In the latest ratings, KS95-FM achieved a 12.4* share of persons 12 plus. A rating that continues to strengthen our position as the top adult contemporary station in Minneapolis/St. Paul. But even more significant, by achieving the number one rating in adults 18-54, Monday-Sunday, 6A/12M, KS95-FM has become America's highest rated FM station in the top 31 markets.*

To learn more, call your KS95-FM sales representative at 612/642-4141, or contact the Christal Company.

KS95-FM
95 AND ALWAYS SUNNY.
"ENTERTAINMENT TONIGHT has become the most popular new non-network show on television"


ET's combined average NTI rating of 177 for the week ending Jan. 23 was a new high for the series. Further proof that ET is television's most remarkable success story!
BIGGEST STORY IN THE BIG APPLE!

On Jan. 3, ET moved to 7:30pm on WABC-TV New York—and in only six weeks completely turned around the ABC flagship's prime access time period! The comparison between December and ENTERTAINMENT TONIGHT's latest week is nothing short of astonishing:* 

<table>
<thead>
<tr>
<th>December Time Period</th>
<th>ET's Latest Week</th>
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<tr>
<td>6 Rating/11 Share</td>
<td>14.1 Rating/21 Share</td>
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“We anticipated that ENTERTAINMENT TONIGHT would be a winner for us, but it has far exceeded our most optimistic expectations.” —William Fyffe, VP & Gen. Mgr., WABC-TV New York

ET IS ENTERTAINING THE NATION!

ET's audience has even topped last year's impressive performance—both in rating and all key demos:**

- Up 20% in Rating
- Up 15% in Women 18-49
- Up 11% in Men 18-49
- Up 15% in Women 25-54
- Up 13% in Men 25-54

ET VS. THE NETWORKS!

More people get their entertainment news from ET co-anchors Ron Hendren and Mary Hart than any network entertainment/talk show—over 11½ million viewers watch the Monday-Friday strip alone!

That's 120% more total persons than Good Morning America, 152% more than The Today Show and 269% more than CBS Morning News. In fact, the combination of ET and ENTERTAINMENT THIS WEEK reaches significantly more people than those three network morning shows combined—and more than the total late-night audience of ABC Nightline and The Tonight Show as well!***

ENTERTAINMENT TONIGHT and ENTERTAINMENT THIS WEEK cover the world of show business like no other programs on television—and America knows it!

*ARB. Dec '82; 2/7-2/11/83   ** CASSANDRA. Top 100 markets; same TP Nov '81/Nov '82   *** NTI. Nov. '82
The Love Boat Makes Waves

...with the whole family.
A consistent winner with women, men, teens and kids.
THE LOVE BOAT is, in fact, #1 with total viewers in 86 of the nation's top 100 markets.

Don't be left at the dock!

Source: Time period competition Nov. '82 NSI
Turner talking merger □ 'M*A*S*H' folds its tents after 11 years □
Entertainment Channel to go dark on March 31 □ Broadcasters,
cablecasters set for United States Football League debut

TAPS □ Farewell episode of M*A*S*H, after 11-year run on CBS, expected to be highest-rated entertainment program of all time. PAGE 39.

GONE FISHING □ Atlanta media baron Ted Turner discusses merger and buy-out possibilities with three networks and Metromedia. PAGE 40.

NEW GAME IN TOWN □ If all goes as planned, fledgling United States Football League will mean millions of dollars in revenue for broadcasting and cable networks. BROADCASTING looks at each team and its rights holders PAGE 41.

CHANGES IN ATTITUDES □ NTIA report stresses need for restructuring of ITU. U.S. should remain member, but develop "alternate" organization. PAGE 43.

THAT WAS ENTERTAINMENT □ March 31 is last day for Entertainment Channel, but pay cable venture may resurface as advertiser-supported service. PAGE 44.

THINGS TO COME □ At MIT conference, cable executives give differing views on telecommunications revolution's effect on medium. PAGE 45.

EASTERN VICTORY □ Supreme Court won't review lower court decision exempting EMI as "passive carrier," from copyright fees. PAGE 45.

ONE MORE TIME □ New Radio Marti bill is introduced in Senate with "full support" of Reagan administration. NAB will oppose bill, says Fritts. PAGE 46.

CASEY AT THE BANK □ Costs for major league baseball rights soar, due primarily to pay TV contracts. Broadcasting covers all bases in "Special Report" that puts ballpark figures in perspective, with team-by-team breakdown of rights holder. PAGE 51.

DAY IN COURT □ In ruling on KCET(TV) Los Angeles case, Supreme Court says says FCC is not required to see that broadcasters make "special effort" to serve hearing impaired. PAGE 70.

BUDGET BATTLE □ CPB asks Congress' aid in fighting Reagan administration's proposed budget cuts. PAGE 76.

BUSINESS IS BOOMING □ Despite sagging economy, Fifth Estate's financial picture is good, with generally substantial revenues and profits. PAGE 84.

RECORD ATTENDANCE □ Annual Country Radio Seminar in Nashville boasts record crowds, features workshops on agribusiness, length of playlists. PAGE 96.

HARD TO SWALLOW □ Networks challenge Reader's Digest claims of erosion of Tulsa, Okla., prime time television share. PAGE 99.

VIVA EL REVOLUCION □ FCC's Common Carrier Bureau Chief Gary Epstein redefines his role in telecommunications revolution, that of fitting "all the pieces of the puzzle together." PAGE 119.
The electric excitement of a superstar rock concert plus the cross-over appeal of a musical game show!

Imagine today's biggest rock superstars performing their latest hits before a live audience of ecstatic fans. Add the free-spirited excitement of young contestants vying for big cash prizes in a fast-paced musical game show!

The music, the excitement, the entertainment—all in the pulsating atmosphere of a rock concert. It's The Pop 'N' Rocker Game, the perfect once-a-week hour program for reaching the elusive under-25 audience as well as everyone who ever loved the fast action of a game show!

Hosted by Jon Bauman, Sha Na Na's Bowser!

Yes, this is Bowser!

Advertiser-supported programming from MCA TV

For details and pilot screening call (212) 605-2751

A Game In Concert.

A Ron Greenberg Production in association with Alan Landsburg Productions
Post-code loads bigger?

Recent monitoring of prime time network programming by television committees of Association of National Advertisers and American Association of Advertising Agencies has revealed some instances in which nonprogram material exceeds limits set by networks' own standards. Committees, which conducted monitoring over two separate weeks in fourth quarter, say further analysis is necessary before it can be determined whether pattern of excesses constitutes trend, and that once analysis is completed, findings will be discussed with networks.

Periodic monitoring of prime time programming by committees is standard, and was conducted in this instance to determine if elimination of National Association of Broadcasters' advertising codes has led to relaxation of network standards. Networks said they would like to see full report before commenting, and CBS noted there might be some misinterpretation of its standards.

Marked down

There's wide financial wingspread to Ted Turner's efforts to acquire substantial corporation as co-venturer, if not outright purchaser, of Turner Broadcasting and associated news and sports interests (story page 40). He is said to have started with price tag of $800 million, but figure quickly dropped to $600 million. More skeptical believe eventual total could be closer to $250 million. Biggest obstacle to deal was said to be Turner himself, who wants to continue in operational role and go on board of new corporate partner; few are ready to be in harness with so volatile and forceful a personality. One remark heard on street: Price could be $600 million without Turner, $250 million with him.

