust medium west Texas market. Great potential. $500,000. Write Box K-81.

FOR SALE
Fulltime AM 1kw station. Real estate included. Excellent opportunity for Spanish broadcaster. $250,000, cash. Principals only—no brokers. Submit financial qualifications with inquiries to Joe Madaras, PO. Drawer K, Blythe, CA 92225. 619-922-7143.

THIS PUBLICATION IS AVAILABLE IN MICROFORM
University Microfilms International
300 North Zeeb Road, Dept. RR, Ann Arbor, MI 48106

Broadcasting Jan 10 1983 112
For Sale Stations Continued

**SOUTHEAST**
- FL: 100.000 watt FM covering 2 good markets in fast-growing coastal resort area. Priced at 3 times gos 750,000. $200 down and favorable payout. METRO: Middle Atlantic recession free market, 700,000 pop., 5 kw. Daytimer. PSA. Excellent equipment and sound. Reasonable leases. Less than 2 times gos. $525,000 terms. GA: Class A suburban FM serving area of 250,000, 3rd fastest growing metro area in state. Ideal for owner-operators, $425,000. Very favorable terms.

**WALKER MEDIA & MANAGEMENT, INC.**
Southeast capital city AM. Excellent plant. Built-in financing. Asking $500,000.

- 703-521-4737
- 1080-758-804

William L. Walker
PO. Box 2284
Arlington, VA 22202

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**FOR SALE**

Call Chapman Associates

**NATIONWIDE MERGERS & ACQUISITIONS**

- **5,000 WATT FULLTIME**
  - Attentive major Midwest university area of over 250,000. 3rd largest university in area. Priced at 3 times current sales. Excellent studio facility including new BXM boards, computer traffic system and satellite dish. $300,000 down. Owner financing available. (214) 458-9226

- **PROFITABLE FULLTIME**
  - 3-yi old FM radio station. Small Oklahoma market. New equipment. Located in tourist area. Draws 20,000 people a year. Asking $300,000, cash only. Contact Charles Stone, (404) 622-3089.

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**SPECIAL NOTICE**

Effective with the November 15, 1982 issue, ALL Broadcasting Magazine classified advertising orders must be prepaid.

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**THREE FM STATIONS**
All are Class C. Medium to major Sunbelt markets. Will sell as group or separately.

- **10% down & 10% interest over 10 yrs.**

Owner. Write Box M-32.

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**ONLY FM STATION IN CDA**
Opportunity to purchase the exclusive FM station in a beautiful resort area. Cowdr d' Alene, Idaho. $400,000. Recently rated one of the 10 greatest places to live by US News World Report. For info on KIDOB-FM, contact: Kip Hedrick, 9108 Division, Spokane, WA 99218. 509-484-5307.

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**BOB KIMEL'S NEW ENGLAND MEDIA, INC.**

**NEW ENGLAND OWNERS**

- They're travelling throughout January. If you'd like to meet in your city to discuss what your property might bring (no obligation), give us a call.

- 8 DRAINCLL DR.  
  - ST. ALBANS, VT 05478  
  - (802) 534-5162

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**Dan Hayslett Media Brokers**

**RADIO, TV, and CATV**

**13111 N. Central Expressway Dallas, Texas**

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**CALL TO GET ON OUR MAILING LIST**
BUSINESS BROKER ASSOCIATES
615-756-7635 (24 Hours)

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**5,000 WATT FULLTIME**

- Attentive major Midwest university area of over 250,000 population. Will sacrifice at substantially less than two times current sales. Excellent studio facility including new BXM boards, computer traffic system and satellite dish. $300,000 down. Owner financing available. Call J.D. Williamson, R 216-782-1144.

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**WALKER MEDIA & MANAGEMENT, INC.**
Southeast capital city AM. Excellent plant. Built-in financing. Asking $500,000.

- 703-521-4777
- William L. Walker
- PO. Box 2284
- Arlington, VA 22202
Media Investment Analysts & Brokers
Bob Marshall, President
Start off the New Year with this southeastern full-time AM station located in a historic medium-sized market. Well-established station with consistently high ratings and proven successful format. Total price of $600,000 includes studios, offices and transmitter site. Liberal terms available to a qualified buyer, possible absentee owner opportunity.
508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 (803) 842-5251
809 Corey Creek, El Paso, Texas 79912 (915) 581-1038

EXCLUSIVE OFFERINGS:

(1) Great Lakes AM and FM $2,300,000 Terms
(2) Texas Class A $650,000
(3) Texas 1 KW Daytimer $160,000

Bill-David Associates, Inc.
2508 Fair Mount St.
Colorado Springs, CO 80909

For Fast Action Use
BROADCASTING’s
Classified Advertising

BROADCASTING’S CLASSIFIED RATES

Payable in advance. Check or Money order only. Payment must accompany order.

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 to BROADCASTING, Blind Box numbers. 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: 85c per word, $15.00 weekly minimum. Situations Wanted: (personal ads) 50c per word, $7.50 weekly minimum. All other classifications: 95c per word, $15.00 weekly minimum. Blind box numbers: $3.00 per issue.

Rates: Classified Display: Situations Wanted (personal ads) $4.00 per inch. All other classifications: $7.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

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

David Lane, VP and general manager, WFAA-TV Dallas, named to newly created position of VP of television for parent Belo Broadcasting. Lane will be responsible for all Belo television stations.


