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Gladys Knight and the Pips, Dick Clark, Bill Cosby, Phil Donahue, Marvin Gaye, Bob Hope, Rich Little, Barbara Mandrell, Johnny Mathis, Ben Vereen and Dionne Warwick!

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SALUTE
A Pierre Cossette Production
An advertiser-supported series.
Deregulation action on Capitol Hill | Cable tries again to hold off copyright increases | FCC tosses Berwick Doctrine, proposes scrapping technical rules | At Large with Tom Murrin

LAYING DOWN THE LAW | Fifth Estater are busy on Hill with that branch laden with deregulatory fruit. Broadcasting deregulation bill S. 55 passes unanimously in Senate. PAGE 31. Meanwhile, fate of cable deregulation bill S. 66 hangs in balance as cable industry, city governments, continue negotiations and Senate Communications Subcommittee hears testimony. PAGES 31, 33. And, in separate filings to U.S. Court of Appeals, NCTA, TBS make 11th-hour attempts to circumvent CRT distant signal rate hike. PAGE 35.

WHAT'S IN A NAME | Comments on antitrust case center on whether AT&T or BOC's should have rights to Bell name, logo. PAGE 36.

BACK IN THE PICTURE | TV coverage of Senate resurfaces in new bill. PAGE 37.

ONE-TWO PUNCH | ABC-TV hopes to put "Thorn" in competitors' sides with next 10-hour mini-series, hot on heels of its Winds of War triumph. PAGE 37.

DOCTRINE DEFUNCT | FCC scraps Berwick doctrine which says had imposed excessive costs on applicants and commission. Eyes elimination of technical rules. PAGE 38.

PRODUCTIVE MEETING | In "At Large" interview with Broadcasting editors, BCIAP's industrial ally, Thomas Murrin, president of Westinghouse Electric Corp., maps out strategy to turn productivity tide and underscores need for national commitment. PAGE 50.

STRATEGY SESSION | ANA television workshop in New York addresses problems of, and offers some solution to, soaring commercial costs and market fragmentation. PAGE 56.

CRYSTAL BALL | Study for Petry predicts trends in television: local and barter-syndicated programming to play bigger role. CBS to remain "number one." PAGE 59.

MOTHERLODE | Katz Communications acquires representations of Metromedia's six television stations and about $150 million in billings in that company's move away from in-house representation. PAGE 52.

OVER A BILLION SOLD | National spot TV advertising breaks magic figure for fourth quarter of '82. PAGE 52.

AT THE HELM | CBS-Columbia-HBO joint venture is officially under way with naming of Victor Kaufman, chairman and CEO and Gary Hendler, president and chief operating officer. PAGE 70.

FOR SALE SIGNS | Despite Wometco denials, financial analysts assert: signs indicate all or part of MSO founded by late Mitchell Wolfson is on block. PAGE 71.

BANNED IN MIAMI | Local lawyer goes to court to challenge city ordinance preventing "obscene or indecent programming" on cable system. PAGE 73.

SETBACK | NAB's efforts to block introduction of DBS dealt blow as U.S. Court of Appeals rejects petition to stay grant of Comsat's STC service. PAGE 74.

MATCHMAKER | Sue Weil, chief of PBS's programming department, has matched "instinct for quality programs" with ability to convince public stations to carry them, earning critical success and higher ratings for PBS. PAGE 103.
Research shows women 25 to 54 love...

✔ Monte Markham.
✔ Martha Lambert.
✔ The 45 weekly contributors.
✔ The 15 entertaining and relevant segments.
✔ The LIVE, constantly evolving format.
✔ The 6 local windows including 2 news envelopes.

❗ The only thing they don’t love is having to wait until September 12th to watch it regularly.

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A joint venture of The Bennett Group and Ohlmeyer Communications
15-second spots

CBS-TV President Tony Mulari got no immediate response to his seemingly offhand suggestion that 15-second commercials might be one way to keep advertising rates down (see story page 56). But it wasn’t first time subject had come up. Officials of Alberto-Culver, which pioneered piggybacking in 1960’s, say they’ve tried to buy 15’s from all TV networks for use back-to-back but have been turned down by all three.

CBS sources said idea had been discussed “only casually and briefly” by “two or three people” and that no formal study is scheduled. One CBS executive said resultant doubling of inventory would be more than CBS computers could handle. Both network and agency sources also feared upsurge in viewer perception of “clutter.” Other reactions ranged from “ludicrous” to “crazy” to “suicidal.”

What some observers remembered, however, was that it was first public mention by official of same CBS-TV that years ago led way in cutting standard length from 60 seconds to present 30.

Standing pat

If FCC Chairman Mark Fowler brings up item proposing repeal of network syndication and financial-interest rules for vote before June 30—date terms of Commissioners Joseph Fogarty and Stephen Sharp expire (see page 38)—attempt may be made to block Sharp from voting. Some sources say Sharp faces conflict of interest on issue since, as lawyer in private practice, he had worked on NBC’s comments in FCC’s network inquiry. It was network staff that recommended rules be repealed. But Sharp told Broadcasting last week no conflict is involved. “Their position is nothing more than gamesmanship,” he said.

Out of park

Rights paid by local broadcasters and cable operators to professional baseball teams may surpass $50 million this year, increase of almost 40% over 1982 figure, which totalled $46,950,000. In addition, ABC-TV and NBC-TV will pay total of $52 million for 1983 rights, last year of multiyear deal for both networks.

Network coverage of baseball for 1984 and beyond may include CBS, which is currently in negotiations with major league baseball, along with ABC and NBC. On cable front, it’s understood that ESPN wants to give USA Network run for its money for 1984 cable rights, provided cable blackout restrictions are relaxed somewhat. Baseball is reportedly amenable.

Doing it themselves

United States Satellite Broadcasting, direct broadcast satellite subsidiary of Hubbard Broadcasting, petitioned FCC last month to form advisory committee to fashion standards for DBS earth station so that manufacturers could make units capable of pulling in all available DBS services. If FCC holds tight, however, it may be spared effort of acting on petition. At instigation of Alcoa-NEC Communications Corp., representatives of various DBS permittees and satellite and earth station manufacturers will meet in Washington tomorrow (Feb. 22) in attempt to form group to tackle standards.

FCC official said if Alcoa-NEC is successful and no antitrust problems crop up, FCC-sponsored group “would be redundant and we would be relieved of having to respond to the petition.”

Blank filling in

Dr. David M. Blank, who took early retirement as CBS’s chief economist after feeling increasingly squeezed out of major policymaking (Broadcasting, Nov. 1, 1982), is back in business—at another stand. NBC has retained him as consultant to do economic studies related to network’s bid to get FCC’s program syndication and financial-interest rules repealed. Deal calls for him to put in couple of days per week through this year. He’s working with Cory Dunham, NBC executive vice president and general counsel, and Irwin Segelstein, vice chairman.

Lady’s past

Prospects of Helen Taylor’s confirmation as member of board of Corporation for Public Broadcasting are dimming.

Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) has told White House he is troubled by nomination, and Goldwater’s concerns are shared by other members of Commerce Committee including Senator Ernest Hollings (D-S.C.) (Broadcasting, Feb. 7). Taylor, of Richmond, Va., was one of four CPB nominees, others swiftly confirmed (see page 73). Taylor’s contributions to Accuracy in Media and Moral Majority raised questions about her stand on public broadcasting. Now, however, it’s said, Taylor’s FBI file is raising eyebrows.

In house

Erwin Krasnow, senior vice president and general counsel of National Association of Broadcasters, is leading candidate for chairmanship of NAB’s new industry self-regulation task force. Although association usually appoints board members to chair committees, Krasnow became likely candidate because of his expertise. Task force was established to explore potential of industry self-regulation along lines of now defunct NAB advertising codes.

Timely effort

FCC hasn’t announced any grand plans for celebrating National Children and Television Week (March 13-19). However, word is that Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, is planning special hearing to mark occasion. Hearing won’t be aimed at spawning legislation, but will “explore ways of encouraging additional” activity in television for children arena, according to subcommittee source. Although hearing is tentatively scheduled for March 16, no witness list had been established.

Some other day

Criticism of Reagan administration for apparent lack of urgency with which it addresses international telecommunications matters seems to have had little effect, at least in naming of delegation to western hemisphere conference on direct broadcast satellite service. Former FCC Commissioner Abbott Washburn—who was named early to head U.S. team—drew up list of 32 persons he was proposing for delegation and sent it to State Department for approval last October. State Department sent list on for White House approval in December. And Washburn is still waiting for White House action. Washburn has held three meetings of delegate nominees anyway, in preparation for five-week DBS conference, to be held in Geneva, beginning June 13. But commission officials say they have not been as candid with nominees as they could be with official delegates.
THE NEW TRADITION
IN TELEVISION DISTRIBUTION PROUDLY PRESERVES AN OLD TRADITION
Traditional Feature Film Offering Leads New Orion Sales Push

In a departure from the current trend in short-term film licensing, Orion Entertainment announced the availability of ORION I on the traditional basis of six years and six months.

As with past motion picture packages (FILMS FOR THE 80's, FILMWAYS I), ORION I offers super promotable features with the Hollywood's favorite stars. Jessica Lange joins Susan St. James and Younger stars in the comic adventure "The Nunsense." The one-eyed William Shatner stars as Max in the original adventures of the Road Warrior. Marshal Arts superstars Chuck Norris and his stunt feature film debut in the action-packed movie, "Breaker! Breaker!" Star Trek's performances which today in Mr. Spock for a sensuous and evil Stephanie Zimbalist, an overtly and feature the story of "The Baby-sitters." Robert Blake creates a charismatic detective in the story of "The Big Black Pill." The versatile Karl Malden stars as hockey coach Herb Brooks in the true story of the powerhouse American team at the 1980 US Olympics, also starring Andrew Stevens, Steve Guttenberg and Jerry Houser as skilled team members. Academy award winners Broderick Crawford, Jose Ferrer and John Marley join with Michael Parks, Rip Torn and Raymond St. Jacques in the past flicks of racism and legend surrounding the late FBI chief in "The Private Flies of J. Edgar Hoover." More true life dramas are offered in "Son-Rise: A Miracle of Love," an award winning film based on the real life experiences of a couple with an autistic son.

Muscle bound Jan-Michael Vincent, as a mercenary seaman, joins forces with neighborhood store owner Art Carney in "Defiance," the story of gang violence in an urban ghetto. "In the Custody of Strangers" stars Martin Sheen, with his real life son Emilio Estevez, in the harrowing drama of a blue collar worker's son incarcerated in a prison system designed for adult criminals.


From action to adventure, drama to comedy, ORION I offers 20 outstanding titles which also include spectacular B second and 30-second promotion spots guaranteed to generate viewer interest.

The Golden Age Of Comedy Returns In New Half-Hour Strip "That's Funny"

Top comics of the past appear in an exciting collection of classic comedy short subjects in the new comedy series. "That's Funny." Stars like Lucille Ball, Lea Fricol, Martin & Mitchell, laurel & Hardy, Eddie Kennedy, Ann Arthur, Hilly Gilbert and the Three Stooges all appeared in comedy short subjects. These long running comedy series were the precursors of TV situation comedy ... only they were funny!

At RKO, the short subjects division produced over 1,000 films, having used the many elaborate sets and plenty of supporting actors to give these rare comedies an expense look. The RKO comedy series gave the best comedies of the late 1930's-40's...surely a collection of directors like George Stevens ("Gunga Din") and Mark Sandrich ("I'll Be seeing you")...Hosted by puppets, Leonard and Alice Finster, "That's Funny" adds a laugh to those long unseen films making them better than ever.

Why sit around watching television reruns when you can see Hollywood's best comedies for the first time in over 50 years?" asked Leonard Finster. "Young and old alike will find something to tickle their funny bone. It's the perfect family entertainment!"

Leonard Finster says: Call...

AEROCIBISE, THE HOME VIDEO PAY-TV HIT COMES TO FREE TV

The revolutionary new fun health program that has already captivated the country is now an exciting new 30-minute strip for television available exclusively from ORION. Five professional instructors lead viewers in the Nation's hottest new exercise program that combines original music and skilled instruction to become the most stimulating and entertaining exercise program ever offered.

Produced and directed by famed fashion photographer Ron Harris, Aerobicise uses proven techniques to create a healthier, more vital life style.

Leonard Finster, film historian and star of "That's Funny," says: "Keep your eye on ORION, because this year we've got great movies and more coming at you!"

Due to Popular Demand "Saturday Night's Original Not-Ready-For-Prime-Time-Players Are Now Ready-For-Anytime"

Available to stations on a multi-year, multi-limit run basis, giving stations total programming flexibility in all time periods. "Saturday Night" continues to feature the comedy antics of the original Not-Ready-For-Prime-Time-Players: Dan Aykroyd, John Belushi, Chevy Chase, Jane Curtin, Garrett Morris, Bill Murray, Loraine Newman and Gilda Radner. A nation of comedy fans have given their allegiance to creator/producer Lorne Michaels' "TV comedy series giving it continued strength and durability.

Dominating each fast-paced episode will be the most memorable sketches from the Emmy winning series, including: Saturday Night Live, The Muppets, The Coneheads, Sammuri Night Fever, The Nudes, featuring Gilda Radner as Lisa Looper, Mr. Bill, Those Wild and Crazy Guys, starring Steve Martin and Dan Aykroyd. Father Guido Sarducci, Cheese Burgers from the Greek Restaurant, The Blues Brothers, Babs Wawa, Plus, Bill Murray's popular lounge singer, Rick Rails, Aykroyd's Tom Snyder, Garrett Morris as Tina Turner, Roseanne Rostanadonna and other sassy characters.

Young adult comedy at its finest every day on "Saturday Night!"
Merger meaning

Denver-based Tele-Communications Inc., which two weeks ago announced it would buy Liberty Communications Inc. in stock purchase worth $182 million ("In Brief," Feb. 7), will spin off "all or most" of Liberty's six TV stations, according to John Malone, TCI president. If TCI, the number-one MSO with over 2.2 million subscribers, wanted to get into TV station ownership it "would do so in substantially larger markets" than those where Liberty owns stations, Malone said.

Liberty, besides its 250,000 basic cable subscribers, owns TV stations in Eugene, Ore.; Eau Claire, Madison, Wausau and La Crosse, all Wisconsin, and an STV operation in Dallas-Fort Worth. A broker estimated the value of Liberty TV's at $30 million to $40 million.

The proposed TCI-Liberty merger could be "among the top four" cable deals of all time, believes Donald E. Tykesson, president of Liberty. But reports that compare the TCI-Liberty agreement to Liberty's proposed acquisition over a year ago by Field Communications, which was settled for $300 million (BROADCASTING, Dec. 7, 1981) are "in error," Tykesson said. Tykesson explained that TCI is assuming about $60 million of Liberty's debt. That, coupled with a tax recapture and depreciation, puts the total value of the deal in the $270 million to $280 million range. Although Tykesson admits that cold calculation indicates the Field deal was "of greater value," it also had "less certainty," Tykesson said, because the final consideration included five-year notes based on Liberty's performance levels and gross revenues. The TCI deal, on the other hand, is all cash.

Bill of rights

The board of the National Satellite Cable Association, meeting last Tuesday in Washington, adopted what amounts to a bill of rights for the private cable or satellite master antenna television (SMATV) industry. The bill of rights, which was included in the testimony presented by NSCA Chairman John Raines to the Senate Communications Subcommittee last Wednesday (see story, "Top of the Week"), demands: (1) The right to exist and compete. (2) The right to be free from unwarranted state and municipal regulation. (3) The right to deal with real estate owners without government interference. (4) The right to equal access to the microwave spectrum, and (5) The right of access to diverse program services.

According to Raines, the NSCA is growing as quickly as the industry. The 130 operators who belong to the association, he said, now pass approximately 450,000 homes, most of which are in multi-unit buildings. (Raines predicted that SMATV operators would eventually reach 30% to 50% of the 30 million people who live in multi-unit buildings.) The expenditures of the association, he also said, will jump from $50,000 in 1982, NSCA's first year of operation, to $200,000 in 1983. The board also set the dates and place of NSCA's second annual convention: Aug. 15-17 at the Regency Inn in Denver.

Boxing RSVP

The pay-per-view joint venture between ABC Video Enterprises and ESPN, known as Reserved Seat Video Productions (RSVP), announced its premiere event last week—a four-card package scheduled for May 20, featuring a bout between World Boxing Council heavyweight champion Larry Holmes and undefeated "Terrible" Tim Witherspoon. The presentation is a joint venture between RSVP and Don King Productions. ESPN's marketing organization will be responsible for marketing the event to STV operators, cable systems and closed-circuit television exhibitors. It's expected that there will be three million or more addressable homes by April. Details of the number of subscribers the venture expects to sign and the cost to subscribers and cable, STV and closed-circuit operators were not available.

Rangers roped

Warner Amex Cable and the Texas Rangers professional baseball team last week wrapped up what sources described as a maximum five-year contract under which the cable MSO has obtained the exclusive rights to up to 100 Rangers games for the 1983 season. The value of the contract over the five-year period is said to be between $10 million and $15 million.

Ranger baseball will be the stellar attraction on Warner Amex's Dallas-area sports channel, the third time Warner Sports service the MSO has set up in recent months. (The other two: Pittsburgh and Houston.) All three are known as Home Sports Entertainment and will feature both college and professional sports. The Pittsburgh channel will carry that city's Pirates baseball team, of which Warner Amex's parent, Warner Communications, is seeking to acquire 48%, while the Houston channel will provide coverage of the Astros baseball and Rockets basketball.

USFL for ESPN

ESPN is offering 26 minutes of advertising time during each of its scheduled 34 United States Football League cablecasts for 1983. A 30-second spot will cost $10,800 for the live cablecast or $12,000 for the live game plus two repeat performances, the highest spot prices for any programming on the cable network's schedule. As of last week, ESPN had sold 60% of its USFL availabilities.

Last week the network announced it will use two announcing teams, one each for its Saturday night and Monday night cablecasts. Play-by-play specialist Jim Simpson and analyst Paul Maguire make up the Monday night team. The Saturday night team, Tom Kelly (play-by-play) and Don Heinrich (analyst).

The network also announced last week that 50 sponsors placed advertising orders during January, including 17 first-time buyers. Among them were Anheuser Busch, Avis, Biz, Business Week, Burroughs, Cine- max, Ford, General Motors, Getty Oil, Gillette, Mobil, Pennzoil, Perrier, Radio Shack, Stanley Tools and United Airlines.

Wants out

Times Mirror has asked the city council of Brookline, Mass., to transfer the license of its cable franchise there to Cablevision Systems. Brookline is nearly surrounded by franchises Cablevision is building, including the city of Boston, and Times Mirror says it would be uneconomical for it to operate the franchise. Cablevision will pay Times Mirror for all the costs TM has incurred prior to the changeover. Both the city council and state cable commission must approve the transfer, and construction by Times Mirror on the system, scheduled for a November completion, will continue until all approvals are given. Brookline has 25,000 homes. Times Mirror said to date it has spent less than $1 million in Brookline. Physical plant construction has not yet begun.

Marketing moves

In a reorganization following the departure of Edward Carter, senior vice president, sales and marketing, who has moved to MCI Telecommunications as senior vice president, marketing, Warner Amex has promoted four of its existing sales executives to coordinate sales and marketing activity companywide. Roger Greenwald moves from head of sales and marketing at WA's Cincinnati system to senior vice president, sales, WA. Judy Ranzer, vice president, WA sales promotion, has been named to senior vice president, marketing. Susan Montgomery, vice president, sales and marketing, Pittsburgh, has been promoted to vice president, sales, Metro Systems (Pittsburgh, Cincinnati, Houston, St. Louis, Chicago, Dallas and Columbus, Ohio). Bill Phil-
ARTS-Daytime deals

Hearst/ABC has signed four advertisers to year-long contracts for its ARTS and Daytime services. American Motors signed a one-year deal for spots on ARTS, while Warner Lambert, Mobil Oil and Scott Paper signed contracts for a year’s worth of spots on Daytime. Mobile is new to Daytime. In addition, Weight Watchers and Ore-Ida renewed contracts for Daytime. The American Egg Board renewed for ARTS, and the Greek National Tourist Organization has become a new sponsor for ARTS.

Besides the announced advertising commitments last week, ARTS released a demographic study, conducted in-house. Among other things, the study, known as ARTS III and based on interviews with 500 subscribers, claims the following: the service has 1,725 affiliates serving more than eight million subscribers: 27% of employed male viewers make more than $35,000 per year, compared to the national average of 11%; 75% of male subscribers are corporate decision makers and are concentrated in the 25-54-year-old range; 65% of the ARTS male viewers are college graduates.

SOUTHERN BAPTIST RADIO AND TELEVISION COMMISSION'S
FOURTEENTH NATIONAL
ABE LINCOLN AWARDS
TO DISTINGUISHED BROADCASTERS

ROBERTA BASKIN
Reporter
WLS-TV
Chicago, Illinois
For citing the dangers of X-rays to unsuspecting Chicago residents.

LOUISE COLLINS
Broadcaster/Host/Interviewer
WRUX-AM
Doylestown, Pennsylvania
For using her creative talents to honor the contributions of women.

JOHN E. EVANS
Executive Vice President
WESH-TV
Daytona Beach, Florida
For impacting the future of Florida's children through television.

ERIK G. NORBERG
General Manager
KWIP
Dallas, Oregon
For wise use of radio to alert listeners to dangers of a major windstorm.

WILLIAM H. SPENCER JR.
Station Manager
WAGE
Leesburg, Virginia
For demonstrating that community involvement makes better broadcasters.

Distinguished Communications Recognition Award

BOB KEESHAN
“CAPTAIN KANGAROO”

For a 26-year career of caring punctuated by delight and joyful laughter of generations of American children and parents.

Bob Kee Shan, distinguished career as the premiere children’s television entertainer Bob Keeshan, through the nationally- aired “Captain Kangaroo” on CBS, has enhanced the quality of life and contributed to the emotional and ethical growth of the children of this nation. Acutely aware of his responsibilities as a broadcaster, his programs have contributed to a better future for our country by broadening the horizons of our children, have forged the universal values of the spirit, family and parenting and have strengthened the bond that is in each of us. His efforts have set the standards for children’s broadcasting and have been the catalysts by which all other children’s programs are measured.

We honor Bob Keeshan for past efforts and for future opportunities in behalf of children’s broadcasting.

ABE LINCOLN AWARDS / Fort Worth, Texas 76150

February 21, 1983
INTRODUCING MGM
The Black Stallion
Brass Target
The Champ
Comes A Horseman
Convoy
Diner
Doc
Dogs Of War
The End
Eye Of The Needle
Fiddler On The Roof
F.I.S.T.
From Noon Till Three
The Great Train Robbery
He Knows You're Alone
Hero At Large
Hide In Plain Sight
Invasion Of
The Body Snatchers
The Long Riders
The McKenzie Break
Revenge Of The Pink Panther
Tarzan, The Ape Man
2001: A Space Odyssey
Rocky II


Volume Shoe Corp. - Campaign for various shoes begins in March in about 60 markets. Flight will run through June in day and prime access times. Target: women, 18-34. Agency: Foote, Cone & Belding, Chicago.

Commonwealth of Kentucky - Campaign for Kentucky spring tourism begins in mid-March in seven markets. Campaign will run into mid-April for four to six nonconsecutive weeks. Radio campaign will follow TV schedule. Spots will air in all dayparts. Target: adults, 18-49. Agency: Doe-Anderson Advertising, Louisville, Ky.

DeWitt International - Pharmaceutical corporation begins campaign Feb. 28 for Clinomint smoker's toothpaste. Four-week flight will introduce product in Dallas, Oklahoma City, Tulsa, Okla., and Chattanooga. It will also air in other markets where product is already in distribution: Chicago, Baltimore, Washington, and markets in Pennsylvania, Georgia, North Carolina and South Carolina. Spots will run in all dayparts and some prime time. Target: women, 18-34. Agency: Leslie Advertising, Greenville, S.C.

Shoney's Big Boy Restaurants - Campaign for Louisiana-style fish begins in early March in Nashville, and Charleston and Huntington, both West Virginia, for four weeks and in Kansas City, Mo., Savannah, Ga., Greenville, Asheville, N.C.-Spartanburg, S.C., and Beckley-Bluefield-Oak Hill, W. Va., for three weeks. Spots will air in all dayparts and target adults, 25-54. Agency: Ogilvy & Mather, Atlanta.

SuperCuts Hair Shops - Haircutting chain begins campaign in March in 34 markets. Flight will run through March in day, fringe, news, prime access and weekend times. Target: adults, 18-49. Agency: Ketchum Advertising, San Francisco.

William Underwood Co. - Campaign for B&M baked beans begins in early March in four New England and five Florida markets. Four-week flight will air in day, fringe and weekend times. Target: women, 25-54. Agency: Kenyon & Eckhardt, Boston.


Chuck E. Cheese - Campaign for Pizza Time Theater Restaurants begins this month in 27 markets for varying three-to-four-week flights. Spots will air in all dayparts and target children, 2-11, and adults, 18-34. Agency: Cunningham & Walsh, San Francisco.

Del Monte - Campaigns for Patio burritos and Patio Base Line Mexican foods begin Feb. 28 in 27 and 17 markets, respectively. Flights will run for two weeks in day and fringe times. Target: women, 18-49. Agency: Young & Rubicam, New York.


Regal Ware Inc. - Campaign for Cookware/Electric begins April 24 on ABC and NBC networks, supplemented with 20 spot markets. Flight will run through July 7 in day and fringe times. Target: women, 18-49. Agency: Frankenberry, Laughlin & Constable, Milwaukee.

Mclhenny Co. - Campaign for Tabasco Picante sauce begins this week for varying flights in eight markets. Spots will run into second quarter in day, afternoon and evening times. Target: women, 25-54. Agency: Fitzgerald

Millions of Mounds. Peter Paul Cadbury Inc., Naugatuck, Conn., is allotting almost $8 million for advertising in 1983, with single largest promotional effort for its Mounds and Almond Joy coconut and chocolate bars. Eight weeks of concentrated advertising starts in mid-March to announce its $100,000 "Exotic Island Game" that will give consumers opportunities to win free trips to Hawaii as well as cash prizes. Extensive advertising will be carried on television and radio networks. Agency is Dancer Fitzgerald Sample, New York.
This past summer—June through August—House Calls was the second-highest rated show in all of television! This kind of powerhouse performance plus its superb demographics (it had one of the highest ratios of young adults) and its immediate availability, make it an ideal strip for your May or July Sweeps!

HOUSE CALLS
57 hilarious half hours from MCA TV
**Ad A Vantage**

"Whaler" of a war. Burger King, which late last year was sued by McDonald's and Wendy's over comparative advertising campaign (in actions later dropped), has started new comparative TV campaign featuring its fish sandwich. In 30-second commercial, Burger King's "Whaler" sandwich is shown alongside competitor's fish sandwich. Although Burger King is only name used in spot, competitor's sandwich box is marked with familiar golden arches logo from McDonald's. Commercial also shows Burger King product as larger of two sandwiches. According to John Weit, spokesman for Miami-based Burger King, new commercial is "mini-comparative advertising spot" and is considerably more restrained than previous comparative ad.

Katz Radio progress report. Analysis by Katz Radio, New York, of spot radio availability in 1982 shows that full day, Monday to Friday 6 a.m.-7 p.m. and weekends were most requested dayparts, each representing 22%. Monday to Friday 6 a.m.-7 p.m., was in second place with 19% of total requests, followed by drive times, 17%. Twenty-five-to-54 demographic topped all age groupings, included in 35% of total requests, up from 28% in 1981. Following were 18-49, amounting to 16%, and 18-34, 11%. Katz also said that 75% were for 60-second announcements; average number of weeks per campaign was six, and average number of markets per campaign was five.

Learning early. Television Bureau of Advertising, which introduced MMP (Maximizing Media Performance) system three years ago, reports that Louisiana State University, Baton Rouge, is first university to purchase MMP Tool is desk-top programmable calculator that supplies net reach and frequency data for any media schedule consisting of television, radio and newspapers or combination of any two or three. LSU spokesperson said university decided to buy MMP after account executive from local television station demonstrated its use to LSU class.

Into cable. Noxell Corp., Baltimore, will make first use of cable television advertising for Noxema skin cream and 12-hour acne medicine this week to reach target audience of 12-24. Commercials will continue throughout year and will stress that use of both products is best possible way to treat acne. Spots will be on MTV and Co-Ed Cable, as well as on several prime time network shows. Agency is SSC&B Lintag, New York.

Irresistible offer. Bruce J. Bloom Inc., New York advertising and marketing agency, is offering free, newly published booklet, "16 Steps To An Irresistible Sales Presentation," to sales and marketing professionals. Book contains practical guidelines and can be used by developing successful sales presentations for marketers in varied industries.

Black appeal. Home Box Office has begun multiyear advertising campaign on Black Entertainment Television cable network to reach black viewers as prospective buyers of HBO pay service. HBO's 30-second spots will be rolled among BET's sports, variety, entertainment and family programming.

McDonald's suit. Television producers Sid and Marty Krofft have won more than $1 million in damages from McDonald's restaurant chain and its advertising agency, Needham, Harper & Steers, for copyright suit originally filed in 1971 and decided by federal court in 1973. U.S. Ninth Circuit Court of Appeals upheld infringement verdict but set case back for recalculation of damages, rendered now by U.S. District Court Judge Malcolm M. Lucas. Case involved puppet characters developed by Krofts for their television show "H. R. Pufnstuf." Krofts claim infringement by 11 McDonald's commercials, 66 promotional items and up to 60 personal appearances by "McDonaldland" characters during campaign that ran from 1971 through 1973. Judge Lucas calculated total damages to Krofts at $1,044,000, noting that it was impossible to determine profits made by fast-food company as result of "McDonaldland" campaign.
This November WSOC-TV stripped “Here’s Lucy” in the highly competitive 4:30-5:00 PM time period and swept the market in the key demos.

<table>
<thead>
<tr>
<th></th>
<th>Women 18-34</th>
<th>Women 18-49</th>
<th>Teens &amp; Kids</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSOC HERE’S LUCY</td>
<td>16</td>
<td>25</td>
<td>31</td>
</tr>
<tr>
<td>WBTV Waltons</td>
<td>10</td>
<td>23</td>
<td>26</td>
</tr>
<tr>
<td>WCCB Scooby Doo</td>
<td>4</td>
<td>6</td>
<td>37</td>
</tr>
<tr>
<td>WPCQ Starsky &amp; Hutch</td>
<td>8</td>
<td>11</td>
<td>20</td>
</tr>
</tbody>
</table>

And WSOC-TV showed remarkable increases over last November’s time period programming in these same demographics.

<table>
<thead>
<tr>
<th></th>
<th>Nov 82</th>
<th>Nov 81</th>
<th>Lucy’s Advantage</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSOC HERE’S LUCY</td>
<td>16</td>
<td>25</td>
<td>+5%</td>
</tr>
<tr>
<td>Andy Griffith</td>
<td>11</td>
<td>14</td>
<td>+79%</td>
</tr>
<tr>
<td>Teens &amp; Kids</td>
<td>20</td>
<td>31</td>
<td>+55%</td>
</tr>
</tbody>
</table>

Congratulations to WSOC-TV. There’s nothing like a warm reception in the South!
This week


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


March 1—Deadline for entries in Broadcasters Promotion Association's international Gold Medal Awards competition. Information: Dr. Hayes Anderson, Department of Telecommunications and Film, San Diego State University, San Diego. 92182. (714) 265-6575.

March 1—Deadline for entries in American Women in Radio and Television's Commendation Awards for programs that portray women in positive light, enhance their image and professionalism, and contribute to society's image of women by presenting them in realistic situations. Information: Deborah Arney, ARFT, 1321 Connecticut Avenue, N.W., Washington, D.C., 20036.

March 1—Management Media Competition, conference sponsored by Northeastern University's University Broadcasting Department. Information: Bill Kitz, (617) 437-3236.

March 1—Deadline for entries in Achievement in Children's Television Awards, sponsored by Action for Children's Television Awards are given annually for "significant contributions toward improving service to children on broadcast and cable television and radio." Information: ACT, 46 Austin Street, Newtonville, Mass., 02160, (617) 527-7787.


March 2—Ohio Association of Broadcasters' "small market; potpoor." Imperial House, Findlay, Ohio.

March 2-4—CBS Radio Network affiliates board meeting. Ponte Vedra Club, Ponte Vedra, Fla.


March 3-April 14—"Cable Television: Skills and Opportunities," course offered by New York University, School of Continuing Education, NYU campus, New York. Information: (212) 598-2371.


March 4-5—Symposium on international satellite television. sponsored by UCLA Communication Law Program and International Bar Association. Speakers include Mark Fowler, FCC chairman, Henry M. Rivers, FCC commissioner, Francis Fox, Canadian minister of communications, Clay Whitelaw, Hughes Communications Services; Robert Wold. Robert Wold Co.: Stan-

- indicates new or revised listing

Major Meetings


April 6—Cable Television Advertising Bureau's second annual conference. Sheraton Center, New York.


April 22-28—MIP '87 International television program market. Palais des Festivals, Cannes, France.


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

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


Sept. 8-10—Southern Cable Television Association Eastern show. Chicago World Congress Center, Atlanta. Future shows: Sept. 8-9, 1984, and Aug. 25-27, 1985, both Chicago World Congress Center.


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


Unbeatable

DALLAS

NO.1 From LORIMAR

READY FOR FALL 1984
MAGAZINE
BIGGER ALL THE TIME!
YEAR! 500 SHOWS!

+19%
MORE HOMES

+21%
MORE TOTAL WOMEN

+21%
MORE TOTAL WOMEN

GROUP W PRODUCTIONS
WESTINGHOUSE BROADCASTING AND CABLE, INC.

Stay Tuned

A professional's guide to the intermedia week (Feb. 21-27)

Network television □ CBS: Will There Really Be A Morning? (dramatic biography of Frances Farmer), Tuesday, 8-11 p.m.; The 37th Annual Grammy Awards... Live, Wednesday, 8-11 p.m.; Wizards and Warriors* Saturday, 8-9 p.m.; NBC: Angels of Rage part 2 (conclusion of mini-series), Monday, 9-11 p.m.; PBS: The File on Jill Hitch part 2, Tuesday, 9-10 p.m.; Wagner's Ring: Die Walkure Act 1, Monday, 9-10:30 p.m.

Cable □ HBO: Rich Little's Robin Hood (comedy special), Saturday, 8-9 p.m.; ARTS: Rattlesnake in a Cooler and Precious Blood (companion plays by Frank South), Saturday, 9:15-11:30 p.m.; Boston Symphony Orchestra Centennial Concert (its 100th birthday), Saturday, 9-11:30 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) Hugh Downs on his four decades in broadcasting, seminar, Tuesday, 12:30-2 p.m.; Sid Caesar: Master of Comedy, varied exhibits; extended: now-March 5.

*indicates a premiere episode


March 5—Creating Programming for the New Television Markets' seminar sponsored by Progroms in Communications, New York University School of Continuing Education. Speakers include Frank Blonder, HBO; Tom Kuhn, RCA Selectavision, and Michael Brandman, Loomis2 Peterson, New York. Information: (212) 598-7064.

March 6-8—Society of Cable Television Engineers eighth annual spring engineering conference, "Business and Data Communications" Bimbo's, Los Angeles.

March 7—Deadline for entries in fifth annual Broadcast Designers' Association competition to "acknowledge and reward outstanding design contributions in the broadcast industry." Information: Jerry Cappa, WLS-TV 190 North State St., Chicago, Illinois. Information: 402-0019. (212) 395-7013.


March 10—Ohio Cable Television Association annual spring convention and trade show, Hyatt Regency hotel, Columbus, Ohio.

March 11-12—National Association of Evangelicals' 41st annual convention. "National Religious Broadcasters" will sponsor four workshops and Thursday evening luncheon at which Dr. Jerry Falwell of The Old Time Gospel Hour and Moral Majority will be principal speakers; Sheraton Inn Towers, Orlando, Fla.


March 11-13—15th Annual Film-Fest Midwest. Marriott O'Hare, Chicago.


March 12-13—Ohio Cable Television Association annual convention and trade show, Hyatt Regency hotel, Columbus, Ohio.

March 12—Deadline for entries in second annual International Radio Festival of New York, worldwide awards competition in programming, promotion and advertising. Categories for programming include news, entertainment, religious, public service and educational, for programs, news, station and contest promotion and for commercials, 30- and 60-second humorous, local and public service announcements. Information, International Radio Festival of New York, 251 West 57th Street, New York, 10019, (212) 246-5133.