First pass

First to express interest in 13 RKO General Inc. stations that FCC has opened to competing applications (BROADCASTING, Feb. 14) is new company, Cozzin Inc., whose principals are comedian Bill Cosby (51%) and Joe Zingale (49%), former majority owner of WWW(AM) and WWW(FM) Cleveland and other stations. In petition filed late last week, Cozzin asked FCC to refuse to accept applications for nine of RKO's facilities for 45 days to give Cozzin chance to purchase them under FCC's distress sale policy. Cozzin claimed that discussions with RKO principals led it to believe that commission approval of proposal would lead to "satisfactory final agreement." FCC attorneys said they were unaware of any discussions and that to their knowledge, RKO had expressed no interest in distress sales.

Stations Cozzin has in mind are WOR(AM) and WRKS(FM) New York; WRKO(AM) and WDRR(FM) Boston; WGMS-AM-FM Bethesda, Md.-Washington; WAYY(FM) Fort Lauderdale, Fla.; WFYR(FM) Chicago, and WHBQ(AM) Memphis.

Sky war

Conference on western hemisphere countries that will be held next summer in Geneva to plan use of 12 ghz band for direct broadcast satellite service may provide setting for what some are calling "Second Battle of the Falklands." Both Great Britain and Argentina have listed Falkland Islands as area they intend to serve by DBS. And Falklands, remember, host lots of sheep but only 1,700 residents, all British subjects. Conflict between recent adversaries in war may have to be resolved by credentials committee.

More music

Satellite Music Network, already aloft with three 24-hour radio formats, will soon announce fourth: "Hot Rock," designed, as its name suggests, to reach younger demographics. Altogether, Dallas-based company's first three formats (country, adult contemporary and MOR) now reach 250 affiliated stations.

Senate and copyright

Senate Subcommittee on Patents, Copyrights and Trademarks, formally approved by parent Judiciary Committee last week, is getting down to business. Copyright problems created by home taping of audio and video programming are first priority. Later there'll be oversight hearings for Copyright Royalty Tribunal and Copyright Office, following those scheduled this week by counterpart subcommittee in House (see page 10). There'll also be symposium for subcommittee members and Copyright Office in April.

Subcommittee members appointed last week: Senators Charles McC. Mathias (R-Md.), chairman; Paul Laxalt (R- Nev.); Orrin Hatch (R-Utah); Robert Dole (R-Kan.); Howard Metzenbaum (D-Ohio); Dennis Deconcini (D-Ariz.) and Patrick Leahy (D-Vt.).

Rightly named

Enterprise going by name of Mountain TV Network Inc. intends to file about 3,500 low-power television applications at FCC, proposing to serve rural areas with multichannel LPTV service. Mountain plans to cluster LPTV stations—as many as 15 transmitters in each location—in about 240 sites west of Mississippi, offering mixture of free and pay programming. Mountain is closely held corporation, 51% owned by Shirley Windsor, of Redvale, Colo. Her husband, William Dean Windsor, president, owns 9%. With Mountain's contributions, FCC will have about 12,000 LPTV applications on file, commission official said. It's processing 50 a month.

Next up: teletext

Teletext authorization is on FCC agenda for March 9, and word is that those hoping for commission to set technical standards ought not to hold breath. Other problems are on FCC minds: whether teletext should be exempted from equal-time and fairness law, whether teletext is to get must-carry status on cable, how teletext or other services offered on vertical blanking interval on common carrier basis should be regulated.

As same March 9 meeting FCC is expected to make final its rule establishing lottery to choose among rival applicants for same facilities (BROADCASTING, Sept. 27, 1982), Congress gave commission deadline of March 12 to act.

Shortening lists

In what may be new trend in spot radio representation, two firms, Lotus Representatives and Savalli & Schutz, New York, are shrinking operations. Lotus is retaining representation of about 40 Spanish-language stations but giving up its 200-plus "anglo" outlets. George Sternberg, executive vice president of Lotus, has been separated. At S&S, 175-station list has been reduced to about 20 key stations, and firm also hopes to set special assignments for stations having other reps. High cost of service for long lists of radio stations is said to be reason for Lotus's and S&S's moves.
INTRODUCING
Rocky
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

25 outstanding motion pictures that are second to none.
Those distant-signal fees

The House Judiciary subcommittee with jurisdiction over copyright has scheduled the Copyright Royalty Tribunal and the Copyright Office for an oversight hearing this Thursday (March 3) and, according to the subcommittee's new general counsel, Michael Remington, the witnesses from those offices will be asked to explain the rationale behind and the implementation of the CRTC's increase in the compulsory license fees cable systems must pay to import distant broadcast signals. The rate hike, ordered last October, has sent shock waves through the cable industry. Because of it, many cable systems have dropped or are preparing to drop distant signals, including the satellite-delivered superstations, to limit their copyright liability. According to Remington, the subcommittee's consciousness on the rate hike has been raised by numerous phone calls and letters from cable subscribers protesting the loss of favorite signals.

Remington's comment to Broadcasting came after he introduced himself to a group of Washington lawyers in a brief talk at an American Bar Association luncheon in Washington last Thursday. He devoted his talk to housekeeping matters and, because of his newness to the job—he joined the subcommittee staff on Feb. 1—was reticent about issues, including cable copyright, which the subcommittee might be taking up. With the exception of hearings on bills to reform the Supreme Court toward the end of March, Remington said, the subcommittee will not be doing much of substance in the next few months. It may take to the middle of April or the first of May to finish all the subcommittee's oversight hearings, he said.

Remington also reported that the subcommittee, which is chaired by Robert Kasenstein (D-Wis.), has added three members—Michael Synar (D-Okla.), Patricia Schroeder (D-Colo.) and Harold Sawyer (R-Mich.). The additions, which bring the total membership to 14, create a problem for the subcommittee. It will have trouble finding a hearing room that can use on a regular basis that can seat that many congressmen, Remington said.

Pirate sweeper

Cox Cable, San Diego, the nation's largest cable system with 230,000 subscribers, has launched a campaign to stem its losses from theft of service which may run as high as $12 million a year. Cox will upgrade descramblers/converters at a cost of $13 million, improve installations in multiunit dwellings that are particularly prone to theft, use a computer audit program to monitor the consequences of their actions, and tighten internal security to prevent theft of descramblers/converters. The impetus behind the campaign was the toughening of the California theft-of-service law, which became effective on Jan. 1. The amended law calls for fines of up to $20,000 and prison sentences of up to one year, or both, for sellers of unauthorized equipment and fines of up to $5,000 and sentences of up to 90 days or both for users. Backed by the new law, Cox has set 19 people to the task of tracking down pirates. Using a device called a "sweep analyzer," Cox detectives can make random checks of neighborhoods and determine which homes are illegally connected to its cable. "Right now, we have quite a number of cases with evidence on violators to turn over to the San Diego city attorney and the district attorney for prosecution," said Chuck Peters, Cox's head of security. "We're waiting until after the media campaign to give everyone enough warning and a chance to exchange their illegal boxes and start paying for service. After that we will ask for full protection under the law."

Cox estimates that at least 35,000 homes in its franchise areas steal basic cable service and that another 30,000 are stealing at least one pay service by using unauthorized decoders. Cox's annual loss from all the theft is between $8 million and $12 million, it said. What's more, it said, the 10 communities served by Cox lose between $250,000 and $360,000 annually in franchise fees.

Partnership sale

Home Box Office is proposing to finance the production of theatrical motion pictures through the sales of limited partnerships that could raise $25 million to $125 million. The plan is outlined in a prospectus filed with the Securities and Exchange Commission. Silver Screen Partners, as the venture is being called, would assign pay television distribution rights to HBO but does not propose any exclusive distributorship for theatrical release.