Frank Maruca, VP and general manager, KMAC-AM/KISS-FM San Antonio, Tex., named regional group manager, radio, for parent Capitol Broadcasting. James Tiller, general sales manager, KMAC-KISS, succeeds Maruca.

John Radeck, president and general manager, KESQ-TV Palm Springs, Calif., joins WJXT-TV Jacksonville, Fla., as VP and general manager.

Geoffrey Rose, national sales manager, WTVT-TV Hartford, Conn., joins WTXX-TV Waterbury, Conn., as general manager.

Dick Lewis, general manager, WXL1-AM Peoria, Ill.-WMQW-FM Pekin, Ill., elected VP and member of board of parent Peoria Valley Broadcasting.

Stanley Cohen, general sales manager, WINZ-AM Miami-WINZ-FM Miami Beach, Fla., named general manager. succeeding Harold Frank, resigned.

Shannon Lange, local sales manager, WJKN-TV Cleveland, joins WBHH-AM-WMHH-FM there as general manager.

Wanda Bottiger, from WXEX-TV Petersburg, Va., joins WEZQ-FM Richmond, Va., as general manager.

Therese Ledwith, graphic artist, Lakeland Coldtype, Nutley, N.J., joins Cable Television Network of New Jersey, Trenton, N.J., as chief of operations.

Gene Collins, programming manager, WTMN-TV Albany, N.Y., named director of operations.

David Cummings, business manager WWNY-TV Watertown, N.Y., named director of operations.

Thomas Michael Whallen, air personality, WNEW-FM New York, joins WNAH-FM Bridgeport, Conn., as operations manager.

Bernie Thompson, from KOKI-AM-KYOF-FM Oklahoma City, joins KKLH-FM Edmond, Okla., as station manager.

Jack Porteous, general manager, WBJO-AM Orlando, Fla., resigned.

Elected senior VP's, Cox Cable Communications, Atlanta: G. Lewis Davenport, VP, Eastern division; Arthur Dwyer, VP, marketing and programming; Robert O'Leary, VP, finance; Garold Tjaden, VP, engineering and technology; Paul Waring, VP, corporate development, and Gary Weik, VP, development.

David Garrett, senior accountant, Deloitte, Haskins & Sells, Atlanta, joins Dowden Communications there as controller and assistant treasurer of cable television and telecommunication company.


Bruce Maggin, VP, planning and corporate development, Ziff Corp., New York, joins ABC Inc. there as VP, cost management.

Gloria Puchon Briggs, freelance assistant, special projects, ABC Radio Networks, New York, named administrator. ABC Youth Radio Networks.

John Damiano, director, affiliate planning, marketing and administration, NBC-TV, New York, named VP, affiliate planning.


Patricia Hussey, assistant treasurer-controller, named treasurer-controller.

Jerry Senger, from Hannaford Brothers Co., South Portland, Me., joins Guy Gannett Broadcasting Services, Portland, Me., as controller.

Gary Smith, senior internal auditor, Westinghouse Electric Corp., Roseland, N.J., joins Westinghouse Broadcasting's WJZ-TV Baltimore as assistant controller.

Philip Tymon, from Grassroots Video, Berkeley, Calif., joins noncommercial WBAI-FM New York as general manager.

Eustis Walcott, VP, Quinn & Johnson, Boston advertising agency, joins noncommercial WGBH-TV there as director, Fund for the Eighties, station's fund raising campaign.

John Fogarty, counsel, Manhattan Cable TV, named VP, Kathleen Scopp, assistant counsel, named senior manager.

David Dial, program manager, noncommercial WIRS-TV Boynton Beach, Fla., joins noncommercial WNNF-TV Evansville, Fla., as director of broadcasting.

Marketing

Appointments. Ogilvy & Mather, Atlanta: Neill Cameron, VP and general manager, and Ian Latham, VP and creative director, to senior VP's: Julie Burmeister, manager, broadcasting business affairs, to producer: Jeff Spencer, assistant account executive, to account executive.

Elected senior VP's, SSC&B Inc., New York: Alice Platt, VP, management supervisor; Walter Weis, VP, associate creative director, and Mary Ellen Harris, VP associate creative director. Elected VP's: Sheri Colonell, account supervisor, and Joseph Shelesky, art director.

Thomas Mahoney, senior VP and general manager, Kenyon & Eckhardt, Boston, named vice chairman of agency's management committee.

Surely in a class by herself.

Sherlee Barish. Executive recruiter. The best there is, because she's been doing it longer and better.

Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers. Call her.

BROADCAST PERSONNEL, INC. 527 MADISON AVENUE NEW YORK CITY, 10022 (212) 355-2672
Robert Bailey, VP and director of marketing research, BBDO, Chicago, named to new post of senior VP, director of marketing services. Lori Kasdan, associate research director, named VP and senior associate research director.

Eileen Laddy, VP and creative group head. Benton & Bowles. New York, named senior VP.

Christina Haynes, research supervisor, Torbet Radio, New York, named research manager. Nora Demos, research assistant, named research analyst.