March 31—Deadline for entries in National Federation of Local Cable Programers' "Hometown U.S.A. '83 Video Festival," designed to "recognize the work of community-based video producers and to encourage the use of local cable television channels." Information: NFLCP, 906 Pennsylvania Avenue, S.E., Washington, 20003.

April 1-2—Black College Radio's fifth annual convention. Paschal's hotel in Atlanta's University Center, Atlanta. Information: (404) 523-6136.

April 5—Cabletelevision Advertising Bureau sales workshop. Sheraton Center, New York.

April 5-8—Communications Tokyo '83. sponsored by continued on page 82
Already Sold!
WPIX New York
KCOP Los Angeles
WGN-TV Chicago
WPVI-TV Philadelphia
KBHK-TV San Francisco
WSBK-TV Boston
WKBD-TV Detroit
WTGTV Washington (D.C.)
WJKW-TV Cleveland
WFAA-TV Dallas
KTRK-TV Houston
KMSP-TV Minneapolis
WAGA-TV Atlanta
KSTW-TV Seattle-Tacoma
KPLR-TV St. Louis
KWGN-TV Denver
KTXL Sacramento
KPTV Portland (Ore.)
WTXX-TV Hartford
KPHO-TV Phoenix
XETV San Diego
KCMO-TV Kansas City
WZTV Nashville
WBTV Charlotte
WUTV Buffalo
WOFL Orlando
WGNO-TV New Orleans
WPTY-TV Memphis
KOKH-TV Oklahoma City
WJAR-TV Providence
WGNT Greensboro
WNEM-TV Flint-Saginaw
WAWS-TV Jacksonville
KFSN-TV Fresno
KNAT-TV Albuquerque
WUHF-TV Rochester (N.Y.)
KGUN-TV Tucson
KHGI-TV Lincoln
WFSL Lansing
KVTVU-TV Las Vegas
KKTV Colorado Springs
WTVO Rockford

volume 23
Warner Bros. Television Distribution
A Warner Communications Company
“Family” is brought to life by a superb cast of stars. Meredith Baxter Birney, Sada Thompson, Kristy McNichol, Quinn Cummings, James Broderick, Gary Frank.

Television’s strongest young-women-appeal

Four-year run on ABC: More women in every age category.

“Family” Total Run Averages (000)

Still unbeaten: A higher concentration of young women than any top network prime time series in the 1981-82 season.

<table>
<thead>
<tr>
<th>Program</th>
<th>Percent of Total Viewers WOMEN 18-49</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lou Grant</td>
<td>34%</td>
</tr>
<tr>
<td>Dynasty</td>
<td>34%</td>
</tr>
<tr>
<td>Hart to Hart</td>
<td>33%</td>
</tr>
<tr>
<td>Hill St. Blues</td>
<td>32%</td>
</tr>
<tr>
<td>Quincy</td>
<td>32%</td>
</tr>
<tr>
<td>Knots Landing</td>
<td>31%</td>
</tr>
<tr>
<td>Taxi</td>
<td>31%</td>
</tr>
<tr>
<td>20/20</td>
<td>31%</td>
</tr>
<tr>
<td>Barney Miller</td>
<td>30%</td>
</tr>
<tr>
<td>Strike Force</td>
<td>30%</td>
</tr>
<tr>
<td>Too Close for Comfort</td>
<td>30%</td>
</tr>
<tr>
<td>Trapper John, M.D.</td>
<td>30%</td>
</tr>
</tbody>
</table>

SOURCE: NTI '81-'82 Season To Date (Through April II)
The critics raved. And huge audiences loved it on ABC.

prime time series.

Highest concentration of young women of all top-ranked network series seen during its network run.

<table>
<thead>
<tr>
<th>Family</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dallas</td>
<td>29</td>
</tr>
<tr>
<td>Quincy</td>
<td>29</td>
</tr>
<tr>
<td>Eight Is Enough</td>
<td>27</td>
</tr>
<tr>
<td>Laverne &amp; Shirley</td>
<td>27</td>
</tr>
<tr>
<td>Love Boat</td>
<td>26</td>
</tr>
<tr>
<td>One Day at a Time</td>
<td>25</td>
</tr>
<tr>
<td>Little House on the Prairie</td>
<td>23</td>
</tr>
<tr>
<td>Alice</td>
<td>23</td>
</tr>
<tr>
<td>The Waltons</td>
<td>22</td>
</tr>
</tbody>
</table>


A higher concentration of young women than any prime time series in syndication, or about to go into syndication.

<table>
<thead>
<tr>
<th>Family</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dynasty</td>
<td>34</td>
</tr>
<tr>
<td>Knots Landing</td>
<td>31</td>
</tr>
<tr>
<td>Taxi</td>
<td>31</td>
</tr>
<tr>
<td>Barney Miller</td>
<td>30</td>
</tr>
<tr>
<td>Trapper John, M.D.</td>
<td>30</td>
</tr>
<tr>
<td>WKRP in Cincinnati</td>
<td>29</td>
</tr>
<tr>
<td>Dallas</td>
<td>28</td>
</tr>
<tr>
<td>Three's Company</td>
<td>28</td>
</tr>
<tr>
<td>Eight Is Enough</td>
<td>27</td>
</tr>
<tr>
<td>The Jeffersons</td>
<td>27</td>
</tr>
<tr>
<td>MASH</td>
<td>27</td>
</tr>
<tr>
<td>Little House On The Prairie</td>
<td>25</td>
</tr>
</tbody>
</table>

SOURCE: NTI '81-'82 Season To Date (Through April II)
How to fill, not fall into, the communications gap

New York City is a very insular little community, and no one has caught that feeling better than the New Yorker magazine's great cover artist, Saul Steinberg. It's our view of the world: There's Madison Avenue and Fifth Avenue and Sixth Avenue, where the SFM offices are, and Broadway and Seventh Avenue and Eighth and Ninth and 10th and 11th Avenues and New Jersey and Kansas and Los Angeles and Japan and maybe a few other big names and that's about it.

You see, in Manhattan, anything west of the Hudson River is considered by some to be Kansas or maybe L.A. If you happen to live in Tennessee or Kentucky or almost anywhere else, from a New Yorker's standpoint you might as well be living on the moon. You've fallen into what I'd like to call the "communications gap." What sort of New Yorkers think such things? They think of you. Some of them program your entertainment. I can think of a few who work at major advertising agencies, at the networks. Some are advertisers.

These people have dug this enormous communications gap between themselves and you. They live and work by the numbers. They keep grinding out the same old formula programing because to do anything else would be to invite risk, and to invite risk would be to court failure, and to court failure is as crazy as thinking there's anything worthwhile happening west of the Hudson.

So goes their reasoning in making business decisions like turning down The Life and Adventures of Nicholas Nickleby, which all three networks did. Because they "didn't think it would win the night" and because "all those people talked so funny."

If you've been wondering why the networks seem ultra-cautious these days, the fact is, technology has far outstripped people's ability to view. Look at what you've got competing for those few precious evening hours when people are willing and able to watch something: all the networks, PBS, independent and local stations, the cable networks and HBO's and Bravos, plus a thousand and one video game permutations and combinations.

But what's going to be up on that six-foot screen on the wall or down on your one-inch wristwatch picture? Nobody's sure. But I have a few thoughts on the subject.

The first thought—and this is a reminder—is that advertising still drives the American economy. As the sources of entertainment grow and grow via cable and satellite, advertising is sure to follow.

Those of you in radio who have seen your stations deregulated by the FCC and those of you at television stations that are now commercially deregulated, know from your own daily experience that the number of commercial minutes you're selling hasn't increased significantly. You have your own delicate marketplace barometer that tells you how listening and viewing are affected by commercials. The system has all sorts of built-in safeguards against overcommercialization—not the least of which is the blizzard of hardware options the viewer can hook into instantly if the commercial level gets annoying.

My second point—and this, too, is a reminder—is that it's astonishing, given the accelerated growth of segmented channels, segmented magazines, segmented entertainment sections in newspapers, even with the whole focus on self in the 1980's, how much of a media commonality we still share. My third point is this: Whatever part of our industry you're in, get yourself out on the leading edge. Being out on the leading edge doesn't have to mean being out on a limb. When you innovate, as we try to do at our place, you automatically have an edge.

The whole notion of building a custom network and clearing simultaneous prime time showings can be accomplished by any smart agency or media service. It isn't just the media savvy that makes it possible. It's the client: It's having an advertiser who's willing to put pride in front of dollars, who believes that the leading edge of entertain-ment can also be a cutting edge for corporate relations and public goodwill and long-term institutional value. All of the acclaimed Mobile programs on commercial television that have been developed with SFM's full participation—like Nicholas Nickleby, the Agatha Christie Mysteries, Edward and Mrs. Simpson, Churchill and the Generals, Ten Who Dared, and many others—all of this has accomplished something very rare and very special and very unusual for an American corporation. It's helped seal some kind of little bond between the consumer and the corporation that says, "Mobile cares."

What we're saying—what N W Ayer is saying—is that it's time to turn back the clock to the days when advertisers and their agents were able to direct the appropriate faces and images and programs to their proper audiences.

And that brings me to my final point: responsibility. Some of you might still be tempted to believe all the responsibility for what we call broadcasting still resides in a few little buildings that are all glass and not much class in the canyons of Manhattan. Don't you believe that. It's a myth.

To get on the leading edge of whatever corner of this industry is your corner, you have to take responsibility. I'm not sure that's going to be easy to do in 1983. This is going to be a very tight, lean year for just about all of us.

So a network turns down a world classic that only 55,000 ticket buyers were able to pay $100 apiece to see live, and that could have been seen and shared by countless millions more last month free of charge, because it "wouldn't win the night". Does it matter? Do you care?

I think these things do matter. I believe you do care. I say it's time each of us takes more responsibility at our stations, our agencies, our companies, to fill up some of that gap. I don't quite know how to tell you to do that tactically or even strategically, but I can tell you without any hesitation that making the commitment and the effort are necessary. It's a responsibility that's more important than ever in an electronic marketplace that is increasingly becoming free of regulation. There's just no question in my mind that when the FCC defended deregulation actions by stating that "marketplace conditions" would prevail and that consumer access to information and entertainment would widen, the commission was calling for the best from each of us. Not more technology, more time compression, more sell. Not that.

"This instrument can teach, it can illuminate; yes, and it can even inspire. But it can do so only to the extent that humans are determined to use it to those ends. Otherwise it is merely lights and wires in a box."

Edward R. Murrow

The inscription on the duPont-Columbia Award for Broadcast Journalism means a great deal to us. The inscription on the other side of the award means a lot to us, too. "KNXT-TV for Investigative Reporting."

Several years ago we made a major commitment to a new Investigations Unit. People in Southern California have come to rely on our revealing, no-holds-barred reports. Now this work has been honored with the highest award in our industry.

The duPont-Columbia Award strengthens our determination to use our lights and wires to teach, to illuminate, perhaps even to inspire. 

KNXT/Los Angeles The team to watch.
Frankenstein, Jaws and Co. couldn’t overpower us.

The competition hit us with everything. Still we ended up #1 for 3 years straight.

They came at us with Hollywood’s blockbuster action movies, comic film masterpieces, top romantic stars, TV megaspecials, sports spectaculars, you name it. And so it went, week after week.

Still we averaged a solid #1 in our time slot, with a 34 share.

Women found us irresistible.

We won them over from the start. For three years running, Trapper has scored #1 with women in our time period.

And, just to prove it wasn’t some fickle fling, the ladies made us their #1 primetime series of all summer reruns.*

Year 3 was our strongest yet.

Overall, we averaged a 19.4 rating, 34 share and ranked #13 among all network series.

And once more in our time slot, Trapper John was an even bigger #1 with the women.

And now, Year 4.

This season brought a 4th year of Trapper John’s audience power to CBS stations across America. Stories full of the unexpected, alive with the comedy of real life. Irreverently entertaining. The charismatic appeal of Pernell Roberts and Gregory Harrison—well, it jumps right through the tube. Our guest personalities, spicy. And our supporting cast? They’ve built a following all their own.

Now, all this can be yours, because starting fall 1984, Trapper John will be available to your station. Call Fox now for complete information.

Available to your station in Fall ’84.

Source. NTI 9/79 - 4/80, 10/80 - 4/81, 10/81 - 4/82
*NTI 9 weeks ending 8/23/81
WELCOME TO FANTASY ISLAND...
KHJ-TV, CHANNEL 9, LOS ANGELES!

Other reservations already confirmed:

NEW YORK
CHICAGO
PHILADELPHIA
SAN FRANCISCO
WASHINGTON
DALLAS
MINNEAPOLIS
ATLANTA
DENVER
INDIANAPOLIS
SACRAMENTO
SAN DIEGO
PORTLAND, OR
KANSAS CITY
BUFFALO

WPIX
WGN
WKBS
KHK
WRC
KTXA
KMSP
WAGA
KWGN
WRTV
KSBK
KCST
KECH
KSHB
WIVB

PHOENIX
MEMPHIS
SALT LAKE CITY
HARRISBURG
NORFOLK
TULSA
ROANOKE
JACKSONVILLE
ALBUQUERQUE
PEORIA
FARGO
LAFAYETTE, LA
LAS VEGAS
CHICO
BOISE
ODESSA
BAKERSFIELD
LAKE CHARLES

KTSP
WMC
KTVX
WSBA
WTRK
KOKI
WDBJ
WJXT
KLKK
WEEK
KXJB
KADN
KVUU
KHSI
KTRV
KOSA
KERO
KPLC

FANTASY ISLAND

A Spelling/Goldberg Production in association with

Columbia Pictures
Television

A UNIT OF THE PREGIS COMPANY
Broadcast, cable deregulation occupy Hill

The Commerce Committee hearing room in the Russell Senate Office Building was the focal point of communications policymaking in Washington last week. It was there that the full committee reported out S. 55, a bill that gives the nation's radio and television licensees regulatory relief, albeit at the cost of paying license fees (see story below). And it was there that the Communications Subcommittee heard wide-ranging testimony on its cable deregulation bill (S. 66). The succession of witnesses who appeared during the two days of hearings discussed the bill's provisions that would clearly define (and limit) a municipality's control over its cable franchisee (see story below) as well as the bill's premise that there is enough competition to cable to justify its deregulation (see story, page 34). The hearing room also served as a forum for talk of the Copyright Royalty Tribunal's dramatic increase of compulsory license fees as Ted Turner tried unsuccessfully to add language to S. 66 that would exempt cable systems carrying his superstation WTBSTV Atlanta from paying the higher rates (see story, page 34).

Passage for S. 55

Broadcasters get their bill through upper chamber, but rougher road is ahead in House; license fees included

The broadcast deregulation bill (S. 55) sailed through a Commerce Committee mark-up last week. The measure codifies FCC deregulation of radio, abolishes comparative renewal proceedings and requires the FCC to "encourage new and diverse sources of broadcast programming." It also permits the FCC to collect license fees to cover the cost of regulating telecommunications services.

S. 55 passed unanimously and generated little discussion. It is virtually the same as a measure that cleared the Senate last year (S. 1629), with minor changes in the new bill's fee schedule: Fees that ranged from $1,000 for a license application to $5,000 for a hearing charge in last year's bill are now $1,200 to $6,000, respectively. The measure establishes a schedule of service fees allowing the FCC to collect up to 50% of its authorization level in any fiscal year. The bill is expected to move quickly to the floor and be passed.

Only Senator Frank Lautenberg (D-N.J.), voiced concern about the measure. Lautenberg said he had some "serious reservations" about the bill's proposed removal of the comparative renewal process.

He wants to make sure WOR-TV New York serves the public interest in New Jersey after it moves to Secaucus, N.J., as authorized by an act of Congress last year. (BROADCASTING, Dec. 20, 1982). He said he was going to take a personal interest in the performance of RKO and the FCC to insure the station performs its New Jersey duties.

Senators Bob Packwood (R-Ore.), chairman of the Commerce Committee, and Barry Goldwater (R-Ariz.) sought to ameliorate Lautenberg's concern. Goldwater noted that S. 55 would allow the FCC to renew the broadcast license of a television station only if "the licensee substantially met the problems, needs and interests of the residents of its service area in its program service."

Senator Ernest Hollings (D-S.C.), ranking minority member of the committee, offered an amendment that would allow any person to "file with the commission a petition to establish or an application to offer a new or additional service." The amendment also says the FCC must determine "whether the new or additional service proposed in a petition or application is in the public interest within a year after such petition or application is filed. If the commission initiates its own proceeding for a new or additional service, such a proceeding must be completed within a year after it is initiated."

Impasse on S. 66

Cable industry, cities take opposing postures on issue; Goldwater tells them to hammer out a compromise

The fate of the cable deregulation bill (S. 66) hung in the balance late last week while representatives from the cable industry and city governments continued negotiations and the Senate Communications Subcommittee listened to testimony on the bill.

The National Cable Television Association and the National League of Cities have been at odds over the bill, which would curtail city and state regulatory authority over cable television. Last Friday they were continuing negotiations that began last winter when a similar measure (S. 2172) was before the subcommittee. Negotiations have been kept under wraps. After Friday's meeting NCTA announced that no agreement was reached. Instead, NCTA said, "serious difficulties resulted when the NLC put a new proposal on the table which was a significant retreatment from their earlier positions." Despite those recent complications, NCTA
ing but not to much avail. NCTA, in particular, is against any NAB efforts to attach a must-carry provision to S. 66. "If they try to muck around with S. 66 we are going to come after them with everything we've got," said NCTA President Thomas Wheeler. Wheeler indicated that NCTA might retaliate by "mucking around with their bills." He said he proposed that the two organizations go to the FCC and ask it to codify the must-carry protection contained in H.R. 5949 (in that bill broadcasters were given must-carry protection of 1%-2% audience penetration)—a deal Wheeler said Fritts walked away from. Fritts said the plan was unfeasible. "It gives us less than what we have now and there were no tradeoffs," Fritts stated.

He noted that if NCTA was willing to accept full copyright liability in exchange, then they might have struck a deal. However, he said, the NAB wants to codify the current FCC must-carry rules and will "fight to do that." The only thing the NAB would have gotten, Fritts said, was NCTA "on our side," something he said he wasn't sure the NAB needed to retain the must-carry rules.

The second day of hearings was dedicated to the bill itself. Goldwater told the parties he is anxious for them to reach an agreement and was willing to accept the changes they might offer. However, he stressed he would not wait forever and urged them to move quickly. Goldwater said it was important that a policy be established this year if the cable industry is to achieve its full potential.

The not convinced

Some subcommittee members voiced reservations about the measure. Senator Larry Pressler (R-S.D.) wanted to insure the growth of cable in rural areas. Senator Slade Gorton (R-Wash.) was interested in guaranteeing a competitive marketplace. Gorton led the Senate opposition to the measure last year and represented the NLC's concerns.

There are several key provisions in S. 66 which the NLC opposes. The league attacked provisions that would codify the FCC's authority to set a ceiling on franchise fees; prohibit cities from having direct or indirect control over any programing cable systems, including those municipally owned; redefine system basic service; reduce the number of channels cable systems must make available for public access, and permit the FCC to eliminate cities' authority to restrict the rates charged subscribers for basic service.

In all, the NLC complained, cities will be unable to insure that cable operators fulfill their promises and supply consumers with services on a fair and equitable basis.

The cable industry, on the other hand, claimed that regulatory restrictions must be lifted so it can compete fairly with the new technologies. In addition, the industry claims that cities are setting exorbitant franchise fees that will crush the industry.

"All we seek is the right to compete on a level playing field, unburdened by requirements imposed by local governments which place us at a competitive disadvantage by imposing costs on our subscribers," testified Thomas Wheeler, NCTA president. Wheeler argued it was unfair that cable's competitors don't "pay franchise fees, they don't have to give away service, they don't have to underwrite various local ventures from production studios to police firing ranges, they don't have to go to a regulatory body to seek permission to adjust rates or services and they don't have to expose their business to local political hijinks when their license is up."

The idea that cable is a monopoly, maintained, is unfounded. "We may be the only wire in town but cable systems aren't the only way consumers can receive various services," he said. Then Wheeler cited an example of abuse one cable operator suffered. "In Marquette, Mich., the city told the franchise holder that he will not rene

Also during that first hearing the subcommittee heard from Jerry Holley, vice president of broadcasting for Stauffer Communications, Topeka, Kan., who stated the need for retaining the FCC's current "must-carry rules." Holley was testifying on behalf of the National Association of Broadcasters. "As we enter an uncertain future, Congress should reaffirm their commitment to localism by codification of the must-carry rules thereby assuring that viewers will continue to have access to the local stations licensed to serve them," Holley said.

NAB President Edward Fritts noted that the association was not asking for a must-carry provision but instead used the hearing as an opportunity to air its views on the issue. Despite that, Congress was getting some form of must-carry protection in S. 66 appears slim. The Commerce Committee leadership doesn't look favorably on taking up the matter which became inextricably linked with copyright issues in the last Congress. Broadcasters obtained must-carry protection in the cable copyright compromise bill. H.R. 5949, a compromise which later became embedded in a number of issues and eventually fell apart. Fritts, however, maintains that the association is probing many areas in addition to the Commerce Committee in an effort to retain the protection.

The fate of must-carry, however, is not likely to remain behind the scenes. The NAB and the NCTA, key parties in the H.R. 5949 compromise, continue negotiating, but with little hope for an outcome. The NAB is concerned about the potential for exorbitant franchise fees, while the NCTA is worried about the loss of local control. The future of must-carry remains uncertain, leaving the industry waiting for a resolution.
"real competition in rural areas?" Greif replied that those services aren't available in many communities and that it is imperative that local government control monopoly. The competition is there, Wheeler claimed. He noted testimony from the previous hearing indicating that low-power stations will be the prime competition in rural areas.

Jack Evans, mayor of Dallas, joined Greif in testifying against S. 66. Evans expressed concern that the bill would "grant powers to the FCC which would retroactively declare null and void important provisions of existing franchise agreements."

Steve Effros, executive director of the Community Antenna Television Association, said the complaint that cities are left powerless is simply not true. Effros argued that it is unfair to regulate cable and not the other competing technologies. Susan Buske, executive director of the National Federation of Local Cable Programers, asked the subcommittee to take a longer and more thorough look at cable deregulation before acting on S. 66. She said it shows a serious lack of understanding of the realities of cable systems and their impact on the future. "It contravenes the public interest standard that has been the basis of federal regulation of telecommunications for over 50 years," Buske said.

In a joint statement submitted by Cable America, Maclean-Hunter Cable TV, and Rogers U.S. Cable systems, the Canadian owner of MSO's the committee was asked not to support a provision in the bill that would give the FCC authority to investigate foreign ownership of U.S. cable systems and submit evidence of trade barriers to the U.S. Trade Representative. "This policy violates the spirit of fair trade between the United States and Canada," they wrote.

Several civic, religious and activist groups filed a statement of protest with the subcommittee. They objected to many of the bill's provisions and to "imbalance hearings." The participating groups included Action for Children's Television; the American Library Association; Black Citizens for Fair Media; Citizens Communications Center; D.C. Cable Coalition Commission; and the Church Federation of Greater Chicago.

Rival media back cable claim to deregulation

The cable deregulation bill (S. 66) introduced last month by Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) is based in part on the belief that other television media create (or will create) a competitive video marketplace that obviates the need for much regulation of cable at either the municipal or federal level. That belief was advanced last Wednesday by a succession of witnesses, who appeared before Goldwater's subcommittee. They saw plenty of competition for cable and plenty of reason for the bill.

"The principles of the First Amendment and the wide range of competitive alternatives to cable, present and potential," testified Washington telecommunications consultant Charles L. Jackson, "together argue for the removal of regulation from the cable industry."

The "competitive alternatives" include low-power television, STV, multichannel MDS, direct broadcast satellites and private cable or satellite master antenna television. The representatives and executives of these media who testified agreed that they could compete with cable, although some complained to Goldwater of problems that were inhibiting their growth and by extension the growth of the competitive marketplace. The complaints ranged from a lethargic bureaucracy at the FCC to anticompetitive practices by cable operators and cable programers.

Although Denver cable consultant Paul Bortz believes cable will be the dominant television medium of the future, he also believes that there will be sufficient competition from other media to assure "an effective and efficient market." Testifying first, Bortz praised the bill's lack of prohibitions on cable ownership. "With existing broadcast service and the development of alternative delivery technologies... it is not possible for a cable system to exercise exclusive control of the public's access to video programing. Any attempt to restrict video programing desired by the public will be met in the marketplace by other competitors," he said.

The competitive services have yet to establish themselves, Bortz said, and until they do it is proper for the government to guarantee access. He called the bill's requirement that cable systems with 20 or more channels set aside 10% of their "available channels" for access a "reasonable middle ground."

The bill would permit municipalities to regulate the rates of basic cable, defined as the retransmission of broadcast signals, but Bortz said that when cable becomes subject to multichannel competition throughout a market even that would be "too restrictive."

He proposed that the bill be amended to stipulate that once it is established that such competition exists in a top 50 market, the municipality may no longer regulate any of the cable system's rates.

James K. Parker, senior vice president and general counsel, CBS Inc., has proposed DBS and multichannel MDS services (its variation of multichannel MDS is known as Multichannel System), supported the bill in testimony. There is "very real competition in the video world," he said, for audience, programing and advertising. And he predicted that the competition would only get more severe. Pay cable networks, for instance, which historically are programed to attract and sustain subscribers are now beginning to program to sustain a large audience, he said.

Parker believes multichannel MDS and DBS can be competitors to cable despite their inherent technical limitations, particularly the highly directional nature of MDS and DBS signals that require line-of-sight dish antennas. The "shadowing" problem created by man-made or natural obstacles between transmitter and dish can be overcome, he said, by small cable systems in which several homes could be served by one well-placed dish.

Don Franco, president of Microband Corp. of America, the largest MDS carrier in the U.S., was certain MDS could compete with cable, but only if the FCC approves the plan for multichannel MDS. The plan, which calls for a reestablishment of channels in the Instructional Television Fixed Service band, would give two MDS operators in a given market five channels and a third, four channels. "In our view, achieving an effective counterbalance to cable's monopoly status through marketplace factors may well eliminate the necessity for increased regulation of the cable industry," Franco said. "To achieve regulation by marketplace forces, however, requires viable, alternative delivery systems. Microband believes that multiple channel MDS can be just such a system, providing for the first time true competition to the cable television industry." The only "hold back" to Microband and other carriers, Franco said, is the FCC, which for seven years has been considering expanding the MDS band to allow multichannel MDS.

"This is too good an opportunity to get mired down in the bureaucracy," he said.

According to two other witnesses, the
FCC is also guilty of retarding the development of low-power television. Sol Schildhause, chairman of the program committee, Neighborhood TV Co., charged that the alternative network proposed by Neighborhood has been "stalled" by FCC action. Neighborhood proposed in the fall of 1980 to create a nationwide network of translators that would rebroadcast the satellite-delivered signal of KUS(TV) Prescott, Ariz. "The proposal has, however," he said, "been ambushed by an FCC proposal to create a new low-power television service for the benefit of blacks, Hispanics and other minorities." After Neighborhood began applying for translator licenses in September 1980, he said, the FCC decided to dump the translator service into its low-power television service, which he felt was designed to benefit minorities and which has been overwhelmed by some 8,000 applications for service. As a result, he said, "not a single one of Neighborhood's translator applications has been granted even though they were filed in strict accordance with the translator rules and despite assurances by the commission staff when the applications were being developed that they would be 'routinely granted because they are translator applications.' Neighborhood's experience with the FCC is just one example, he said, of how government can have "a contaminating influence on the free flow of ideas."

Richard G. Hutcheson, president of the American Low-Power Television Association, a building trade association, expressed the concern of many of the hundreds of LPTV applicants that the FCC would continue to grant their applications at an extremely slow pace. Two months ago, FCC Chairman Mark Fowler promised that by May the staff would begin processing the applications at a rate of 400-500 per month.

However, judging by what he hears from the FCC, Hutcheson said, the FCC seems to be "backpedaling" on the promise. "Instead of 400-500 applications processed per month, we now hear 200-300," he said. "Instead of May, June or later. And we hear that the word 'process' may not necessarily mean 'process to conclusion' but simply movement from one stage of the paper shuffle to another." In response to Hutcheson's request that Goldwater extract "an explicit statement" from the FCC on its plans and expectation for processing LPTV grants, Goldwater expressed sympathy and said he has been in regular contact with Fowler on the matter.

Although Bortz in his testimony questioned the viability of single-channel pay services in competition with cable, William Wewer, a Washington attorney representing the Subscription Television Association (STVA), said STV could compete by offering "a unique blend" of programing, different from anything available on cable. The industry will need some help, however, he said. So that STV operators will be able to sell their services in homes that already subscribe to cable, Wewer said, the access section of $1.66 should be expanded to require all cable operators to install a switch on the television sets of their subscribers that would enable them to switch to a television antenna and pick up services, including STV, directly off the air.

A future service that is expected to offer some competition to cable is satellite broadcasting. Although Richard Bodman, president of Satellite Television Corp., doesn't see his company's three-channel subscription service as a direct threat to cable—it will thrive primarily in noncabled areas—he said it will promote competition in the programming market. STC's presence in the market, he said, "should minimize the ability of entrenched satellite-delivered pay networks artificially to hold down revenues to program producers and to increase costs to consumers."

If all the companies now holding DBS construction permits go ahead with their plans, according to Robert Fountain, executive vice president and chief operating officer, United States Satellite Broadcasting...
The advisors. Leading off testimony on S. 66 were two of the telecommunications industry's leading consultants: (l) Paul Bortz, managing partner, Browne, Bortz & Coddington; and Charles Jackson, Shooshan and Jackson.

Co., one of those companies, as many as 30 satellite broadcast channels will be available in the latter half of this decade. Satellite broadcasting's "major impact will be to make satellite-delivered programming services more affordable for all who wish to receive them."

With the exception of STV in a few markets, the only pay medium that is currently competing effectively with cable is satellite master antenna television or, as it is known in some circles, private cable. The medium serves small pockets of subscribers primarily in multiunit dwellings with mini-cable systems. Because they operate on private property, they don't have municipal franchises or, more significant, the regulations that go with them. The private cable/SMATV entrepreneurs have successfully demonstrated that large, well-heeled MSO's and entertainment conglomerates do not necessarily have to control the telecommunications network," said John Raines, chairman of the National Satellite Cable Association, in his testimony. The NSCA, which represents scores of private cable operators, has no objection to the bill since it's excludes private cable systems from regulation through its definition of cable.

Private cable's ability to compete with cable is being challenged simultaneously on a number of fronts. Municipal and state governments, Raines said, "have sought to impose restraints and burdens on private cable operations with the implicit intent of driving them out of business." Cable programmers have refused to deal with private cable operators and one cable MSO has petitioned the FCC to deprive private cable operators of microwave links needed to interconnect several separate properties.

Raines only made one specific recommendation to the subcommittee. Some municipalities have refused to grant private cable operators "designated franchises" needed to install cable through public rights of way to interconnect properties, he said. The subcommittee should address this issue and "make it clear that local governments are expected to entertain and grant franchise applications that are truly competitive and promote alternative cable technologies."

CO-OPERS

Cable continues fight against CRT's rate hike

Cable interests made last-ditch attempts last week to put off or circumvent the effects of the Copyright Royalty Tribunal's rate hike that would increase by millions of dollars the compulsory license fees large cable operators pay to import and carry distant signals. The new rates are scheduled to go into effect on March 15.

The National Cable Television Association and Turner Broadcasting System, in separate filings, asked the U.S. Court of Appeals in Washington to reconsider its refusal last December to stay the rate hike pending resolution of the appeal filed by NCTA. And the Community Antenna Television Association, in its monthly newsletter, said it had discovered a loophole in the CRT decision that it believes may allow cable operators to carry all the distant signals they want without paying the higher fees.

Meanwhile, TBS apparently failed in its attempt to attach an amendment that would exempt systems carrying its superstation WSB-TV (Atlanta) from the higher rates to Senator Barry Goldwater's cable deregulation bill (S. 66).

Despite all the activity, NCTA's strategy for combating the rate hike remains a mystery. Aside from the renewed request for stay at the appeals court, the NCTA has yet to show what if anything it has in mind to bring relief to its membership. NCTA President Tom Wheeler suggested NCTA would fight the rate hike on Capitol Hill, noting the association is attempting to arouse cable subscribers to its cause. "We have gone to affected systems in key states and they are going to their subscribers," Wheeler said.

"The Congress is going to know that [the CRT rate hike] is hurting consumers." But if NCTA does make a legislative assault on the rate hike, it will be a surprise to TBS's Washington lobbying corps. "It's my understanding," said Bob Ross, TBS's general counsel, "that NCTA is not going to push in Congress."

Last year at this time, the NCTA thought it was well on its way to solving its copyright problems once and for all. It had hammered out a compromise with broadcasters and motion picture interests that preserved the compulsory license, the mechanism for collecting copyright royalties on distant broadcast signals imported by cable operators, and hopes were high that the compromise would become law.

But as time wore on, it became increasingly apparent that the compromise, introduced in the House as H.R. 5949, would collapse under the weight of numerous other parties that wanted to attach amendments in their own interest to the bill. The final blow came in October, when the five-member CRT made its decision and large cable operators (those reporting more than $214,000 every six months in basic cable revenue) were suddenly faced with the dismal choice of either dropping distant signals, including superstations WSB, WGN-TV Chicago and WOR-TV New York, or paying the increased license fees.

With hopes for the compromise shattered, cable interests, led by superstation WSB owner Ted Turner and the NCTA, turned their attention to overturning the CRT decision. By attaching an amendment to an appropriations bill during the waning days of the 97th Congress last December, they were able to postpone the effective date of the decision from Jan. 1 to March 15.

The NCTA and TBS based their court petitions for reconsideration on the argument that Congress's decision to postpone the effective date of the rate hike was an indication of the lawmakers' feelings on the matter. Said Wheeler: "Congress stepped in and said clearly consumers should not be denied these signals...and that there should be a way of providing interim relief." The argument is supported by results of a survey of the top 30 MSOs, conducted by NCTA and released last week, that shows the impact of the rate hike will indeed be severe. The rate hike, the survey found, will cause the 28 MSO's that responded to the survey to drop 518 of the 709 signals they now carry that would be subject to the higher rates. And as a result, some 6.2 million cable subscribers would lose one or two channels of service. Filing the petitions apparently wasn't NCTA's idea. According to Ross, TBS had to talk NCTA, the plaintiff in the case, into filing so that TBS could file in support.

The CATA loophole is found by taking advantage of some anomalies in the FCC rules and the copyright law and making a strict interpretation of the CRT decision. According to the CRT decision, the higher rates do not apply to "any signal which was permitted" under the FCC's distant-signal rules, which limited the number of distant signals a cable system could carry and which were officially dropped by the FCC on June 24, 1981. "or a signal of the same type substitut- ed for such permitted signal." According to FCC records, at least 33 "specialty" channels (mostly religious and foreign-language stations) were permitted to be carried by all
cable systems regardless of size or location prior to the FCC's dropping of the distant-signal rules. And, according to the Copyright Office, the "specially" stations are to be treated as independent stations.

If all of this is true, said CATA, "it can only follow that since ... there were at least 33 independent signals that were 'permitted' to be carried prior to June 24, 1981, and since the rule says that you can take a signal of the same type and substitute it for one of those 'permitted signals' then the [higher rates do] not apply until at least the 35th independent signal is added. Every cable system was allowed to import at least one independent signal under the commission's old rules. Therefore, it's on the 35th signal that you would have to pay [the higher rates]."

CATA's job now is to get a court decision on its interpretation. Without an affirmative court ruling, cable operators will be unlikely to risk carrying affected distant signals past the March 15 deadline without paying the higher rates for them. Fritz Attaway, vice president and counsel of the Motion Picture Association of America, which was instrumental in persuading the CRT to raise the rates in the wake of the dropping of the FCC's distant-signal rules, said the CATA idea was "clever ... but when it comes down to actual practice, I seriously doubt that any cable operator is going to rely on this theory to carry distant signals under the old rates. If they do, I hope I'm involved in the infringement action that would definitely result from that reliance." To remove the uncertainty in applying the CATA's reading of the rules, CATA Executive Director Steve Effros said last week that he was busy trying to find a way to get a court to look at it prior to the March 15 deadline.