The partnership would be organized by E.F. Hutton & Co. and raise from $25 million to $75 million a year for production of up to 10 films. E.F. Hutton & Co. could raise up to $50 million more annually through the sale of 100,000 units priced at $500 each. Hutton executives would fill three of the four top management posts for Silver Screen Partners. E.F. Hutton's president and chief executive officer, Roland Betts, is currently managing a $20 million limited motion picture production partnership, International Film Investors. HBO, which would have final say on which films would be financed by the partnership, is not expected to hold an equity position in Silver Screen.

The pay television service already has entered agreements with Columbia Pictures and Orion Pictures Corp. to acquire guaranteed pay television rights to certain films produced by those studios in return for HBO's financing. In addition, the Time Inc. subsidiary is planning to create a major motion picture studio in association with Columbia and CBS Inc. The first of nine HBO made-for-pay television movies is expected to be shown on the cable service in May.

Washington cable

The D.C Cable Design Commission had its schedule for awarding a cable franchise for the city all worked out. The commission would finish its work on the RFP by the end of March. After reviewing it and perhaps modifying it, the city council would release it in June. Bids would be due in late September or early October, and the commission would have its recommendation on who should be the cable franchise ready for city council action by end of year.

It now appears, however, that the schedule will shift. According to its chairman, William Lightfoot, the commission has asked the city council to extend the RFP deadline by at least 90 days. Lightfoot said the entire process will probably be "stretched out."

One of the most important of the commission committees, each of which is working on a different aspect of the RFP, is the one looking at ownership and finance. The committee, Lightfoot said, is considering various forms of ownership and control of a cable system, including municipal, economic development corporation, cooperative and, of course, private. Another possibility that is being considered, he noted, is ownership by either the local telephone company (C&P Telephone) or electric utility (Potomac Electric Power) ("Closed Circuit," Feb. 14).

One less MDS operator

California Subscription Television Ltd., a Southern California MDS operator that had been delivering The Z Channel, a local pay programming service, to about 10,000 subscribers, has ceased operation and reportedly filed for bankruptcy. Officials of CTV have not been available for comment, but Group W Cable, which owns and programs The Z Channel for its Los Angeles offices, said last month that it is negotiating with a potential new MDS company to serve the
Market after market report the surprising fact that not only are women an important audience for Black Belt Theater, but in many cases women are actually outnumbering men. WESH, Orlando delivered more 18-34 women than 18-34 men. WDIV, Detroit—women 18+ outnumber men 18+. WAWS, Jacksonville delivered more total women than total men.

WTAF, Philadelphia delivered twice as many total women as total men.

So now it's the rock 'em sock 'em non-stop action of Black Belt Theater for the ladies. Call us for more evidence that it's not just men who want their kicks.
NOW PLAYING BEAUTIFULLY IN 83 MARKETS.

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A Spelling/Goldberg Production distributed by Columbia Pictures Television
subscribers abandoned by CSTV as well as the some 1,300 currently being reached by Group W’s own MDS system. CSTV was purchased in March 1982 by Merlin Financial Corp. partners Marty Selko and Jules Feder for $4 million from American Transvideo Inc.

Closed-captioned cable

Working with the National Captioning Institute, Vision Cable Communications Inc. will lease Colormax closed-captioning decoders to deaf subscribers in 16 of its systems for $6 per month. Ed Dunn, NCI’s director of consumer sales, said in a prepared statement: “Hearing impaired cable television subscribers can now have access to captioned television programming. It is hard to overemphasize what this means to a person who has been unable to purchase a decoder that retails at $289.” Vision’s commitment is also important. The proliferation of decoders is the key to persuading producers and networks to pay NCI to write captions and insert them in their programming. The number of decoders now in use stands at 56,000.

Testing cable ad waters

Hearst/ABC Video Services, purveyor of two cable programing services, announced last Monday 52-week contracts with American Motors for ARTS cultural service and with Warner Lambert and Scott Paper for Daytime. In addition, the Greek National Tourist Organization made a smaller buy on ARTS.

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

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

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

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

CALL TOLL-FREE (800) 424-9876
THE TOBACCO INSTITUTE.
Quantiplex Gives You An Unfair Advantage.

Using Quantiplex Viewer and Consumer ratings is like being dealt five aces.
It's that unfair.
Not only do you know the age and sex of your viewers, but you know who they are, what they buy and, the fifth ace, what they are thinking about buying.
And, for good measure, a sixth ace. If they can afford it.
With VAC ratings you can show advertisers exactly which of your time periods their potential customers are watching. And prove to them that your station is the most effective use of their budget. In the case of local advertisers it's even a far more accurate targeting of customers than local print.
Why not deal yourself in on a pot that could be as much as fifteen times your investment. (And, we can prove that too.) Contact Bill Morris or Ron Laufer at Quantiplex and get in on the May sweep. Our sign up deadline is March 31st.
And, if getting an unfair advantage from VAC bothers your conscience think about this. It's not bothering your competition.

VIEWER AND CONSUMER
c/o Quantiplex,
919 Third Avenue, New York, N.Y. 10017
(212) 980-7117
A DIVISION OF JOHN BLAIR & COMPANY
Mississippi ETV has a one-man equipment gang on the road shooting and recording their new documentary series "Mississippi Roads". They're able to do it because of the versatility of HAWKEYE!

In a recent production covering the restoration of the Natchez Eola Hotel, the HAWKEYE recording camera and that one-man equipment gang were able to cover 25 different set-ups in 12 hours under a producer's direction.

"HAWKEYE gets into tough-to-shoot places," reports Larry Holden, director of production for Mississippi ETV. "It speeds our coverage and its small size puts on-camera individuals at ease. It gives us high quality productions in a cost-effective way."

"Outstanding . . . Impressive"

"The camera video quality is outstanding and recorder performance is impressive. We've been putting HAWKEYE through a tough grind for nearly a year now and we haven't had any major problems."

Segments for "Mississippi Roads" are shot with the recording camera . . . a HAWKEYE studio recorder is used with existing 1" VTRs for multiple generation editing. HAWKEYE is versatile. It can be easily integrated into your present equipment complement. Ask your RCA Representative for the HAWKEYE facts—camera, recorder, recording camera, or complete systems. Have HAWKEYE Your Way. RCA, Bldg. 2-2, Camden, NJ 08102.
Century 21 □ Real estate campaign begins this week in at least 100 spot markets, in addition to ABC, NBC and CBS networks. Campaign will run through year in early fringe and late fringe times. Target: adults, 25-54. Agency: Wells, Rich, Greene, Los Angeles.


Coca-Cola Bottling Co. of Los Angeles □ Campaign for Diet Coke begins this week in six markets. Introduction will run eight weeks while product endorsement will continue throughout year. Spots will run in prime time and target adults, 18-49. Agency: McCann-Erickson, Los Angeles.

Cargill Co. □ Campaign for Honeysuckle boneless turkeys begins in March in seven markets. Flights will run three weeks in March, two weeks in April and two weeks in May. Spots will run in day, fringe and prime times. Target: women, 25-54. Agency: Barickman Advertising, Kansas City, Mo.

Taco Bell Corp. □ Taco Lite introduction begins March 7 in Atlanta; St. Louis; Knoxville, Tenn., and Jacksonville, Fla. Flight will run six to seven weeks in fringe, prime access, prime and weekend times. Target: adults, 18-34. Agency: Green & Burkhardt, Atlanta.

Chevron Chemical Co. □ Three insecticide products will be advertised in second quarter, with start dates depending on season. Kleenup squirt bottle weed killer, Weed-B-Gon dandelion killer and Tomato/Vegetable insecticide spray will all run in 60 markets in combination of 10-second and 30-second spots during early news, prime and late news times. Each product will air five weeks. Target: adults, 25-plus. Agency: McCann-Erickson, San Francisco.