J. Raymond Avedian, manager, national advertising, American Motors Corp., Detroit, joins Radio Advertising Bureau there as VP, manager national sales, Detroit region, succeeding W. Eidon (Hap) Hazard, who has retired but will continue as consultant.

Bob Young, national sales manager. KGO-TV San Francisco, named general sales manager.

Appointments. KJOH(FM) Los Angeles: Charles Cady, senior account executive, to general sales manager, succeeding Robert Bochicchio, resigned; Robert Lyles, sales service supervisor, to sales promotion manager; Mel Jones, assistant traffic manager, succeeds Lyles; Sylvia Contreras, credit and collection manager, succeeds Jones, and Janet Brainin, advertising, promotion and research manager, to account executive, business development.


Mary Noel, account executive WNOR-FM Norfolk, Va., named general sales manager.

Spencer Koch, national sales manager. WAGA-TV Atlanta, joins WJ/KW-TV Cleveland as general sales manager.

Annell Kirkland, from WRW/AM) Richmond, Va., joins WEZS(FM) Petersburg, Va., as general sales manager.

David Alteri, account executive. WNYT-TV Watertown, N.Y., named director of sales.

Karen Heniger, national sales manager, WTVJ(TV) Jacksonville, Fla., joins Media General's WJKS-TV there as national sales manager.

Paul Courtney, senior account executive, WEEI/AM Boston, named sales manager.

Jerry Watson, account executive, WOWT(TV) Omaha, named local-regional sales manager.

Clarence Jones, account executive, WTVJ(TV) Miami, joins WOWT, succeeding Watson.

Stephen Rozov, account executive KING-TV Seattle, joins WNET(TV) Hanover, N.H., as local sales manager.

Appointments. WSN-TV Milwaukee: Eric Henry, national sales manager, to general sales manager; William Lind, local sales manager, succeeds Henry, and Carl Schultohf, account executive, succeeds Lind.

Kenlyn Zschunkie, from Joseph Schlitz Brewing. Milwaukee, joins KHOU-TV Houston as local sales manager.

Eric Johnson, local sales account executive, WSB-AM-FM Atlanta, named national sales director.

Alan Deflorio, account executive, KUSI-TV San Diego, joins Harrington, Righter & Parsons, New York, as account executive.

Robyn Stephan, account service manager, Gilpin, Peyton & Pierce advertising, Orlando, Fla., joins Ensslin & Hall, Tampa, Fla., as account executive.

Elise Kremer, from Grey Advertising, New York, joins Cable Networks Inc. there as account executive. CN1 is cable advertising and marketing firm.

Marilyn Citron, account executive. KMEL(FM) San Francisco, joins KB(SAM) there in same capacity.


John Jensen, executive VP, Barickman Advertising, Kansas City, Mo., named president and chief operating officer.

Donald Bigda, management supervisor, Dancer Fitzgerald Sample, New York, named senior VP.

Cynthia Verrone, research account supervisor, Needham, Harper & Steers, Chicago, named management supervisor.


Appointments, McDonald Davis & Associates, Milwaukee, marketing communications agency: William Le Monds, from WCGV-TV Milwaukee, to manager of broadcast programming and syndication; Ellen Ney, from Holiday Inn, Green Bay, Wis., to account executive and manager of new Green Bay office; Todd Robert Murphy, from Wisconsin Department of Industry, Labor and Human Relations, Milwaukee, to account executive; Nancy Galante, from Hoffman, York & Compton advertising, Milwaukee, to media buyer; Glenn Hale, freelance writer and broadcast producer, Milwaukee, to writer; and Barbara Kraus, from Autotrol Corp., Glendale, Wis., to administrative assistant.

William Fagan, senior VP and general sales manager. Petry Television. New York, named executive VP. Edward Aiken, director of programming, named VP.


Programing

Alan Wagner, independent producer in New York, and former VP programs, CBS Entertainment, New York has signed exclusive contract to develop and produce programming in association with Columbia Picture Television. He left CBS last March to become chief executive officer of The Disney Channel (Broadcasting, March 15, 1982) When Disney moved its operations to West Coast in November, Wagner resigned to remain in New York as independent producer.

Lawrence Spungen, VP, MCA Development Co., Universal City, Calif., named executive VP.

William Nix, VP and deputy general attorney. Motion Picture Association of America, New York, named to head association's antipiracy program.

David Stanley, VP, business affairs, television production division. MGM-UA, Los Angeles, joins Metromedia Producers Corp. there as VP, network business affairs.

Timothy Quealy, production manager. NBC-TV, Los Angeles, named to newly created position of director, entertainment production planning. NBC Entertainment there. James Peterson, budget administrator. NBC Sports, New York, named manager, sports events budgets and planning.

James Mertz, director of sales and marketing, WILA-TV Washington, joins Telepictures Corp., New York, as VP, domestic sales.

Dan Filie, manager, entertainment research, ABC-TV, Los Angeles, named manager, comedy series development, ABC Entertainment.
Richard Fried, director of advertising and marketing services, Marantz Co., Chatsworth, Calif., joins Walt Disney Home Video, Burbank, Calif., as marketing manager.

Doug McCormick, from Petry Television, New York, joins Cable Health Network there as VP, market development and sales.

Kathleen Heippie, assistant to VP and general manager, Warner Bros. Cartoons, Burbank, Calif., named manager, production and administration.