Responding to early inquiries on the matter, the Copyright Office has opened up a proceeding aimed at clarifying the issue. Since comments are due on March 1, the office may be able to make a ruling prior to March 15. If the Copyright Office accepts CATA's interpretation, the association will have some powerful ammunition to bring into court, arguing that the Copyright Office's ruling were appealed. And if the Copyright Office rejects it, CATA may still benefit since it could appeal a negative decision and get the court test it desires.

TBS President Ted Turner announced at the Texas cable show three weeks ago (BROADCASTING, Feb. 7) his plans to attach whatever bill he could an amendment permitting cable systems to carry WTBs without paying the higher rates for it. True to his word, Turner testified before Goldwater's Communications Subcommittee, arguing that his amendment should become part of the cable deregulation bill (S. 66). "As unjustified as the CRT decision may be for the cable industry in general," Turner said, "its imposition on the superstation is particularly inequitable on both copyright and communications policy grounds." It's unfair from a copyright standpoint, Turner said, because the superstation buys the national television rights to its programming. "There is no reason to impose a Draconian, second payment on cable owners for this programing," Turner said.

The rate hike also will have a "catastrophic impact" on communications policy, he said. Since many cable systems will be unable to afford to carry the superstation, he said, many communities will be deprived of the program diversity and competition the superstation could have brought to them. Despite the communications policy argument, Goldwater indicated at the hearing that he did not want Turner's amendment cluttering up his bill. Although Goldwater expressed some sympathy for Turner's situation, he said attaching the amendment would mean referring the bill to the Judiciary Committee, which has jurisdiction over copyright matters. He referred Turner to that committee.

Although Turner was rebuffed in his first public attempt to get his amendment moving, he is certain to keep trying. "It just means it doesn't get done at this stage," said Ross. "It doesn't mean it doesn't get done at some other stage."

Who gets to ring the Bell?

Comments to Judge Greene on Justice antitrust settlement argue that the 22 Bell operating companies, not AT&T, should have rights to Bell name, logo

Competitors and customers by the score last week took advantage of one more opportunity to comment on the settlement of the Justice Department's antitrust suit against AT&T. The target this time was AT&T's proposed plan for restructuring itself in line with the settlement as approved by the U.S. district court in Washington, a settlement that calls for the divestiture by Jan. 1, 1984, of 22 Bell operating companies (BOCs).

Few if any of those commenting thought the plan sufficient to guard them against the possible anticompetitive activities of what they appeared to feel was remain a 800-pound gorilla in the telecommunications marketplace.

The use of the Bell name, trademark and logo was one issue that cropped up repeatedly in the comments filed with Judge Harold Greene, who heard the case and is now presiding over the settlement. The role and power of the Central Staff Organization that would be created to serve the seven companies into which the 22 BOC's are being spun off is another.

The most extreme critic of the plan was MCI Communications Corp., which since its creation in 1972 has battled AT&T for a piece of the long-distance telephone market. It said the plan will not succeed in breaking up the Bell system and, as a result, should be rejected. MCI urged Greene to require AT&T to present a new plan—one that will render [the local operating companies] truly separate and independent”—by April 1.

GTE Corp., ITT and the Computer and Business Equipment Manufacturers are among those expressing concern about AT&T plans to assign title to the Bell logo and trademarks to the CSO for use by the seven new companies within the U.S.—but to continue using the name Bell itself, as in the new subsidiary, American Bell, and on the products it markets.

The critics express the fear that the public will continue to link AT&T with the BOC's, with the result, they say, that one of the purposes of the divestiture—to establish separate ownership and identities for AT&T and the BOC's—would be defeated. CBEMA said that, as a result, the court "should fashion a remedy which ensures that the American consumer is not misled by marketing practices as to the post-divestiture independence of the BOC's from AT&T and its affiliates."

AT&T spokesman Pic Wagner noted that the consent decree does not require the company to give up the name or trademark—and made clear it would not. "We own it [the name], and we're not about to give up 100 years of heritage just so competitors can gain another edge," he said. An alternative to the proposal for joint use of the name, Wagner said, was the AT&T reorganization plan is simply to deny the BOC's any right to the name and trademark.

If the competitors feel AT&T would benefit from the confusion that might result from joint use of the Bell name by AT&T and the operating companies, they saw AT&T as benefiting clearly and unfairly from the operations of the proposed CSO. The staff would provide the seven new companies with many of the services available to them as part of the Bell system—procurement, for instance, and Stromberg-Carlson Corp., which designs, produces and markets switching equipment to telephone companies, was not alone in the concern it expressed. It said there is a "clear danger" the staff would discriminate in its procurement practices in favor of Western Electric, which would remain part of AT&T under the settlement. It is "cruel," Stromberg-Carlson said, that procurement be conducted on a regional basis. MCI's criticism focuses on the contention that AT&T's plan will not result in the effective breakup of the company. "The plan provides no incentives for the [local operating companies] to assert independence and hasten the competitive benefits of equal access," MCI said. "Instead, the plan interferes with the divestiture process, allowing AT&T to co-locate its facilities and personnel with [the local companies] up to 20 years and "central organizations" staffed with ex-AT&T employees."

MCI also questioned whether AT&T intends to permit the local companies to meet their obligations to afford AT&T's competitors as well as AT&T "equal access" to the local exchanges—a matter that concerned many of those commenting. Their question was whether the local companies would have the resources necessary to provide equal access to all customers.

Satellite Business Systems, for instance, said the plan would deprive the BOC's of the
resources needed to afford all carriers the same degree of access to their facilities that they provide AT&T. SBS said the court should permit the BOC's after divestiture to demand the resources they need. And, to prevent AT&T from using the settlement to gain an unfair advantage over its competitors, it said, the court should hold annual reviews to make sure that until each BOC has afforded all carriers equal access.

It wasn't only competitors who expressed reservations. A citizen group—Black Citizens for Fair Media—raised questions regarding the division of assets between AT&T and the operating companies, the proposals governing patent licensing and the release of technical information to non-Western Electric manufacturers and the terms under which the local companies would use Bell System trademarks, particularly barring the use of the Bell name on non-Western Electric-supplied products. If not changed, the group said, "those provisions will allow AT&T significant anticompetitive incentives and advantages."

**ABC-TV readies another salvo**

*It will air 10-hour presentation of Colleen McCullough's novel, 'The Thorn Birds,' March 27-30*

A network television mini-series based on a best selling romantic novel, promoted with an extensive on-air and print campaign, aired near the end of the prime time season, when competition from the other two networks may be less intense than at the height of the season: ABC-TV is counting on that combination for another major ratings boost when it airs its 10-hour adaptation of Colleen McCullough's *The Thorn Birds* at the end of next month (March 27-30).

Advertising agencies predict *Thorn Birds* will capture audience shares averaging in the low 40's and will attract a viewership less broad than did ABC's recent presentation of the 18-hour mini-series, *Winds of War*, which surprised many advertisers by delivering an audience significantly larger than expected. ABC is asking for $150,000 per 30-second spot in *Thorn Birds* and has sold about two-thirds of the available time, according to ABC-TV vice president, general sales manager, Warren Boorom.

That *Thorn Birds* is not yet sold out is said to be due in part to resistance by some advertisers to sponsor a program in which a Catholic priest succumbs to adultery. Although the church itself has not criticized the program, the Rev. Donald Wildmon, head of the Coalition for Better Television, has written to major advertisers suggesting a boycott because of the program's content.

According to Boorom, the bigger problem with selling *Thorn Birds* came as a result of ABC's decision in January to reschedule the mini-series from a four-day run in the May rating sweeps to March, when it could benefit ABC's season-to-date ratings before the end of the 1982-83 season. Advertisers had already made their first-quarter plans when the move was announced, said Boorom, and although some have moved money out of the second quarter into March to take advantage of the mini-series, those looking for prestigious vehicles had already made their commitments. "Rather than a major vehicle for a few advertisers," he said, *Thorn Birds* "will add some spice to the advertising efforts of many.

Boorom denied reports that selling problems connected with the mini-series are bringing ABC rates closer to $120,000-$125,000 per 30-second spot. According to one media buyer, however, "if they're not sold out yet, they've got problems."

ABC's plans to promote *Thorn Birds* are along the lines of campaigns it has mounted for other mini-series of comparable size, according to Candace Farrell, vice president, advertising, publicity and promotion. ABC
Commission gets rid of rule it says caused broadcasters, FCC unneeded expense; recommends tossing out AM, FM, TV transmission regulations

The FCC last week scraped its so-called Berwick doctrine, which in operation has permitted parties to challenge whether an applicant for a new station or an applicant for a transmitter move actually intends to serve a center-city area rather than the outlying area it received a preference to serve. The FCC said the doctrine had imposed excessive cost on broadcast applicants and the agency alike. The FCC vote was 5-2 with Commissioners James Quello and Stephen Sharp dissenting.

At the same time, the commission voted to repeal rules that permitted FM and TV stations to be licensed to an unlisted community near a community listed in the table of assignments without petitioning for a rulemaking to add that community to the table.

The commission also rejected Sharp's proposal to stop granting 307(b) preferences in intrametropolitan areas ("Closed Circuit.")(Feb. 14). (Those preferences are derived from Section 307(b) of the Communications Act, which directs the FCC to provide a "fair, efficient and equitable" distribution of broadcast licenses among the states and communities.) But there were indications that the FCC would consider launching a separate rulemaking to address Sharp's concerns.

The Mass Media Bureau and the Office of General Counsel opposed Sharp's proposal vociferously, contending that it was unsound legally, would create enforcement problems and would abandon 50 years of commission precedent. Although several commissioners said they were "intrigued" by Sharp's proposal, only Quello offered a tentative vote in support. "I could go either way on this," Quello said. "Maybe this simplifies the whole thing," he said. "I think it might encourage minority ownership."

In other action, the commission launched a notice of inquiry aimed at eliminating or modifying technical regulations that were no longer useful or were "overburdensome."

At the same time, the commission proposed to eliminate technical rules governing transmission system requirements for AM, FM and TV transmitters. (It said competition among broadcasters was probably sufficient to control picture and sound quality without regulation.) It also proposed to eliminate technical standards seeking to control the quality of reception on auditory assistance receivers for the hearing impaired. It stressed that it wasn't proposing to eliminate standards that guard against those devices causing interference.

Among the questions the commission said it wanted to address in the notice of inquiry was whether competition and diversity in the telecommunications industry was now sufficient in certain areas to warrant elimination or revision of technical quality regulations — those, for example, that mandate minimum performance standards to assure that a TV set can receive and demodulate a transmitted signal.

Although commission standards currently require certain equipment to be able to receive or send signals to and from other equipment, the FCC asked whether such regulations could be dropped for "mature" services where safety is not a factor.

The commission also asked whether there might be better regulations for controlling interference than the commission's current ones.

The FCC also said that under its spectrum efficiency rules — which currently seek to control the amount of spectrum used to produce a given service output — where a single function and a maximum bandwidth are prescribed, additional technical regulations, such as modulation type and frequency, may not be necessary. It said those rules might be eliminated where use of a channel is not limited to a particular communications function.

Edward Fritts, president of the National Association of Broadcasters, greeted the FCC's proposals with caution. "We applaud the commission for its ongoing efforts to eliminate unnecessary regulations and its logical approach regarding a free marketplace," he said. "We caution, however, that in this emerging technological age, with a plethora of new electronic communications delivery systems soon to be introduced, that a consistent system of technical standards must be maintained for all to live by."

"Broadcasting by its nature must have compatible transmission standards to operate. Without technical standards, chaos would result. New products will be slow in reaching the marketplace, competitive markets will be limited. United States manufacturers may lose market share and the public will suffer," Fritts said.

FCC advances hearing date on controversial issue

Setting the scene for yet another chapter in what promises to be an engrossing saga, the FCC last week announced that on March 14 it would hear "oral presentations" on its proposal to repeal its network syndication and financial-interest rules.

The proposal caused at least a minor stir, since no one expected the commission to present such an opportunity until after reply comments in the proceeding are filed April 26. (When the commission launched the proceeding, Chairman Mark Fowler said the FCC would try to schedule oral arguments on the proposal some time after the reply comments had come in.)

Willard (Randy) Nichols, Fowler's chief of staff, said the move demonstrated that the commission didn't intend to permit the proceeding to "drag on interminably." Even with hearings scheduled earlier than expected, some observers doubted that the matter would come to an FCC vote before June 30, when the terms of both Commissioners Joseph Fogarty and Stephen Sharp will end. Nichols didn't seem to share that view. "We'd like to have all seven commissioners vote on it," he said. "We don't want to lose that as an option."

News of the scheduling seemed to provoke more anxiety among those supporting the rules than those arguing for repeal.

Michael Gardner, who is representing the Committee for Prudent Deregulation, which has been arguing vociferously for retention of the rules, said the commission's action was "very unusual because it gives an impression that the commission is making a rush to judgment." Gardner said the commission should have waited until after the reply comments came in and the written record of the proceeding was complete. "It just doesn't make sense," he said.

Jack Valenti, president of the Motion Picture Association of America, echoed that viewpoint in a letter to protest to the commission last Friday (Feb. 18), charging that the commission's "precipitous" scheduling of the oral arguments wouldn't permit the parties sufficient time to prepare. "This action is prejudicial to the rights of program producers, independent TV stations, public and consumer groups and other affected parties, and effectively denies these parties any opportunity to engage in a reasoned and informed oral argument before the commission," Valenti said.

"The reality as well as the appearance of evenhandedness and deliberate decision making in this proceeding requires that oral argument be held on the basis of a complete record. If you are committed to due process and fair play, oral argument must be scheduled after reply comments have been submitted, and with sufficient time to adequately prepare," the networks, which have been leading the charge for repeal, were singing a more optimistic tune. "The idea appeals to me," said Donald Wear, CBS vice president, Washington. "It could help everyone sharpen the focal point of debate and could result in better reply comments," he said.

Howard Monderer, NBC vice president for law, Washington, agreed, "It's fine," he said. "The FCC doesn't have to hold any oral proceeding; this is an extra," he said. "If they think it's good now, fine.

Some suggest that getting the item up before June 30 really need not make a difference. Even if Fogarty's and Sharp's presence would make a difference in the commission's vote, the parties injured in that first round would almost certainly petition the commission to reconsider its action. The chances of action on a petition for reconsideration before June 30 are slight.

The important votes to count would still seem to belong to those on duty after June 30: Fowler and Commissioners James Quello, Anne Jones, Mimi Weyforth Dawson and Henry Rivera.
Which radio network puts you “On A Country Road” with Lee Arnold?

Nobody knows country music better than Lee Arnold. And now, Mutual’s got him “On A Country Road” — the innovative, new radio music magazine with a fresh weekly mix of country news, profile features and behind the scenes interviews, on top of the hottest hits and all-time country classics.

There’s lots of live, foot-stompin’ action too, from deep in the heart of Texas. Every week, listeners swing with stars like Willie Nelson, Larry Gatlin and Tammy Wynette performing in concert “Live from Billy Bob’s” — the world’s biggest nightclub.

“Lee Arnold On A Country Road” is your ticket to the rapidly growing contemporary country audience. That means loyal fans for radio stations and a coast-to-coast audience of urban cowboys for advertisers.

Produced for Mutual by Broadcast International, a division of Osmond Entertainment, “Lee Arnold On A Country Road” is the latest addition to the long line-up of programming choices that makes Mutual the one full-service network.

For “Lee Arnold On A Country Road” and your share of the growing country audience, the answer is Mutual.
SIMPLY THE MOST POWERFUL MOVIE PACKAGE EVER RELEASED!

Paramount proudly presents your future in movies! PORTFOLIO X is a truly awesome array of towering boxoffice successes—94% of its theatrical movies are on Variety's list of All-Time Boxoffice Champions!

That's a huge 24% more than the closest competitive package—it means even PORTFOLIO X's "bottom" titles are top attractions! And they're recent—all are post-'76 and 60% were released in the last 2 years!

PORTFOLIO X's movies are viewing events that will electrify your entire schedule with promotable stars like John Travolta, Steve McQueen, Goldie Hawn, Richard Pryor, William Shatner, Leonard Nimoy, Jessica Lange, Nick Nolte, Faye Dunaway, Dudley Moore, Jill Clayburgh, Chevy Chase, Olivia Newton-John, Mac Davis, Walter Matthau, Henry Winkler, Donald Sutherland and Mary Tyler Moore—to name only a few!

PORTFOLIO X is packed top to bottom with the most successful feature entertainment ever created. It's the surest investment any station can make for movie dominance through the 80's!
PARAMOUNT
FIRST-RUN
NETWORK II

4 BLOCKBUSTER EVENTS—WITH NO PRIOR NETWORK EXPOSURE!

Great entertainment concerts, each produced especially for TV!
4 lavish specials featuring the most promotable stars of the 80's —the universal appeal of Frank Sinatra and Cher, plus the young adult magnetism of the Doobie Brothers, Santana and Heart!

Keep your First-Run "franchise" with Paramount's powerhouse follow-up to the highly successful First-Run Network I (94 markets covering over 70% of U.S. households). And watch for the next Paramount First-Run Network attractions coming soon!

THE DOOBIE BROTHERS FAREWELL

A landmark in American musical history! In an emotional reunion with past band members, the great Grammy-winner whips up a storm with all the hits of its brilliant 12-year career. The San Francisco Chronicle called the concert "a monumental event"—and it is! (1 hour)

CHER
A CELEBRATION AT CAESAR'S

All the glamour and outrageous comedy that make Cher a unique superstar, framed by all the glitter of Las Vegas' famed showplace! A dazzling display of song, dance and fun that lays 'em in the aisles—it's Vegas at fever pitch and Cher is sheer dynamite! (1 hour)
SINATRA
CONCERT FOR THE AMERICAS

The untoppable performance that opened the 5,000-seat amphitheatre at Altos de Chavon, Dominican Republic. Reviewers couldn't get enough: "The Chairman of the Board at his very best!" —NY Daily News... "One helluva show!" —Boston Herald American (2 hours)

SANTANA & HEART
CONCERT FOR THE AMERICAS

Two phenomenal groups that sell out arenas everywhere in a double-barreled marvel of sound, light and special effects! An entertainment concert at Altos de Chavon that explodes with the kind of music that excites audiences of all ages. "Paramount was looking for a world-class event and they got it!" —Hollywood Reporter (1 hour)
USFL update

ABC Radio announced last week that 215 stations have signed to air its twice-a-week broadcasts of United States Football League games beginning March 6 ("In Brief: Feb. 7). Approximately 70% of the stations are ABC affiliates, according to a company spokesman.

ABC is offering stations a minimum of 39 games, primarily on Saturday and Monday nights. The schedule includes two playoffs and a championship game ("Riding Gain, Dec. 13, 1982). Among the stations that will broadcast games scheduled for national distribution are WILIAM St. Louis, KSTRAM Minneapolis-St. Paul, KOMOM Seattle, WPLOAM Atlanta, KSONAM San Diego and KEXAM Portland, Ore., all of which are in nonleague cities.

Louis Severine, vice president and director of sales, ABC Radio Networks, projects that the broadcast schedule of the games will be between 75% and 80% sold by March 6. Exclusive beer company advertiser will be Strohs.

Charlotte switch

Off the air since Jan. 30 because of financial difficulties, WIST-FM Charlotte, N.C., may have found a rescue. Consolidated Theaters, the licensee, has reached an agreement to sell the station to George H. Buck Jr., owner of seven radio stations, including co-located WHYNAM. The purchase price was not disclosed, but Consolidated Theaters bought a controlling interest in WIST three years ago for $1,065,000 ("Broadcasting, April 14, 1980). Buck will have to sell WHYN to make room for WIST. He said he also will seek a major facilities change at the same time by requesting WIST's "full-time" frequency of 1240 khz. WHYN is a daytimer on 1310 khz.

Hill feedback

National Radio Broadcasters Association executives Abe Voron, Sid Kaplan, Bernie Mann and lobbyist Robert Schule met with congressional leaders on Capitol Hill last Tuesday (Feb. 16) to discuss radio deregulation and, according to Voron, the group concluded that: There is "little or no chance" that S. 55 (the bill that would, among other things, codify the FCC's deregulation action) is going to get serious consideration in the House in as much as both Senate and House leaders are interested in a more comprehensive bill that would "totally" deregulate radio. "S. 55 is only a partial deregulation bill," said Voron.

Separate meetings were held between the NBA contingent and Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee; Representative Timothy E. Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee; Representative Al Swett (D-Wash.), a member of that subcommittee and FCC Chairman Mark Fowler.

Rockin' the bay

By the end of this month the San Francisco Bay area expects to gain two top 40 formats, while losing one Spanish-language and one "free-form country" format, as KBOOM (San Francisco switches to KTSF), adopting the Hot Hits syndicated format, and KATF (Gilroy-San Jose enters its second month as a "contemporary top 40" station under the new call letters, KSFST.

KATF made the change Jan. 17. Dave Van Stone, program director, who moved from KUSFOM Las Vegas, also owned by Western Cities Broadcasting, termed the new format a "mixture of contemporary hits with some choice oldies.

A spokesman for KBOOM said no firm date has been set for the station's format change, although other sources indicated it would be before March 1. The station, owned by Entertainment Communications Inc., has not named a program director, but general manager Alan Goodman said it would adopt a Hot Hits format and go "back to basics, back to what top 40 radio used to be before the market was broken into segments in the early 1970's."

KBOO's switch has sparked a letter-writing campaign in the Latino community, generating pleas that the area's only 24-hour Spanish-language FM station retain its format. A separate group, Committee to Save KMKP, has been fighting for the return of a Big Band format to local airwaves since KMKP (FM) dropped the format last August.

Cable interest

Westinghouse's radio division is eying the prospect of having its owned AM stations launch ventures with local cable television systems similar to that of Broad Street Communications. Radiovision concept now in operation at WELAM New Haven, Conn. Broad Street leases a two-minute local availability spot 13 times a day from Storer Cable, which carries Cable News Network locally. In order to cablecast headline news ("Broadcasting, Feb. 7). The cable newscast originates from the WELI news studios which houses a television camera and switching equipment. Radiovision would work well with Group W's AM stations which are heavily involved with news and talk programming, said Warren Maurer, vice president of the AM station group. The radio division is primarily looking at the cable television service provided by Westinghouse's new Stamford Conn. based Satellite News Channels which provides regional five minute "windows" each hour for local broadcasts. Maurer said. However, Maurer noted that any firm plans to get...
January 4, 1983

Mr. John Patton
Vice President & General Manager
Bonneville Broadcasting System
274 County Road
Tenafly, New Jersey 07670

Dear John:

Just a note to tell you how pleased we are with the satellite service, we've set a new standard.

As you will recall, when we first heard it, our own people were astonished by the quality as compared to playing the tapes on our own equipment.

Since then, it has become apparent that our listeners are equally impressed. We have received innumerable telephone calls congratulating us on our fine sound...asking what we have done because we sound so much better than before...and more than a few who said they just called to say we had the best sounding station in the city and to keep up the good work.

Almost as gratifying as the listener response is the response from our competition. When asked what they think, most of them start their answer with a sad face and a loud groan.

We've always prided ourselves on having the finest audio quality in South Texas. With the satellite service we've set a new standard. Music from the stars is a big winner in our book!

Sincerely yours,

Stephen A. DeWalt
President & General Manager

BONNEVILLE BROADCASTING SYSTEM, 274 COUNTY RD, TENAFLY, NJ 07670 (800) 631-1600

More of what you come to Bonneville for!
involved with cable are at least six months to a year away.

Interest in the Radiovision concept was fueled recently when a contingent of Westinghouse Radio executives made a trip to New Haven to inspect WELL.

**Compact disk**

WNON-FM New York, a classical music station owned by GAF Broadcasting, has begun testing a compact disk player in broadcasts. The player, on loan from Denon, is a "laser-read" device for playing back digitally recorded four-inch disks. The disks have a 90 db dynamic range and a 90 db signal-to-noise ratio, producing a virtually noise-free sound, according to Matthew Field, general manager of the station.

The test, which began on Feb. 7, was scheduled to run for one week, but due to "enthusiastic" audience response, Denon has allowed the station to test the equipment for an indefinite period, said Mario Mazza, director of programming and operations, WNON. About five hours per week are put aside for the test, Mazza said.

*In the marketplace*

Listening In, a series of half-hour jazz interview programs, is now available to commercial and noncommercial stations from Three, a Los Angeles-based radio production company. The series, currently distributed in Australia by the Australian Broadcasting Commission, is hosted by Bob Rosenbaum, former air personality and current radio columnist for *Not Just Jazz* magazine. Among jazz artists featured in the 15-part series are: Mose Allison, Benny Golson, Freddie Hubbard, Walter Davis, Horace Silver, Joanne Bracken, Leroy Jenkins and Joe Farrell. Three is also developing a two-part series on the late alto saxophonist Art Pepper and participating in the Jazz Radio Cooperative, a national program and information service for Jazz Radio programming. Three is at 3571 Beethoven Street, Los Angeles 90066, providing preview cassettes on request.

**Rock marriage**

Noble Broadcast Consultants, San Diego-based radio consulting firm, has reached an agreement with Rick Carroll & Co. to market Carroll’s Rock of the ’80s music format. The format, which concentrates on new rock releases, was developed by Carroll in 1980 while he was program director of XRCO-FM Pasadena, Calif. After a dramatic rise in KROO’s ratings, Carroll left the station last July to form a radio consulting firm in partnership with former radio programer Larry Groves and former record promoter Marty Schwartz. Rock of the ’80s is the fifth music format now being marketed by Noble throughout the country.

**Early bird**

FairWest Studios of Dallas is getting a head start on the holiday season with the announcement that it will syndicate nationally a Christmas album that stations can sell through promotions with local advertisers. The album will primarily contain traditional holiday songs and medleys, some of which are recorded, mixed and produced by FairWest. Stations will be able to localize the album including from one to three songs by local music groups, according to Jim West, vice president and general manager, FairWest. Additionally, stations will be able to buy a customized version of the Christmas album with their call letters and logo on the cover in quantities of 2,500 and up.

**Country numbers**

The Country Music Association has released survey figures showing 2,114 full-time country stations on the air in 1982. The figure is up 18% over 1981’s total of 1,785. Since 1978, the number of full-time stations has increased by 364, according to the CMA.

**SMN’s count**

The Satellite Music Network (SMN) as of last Monday (Feb. 14) had 162 stations on the air receiving one of its three formats: Country Coast-to-Coast, Starstation (adult contemporary) and Stardust (big band/nostalgia). Over all, SMN has 239 signed station contracts to broadcast one of the three formats.

**Additions**

ABC has picked up six more stations for its Talkradio service, including the company’s owned Detroit outlet, WXYZ(AM). The total affiliates now stand at 55.
A NEW YORK OPENING!

MUSICAL! welcomes New York and WMCA to its fine cast of radio stations!

WMCA New York, NY  KRRV Quad Cities, IA/IL
WJAS Pittsburgh, PA  WGCA Charleston, SC
KBYI San Jose/San Francisco, CA  WREN Topeka, KS
KLBB Minneapolis/St. Paul, MN  WYSA Savannah, GA
KSPK Seattle, WA  KYNR Colorado Springs, CO
WTAN Tampa/Clearwater, FL  WSPB Sarasota, FL
KXLY Portland, OR  WYFM Lakeland, FL
WSOC Charlotte, NC  KLMS Lincoln, NE
WJYO Orlando, FL  KHAR Anchorage, AK
WRMR Columbus, OH  KPUA Hilo, HI
WJYN Nashville, TN  WIS Columbia, SC
WGLO Greensboro/Winston Salem/High Point, NC  WYS Crystal Lake, IL
WABY Albany, NY  WWOC Avalon, NJ
WBBF Rochester, NY  WADB South Belmar, NJ
WEZG Syracuse, NY  WAOE Dunkirk, NY
WCWA Toledo, OH  WLYC Williamsport, PA
WSGT South Bend, IN  WMYD Wickford, RI
WVGO Lansing, MI  KPRC Laredo, TX
WHMP Springfield, MA  WQRA Watertown, VA
WQRC Barnstable, MA
WKBV Richmond, IN
WSDR Sterling, IL
WPUB Camden, SC
WROM Poland Springs, ME
WKRC Wilkes-Barre, PA
WDWS Champaign, IL
WCLA Ludington, MI
WNLC Norwalk, CT
WOMI Owensboro, KY
VCCM St. Johns, New Canada
CJCL Toronto, Ont. Canada
CKWG Winnipeg, Man. Canada
CFAK Victori, B.C. Canada
CJSD Thunder Bay, Ont. Canada
CFMP Peterborough, Ont. Canada
CHOT Edmonton, Alb. Canada
VSB Bermuda
REDI Singapore
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Charlie's Angels
Spelling/Goldberg Production
distributed by Columbia Pictures Television
A Unit of the Sony Company
The productivity campaign: what it's all about

It's been a year since WEAZ(FM) Philadelphia's Jerry Lee began to go public with his plan for a massive, five-year broadcast campaign to correct the nation's downward course in terms of productivity. He and his National Association of Broadcasters colleagues didn't have to look far to find an industrial ally for their fledgling Broadcasting Industry Council to Improve American Productivity (BICIAP)—Thomas J. Murrin, president of Westinghouse Electric Corp.'s Public Systems Co. For decades a concerned observer of America's dwindling role in the international marketplace, Murrin four years ago was instrumental in the creation of Westinghouse's own productivity and quality center. In this "At Large" with Broadcasting editors Murrin explains the need for a national commitment and an explicit strategy to turn the productivity tide, and underscores why 365 TV stations and 2,850 radio stations have already committed an average of 45 spots a month (for TV) and 100 spots a month (for radio) towards fulfillment of BICIAP's mission—as well as why the NAB is dedicating its April 10-13 convention in Las Vegas to the productivity cause.
How did you get hooked on the subject of productivity?

About four years ago, in getting ready for an upcoming Westinghouse management council, it dawned on us that the subject of productivity improvement would be appropriate. The reasons were basically two: One, we were desirous then, as we still are, of continuing to improve the performance of our corporation—our customer service, our ability to produce goods and services well and at as low a cost as possible. And although we didn't have productivity improvement, per se, in mind at that time, we sort of backed our way into the realization that we could no longer assume that markets would increase, or that prices could be raised ad infinitum or that we could be more selective in providing more attractive goods and services. Rather, we had to do better with what resources we could influence.

The second principal factor was quite external, really very global. We and others became increasingly aware that foreign industrial organizations, including some of our foreign competitors, were getting very, very able in their design and production of goods and services—witness the large number of foreign automobiles and machine tools and cameras and watches and many other really high-quality products that Americans have been purchasing.

We were particularly struck by the realization that, whereas for decades we had thought of ourselves as the second largest electrical apparatus company in the world—topped only by General Electric—we came to appreciate that at least one Japanese firm (Hitachi) and at least one German firm (Siemens) had become larger than we.

We now talk universally about productivity and quality improvement—and it's important to stress that quality is an equally important aspect of this program. That's quite a change in attitude in four years, and we think one of the more important things that we have discovered.

What are the broadcasting and cable arms of Westinghouse doing about productivity and improved quality?

When we got started I think we had the typical American businessperson's mindset that productivity improvement efforts ought to be concentrated in the factory, and they ought to be aimed principally at blue collar workers. And, indeed, for many decades in the United States, that's where such emphasis has been placed.

We didn't appreciate, for example, that most of the employees in Westinghouse are now white collar. And, typically, they are more highly compensated than their factory counterparts, so in terms of employee costs, something approaching 70% is found in the office. And an organization like broadcast and cable is, of course, almost totally made up of professionals, management people, white-collared individuals, if you will. And we have developed techniques to significantly improve the productivity of the white collar work force. Typically, it gets referred to as "office technology," and it involves, for example, the extensive use of personal computers, electronic mail, teleconferencing and audio conferencing techniques, as well as high-speed printing of communications and facsimile transmission—a system of newly emerging electronic-based capabilities that now permit very substantial improvements in the productivity of white collar people.

Happily, our broadcast and cable organization is developing a considerable interest in this area, and is doing a lot of things that really are much more productive than they were earlier, and we think are bringing an even higher quality service to our audience than was the case before. It is permeating the entire corporation, including broadcasting and cable, and we think that will be an increasingly significant evolution in the future.

How do you perceive the role of the electronic media in stimulating a more universal public awareness of the subject of productivity?

It's been quite a struggle, frankly, to promote and popularize an interest in and a commitment to productivity and quality improvement in our own organization. As we've gotten into it, we've begun to realize that no one company, no matter how proficient it gets, can really do an outstanding job over a long time, particularly facing foreign competition. The Japanese, for instance, have a very effective team-like relationship among their government—headed by the Ministry of International Trade and Industry (MITI)—their industry, their labor and their academic leaders. They do strategic planning on a national basis. We really do not have a mechanism in the United States to do that well. Through their television, for example, they are continuously running what we would call documentaries aimed at educating all of their citizens on the need to be frugal in using resources.

For example, virtually every Japanese knows the statistics on the import of oil and gas, on their utter dependency on imports for other resources. Very few Americans have that appreciation. We think we're self-sufficient; we think God has graced us with all kinds of unlimited resources.

On Tokyo television in the morning, for example, you can learn six foreign languages—that's part of their effort to enhance their individual and collective effectiveness to compete in the world. Obviously, the ability to speak a foreign language greatly enhances international competitiveness. I doubt that we would have great support for running six languages on morning prime time on our media.

But we believe that television and radio can be used as a mechanism to educate our people, to motivate our people, to develop in our own way a consensus that helps build a team. You know, even better than we the power of the mechanism. That's one reason why we're tremendously enthused about this Broadcasting Industry Council to Improve American Productivity. We think it's going to have a discernible impact on much of the citizenry.

As far as the BCIAP campaign is concerned—what are the key areas for productivity?

Well, let me quickly mention the key areas that we at Westinghouse are concentrating on—areas we think are quite basic and generic, and ones that would be suitable for any American company. There are basically three—equally important and interrelated. One has to do with people, one has to do with technology and one has to do with quality.

At Westinghouse we now have about 10,000 of our employees meeting weekly in "quality circles." In groups of six, eight or 10, people who normally work together take an hour or more of company time to address whatever problems they think are important and to develop whatever solutions they think are suitable. It's a great way to get people involved—it's part of participative management, if you will.

In technology, there are many exciting new opportunities. We touched on office technology: another is robotics. It really is not yet significant in the United States, but I think it's going to have to be.

Then quality. That seems like a mundane subject to some: a lot of American business people feel they've always dedicated themselves to quality. But frankly, we find weaknesses when we examine in great detail how we design and build our products and services—particularly if we ask ourselves: Are we doing it right the first time?

That's a simple slogan. We used to have it on our factory walls a few decades ago. Apparently, when the Japanese visited us, they took pictures of those banners and thought we meant it literally, because they've gone back and have educated virtually all of their people—and motivated them—to do everything they do right the first time.

And from our studies, and from our own improvements in quality, we find that if you concentrate on that, it doesn't, as most Americans would have argued earlier, cost more. Not so, really. If you do it right the first time, you end up using less labor, less material, less time, less money, less energy, less space, fewer resources—and that really is the definition of productivity improvement as well as quality improvement.

Now, more broadly, we have come to the realization that this effort—to be very successful, is bigger than any company and bigger, really, than any industry, and has to be a national undertaking—and particularly has to be joined by government, labor and academic leaders, along with business leaders. And in that regard, we have developed so-called American strategies for productivity improve-
ment and international competitiveness. and suggest five principal areas, a global strategy for trade and investment, to formally articulate what it is that we’re setting out to do.

It is a strategy for maintaining crucial U.S. technological advantages. For decades, we’ve been virtually the leader in the all important technologies—but that leadership is dissipating, and if we’re not careful, we’re going to be second best, or worst, in a lot of important areas. A strong alliance among these parts of our citizenry is needed to improve the quantity and quality of enginers and scientists.

Japan, with a population of only about half the United States, is now graduating each year almost twice as many engineers as we are. And the Russians, whom we face in a different context—that’s not a commercial competition, it’s a political, but hopefully, not a military competition, although it could be, some day—they’re graduating something approaching 300,000 engineers, five or six times ours.

So we have to develop a capability in our school system—really starting with the primary grades and high school, and most particularly at the university level, to produce more high-quality, technically trained people.

Beyond that, we think it’s terribly important that we improve the incentives and the mechanisms for savings by our citizens, and that in turn, to provide the capital necessary to fund new plants and equipment, research and development, a lot of the things that we really have to do.