Murfani Jeans □ Campaign for Color Wash denims begins in March in top 30

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Blair's diagnosis. Blair Radio's analysis of business opportunities in spot radio in 1982 shows that 25-54 demographic was most requested, climbing to 33.6% from 28.6% in 1981. In second place was 18-49, down slightly from 15.2%. Blair said 12-34 continues to be major group, accounting for 21.5% of requests, down slightly from 23.2% in 1981. Blair noted its review continues new approach of including number of weeks campaign runs when computing business opportunities.

New venture. Cable Ad Ventures, Hillsdale, N.J., in association with Focus Video Enterprises Inc., has developed series of “programmercials,” short, entertaining or informative video clips interspersed with commercial messages and designed for showing on cable systems. Series now in production are said to include It Happened Today, That's Weird and Sports Shorts. CAV also has signed agreement with WPIX Inc. to handle cable network distribution of Open Mind, half-hour series featuring Richard Helfer.

New base in New York. CABLESHOP, cable advertising service of Adams-Russell Co., Peabody, Mass., has opened office at 767 Third Avenue, New York 10017, (212) 980-6686. Named as director of marketing and advertising sales in New York is Michael Koslow, former executive vice president and founder of MMS Communications Co., agency specializing in co-op broadcast advertising.

Committee formed. American Advertising Federation has formed new legal affairs committee designed to address legal issues in advertising industry. Committee members, including Chairman Robert Tallman, senior vice president at Young & Rubicam, are executives from advertising agencies, media and internal and external agency counsel. According to AAF President Howard Bell, new committee "will provide important resource for legal input and advice." New group will work closely with AAF's government relations committee to develop legislative proposals and responses to government actions.

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**Why Accu-Weather?**
Because we're the best.

Accu-Weather, Inc
North America's Leading Forecast Service

Over 30 million people start and end each day with Accu-Weather... do you?

**No small fry.** Approximately $4.6 million will be spent by Mrs. Paul's Kitchen to launch its new fish sticks and fillets product called Cripier, Crunchier. Extensive network and spot television will be used, along with newspapers and insert coupons. Spot TV will tap top 25 markets and will be slotted in early morning, daytime, early and late fringe and prime time. Agency is Scali, McCabe. Sloves, New York.
NOT IN 1985.
NOT IN 1984.

QUINCY
Available this Fall.

MCA TV
ABC RADIO PRESENTS PRO FOOTBALL'S SPRING SEASON.
INTRODUCING THE UNITED STATES FOOTBALL LEAGUE.
PRO FANS WANT IT.
YOUR STATION CAN PROFIT FROM IT.

The United States Football League has been created to satisfy the sports fan’s thirst for pro football action in the spring.

Never before has a new professional sports league started off so fast. Months before the new 12-team league’s first kick-off, season ticket sales are running way ahead of the most optimistic projections. Top coaches have been signed. Games will be played in America’s best stadiums, including Denver’s Mile High Stadium, Giants Stadium in the Meadowlands and Washington’s RFK Stadium.

ABC Radio has won the rights to broadcast a schedule of 36 regular season games on Monday and Saturday nights, starting March 6, plus 2 playoffs and the Championship game on July 17.

Give pro sports fans the Spring Football they want. You’ll attract premium advertisers. And you can convert your new audience into regular listeners.

Join the ABC Radio Network’s broadcasts of USFL Spring Football. Pro fans want it. Your station can profit from it.

For full details, contact Stuart Krane, Director, ABC Radio Network, at (212) 887-5285.

ABC RADIO NETWORKS®

TM designates a trademark of the United States Football League. © 1982

Gulf Oil □ Campaign begins this week in 22 markets. Four-week flight will air in prime, early fringe, fringe and late fringe times. Target: men, 18-49. Agency: Young & Rubicam, New York.


Comprehensive Care □ Campaign for alcohol and drug rehabilitation units begins this week in 40 TV markets and 10 radio markets. Flight will run 13 weeks in day and fringe times. Target: adults, 25-54. Agency: Doyle Dane Bernbach, Los Angeles.

Western New York Apple Growers Association □ Campaign for Crisp-aiire apples (cold storage process), applesauce and apple juice begins March 7 in seven New York markets and three New England markets. Spots will run through May for varying flights with theme: "Have you had your apple today?" Radio spots will run during 6 a.m.-7 p.m. times and TV spots will air in day and fringe times. Target: women, 18-49. Agency: Hutchins/Young & Rubicam, New York.


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**Radio and TV**

**Please send** ... (Check appropriate box)

_PROFILE_ Broadcasting □ Magazine_  
□ 3 years $160 □ 2 years $115 □ 1 year $60  
(Canadian and international subscribers add $20 per year)  
_PROFILE_ Broadcasting □ Cablecasting Yearbook_  
The complete guide to radio, television, cable and satellite facts and figures—$75 (if payment with order $65) Billable orders must be accompanied by business card, company letterhead or purchase order. Off press April 1983.

Name ____________________________  
Company ____________________________  
Address ____________________________  
City ____________________________ State ___________ Zip ___________  
Home? Yes □ No □  
Type of Business ____________________________  
Title/Position ____________________________  
Signature ____________________________ (required)  
Are you in cable TV operations □ Yes □ No □  
Payment enclosed □  
Bill me □  
For renewal or address change place most recent label here

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

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**Broadcasting**

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

**Please send** ... (Check appropriate box)

PROFILE Broadcasting □ Magazine  
□ 3 years $160 □ 2 years $115 □ 1 year $60  
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The complete guide to radio, television, cable and satellite facts and figures—$75 (if payment with order $65) Billable orders must be accompanied by business card, company letterhead or purchase order. Off press April 1983.
The Carole Shaw Show is a good idea that's happening.

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

THE CAROLE SHAW SHOW
Produced in cooperation with and at the facilities of WRC-TV, Washington, D.C.
PolyGram Television

Meet Carole Natpe Spouse Brunch
10:00 AM Sunday, 3/20
Family Get-Together

Petry Television
is Now the National Representative for
the Entire H & C Communications Family.
WTOK-TV, WTVF and KVOA-TV Join with KPRC-TV...

All Good Spots to Be In.

Petry
The Original Station Representative
Creative movie marketing through radio advertising

When it comes to choosing a medium for marketing new movies, motion picture executives and advertising agencies have treated radio like the black sheep in the family. There seems to be an emotional bias that says only television and print can sell a visual product. When that bias is combined with the tone of poorly conceived spots heard on radio, it only reinforces negative attitudes.

Most movie marketing people feel uneasy about radio because they’ve been fed a diet of dull radio—hard-to-understand dialogue pulled off an existing soundtrack or a narrator talking the whole time—and it has left a bad taste in their mouths. But radio can be a memorable, powerful tool from a creative point of view. It has been touched by as much genius as television has—maybe more.

Whenever possible, we go for the funnybone. Last spring and summer, we produced packages of radio spots for the Universal films “Dead Men Don’t Wear Plaid” and “The Best Little Whorehouse In Texas.” A spoof of the Bogart-inspired detective genre, “Dead Men” stars comic Steve Martin.

Rather than describe the film, we created a climate to complement Martin’s zany brand of humor. Using a quiz show format, “contestants” were asked to list 10 things “dead men” don’t do. After rattling off absurd non sequiturs like “dead men don’t eat roughage” and “dead men don’t take showers,” time runs out and the moderator adds: “You forgot dead men don’t wear plaid,” followed by the tag: “a Steve Martin film coming soon to local theaters.” People sat up and took notice. Some people took notice lying down.