Kenneth Edmundson, producer, NBC Sports, New York, has signed new multiyear contract with network.

Sandy Grossman, producer, Prism. Bala Cynwyd, Pa., regional pay cable network, named producer of network's Philadelphia 76ers professional basketball coverage.

Carl Princi, director of programming and community involvement, KFAC-AM-FM Los Angeles, named VP.

Donna Hutchinson, program and promotion director, WHSN-TV New York, named VP, programming.

Steve Taylor, promotion director, WFLY-FM Leesburg, Fla., joins WLEQ-FM Bonita Springs, Fla., as program director.

Judy Seabridge, associate director, ABC-TV, New York, joins WTEN-TV Albany, N.Y., as production manager.

Richard Warsinske, producer-director, KING-TV Seattle, joins KPIX-TV San Francisco as executive producer.

Thomas Hannum, senior director, WLX-TV Onondaga, Mich., joins WFSB-TV Hartford, Conn., as producer-director.

Lisa Hinman, from WENV-TV Cleveland, joins WHIL-TV Philadelphia as producer-director.

Fred Horton, air personality, WSKY-FM Syracuse, N.Y., named program director.

Mike Hurdelbrink, production manager, WDCM-TV Washington, joins WHA-TV there in same capacity.

Dante James, technical operations manager, noncommercial WHMM-TV Washington, named executive producer.

Robin Salem Nichols, director of project discovery, Wichita State University, Wichita, Kan., joins noncommercial KPTS-TV Hutchinson, Kan., as producer-writer.

Peter Murray, VP, communications, noncommercial WJEA-TV Washington, named VP and general manager of Wetacom, station's production subsidiary.

**News and Public Affairs**


Mark Monsky, VP, news, WNEW-TV New York, named to newly created post of president of Metromedia news for parent Metromedia.


Bob Vito, producer, Cable News Network, Atlanta, named chief of new Detroit bureau.

Chris McDaniel, editor-reporter, WAFB-TV Baton Rouge, La., named assistant news director.

Appointments. news department WMAR-TV Baltimore: Frank Baker, executive producer and managing editor, WTLM-TV Jacksonville, Fla., to producer; Kevin Brown, city hall reporter. WCBM (AM) Baltimore, to same capacity, and Helen Lester, photographer-editor, WLOS-TV Asheville, N.C., to same capacity.

Bruce Frank, reporter, KAKE-TV Wichita, Kan., joins WTOL-TV Toledo, Ohio, as news producer. Deborah Foggio, from WJBF-TV Detroit, joins WTOL-TV as reporter. Jill Olmsted, noon anchor, WTOL-TV named weeknight co-anchor and reporter.

Jeff Graham, news producer, WNNY-TV Waterdown, N.Y., named director of news. Lois Dempster, director, WNNY-TV, named director of public affairs.

Rosemary Haddad, news director and air personality, WSNL-AM St. Petersburg, Fla., joins KYW-AM Philadelphia as news editor, writer and reporter.

Kathleen Shepherd, director of program production and public affairs, WPXJ-TV New York, named VP, community affairs and production.
Jean Ross, reporter, WCAQ(AM)-WXYV(FM) Baltimore, named public affairs director.


Larry Masco, sports director. KCLG(AM) Washington, Utah, named news and sports director. Doug Hassell, news director, named community affairs director.

Deborah Rose, news assistant, KRON-TV San Francisco, named field producer.

Barbara Horner, newswriter, WXYZ-TV Detroit, named producer, 5 p.m. news.

Appointments, WIZN(AM) Miami-WINZ(AM) Miami Beach, Fla.: Frank Mottek, afternoon news anchor, assumes additional duties as public service director; John Leisher, from WVCQ(AM) Coral Gables, Fla. to afternoon news anchor; Marlan Degentesh, reporter, WTOV(AM) Miami, to anchor.

Ron Harig, assistant professor of broadcast journalism, Syracuse (N.Y.) University, joins KTVP(AM) Salt Lake City as executive news producer.

William Strauss, news director, WQXR(AM) New York, retires after 46 years with station.

Patrick Heffernan, reporter, WJBL(AM)-WBNQ(AM) Bloomington, Ill., joins WAND(AM) Decatur, Ill., as assignment editor.

Andrea McDaniel, from WNS(AM) St. Petersburg, Fla., joins WFTS(AM) Tampa-St. Petersburg as anchor for news break ins.

Jill Olmsted, anchor-producer, WOLT-TV Toledo, Ohio, named weekend co-anchor, Toledo Eleven News.

Frances Hardin, anchor, Mutual Broadcasting System, Washington, joins WRC(AM) there as reporter.

Roger Sockman, news director, WIBR(AM) Baton Rouge, joins KLFY-TV Lafayette, La., as weekend anchor-reporter.

Jerry Brown, weather anchor/staff announcer, WSAZ-TV Huntington, W.Va., joins KTIV(AM) St. Louis as weekend weather anchor-reporter.

Technology

Roy Brubaker, VP and general manager, WQED West, Pittsburgh post-production facility of noncommercial WQED(AM) there, joins RCA Videodisks, Burbank, Calif., as director of technical services.