But perhaps most important, the part of this that’s most difficult for Americans and our country is to develop some consensus-based policy formulation mechanism. If we’re threatened with an invasion, if a Sputnik goes over, if there’s some disaster, we’re great at reacting to that, but we don’t seem to have a national facility for being proactive or for anticipating great needs, and for planning ahead to do something about them in time.

So, part of the challenge is this consensus-based process. And that again is where the media in general, and perhaps television and radio particularly, can be so powerful in communicating to large numbers of our people why this is important and what they ought to do.

So what is the outlook for America?

Well, if one is pessimistic, the situation in many respects is bleak. We are terribly damaged in our economy, what with the loss of jobs and by what’s happened in the steel industry and the automotive industry. Those unfortunate phenomena are very largely the result of the much better job that the Japanese have done in becoming productive and being able to produce high-quality steel and automobiles, compared to ourselves.

They now are targeting, in a very formal way, several other now and more sophisticated and more important segments of industry: microelectronics, computers, communication equipment, machine tools and robots. They’re making tremendous progress in catching up with us in terms of capabilities—and in some areas, I’m afraid, they are already gaining on us.

That suggests that if they continue that progress, and we don’t get rejuvenated and revitalized, they will indeed, over the next several years, become pre-eminent in those industrial segments, also. And not only does that suggest that most of the American companies involved would be in a very difficult competitive situation, but many of the employees involved would be threatened. The tax base those industries represent would be dissipated.

There is also a leveraging factor that might be even more hurtful to the United States: Many American industrial organizations that are not in those particular segments use those components and that equipment to make their own products. For example, Westinghouse is in the elevator business. Elevators are powered and controlled these days by very sophisticated electronic controls. If Japanese elevator competitors have superior electronics equipment to build into their elevators, their elevators will, over time, be superior to ours unless we do the same.

There’s an example closer to your own industry, in the media. The equipment used to record, or to telecast, if you go back many years, was always American-made. Now, as the Sony trademark suggests, it’s frequently Japanese. It is wrong to think that our competitors could have access to superior equipment to use against us.

So that could be very bad. The worst case scenario suggests that, say, by the year 2000, we are growing soybeans and corn and lumber, and exporting only those types of agricultural commodities around the world. Typically in that scenario, we have a service economy; Half of us are making hamburgers, and the other half are eating them. I’m not an economist, but I don’t see that that’s a credible way to run a country like ours.

You know, we still have the greatest array of resources on the earth, we have remarkable people, we have a great system, we have the biggest single market. But what we need is a Sputnik, if you will, something to startle us, scare us a little bit, to motivate us so that we get our act together. And if we do that, then we can excel in the fields I just mentioned, and many others that are emerging—biotechnology and other advanced areas of technology, so that we will have a continued high standard of living, and also be able to support a national security base in defense that is adequate to deter any aggressor.

So, I am concerned, but I’m basically optimistic about the future, and particularly now that we have people in your profession joining in this effort—we are much more enthused than we were earlier.
HOW HOT IS IT?
SO HOT IT HASN'T STOPPED RINGING.

In less than a year over 100 stations have hooked up with a pretty hot number: Talknet. The unique call-in programming service featuring Bruce Williams and Sally Jessy Raphael weeknights, and Bernard Meltzer and Dr. Harvey Ruben weekends. So distinctive you have to hear it to believe it.

We’ve talked up shares just about everywhere we’re heard. Big markets (33 of the top 50!). Small markets. Plus markets in between. And better numbers at night can lead to better numbers in the morning. All told, you might just call us one of the biggest radio success stories around.

Just ask the folks to the left.

So if you’re not yet on board, give Meddy Woodyard a collect call at (212) 664-4745. And share the wealth.

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Great concepts are timeless!
"Mike Stokey's Pantomime Quiz" was one of the all-time hits of prime time game shows. This fast-paced hilarious showcase of celebrities acting out crazy messages by playing charades ran for 14 Network seasons.

"Pantomime Quiz" is back, only it's flashier, faster and crammed with even more celebrities than ever.

5 half-hours per week
Now in production for Fall 1983
Costs, fragmentation top minds of those at ANA workshop

What to do about increasing costs and market fractionalization in TV is discussed by 500 seminar attendees

The twin problems of escalating television costs and reaching mass audiences in an era of fragmentation occupied the attention last week of speakers at the Association of National Advertisers television workshop in New York.

Approximately 500 advertiser agency and broadcasting executives gathered at the Plaza hotel last Tuesday (Feb. 15) to hear speakers discuss television audience measurement, costs of television commercials, the outlook for syndication, network and station television and ways to minimize waste in television advertising.

A spirited discussion emerged from a panel session examining the prospects for local television, network television and TV syndication. James Coppersmith, vice president and general manager of WCV-B-TV Boston, opened the dialogue by asserting that in the years ahead, the television station can flourish by accenting localism, regionalism and production.

"The bloom already is off the cable television rose," he insisted. "And the three television networks will have a lot more to worry about—their stranglehold is not etched in granite."

Coppersmith noted that WCV-B-11 has prospered through a policy of localism, regionalism and in-house production and called on other stations to take a similar approach. He said network affiliates can no longer rely totally on the networks and independents cannot depend on a continuing flow of off-network programming.

"Stations can offer localism in programing and community involvement that cable and networks simply cannot provide," Coppersmith said. "I see the networks still commanding a 50% share in the next decade, and DBS will be successful. But cable is too cost-intensive and there will be a shakeout, and teletext will not make it."

Tony Malara, president of the CBS Television Network, voiced the view that the network's share of audience by 1990 would be about 70%. He felt that network erosion is "manageable." Malara pointed to recent CBS research indicating that the "most desirable" audiences—adults 25-54 and upper-income families—have not declined significantly.

"We see a natural cap on cable's growth," Malara continued. "We feel that network programs will continue to be popular. And all the television networks have had more than 30 years of experience in producing programs. We have all the resources to produce a superior product."

In reply to a question on how costs to advertisers can be restrained as fees to producers and performers soar, Malara said CBS is experimenting with ways to produce pilots differently and to have different arrangements on scripts. He said expanded advertising inventory is another option and said that the introduction of 15-second spots is under consideration.

Henry Siegel, chairman of Lexington Broadcasting Services Co., New York, suggested advertiser-supported syndication as "the hedge" against network inflation. He noted that advertiser syndication (barter) has grown tremendously over the past 10 years and can now provide advertisers with economies, particularly in comparison with network costs. Siegel said there are more than 100 program series available. He gave examples of combining several syndicated series and said the mixture provided substantial economies in costs.

Siegel reported that advertiser syndication has grown from $30 million in 1972 to $300 million in 1982 and predicted a rosier picture for syndication in the future.

"By the end of the decade, network prices will be out of sight," he projected. "Network inventory will be too limited to meet the demand. So advertisers will have an even more urgent need for an alternative. At the same time, stations will scarcely be able to afford prices for cash syndication."

Jack Hill, senior vice president and director of media research for Ogilvy & Mather, New York, reviewed the status of television research and reported on steps being taken to improve research in the future. Hill stressed that the Nielsen meter system works well and has made valuable contributions but said it is too darn expensive. He said the Arbitron household diary "may be marvelously efficient but is not marvelously accurate."

Hill discussed the Cable Audience Mea-
THE ORIGINAL'S BACK.
MARY HARTMAN, MARY HARTMAN.

She'll turn around that time period.
CBS-TV will be the leading network in 1985, according to most survey respondents, including 53% of those affiliated with ABC and 77% of those affiliated with NBC. No affiliates of either CBS or NBC predicted ABC would be number one in 1985, although 47% of ABC affiliates surveyed predicted so. Three percent of CBS affiliates predicted NBC would be number one in 1985 along with 23% of NBC affiliates surveyed. Among independents, 88% went for CBS, 13% for ABC and none for NBC. Group executives were unanimous (100%) in favor of CBS leadership in 1985 and among agency executives, it was nine percent for ABC, 86% for CBS and five percent for NBC. Among all survey respondents, 19% foresaw a fourth commercial network by 1985.

In 1979, 89% of station managers surveyed said they plan to carry more local programming. In 1982, that percentage dropped to 78%, a trend Petry attributes to the fact that many stations have increased local programming over the last two to three years and that growth in that genre is leveling off.

The kinds of local programming likely to be emphasized, according to general managers, are soft news and information (85%), local sports (33%), local talk (27%) and children's (25%).

Prices for syndicated programming are likely to grow by 14.5% annually between now and 1985, according to general managers. That compares to a growth rate of 15% between 1978 and 1980 and of 12.3% between 1976 and 1978. Of program syndicators surveyed, 87% said the primary reason program prices have skyrocketed is competitive bidding among stations. Most general managers surveyed (82%) said they plan to seek outside help from consultants and other sources when making programming decisions and some (20%) said they plan to participate in...
NEWSFEED is an interactive, nationwide cooperative of 41 television stations helping each other build ratings by exchanging sports, weather, continuing series, features and hard news as no network feed, cable company or other source can.

“There was a sensational murder case in Milwaukee a while ago. The guy fled to Portland, Oregon and was caught there. We contacted the local NEWSFEED station in Portland and asked them to go out and shoot it for us. Then called NEWSFEED operations in Philadelphia to get it on the next feed. It worked great. We got what we wanted and the local television station in Portland got tipped to a story. NEWSFEED is like having a network of your own. There’s nothing like it!”

Erik Andersen,
News Director, WITI-TV,
Milwaukee, WI

“NEWSFEED gives me better penetration and better news service to this ADI. The look of our broadcast has been improved by the color satellite, and the scope of our coverage as well. I have to say we love the people we work with at NEWSFEED.”
Wes Lynch,
News Director, KREM-TV,
Spokane, WA

“We’re aggressive and we use NEWSFEED aggressively. We use the sports highlights a lot. They’re much better than ABC’s Daily Electronic Feed. It’s the stuff the competition can’t get.”

John Kline,
News Director, KATU-TV,
Portland, OR

NEWSFEED increases the scope and depth of your coverage. Makes it easy (and economical) to get the local angles on national stories breaking far from your market.

With NEWSFEED, your coverage is much stronger and livelier and it’s exclusive, too. There’s only one NEWSFEED station per market. If you’d like to be that station, we want to show you some examples. Contact Len Giarraputo, Group W Productions, 90 Park Avenue, New York, NY 10016. (212) 983-5343.
RATINGS, BUTTON.
Spot buying breaks billion-dollar barrier

Fourth quarter of 1982 sees billings of $1,030,893,000; figures show national spot TV grew by 18% last year

National spot television advertising exceeded $1 billion in sales for the first time in any three-month period during the fourth quarter of 1982, according to the Television Bureau of Advertising ("Closed Circuit," Feb. 14).

Roger D. Rice, president of TVB, said that a canvass of television station representatives by Touche Ross & Co., a New York accounting firm, showed that national spot TV gross billings totaled $1,030,893,000 for the final quarter of 1982. The figure topped the previous record of $899.9 million for the second quarter of last year.

Walter A. Schwartz, president of Blair Television and chairman of TVB's national sales advisory committee, said that exceeding the billion dollar mark in a quarter "is an important milestone for national spot television as a whole." He said the new high was attained through significant political advertising in October, significant growth of independent stations and the continued support of the nation's leading advertisers during the quarter.

Rice commented that it is "especially interesting to note that in 1982 the volume of national spot TV exceeded the combined total network and national spot radio, cable TV advertising and farm publications."

Rice added that the Touche Ross report showed that total national spot TV advertising in 1982 increased by 18% to $3.3 billion. He cautioned that growth was not uniform, varying from region to region and station to station.

Katz claims Metromedia gold mine

Rep will take over business for group owner's six TV stations; reported worth is $150 million

Katz Communications struck a bonanza last week when it acquired the representation of the six Metromedia television stations, covering national spot TV billings amounting to about $150 million.

With the Metromedia television business, Katz's broadcast billings (both television and radio) now total about $750 million. John Blair & Co., generally conceded to be the industry's top-billing rep, is expected to report billings of almost $700 million for 1982.

Metromedia's move away from in-house representation reflects a trend that has been evident in broadcasting for some years. Other group-owned TV stations that opted for outside representation in recent years were Top Market Television (Post-Newsweek), WGN Continental and RKO Television Representatives. The dwindling ranks of company-owned firms still include Storer Television Sales, Group W Television Sales, Coriah Television Sales and TeleRep, owned by Cox but representing other stations, plus the representative arms of the three networks.

The shift to out-of-house representation has been spurred in recent years by skyrocketing costs of operations, making the running of a short list of stations prohibitive. Costs have risen steeply in computer operations, research and expanded regional facilities accommodating sales growth in various parts of the country.

In the changeover, Metromedia network affiliates WCVB-TV Boston and WTCN-TV Minneapolis will be sold by Katz American Television, which represents affiliates in major markets. Metromedia's independent outlets, WNEW-TV New York, KTTV/KTTL Los Angeles, WTGT/WGTV Washington and KRIV-TV Houston, will be handled by Katz Independent Television. Metromedia's national spot sales organization, Metro TV Sales, will be merged into Katz American Television and Katz Independent Television.

Richard D. Mendelson, president and chief operating officer for Katz Communications, who will oversee the transition, said the personnel of Metro TV Sales's 12 offices will be "welcomed into the appropriate Katz division." But a Katz spokesperson confirmed that William J. Tynan, president of Metro TV Sales, will not be the joining Katz organization.

The association between Katz and Metromedia began in 1979 when Katz Radio assumed representation of nine radio stations from Metro Radio Sales, which subsequently has been dissolved. The Katz representation firm now has 22 sales offices situated throughout the country.
SOAP does it again! On Tribune stations, SOAP delivers solid increases in women and men 18-49!

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Source: Nielsen

A Witt-Thomas-Harris Production distributed by Columbia Pictures Television
Comark to make LPTV mark

The imminent and potentially large market for LPTV transmitters has drawn another supplier: Comark Communications Inc. of Southwick, Mass., and Colmar, Pa. According to Stuart M. Kravitz, Comark's director of marketing, the maker of full-power UHF transmitters has been busy developing UHF and VHF LPTV units for introduction next fall when demand is expected to start picking up. Comark will be in competition with a number of established LPTV transmitter/translator manufacturers, including Acrodyn Industries, EMCEE Broadcast Products, Television Technology Corp., and Thomson-CSF.

While Comark prepares to enter the new market, it is also hoping to strengthen its position in an old one with a new line of high-efficiency, wideband UHF transmitters that are expected to replace its current line. Set for introduction at the National Association of Broadcasters convention in April, the new S series transmitters will be available with full redundancy in output powers of 30 kw, 60 kw, 90 kw and 120 kw. The transmitters are designed around wideband 30 kw vertical tubes which can be linked in parallel to achieve the higher output powers. The tubes are used in the final stage of both the transmitters' aural and visual sections. If either of the tubes fails, Kravitz said, aural and visual signals can be multiplexed into one tube with a flip of a switch with only a 35% loss in signal strength.

According to Kravitz, the S series transmitters have an operating efficiency of about 40%, meaning that 40% of the electrical power feeding the transmitter is turned into RF power. The efficiency can be boosted to 56%, he said, with an optional pulser system that costs around $26,500. On the 60 kw transmitter, he said, the option could save approximately $21,000 a year on the operator's electric bill, assuming a cost of seven cents per kilowatt hour.

A big selling point of the new transmitters, Comark feels, is their relatively low cost. Kravitz said that Comark will be able to deliver stripped down ("without a lot of redundancy") versions of the 60 kw unit for "well below $400,000." It will feature the 30 kw unit (the CTT-U-30S) at the NAB show.

All together now

If the resolution on General Electric and RCA color television sets looks the same a few years from now, there will be good reason for it. The two companies have signed a "technical aid and licensing agreement" to produce a picture tube system promising better performance, reliability and economy. The system, called COTY-29, short for combined optimum tube and yoke in a 29-millimeter neck, was developed by RCA, but under the agreement both RCA and GE will begin incorporating it into their sets in 1984. It was designed primarily to lower manufacturing costs and thus will permit RCA and GE to compete more effectively with other manufacturers. The lower manufacturing costs, according to RCA, stem from the miniaturization of the yoke, the assembly of electro-magnetic coils that directs the electron beam that creates the picture on the tube's screen. The diminutive yoke consumes less material and consequently costs less. The new system will be used in sets ranging in size from 13-inch diagonal to 25-diagonal.

Oh no you don't

The National Association of Broadcasters has come down hard on General Electric's petition at the FCC, asking for some rule changes that would permit it to market a new product intended to enhance the enjoyment of multichannel (stereo) television sound when that service makes its debut in American homes (Broadcasting, Dec. 6 1982). Using a "dead spot" in the local FM band, the "low-power remote sound device (LPRSD)," which the product is being called...
until the GE marketers come up with a more salable name, would broadcast the stereo audio of a television program to "headset receivers." The range of the low-power transmitter would be limited to the room in which the television set is located, GE said in its petition, and the broadcasts would not interfere with regular broadcasting.

In comments calling for dismissal of GE's petition, the NAB told the FCC that "GE's proposal simply does not, and cannot, provide for interference-free operation of this remote sound device." NAB said the product could interfere with reception by the television set to which the product is attached, and it could interfere with nearby television sets and FM radio. The interference problem is exacerbated by the fact that the consumer must tune the product. "There is certainly no guarantee of proper tuning—or of the time it will take the consumer to tune the device properly," the NAB said.

More on what's at NAB

Among the hundreds of new broadcast products slated for introduction at the 1983 National Association of Broadcasters convention are a digital stills storage system from Rank Precision Industries Inc., West Nyack, N.Y.; Apple software for the broadcast station with Computer Concepts, Phoenix, and a variety of studio accessories from For 'A Corporation of America, West Newton, Mass.

The Rank Slide Film is a portable, self-contained system, capable of storing up to 90 stills on an eight-inch Winchester magnetic disk. The stills can be fed into the system from a number of sources, including slide scanners, cameras and videotape recorders. The stills can be called up in rapid succession (one per second). Through a process called "interfield interpolation," the unit will automatically "clean up" stills emanating from cameras by eliminating any movement in them. To broadcasters with Apple computers, Computer Concepts will offer a series of "program modules," priced at between $310 and $390. The software can be used in the newsroom for word processing, assignments and archiving and in the business office for keeping track of maintenance schedules, parts inventory and advertising accounts. For 'A's array of new products includes the TKY-4600 title keyer, the FVW-300 video writer, the PC video synchronizer and the TCR-3500 time code reader. For 'A will also feature its $8,000 time base corrector (the FA-410) introduced at the 1982 NAB.

Get processing

In a letter last week, M/A-COM Development Corp. urged FCC Chairman Mark Fowler to direct the commission's Private Radio Bureau to begin processing applications seeking authority to distribute video using point-to-point microwave links in bands above 13 gHz and on three omnidirectional channels at 2 gHz. According to M/A-COM, the FCC's Columbia Pictures decision of 1981 authorized the use of private microwave frequencies to distribute video. Nonetheless, M/A-COM said, the Private Radio Bureau has "flatly and unilaterally decided to refuse to process" applications. M/A-COM, which said it has developed a point-to-point microwave radio that would operate in the 23 gHz band, also noted that SpectraDyne Inc., which has filed to distribute video in the private Operational Fixed Service, has already asked the Court of Appeals in Washington to force the bureau to act. "It indeed seems most unfortunate that this matter must be resolved by court order rather than through responsible agency action," M/A-COM said.

The future is now.

With the exception of the direct broadcast satellite service, the services represented in this schema, which originally appeared in the January issue of the Institute of Electrical and Electronic Engineers' Spectrum, are available today. And with United Satellite Communications' promise to offer a DBS service this fall, even that may soon be available (Broadcasting, Feb. 7). The component television system at the heart of the illustration comprises a monitor and a set of speakers fed through a "source selector" by the decoders, converters and tuners necessary to receive the various services. The services sent to home via radio waves, coaxial cable and telephone lines, or coming as scanned by a videocassette recorder, a home computer, a videocassette recorder and videodisk player. Even the most accessible videophile may not need all the gear shown in the picture. The 4 gHz earth stations coupled with the UHF and VHF antennas and tuners for instance, could make the cable service redundant since most cable systems offer no more than broadcast and satellite signals.
Sweep ringer

The stunting by the three major networks during the February local rating sweeps by A.C. Nielsen and the Arbitron Co. is up 89% over last year, according to NBC-TV researchers, who note that the three networks have planned 136 half-hours of special programs for this month, compared with 72 special half-hours aired in the same month a year ago. Regular programming scheduled this month amounts to 43% of the networks’ prime time schedule, while last February it accounted for 63%.

Foreign alliance

CBS/Broadcast International, expanding its operations around the world, has made its first major entry into Latin America with deals to supply programing to three TV networks there.

John Eger, vice president in charge of CBI, said Globo TV of Brazil will be getting daily satellite feeds of all CBS-TV hard-news broadcasts. TV Manchete, a new five-station network due to commence operations in Brazil in April, will get news and public affairs broadcasts, probably shipped in casettes at first, and Radio Caracas in Venezuela will receive local news, public affairs, sports, movies and other entertainment programs—with transmission by satellite, when technical problems are resolved.

Delivery of programs to Globo TV has already started. Delivery to Radio Caracas is to begin "in a couple of months," and to TV Manchete when that network starts in April. The buyers handle the language dubbing.

All are three-year deals and, Eger said, as "in every major deal we make, we try to deliver a package" that extends beyond the programing involved to include such collateral services as promotions, information on audience demographics and advertisers and consultations on "things we can do together." The last customarily includes talks on subjects ranging from program trends to co-financing and cable and pay possibilities.

The Latin deals, Eger said, are "very similar" to those CBI has with the 9 network in Australia, the BBC in Britain, the ARD network in West Germany, the CBC and CTV networks in Canada and the Tokyo Broadcasting System in Japan. CBI is now in 73 countries, up from about 40 two years ago.

Prime time computers

Independent television producer Philip DeGuere, whose credits include CBS-TV's Simon & Simon, is producing a pilot for an unspecified network "about teen-age computer geniuses who battle the forces of evil through the amazing things they do with computers." In what may be the first show of its kind, DeGuere is bringing in microcomputer experts and negotiating with IBM, Xerox and Apple for permission to use state-of-the-art equipment from those companies in the one-hour program.

"We have to create our own franchise," DeGuere said, noting that he has asked for television's standard fare of policemen, private detectives, lawyers and doctors would not fit into the concept. "The fact is, youngsters of all ages are into computers these days," DeGuere said. "Computer camps are becoming increasingly popular. Schools offer computer classes in the normal course of study. These are creating a generation of people who can do things through computers that were never before possible. That's what our show is about."

DeGuere, who is calling the series Who's Kid, knows whereof he speaks. He wrote scripts for Simon & Simon on a computer-based "for electronic mail" from other computer enthusiasts responding to his story concepts.

Crime tips

According to figures released by the Eye-witness Anonymous program, an anti-crime strategy developed by KABC-TV Los Angeles in association with local law enforcement agencies, the television station’s broadcast of information on unsolved criminal cases has led to 1,328 arrests (including 20 for murder), more than 200 criminal convictions and the confiscation of more than $9 million in illegal drugs by law enforcement agencies between May 1981 and the end of last year. The program, which encourages viewers to dial a toll-free number with information related to a crime, claims responsibility for the recovery of $687,000 in stolen property and the solution of arson cases involving more than $1 million in damages during that 19-month period. Rewards of up to $500 are offered in the program.

On the stump

"Just two years from now, in 1985, the money spent by all cable, including pay, for programming per subscriber will be greater than what free television can spend per television home," was the forecast of NBC executive vice president and general counsel, Corydon Dunham, last Wednesday in arguing for repeal of the FCC's financial-interest and syndication rules. Addressing a luncheon meeting of the National Academy of Television Arts and Sciences, in New York, Dunham said that while keeping its rules, the government is accelerating the transfer of programing from free to pay TV.

Pay TV already yields significant buying power in the program marketplace, said Dunham, because it can generate "equal or greater revenues from smaller audiences" than the free networks can. By 1986, pay revenues will equal those of free TV, he said, and by 1990, they will "surpass free TV revenues."

Pay TV now "outsells the free networks by paying 78% more per average film" than do the free networks, said Dunham, and it is challenging the free networks in the purchase of series programing. "If you took HBO's subscriber base at seven cents a subscriber, HBO could outbid CBS for Dallas," he said. "Every major supplier is developing product for pay... and these suppliers have another interest in that many are "the owners of as well as suppliers for cable systems "

AMIP tally

The American Market for International Programs said 50 officials of U.S. program production and distribution companies have signed as delegates attending AMIP as buyers. AMIP, a joint production of Perard Associates, the National Video Clearinghouse and the MIDEM Organization, will make its debut Nov. 7-10 in Miami Beach. AMIP also reported that 36 overseas producers and distributors, attending as buyers, have signed as participants. Two other firms involved in the event are Eastman Kodak, which has written a pocket piece calendar and the official press reception, and Eastern Airlines, designated as the official carrier for the Americas.

Passing the plate

Public station WNET-TV New York is appealing to its supporters for financial contributions—not once but twice.

In a letter to members, John Jay Iselin, president of the station, asked last week for a one-time-only contribution to raise at least $1 million over the next few weeks in what he called "bridge-financing" to preserve future programing plans now jeopardized by a cash shortfall.

In addition, the station announced plans to go on the air on March 5 with a recruitment campaign to obtain a record-setting $2.5 million by signing up 60,000 new members in a 16-day period.

Iselin said these steps were necessary because of federal cutbacks in funds. The effects of the recession and skyrocketing costs. WNET has trimmed costs by laying off staffers, freezing wages and temporarily postponing several new programs, he said, and although the station is sound financially in its day-to-day operations, the bridge financing is needed so WNET will not have to borrow to meet programing obligations. Together, WNET and WGBH-TV Boston supply the Public Broadcasting Service with 90% of its prime time programing. Iselin said.

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Variety, June 23, 1982
"The show will have a national flavor through the taped pieces we'll do in advance," says Jim Dauphinee, executive producer of the strip, which will be called the "Afternoon." "But the heart of the program will be the contribution of each of the stations. It'll be live, local and topical--we'll be able to react instantly to what's happening that day," adds Dauphinee.
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Motion picture firm will be headed by Victor Kaufman as chairman/CEO; Gary Hendler is tapped to be president

Operations were officially under way last week within the motion picture production company established late last year by CBS, Time Inc. (through HBO) and Coca-Cola (through Columbia Pictures). Victor A. Kaufman was appointed chairman and chief executive officer of the new venture, and Gary J. Hendler was named president and chief operating officer.

Kaufman was most recently executive vice president of Columbia Pictures Industries and vice chairman of the company's motion picture division, Columbia Pictures. As executive vice president, Kaufman was responsible for Columbia's corporate development, planning and strategy, as well as for supervision of its television syndication operations. As studio vice chairman, he supervised international operations, pay cable and home entertainment. He also was responsible for Columbia's outside financing program for motion picture production.

Gary Hendler is a founding partner of the Los Angeles-based law firm, Armstrong, Hendler & Hirsch, specializing in legal practice in the entertainment industry. The firm represents such Hollywood stars as Robert Redford, Barbra Streisand, Goldie Hawn, Sean Connery, Sally Field, Nick Nolte and Sydney Pollack.

The new venture will have offices in both New York, where Kaufman will be based, and Los Angeles, where Hendler will oversee production operations.

"Gary and I will function as partners in all aspects of the business," Kaufman told Broadcasting last week. "Hendler will be in charge of film-project selection.

The first order of business, said Kaufman, is to select a full-time staff. He declined to name any of those currently under consideration. He also declined to discuss possible future projects except to say that none had been selected yet and that there is "no fixed timetable" to get one in the works. Once the venture gets into high gear, it will be producing between 12 and 15 films a year, said Kaufman.

Kaufman will be reporting to an executive committee comprising top-level executives from the three companies that have formed the venture, including Thomas Wyman, president and chief executive officer of CBS; Gene Jankowski, president, CBS/Broadcast Group; Francis T. Vincent Jr., president and chief executive officer of Columbia; Richard C. Gallop, executive vice president, finance, law and administration, Columbia; Gerald Levin, group vice president of Time's Video Group, and Frank Biondi, newly appointed president of HBO. Columbia's Vincent will serve as the first chairman of the executive committee.

The joint production-house venture was first announced last December as an attempt by the three partners to increase the world's supply of theatrical motion pictures and to participate in the profits that successful films will generate in various media—teatrical film distribution and pay and broadcast television. The pay-per-view market will also be explored.

The venture will have $400 million with which to conduct business, with the three partners putting up half of that and a line of credit from a group of banks accounting for the other $200 million.

Major moves at Time Video, HBO

Heyworth to Time Video, Biondi new president of HBO; Fuchs, Cox also advance

James O. Heyworth, president and chief executive officer of Time Inc.'s pay cable service, HBO, left that post last week to become deputy group vice president, video, of Time Inc., a newly created post. He is succeeded at HBO by Frank Biondi Jr., who had been executive vice president, planning and administration there.

In addition to the top-level management changes, HBO also announced changes in its corporate structure, which Biondi told Broadcasting parallel "quite consciously," the structures of the three major broadcasting networks.

HBO is now formally divided into two main working groups—HBO Entertainment Group, to be headed by Michael Fuchs, executive vice president, programming, and HBO Network Group, to be run by Tony Cox, executive vice president, operations. Both Fuchs and Cox take on the additional title of president of their respective groups.

Under the new structure, both Fuchs and Cox pick up one additional function, previously under the domain of Biondi as executive vice president. Research, for both programming and marketing, goes to the Entertainment Group and corporate development goes to the Network Group.

Heyworth said he will be working closely with Gerald Levin, Time's group vice president, video, in the overall management, administration and planning of Time's video group, which includes HBO; Time's major MSO subsidiary, American Television & Communications; a new videotext business, and several other projects currently in development. "My move to this corporate pos-

Heyworth  Biondi  Fuchs  Cox
tion,” he said, “is part and parcel of an effort on the part of Time Inc. to strengthen the group management of video.”

Aside from the additional function picked up by both Fuchs and Cox, their roles in general “will stay quite the same,” said Biondi. “We really run this business as a group.”

“Our overall objective,” said Biondi, “is to continue to grow,” with Cinemax being a “very important priority.” It’s hoped that that service will grow on the “same order of magnitude” in 1983 as did last year, when it doubled its size from one million to two million subscribers. Developing new forms of financing for motion pictures is also high on the list, he noted, as evidenced by HBO’s participation in the production company joint venture with CBS and Columbia Pictures (see story, page 70).

The message underlying all of last week’s announced changes, offered Biondi, is that “Jim Heyworth has left this place in good shape and that we’ll continue with the same strategy,” but perhaps setting the sights a bit higher.

What’s in store for Wometco?

Although officials deny reports part or all of company is up for sale, financial analysts think otherwise

Despite repeated denials from Wometco corporate executives, financial analysts persist in their belief that the company is, if not currently entertaining bids, at least looking for a buyer or buyers.

The stock is currently priced at $33.25 per share on the New York Stock Exchange, with more than 17.5 million shares outstanding. The heirs of Mitchell Wolfson Sr., Wometco’s founder and chairman until his death last month (BROADCASTING, Feb. 7), control about 36% of the stock.

Analysts estimate, conservatively, that if sold outright, the company could be worth perhaps $42 per share, or close to $740 million. If broken up and sold as individual units, analysts say the stock is worth perhaps $50 per share, or about $880 million. Either way, the sale price attached to the company by analysts is significantly higher than the current market value, which is a little more than $585 million.

That is the primary reason analysts insist that the Wolfson family would want out. Since the death four years ago of Louis Wolfson, son of Mitchell Wolfson Sr. and heir apparent to the Wometco chairmanship, no Wolfson family member has taken an active interest in the firm.

In addition to its broadcasting interests, which include one FM and six television stations, including the number-one ranked WTMY-TV Miami, the company owns 46 cable systems serving 230,000 subscribers; Wometco Home Theater, an STV programming operation; bottling and vending divisions, and an entertainment division (motion-picture theaters and tourist attractions primarily).

Tony Hoffman, a communications analyst with A.G. Becker, said that there was considerable support within the Wolfson family to “sell the whole thing in pieces.” The timetable for selling remains unclear, however, until Mitchell Wolfson’s estate is settled. “Estates take forever to get probated,” Hoffman said.

Ed Tavin, with the Miami brokerage house of Prescott, Ball & Turben, concurred. “They want their money’s worth and they want out,” he said. “They see an undervalued asset that has greater value if put on the auction block.”

Ted James, with Montgomery Securities, a brokerage house based in San Francisco, is convinced the Wolfson family is entertaining offers. "The family had its stock up for $50 per share last year but had no offers," he said. He also reports that the family recently had meetings with two investment banking firms to explore alternatives. He said they are looking for a buyer that will pay close to $50 per share and guarantee retaining the company’s long-time employees. Legrand has it, said James, “that the only way to get fired from the company was to lie to Mitchell.”

The company’s response to analysts’ speculation is that business continues as usual at Wometco and a sale is not in the cards, with the possible exception of the faltering STV unit.

“There is no intention to sell, break it up or take the company private,” Van Myers, newly appointed president and chief executive officer of Wometco Enterprises, told BROADCASTING last week. “That is what I have been told by the major stockholders of the company,” he emphasized, referring specifically to Wolfson family members.

The principal family stockholder is Frances W. Carey, daughter of Mitchell Wolfson Sr. She is said to be the family member most intent on selling off the company assets. Mrs. Carey declined to comment.

Her husband, Elton Carey, newly appointed chairman of Wometco and official “family representative,” did respond. The company’s operations, he said, “are excellent businesses and we’re not interested in selling.” He added, however, that the company is aware of its “fiduciary responsibilities,” but has decided against playing the “spin-off game.” He said that in the next few years, the market value of the company’s various businesses “should be worth a lot more money than they are now.”

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Making federal case out of 'cable porn'

Miami lawyer seeks injunction against city ordinance barring 'obscene' programs on CATV citing First Amendment violation; other activists inveigh against 'indecency' on medium

A Miami lawyer who says he does not like the idea of the city intruding into his bedroom to turn off his television set has gone to court to challenge a city ordinance barring obscene or indecent programming by the local cable television system.

If recent developments are any guide, similar cases will be filed in courts around the country. For the Miami ordinance is only another indication of how states and municipalities are being asked to respond to the possibility—if not the likelihood—of explicit fare on the local cable system. The Miami ordinance was proposed by Mayor Maurice Ferre after a trip to New York during which he saw "naked bodies" on one of the local cable systems.

The Miami ordinance went into effect on Sunday, Feb. 13, a few days after Ellis Rubin had petitioned the U.S. District Court in Miami for a preliminary injunction barring enforcement of the ordinance. He contended it violates the constitutional right of freedom of speech and what he asserts as the additional Constitutional right of privacy. Judge William Hoeveler will hold a hearing on Rubin's request on Feb. 24.

Rubin, who lives and practices in Miami and who has subscribed to the local cable system, Miami Cablevision, is not acting in its behalf but his own. The system is required by the terms of its license to abide by all city ordinances. But Rubin appears incensed. "I'm a lawyer who has practiced Constitutional law, and it disturbs me that Miami thinks it has the right to send the city manager into my bedroom to turn the television set off," he said.

One of the bases on which he claims the ordinance is unconstitutional is a provision empowering the city manager to determine that material is obscene or indecent and to suspend or terminate the cable system's license—"the right to accuse, try, convict and sentence, all in one person," Rubin said. He noted that the Supreme Court, in 1973, in the landmark obscenity case, Miller v. California, had left the determination of whether material was obscene to a "jury's" determination based on contemporary community standards.

The Miami city counsel, Jose Garcia-Pedruso, expressed confidence the ordinance would withstand the challenge. He said Florida cities are empowered to enforce the state's antiobscenity law. He also said that, in seeking a franchise, Miami Cablevision was aware it would be bound by requirements imposed by the city, "including no obscenity or indecency." The city granted the franchise in October 1981, long before the ordinance was passed. "But the system agreed in advance to the city's exercise of its police powers," Garcia-Pedruso said.

The Miami controversy is likely to be repeated many times around the country in view of efforts being made by religious groups to push such legislation. Morality in Media, based in New York, has developed a model law it has offered to groups, cities and legislatures in a number of states—Tennessee, Missouri, Arizona, California, North Dakota, New York, Louisiana and Massachusetts, among them—whose representatives have expressed interest in barring from cable television material they consider indecent, what is coming to be called "cable porn.

A spokesperson for the Morality in Media, Evelyn Dee, said it has become involved in the issue "because cable porn is all over the place. More of it is coming into the home. People are concerned."