With “Whorehouse,” the movie theme was vividly illustrated by the title, so we developed a series of tongue-in-cheek radio spots that played with the idea that you can’t say that word on the air. Of course, you can say “whorehouse” (at least on most stations), but we made like you couldn’t to emphasize the title’s already high visibility. The film opened to exceptional weekend grosses and went on to become one of the summer’s big hits.

Effective advertising can open a movie well, but after that it’s essentially word of mouth, not necessarily rave reviews, that continues to fill theater seats. With 50% fewer films being made today versus a year ago and production and promotion budgets being trimmed, distributors are examining advertising more closely than ever before as they look for novel, economical ways to promote their films.

Radio is one answer. It’s everywhere— in your home and car, on the beach, on your Walkman headset. According to recent studies by the Radio Advertising Bureau, radio’s youthful audience is generally the same as the current crop of moviegoers (ages 16-35). But unlike television, radio’s audience is consistent throughout the year, making it equally effective in winter, spring, summer and for holiday releases. Agencies buying radio time for movie studios may pinpoint their target audience with far more accuracy than they could in a blanket TV buy. And radio time is generally one-fourth the cost of TV time.

The battle between radio and television advertising has long been one of “reach and frequency,” with the rule of thumb being “buy by numbers.” But while TV is 90% numbers and 10% gut instinct, radio is trickier, requiring a greater investment of time and energy on the part of timebuyers. Instead of saying: “Give me the most people I can reach for the lowest cost per thousand,” the right philosophy for radio is: “Let’s reach people who are into this particular genre, and let’s reach them in a way that will make them respond.” You wouldn’t try to sell the film, “Fast Times At Ridgemont High” on WQXR, the New York Times’s classical music radio station. Buying radio time effectively means selecting market by market, station by station, and that takes time. If movie studios insisted on having people at their agencies who specialized in radio buying, the rewards would be handsome.

Dollar savings, however, should not be the sole determining factor when opting for radio. No other medium can more creatively capture the mood, feeling, location, character or overall image of a film. Like storytelling down through the ages, radio isn’t confined to a particular visual image or concept. With an unlimited palette of voice types, background music, special audio effects, bits and pieces of soundtrack dialogue, strong copy, courage and imagination, it’s possible to grab listeners by the ears and drag them into theaters.

It’s also possible to experiment. The high cost of producing theatrical trailers often prohibits extensive reworking or total revamping of an idea. With radio, the chief expense is on-air talent, and when you are not saddled with enormous production costs you have the flexibility of scrapping an idea that’s not working to try a completely different tactic.

The power of imaginative radio commercials is still waiting to be tapped by film companies. A couple of years ago, for example, Universal commissioned a package of radio commercials for “The Incredible Shrinking Woman.” One spot we created was especially geared to the large auto radio audience.

“Imagine that while you’re driving your car,” says an announcer, “you suddenly begin to feel yourself shrinking! Slowly you become smaller. Now you can’t see over the steering wheel. Uh oh... now you’re looking directly into the instrument panel! You can barely reach up to touch the wheel.” And so forth.

In 28 seconds, we registered the film’s title, demonstrated what happens to Lily Tomlin in the picture, and involved the listener’s sense of fantasy. Triggering the imagination. That’s radio at its best.
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
A BRAND-NEW FIRST-RUN MINISERIES FOR SYNDICATION

10 HOURS OF LOVE, POWER, WEALTH AND PASSION

AVAILABLE JUNE 1983

FROM ENTERTAINMENT

AN CCC COMPANY

VISIT US AT NATPE, SUITE 2076, LAS VEGAS HILTON
This week

**March 1—Academy of Television Arts and Sciences’ “Forum series” luncheon. Speaker: Jeff Greenfield, CBS News media commentator. Century Plaza hotel, Los Angeles.**

**March 1—Deadline for entries in Broadcasters Promotional Association’s International Cable Telecommunications Awards. For more 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 Grants 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, AWRT, 1321 Connecticut Avenue, N.W., Washington, D.C., 20036.**

**March 1—“Managing Media Competition” conference sponsored by Northeastern University Journalism Department. Eli Center, Northeastern University, Boston, Mass. Information: Bill Kilz, (617) 373-9326.**

**March 1—Deadline for entries in Children’s Television Awards, sponsored by Action for Children’s Television. Awards are given annually for “significant contributions toward improving service to children through broadcasting, cable television and radio.” Information: ACT, 46 Austin Street, Newtonville, Mass., 02160: (617) 527-7970.**

**March 1—Women in Communications, D.C. chapter, meeting, “Two-Way Cable: Cable’s New Direction.” Speakers: Dr. Jerome Law, Telecommunications Department, New York University; Robert Neustadt, Karkland & Ellis, and Winfield Kiley, Storer Cable Communications. National Cable Television Association headquarters, Washington.**

**March 1—National Association of Broadcasters’ state presidents and executive directors meeting, Marriott hotel, Washington.**

**March 2—Pennsylvania Association of Broadcasters’ congressional/Gold Medal reception and dinner. Washington Hilton, Washington.**

**March 2—Ohio Association of Broadcasters’ small market potpourri.” Imperial House, Findlay, Ohio.**

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

**March 3—International Radio and Television Society’s annual meeting featuring Joseph Ostrow, Young & Rubicam, Robert Buchanan, J. Walter Thompson USA; Arnold Semskey BBDO, Allen Banks, Dancer Fitzgerald Sample, and Ken Caffrey, Ogilvy & Mather. Wil-**


**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 5—Symposium on international satellite television, sponsored by UCLA Communication Courses, International Broadcast Association. Speakers include Mark Fowler FCC chairman, Dick Schuler, FCC commissioner; Francis Fox, Canadian minister of communications; Clay Whitehead, Hughes Communications; Ronald Wolf, HBO; Joseph W. Hubbard, U.S. Satellite Broadcasting Co.; Richard Wily, Karkland & Ellis law firm; Henry Geller, Washington Center for Public Policy Research, and Joseph Pel.**

**March 5—National Association of Black Owned Broadcasters’ seventh annual spring broadcast management conference, “Keeping Pace With the Marketplace.” Sheraton hotel. New York. Information: (212) 463-8970.**

**March 5—Creating Programing for the New Television Markets:” seminar sponsored by Programs in Communications. New York University School of Continuing Education. Speakers include Frank Bondi, HBO, Tom Kuhn, RCA Television, and Michael Brandman, Lorimar Productions, NYU campus. New York. Information: (212) 598-7064.**

**March 7—Deadline for entries in fifth annual Broadcasters Promotional Association competition to “acknowledge and reward outstanding design contributions in the broadcast industry.” Information: Jerry Cappa, (212) 598-2371.**

**March 7—Annenberg School of Communications colloquium: “Television and the Future.” Speakers: Barry, Barry & Enright, president, HBO; Nathaniel Kswt, president, United Satellite Communications; and Ray Henson, Oak Media. NYU campus. New York. Information: Theodora Sklover. (212) 598-7064.**

**March 8—Society of Cable Television Engineers’ annual spring engineering conference, “Business and Data Communications.” Biltmore hotel, Los Angeles.**

**March 8—Ohio Association of Broadcasters’ congressional dinner. Hyatt Regency Capitol Hill, Washington.**

**March 9—Michigan Cable Television Association an-**
The question is, should you play The BJ/Lobo Show as an hour program or a half-hour program?

The answer is, Yes!

The fact is, in markets as diverse as New York, Detroit, Tampa-St. Petersburg and Nashville, among others, the original hour version is scoring big numbers. And now, the first station to run the new half-hour format—WKBS-TV Philadelphia—reports that The BJ/Lobo Show is the number one early fringe program on the station!

So let's face it, either way—you're the winner!