Gary Persons, account executive, Station Business Systems, Los Angeles, joins Cetece Broadcast Group, Chesapeake, Va., as radio systems sales manager.


Jeffrey Krauss, director, regulatory policies, M/A-Com, Rockville, Md., named VP and director of corporate affairs for M/A-Com Development Corp. there.

Appointments, C-Cor Electronics: William Koek, purchasing agent, State College, Pa., to materials manager; James Shamp, supervisor, to production manager, and John Gummo, supervisor, Altoona, Pa., to facility manager, Madera, Pa., facility.

Terry Borchers, director of future market requirements, Mycro-Tek, Wichita, Kan., manufacturer of video equipment, named national sales manager.

D. Jay Cunningham, from IBM, Research Triangle Park, N.C., joins Siecor Fiberlan, Research Triangle Fiber optics firm, as market manager.

Susan Roberts, freelance consultant, joins Teledyne Accoustic Research, Norwood, Mass., as communications manager.

Norman Smith, VP, sales and marketing, Video Canada Corp., Elk Grove, Ill., joins Zenith, Glenview, Ill., as sales manager, rental markets.

Paul Hurd, chief engineer, WHDH(AM)-WCOZ(FM) Boston, named VP, chief engineer.


Ralph Landon, staff engineer, WCCH-TV Columbus, Ohio, named chief engineer.

Dennis Kronenberg, master control engineer, Cable News Network, Atlanta, joins KCO(TV) Los Angeles as engineer.

Promotion and PR

John Ireland, promotion manager, moves, specials and mini-series, NBC-TV, Los Angeles, named manager, on-air promotion, moves and specials.

Betsy Anderson, promotion manager, St. Petersburg (Fla.) Times and Evening Independent, joins United Media Enterprises, New York multimedia organization which includes United Features Syndicate, TV Data, Tele-log and TV Watch, as promotion manager.

Tom Bruce, director of sales, WNNY-TV Watertown, N.Y., named promotion director.

Victoria Kraft, on-air producer, WTTG-TV Washington, named on-air promotion manager.

Appointments, promotion department, KVT(AM) Oklahoma City: Vicki Riggs, executive writer-producer, to promotion coordinator; Beth Durbin, recent graduate, Bowling Green University, Bowling Green, Ohio, to promotion copywriter, and Ronnie Mendelson, freelance writer, Atlanta, to promotion assistant.

Vivian Wright, recent graduate, Morehead State University, Morehead, Minn., joins WOSO-TV Charlotte, N.C., as manager, special promotion projects.

Catherine Quinnian, from WOR-TV New York, joins WNBC-TV there as publicity administra.

Jill Katz, promotion manager, WCVB-TV Boston, named creative services director.

Andy Siegel, senior VP, creative affairs, MGM/UA Television, Los Angeles, assumes additional responsibilities for current programming and public relations, advertising and promotion.

Allied Fields

Thomas McCoy, from Golden West Broadcasting, Los Angeles, joins National Radio Broadcasters Association, Washington, as senior VP.

Harold Fleig, VP, media research group, A.C. Nielsen, Northbrook, Ill., named to newly created position of director of marketing services. Connie Malick VP, media research group, Northbrook, Ill., named central territory regional manager, Nielsen Station Index.

Israel Teitelbaum, attorney, policy and rules division, Mass Media Bureau, FCC, Washington, leaves to form own private law practice and insurance brokerage firm there.

Doris Cooper, administrative staff assistant, Mass Media Bureau, FCC, Washington, retires after 25 years with it and predecessor, Broadcast Bureau.

Elected officers, Pennsylvania Association of Broadcasters: Arthur Greiner, WSHR(AM) Shippensburg, president; Robert Zimmerman, WRS(AM) State College, vice president, radio; David Dodds, WGAL-TV Lancaster, vice president, TV; Harry Haas Jr., WFLN-AM-FM Philadelphia, secretary, and Fred Young, WTAE-TV Pittsburgh, treasurer.

Patrick Irvin, editorial manager, Continental Cablevision, Boston, joins Butterfield Communications Group, Cambridge, Mass., as senior consultant. Butterfield is management consulting firm specializing in broadcast and cable television.

Deaths

Floyd Mack, 70, voice of The Bell Telephone Hour on NBC Radio from 1940 to 1959, died of emphysema Jan. 3 at his home in Newark, Ohio. Survivors include daughter.

Eugene Henry Rietzke, 85, founder and former president, Capitol Radio Engineering Institute, Washington, died Jan. 3 at George Washington University hospital. Survivors include his wife, Lillie Lou, and two sons.

Jerry Miller, 45, assistant director of corporate purchasing, ABC, Los Angeles, died of cancer Dec. 9 at Henry Ford hospital, Detroit. He is survived by his sister.
Iacov’s Bias
 outspoken engineering

More than 50 years ago John Bias saw his first demonstration of television at the Iowa State Fair. He was entranced and determined to study to become a television engineer. Bias never wavered from his goal. Today, after more than 40 years of background in technical aspects of television, Bias holds the title of vice president—science and technology for Viacom International Inc., New York. He is the house technical counsel, supplying advice to the various facets of Iacov operations, including its broadcast systems, cable, film syndication and theontime pay television facility.