The model legislation is patterned after the language in the FCC's decision holding that a program of Pacifica Foundation's WHAI-FM New York had been indecent—a ruling ultimately sustained by the Supreme Court (Broadcasting, July 10, 1978). The model law defines indecency as material that (1) depicts or describes "a human sexual or excretory organ or function or (2) nudity or (3) ultimate sexual acts, normal or perverted, actual or simulated or (4) masturbation, which under contemporary community standards for cable television is patently offensive."

Morality in Media is not alone in its efforts. The Roundtable, a nationwide organization with headquarters in Memphis, has agreed to join with it in sponsoring a series of dinners and prayer breakfasts to stimulate public awareness of the issue and to provide guidance as to what individual citizens can do to combat such cable programming.

The first dinner was held in Memphis on Jan. 27, and was addressed by the president of Morality in Media, the Reverend Morton A. Hill, S.J. He not only urged support of a bill now pending before the Tennessee legislature, but he urged his audience—of more than 1,400—to write to President Reagan, urging him to instruct the Department of Justice to vigorously enforce existing federal laws barring obscenity.

The anti-"cable porn" drive has even reached Congress. Senator Dennis DeConcini (D-Ariz.) in the last Congress introduced a bill to apply to cable television the same ban on the transmission of obscene, indecent and profane material that the criminal code applies to broadcasters. The bill died in committee, and an aide to DeConcini last week said no decision had been made on whether to reintroduce the measure in the new Congress. However, officials of Morality in Media believe it will.

There is more to the drive than religious fervor. Citizens for Decency through Law Inc., of Phoenix, a nonprofit organization established 26 years ago to assist prosecutors of obscenity cases, has become a legal research resource for communities and states considering legislation to ban indecent or obscene programming on cable television. Bruce Taylor, general counsel of the organization, in fact, said it has been encouraging concerned viewers not to consider only new legislation. "We are telling people they should look at obscenity statutes now on the books and seek prosecution under them," he said.

Taylor believes programs offered by some pay cable services, like Playboy and Plea-
NAB loses a round in DBS fight

Court of Appeals denies its request to stay introduction of Comsat's STC service

The National Association of Broadcasters, which failed in efforts before the FCC to block the introduction of direct broadcast satellite service, is not having any more success in the U.S. Court of Appeals in Washington. That court last week rejected NAB's petition to stay the commission's grant of Satellite Television Corp.'s application to offer DBS service.

The NAB indicated it regards the court's action, issued in a brief order, as only the first skirmish in the battle. The case now proceeds to a decision "on the merits," Erwin Krasnow, NAB senior vice president and general counsel, said. And the standards for deciding on whether to grant a stay, he noted, "are different from those used in deciding a case on the merits."

Nevertheless, by NAB's own analysis, the rejection of the stay request may hurt the association's chances in future court battles over the DBS issue. NAB had sought the stay until the judicial review process was completed. Unless the request was granted, it told the court, "STC's immediate expenditure of enormous sums on construction of its satellite system will unavoidably prejudice the court's consideration of the issue on appeal and the commission's reconsideration of its action in the event of remand—to NAB's irreparable detriment."

The court, in denying the stay request, said NAB had failed to demonstrate the "irreparable injury and likelihood of success on the merits to warrant the preliminary relief sought. Nor has it shown that injunctive relief would not harm the substantial public interest in expeditious development of direct broadcast satellite technology."

STC, a subsidiary of the Communications Satellite Corp., expressed its pleasure with the court action, "We're delighted," said a spokesperson. "STC will continue to move ahead vigorously to develop this unique television service for the American public."

NAB is proceeding in two related cases to block direct broadcast satellite service. It has appealed the commission's order authorizing the new service, and it has appealed the grant of STC's application—the first of eight the commission has thus far approved. The court has consolidated the two appeals in one proceeding.

In both, the NAB contends the commission's decision has failed to deal adequately with questions of localism in two respects. NAB cited the statutory requirement that broadcast services be allocated equitably among the states and communities and asked whether that permits national licenses. It also asked the court to consider whether the commission violated the Carroll doctrine in failing to hold a hearing on the question of whether the STC service would adversely affect local service to the degree that the public would be harmed. Both appeals also raise the question of whether the grant of multiple channels to a DBS entrepreneur is arbitrary, given the multiple ownership limits imposed on terrestrial broadcast licensees.

In its attack on the STC grant, NAB raised questions unique to that company. One was whether the Communications Satellite Act of 1962 authorizing the establishment of Comsat prohibits it from operating as a broadcaster and from financing a venture unrelated to its primary mission of serving America's link in an international communications satellite system. Another question raised was whether STC's DBS operation will be improperly cross-subsidized by revenues from Comsat's regulated monopoly services.

Powwow. ABC, CBS, NBC, Cable News Network, the Association of Independent Television Stations, the Commissioner of Baseball and Hughes Television Network last week asked the FCC to convene a meeting, bringing together all interested parties, to try to hammer out an interim settlement of the commission's proceeding aimed at determining how much AT&T should charge for—and how costs should be allocated among users of—television transmission service.

In comments at the FCC, those "user parties" said cancellation charges, customer provision of local channels and projections of part-time usage were the only points on which the parties needed FCC assistance to move further toward a settlement. "Because of the spirit of cooperation that exists among all parties, we believe the chances for achievement of an interim settlement are extremely good," they said. Those same parties had earlier suggested that the rate for part-time interexchange service be reduced from the current 95 cents per channel hour to 70 cents per channel hour, and that the rate for full-time interexchange service be increased from the current $68.15 to $75 per channel mile per month (Broadcasting, Dec. 6, 1982).

What happens to local service when STV expands?

That's question FCC may face as city of Worcester, Mass., plans to fight proposed increase in STV hours

The FCC's deregulation of subscription television (Broadcasting, June 21, 1982) cleared the way for any television station to broadcast as much STV programming as it wished.

But an announcement by WSMW-TV (ch. 27), the sole television station licensed to Worcester, Mass., that it is planning to increase its pay television offering appears to be drawing a chilly reception from parts of the community itself.

Last week the Worcester city council directed the city's legal department to contact the FCC to find out what steps it could take to block the move. It also resolved to complain directly to the station's owner, Melvin Simon Associates Inc., Indianapolis, making clear that "we want local service," according to Francis McGrath, Worcester city manager.

Worcester councilor Timothy Cooney, who said he was especially concerned that the station's proposal would deprive the community of local television news, told Broadcasting the council also had agreed to establish a blue-ribbon committee to determine whether sufficient interest—and whether sufficient financial backing could be raised—to challenge the station's renewal. If those actions didn't convince the station to drop its plans soon, Cooney said he would urge the council to seek an injunction prohibiting the STV expansion.

Brian Higgins, WSMW-TV vice president
FCC to examine its regulations of call letters

The time has probably come for the commission to launch a rulemaking "looking into the current usefulness of our call letter assignment policies," FCC Commissioner Henry Rivera said.

Or so said the FCC in permitting the Classical Broadcasting Society of San Antonio, Inc. to use KPM as the call for a new non-commercial FM station in San Antonio, Tex., over the objections of KISS Broadcasting Inc., licensee of KMCA/AM, also in San Antonio.

Under the FCC's current policy, stations may request call letters of their choice, except for the initial letter, as long as those letters are available, in good taste, and are sufficiently dissimilar phonetically and rhythmically from existing call letters of stations in the same service area, so there will be no significant likelihood of public confusion.

The FCC, however, said that the controlling question is simply whether the letters in two call signs, apart or in combination, would sound sufficiently alike to an average listener so that the listener would confuse one station for another.

In its order, the FCC said the difference between the M and the P in KMCA and KPM were "sufficient to dispel a significant likelihood of public confusion."

To the extent that its analyses in earlier cases were inconsistent with the analysis it was presenting now, the FCC said it was overruling those. "Until we have concluded our forthcoming rulemaking on call sign assignments, we shall apply the common sense test for public confusion described above," the FCC said.
Baker's call for better programing

Group W head, in citing survey showing people enjoy sports over watching TV, says broadcasters must give viewers what they really want

People still spend most of their leisure time watching television, but most of them get more fun out of something else—jogging or running or playing ping-pong, for instance.

That was the core finding of a survey reported last week by Dr. William F. Baker, president of Group W Television and chairman of Group W Satellite Communications. Speaking to the Texas Association of Broadcasters at San Antonio, Baker said 50% of those surveyed listed participatory sports as their most enjoyable leisure activity, while only 15% named television as most enjoyable. Even reading rated two percentage points higher than TV, he added.

What this means, Baker told the broadcasters, is that "your enemy may not be competing technologies. It may turn out to be the Nautilus machine and ping-pong."

Baker said the survey was conducted for Westinghouse Broadcasting and Cable, parent of the Group W operations, by Decision Research Corp. of Lexington, Mass., among a national sample of 500 TV viewers in January. The purpose, according to DRC, was to learn how people are spending their leisure time, how they are using television and how well Group W's PM Magazine is fulfilling viewer needs and desires. DRC said the findings can be projected, within four percentage points, to all people in the continental U.S. who watch TV at least five hours a week.

DRC reported that 80% of the sample said they watch TV to "relax and unwind," and that 66% said they prefer programs that "entertain" to those that are "informative."

Yet the only program types rated "very enjoyable" by more than one-third of the sample were national news and local news (each named by 54%); informational shows like PM Magazine (44%) and movies (40%). At the other extreme, only 12% said they were "very satisfied" with prime time network programs, and close to a third ranked four program types as "not at all enjoyable": game shows (31%); "shows about Hollywood and other national personalities like Entertainment Tonight (29%); talk shows (29%) and reruns of old prime time programs (also 29%).

"Confronted with developments like these, what can we do?" Baker asked. "I think a lot.

At Group W, he said, "we're developing all our energies to those strategies that we think can turn present problems into future advantages." He cited enlisting TV stations as regional affiliates of the Satellite News Channel cable service, and the highly successful PM Magazine series. "To my way of thinking," he said, "PMI is the kind of productive programing that all of us are going to have to work toward in this decade. We need all the bright ideas we can get."

Baker cited the proliferation of specialty magazines. "Who can doubt that something similar is happening in the world of television?" he asked, and added:

"I don't suggest that the three networks are near death. They're still quite powerful. (And like large animals, they are even more dangerous than when they are finally threatened.) They will always have 100% penetration and continue to garner a large segment of the audience. Meanwhile, each year we see a corresponding expansion in the role played by the local independents—and by a hundred or more channels of cable. That is not only because these multiple, alternate signals are now technologically feasible. Even more, it's because the public is increasingly demanding a wider choice."

As this trend continues, Baker said, "no longer will New York or Washington, D.C. call the shots for the rest of us. The real trends all begin elsewhere. That means our viewers and listeners are fast becoming fed up with the old forms and contents of mass programing that suited the '50s so well. The people are growing weary of the 'least objectionable program.' They want the program of their own first choice—and they will get it when they want it.

This means "enormous programing cost pressures" and, particularly for local stations, a need "to achieve greater efficiencies in programing." To that end, he said, "we need more meaningful measurements" that go beyond the gross numbers and show "what the people really want, who our publics are, and how they differ" and whether they really enjoy what they watch.

"The road to the future is an un-lonesome trail," Baker said, because most people are already on it. "It's our job to see where it's going. And then to get out in front as soon as possible."

AWRT members hear it straight from regulators

Public affairs seminar features speakers including Jones, Ferris, Wiley, Cox, Harris and Packwood

Communications issues affecting both cable and broadcast were the focus of a day-long seminar last week in Washington sponsored by the national chapter of American Women in Radio and Television. Promoted as a public affairs seminar the event attracted 125 members and interested observers. The seminar's agenda covered a variety of issues and featured FCC officials, Congressmen and members of the communications industry. To kick-off the affair, attendees heard from Sally Forman, director of government relations for NBC in Washington. On "How to Get Involved in the Legislative Process." Forman presented a step-by-step overview on how a bill winds its way through Congress.

The panel session "The FCC Yesterday, Today and Tomorrow" had a lineup including FCC Commissioner Anne Jones, former FCC Chairman Charles Ferri and Richard Wiley, and former FCC Commissioner Kenneth Cox. There was praise and criticism from the panel on current FCC deregulatory policies. Cox, now senior vice president of regulatory affairs for MCI Telecommunications, told the group he disagreed with arguments that "there is no spectrum scarcity." Instead, he maintained that "it is finite...we are never going to have all the spectrum we need." Cox noted that with the current FCC "the tide of deregulation has reached full heights. It's often ignoring the reason for adoption of FCC rules in the first place."

Wiley, now a partner with Kirkland & Ellis, Washington, said that the marketplace
has been transformed by technical advances. "The day has gone when over-the-air broadcasting is the be-all and end-all. We now have a video marketplace. The American people couldn't care less about how a program is delivered," he said.

Jones, on the subject of spectrum scarcity, also said that because of the new technologies it is conceivable that you could sell or lease spectrum. She also pointed out that turning the public airwaves into private property might put their access out of reach for many groups, especially public or noncommercial users, who might be unable to afford to rent or buy.

They also heard from FCC Mass Media Bureau Chief Larry Harris on the subject of ownership opportunities. Harris told the audience that "you're in a very difficult position. When it was very bad to be a minority, you were when it was good, you weren't." Harris saw the common carrier field as an especially lucrative marketplace for women because of the high demand for lawyers, economists, statisticians, engineers, managers and sales people. "Women in computer sales are far ahead of the rest," said Harris.

For women seeking ownership in broadcasting and telecommunications, Harris counseled, their best bet is to seek out venture capitalists and insurance companies. Harris said it was unlikely the FCC, on its own volition, would include women as minorities. He urged the AWRT members to "sell yourself as professionals and forget about thinking of yourself as a minority. If you can show [the venture capitalists and insurance companies] you'll make money, they'll go with you."

In other comments, Harris described the low-power television application process at the FCC as finally beginning to make some headway, although he admitted that in the beginning it was an "unmitigated disaster." The FCC, Harris said, had not even drawn up "short-range plans" when it authorized the new service. "You cannot open up 7,500 applications without the staff to process them," Harris explained. About 38 of 342 staff members of the Mass Media Bureau are currently assigned to LPTV duty. Harris reported, and once the computer is up and running by May 1, Harris said, he expects the FCC to grant between 300 and 500 LPTV applications per month.

The future of cable television was another topic of discussion. Brenda Fox, general counsel for the National Cable Television Association, talked about some of the problems facing cable systems today. She noted that cable is facing "stiff competition" from the new technologies. "If cable is going to fulfill its promise, then cable is going to have to stop being regarded as a social dream machine or as golden goose by local regulators," she stated.

Fox talked about the "hot topic" of franchise fees. She said that local regulators' attempts to maintain control over franchise fees and raise the fees to as high as 5% of cable system's gross revenue, were creating serious problems for the industry.

The battle for control over the franchise process is now being fought in Congress. Legislation has been introduced in the Senate, that undercuts cities' authority to set franchise fees. Fox would not comment on the ongoing negotiations between cable and the National League of Cities in trying to reach a compromise on the measure.

"Communications Issues before the 98th Congress," was the title of a session hosted by Senator Bob Packwood (R-Ore.). Packwood is chairman of the Senate Commerce Committee, which sets communications policy. Packwood discussed pending communications legislation in the Senate. He noted that the broadcast deregulation bill (S. 55) sailed through his committee and would likely pass in the Senate. He said he was uncertain what would happen to the measure when it reached the House. S. 55 is similar to a measure which was introduced and passed by the Senate last year, but died in the House (see "Top of the Week").

Packwood also said he was skeptical about the future of cable, which might be outdistanced by the new technologies. When asked what his position was on broadcast ownership rules, he told the audience he would get rid of the FCC's rules and leave it to the antitrust laws. However, he said, it was unlikely his committee would act on those rules.

There is an important role for government to play in setting standards, said Erwin Krasnow, senior vice president and general counsel for the National Association of Broadcasters. Krasnow talked about the pros and cons of television and radio deregulation. He said it was "OK for the FCC to be a traffic cop but not a morals and vice squad." There are areas in communications that need regulation, Krasnow explained.

In particular, he said, broadcasters look to the FCC to authorize new technologies and set technical standards. He said there was a "missing need" for the FCC to get involved in setting standards. "We think it is a big mistake to have the marketplace set standards," he said.

Another session included discussion by Representative Al Swift (D-Wash.) on the early release of election results by broadcasters and its effect on voters. Swift is a member of the House Telecommunications Subcommittee and a member of the House Special task force on elections. Swift noted that there are some definite First Amendment conflicts surrounding that issue. He cited several ways that broadcasters might be curbed from releasing early election results; however, he said, they all raise serious First Amendment questions. "One thing is clear," Swift said, "the less we have to legislate in that area the better off for everybody.'
because of the press."

But Laurence, who covered the war as a CBS News correspondent, believes criticism of the reporters' work in Vietnam is a self-serving exercise. Those who say the journalists in Vietnam were "inexperienced" or "irresponsible" and were "shaken" by the Tet offensive "and then dramatized their reports because of personal fear and foreboding" were overreacting "to the truth of the time," he said.

Braestrup, in his book, wrote of reporters who had been "shocked" and "unsettled" by combat and permitted personal reactions to appear in their copy. Not the correspondents Laurence remembers. "The reporters who covered the Tet offensive were uniformly steady under combat pressure," he said. Furthermore, he said, the only evidence Braestrup offered in support of his claim "is the behavior of one rattled reporter and the author's own reactions."

But Laurence does not claim the coverage was always on the mark. He said reporters' work can be only as accurate as their sources of information—this, after noting that erroneous reports that a Viet Cong unit had penetrated the American embassy in Saigon during the Tet fighting were based on information from military police at the scene.

Braestrup, during his turn at the conference, did not criticize the press for its initial reports of the Tet offensive: "In crisis, first reports are always partly wrong." But the failure to convey what he perceived as the changing conditions following the offensive in February and March, he said, "was perhaps the media's greatest sin."

But did the coverage alter the course of the war? Braestrup said such claims are impossible to substantiate. In fact, he said, polls at the time showed that public support for the war continued on a slow decline begun in 1965.

But Braestrup's conclusion was not that the media—whatever their failings, real or imagined—were responsible for the course of events. He said that it could be speculated that the politicians would have reacted "more calmly" if the press and television "had portrayed the battlefield with more cold light and less black fog." But, he said, "the ultimate responsibility—for cowardice and coherence before the crisis and for firm leadership and coherence in crisis—lay not with the media but with the President. By failing to meet this responsibility, Lyndon Johnson made the Tet crisis in Washington and his own humiliation, in large measure, a self-inflicted wound."

Voice in Pasadena Inc. (25%). Goodson-Todman Broadcasting Inc. and Pasadena Broadcasting Co. (15% each) and Charles W. Jobbins (5%). They became stockholders in KRLA, along with Western, in 1978 settlement when all were competing applicants for 1110 khz facility covering Los Angeles. Agreement included option for Western to acquire balance of stock. Buyer Western is owned by entrepreneur Leslie Gaines (Bob) Hope (44.5%), William R. Pagen (17.25%), Norman R. Tyre (9.04%), TV personality Art Linkletter (5.7%) and five others. KRLA is on 1110 khz with 50 kw day and 10 kw night.

WFMR(FM) Milwaukee, Wis. Sold by Thomas Communications Corp. to Josephson International Inc. for $3.2 million ("in Brief," Feb. 14). Seller is owned by Thomas J. Embrescia (51%) and Fostoria Corp. (49%). Fostoria, Ohio, investment company headed by Robert F. Bell, president. Embrescia bought subject to FCC approval. WIFEI(AM) Indianapolis for $1.3 million (BROADCASTING, Feb. 7). Thomas Communications last year acquired 60% balance of WFMR's stock—it already owned 40%—from G. Douglas Cofrin for $2 million (BROADCASTING, May 31, 1982). Embrescia's brother, James Embrescia, is principal owner of WWMEM(FM) Cleveland. Buyer is publicly traded. New York-based international talent and management agency and group owner of three AM's and three FM's. Alvin H. Schulman is president. WFMR is on 96.5 mhz with 20 kw and antenna 806 feet above average terrain.


WBKZ(FM) Glen Burnie, Md. Sold by The Baltimore Radio Show Inc. to Belvedere Broadcasting Corp. for $1.5 million. Seller is owned by some 130 stockholders and headed by Harry R. Shriver, president. It also owns WBRI(FM) Baltimore and WOYK(AM) York, Pa. Buyer is principally owned by Thomas F. McNulty and wife, principal

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owners of WWIN(AM) Baltimore. WBKZ is on 95.9 mhz with 3 kw and antenna 300 feet above average terrain.

KKZZ(AM)-KOTE(FM) Lancaster, Calif. □ Sold by Lancaster-Palmblale Broadcasting Corp. to Antelope Broadcasting Corp. for $800,000. Seller is owned by David A. Rodgers, who owns WBLM(AM) Macon, Ga. Last year he sold WBSI(AM) Bristol, Conn., for $463,000 (BROADCASTING, Oct. 11, 1982). Buyer is owned by Lindsey A. Schnyder (50.1%), William S. Sanders (25%) and Southwestern Capital Corp. and Fluid Capital Corp. (12.49% each). Schnyder is former account executive at KVOR(AM) Colorado Springs. Southwestern Capital and Fluid Capital are Albuquerque, N.M., investment firms. Sanders and Southwestern Capital each own 24.9% of KDIH(AM)-KQY(N)FM Twentynine Palms, Calif.; KVKM(AM)-KGGE(FM) Monahans, Tex., and KPER(FM) Hobbs, N.M. KKZZ is 1 kw daytimer on 1380 khz. KOTE is on 106.3 mhz with 3 kw and antenna 210 feet above average terrain. 

KVSO(AM) Ardmore, Okla. □ Sold by KVSO Broadcasting Co. to Stauffer Communications Inc. for $750,000. Seller is principally owned by Albert Riesen Jr. and family. Deal includes sale of co-located The Daily Ardmore for $6.55 million plus real estate for $700,000 for total of $8 million. Buyer is Topeka, Kan.-based newspaper publisher and group owner of five AM’s, three FM’s and two TV’s. Stanley H. Stauffer is president. It is requesting waiver of FCC’s ownership rules for 18 months while it seeks buyer for radio station. KVSO is on 1240 khz with 1 kw day and 250 w night.

WMFD(AM) Wilmington, N.C. □ Sold by Village Radio of Wilmington Inc. to WMFD Inc. for $500,000. Seller is subsidiary of Village Companies, Chapel Hill, N.C.-based group owner of two AM’s and two FM’s, principally owned by James A. Heavner. It also bought, subject to FCC approval, WQR(N)(AM)-WBRG(FM) Burlington, N.C., for $1.75 million (BROADCASTING, Jan. 17) and has spun off, subject to FCC approval, WQRB for $65,000 (see “For the Record,” page 84). Buyer is owned by Carolina Bottlers Inc. (50%) and Lee W. Hauser and Brett Blizzard (25% each). Carolina Bottlers is owned by local investors Carl B. Brown Jr. and Donald R. Watson. Hauser is former general manager of Village’s WCHL(AM) Chapel Hill, N.C. WMFD is 1 kw daytimer on 630 khz.

KNWA(AM) Fayetteville, Ark. □ Sold by Kessler Mountain Broadcasting Inc. to Noahmark Broadcasting Corp. for $457,500. Seller is owned by Paul E. Van Hook, E. H. Pirning and Rip Lindsey, who have no other broadcast interests. Buyer is El Dorado, Ark.-based group owner of four AM’s and four FM’s headed by William C. Nolan Jr. president. KNWA is on 103.9 mhz with 800 w and antenna 500 feet above average terrain. 

WETO(FM) Oak Ridge, Tenn. □ Sold by Rau Radio Stations Inc. to O. Ray Harper for $400,000. Seller is Washington-based group owner of five AM’s and five FM’s owned by Robbin Rau Henry, president, and family. Last year Rau Radio also sold WARK(AM)-WWCS(FM) Hagerstown, Md., for $730,000 (BROADCASTING, May 10, 1982). Buyer is principal owner of WYSH(AM) Clinton, Tenn., which he bought last year for $500,000 (BROADCASTING, Sept. 13, 1982). WETO is on 94.3 mhz with 1.8 kw and antenna 395 feet above average terrain.

WPAR(AM) Parkersburg, W. Va. □ Sold by Burka Broadcasting Inc. to Composite Broadcasting Inc. for $374,000. Seller is owned by some 100 stockholders and headed by Bernard A. Burka, president. None have other broadcast interests. Buyer is owned by John W. Patten, president (19%), and four others, who are principal owners of WNUS(AM) Belpre, Ohio. WPAR is on 1450 khz with 1 kw day and 250 w night.

KDOG-TV (CP) Nacogdoches, Tex. □ Sold by Dogwood Broadcasting Corp. to KLMN-TV Inc. for $200,000. Seller is principally owned by Raymond G. Schindler, who also is president of KVLG(AM)-KMUZ(FM) La Grange, Tex., and KLMN(TV) Fort Smith, Ark. Buyer is group of 15 stockholders headed by Clara J. McLaughlin, president (32.79%), which also holds construction permits for new TV’s at Longview and Paris, both Texas. It plans to use KDOG-TV as satellite to Longview station. KDOG-TV is authorized to operate on channel 19 with 2,500 kw visual, 250 kw aural, and antenna 1,501 feet.

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rized to operate on channel 19 with 2,500 kw visual, 250 kw aural, and antenna 1,501 feet above average terrain.

Other proposed station sales include: WULT-TV (CP) New Orleans; WQRB(AM) Burlington, N.C., and WISO(FM) West Salem, Wis. (see "For the Record," page 84).

**APPROVED**

KKTV(TV) Colorado Springs Sold by Capitol of Colorado Corp. to Ackerly Inc. for $15.5 million. **Seller:** is subsidiary of Capitol. Broadcasting, Jackson, Miss.-based group owner of one AM, one FM and three TV's. It also sold, subject to FCC approval, WJT(TV) Jackson, Miss., for $19 million (BROADCASTING, Dec. 20, 1982) and co-located WSLI(AM)-WXLY(FM) for $2.75 million (BROADCASTING, Feb. 14). T. M. Hederman Jr. is president. **Buyer** is principally owned by Barry Ackerley, who owns Seattle-based outdoor and airport advertising firm and last year bought WIX(TV) Syracuse, N.Y., for $13.8 million (BROADCASTING, May 10, 1982). KKT is CBS affiliate on channel 11 with 85.1 kw visual, 42.6 kw aural, and antenna 2,380 feet above average terrain.

KYKY(FM) St. Louis, WOKY(AM) Milwaukee and WMIL(FM) Waukesha, Wis. Sold by Chartcom Inc. to Survey Broadcasting for $10 million. **Seller** is subsidiary of Charter Co., publicly traded Jacksonville, Fla.-based oil and insurance conglomerate which is selling off its radio station group. Charter last year sold WDRQ(FM) Detroit to Amaturo Group for $5 million (BROADCASTING, Nov. 1, 1982). Charter has not yet announced buyers for its remaining stations, KDK(FM) San Francisco and KCBQ-AM-FM San Diego. Chartcom also publishes Redbook and Ladies' Home Journal and is former publisher of afternoon Philadelphia Bulletin, which ceased publication last year. **Buyer** is headed by Kent Nichols, chairman, and Campbell Stockman, director. Survey Broadcasting owns KAIR(AM)-KJYK(FM) Tucson, Ariz., and KATT-AM-FM Oklahoma City, last bought last year for $3.65 million (BROADCASTING, April 19, 1982). Survey already announced it has put Wisconsin stations up for sale for $6 million (BROADCASTING, Dec. 20, 1982). KYKY is on 98.1 mhz with 100 kw and antenna 540 feet above average terrain. WOKY is on 920 khz with 5 kw day and 1 kw night. WMIL is on 106.1 mhz with 19.5 kw and antenna 180 feet above average terrain.

KLUR(FM) Wichita Falls, Tex. Sold by KLUR Broadcasting Co. to Sam F. Beard and wife, Pamela, for $2 million. **Seller** is owned by Carl Adams, who owns 67.5% of KNKY-AM-FM Nebraska City, Neb., and controls WHAP-(AM) Hopewell, Va. **Buyer** is Sam Beard, is KLUR's president and general manager. He and wife have no other broadcast interests. KLUR is on 99.9 mhz with 100 kw and antenna 820 feet above average terrain.

KMHT-AM-FM Marshall, Tex. Sold by Radio Marshall Inc. to Marshall Media Inc. for $1.1 million. **Seller** is owned by H. A. Bridge Jr. (50%) and E. W. Mahone Jr. and wife, Mildred (25% each). They are former owners of KLUE(AM) Longview, Tex., which they sold in 1980 for $525,000 (BROADCASTING, Aug. 4, 1980). **Buyer** is owned by George Franz (50%), Clint Formby (30%) and Ray Eller (20%). Formby owns 50% of KPAN-AM-FM, 45% of KTEM(AM)-KPLE(FM) Temple, and 40% of KVL(AM) Levelland, all Texas. Franz is general manager of KTEM-(AM)-KPLE(FM) and, with Eller, principal owner of KSAM(AM)-KHFU(FM) Huntsville, Tex. KMHT is on 1450 khz with 1 kw day and 250 w night. KMHT-FM is on 103.9 mhz with 3 kw and antenna 300 feet above average terrain.

Other approved station sales include: WSUL-FM Monticello, N.Y., and KBHU-AM-FM Brigham City, Utah (see "For the Record," page 84).

**CABLE**

Cable systems serving northwest Arkansas, near Fort Smith and Little Rock Sold by Rural Antenna Systems Inc. and Town and Country Cablevision to Razarback Cable Association for $4 million. **Seller** is Rural Antenna is headed by Ralph Lewis, president, and Town and Country is headed by Des Rush, president. **Buyer** is general partnership of DMN Cable Investors, New York, and Metro Cable, Riverton, Wyo. DMN Cable Investors is headed by Drew M. Netter, president. He is president of tax advantage investment division of Stuart Coleman & Co., Wall Street investment firm. Metro Cable is headed by Robert Threlkeld, president. Metro also operates cable systems in Colorado, Wyoming, Idaho, South Dakota and Iowa. Sold systems serve 7,000 basic subscribers and 4,000 pay subscribers. **Broker:** is Daniels & Associates for sellers.

Cable system serving Farmersville, La., and Leeland and Hollandale, both Mississippi Sold by Commmco Cable TV to Broadband Country Inc. for $2.1 million cash. **Seller** is part of El Campo, Tex.-based Commmco Construction Co., cable plant construction firm. Bill Jenkins is president. Commmco also recently sold 890-subscriber cable system serving Cabot, Ark., for $700,000 (BROADCASTING, Feb. 7). **Buyer**, owned by Nathan Levine, is Dallas-based 20-system MSO with 24,000 basic subscribers and 30,000 pay subscribers. Sold systems serve 3,000 basic subscribers and 1,100 pay subscribers with 78 miles of plant. **Broker:** is Daniels & Associates for seller.

Cable system serving Weaverville, Calif. Sold by Trinity Cable TV Inc. to Dickinson Communications Ltd. for $500,000. **Seller** is owned by Victor and Helen Schults, who are part owners of other systems in California and Washington. **Buyer** is headed by William S. Dickinson, managing general partner. Dickinson Communications also owns 50% of Dickinson Pacific Cablesystems, 32,500-subscriber cable system serving Huntington Beach, Westminster and Foun- tain Valley, all in Orange county, Calif. Weaverville system serves 700 basic subscribers and 500 pay subscribers with 21 channels and 21 miles of plant. **Broker:** is Daniels & Associates for seller.
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*BROADCASTING’s first issue (Oct. 15, 1931) traced the four other estates to Edmund Burke by way of Thomas Carlyle: “Burke said there were Three Estates in Parliament; but, in the Reporters’ Gallery yonder, there sat a Fourth Estate more important far than they all.” The three earlier parliamentary estates: the Lords Spiritual, the Lords Temporal and the Commons.

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BROADCASTING  1735 DeSales St., N.W.  Washington, D.C. 20036
April 2—Broadcasters’ Promotion Association board meeting, Fairmont hotel, New Orleans.

April 8—11th annual cable television journalism seminar, part of regional Radio-Television News Directors Association conference (Kansas, Missouri, Nebraska). Also participating will be Kansas Association of News Broadcasters and Kansas AP and UP broadcasters. University of Kansas, Lawrence. Information: Earle Crisp, 1128ML, 785-864-7455.

April 9—Radio-Television News Directors Association regional meeting, Davenport hotel, Davenport, Iowa.

April 9—National Association of Broadcasters and American Bar Association’s Forum Committee on Communications Law workshop for station counsel. Aladdin hotel, Las Vegas.


April 10—National Association of Broadcasters 61st annual convention, Convention Center, Las Vegas.

April 10—National Gospel Radio Seminar, Radisson Plaza hotel, Nashville.

April 10—"Prest Future" Panel, international radio and television contest, held every two years and organized by Sender Freies Berlin and Zweites Deutsches Fernsehen. Also commemorates the 25th anniversary of President Kennedy’s "I Have a Dream" speech. Cables for radio and television are drama and documentary, Television Center, Berlin. Information: Organisationstburo Prest Future, Sender Freies Berlin, Masurenallee 8-14, D-10000, Berlin 19.


April 14—"Nonacemy of Television Arts and Sciences, Syracuse University chapter, "speakers" series. Speaker: Hal Smith, vice president, new ventures development, CBS, S.I. Newhouse School of Public Communications, Syracuse, N.Y.

April 15—17th Alabama AP Broadcasters association annual convention. Gulf Shores State Park, Gulf Shores, Ala.


April 21—National Public Radio’s annual conference. Hyatt Regency, Minneapolis.


April 23—"Radio-TV Week," sponsored by Illinois Broadcasters Association and Southern Illinois University, Carbondale. Department of Radio-TV, SIU campus, Carbondale, Ill.

April 25—Pennsylvania Association of Broadcasters annual spring convention, Princess Tower hotel, Freeport, Bahamas.

April 21—National Association of Broadcasters broadcast management seminar. Palmer House, Chicago.

April 21—Edward R. Murrow symposium, the Murrow Memorial Fund. Sponsored by Washington State University with grants from Boeing Co., Gannett Newspapers and Saul and Daye Hais Foundation of Seattle. Participants in symposium include Charles Kuralt, CBS correspondent; William Small, president of UPJ; Richard C. Hotteier, veteran CBS correspondent; Barry Serafin, ABC News correspondent; and former CBS News president Fred Friendly and Richard Salant. WSU campus, Pullman, Wash.

April 22—23rd Radio-Television News Directors Association region 14 meeting with Georgia UP Broadcasters. Holiday Inn North, Atlanta.

April 24—26th West Virginia Broadcasters Association spring meeting. Holiday Inn, Wheeling, W. Va.


April 26—Academy of Television Arts and Sciences "Forum on Cable," Burbank. Speaker: Grant Tinker, NBC chairman and chief executive officer. Century Plaza hotel, Los Angeles.


April 29—Deadline for applications for Society of Broadcast Engineers certification exams. Information: Certification Secretary, Society of Broadcast Engineers. P.O. Box 50944, Indianapolis, 46250.

May

May 3—7th—American Women in Radio and Television’s 32nd annual convention. Royal York, Toronto.

May 6—Society of Cable Television Engineers first cable hardware exhibition. "Cable-Tec Expo." Dallas Convention Center, Dallas.


May 8—International Television Association’s 15th international conference. Keynote speaker: Dr. Frederick Williams, Annenberg School of Communications, University of Southern California, Los Angeles. Royal York hotel, Toronto.

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

May 11—New England Cable Television Association spring conference. Sheraton Tara, Nashua, N.H.

May 11—"A Study of Careers at Cable TV Progaming Services," sponsored by New York University School of Continuing Education Telecommunications Program. NYU campus, New York.


May 13—24th anniversary celebration of WDCR(AM)-WFRD(FM) Hanover, N.H., station at Dartmouth College. Dartmouth campus, Hanover, N.H.

May 13—Florida Associated Press Broadcasters 35th annual meeting/RTDA region 14 annual meeting. Busch Gardens, Tampa.


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


May 19—Canadian Cable Television Association 26th annual convention and "Cablexpo." Convention Center, Calgary, Alberta.

May 19—18th—Ohio Association of Broadcasters’ spring convention. Dublin Sloufer’s, Columbus, Ohio.


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


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


June


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


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


June 10—12th—Oregon Association of Broadcasters spring conference. Inn of the Mountain, Bend, Ore.

June 9—11th—South Dakota Broadcasters Association annual convention, Holiday Inn, Spearfish, S.D.