THE BJ/LOBO SHOW
86 hours or 86 half hours of flexible hilarity!
AT THE OUTER LIMIT OF IMAGINATION LIES THE BEGINNING OF MAN'S GREATEST ADVENTURE.

New! An extraordinary collection of science fiction features that will take you where you've never been. Titles include "Time Warp," "Escape From DS-3," and "The Starlost Quintology," featuring special effects by Douglas Trumbull ("Close Encounters of the Third Kind"). In color.

GOLD KEY ENTERTAINMENT
931 North Cole Ave., Hollywood, CA 90038
(213) 469-2102  Telex 674764
AT NATPE, MAIN EXHIBIT FLOOR, LAS VEGAS HILTON.
March 8-10—National Association of Evangelicals 41st annual convention. National Religious Broadcasters will sponsor four workshops and Thursday luncheon at which Dr. Jerry Falwell of The Old Time Gospel Hour and Moral Majority will be principal speaker. Sheraton Twin Towers, Orlando, Fla.

March 9—International Radio and Television Society Gold Medal Hour luncheon at March 14-15 in New York, N.Y. University, N.Y. campus. Information: (212) 598-2371.

March 10—The Market for Videotext seminar sponsored by New York University, School of Continuing Education, NYU campus. Information: (212) 998-3574.


March 13-15—Ohio Cable Television Association annual convention and trade show. Hyatt Regency Columbus, Ohio.


March 15—Electronic Industries Association annual spring conference, Shoreham hotel, Washington.


March 17—Academy of Television Arts and Sciences "forum series" luncheon. Speaker: Ed Ney, chairman, and chief executive officer, Young and Rubicam, Century Plaza hotel, Los Angeles.

March 17-18—Broadcast Financial Management Association/Broadcast Credit Association board of directors meetings. Palm House, Chicago.


March 18-19—"War, Peace and the Media" conference sponsored by New York University, department of journalism and mass communication, with a grant from Gannett Foundation. NYU campus, New York. Information: Ann Marie Cunningham or Pamela Abrams, (212) 596-3636.

March 21—National Academy of Television Arts and Sciences, Syracuse University chapter, "Syracuse University Presents: Speakers' Series." Speaker: Sy Aiken, vice president, ABC Entertainment, S.I. Newhouse School of Public Communications, Syracuse, N.Y.


March 23—Ohio Association of Broadcasters radio programmers "mistlist." Hyatt Regency, Columbus, Ohio.


March 24-25—National Association of Broadcasters broadcast management seminar. Mansion Inn, Sacramento, Calif.


March 24-26—New Mexico Broadcasters Association 32nd annual convention. Sally Port Inn, Roswell, N.M.

IT'S BACK FOR A THIRD YEAR!

The Hardy Boys/Nancy Drew Mysteries was so good in its first year of advertiser-supported programming that advertisers insisted we bring it back for a second. Now, on the basis of a super second year in which it once again delivered huge numbers of young adults, teens and kids, we're bringing it back for a third!

HARDY BOYS/NANCY DREW MYSTERIES

46 superbly-produced, suspense-filled hours.

Available Fall 1983 on an advertiser-supported basis.

For more information call (212) 605-2718.
Call for cooperation

EDITOR: Your article on Feb. 14, “Fixing the blame for TV programing ills,” quotes documentary filmmaker, Frederick Wiseman, terming public TV “a failure” because only 15% of its budget goes for programing and the rest is spent on “bureaucracy.”

I enjoy Mr. Wiseman’s film work but his facts are wrong and that leads him to the wrong conclusions. The Corporation for Public Broadcasting annually collects and audits public television revenue and expenditure figures. In 1981 (the latest year for which final figures are available), CPB reports that public TV stations spent 47.2% of all their operating dollars on program and production expenses. The rest went for engineering, distribution, administration, development, promotion and capital expenditures, all of which any broadcaster knows, help get programs to their audiences. Of the funds distributed directly to stations by the CPB, the percentage spent on programing and production is much higher—71.2%, according to the audited figures.

Some might quibble about the efficiency of one element or another of those correct figures. That would be a mistake. The important thing to understand about “programing” and distribution and other nonprograming expenditures in public television is that they support interdependent activities. Public television’s distinctive competence lies in its ability to produce or acquire superbly crafted work, like Mr. Wiseman’s, and extend its reach to relatively large numbers of people, often at a cost of pennies per viewer.

These interdependent functions are what make public television valuable to the people.

It seems pointless, then, to pit programing against distribution, since each depends upon the other to do the job right. Public stations aren’t “bureaucracy,” as Mr. Wiseman avows, they’re the means of getting creative works out to the public. Without them, Mr. Wiseman would have to show his work in rented halls. Were that to happen, he and the TV viewers who enjoy him now would be the losers.

Why not, instead of fighting over the value of “programing” versus “broadcasting,” join program producers and broadcasters in support of more money to perform both essential functions? Then the public might truly be better off.—John B. Ford, planning associate, National Association of Public Television Stations, Washington.

Market mix

EDITOR: Whenever BROADCASTING magazine features the comparison of Arbitron sweeps on a market-by-market basis (most recently in the Jan. 24 issue), for some reason our market, Harrisburg-Lancaster-Lebanon-York, Pa., is treated differently from other hyphenated markets. It is split into three separate markets. With this treatment of the market it shows three number-one stations in the same market—one for Harrisburg, one for Lancaster, and one for York. No way.

We have one market, and one station is number one sweep after sweep; it is WGAL-TV. No other hyphenated market is split up, and ours should not be either.

The only reason I can conceive that we are handled differently is because the figures were supplied by CBS Network research. As you know, we have the very unusual situation of having three CBS affiliates in our market.—David R. Dodds, general manager, WGAL-TV Lancaster, Pa.

Other side of the coin

EDITOR: Your Feb. 14 interview with Jack Valenti was most interesting. As the video dealer attacked in his remarks, and president of the Video Software Dealers Association, I was obviously most interested in his remarks concerning the Motion Picture Association of America’s effort to monopolize the home video entertainment business.

The surprising thing is Mr. Valenti’s mis-statement of the facts he marshals to argue for elimination of the right-of-first-sale doctrine. This doctrine, with roots in 18th-century common law, is responsible for Mr. Valenti’s clients earning millions of dollars in the past few years. Simply stated, it means that when a video dealer buys a prerecorded movie videocassette, priced and offered by a studio, he is then able to offer it for rental and/or sale to any of the five million VCR owners in America. The dealer bears all the risk of operating his store, meeting his payroll and other expenses, in hopes someone will want to take home that movie.

In America, about 8,000 individuals like myself have taken this risk. We took our savings, signed bank notes and leases, and went into business. About 50% of us who were in the business last year are not this year. Mortality, because of tight competition and very high studio prices for cassettes, as well as the recession, account for the turnover. But to read Mr. Valenti’s arguments, you’d never know that. You’d think we are all able to drink the same champagne and eat at the same restaurants where Mr. Valenti “educates” members of Congress about how he charges, video dealers are getting rich off the poor movie makers.

Mr. Valenti knows better. I know better, too. Mr. Valenti is, I am happy to say, a member of my video club. It is my store, The Video Place, about which he speaks in the interview. But his facts are all wrong.

His argument is that I am profiteering. What he means is that Hollywood is not getting every last nickel there is…yet! He argues that I purchase a cassette for $30 and, either sell it for $60 or rent it 100 times for $6. As a member of my video club, he knows better. A tape I sell for $60 costs me $45. And Mr. Valenti doesn’t rent tapes from me for $6; he rents them for as little as $1.99. And when he says he buys blank tapes for $22 each, he’s playing with the truth again. Our store sells RCA blank tapes for $11.65. But if he and the MPAA get their way, his version of pricing may become the truth.