Since television was only in its embryonic stages back in 1932, Bias, then 13, gravitated to radio, becoming initially a ham radio listener and at 16, earned his ham license and built his own transmitter. Bias left his hometown of Des Moines, Iowa, in 1937 to attend Iowa State University at Ames where he worked as a waiter at a girl’s dormitory and as a “tin knocker” (a inner’s apprentice) to earn expenses. He received a BS in electrical engineering from Iowa State University in 1941. ranking in the upper 5% of his class.

Upon graduation, Bias joined the Gen Electric Co. in Schenectady, N.Y., as a student engineer. His career at GE was to stretch for 28 years, during which he worked initially on the development of radar and subsequently on the design and development of broadcast equipment. He distinguished himself in AM, FM, shortwave and TV transmitters technology.

When he decided to leave GE in 1969, Bias was manager—engineering, visual communications products department, in Syracuse, N.Y., supervising about 100 employees, including engineers, managers, craftsmen and other professional personnel. “GE was a wonderful place to work,” Bias recalls. “But my job was purely administrative. I must say that I am more of a technically oriented person than an administrator. I am more comfortable when I’m working on technical problems.”

Landing a job was no problem. Bias says, he had many friends in both the manufacturing and broadcasting ends of technology and had numerous job offers.

He decided to move into broadcasting and accepted the post of associate director of cable technology at the CBS Television Network.

“I had to change my orientation from broadcasting to cable but the transition was smooth,” he says.

At CBS he was responsible for the technical analysis of community antenna television systems and the operation of a CATV equipment evaluation laboratory. He was in that position for exactly one year when he had to make a decision.

“In 1970, CBS had to divest itself of its cable holdings and I was given the option of remaining with the television network or moving to the spun-off company which became Viacom. I elected to go with Viacom which showed lots of promise for growth.”

He worked his way up the ladder at Viacom, starting in 1970 as manager of transmission systems for Viacom’s Tele-Vue Systems Inc., San Francisco, which had about 150,000 subscribers. He remained with the system until 1977 as vice president, engineering. In 1977, Viacom moved him to New York as vice president, engineering, responsible for the design and operation of all Viacom systems, serving 300,000 subscribers. In 1979, Bias was advanced to the new post of vice president, science and technology, assuming an elder statesman’s role at the communications company.

Ralph Baruch, board chairman of Viacom International, says he believes every major company in communications needs a person with the ability to “collate” the developments in the various technologies, and adds:

“We had that person in Frank Bias. Even when he was in charge of engineering operations for our cable systems, local engineers called on him for advice. He has the ability to direct and guide people and do it with tact and restraint. Very few people can do this and keep the respect of the technical people they are advising. Frank has this quality.”

Bias, a low-keyed and mild mannered man, says that in his present post he supervises a staff of one—his secretary. But his influence spreads throughout the Viacom complex. He reports directly to the Office of the Chief Executive of Viacom International, which consists of Baruch and Terrence A. Elkes, president.

“It’s an ideal job for me,” Bias observes. “I’ve had enough of staff work and I like to get things done now through other people. It’s a varied job, bringing me into all facets of our operations.”

Among the technical problems that have to be tackled and solved, he says, are those dealing with cable television “signal leakage,” multichannel (stereo) television sound (which could pose problems for cable systems) and the development of AM stereo.

Bias is also involved in long-range business planning at Viacom and one of his down-the-road projects deals with the future of cable television. In 1976, with the advent of the satellite, cable television has been booming,” he observed. “Now the bloom is coming off the rose. What’s next? I’m struggling with what the next best thing will be. It could be an assortment of information services, such as home magazines, videotext and teletext.”

Bias says that the industry can cope technically with new developments in communications, but there must be a need for services and adds: “I’ve never seen in 41 years of work where the technology so far outstrips the marketing. Business only comes when we determine what people want and give it to them.”

He cites high-definition television as an example. Bias says the industry “gets many complaints about program content but we get few about the technical aspects. The question is: Will people pay more for high-definition television?”

On the other hand, he continues, half-inch and quarter-inch tape are being used because there is a definite need. He concedes that they don’t have studio quality but says they are satisfactory for news coverage.

Bias, an acknowledged “workaholic,” relaxes with his wife, Jean, in a home he keeps in upstate New York in the Adirondacks. He met his wife, also a native Iowan, when they were both with General Electric, where she was an industrial designer.
If all goes as expected, Frederick S. Pierce, executive VP, ABC Inc., will emerge from scheduled board meeting today (Jan. 10) as president of American Broadcasting Companies. ABC had no official comment, but word was that change was imminent. One insider called it "the other shoe," referring to reorganization last July under which operating divisions of company began reporting to Pierce. Pierce, who held title of president, ABC-TV, from 1974 until 1981, will succeed Elton H. Rule, who moves into new post of vice chairman.

White House reporters last week caught up with report by General Accounting Office almost month earlier that high-level National Telecommunications and Information Administration official takes time off from duties there to do "chores" at President Reagan's ranch in Santa Barbara, Calif. (BROADCASTING, Dec. 13, 1982). White House deputy press secretary Larry Speakes was asked about ranch work of Dennis LeBlanc, who earns $58,500 annually as associate administrator of NTIA, after Washington Post featured LeBlanc's ranch work in Sunday article detailing activities of several Reagan administration officials whose activities, writer suggested, reflected less than strict adherence to high ethical standards. Speakes, in answer to questions, said President sees nothing wrong in LeBlanc chopping wood and doing other work at ranch, and expressed view story "is overblown."