June 9—11th—Upper Midwest Communications Conference, Radisson Plymouth hotel, Minneapolis.

June 9—12th—Missouri Broadcasters Association meeting, Rock Lane Lodge, Branson, Mo.

June 9—12th—Mississippi Broadcasters Association annual convention. Royal d’Iberville hotel, Biloxi, Miss.


June 15—17th—National Association of Broadcasters board of directors meeting. NAB headquarters, Washington.


June 14—17th—National Broadcast Editorial Association annual meeting. Sir Francis Drake hotel, San Francisco.
June 15—Deadline for entries in 26th annual "Cindy" awards for documentaries, public service and public affairs, sponsored by Information Film Producers of America. Information: Wayne Weiss, IFPA, 750 East Colorado Boulevard, Suite 6, Pasadena, Calif., 91101; (213) 795-7866.


June 16-17—Broadcast Financial Management Association/Broadcast Credit Association board of directors meeting. Grand Hyatt hotel, New York.

June 16-18—Maryland/D.C./Delaware Broadcasters' Association annual convention. Sheraton Fontainebleau Inn, Ocean City, Md.

June 16-18—Iowa Association of Broadcasters convention. Clear Lake, Mason City, Iowa.

June 17-21—Georgia Association of Broadcasters annual convention. Ironworks Convention Center, Columbus, Ga.


June 23-26—Virginia Association of Broadcasters annual summer convention. Cavalier, Virginia Beach.

June 23-26—Broadcasters Promotion Association Broadcast Designers' Association annual seminar. Fairmont hotel, New Orleans.


July 10-13—New York State Broadcasters executive conference. Grosingers Convention Center, Grosingers, N.Y.


July 15-17—Oklahoma Broadcasters Association annual summer meeting. Shangri La, Altus, Okla.


August


Aug. 16-18—Third annual WBNH Broadcast Engineering Conference. Fawcett Center for Tomorrow, Ohio State University, Columbus. Information and offer of papers: John Battison, director of engineering, WOBU-AM-FM-TV, 2400 Olentangy River Road, Columbus, Ohio, 43210.


September


Sept. 8-10—Southern Cable Television Association eastern show. Georgia World Congress Center, Atlanta.


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

October


Oct. 8-11—Texas Association of Broadcasters fall convention. Hyatt Regency, Fort Worth.

Oct. 12-13—Ohio Association of Broadcasters fall convention. Hyatt Regency, Columbus, Ohio.

Oct. 13-16—Ohio Association of Broadcasters fall convention. Epcot Center, Orlando, Fla.


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

November

Nov. 1-3—Atlantic Cable Show. Convention Hall, Atlantic City, N.J. Information: Registration supervisor, Slack Inc., 6900 Grove Road, Thorofare, N.J., 08086; (609) 848-1000.

Nov. 5-8—Missouri Broadcasters Association convention, Marriott's Tantara, Lake of the Ozarks, Mo.

Nov. 7-10—AMIP-TV, international television marketplace, to be held in U.S. for first time. Fontainebleau, Miami Beach. Information: March Five, (212) 687-3484.


December

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

Dec. 13-15—Western Cable Show, Anaheim Convention Center, Anaheim, Calif.

January, 1984

Jan. 11-13—Arbitron Television Advisory Council meeting. La Costa hotel and spa, Carlsbad, Calif.

Jan. 16-20—National Association of Broadcasters board meeting. Palmas Del Mar hotel, Humacao, Puerto Rico.
Commercial entity which seeks 101.3 mhz, 10 kw, HAAT: 375 ft. Address: P.O. Box 917, Lewistown, MT 59457. Principal: Subsidiary of Grace Fundamental Church of Lewistown, noncommercial institution. Donald R. Howard is president. Filed Feb. 4.

**TV applications**

- **Green Valley, Ariz.**—Green Valley TV seeks ch. 46; ERP: 84.9 kw vis.; 8.49 kw aux., 700 ft. high above ground: 113 ft. Address: 900 W. Ninth Avenue, Green Valley, AZ. 85614. Estimated construction cost: $50,000. Principal: Noncommercial corporation. Operating cost: $6000. Principal: Luray W. Oakley (100%), whose broadcast interests include four AM's and two FM's, all Pennsylvania; cable system serving Green Valley, PA. Filed for Feb. 4.

**FM actions**


- **Northfield, Mass.—Northfield Mount Hermon school grants 91.5 mhz, 252 w, HAAT: 301 ft. Address: 206 Main Street, Northfield 01356. Estimated construction cost: $10,000. Principal: Educational institution which has no other broadcast interests. (BPED-820628AF). Action Jan. 31.

- **Vandalia, Mo., Vancom Inc. grants 100.1 mhz, 3 kw, HAAT: 300 ft. Address: 115 Vasse Drive, Ballwin, MO 63061. Principal: William E. Orr (100%), who is engineering at KMOX(AM) St. Louis, and has no other broadcast interests. (BPH-820426AL). Action Jan. 26.

- **Cuba, Mont.—Glacier Communications Inc. grants 102.7 mhz, 50 kw, HAAT: 575 ft. Address: Box 1425, Cuba N. S. 54274. Principal: Closely held by group of more than 25 stockholders headed by Douglas B. Johnson, president. None have other broadcast interests. (BPED-820630AL). Action Feb. 1.

- **Schenectady, N.Y.—Lehigh Community College grants 90.3 mhz, 871 w, HAAT: 157 ft. Address: 2370 Main Street, Schenectady 18078. Estimated construction cost: $60,000. Principal: Noncommercial educational institution which has no other broadcast interests. John G. Berrier is president. (BPED-820614AE). Action Jan. 31.


- **Deer Park, Wash.—Tri-County Broadcasting grants 107.1 mhz, 3 kw, HAAT: -65 ft. Address: Box 111, Colville, Wash. 99114. Estimated construction cost: $20,000; first-year operating cost: $3,800; first-year revenue: $56,000. Principals: Eric E. Carpenter and father Gerald E. Carpenter (45% each) and Louis Musso III (10%). They own XCVL(AM), XCR(AM) and KCVL(AM), Colville, Wash. (BPH-820617AF). Action Jan. 26.

- **Institute, W. Va.—Kanawha Economic Development Corp. grants 99.0 mhz, 1.9 kw, HAAT: 428 ft. Address: One Bruce St., Institute, W. Va. 25112. Estimated construction cost: $57,000; first-year operating cost: $46,000. Format: Educational. Principal: Applicant is nonprofit corp. set up to provide minorities with experience and training for broadcast careers. Robert T. Lipscomb is president of board of director. He's also director of KQJCFM. Lipscomb is chemist at United Carbine Corp. in Institute. (BPED-810121AB). Action Jan. 31.

**Ownership changes**

Applications

- **WULTV** [CP] New Orleans—seeks assignment of construction permit from New Orleans Area Telecasters to New Orleans Channel 20 Inc. for $120,000. Seller is owned by Coastal Television Co. (61.25%); and Crescent City Television Co. (38.75%). CTC has no other broadcast interests. CCTC's principal William G. Baker owns 25% of applicant for new TV at Memphis. Baker is owned by Mutual Communications Corp. (80%), Coastal Television Co. (12.25%) and Crescent City Television Co. (7.75%). MCC is wholly owned by Malcolm I. Glazer. CTC is group of 13 stockholders headed by Dr. E. Harry Brown and president 16.6% owner. Glazer owns WNWO-TV Terre Haute, Ind.: KQTV(AM) St. Joseph, Mo., and WRLD(AM) Columbus, Ga. He also principal in applicant for new TV at Irving, Tex.; Orange Park, Fla.; Knoxville, Tenn.; Toledo, Ohio, and Salt Lake City. Filed Jan. 12.

- **WQRAB** (AM) Burlington, N.C. (1150 kHz, 1 kw)—Seeks assignment of license from Village Companies of Chapel Hill Inc. to Falcon Communications Inc. for $165,000. Seller is Chapel Hill, N.C.-based group owner of two AM's and two FM's principally owned by James A. Neavey. It bought, subject to FCC approval. WQRAB(AM) along with co-located WBAG(AM) Burlington, N.C. for $1.5 million. WQRAB(AM) is to be spun off from AM. Buyer: William A. Hawks (100%), who has no other broadcast interests. Filed Feb. 4.

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**Summary of broadcasting**

**FCC tabulations as of Sept. 30, 1982**

<table>
<thead>
<tr>
<th>License/Character</th>
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<th>License/Character</th>
<th>Licensed On air STA</th>
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</tbody>
</table>

*Additional information available upon request.*

---

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FM applications

Tanner has spent over three years developing the contemporary beautiful sound you've long desired. This brighter, livelier, easy format is designed to reach and hold today's listeners. For your Pacific Green demo simply fill out and mail to us the information below.

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WZVN (107.1 mhz) Lowell, Ind.—Granted CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase ERP to 155 kw; increase HAAT to 400 ft; and change TPO; major environmental action under section 1.1305. Action Jan. 31.

KEZS (107.5 mhz) Liberal, Kan.—Granted CP to change frequency to 107.5 mhz; change ERP to 100 kw; change HAAT to 511 ft; change TL; change type trans.; and make changes in ant. sys. Major environmental action under section 1.1305. Action Jan. 31.

WCNC (96.7 mhz) Paris, Ky.—Granted CP to change TL and make changes in ant. sys.; major environmental action under section 1.1305. Action Jan. 31.

KSBM (94.5 mhz) Lafayette, La.—Granted CP to change TL; change ERP to 100 kw; change HAAT to 1077 ft; and make changes in ant. sys.; major environmental action under section 1.1305. Action Jan. 26.

KBVO (104.9 mhz) Talalula, La.—Granted modification of CP (BP/800326AH) to change TL and SL; environmental action under section 1.1305. Action Jan. 31.

WXXA-FM (98.9 mhz) Brunswick, Me.—Granted CP to decrease ERP to 15 kw; increase HAAT to 400 ft; and change TPO; major environmental action under section 1.1305. Action Jan. 31.

WFMP (104.5 mhz) Fitchburg, Mass.—Granted CP to change TL; make changes in ant. sys.; change type trans.; install six trans.; and make changes in ant. sys. major environmental action under section 1.1305. Action Jan. 31.

WGTF (96.3 mhz) Nantucket, Mass.—Granted CP to increase ERP to 36 kw. Action Jan. 31.


KZMO-FM (94.3 mhz) California, Mo.—Granted modification of CP (BP/900282) as mod. to decrease HAAT to 266 ft. Action Jan. 31.

WC2VH (90.5 mhz) Flemington, N.J.—Granted CP to make changes in ant. sys.; increase ERP to 78 kw; decrease HAAT to 450 ft.; and change TPO. Action Jan. 31.


WSOE (89.3 mhz) Elon College, N.C.—Granted CP to increase ERP to 500 kw and change HAAT to 104 ft. Action Jan. 26.

WNPO (95.9 mhz) New Philadelphia, Ohio—Granted CP to change frequency to 105.7 mhz; change ERP to 28 kw; change HAAT to 40 ft. Action Feb. 3.

KYNG-FM (105.5 mhz) Conos Bay, Ore.—Granted CP to change TL; change ERP to 740 w; change HAAT to 545.7 ft; and make changes in ant. sys. Action Jan. 31.

WQSU (88.9 mhz) Selingsgrove, Pa.—Granted CP to make changes in ant. sys.; change type trans.; change type ant. and change TPO. Action Jan. 31.

WKKS (89.3 mhz) Bellingham, Wash.—Granted CP to increase ERP to 100 kw and change HAAT to 260 ft. Action Jan. 31.

WCIR-FM (103.7 mhz) Beckley, W. Va.—Granted CP to change TL; change ERP to 1 kw; change HAAT to 1.483 ft; change type trans.; and make changes in ant. sys. Action Jan. 26.

FCC Actions

In contest

FCC Actions

In response to objection by National Black Media Coalition, conditioned renewal of eight radio stations on submission of certain data demonstrating efforts to comply with FCC’s EEO rules and conditionally renewed license of six other stations whose EEO compliance had been questioned. Stations receiving unconditional renewals were: WCRR(FM) Waltham, Mass.; WNRAMS(A) Saline and WQB(FM) Ann Arbor, Mich.; WNO(FM) Mansfield, Ohio; WBFAM(W)-WJQ(FM) Alliance, Ohio; W-med(A)-WQ(FM) Alliance, Ohio; WCR(FM) Saline, Mich.; and WQAAM-FM Muskegon, Mich.

Grant

FCC affirmed $5,000 fine it levied April 22, 1982, against Quincy Cable TV Inc., Quincy, Mass., for failure to carry programing of Spokane, Wash., TV stations as required by FCC's mandatory carriage rules. Action Feb. 9.

FCC revised Class I TV rules to permit operation of TV interlace device, which is defined as any device, including stand-alone RF modulator, that attaches to and uses a TV receiver to display video images. Action Feb. 9.

FCC ALJ Joseph P. Gonzalez granted application of Superior Broadcasting of California for new TV station at Chico, Calif., and denied competing application of the Far West Broadcasting Co. ALJ resolved failure to report ownership interests and public file issues in favor of Superior and also found that it was entitled to substantially media diversification credit management integration preference over Far West. Decision becomes effective 55 days after release or unless appeal is filed within 30 days. Action Jan. 25.


FCC ALJ Byron Harrison granted application of Cedar Creek Radio Corp. for new FM on 95.9 mhz at Malatoff, Calif., and denied that of competing application of Henderson County Radio. ALJ concluded that Cedar Creek's application was superior to Henderson County's because former proposed full-time integration of its three principals in daily management and had no attributable media interests. Action Feb. 4.

Call letters

Applications Call Sought by

New TV's

KBWS Lake Region News Corp., Sisseton, S.C.

New FM's

WSO Spencer Communications Inc., Spencer, Ind.

WNKU Northern Kentucky University, Highland Heights, Ky.

WMED University of Maine, Orono, Me.

KNSX Twenty-One Sound Communications Inc., Steelville, Mo.

Existing AM's

WJYR WJYR Marietta, Ga.

WCWY WBQW Tulalahoma, Tenn.

Existing FM's

WLOM-FM WWN-AM Amherst, Mass.

WJYJ-FM WJYJ Xena, Ohio

KSNE KMYO Broken Bow, Okla.

Grants

Call Assigned to

New AM

KADR Dayton County Broadcasting Co., Eldersburg, Iowa

New FM's

KDEI Louisiana State University Alexandria, La.

KOAQO Louisiana State University, Shreveport, La.

KBKJ-FM Bremildi Radio Inc., Bremildi, Minn.

KONW Northwestern College Radio Foundation, Dubuque, Minn.

WLOM Community Broadcasting Inc., Lumberton, Mass.

WJYJ Rumford Communications Inc., Concord, N.H.

WJTY Joy Public Broadcasting Corp., Lancaster, Wis.

WBFS-TV Miami TV Inc., Miami


KJGC Texas Gulf Communications Inc., Nederland, Tex.
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HELP WANTED MANAGEMENT

Manager for southern Illinois full-time country AM with excellent news and sports profile. Must be outstanding local sales pro with ability to sell, train and motivate others. Honestly, stability and sobriety essential. EOE/AAF Call Charlie Powers, 415-376-0397, or Box 69, Moraga, CA 94556.

General manager wanted for small market AM/FM combo in Ohio. Salary commensurate with experience. Rock/Top. Successful sales managers are invited to apply to Box P-60.

Creative Sales Manager for leading Oregon small market station. Great outdoor recreation area, Excellent compensation. Experience preferred. Send resume and references to Box P-69, EOE.

KANSAS SMALL MARKET station manager wanted. Looking for experienced person with good record for take charge and get good results. Fee commensurate. Excellent potential for increasing sales/profits under right person. All inquiries will be confidential. EOE/AAA. Write Box P-75.

Commercial manager with good track record and ability to suit and train staff for south Texas station. EOE. Box P-126.

Major group broadcaster seeks high-achiever general manager for new acquisition in Southeast market. Must be solid professional with heavy sales background and top leadership and organizational skills. Write Box P-111.

Sales Manager for Chicago area AM, Supervision over sales staff of six. Successful sales management record with emphasis on training required. All replies confidential. Send resume to Box P-102.

General Manager is sought for a public radio station in an isolated, arctic community. Applicants should have five years' experience in broadcast communications, with at least one year of broadcast management experience. Preference will be given to applicants with experience in both commercial and public radio and in cross-cultural sales management. Applicants should show a strong background in fiscal and personnel management, as well as a familiarity with FCC regulations and requirements. Candidates must be prepared to make a two year commitment to relocate to, and live in the USA's farthest north community. Proposed salary is $40,000+. DOE, and housing. A thorough resume/application must be postmarked no later than March 15, 1985, and sent to: Board of Directors, Silak Kuagvik Communications, Inc., POB 109, Barrow AK 99723. KBRW Radio is an equal opportunity employer.

Radio Advertising Bureau, Inc. Regional Manager. Radio sales management person, with larger market experience, and now working in the Southwest, to headquarter in Dallas to cover regional cities as regional manager for the Radio Advertising Bureau. Fancysing range of assignments. Develop and maintain membership for RAB, selling radio as a medium to major retailers, regional and national accounts in your area of responsibility and coordinating this vital activity with the individual efforts of broadcast directors. You favorably influence the future (and present) of radio. Able to sell, teach and organize. Platform speaking and writing ability a plus. Opportunity for continuing growth and exposure to all facets and total range of radio. Salary open, depending on experience and qualification. Send letters and/or resumes to: Joe Vincent, St. Vice President, Radio Advertising Bureau, 485 Lexington Avenue, New York, NY 10017. No phone calls accepted!

General sales manager needed for powerhouse AM in top Southern market. Must be seasoned professional, with extensive sales experience specializing in people development. Write Box P-112.

HELP WANTED SALES

A rare opportunity: I am looking for a professional co-op co-ordinator and the very best sales consultants, not order takers, for a growing group of stations based in Wyoming. If you believe that you're the best, have you read our two years experience and a proven track record, then we should get together. Send your letters, complete resumes and salary history to: Larry D. Dyre, KSGT, PO Box 100, Jackson Hole, WY 83001. 307-733-2120, EOE.

Dynamic and aggressive small market station seeking a go-getter sales manager. Attractive salary and bonus plan. Send resume today to Box P-57.

Major market pro—WODI AM needs top salesperson to sell in Miami market because of power increase. Must be aggressive. Send resume and billings history to: David Hussong, G.M., 507 N.W. 2nd St, Homestead, FL 33030.

Top notch husband & wife management team to take over small radio station. Compensation plan will include formula for accruing 100% of radio station within ten years. Will consider man, or woman separately with same option. 32-year radio vet will marry gal who can bill ten a month & leave you the station. I'm serious. Write Box P-62.

Unusual opening! Ready to take over a top list at two dominant stations in the Northeast growth market? Three years' broadcast experience, please. Send resume and references to Kay May, QSM, WLAD/ WDAQ, 198 Main St, Danbury, CT 06810.

Aggressive growing station in the West Palm Beach market looking for an experienced, self-motivated account executive. Street sales, $20,000 draw plus starter list. Tremendous potential for the right person. Resume in complete confidence to Box P-97.

Excellent opportunity for aggressive, experienced account executive. Salary plus commission. Take over active account list. Radio Station WCIT, Lima, OH. Call Robert F. Rice, 419-228-9248, for personal interview.

Reno sales people: Want more money? Better accounts? Also need a sales manager, preferably with Reno experience. Box P-115.

Earn enough to own your own station. Spend the next three years selling our new, fantastic co-op reporting system to top radio station executives and your surplus from commissions earned should be enough to put you on top. We need someone with a solid sales background, not afraid of commission selling, able to travel extensively and who is now living in or near Chicago, New York, Atlanta or Los Angeles. Call Bob Manley, 800-858-4366, for details.

Lake Tahoe! Need experienced professional for expanding sales staff. Outstanding career opportunity. Excellent list. Box P-116.

HELP WANTED ANNOUNCERS

Central New York modern country FM needs experienced morning personality. Must have good production skills. Send tape and resume to: Mark Fuller, WPCX-FM, PO Box 126, Auburn, NY 13021.

WAKE-UP morning man for the Berkshire's number one contemporary station. Tape and resume, salary requirements to Box Catar, WUPE, PO Box 126, Pittsfield, MA 01202.

Personality morning man wanted for leading modern country. We pay more for market our size. Great place to live and raise children. Low cost of living. Send tape and resume Larry Bakes, WXRR, PO Drawer 966, Cullman, AL 35056, EOE.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.
HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Program Director for a 100 kw AC FM station in northern Wisconsin. If you're a promotionally oriented PD with experience and want to work in a regional top drawer state of the art facility, send your resume today to Box P-124.

Full-time production person: Stable, solid operation is looking for a clever creative type with a commercial flair to create and produce commercials for specific clients. We have brand new state-of-the-art production studio, all the tools and a reputation for award-winning commercials. Send resume, availability and tape of production work to: Eric Michaels, Program Manager, WVMT Radio, Box 620, Colchester, VT 05445. WVMT is an equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Vice-President/General Manager, radio; excellent sales and management track record in both radio and TV over 12 years (four in management). Call 415-944-5396.

Broadcast veteran—25 years+ radio-TV switched to cable TV and had enough. Seeking general management position with sound property. Let's team-up and make SSS$ for the both of us. Write Box P-42.

I want to be the best & most community-involved GM or SM your small market station has had. My 20 years' experience includes being top 20 market personality, successful account executive, university processor & military public affairs officer. Doctorate in communications, family, mid-thirties 303-243-8174.

Three turn-a-rounds, a 4% increase in 1992 with 65% of our cash flows currently showing a 83% January 1993 increase. GM with strong leadership and training abilities desires to relocate in the West with family. Salary open. 612-865-2315.

General Manager. Former owner. 20 years' experience. Profit oriented. Knows industry FCC regulations. Write Box P-83.

General manager: sales intensive, self-motivated highly organized and disciplined to win the battles of sales and profits. 18 years in management with persuasive product knowledge. Achiever of goals. Solid professional looking for a station or group owner who wants a winner. Write Box P-97.

Lee Nye, a/k/a Joshua T. Bear, now available. 14 years' radio experience. 916-786-3593; PO. Box 1441, Citrus Heights, CA 95611.

Experienced sales manager with proven track record wishes to move up to a general manager's position in small Northwest market. Write Box P-97.

Husband and wife team: for morning fun and profit. Ownership, management, sales, programming, bookkeeping experience. Mid-Atlantic preferred. Sm to med market. Write Box M-115.

General manager/VP: Solid professional with 22 years developing people, stations and profits. Specializing in agency and local sales, programming, leadership and organizational skills. Will look at exchanging experience for part ownership. Qualified AM/FM and TV. References: Small/Medium, SE. Write Box P-109.

Dynamic, solid, successful medium market General Manager seeks new opportunity due to ownership change. Great credentials, solid background, and profitable experiences in all phases of radio. Will consider all opportunities, but offer with equity has the most value. If you are looking for someone who makes a commitment, write Box P-113.

I know radio! Selling, programming, GM, 20 years success. Small, large markets. First phone. Wife (op), secretary-receptionist. Copyright. Write Box P-114.

SITUATIONS WANTED SALES

Top account executive with seven years' experience seeks sales management opportunity Prefer Florida or Ohio. Write Box P-90.

SITUATIONS WANTED ANNOUNCERS

Personality country DJ, gospel & some MOR, 37 yrs. experience, 24 last year. Best recommendations. Desires early morning or any time slot. Bill Buchan, 1506 Bragg St., Sanford, NC 27330, or call 919-775-5239, collect, after 6 PM EST.


Help! We changed formats and I miss my country music. Seeking medium market on East Coast, but all offers considered. Live formats only. Nearly 7 years' experience. B.A., family man. Write Box P-37.

Good voice. Easy to get along with. 3 months' on-air experience. Paul, 414-453-4548; 414-543-8683.


Announcer-Technician. 1st phone, Production, copywriting, sales skills. Write Box P-96.

Experienced! Topical! Articulate! Inquisitive! Talk show host-producer will put excitement into every kilocher! Available immediately. 216-732-8383.

Stop looking, New voice to fit your needs. Call me and my tape is post-marked. Ted Robinson, 414-352-7314.

Doblyzried Tonsills can be yours. My tape, too. You've found your woman! Phone Phoebe, 201-773-3492.

Announcer/sportscaster. 6'5 years' experience, know rock format. Southern Rockies, West Coast respond anytime 303-651-3079.

Dedicated, responsible, professional, with 13 years' experience, seeks position in growing medium market, mid-Atlantic. Worked all formats, offer a proven track record in news, production and programming. Consider me a blue chip investment! I am a family man, looking for a stable employer. Write Box P-107.

Lee Nye a/k/a Joshua T. Bear, now available. 14 years' radio experience. 916-786-3593; PO. Box 1441, Citrus Heights, CA 95611.

Bachelor's degree. Excellent voice, production, copywriting, news writing, Prefer South or SW. Want Entry level. Call Mike, 309-786-1935 or 786-1265.

SITUATIONS WANTED TECHNICAL

Chief engineer—not contract, thorough preventive maintenance, instant trouble-shooting, extensive experience remote AMs, AM directionalists, studios. Need salary-deducted moving loan. 305-971-9679.

SITUATIONS WANTED NEWS

Strong and experienced talent-producer currently working part time seeking news-talk show in New England. Give me the chance, I'll give you the numbers. Write Box P-9.

Big Apple sports/news assistant. Seeks more exposure in smaller market as sports anchor/PPB All-around sports experience on telephone talk. Looking for good sports market, For T and R: Todd Alan, 2 North Ridge, Armonk, NY 10504.

Radio sports at its best—you don't have to read it first in the paper. PPB personalized sportscasts, interviews, scripted talk. Will do anything but complement sport's work. Currently employed. Call Steve Charles, 219-233-1757.


Classy female anchor/reporter 2 years medium market, award winner, BA journalism, I'm a winner, and so is the organization that hires me. 517-799-0717.

Newswoman with New York City writing and reporting experience seeks on-air work. Contact Joe Clines, 516-486-1099.

News Director—experienced newsmen in major market looking for challenge. C. Hickman, 9501 E. 89th St., Kansas City, MO, 64138.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

20 years—Management, sales, programming, announcing. 259 S. Oliver, Suite 107, Wichita, KS 67218. 316-681-2365.

Florida broadcasters looking for a PD that understands radio as a business? If you're a promotionally oriented station, I have solid background in radio and management expertise to give direction to your staff. Let's create a sound that sells! Write Box P-134.


TELEVISION

HELP WANTED MANAGEMENT

WUTR-TV, Utica, NY seeking General Manager; with strong management experience and proven ability to maintain cost control. Sales experience desired but not mandatory if candidate has experience at managing personnel and an understanding of how to set rates and control sales inventory. Reply Personnel Director, Box 550, Ithaca, NY 14850.

Advertising manager. Aggressive independent Atlanta TV station has an immediate need for an imaginative professional to assume complete responsibility and preside over the station's promotion, sales, programming, public relations and production functions. Knowledge of the market and previous management experience essential. Reply Box P-82.

Public television manager. Local public television station has an immediate opening for full-charge president/general manager reporting to board of trustees. Substantial related experience required. Competitive salary DOQ. Send complete resume to kTCA-TV Search Committee, George Gruenwald, Chairman, at the following address: Campbell Mithun, Inc., 1000 Northstar Center, Minneapolis, MN 55402. An EOE.

Director of Broadcasting—Public TV station in NY market. Responsible for all station programming, acquisition, production, engineering and broadcast operations; administration of on-air and heavy broadcast production and promotion schedule. Degree and minimum five years' experience required. Resumes to: General Manager, WLIW / Channel 21, 1425 Old Country Road, Plainview, NY 11803. EOE.

Manager of broadcasting—Pacific Northwest Public television station seeks professional to coordinate broadcast schedule, station break and continuity material, on-air promotion, traffic and operations, and ability for directing internal and external promotion activities and comprehensive marketing program. Bachelor's degree in communications or closely related field; 2 years' directly related experience in program scheduling and supervision; basic knowledge of broadcast scheduling and programming methods; demonstrated knowledge of scheduling and evaluation of program submissions; experience in planning on-air promotion campaigns. Salary: 519,732-530,864, plus liberal benefits. Deadline: March 21, 1983. Send resume to: Ken Terao, RE: 63B-5/8, KCTS/9, B60 Administration, University of Washington, (AC-25), Seattle, WA 98195. EOE/AA.

Executive opportunity. General Manager for school district station KRAMA—PBS station—PAS preferred. Administrative experience in public broadcasting, education, public relations, fund raising desired. Ability to plan, implement and operate complete educational and community television programs and manage the station's license. Salary commensurate with experience—$50,000 range negotiable. Submit letter of application and complete resume including references, to Superintendent of Schools. Terminal Annex Station, Box 5468, Denver, CO 80217. Deadline: March 14, 1983.
HELP WANTED MANAGEMENT CONTINUED

Local/regional sales manager for new independent in 43 ADI. Candidate should be people-oriented, strong in leadership, successful local sales experience and ready for a new challenge. Excellent salary, benefits, and opportunity with excellent company EOE. Send resume and sales history to General Sales Manager, WVAH-TV, 23 Broadcast Plaza, Hurricane, WV 25526.

HELP WANTED SALES

Local/regional sales manager, strong Southwest NBC affiliate, broadcast sales management experience necessary. Salary commensurate with experience. Major markets to Larry Paffrath, KSN, Box 333, Wichita, KS 67201.


General sales manager needed for Southeast's most exciting market, all American 40! Energy, enthusiasm, leadership skills required. Our city offers unbeatable climate, lifestyle, civic activities and low cost of living; our station offers excellent benefits, salary and override package, facilities, and the best people you'll find anywhere to work! Resume and letter to Tom Scanlan, VP/GM, All American 40/VKFT, 230 Donaldson, Fayetteville, NC 28301, EOE/F/M.

HELP WANTED TECHNICAL

Digital design/maintenance engineer. Major post production facility, located in Florida, with the latest in digital technology. Excellent salary, benefits, and opportunity with experienced television engineer. Combination design and maintenance experience necessary. Salary and benefit package. Contact: John Ross, Chief Engineer, KIII-TV, PO. Box 8669, Corpus Christi, TX 78411, 512-854-4733.

Video maintenance engineer, Expert in 1st Sony recording and editing equipment, Grass Valley switcher and Rink Cintei. The Tape House Editorial Co. 212-557-4945, Mark.

Transmitter/microwave maintenance engineer needed immediately for a Midwest NBC affiliate. Reply to Director of Engineering, KOTA-TV, 605-342-2000.

TV technician, Philadelphia television station has an opening for a TV technician. The person we're looking for should have a minimum of two years of electronics service experience. Excellent salary and benefits. Send resume to "TV Technician," PO Box 1647, Philadelphia, PA 19105. We are an equal opportunity employer.


Television maintenance engineer—University of Maryland. To calibrate, maintain and repair broadcast-quality audio and video equipment. Appropriate training required: 1st class license and three years' experience with electronics equipment. Positions available for R. Swanner, Tawes Fine Arts Building, Department of Communication Arts and Theatre, College Park, MD 20742.

WOLF Orlando, Florida, is seeking an experienced UHF transmitter and studio maintenance engineer for immediate employment. Heavy maintenance and general class license are required. Salary commensurate with experience. Write C.E., WOLF, PO Box 5729, Orlando, FL 32865. An EEO employer.

Full-time engineering position, FCC license required, previous television engineering experience. Send written resume to John M. Lackey, Chief Engineer, WTVT-TV, P.O. Box 55288, Jacksonville, FL 32206. No phone calls please. WTVT-TV is an equal opportunity employer.

Engineers/technicians, Working & teaching in Nigeria is the toughest job you'll ever have—and the most rewarding. Maintenance, installation, transmission technicians needed. Minimum 5 years experience. Resumes: Jacaranda International 210 E., 86th St., No. 600, NYC 10028.

Television engineering position: Number 1 market broadcaster seeking 2 maintenance engineers knowledgeable in 2" and all helical formats. IRC. RCA finds and live cameras, Grass Valley 1600 switches, signal distribution. RF/and transmitter knowledge a plus. FCC license a must; plus 3-5 years' maintenance experience, Board swaps-don't apply. This is a union shop with excellent benefits. Start 3/8 depending on experience. Write Box P-123.

Assistant chief engineer—Hollywood post production facility is looking for positive, management-oriented engineer to assume supervisory and hands-on maintenance responsibilities. Duties will include supervision of videotape operators, and primary responsibility for preventative maintenance and repair of 1" and 3/4" VTR's, switchers, T/C's, and terminal equipment. Must have at least 5 years experience in a professional facility with DVE's, editing computers, and Chyron is a plus. Position offers excellent salary and benefits. Company offers retirement plan, employee orientation, and an informal, close-knit working environment. Send letter and resume to Box P-131.

HELP WANTED NEWS

New Florida newsroom needs weatherman who can sell the weather without lots of equipment. Work with top anchor team. Some environmental reporting. Reporting and growing corporation. Exciting market. Resumes to Box P-58, EEO.

We are losing a primary anchor to a major market. Can you fill those shoes, and produce both on-the-air and on the set? We want an extremely competitive salary for an equally competitive market. Don't apply if you don't have the experience and track record to prove it. Rush resume and videocassette to JB, WBBH-TV, 3719 Central Ave., Fort Myers, FL 33901, EOE.

Dominant sunbelt station, seeks aggressive, versatile general assignment reporter. Two years' prior experience required. Send resume with inquiries to Ron Price, Assistant News Director, WRAL-TV, PO Box 12000, Raleigh, NC 27605. No phone calls. EOE/FFM.

Are you a good reporter who can also shoot? We need reporter/photographer to work Carbondale, IL, Bureau. We're looking for a minimum of two years television experience and excellent camera work. Send resume to "TV Technician," PO Box 1647, Philadelphia, PA 19105. We are an equal opportunity employer.

TV Director, Philadelphia television station seeks experienced TV director responsible for producing and directing all studio programming. Must be able to create and produce excellent writing skills. Written and tape resume to: Gary L. Anderson, News Director, WIST-TV, Box 367, Columbia, SC 29202, EOE.

Top 60 Midwest market not affiliated seeks ENG photographers. Serious about news: live truck, latest equipment. Competitive salary, great benefits. Experienced professional journalists only. Send letter and resume to Box P-68.

WIS-TV, South Carolina's leading news station, is losing its Carolina traveler. Our man is moving and we're looking for a reporter to travel throughout the state digging out that next big news story. Must be creative with excellent writing skills. Send recent tape and resume to: Gary L. Anderson, News Director, WIST-TV, Box 367, Columbia, SC 29202, EOE.

Sports information assistant: production, preparation and marketing of radio-TV materials about athlete. Send resume and tape to football show. Write releases and edit for media guides and game programs. Salary: $15,575. Send resume by March 7 to Employment Office, Western Michigan University, Kalamazoo, MI 49008.


For award-winning ENG cable TV news team. Immediate opening for degree, min. 2-year experience reporter, who desires hard work and topical surroundings. Tape and resume to Randy Shaw News Director, Golden Gate TV, 530 West O'Brien Drive, Agana, GU 96910.

Consumer reporter for major market, NE TV station. Must be an experienced on-air communicato A self-tar who is able to conceive, develop and produce visually interesting consumer oriented newscast. Letter and resume to Box P-120, EEO sta-

Group-owned stations in four Midwestern markets looking for self-motivated TV people. Possible openings for anchors, reporters, sales people. Excellent benefits. Good pay, growing company with room to move up. Send resume to Box P-92. We are an equal opportunity employer. M/F.

Broadcast Consultants is seeking quality anchors and meteorologists for important positions with top medium and major market client stations. Cinematographers & commercial director/producers also needed. Rush tape/resume to: Bruce Williams, Broadcast Consultants, Box 60, West Hartford, CT 06107. No fee.

Sports report/weekend sports anchor Gulf Coast ABC affiliate seeks energetic, skilled sportscaster to fill immediate opening to work and get down link help make us the market leader in sports. Excel-

B Anchor/co-anchor, Aggressive news station—Southwestern market seeking energetic anchor or co-anchor. Please send resume only (do not send tapes) to: Box P-122.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Production Manager. Top 15 market in the Pacific Northwest is seeking a motivated production manager. Major market experience producing local programming preferred. Send resume to Kathleen M. Hughes, Personnel Director, King Broadcasting Company, PO Box 24525, Seattle, WA 98124. EEO/MF.

Film director. Experienced editor, shipper, take-off engineer. Live in beautiful high Sierras. Write confidentially to: Betty Miller, Box 410, Las Vegas, NV 89125.