The likelihood that we’ll rent cassettes 100 times is preposterous. A film like “Superman 2,” if we’re lucky, will rent every week. And with competition setting prices so low, the first 25 rentals simply pay back the cost of buying the film. Then we have to hope more people want to see what is, by now, a six-month-old cassette. It’s no gold rush out there, Mr. Valenti. What it is hard, retail competition.

Mr. Valenti says that if the right of first sale is repealed, and the studios get a percentage of every video store’s rental transaction, it will be “a big boost” for the consumer. But if Hollywood puts its hand in our cash register, thanks to Mr. Valenti, consumers will pay twice as much and, because of the higher operating costs, dealers will be unable to offer such wide selections.

Competition in the marketplace will help this business grow, and Hollywood has nothing to gain but dollars by letting the American way have its run. What none of us need is for the studio moguls to try and dictate, through Congress, how any business should be run.—Frank R. Barnako, owner, The Video Place, Washington, D.C., and president, Video Software Dealers Association.

Teamwork

EDITOR: This March marks the 50th anniversary of the Rome (Ga.) Coca-Cola Bottling Co.’s daily sponsorship of the midday news block on WRGAAM Rome. Beginning in 1933, this 15-minute live summary of news has been broadcast without interruption, in the old days six days weekly, and in later years, seven days a week. Approaching 18,000 broadcasts, we are aware that an entire generation has depended on this news cast.

Unless someone can show otherwise, we feel that this is the nation’s longest continuously sponsored commercial radio program, exceeding perhaps Texaco’s long association with the New York Metropolitan Opera.

We have every reason to believe that Coke will continue to bring the news, and join with us for sponsorship of art shows, cultural events, and things important to a community for which it cares.

Radio and Coca-Cola are strong partners in Rome. We feel that the quality of each makes for long, strong partnerships.—Michael H. McDougald, president and general manager, WRGAAM-WQTUFM Rome, Ga.
Already Sold!

WPIX New York
KCOP Los Angeles
WGN-TV Chicago
WTAF-TV Philadelphia
KBHK-TV San Francisco
WSBK-TV Boston
WKBD-TV Detroit
WJLA-TV Washington (D.C.)
WJKW-TV Cleveland
KTRK-TV Houston
KDKA-TV Pittsburgh
KSTW-TV Seattle
WTVOG-TV Tampa
KWGN-TV Denver
KTXL Sacramento
KPTV Portland (Ore.)
WFSB-TV Hartford
XETV San Diego
KCMO-TV Kansas City
WBTV Charlotte
WOFL Orlando
WGNO-TV New Orleans
WJAR-TV Providence
WYAH-TV Norfolk-Portsmouth
WGGT Greensboro
WNEM-TV Flint-Saginaw
WJXT Jacksonville
KNAT-TV Albuquerque
WUHF-TV Rochester (N.Y.)
KIKU-TV Honolulu
WFSL Lansing
KVVU-TV Las Vegas
WTVO Rockford

SIX HOURS OF GLAMOUR, WEALTH AND POWER / AVAILABLE 1983

Warner Bros. Television Distribution
A Warner Communications Company
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!

And that’s just for openers!

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MCA TV
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The 11-year CBS hit about a 3-year war ends its run with a two-and-a-half hour grand finale bringing in blockbuster ad prices and stimulating related programming.

"The television event of the year... the highest rated program in recent years... the end of an era."

Phil Press, and at KHOU-TV Houston, there was a waiting list of advertisers hoping to get into the program if others dropped out. Rates there were triple those the station normally charged for M*A*S*H and quadruple those it gets for most other prime time programming.

At WNEW-TV Boston, rates during the special were nearly five times those normally charged, while those in the 11 p.m. news following the broadcast more than doubled.

In addition to substantial publicity generated by the final M*A*S*H episode, which last week included a cover story in Newsweek magazine, various features in many local stations' news and magazine programs and special radio series, a variety of local programs that covered the M*A*S*H legacy all last week, while 2 On the Town, a local prime access program at CBS-owned WCBS-TV New York and KNXT-TV Los Angeles, have prepared specials for tonight.

Independent stations around the country, especially those that broadcast syndicated reruns of M*A*S*H, have also planned special activities, some of them designed to lead in and out of "Goodbye, Farewell and Amen."

WNEW-TV New York will begin at 7 p.m. with a special one-hour episode of M*A*S*H entitled "Our Finest Hour," an episode in which an American news correspondent interviews the M*A*S*H characters about their feelings about the Korean war. Following it will be PM Magazine's special on the program. At 11 p.m., WNEW-TV's normal time slot for M*A*S*H reruns, the first episode of the series will air.

Is the end of M*A*S*H the end of an era in network television? Ayers Igles believes so. "It is unlikely we'll ever again see a show that will run 11 years and have that kind of grip on such a large section of the audience," he said. "Television is different today. M*A*S*H managed to bridge the gap between the three-network days and those of the multi-choice era."

DFS's Burrell, however, maintains that to call it the end of an era is to "put too many limitations on the imaginations of programmers. TV is an evolutionary industry," he said. "There is no such thing as the end of an era."

While some programmers said last week that to try to counterprogram the final episode of M*A*S*H would be committing "televicide," it was still a fact of television life that something must be shown opposite it.

In Cleveland, Ronald St. Charles, operations and programing director for WUAB(TV), did not make any programming changes to commemorate the M*A*S*H finale and will air a regularly scheduled episode from the syndicated series from 7 to 7:30 p.m. Monday. The station will stick with its prior commitment to carry a Big East college basketball game at 8 p.m. that night.

Small market stations were in some cases more aggressive than the majors in taking advantage of the event. Independent KVUU(TV) Las Vegas, for example, is airing four straight hours of M*A*S*H episodes, from 7 to 11 p.m. Monday. Among the eight programs being shown are the original pilot and high end promos, farewell celebrations and accompanying special TV programs that have been planned around tonight's special.

Group W's PM Magazine will devote tonight's entire half-hour to a perspective on M*A*S*H. Fund raisers for the March of Dimes and other charities are being staged at many stations in connection with "farewell M*A*S*H parties."

Special programing to accompany the M*A*S*H finale on many CBS affiliates has included five-part features aired last week in local newscasts and afternoon magazine programs. WNEW-TV Boston's Look and Corinthian Broadcasting's Afternoon are among

The 4077th gang"
Top of the Week

Ted Turner's looking for a rich roommate

The stakes in the media game are getting too high for him to continue going it alone; overtures to three networks and other major companies seek deal in $600 million class; company's short-term liabilities too high, assets still too low

FOR SALE: One entertainment conglomerate—includes one cable superstation (WBTB[TV] Atlanta); two news services (Cable News Network and CNN Headline News); two professional sports franchises (baseball's Atlanta Braves and basketball's Atlanta Hawks), and one liamboan and aggressive entrepreneur: Asking $600 million, but will consider all offers.

Ted Turner, president and chairman of the aforementioned conglomerate, Turner Broadcasting System, has yet to place that ad in any publication, but he has been busy the last few weeks making that pitch or variations of it to a half dozen broadcasting and publishing companies.

According to Turner officials, the three broadcast networks and Time, Gannett and Metromedia were the prime targets of Turner's approaches. Each was presented a different proposal, they said, tailored to its existing operations. In some cases a total merger was discussed, they said, in others, just a partial amalgamation. Western Union was also reportedly made an offer. One official emphasized that "Ted has no intention of selling out" and that he would not make any deal that would not materially strengthen TBS. Said William C. Bevins, TBS's vice president of finance, who has accompanied Turner on some of his sales forays: "There is no sense of urgency in this thing." But why is the man who has generated a steady flow of newspaper ink over the past few years slaming the networks and the broadcasting establishment now courting them as possible partners? The official response is that TBS will need a stronger position to compete with the powerful alliances being forged by others in the television and programming businesses. (Those alliances include ABC-Group W, which launched Satellite News Channels in direct competition with Turner's CNN and CNN Headline News; Columbia Pictures-CBS-Home Box Office, which plans a major production studio, and MCA-Paramount-Warner Bros.-Viacom-American Express, which now shows Showtime.)