RCA board of directors last Wednesday (Jan. 5) approved plan to purchase FM property in top 10 Eastern market ("Closed Circuit," Nov. 15, 1982). Price of station, which is believed to be in Boston, is reportedly between $5 million and $6 million. NBC Radio President Michael Eskridge declined to release identity of station because of "final details which still need to be worked out." Sources say this marks beginning of campaign by NBC to increase its ownership of radio properties, which currently stands at eight: 4 AM and 4 FM.

U.S. Court of Appeals in Washington has held that cable television systems are not entitled to protection against competition from translators. Court last week affirmed decision of FCC rejecting petition of Tele-Media Co. of Key West, Fla., to deny applications of Monroe county government to build UHF translators to rebroadcast programs of five Miami stations. Tele-Media's principal argument was based on Carroll decision—that competition would cause its systems economic injury, with consequent loss of local program service for subscribers. However, court said Carroll issue, adopted in radio case, could not be stretched to apply to cable television, since mission is not authorized to require cable systems to offer programing. Thus, court said, "there is no assurance that Tele-Media will continue to provide that programing in any case." It said violation of translator system will provide residents of county choice of systems, "which is surely in the public interest."

Westinghouse Broadcasting and Cable last week asked FCC on Friday (Jan. 7) to reconsider its decision permitting PTL of Heritage Village Church Missionary Fellowship Inc. to sell WAMT Canton, Ohio, to Livingstone Missionary Foundation of Tulsa, Okla. (BROADCASTING, Dec. 13, 1982). UCC charged FCC violated its transfer ceddings and demonstrated disloyalty to its minority ownership by failing to hold license renewal hearing on case.

Democratic National Committee, Democratic Congressional Campaign Committee and Democratic Senatorial Campaign Committee have asked Court of Appeals in Washington to review FCC's decision denying their fairness doctrine complaint against CBS (BROADCASTING, Nov. 1, 1982). Democrats had complained to FCC after refusing to provide response time immediately after network call speech by President Reagan on Oct. 13 last year. West Mich Broadcasting Co. also has appealed to same court FCC's decision denying its application for new FM station in Hart, Mich., granting mutually exclusive application of Waters Broadcasting C (BROADCASTING, Dec. 6, 1982).

Alexander M. Haig and Henry Kissinger, two former U.S. secretaries of state, will give "off-the-record briefing" to station news directors station general managers participating in annual convention of Association of Independent Television Stations, set to open on Sat. (Jan. 15) at Century Plaza hotel in Los Angeles. Briefing, sponsored by WPix Inc. New York's Independent Network New York scheduled for 4:30 p.m. Sunday (Jan 16) and is open only to TV stations, has been speaking invitation from INN. WPix Inc. officials cited to say how much it is paying for briefing. Generally, Haig Kissinger each draw fees upward of $20,000 for personal appearances.

Representative Mario Biaggi (D-N.Y.) last week introduced a bill (H. R. 84) that would establish Sunday as national election, and all polling places in country would open and close at same time (12 to 9 p.m. Eastern time). Biaggi's bill is aimed at bolstering turn out and to avoid possibility that projections based on Election results discourage Western voters. Both CBS and ABC have made similar call (see editorial, page 12).

United States Senate Majority Leader Howard Baker (R-Tenn.) is slated to add National Association of Broadcasters' annual convention next spring (April 10-13) in Las Vegas. Baker will speak April 11 at telethon luncheon, and FCC Chairman Mark Fowler is scheduled to speak convention's closing joint luncheon April 13.

Justice eyeing media ventures

The proposals of six major media organizations to participate in two separate entertainment-producing ventures have caught the eye of the Justice Department's antitrust division. It is conducting preliminary inquiries to determine if antitrust-law violations are involved. One of the inquiries is aimed at the proposed joint venture involving CBS Inc., Coca-Cola's Columbia Pictures Industries Inc. and Time Inc.'s home Box Office to establish a $400-million movie studio (BROADCASTING, Dec. 6, 1982). The studio would produce films for theatrical distribution as well as for pay and broadcast television.

The second investigation involves the proposed partnership of MCA Inc., Gulf & Western's Paramount Pictures Corp. and Warner Bros., a subsidiary of Warner Communications, in the pay cable Movie Channel (BROADCASTING, Nov. 15, 1982). That company is now owned by Warner Amex, a joint venture of Warner Communications Inc. and American Express.

A Justice Department official last week said such inquiries are routine where large mergers are involved. The department seeks information—in the form of documents and in interviews with involved parties and potential competitors—to determine whether or not it should sue to block the merger.
ABC Radio is planning press conference for next Monday (Jan. 17) to announce that first stations among major networks which will be "officially" using RCA's satellite-delivered audio digital distribution system are WTKN (AM) which is Talkradio affiliate, and its sister station, WWSW-FM, which is primary entertainment network affiliate, both of which are licensed to Pittsburgh. Stations have been testing digital signal since Dec. 20, according to company spokesman.