TV director for public TV station. Applicants should have at least two years' experience directing experience at a broadcast station and have strong background in live and taped performance and cultural affairs programs. Send resume and 3" inch video cassette samples of work to Will George, WNEC-

Program scheduler for established pay cable network located proximity New York City. TV station experience important. Send resume & written details to Box P-119.

Video script writer for Maryknoll team in Bolivia. Spread the values of the kingdom with modern means of communication. Minimum one year experience. Please state age and religion. Willingness to learn Spanish to to full time TV directing experience. Send resume and 3" inch tape of work to Maryknoll team, c/o Catholic mission organization. Room and board, stipend, transportation. Now screening for four month fellowship program to Maryknoll team. Send resum to: Write Lay Mission Office, Maryknoll, NY 10545.

Director/switcher position available in 69th market. Must have experience in directing fast-paced newscasts and commercials. Send resume to Jack James, Production Manager, NTN Network, PO Box 220, Kearney, NE 68847, EOE.

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HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Production manager—fast-growing television station in Sunbelt seeks a production manager. Responsibilities include coordination and management of all station operations. News and commercial production experience required. Send resume and salary requirements to Box P-129, EOE.

Director-switcher, position open. Must have news/ commercial experience. Excellent opportunity to work for group-owned VHS. Send resume to Box P-99.

Promotion manager needed. Small market sunbelt station career opportunities. Requires at least 3 years related experience. Send resume with resume to: Personelle Director, KCTS /9, 46268, Seattle, WA 98195.

Executive producer. National award-winning major market Pacific Northwest public television station seeks executive producer with management skills interested in directing a station track record. Will be responsible for day-to-day editorial and program operations of units. Minimum qualifications: BA in Communications or closely related field. May substitute equivalent experience. Five years’ experience as producer/director in broadcast television; 2 years’ experience in television broadcast management; verifiable national production credits; experience in financial management (production manager or acceptable equivalent demonstrated ability). Salary: $22,248-$34,776, plus liberal benefits. Deadline: May 7, 1983. Resume to: Personnel Committee, 63-8-4E, C/O Terai, KCTS/9, University of Washington, AC25, Seattle, WA 98195. EOE/AA.

Videographer/editor for daily live & taped afternoon show. Must have 3-4 years’ experience in shooting/editing ENG feature stories/news features. Also need microcomputer skills, exp. Producing, writing, exp. helpful. Send resume & tape to: Robin Sestero, WISH, 1950 N. Meridian St., Indianapolis, IN 46208.

Producer/cinematographer/editor. Pacific Northwest West TV station is seeking a person with proven experience in producing complete segments for a talk- magazine format. Must be a skilled cinematographer/editor. Send tapes and resumes to Kathleen M. Hughes, Personnel Director, King Broadcasting Company, PO Box 24525, Seattle, WA 98124, EOE/INF.

Cable TV—immediate openings for on-air promotion producers for expanding major pay cable network. Looking for creative writer/ producers with at least one exp. Excellent opportunity to get back what you put into this position. Send resume & cassette to: Tod Ber- man-TV, 1700 S.W. First Street, Suite 200, Portland, Oregon

Director. 3 to 5 years experience directing and switching newscasts using live remotes, 1 inch, and DVE. Looking for individual able to handle crews and get good working knowledge of various aspects of production. No phone calls. Send resume and tape to: Gene McDonald, Production Manager, WJX-T, PO Box 17000, Jacksonville, FL 32216, A Media General Station, EOE/AFM.

Art director/broadcaster. Extensive on-air and print design experience. Minimum 5 years’ experience in top twenty TV market as art director or asst. art director. Demonstrated managerial skills. Send resume, c/o Tobler TV, and salary requirements to: Box 1481, Grand Central Station, NYC 10163. An EEO, 212—210-2612.

Public affairs/minority affairs director. Responsibility for the coordination and production of all local public affairs programming. All applicants must have BA or BS degree with significant work experience. 3 years editing experience, ENG/EFP camera experience, one year news or public affairs experience. Resume to: KIXE-TV, Attn: General Manager, PO Box 9, Redding, CA 96068-9895. Application deadline: March 1, 1983. EOE.

SITUATIONS WANTED MANAGEMENT

Seeking a broadcast management position. 12 years experience in broadcast advertising, 2 years as program manager, 4 years as producer director. 35 years old. 504-275-8653.

Promotion manager in top 15 market affiliate for four years. Strong broadcast background. Experience in news, public affairs. Seeks major market creative services management of executive producer position. Phone 305—274-4552.

General sales manager—strong credentials, proven organizational abilities and interpersonal skills with market to major market stations accustomed to bottom-line responsibilities. Looking for long term relationship. Let’s talk at NATPE or before! Reply Box P-65.

I’ve been a long time in the making! Over 20 years major and medium market radio/TV. Mature professional. Offers long range plans to a top-rated major market station. Call 815—459-2911 and ask for Bob.

SITUATIONS WANTED TECHNICAL

Technician, prefer Chicago area broadcast studios. Experience includes: cameraman, studio technician, radio announcer, chief engineer-radio and TV, MCR installation, and more. Call 815—459-2911 and ask for Bob.

SITUATIONS WANTED NEWS

Anchorman. 37, high credibility, great appearance, strong voice. Currently anchor both evening newscasts, produce the later one. Write Box M-119.

Experienced female sportscaster desires video production job. Versatile, experienced in all aspects of sports reporting on the high-school, college, and professional levels. Write Box M-162.

Photo journalist/editor. Hard working, 23 year old college graduate. Communications. Photographer/editor intern for KBTN, Denver, and WPTA-Fort Wayne with whom I have an open relocation. Eagle’s/ WPTA-Fort Wayne, willing to relocate in any part of the country. Send resume to: Call or write: 307-935-7798; John Franzo; 5779 Green Oaks Dr., Littleton, CO 80121.


Black female anchor—7 years experience, currently working top 50. Seeks new challenge in competitive market. Write P-14.

Sportscaster for major cable network anxiously wants to return to coverage at local level. Solid anchor/reporting skills, impressive “involvement” packages. tape shows versatility. Box P-16.

On my return to TV news, let me augment your staff with my substantial experience reporting, anchoring, writing, producing. Currently co-anchor morning show, 2138 W. 21st Place, Chicago, IL 60618.


Motivated, experienced reporter/photographer/editor seeks position with small to medium market station. Mike 303—224-3620.

Meteorologist seeking weather-only, weekday position in medium market, preferably Southeast. Experienced small, major markets. Write Box P-93.

Anchor—national credits and 28th market experience. Seeks medium market position. Mt. Daniels, Number 93, 2550 West Louise Drive, Phoenix, AZ 85027.

After 1584 radio weather shows, I’m ready to switch to television. Accredited with American Meteorological Society and Washington, DC. chapter. Any size market considered. Jay, 301—484-8615. 6601 Amleigh Road, Baltimore, MD 21209.

Vivacious, hard working and imaginative female sportscaster seeks new opportunity in broadcast television, with Spanish language capability. Write Box P-95.

Reporter—highly qualified newsman in major market looking for TV job in medium or small market. Box M-36.

Female anchor of cable news magazine desires anchor/reporting position in small, medium market. B.A. Communications. Excellent writing skills. Will relocate. Write Box P-98.

Newscast director, 6 years’ experience in mid-20’s market. Ready for your challenging position. Live news and sports are my strength. Background also includes program conception and production. Degreed. Awards. Write Box P-106.

A 7-for-1 winner! News director, anchor, executive producer, assignment editor, producer, reporter. write Box P-108.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Experienced word/information processing systems specialist seeks opportunity as television broadcasting automated systems specialist. Solid background, degree. Resume, write Ken Regle, WMMCCSDPCE, Box 2629, APO NY 09403.

Need a storyteller? Creative, hard working writer/producer with PM Magazine and on-air reporting experience seeks challenging feature reporting co-host or features producer position. Call David, 617—327-1071.

ALLIED FIELDS

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Graduate assistants available—Radio-TV department. Arkansas State University. Jonesboro, has assistantships available to students enrolling in department’s graduate program in mass communications: radio-TV. Must be accepted for admission to graduate school, Radio-TV department housed in new building; outstanding facilities, For more information, write Chairman, Radio-TV Department, Arkansas State University, Box 2160, State University, AR 72467. 501—972-3070.

HELP WANTED INSTRUCTION

Broadcasting: teach courses in broadcast production (radio/television) starting Aug. 25, 1983. Closed circuit radio and full production television studio serve as significant experience for PhD. Send resume, graduate and undergraduate transcripts and placement papers to Dr. Edwin Carpenter, Head, Divi- sion of Language and Literature, Northeast Missouri State University, Kirksville, MO 63501. Closing date is March 10, 1983. NMSU is an equal opportunity employer.

Broadcast faculty member for Department of Communication. Successful candidate will supervise TV and radio courses, teaching TV production. One or more additional areas of specialization sought in subjects such as cable and new technologies, international broadcasting, media management, broadcast journalism, or other related broadcast areas. Qualifica- tions sought include PhD, degree (ABD possibly con- sidered), professional experience, and teaching ex- perience. Position begins in mid August, 1983. Letter of application, vita, letters of recommendation, and other materials should be submitted by 3-1-83, to Dr. Mitchell Shapiro, Chair, Broadcast Faculty Search Committee, PO Box 248127, Department of Communi- cation, University of Miami, Coral Gables, FL 33124. AA/EOE employer.

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HELP WANTED
INSTRUCTION CONTINUED

Department chairperson: Dept. of mass communication, UW-Milwaukee, seeks a departmental chairperson for Fall, 1983. Duties also include: planning, initiating and community/professional relations. Dept. has three sequences: journalism, radio-television and mass communication. Ph.D. required; media experience and administrative experience highly desirable. Tenure rank appointment—associate or full profes-
sor—and record of teaching scholarship, service must meet university's standards for tenure. Salary is
competitive. Women and minorities especially en-
couraged to apply. Apply before March 15 to: Prof. E.S. Grow, Dept. of Mass Communication, UW-Milwaukee,
RO. Box 413, Milwaukee WI 53201, EOE.

Journalism: tenure track position: assistant profes-
sorship in broadcast journalism program. School of
Communication, The University of Wisconsin, Wash-
ston, DC, beginning September, 1983. Competence to
teach radio and television news writing, editing, re-
porting, delivery, field and studio production. Master's
degree plus teaching experience preferred. At least
five years' professional experience in broadcast jour-
nalism required. Salary range: low to mid-twenties.
Send letter of application and resume by March 4, 1983, to: Experiential Sephoti Call for site. School of
Communication, The American University, Wash-
ington, DC 20016. An affirmative action/equal opportunity
employer.

The University of Southern California School of
Journalism anticipates up to four tenure-track assis-
tant/associate professor appointments for September
1983-84 academic year: two in broadcasting (cast-
cast/reporting and broadcast production), requiring
ten years' experience with major broadcasting organ-
ization. On-air experience in TV or radio sub-
stantial electronic publications and solid grounding in
public affairs, history, ethics and law; one in print (edit-
ing design); and one in mass media and society. The
school seeks a person with visiting scholar jour-
ny experience, proven ability in public relations/advert-
ing. Advanced degrees preferred; Ph.D. required for
mass media and society. Send letter of application,
three professional references, and sample publications
in New Appointments Commit-
tee, School of Journalism, University of Southern
California, Los Angeles, CA 90008-1695. An equal op-
portunity/affirmative action employer.

Ohio University is seeking an assistant professor of
telecommunications to start September 1, 1983. Ph.D.
preferred; master's acceptable. Excellent opportunity
in one or more of the following areas: social issues;
public policy; telecommunications economics; cable;
cultural studies; technology; international relations;
television; foreign language. Strong interest in teaching audio or
video productions highly desirable. Tenure-track position;
salary: $17,500-$19,200. Send application letter,
three letters of reference, and resume to: Dr. George
delli, School of Telecommunications, Ohio University,
Athens, OH 45701. Ohio University is an affirmative action/equal opportunity employer.

Dean of Journalism, The University of Georgia. The
University of Georgia invites applications and noma-
dations for the position of the Dean of the Henry W. Grady School of Journalism and Mass Communication. Qualifications include an earned doctorate; a dis-
tinguished scholarly record; substantial administrat-
ive experience; teaching experience; and familiarity with and an interest in teaching audio or
video productions highly desirable. Tenure-track position; salary: $25,000-$29,000. Application letter to:
Professor J. Edward St. John, Committee, University of
Georgia, Athens, GA 30602. Applications must be received by March 1, 1983. The University of Georgia is an equal oppor-
tunity/affirmative action employer.

Communications faculty position, MA or beginning
Ph.D. New England school of film production (no track). 12 hour load includes some of the following: communications theo-
ry, broadcast journalism, media history, media law and
ethics, communications for management, newswrit-
ing. Tenure position—starting August 1, 1983. Salary:
$9,000-$12,000. Send letter of interest and resume to:
Catherine Mitchell, Communications Program Director, Department of Literature, Uni-
versity of New Hampshire, at Asheville, NC 28814, by March 7, 1983. EOE.
Help Wanted Announcers

MAJOR MARKET MORNING DRIVE
The fast growing, leading AOR in the 15th largest market seeks a morning personality/entertainer who can support a music format that's on the cutting edge of the '80's. Great chance to have your creativity fully appreciated. Call Dick Poe, KORS-FM, 612-545-5601. EEO employer.

Situations Wanted Announcers

TOP MORNING TEAM
If you're ready to win and willing to pay for the best, nationally known and respected morning team, currently on the air in top 3 market would be willing to re-locate. Write Box P-84.

Help Wanted Management

GENERAL MANAGER
KMOD/KBBJ
TULSA, OK

Immediate opening for a sales-oriented, experienced General Manager at Oklahoma's top AOR. Send resume to or contact directly John W. Barger, Senior V/P, Clear Channel Communications Inc., 5350 E. 31st St. No. 200, Tulsa, OK 74135. 918-664-2810. EOE/EM-F.

PROGRAME/OPERATIONS MANAGER

This is a truly exceptional opportunity for an INNOVATING PEOPLE PERSON to develop the product and growth of a truly great radio station.

77 KOB's parent company, HUBBARD BROADCASTING INC., continues its sixty-year pioneering tradition in radio, television and, soon to come, direct broadcast satellite.

77 KOB has THE KILLER SIGNAL, new air studios, THE TOOLS and THE ENVIRONMENT for a radio "MICHEALANGELO."

PROVE YOUR DESIRE, CREATIVITY AND LEADERSHIP by direct application/presentation to:

ROBERT OAKES
HUBBARD BROADCASTING INC.
Box 1351
Albuquerque, NM 87103

Equal opportunity employer
M/F

Help Wanted News

NEWS/PUBLIC AFFAIRS PRODUCER

Newspaper affairs producer for 100,000 watt NPR affiliate. Duties: Serves as producer for state-wide distributed business program and produces other program segments. Qualifications: BA/BS in Communications or related field; three years broadcasting experience with preference for NPR background; knowledge of business helpful; creative production skills needed. Salary: $15,416. Deadline: March 11, 1983. Contact: Send resume and three letters of recommendation (required) to: Chairman, Search Committee, WUFF-FM, 2108 Weimer Hall, Gainesville, FL 32611. (Non-returnable production tape encouraged). The University of Florida is an equal employment opportunity/affirmative action employer which encourages applications from minority groups and women.

TELEVISION

Help Wanted News

CBS AFFILIATE IN MAJOR CALIFORNIA MARKET
has immediate opening for meteorologist/weathercaster. Only experienced TV weathercasters need apply. Come help us get to number one! Send resume and tape to Jim Morgan, News Director, KTV, 400 Broadway, Sacramento, CA 95818. EOE/M-F.

WE'RE LOOKING FOR THE BEST SPORTSCASTER

to add to our growing team of news pros in one of the best markets in California. If you think you're the right person for this major opportunity, come help us get to number one! Send tape and resume to Jim Morgan, News Director, KTV, 400 Broadway, Sacramento, CA 95818. EOE/M-F.

Help Wanted Technical

TV ASSISTANT CHIEF ENGINEER

Immediate opening for TV assistant chief engineer with group owned ABC network affiliate. FCC first class license required, plus the ability to supervise and maintain studio equipment including ENG, ACR-25, AVR-2, vital switcher and related broadcast equipment. Please send resume and salary requirement to:

Box P-100
Microwave Radio Engineer

For HBO's new Satellite Communications Center

HBO, a wholly owned subsidiary of Time Inc., is building a new Satellite Communications Center in Hauppauge, Long Island. The facility will start with four 11-meter uplink dishes and will include on-site origination facilities for HBO and Cinemax as well as other Time Inc. Video Group projects.

To be responsible initially for installing and integrating all microwave transmitters and antennas at the new facility and then to maintain systems at optimum efficiency.

Applicants must be experts in R/F satellite communications involving video voice and data. A BSEE is preferred plus a minimum of 5 years relevant experience with an emphasis on operations and maintenance. A 1st class Radio Telephone License or equivalent is essential.

We offer a good salary and the all inclusive Time Inc. benefits. Please send your resume including salary history to Scott Tipton, Director of RF Systems, Box KST, HBO Studio Productions, 120A East 23rd Street, New York, NY 10010.

An equal opportunity employer.

Help Wanted Programing, Production, Others

Copy/Production Coordinator

THERE'S A SPOT AVAILABLE IN SOUTHERN CALIFORNIA

KCOP is where the action is. We're a leading Los Angeles independent television station with an excellent opportunity for a Copy/Production Coordinator.

You'll copywrite for syndicated program promotion and movie showcases, as well as coordinate the production process. Your background should include accurate typing skills, a BS/BA and 3 years promotions and/or copywriting experience.

If your abilities and interests suit the assignment, we offer a fine starting salary, benefits that include medical, dental and life insurance coverage, plus a fast-paced work atmosphere. Like to get in on the opportunity? Apply by sending only your resume to:

Sharon Wysinger
Personnel Administrator
KCOP—TV
915 N. La Brea Ave.
Hollywood, CA 90038

Equal Opportunity Employer M/F
Your station for Opportunity

Help Wanted Technical
Continued

Help Wanted Programing, Production, Others
Continued

COMMUNITY PROGRAMING DIRECTOR

Mile Hi Cablevision, currently developing the highest quality cable system for the City and County of Denver, has an exciting career opportunity available for a community programing director. This individual will organize and direct all local community programing activities and television production operations, including remote site and mobile unit programing facilities. Will develop annual plan to achieve and monitor such activities, serve as representative with the City Council, community and special interest groups to determine and ensure community access programing meets community needs, and work with marketing and advertising departments to ensure programing efforts are compatible with overall plans. Additionally, will supervise and direct programing and television staff, prepare and monitor department budget, work with area educational institutions to develop internships and/or study guidelines, and perform other various assignments. The successful candidate will have a B.A. in Mass Communications in related field. 5 years experience in cable television in addition to 5 years experience in electronic media management, and demonstrated skills in organizing and conducting community and/or public relations activities. Experience in budgeting, and the ability to interface with people from all socioeconomic backgrounds essential. We offer a superb compensation and benefits package. Please expedite submission of resume, complete with salary history and background in confidence to:

Ms. Shirley Perrin
Personnel Coordinator
MILE HI CABLEVISION
1355 S Colorado Blvd., Suite 516
Denver, CO 80222, EOE.

PROGRAM DIRECTOR

for CBS-TV affiliate on the coast, in the Sunbelt. Station is number 1 in programing and news. We want a pro with a good track record. Send resume to Box P-105, EOE. M/F.

Help Wanted Management

NATIONAL SALES MANAGER

Super Aggressive Blair Owned Top 50 Independent in Sunbelt is searching for dynamic National Sales Manager. If you have demonstrated your ability to increase business share, send resume to: David Murphy, President and General Manager, KOKH-TV 25, P.O. Box 14926, Okla. City, OK 73113.

An Equal Opportunity Employer

KOKH-TV 25
OKLAHOMA'S #1 MOVIE STATION

TV TRAFFIC MANAGER

Florida network affiliate looking for experienced traffic manager to supervise 4 people. Must have experience on multiple systems and good leadership skills. Salary commensurate with skills. Contact: Anne Roberts, WJKS-TV, 904-641-1700. Station now a Media General property. EOE.
HELP WANTED MANAGEMENT

TELEVISION BUSINESS MANAGER

KTSP-TV PHOENIX

Group-owned CBS station looking for experienced television business manager to head department. Will supervise accounting, billing, collections, budgets, personnel; and building services projects. This new ownership opportunity will require detailed involvement in day to day activities of many departments. Prior experience mandatory. Written resumes only to General Manager, KTSP-TV, 511 W. Adams, Phoenix, AZ 85003. An equal opportunity employer. M/F.

HELP WANTED SALES

INDEPENDENT TV LOCAL SALES MANAGER

Top 15 market Sunbelt independent seeks knowledgeable individual who has 3-5 years' independent sales management experience, including heavy emphasis on local direct as well as agency sales. Proven ability to motivate, manage and train local sales department, interface with management team and generate high sales volume a necessity. Position offers great opportunity in an aggressive, competitive environment with room for advancement. Send resume and salary requirements to Box P-135.

ACCOUNT EXECUTIVE

Tired of cold weather in depressed markets? Local sales opening for experienced, aggressive TV salesperson in warm, sunny Florida. Network affiliate with rewarding commissions for the right person. All inquiries very confidential. Write Box P-136, EOE.

OPPORTUNITY PROFESSIONAL SALESPERSON

Major group operator seeking professional salespeople for several recently-expanded television and radio stations in Sunbelt. If you like making sales calls and sales is your forte, these opportunities carry real potential. Desk executives need not apply. Confidentiality assured. Sales background and character references in resume, essential. Write: Vice President Personnel, PO Box 32488, Charlotte, NC 28232.

HELP WANTED LOCAL SALES MANAGER

TELEVISION LOCAL SALES MANAGER

Sunbelt dominant affiliate looking for someone to direct staff of six sales people, retail director and local assistant, Station is part of growing three-station chain. Will be responsible for hands-on development of local retail accounts as well as major market agency business. Station or rep sales experience a must. College education preferred. An equal opportunity employer. Write Box P-81.

SITUATIONS WANTED MANAGEMENT

N.Y.C., BOSTON, PHIL., D.C.

Top 10 market TV sales manager ready to be your general sales manager who will over-achieve your 1983 budget! 7+ years management. National rep and local sales experience help generate consistent success. Write Box P-137.

ALLIED FIELDS

HELP WANTED PRODUCING, PRODUCTION, OTHERS

AUTHORS WANTED BY NEW YORK PUBLISHER

Leading specialty book publisher seeks manuscripts of all types: fiction, non-fiction, poetry, scholarly and juvenile works, etc. New authors welcomed. Send for free, illustrated 16-page brochure Y-68 Vantage Press, 618 W. 34th St., New York, N.Y., 10001
HELP WANTED INSTRUCTION

FACULTY POSITION AVAILABLE
COMMUNICATIONS-MEDIA PRODUCTION
RHODE ISLAND COLLEGE

We invite applications for a tenure-line position in the department of communications and theatre. Includes teaching courses in broadcasting history and media production (including print media), direction of student designed co-curricular activities and guidance of students through independent work at local media outlets. Scholarly research and publications are expected. Requires M.A. in communications (Ph.D. preferred) and a specialization in one area as exhibited by publications, teaching experience and/or work experience. A background in public relations/advertising is desirable. Appointment at rank of assistant professor: starting salary $18,000, depending on qualifications. Attractive fringe benefits. Application deadline: March 1, 1983. The filling of this position is contingent upon available funds. Submit letter of application with college placement office credentials or resume, undergraduate and graduate transcripts, and three current letters of reference to Office of Personnel Services, Rhode Island College, 500 Mt. Pleasant Avenue, Providence, RI 02908—Attention: Chair, Communications and Theatre, AA/EOE.

FM BROADCASTER, DON'T MISS THE BOAT
Robert Jones translators add market shares. For translator equipment, frequency searches, and antennas:

CHUCK CRISLER
PO. Box 42, Greenwood, AR 72936
501—441-0555, 501—998-2254

Radio Programming

The MEMORABLE Days of Radio
30-minute programs from the golden age of radio
VARIETY ORAMA COMEDIES MYSTERIES SCIENCE FICTION
...included in each series
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501—797-3864

Employment Service

FREE PLACEMENT SERVICE TO RADIO STATIONS
DJ's Sales Writers Engineers
Trained Beginners Experienced Personnel
24 hr. Service Offices Nationwide
Contact: Valerie Meiri, Job Placement Director
COLUMBIA SCHOOL OF BROADCASTING
Not Affiliated with CBS, Inc.
6290 Sunset Blvd., Hollywood, CA 90028
(213) 469-8321
(Exclusively for Columbia graduates.)

RADIO JOBS
10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets; all formats. Many jobs require little or no experience. One week computer list, $2. Special bonus: 6 consecutive weeks, only $14.95—you save $2! AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.

Radio Consultant

NEED FINANCIAL OR ACCOUNTING HELP?
Wanted To Buy Stations

AM, FM OR AM/FM
Experienced professionals, financially qualified, seek Southeast or Middle Atlantic small to medium markets. Reply in confidence to Box P-104.

NOTICE
ALL Broadcasting
Magazine classified advertising orders must be prepaid

For Sale Stations

CHAPMAN ASSOCIATES®
nationwide mergers & acquisitions

<table>
<thead>
<tr>
<th>STATION</th>
<th>CONTACT</th>
<th>PRICE</th>
</tr>
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<tbody>
<tr>
<td>West Metro</td>
<td>UHF-TV 700K Nego.</td>
<td>Corky Cartwright (303) 740-2224</td>
</tr>
<tr>
<td>NE Major</td>
<td>Fulltime 3500K Cash</td>
<td>Bill Chapman (404) 458-9226</td>
</tr>
<tr>
<td>MW Medium</td>
<td>Fulltime 1000K Terms</td>
<td>Ernie Peace (615) 373-8315</td>
</tr>
<tr>
<td>NW Metro</td>
<td>FT/1000K $250K</td>
<td>Elliot Evers (213) 366-2554</td>
</tr>
<tr>
<td>MAI. Metro</td>
<td>AM/FM 875K Terms</td>
<td>Mitt Younts (804) 355-8702</td>
</tr>
<tr>
<td>R.Mt. Small</td>
<td>C1/14V 114K</td>
<td>Greg Merril (801) 753-8090</td>
</tr>
<tr>
<td>SE Metro</td>
<td>C1/14V 600K Terms</td>
<td>Bill Cate (904) 893-6471</td>
</tr>
<tr>
<td>MW Small</td>
<td>AM/CM/CP 3395K $75K</td>
<td>Bill Whitney (214) 680-2807</td>
</tr>
<tr>
<td>MAI. Metro</td>
<td>UHF-TV/CP 5225K Cash</td>
<td>Mitt Younts (804) 355-8702</td>
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</tbody>
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To receive offerings within your area of interest, or to sell, contact Chapman Co., Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. (404) 458-9226.

Media Investment Analysis & Brokers
Bob Marshall, President
We are proud to introduce Jack R. McVeigh, Vice President in charge of our El Paso, Texas offices. Jack is a veteran broadcaster, having participated in all phases of broadcasting for over 40 years. Both buyers and sellers will find that Jack is an expert in southwest broadcast investments!

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 (803) 842-5251
809 Corey Creek, El Paso, Texas 79912 (915) 581-1038

901/767-7980
MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS - APPIRASSEES
"Specializing In Sunbelt Broadcast Properties"
5050 Poplar - Suite 816 - Memphis, TN 38157

For Sale Stations Continued

Wilkins and Associates
Media Brokers

<table>
<thead>
<tr>
<th>STATION</th>
<th>PRICE</th>
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<tbody>
<tr>
<td>MD AM</td>
<td>$400,000</td>
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<tr>
<td>IA FM</td>
<td>$25,000</td>
</tr>
<tr>
<td>AZ AM</td>
<td>$35,000 downpayment</td>
</tr>
<tr>
<td>PA AM</td>
<td>$35,000 downpayment</td>
</tr>
<tr>
<td>LA AM</td>
<td>$200,000 downpayment</td>
</tr>
<tr>
<td>TN AM</td>
<td>$30,000 downpayment</td>
</tr>
<tr>
<td>IA AM</td>
<td>$35,000 downpayment</td>
</tr>
<tr>
<td>SC AM</td>
<td>$30,000 downpayment</td>
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<tr>
<td>NY AM</td>
<td>$20,000 downpayment</td>
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<tr>
<td>MN AM/FM</td>
<td>$35,000 downpayment</td>
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<tr>
<td>CO FM</td>
<td>$30,000 downpayment</td>
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<tr>
<td>VA AM</td>
<td>$25,000 downpayment</td>
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<tr>
<td>GA AM</td>
<td>$20,000 downpayment</td>
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<tr>
<td>KY FM</td>
<td>$50,000 downpayment</td>
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<tr>
<td>SD AM</td>
<td>$40,000 downpayment</td>
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</tbody>
</table>

109 North Main, 2nd Floor
Sioux Falls, SD 57102 605/338-1180

BOB KIMEL'S
NEW ENGLAND MEDIA, INC.

AM/FM
Just listed and priced to sell. Owned real estate and good equipment in an attractive central New England community with good economic and business climate. $550,000 terms.

C. DRISCELL OR.
ST. ALBANS, VT. 05478
802-524-5983
802-524-3159

H. B. La Rue, Media Broker
BROKERS - CONSULTANTS
303-636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

MONEY MACHINE
Low on dial 5 kw non-directional signal gives excellent coverage over one of Southeast's best black markets. Black population within coverage area over 175,000. Gospel programming. Excellent ratings. Current cashflow will more than cover debt. Real estate included. Qualified principals only. Write Box P-91.
CLEARANCE SALE
ALL RADIO STATIONS MUST GO!
(1) Class A FM in 800,000 metro. Will sell at a price. Asking $1.5 mil. (2) Combo in old South area, 16,000, county exclusive, down to $450K and falling. (3) Excellent growing combo asking $2 mil ... now ready to deal. (4) Potentially a regional FM in a rural area. It's a C, $500K terms. (5) Okla., class A FM, small, $350K. (6) 2 X's grows and 7 X's cash flow. (7) Mo. combo, can dominate multiple counties. Coverage AM, class C FM, $1.3 mil. (7) Class A FM, great area, doing $250K, asking $600K. (8) Doubling coverage of Class A FM to include larger metro, $550K, let's deal. (9) Rural AM's in Illinios and in Idaho. About $550K each.

These properties either have a lot of potential upkick or they have a good history of earnings and are priced accordingly.

John Mitchell and Associates
P.O. Box 1065
Shreveport, LA 71163
318-866-5409

BROKERAGE

GROUP OWNERS AND EXECUTIVES

If you plan to buy a radio station in 1983, you should be talking with us.
The Holt Corporation is currently offering FM and AM/FM stations in the Northeast, Midwest, Southwest, and Rocky Mountain areas ... including facilities with strong cash flow as well as situations for the turnaround buyer. Whatever specific strategy your group has in mind for your next purchase, we should be able to promptly offer excellent matching in geographic area, price range and facility type.

Contact us now to review present offerings, and to secure your inclusion for future contact when stations are listed which fit your specific acquisition standards. For immediate personal service, please contact Bernhard Fuhrmann, Leigh Moylan or Arthur Holt.

Over twenty years of service to Broadcasting Appraisals • Brokerage • Analysis
Westgate Mall, Bethlehem, PA 18017
215-865-3775

THE HOLT CORPORATION

FOR SALE
Florida East Coast fulltime 1 KW AM.
Growth market. Priced roughly 2 1/2 X gross. Principals only—no brokers. Inquire Box P-31.

WALKER MEDIA & MANAGEMENT, INC.
Brokers-Consultants-Appraisers
William L. Walker
President
PO. Box 2264
Arlington, VA 22202
703-521-4777
John F Hurlbut
Vice President
PO. Box 1845
Arlington, VA 22202
813-776-3617

SOUTHWEST CLASS C FM

Ideal for owner-operator. Medium market of 100,000 people. $550,000, 29% down, balance payable in 8 years at 10% interest. Real estate included. Owner: Write Box P-118.

LOUISIANA FULL TIME AM

One KW, excellent real estate included, resort town, under-developed, number one station in area. Write Box P-117.

TV PRODUCTION COMPANY

in major mkt. for sale. Produces programs, commercials & live sports for TV & cable. $2 million on terms, or a tax-free swap for stock. Write Bob Thorburn, Chapmank Assoc., 1835 Savoy Dr, Atlanta, GA 30341.

CHAPMAN ASSOCIATES
nationwide mergers & acquisitions

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 forwar-dable, and are returned to the sender.

Rates: Classified Listings (non-display) Help Wanted: 85c per word. $150.00 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) $40.00 per inch. All other classifications: $70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

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 $55mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.
Media

Sam Jernigan, executive VP and general manager. People's Cable Co., Rochester, N.Y., joins Media General Cable of Fairfax (Va.) as president.

Ron Jones, station manager, WHTK(AM) Cleveland, named VP and general manager.

Richard DeFabio, general manager. WFTN(AM) Franklin, N.H., joins WASY(AM) Gorham, Me., in same capacity.

Dean Jones, from Century 21 Realty, Blackfoot, Idaho, joins Group W Cable as manager. Pocatello, Idaho, system.


Bruce Clark, operations manager. Colony Communications, Providence, R.I., named executive director. cable-MDS operations.

Donald Olson, director of broadcast sales, named executive director. broadcast operations. Everett Chorney, controller, named executive director.

Dave Collins, production director, WCKO(FM) Punta Gorda, Fla., named operations manager.

Keith Lollis, from King Broadcasting, Seattle, joins KDBV-TV Medford, Ore., as station manager.

Ralph Oakley, promotion and public relations director, WSJY(TV) Elkhart, Ind., named assistant station manager.

M.B. (Bud) Johnson, one-time chief of operations, KLEE-TV (now KPRC-TV) Houston, and more recently program director and broadcast standards coordinator, KSTW(TV) Seattle, retires after 35 years in television.

Bruce Chastine, assistant controller, WSOC-TV Charlotte, N.C., named controller, succeeding Mack Murphy, retired. Nancy Mayer, director of broadcast standards and practices, named administrative coordinator. accounting department.

Donald R. Crews, partner in Dallas law firm of Hughes & Hill, joins Harte-Hanks Communications, San Antonio, Tex., as senior VP, legal, and secretary.

Lorraine Strait, assistant secretary and senior staff attorney, and Kenneth Danielson, assistant treasurer, Storer Communications, Miami, elected VP's.


Ronald Marshall, from Jacobs Engineering. Pasadena, Calif., joins NBC. Los Angeles, in newly created post of manager, architectural design and planning.

Robert Johnston, production manager. WFTS(TV) Atlanta, named director. production and operations.

Joyce Campbell, VP, programming. noncommercial WETA-TV Washington, named VP and station manager.

Thomas Bringola, business manager. WCVB-TV Boston, named VP.


Doris Johnson, secretary-treasurer, South Florida Public Telecommunications, licensee of noncommercial WCRS-FM-TV Boynton Beach. Fla., named VP, finance, and secretary.

Suzanne Westcott, research director, WCKI(AM) Detroit, joins WXYZ(AM)-WRIR(FM) there in same capacity.

Marketing

Gaston Braun, director of commercial production, and Elin Jacobson, group creative director, N W Ayer, New York, elected senior VP's.

Peter Dimsey, senior VP, Kenyon & Eckhardt, New York, named executive VP and general manager of Detroit office.

Gary Himes, management supervisor. Dancer Fitzgerald Sample, New York, named senior VP.

Harriet Berger, media director. Bowes/Hanlon Advertising, Atlanta, named VP.

John Taylor, director of communications. D'Arcy-MacManus & Masius, St. Louis, elected VP. Jane Tasininari, manager of negotiations. corporate spot broadcast unit. D-M&M. New York, elected VP.

Jeanne Jost Oliver, media director, Grant & Pollack Advertising, Denver, named VP.

Janet Case, assistant to president. M&N Advertising. Houston, named executive VP.


Appointments. Keller-Crescent Co., Evansville, Ill.: Jack Cohen, senior VP, director of client services. to executive VP; Kenneth

When Sherlee Barish is asked to fill an executive position or a news talent opening at a television station, you can bet her candidate is the best you can find. She not only attracts the most successful candidates, she also has the greatest expertise in finding and recruiting the top person. More than 1,000 past placements prove it.

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NEW YORK CITY
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Broadcasting Feb 21 1983
general Nashville.