AT&T and N.V. Phillips' Gloeilampenfabrieken of Netherland, major electronics and telecommunications company, have announced plans for joint venture. New enterprise would be equally owned by Phillips and AT&T International, which represents Bell System outside U.S. New company initially will develop and market, in Europe, telephone-call switching equipment based on existing Bell system technology. But companies said they would study possible expansion of business into other telecommunications equipment and transmission systems. And that possibility is said to worry their European competitors.

A.C. Nielsen reported 16% increase in net earnings for quarter ended Nov. 30, to $9.7 million, 87 cents per share. Rise came on 6.9% revenue growth to $162 million.

Gert Schmidt, vice president for Harte-Hanks Communications' Television Group, Jacksonville, Fla., named senior vice president for Harte-Hanks' Broadcasting and Entertainment Division, responsible for radio, television and syndicated properties.

Susan Alvarado, assistant to Vice President George Bush for legislative affairs, joins National Association of Broadcasters as director of congressional liaison.
The end

The executive committee of the National Association of Broadcasters has wisely voted to recommend the disbandment of the radio and television code boards, last vestiges of an enormous code bureaucracy that caused far more trouble than it cured.

The programming standards of both codes have been in suspension since 1976 when a federal judge ruled that the adoption of "family viewing" standards, at the urging of the government, was a violation of the First Amendment. Although that case still awaits ultimate resolution, it stands as refutation of the argument that an intricate code of "self-regulation" is somehow better than direct governmental control.

The advertising time standards in the codes have been in suspension since the NAB's lawyers noted the possibility of treble damages in antitrust suits.

Surely the organization has learned by now that detailed restrictions in an NAB code are government repression once removed and inducements to cartelization. If there must be something to hang in the NAB lobby, let it be a statement of ethical principles encouraging individual initiative by responsible broadcasters.

Call to battle

Few UHF television broadcasters may be aware of it, but they have been given an onrushing deadline by which to assert their claims to the frequencies they had believed were theirs to occupy. The date is March 10, when comments are due in a ponderous rulemaking now formally begun at the FCC to incorporate in the commission's rules the results of the 1979 World Administrative Radio Conference.

Buried in the notice of proposed rulemaking that was voted in November (BROADCASTING, Nov. 22, 1982) but unreleased until everyone had left for the New Year holiday is an invitation for comment on "the feasibility" of sharing UHF television spectrum space with land-mobile radio services. Thus does a clever and persistent spectrum grab by land-mobile interests move closer to achievement.

As was noted on this page when the FCC voted for the rulemaking, four commissioners who should know better are parties to the grab. They have followed the advice of the FCC's Private Radio Bureau—which reflects the highest hopes of the land-mobile industry. The dissents of three commissioners—James H. Quello, Henry M. Rivera and Joseph R. Fogarty—put things in their proper light. "Irresponsible spectrum management," Rivera called it.

The FCC majority is conducting this escapade on the pretext that it is somehow mandated by the decisions of the World Administrative Radio Conference. The truth is that WARC 79—at the instigation of the FCC—merely authorized the sharing of UHF space by television broadcasting and land-mobile radio if interference with neighboring nations could be avoided. No power whatever is conferred on WARC or by it to say that sharing will be done.

To include UHF sharing in its WARC rulemaking, the FCC majority is assumed to have swallowed a Private Radio Bureau report claiming shortages in land-mobile spectrum space. The irresponsibility detected by Commissioner Rivera was demonstrated by the FCC's decision to vote on the rulemaking the day before the deadline for comment on that Private Radio Bureau report. Included in the comment that arrived the next day was devastating rebuttal to the bureau's calculations and conclusions.

In particular, a sober analysis of land-mobile spectrum usage submitted by a respected consulting firm, Dale N. Haffield Associates, took the Private Radio Bureau report apart. Haffield conclusively showed that under present allocations of spectrum and appropriate incentives to improve technology, land-mobile has all the space it needs.

Before it comes to final voting on the WARC rulemaking, the FCC majority must be persuaded to look beyond its constituency-minded Private Radio Bureau for advice and evidence as to land-mobile spectrum needs. If it does that, it will find no reason to worry about the "feasibility" of UHF sharing.

All for one

On the opening day of the 98th Congress, Representative Mario Biaggi (D-N.Y.) was ready with a bill he had introduced before, to hold national elections on Sunday with simultaneous opening and closing of the polls. The purpose is to encourage voter turnout and eliminate the possibility that early projections of results based on Eastern returns can discourage voting in later time zones. In their own and the public's interest, broadcasters and cable operators ought to go to Biaggi's support.

The details of Biaggi's proposals may be subject to discussion. He wants Sunday voting to be timed to noon to 9 p.m., Eastern time. Prominent broadcasters, including Frank Stanton, former CBS president; Thomas Wyman, incumbent CBS president, and Leonard Goldenson, chairman of ABC, have advocated a common, 24-hour voting day.

But whatever the day and however long it may be, the idea of commonality in opening and closing is one whose time has come. After each national election, since computerized projections became the electronic journalism rule, there have been complaints about effects on Western voting.

Those complaints are certain to persist, if present voting arrangements are perpetuated. They are also certain to lead to cries for broadcasting reform, when it is the voting system where reform is needed. On the Biaggi campaign, all broadcasting and cable interests can find common cause.

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