Timothy Medland, local active, KTXL(TV) Bob Parente, national succeeds WIBC.TA marketing James dioRadio, CBS, New York, John Moss, sales director, ABC, national account executive, ABC, Chicago, KIRO -TV sales manager, Portland, Wash., and Terri Travis, account executive, WFLD-FM Chicago, joins WFLD-FM Chicago as account executive.

Denise Miller, account executive WCXI-AM-FM Detroit, named local sales manager.

Art Greenberg, national sports coordinator, WHK(AM) Cleveland, named national sales manager.


Chris Jenkins, account executive, KPIX(TV) San Francisco, joins KBHK-TV there as local sales manager.

Michael Zilliox, marketing manager, Sonic Cable Television, San Luis Obispo, Calif., joins KBQAM Santa Maria, Calif., as local sales manager.

Bill Knobler, general sales manager, KHO0(FM) Waco, Tex., joins KEGL(FM) Fort Worth in same capacity.

Denise Miller, account executive, WCXI-AM-FM Detroit, named local sales manager.

William Mockbee, sales development and research director, WCVB-TV Boston, named VP, research.

Richard Charnack, marketing services director, WINZ(AM) Miami-Winz-FM Miami Beach, named local sales manager, WINZ-FM.

Bob Berube, account executive, WTVX(TV) Fort Pierce, Fla., named local sales manager.

Rob Fields, from KXAS-TV Fort Worth, joins KTBC-TV Austin, Tex., as local sales manager.

Jim Sanders, from KFPW-TV Fort Smith, Ark., joins KPOM-TV there as local sales manager.

Don Kirkland, from WAIY(AM) Chicago, joins WCPF(AM) there as account executive.

Cydnee Thompson, from WLUM-FM Milwaukeee, joins WILD(AM) Boston as account executive.

Dick Tracy, from NBC Spot Sales, Chicago, and Terri Travis, account executive, WDCA-TV Washington, join WFLD-TV Chicago as account executives.

Patty Tavormina, account executive, WRMA(AM) Richmond, Va., joins WIP(AM) Philadelphia in same capacity.

Bob Adkins, station manager, KOMO(AM) Seattle, joins KV(AM) there as account executive.

Sherri Thompson, account executive, WPPR(AM) Manassas, Va., named sales manager.

Scott Donahue, account executive, Selcom, Chicago, named sales manager.

Carl Kiedrowski, member of production staff, WGR-TV Buffalo, N.Y., named commercial producer.

Denise Miller, account executive WCXI-AM-FM Detroit, named local sales manager.

Art Greenberg, national sports coordinator, WHK(AM) Cleveland, named national sales manager.


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Bob Adkins, station manager, KOMO(AM) Seattle, joins KV(AM) there as account executive.
Lee Kirbach, from Storer Cable, Anaheim, Calif., joins SelectTV Programming, Los Angeles, as sales manager. Midwest and South.

Ken Karpman, marketing coordinator, Warner Amex Satellite Communications, Los Angeles, joins SelectTV as sales manager, East and Southwest.

Roy Huggins, independent producer, enters exclusive agreement with Columbia Pictures Television, Los Angeles, to develop and produce television programming.


Catherine Hand, executive assistant, Embassy Communications, Los Angeles, named VP, Embassy Pictures.

David Manson, independent producer, Los Angeles, enters exclusive agreement with ABC Entertainment and ABC Circle Films there to develop and produce motion pictures for television.

Steven McPeek, assistant general manager, Metrotape, Metromedia's Los Angeles-based production facility, named VP and general manager.

Norman Zeller, Eastern sales manager, The Weather Channel, Atlanta, named VP, market development.

Lois Jane Friedman, research director, Post-Newsweek's WPLG(TV) Miami, named director of marketing and research. Post-Newsweek Video, New York.


Kevin Moloney, financial analyst, ITEL Corp., San Francisco, joins Videowest Productions there as controller.

Cary Pall, from WTAE(AM) Pittsburgh, joins co-owned WXKX(FM) there as program director.

David Malin, corporate administrative assistant, Family Life Radio, Tuscon, Ariz.-based group owner of seven religious radio stations, named corporate program manager.

David Hatfield, TV and radio editor, Arizona Daily Star, Tuscon, joins KVOA-TV there as program director.

Mike Elliott, general manager, WWA(AAM) West Allis, Wis.-WLU(M) Milwaukee, joins WIOD(AM) Miami as program director.

Andy Beaubien, program director, WCOZ(FM) Boston, joins KSRH(FM) Houston in same capacity.

Mark Taylor, program director, WCEZ(FM) Jupiter, Fla., joins WCKO(FM) Pompano Beach, Fla., as program-music director.

Dean Tyler, independent radio programing consultant, joins WPEN(AM) Philadelphia as program director.

William Sweeny, special projects producer, Metromedia Producers Corp., Boston, joins WSB-TV Atlanta as production manager.

Jay Spivey, stage manager, KTVY(TV) Oklahoma City, named production manager.

Young-Hee Kang, director and production manager, KPKW-TV Bakersfield, Calif., joins WTHR(TV) Indianapolis as associate director. Alan Williams, weekend sports anchor, WBIR-TV Knoxville, Tenn., joins WAAY-TV Huntsville, Ala., as sports director.

Dave Robbins, air personality, WBBM-FM Chicago, named music director.

Barry Young, air personality, WFAA(AM) Dallas, joins WGBS(AM) Miami in same capacity.

Charles Maday, program manager, noncommercial WMHT(TV) Schenectady, N.Y., joins Eastern Educational Television Network, Boston, as coordinator of acquisitions, interregional program service.

Bob Crowley, assistant program director, KGAK(AM) Gallup, N.M., named program director.

Dave Armstrong, sports anchor-reporter, KSNN(TV) Wichita, Kan., named sports director.

Denny Luell, program director, KACY-AM-FM Oxnard, Calif., joins KBZT(FM) San Diego as air personality.

News and Public Affairs

Steve Hellis, production associate. ABC News special events unit, New York, named associate producer, World News Tonight.

Thomas Hudson, managing editor, Visnews, London, named head of news.

John Friedlein, executive news producer, WISH-TV Indianapolis, joins WVIT-TV Hampton, Va., as news director.


Bob Janis, assignment editor, WHTM-TV Harrisburg, Pa., named news director. Jack Neyhard, from Associated Press, Harrisburg bureau, joins WHTM-TV as assignment editor.

Glen Gardner, news director, WPOE(AM) Greenfield, Mass., joins KRNA(AM) Iowa City, as assistant news director.

Roger Bell, executive producer, Late News, KABC-TV Los Angeles, named assistant news director, Eyewitness News.

Ron Bates, from WHK(AM) Newport News, Va., joins WTVM(TV) Norfolk, Va., as news director, Newsbreak 33.

Wesley Sturr, news director, KVOC(AM) Casper, Wyo., joins KCFY(TV) there as assignment editor.

Nancy Pressel, news producer, KHSL-TV Chico, Calif., joins KNTV(TV) San Jose, Calif., as night assignment editor.

Steve Craig, executive producer and anchor, WNET-TV Scranton, Pa., joins W4WS(TV) Cleveland as producer-reporter.

Tom McGee, from WJBK-TV Detroit, and Lynne Russell, from KENS-TV San Antonio, Tex., join CNN Headline News, Atlanta, as anchors. Brian Jenkins, anchor-reporter, KTUL-TV Tulsa, Okla., joins Cable News Network, Los Angeles, as correspondent.

Dave Gonzales, weekend anchor-reporter, KTVX(TV) Salt Lake City, joins KCS(TV) San Diego in same capacity.

Jim Thomas, anchor, KTV(TV) Los Angeles, joins KBOC(TV) there as reporter.

Bella Smith, from WCBS-TV New York, joins WCSS-TV Portland, Me., as anchor.

Steve Ozenovich, reporter-producer, WLUETV New Orleans, named weekend anchor.

Della Crews, anchor-reporter, WGBB-TV Springfield, Mass., joins WJXT-TV Jacksonville, Fla., as reporter.

Jim Proctor, reporter, WTOL-TV Toledo, Ohio, named weekend weather anchor.

Eleanor Jean Hendley, public affairs director, KYW-TV Philadelphia, named general assignment reporter. Lynda Bramble, special projects coordinator, KYW-TV, succeeds Hendley.

Mary Kroencke, from KTVX(TV) Salt Lake City, joins WJLA-TV Washington as anchor-reporter.

Nancy Laffney, weekend anchor, WITI-TV Milwaukee, named weeknight co-anchor, 6 and 11 p.m.

Appointments. WTVQ(TV) Chattanooga: Ken Hairston, from KDF-TV Amarillo, Tex.; Vickie Wing, from WBIR-TV Knoxville, Tenn., and Karen Winfrey, from WSMV-Nashville, named reporters: Frank Hilley, from KDFM-TV Beaumont, Tex., and Scott Williams, from Graphic Design Ad Group, Chattanooga, to news photographers.

Paul Sims, from WATE-TV Knoxville, Tenn., and B.J. Harrison, from KOCO-TV Oklahoma City, join United's WNN(TV) Oklahoma City, as weekend anchor.

Advertising. WJLA-TV Washington, D.C., named new advertising sales manager: John Schmidt, from WJLA-TV, the station.

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City, join WSO- TV Charlotte, N.C., as reporters.

Technology

F. Raymond McDevitt, VP, technical operations, Warner Amex Cable Communications, New York, named senior VP, technical operations.


Gerald Kaplan, member of technical staff, technical operations group, RCA American Communications, Princeton, N.J., named manager, technical programs.

Richard Miller, VP and general manager, tactical satellite terminals operation, Harris Corp., Melbourne, Fla., joins Comtech Communications, Hauppauge, N.Y., as president, government systems division, and corporate VP.

Gary Arnold, director of corporate planning, National Semiconductor Corp., Santa Clara Calif., named VP and chief financial officer.

Koichi Sadashige, managing director, Matsushita avionics systems, Panasonic, Secaucus, N.J., assumes additional responsibilities as general manager, audio-video systems division.

Donald Kleffman, VP and general manager, audio-video systems division, Ampex, Redwood City, Calif., reassigned to international division, with greater responsibility for company's video business. Mark Sanders, general manager, videocassette group, audio-video systems division, succeeds Kleffman as divisional general manager.

Dan Thompson, controller, E-Systems, Salt Lake City, named VP, finance and administration, commercial division, Arlington, Tex.

Michael Felix, general manager, advanced technology division, Ampex Corp., Redwood City, Calif., named VP.

Bob Ritchie, acting manager, engineering services, Suburban Cablevision, East Orange, N.J., named manager, engineering services.

Marilyn Jones, executive assistant to chairman, Chyrion Corp., Melville, N.Y., elected assistant secretary of company.

Douglas Truckenmiller, director of engineering, Colony Communications, Providence, R.I., named executive director of technology.

Charles Vick, from KOUS-TV Hardin, Mont., joins KCWY-TV Casper, Wyo., as chief engineer.

Richard Kerlin, assistant chief engineer, WHTM-TV Harrisburg, Pa., named chief engineer.

Appointments, engineering department, WSPA-TV Spartanburg, S.C.: Fred Tuck, studio supervisor, to assistant chief engineer; Jimmy Lizer, engineer, to videotape operations supervisor; and Barbara Hefler, master control engineer, to maintenance engineer.

Steve Houg, engineering supervisor, KCCI-TV Des Moines, Iowa, named assistant chief engineer.

Kathleen Taylor, audio technician, Cable News Network, Atlanta, joins WSPA-TV Spartanburg, S.C., as producer-director, creative services department.

Promotion and PR

Roger Fischer, publicist, Rogers & Associates, Los Angeles, joins Robert Wold Co. there as director of corporate communications.

Stephen Weinheimer, manager, broadcast advertising, NBC, Los Angeles, named manager, print planning, NBC-TV.

Barry Nemcoff, VP, broadcast services, Manning, Selvage & Lee, New York, joins Kalish & Rice, Philadelphia, as VP, public relations.

Jane Pierce, director of news information, Cable News Network, Washington, joins Manning, Selvage & Lee there as media relations director and account executive.

Jennifer Davies, copy editor, The Boston Globe, joins WNEV-TV Boston as media information manager.

Mike Diem, from KNX-RAM) Monticello, N.Y., joins WJON(AM)-WWJO(FM) St. Cloud, Minn., as sales promotion director.

Alyce Gibbons, freelance publicist, Los Angeles, joins KABC-TV there as publicist.

William Fleischman, VP, and David Jorgenson, president of Dataquest subsidiary of A.C. Nielsen, Northbrook, Ill., elected to Nielsen board of directors. Dell Henry, director of operations, marketing research group, USA, elected executive VP and member of board of directors. J.C. Nielsen, director of research and development, marketing research group, USA, elected VP.

Avery Giberson, director, television market development, advertiser/agency sales, Arbitron, New York, named VP, television market development.

John Kurpinski, VP and partner, Eastern Cable Communications, Jamison, Pa., named Member of the Year by Society of Cable Television Engineers.


Kathryn Schumacher, sales and marketing representative, Unidine Cos., San Diego, joins Noble Broadcast Consultants there as sales executive.

Thomas Ficara, sales manager, WBUD(AM)-WXXW(FM) Trenton, N.J., joins Louisiana State University, Baton Rouge, as coordinator of electronic media.

Leslie Harris, director of operations, Leslie A. Harris Co., New York firm which provides on-air screening and monitoring of network television programs and commercials for advertising agencies, elected VP.

Deaths

Robert Hutchings, 78, former general manager, WPDR(AM) Portage, Wis., died Feb. 6 at Portage hospital of complications following bleeding ulcer. He is survived by his wife and son.


James Bailey, 62, producer, WKZO-TV Kalamazoo, Mich., died of respiratory failure Feb. 5 at Bronson Methodist hospital there. He is survived by his wife, Madge.

Sonny Dove, 37, sports commentator, WNYE (FM) New York, and noncommercial WGBRI(AM) Freeport, N.Y., and former college and professional basketball player, died Feb. 14 at Long Island College hospital, New York, of injuries sustained in auto accident.

Edith Lee, 40, wife of Bertram Lee, president of New England Television, Boston, died of pulmonary hypertension Feb. 5 at Massachusetts general hospital. She is survived by her husband, Bertram, and two daughters.

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The lady in charge of the program pipeline for public television

Sue Weil describes her role as chief of the Public Broadcasting Service's programing department as a cross between "gadfly and matchmaker"—a successful combination, if her record is any reflection. To her credit: shaping a PBS schedule that has brought public television both critical acclaim and higher ratings.

In less than two years as senior vice president of programing, says PBS President Larry Grossman, Weil has already achieved the "great respect" of the public broadcasting community. "She has great taste and a real instinct for quality programs," said Grossman. But it is her ability to convince public television stations to carry those programs, along with her "eye for what's going to be in prime time," he said, that makes Weil a valuable and successful programing leader.

PBS's program lineup shows the Weil touch—the science series, Life on Earth, Creativity with Bill Moyers, American Playhouse and In Performance at the White House, to name a few of the series launched under her command. And then there have been such specials as the English import, Brideshead Revisited, last year, and The Ring, this year. Plus the new PBS documentary series, Frontline, which scored high ratings in its premiere.

Weil's success can also be attributed to the fact that she is a "team leader," said Ron Hull, director of the program fund at the Corporation for Public Broadcasting. Hull credits her with assembling a staff that has "made it all possible."

Weil oversees three major programing divisions: children's and family programing (which includes arts and humanities), news and current affairs, and program acquisitions. Hull remarked that she has been on duty during the "best and worst times for public broadcasting" and noted that Weil has been instrumental in bringing about better times. While her background is firmly rooted in the performing arts, as opposed to broadcasting, Hull said she has mastered the art of dealing with the disparate groups in public television.

She joined PBS as director of arts and humanities programing in 1978, was named senior vice president and managing director of prime time in 1980 and assumed her current position in May 1981. Before Weil came to PBS she was director of the dance program at the National Endowment for the Arts in Washington from 1976 to 1978. It was at the Walker Art Center in Minneapolis, however, when she was coordinator of performing arts for seven years that Weil began making those connections with the arts community that has enabled her to attract some major talents like Twyla Tharp and Norman Lear to PBS.

In addition to her programing duties she is a spokesperson for the service. In an article last month, in American Arts, Weil wrote about the future of public broadcasting: "Public television has its troubles, but cable isn't one of them. In fact, cable is helping us stay alive and well despite extraordinary budget cuts and our unusual financial woes. For example, our audiences are 30% higher in cable markets than in noncable. One reason for this is fairly simple: 178 (61%) of our stations are on the UHF band and therefore are harder to find on television sets. The cable tuner makes UHF stations just accessible as VHF, and the results are dramatic in every market."

If there is a message Weil would like to get across about public television it is that "it is different." It is important, she stressed, that PBS does things nobody else is doing. "If the networks decided to do performance programing four nights a week, I would say: 'Great, we will go do something else,' because there are a million other things to go out there and do.

"Next year we are going to try something new," Weil said, explaining that PBS is working on a program that would be a "one-night, one-subject evening devoted to topics like the plight of American high schools and youths and drugs."

Weil feels PBS needs to do more experimental programing. To her, experimental means programs dealing with younger people involved in the arts of today, not necessarily new art forms. "I think we see a lot of the same faces on public television."

She has ambitions for other program types. Children's programing, she says, is a form "where we are thin"—even though "we are head and shoulders above everybody else." Her primary concern is that there is not enough new children's programing and not enough programs that deal with older children.

Weil is more concerned about the fiscal survival of public television than she is about the abundance of its programs, maintaining that PBS has access to more than enough product. "We say no to more programs than we say yes to," she said.

"We can raise more money in the private sector and we can raise more money from the public. We can cut back our broadcast hours, sell our satellite time and cut back our staff, but if the federal government brings us down to the level that has been suggested by the White House [$75 million annually] then it will be very difficult to make up the difference."

The big challenge beyond survival, Weil said, will be to make sure the programing pipeline stays filled. PBS's strong record for the last two seasons, along with the ratings and critical acclaim, came about because of the long-range planning PBS started when it foresaw that the federal government's support would be pared back. "Our challenge now is to make sure our programs are seeded for the next three to four years hence. We can drift along for the next couple of years pretty well," she said.

Because of budget cuts, Weil said, PBS must become more inventive: and in the event of reduced broadcasting time, must concentrate on its best programing, "not watered down stuff."

One of Weil's missions is to make sure her department is in tune with public television stations. Weil says it is essential that "we keep our finger on the pulse of the stations and know what they want and then try and go after that. We are working for them and they are working for the public."

While she is not keeping her finger on that pulse, Weil finds time to relax just about every weekend in Minnetonka, Minn. She occupies an apartment in Washington during the week; her husband, Fred, lives in Minnetonka. He is president of the Republic Acceptance Corp., a commercial finance company based in Minneapolis. In Minnetonka, Weil likes to cook and read, take off her shoes and "become a country person and wife."
In Brief

Something is up at The Entertainment Channel. Rumors pervaded New York last week that RCA-Rockefeller Center pay cable service may soon pull plug or undergo drastic changes in effort to boost subscriber which has been stalled for several months at fewer than 50,000 homes. Fueling rumors: hiring freeze in effect for last couple of weeks and slowdown in program buying that, according to one TEC spokesman, "may have come to a halt." TEC's official line was "no comment." RCA official conceded, however, that service's owners were "considering various alternatives."

To improve its management of spectrum, FCC should give licensees more technical and operational flexibility to use their spectrum as they see fit, Peter Pitsch, chief of FCC's Office of Plans and Policy, said in speech before Federal Communications Bar Association in Washington last week. According to Pitsch, spectrum use is currently confined to one purpose, and licensees, therefore, are prohibited from considering all reasonable alternatives. Under system permitting "allocational flexibility," however, licensee's own self interest would lead him to analyze many alternatives, and "improvements in spectrum efficiency would inexorably follow," Pitsch said. With such flexibility, licensees would be able to respond quickly to changing supply and demand conditions. "Allocational flexibility would allow licensees to explore sharing by time of day," Pitsch said. "One obvious candidate is spectrum use for business traffic during the day and for entertainment during the prime time hours," he said. "Undoubtedly, spectrum gridlock will create many winners: licensees, innovators, business, minorities and consumers. The time to try allocational flexibility is now."

Country time

A record 640 country radio and record executives gathered last Friday and Saturday, Feb. 18-19, at the Opryland hotel in Nashville for the 14th annual Country Radio Seminar Sponsored by the Organization of Country Radio Broadcasters (OCRB), the event has grown significantly since its debut in 1970 when only 45 attended. Last year's attendance was 570.

One-time West Coast radio personality Bob (Emperor) Hudson, who built a reputation for his comic verse, delivered the keynote address on Friday morning, which focused on the survival of AM radio and the need for programmers to try something different. AM radio cannot compete with FM on a musical level, he said. In a humorous presentation which ran 30 minutes overtime, Hudson made light of AM stations that play commercial-free music sweeps and their attack to be "slick." Programmers who use the slogan "the hits keep on coming" still have low ratings because they don't realize that the "hits kept on going." More music does not build an audience, he said. AM radio needs to be involved with the listener, Hudson suggested.

Scheduled to keynote the seminar on Saturday morning was Chuck Blore, a creator of TV spots for radio stations. The seminar was to end with its usual banquet and "new faces" show, which for the first time was slated to be taped by ABC Radio for broadcast during its upcoming Super Eagle Cross Country Music Show broadcasts, aired weekly over the ABC Entertainment network. Broadcasting has learned that the OCRB is looking to syndicate the annual "new faces" show on a regular basis.

On the administrative side, the 11-member OCRB board was to meet Saturday afternoon to elect new board members. Up for grabs are two at-large seats (three-year terms), two radio industry seats (one-year terms) and one record industry seat (two-year term). On Sunday morning the new board plans to vote for an association president and executive vice president. As of last week, Bob English, vice president and general manager of WLW (AM)/WUBE (FM) Cincinnati, and Roy Wunsch, senior vice president of marketing, CBS Records, Nashville, held those two spots respectively. The OCRB by-laws do not prohibit any of the board or officers to be re-elected.

Soviet Foreign ministry issued to NBC last week, what Soviets described as "serious warning" (through network's Moscow bureau) of stop airing "slanderous" reports on possible KGB and Bulgaria connections to attempted assassination of Pope in 1981. If NBC persists, ministry warned, action would more than likely be taken curtail "the contacts of the company and its bureau in Moscow with appropriate Soviet organizations." Warning was issued in response to two-hour-long documentaries on KGB-Bulgarian connection (first program aired last September and second, on Jan. 25). Revenue Frank, president of NBC News, responded last week that "we are confident of our story and stand by it. It would be inappropriate to respond [further] to the Soviet statement."

Senator Larry Pressler (R-S.D.) appears interested in taking over role left vacant by failure of Senator Harrison Schmitt (R-N.M.) to win re-election—that of urging administration, and State Department in particular, to strengthen government policymaking in international telecommunications. In Senate debate last week on President's nomination of Richard McCormack as assistant secretary of state for economic and business affairs—job that carries with responsibility for department's Office of Telecommunications—Pressler criticized department for what he termed failure to plan adequately for international telecommunications conference through 1980's. Pressler noted that members of Commerce Committee, on which he sits, have tried to get State Department and rest of executive branch to focus on problem and devise solution, thus fail with "only limited and temporary success." Pressler said he will explore issue with his colleagues on Foreign Relations and Appropriations Committees. Those three committees, he said, should be able to impress on administration and State Department "that the Senate expects them to give more high-level attention to international tele communications and information policy." Good beginning, Pressler said, would be for McCormack, in his new job, to take "personal and persistent interest" in preparing U.S. for issues it faces in international telecommunications forums. McCormack's nomination was approved by voice vote.

FCC last week launched rulemaking aimed at determining whether divested Bell operating companies should be required to offer customer premises equipment, enhanced and cellular radio service through separate subsidiaries.

FCC last week approved settlement agreements under which nonwiredline cellular applicants proposed partnerships to provide service in Milwaukee and Indianapolis. At same time, commission approved those companies' plans to provide service in those markets. Partners for Milwaukee operation are Westel-Milwaukee Co. an Cellular Mobile Systems of Illinois Inc. Partners for Indianapolis are Cellular Mobile Systems of Indiana Inc., Midwest Mobilphon Corp. and Westel-Indianapolis Co. Applicants are first nontelephone companies to receive cellular grants.

CBN Continental Broadcasting's negotiations to sell WXE-TV Boston (BROADCASTING, Dec. 6, 1982) to Capital Cities Communications have been "discontinued," CBN announced late last week. Pat Robertson, CBN president, said that "other stations owned by Cap City in the Northeast area presented a potential for delay in the FCC in the processing of the applications. Others close to negotiations said CBN was worried about possible overlap problems generated by Cap City's WPRO-AM-FM Providence, R.I., and WTNH-TV New Haven, Conn. Robertson added that CBN board of directors "voted unanimously that henceforth the station is not for sale."

ATC's Preview Subscription TV Inc. announced last week that it has arranged to offer its programing service to Boston customers of Satellite Television & Associated Resources, which has decided to call it quits. Nathan Garner, Preview president, said firm planned to exchange its own decoder boxes for those of STAR's customers over the next few months, without charging STAR customers for cover
Member of Maine legislation has introduced bill to outlaw political advertising on radio and television in state. Observers, noting that questions have been raised about constitutionality of measure and whether state has authority to regulate broadcasting, say Representative Neil Rolde (D-York) is concerned primarily with raising issue of skyrocketing costs of political campaigning. But Rolde said that although costs issue was factor in his decision to introduce bill, he intends to make serious effort to secure its passage. He said he does not think 30- and 60-second commercials "add anything to enlightenment of the public." Rolde also said measure seems to have struck "chord" in public: he said people have approached him on street to express support of measure. He has also received letters on subject from out of state. "All of that encourages me, so I'm going ahead," Maine Association of Broadcasters will oppose bill. "We don't think it's in the public interest," said MAB president Richard Walsh. He said broadcasters share concern about campaign costs. But, he added, Rolde bill "doesn't address the problem." He noted money not spent on radio and television would be spent on other media.

Southern Baptist Radio and Television Commission last Thursday (Feb. 17) presented its top Abe Lincoln Award in television to Mary Alice Tierney, community services director, WSDK-FM Milwaukee for coordinating that station's "Food for Families" drive for Milwaukee-area needy. At same presentation ceremonies in Fort Worth, companion award in radio went to David Berry, vice president and general manager, WQDR-FM Raleigh, N.C., for initiating 32-part news and public affairs series on Vietnam veterans and resources available to them. Two finalists were chosen from eight merit award winners announced two months ago (BROADCASTING, Jan. 3). This is 14th year in which SBRTC has recognized broadcasters for contributions made through public-service programming and projects.

Mariner Communications reached agreement to sell WLM(W) Cincinnati and WSKF(W) Hamilton, Ohio, to Seven Hills Communications Ltd. for estimated $10 million to $11 million. Mariner is owned by Elmer Ward Jr., Joe Scallon and 10 others. Last year their deal to sell Ohio radio stations along with WSF(FM) Kansas City, Mo., to David T. Chase and family for $21.5 million fell through (BROADCASTING, March 29, 1982). Mariner bought Ohio stations in 1979 from Queen City Communications (for $17 million, then record price for AM-FM combination (BROADCASTING, Nov. 5, 1979). Buyer is headed by Charles K. Murdock, who will be president of Seven Hills Communications Inc., general partner. He will be joined by group of local investors including Bill Dewitt, Cincinnati real estate developer and son of late William Dewitt, former owner of Cincinnati Reds. Murdock, former general manager of WLM and 10% owner of Queen City Communications, is president of Murdock Productions, Cincinnati-based cable TV production company.

Screen Actors Guild President Ed Asner assured union's annual membership meeting last week that SAG is "not hungry for a strike" against network, cable and theatrical film producers when its current contract expires July 1. Asner told union members that negotiations on new proposed contract, reached as consensus among union leadership, will begin in May. Thirteen-week strike at expiration of last SAG contract caused delay in start-up of 1980-81 prime time season. Ken Orsatti, national executive director of 50,000-member union, told delegates: "If there is a way on God's earth to negotiate this contract without a major confrontation with producers, we dedicate ourselves to finding it."

Recognition. Former ABC Owned Television Stations President Richard A. O'Leary (r) was the guest of honor last Tuesday (Feb. 15) at a farewell dinner at New York's Tavern on the Green. About 85 ABC executives, including John C. Severino (l), president of ABC Television, attended the dinner for O'Leary, who left the network last year to form his own television marketing and consulting firm in New York.

FCC last Thursday (Dec. 17) approved swap of Pulitzer's KSDK-TV St. Louis for Multimedia's WROC-TV Greenville, S.C., and WZTV(N) Winston-Salem, N.C., and denied petitions filed by National Black Media Coalition and St. Louis Broadcast Coalition and others which sought to deny applications. FCC also authorized tax certificates to be issued to Pulitzer for trade of KSDK-TV and to Multimedia for trade of WFRV-TV because swap results in break-up of grandfathered combinations of broadcast stations and daily newspapers in same market.

Malrite Communications Group Inc., has sold its North Carolina cable subsidiary, Outer Banks Cablevision Inc., to Outer Banks Cablevision Associates for about $7 million. Buyer is limited partnership controlled by North Carolina-based Sutton Capital Associates, general partner in cable systems serving over 24,000 basic subscribers. System serves Kill Devil Hills, Nags Head and Manteo, all resort communities on Cape Hatteras in Dare county, with 6,700 basic subscribers. Hotel units account for about another 1,000 subscribers. Communications Equity Associates, Tampa, Fla., handled transaction for buyer.

News is perishable. ABC News' exclusive report last Wednesday (Feb. 16) that President Reagan had dispatched aircraft carrier Nimitz to Mediterranean waters off Libya and four AWAC radar planes to Libya in the face of an apparent threat from Libya was broadcast despite a request from the White House that it be delayed 24 hours. The decision to go with the report on ABC's first feed, beginning at 6:30 p.m., Wednesday, was made after ABC News executives in Washington and New York conferred on the White House request—and after sources for piece were double-checked. The report, prepared by the network's Pentagon correspondent, John McWethy, had already been held back one day at the request of his sources. The President's national security adviser, William Clark, had called ABC News Washington Bureau Chief Edward Fouchy on the matter after failing to reach ABC News President Ronnie Arledge. Fouchy said the White House was "unhappy" with the report and wanted it delayed—not cancelled, he stressed. Fouchy declined to divulge details of his conversation with Clark, but a White House official said Clark had been concerned about "sensitive intelligence matters and sensitive matters involving other governments." The dispatch of AWACS and Nimitz, which had been providing backup for U.S. Marines in Beirut, was ordered after Libyan leader Moammar Khadafi ordered troops to Libya's borders with Sudan and Egypt and Chad. CBS and NBC ran their own versions of the story on Wednesday after ABC broadcast the McWethy piece.
Mission

It has been unfashionable among broadcasting representatives in Washington to believe that deregulatory legislation can be had in the 98th Congress. Fashion may have been changed last week when the Senate, setting some kind of speed record, unanimously adopted S. 55, the bill that codifies the FCC deregulation of radio and considerably eases the television broadcaster's lot at license renewal time.

True, the House has given no signs of similar interest in deregulation, but the swiftness and unanimity of the Senate action will not pass unnoticed on the other side of the Capitol. The experts would be wise to abandon the defeatist notion that all is certain to be lost in the House.

S. 55 falls far short of the ideal deregulation that broadcasters seek. Television broadcasters are entitled by logic and circumstances to at least the relief that is accorded radio in the bill. The political reality, however, seems to be that television will have to wait a while.

It is in the common interest of all broadcasters to see a companion to S. 55 through the House. If all broadcaster organizations unite in their support, the guess here is that there is at least an outside chance of success. If broadcasters let this chance go by, they'll deserve all the regulation they'll get.

Breakdown

For a while last year it looked as if broadcasters and cable operators had composed their differences over copyright and related legislation. H.R. 5949, the cable copyright bill that resulted from compromises by the National Association of Broadcasters and National Cable Television Association, had been adopted by the House and was making progress in the Senate. In December it all fell apart when the Copyright Royalty Tribunal upped the distant-signal rate.

As reported elsewhere in this issue, the CRT decision still hogs center stage in the Washington copyright scene. It is likely to remain there for a while. To people like Ted Turner, it takes first priority, and when Turner finds a devil to pursue, the action gets exciting. Cable system operators too face dislocations on a significant scale if the CRT deadline of March 15 arrives without modification of the order. Their resistance may not be as colorful as Turner's, but it is very real.

Broadcasters have less stake than superstations or cable operators have in what the CRT did or in what may come of the CRT's action. Whatever scale of cable fees is set, the broadcasters' share will no doubt remain as minuscule as it has been in past CRT distributions. It would not matter much to their bottom lines to side with Turner and the NCTA on the distant-signal royalty.

There are, however, other differences that are separating broadcasting and cable by an increasing distance. The NAB, as reported by its president last week, is beginning to think that total copyright liability for cable is attainable. As long as the NAB talks like that, the NCTA will not be caught in the same room, let alone at the same table.

Full copyright liability for cable is not the NAB's invention. It has been advocated by the Reagan administration's telecommunications expert, by professional sports and by the Motion Picture Association of America, although the last, according to its president, Jack Valenti, has higher-priority legislative aims right now (see "At Large," Broadcasting, Feb. 14). Those forces have clout enough to make things happen if they ever get together.

The thought here is, however, that talk of copyright liability comes too late. The time for broadcasters and program suppliers to seek that kind of legislation was after the Supreme Court in 1968 ruled that the copyright law of that time contained no cable liability for the use of broadcast signals. Instead of seeking legislative action, the broadcasters assigned all their forces to support the cable regulation that was about to emerge from the FCC. It is the recent dismantling of those FCC controls that has reawakened the broadcasters' interest in copyright liability, which was not enough protection to suit them back when it might have been attained.

As the distance between them widens, neither broadcasting nor cable stands to gain. Anybody want to try a little statesmanship?

With friends like those...

The board of directors of the American Newspaper Publishers Association has returned from a meeting in Hawaii bearing a resolution that sides—sort of—with broadcasters and cablecasters in their quest for editorial freedom. "ANPA reaffirms that the public interest is best served where freedom from content regulation is maximized regardless of the means by which information is disseminated," the resolution read. That's all that the ANPA intends to do on behalf of the electronic media now, the association said.

At least one member of the ANPA board must have been disappointed. Last November, in an eloquent speech, Arthur Ochs Sulzberger, publisher of the New York Times, called upon his fellows "to join with their electronic brethren to close the First Amendment gap" (Broadcasting, Nov. 22, 1982). He regretted that print publishers "are putting distance between themselves and electronic publishers when it comes to the First Amendment" for fear that somehow broadcast regulation might rub off on print. Said Sulzberger: "The line between print and electronic journalism is thin at best and getting thinner. Any oversight of free speech is not the role of government."

Other directors of the American Newspaper Publishers Association would be truer to proclamations of freedom on their editorial pages if they had adopted their colleague's speech as their resolution.

"I hope I'm not too late."
If you think a 40 share is a crowd-stopper in 120-pt. type, you should have seen the reaction it got in the October and then again in the November, 1982 Arbitron books. It left the competition speechless.

That 40 share does more than make us the number one news station in the market. It ends a two-year-long too-close-to-call ratings war.

We succeeded by offering the viewer a more informative, more intelligent newscast. The “cubbyhole” newscast, one with little spaces of time to fill, is gone. Format no longer dictates content: the length and placement of any given story, be it local or national news, weather or sports, is now determined by its importance.

In 1968, WCCO-TV introduced the integrated news format to local news. Our new 10 pm Report, “News for thinking people”, is an even more ambitious undertaking. For example, ours is the first local newscast in the nation with a full-time co-anchor in Washington appearing live nightly via satellite.

Achieving market dominance by practicing the best kind of broadcast journalism possible may seem a bit “idealistic” in these cynical times. But take another look at that imposing 40 share:

“News for thinking people” seems to be just what the public wants and needs.

WCCO-TV NEWS
Minneapolis/St. Paul

*Source: ARB October and November 1982 Monday-Friday Metro Share subject to limitations.
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It's just that those limits are so theoretical, they have almost no impact on what E-FLEX can do in the studio.
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To start with, E-FLEX has some of the most sophisticated effects ever offered in a digital video system. Like a new, two-channel reciprocal function. Our mosaic and posterization effects. Multi-move, so you can put up to 16 copies of a moving image on the same screen. And a trajectory function that lets you control the movement of an image along a curved path.
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