There may be a more immediate and practical reason for Turner to make a deal. According to a filing with the Securities and Exchange Commission, as of Sept. 30, 1982, TBS's debt situation appeared to be precarious. Current liabilities stood at $86 million, nearly three times current assets of $31 million. The negative working capital ratio means that TBS is in great need of cash to pay off the debt that will be coming due this year. "Although [TBS] is currently unable to adequately fund its needs through operations," the filing said, "management anticipates that the company will be able to meet its cash requirements under its current line of credit and other short-term arrangements." An alternative to refinancing would be to merge with a cash-rich company.

According to TBS spokesman Arthur Sandoval, working capital ratio improved a bit during the fourth quarter of TBS's fiscal year, which ended Dec. 31, 1982. Although final numbers are not yet available, Sandoval said current liabilities at the end of the quarter were $128 million compared to current assets of $69 million. TBS's current profit-loss sheet is a bright spot. After a string of losing quarters, TBS reported profits of $1.9 million during the third quarter and expects profits of $1 million during the fourth. That will hold down losses for the year to around $3 million, substantially less than the $13.4 million in losses reported in fiscal 1981.

John Reidy, vice president, media analyst, Drexel Burnham Lambert, noted that WTBX is a highly profitable enterprise and while CNN "is turning the corner," CNN Headline News "is off the ground." As for reports that Turner's creditors have refused further lending unless another equity partner is brought in, Reidy said that Turner "has been financ- ing on a shoe-string for a long time."

According to a network official, Turner is seeking to sell his company because of the increase in copyright fees that cable systems must pay to carry WTBX and other distant broadcast signals. The rate hike, which Turner has been working hard in Washington to overturn, will force many cable systems to drop WTBX to limit their copyright liability. The resulting loss in revenues, the official said, will create a cash flow crisis for Turner in the second or third quarter of this year. The rake hike also threatens to retard the growth of WTBX.

Despite all his efforts, Turner had failed to put together any kind of deal by the end of last week. The main problem seemed to be Turner himself. Reportedly, nobody wants him to control the company that would result from a merger and some don't even want him on the board of directors.

Because Turner owns such a big piece (87%) of TBS, he could emerge as a major, and segments showing the arrival or departure of the show's major characters.

In Los Angeles, KTTV(TV) will pre-empt regular programing Monday night in order to present the first four M*A*S*H episodes, in sequence, beginning at 6:30 p.m. The Metromedia station reports its ratings for the 9-10 p.m. time slot have more than doubled since it aired repeats of the series into prime time Jan. 3.

"M*A*S*H is unquestionably the most successful series ever to be offered in syndication," explained program director Don Tillman. "It is singularly unique because it is a series that can run in any time period and within days of a time change the audience will find it.

KTVU(TV) Oakland/San Francisco, which holds syndication rights to M*A*S*H through 1989, has elected to seek a special-edition audience in its Monday night counter-programing and will offer a [941 MGM special, "Lady Be Good," from 8 to 10 p.m.

"The only segment of the audience not particularly held by M*A*S*H are those people who are well up in their years," contends KTVU general manager Alan Bell. "We thought we'd offer them an older movie rather than throw ourselves head-long against what will probably be the most-watched program of the year."

The station airs M*A*S*H repeats at 7 p.m. weeknights and, according to Bell, has done various specials in tribute to the series, including one in which co-star Loretta Swit presented her favorite four episodes.

"M*A*S*H is a program with more legs than a centipede," Bell said. "It is absolutely unique. It's not possible to duplicate." Washington's independents are not counter-programming against the finale. Metromedia's WTTG-TV will air a regional college basketball game and Taft's WDCA-TV will air the movie "Burt's Offerings."

The day before, however, WTTG-TV was going to air a two-hour special on M*A*S*H at 6 p.m. and WDCA-TV planned to show the movie version of the show at the same time.
Football takes a favorable bounce for broadcasters, cablecasters

USFL games are selling well for ABC-TV and Radio and ESPN

The new United States Football League stands to become a multimillion-dollar profit center for broadcasting and cable networks—if all goes well.

On the eve of the USFL's opening kickoff next Sunday (March 6), observers had questions about the league's viability and durability, but the networks that will cover it had no discernible reservations about its salability.

ABC-TV, for its part, reportedly paid the USFL close to $20 million for broadcast TV rights for two years, reported it had sold more than 90% of a commercial schedule that could bring it some $37.5 million in revenues this year alone.

The Entertainment and SportsProgramming Network, which was believed to have paid $10 million to $11 million for cable rights for two years, was said to have sold 60%-65% of commercial availabilities capable of producing $7 million to $8 million this first year.

The ABC Radio Networks, which paid $1.25 million for radio rights for two years, reported it was approximately half-way toward a sell-out—and was deep in negotiations for additional sales—on a commercial package that could yield $1.95 million in 1982.

ABC-TV will cover 21 games—18 regular-season contests, primarily on Sunday afternoons, plus two playoffs and the championship game. ESPN and ABC Radio will cover Saturday-night and Monday-night games primarily. ESPN will cover 34, all in the regular season. The ABC Radio Networks, whose USFL lineup was said last week to total 210 stations, more than 70% of them ABC affiliates, will cover 39 games, including next Sunday's opener and the two playoffs and the championship match.

The playoffs are scheduled Saturday, July 9, and Sunday, July 10, both in the afternoon, and the championship is set for Sunday, July 17, in prime time.

The much-publicized signing of the University of Georgia's All-American Herschel Walker by the USFL's New Jersey Generals caused a stir in broadcast ranks as well. ABC Radio, which had planned to cover the Chicago-Washington game as its March 6 opener, started scurrying and was successful in substituting the Jersey Generals' opening game, against Los Angeles in Los Angeles.

ABC-TV, which had not formally announced its choice of teams for the March 6 opener but had been widely expected to show Chicago-Washington, announced Thursday afternoon that it would show New Jersey-Los Angeles—as one of three games to be covered regionally on March 6.

ABC-TV spokesmen insisted the three-game regional plan had been worked before Walker hit the headlines. By feeding games into areas of greatest local interest, they explained, the regional plan would generate more attention for the USFL as a whole. Besides New Jersey-Los Angeles, the regional feeds will cover Chicago at Washington and Philadelphia at Denver, all three games starting at 3 p.m., NYT.

It was clear that some changes had been made somewhere along the way, because the Washington-Chicago game, now set for a 3 p.m. start, was originally scheduled for 1:30.

Each USFL game on ABC-TV provides for 28 minutes of commercial time, four minutes more than in the National Football League games shown on ABC's Monday Night Football. Thirty-second spots are priced at $30,000 each in regular-season games, $55,000 each in the two playoffs and $60,000 each in the championship game.

Officials said last week that more than 90% of the availabilities have been sold—"and at card rates, too," one executive added. In fact, the remaining USFL availabilities have been withdrawn from the strip market. Instead of being sold as USFL-only packages, they're being combined with spots in other ABC events, "to help sell some of our other spots."

Major advertisers on ABC-TV's coverage were identified as Miller beer, Anheuser-Busch, Chevrolet, Buick, Dodge, Honda motorcycles and Basic Four, a computer company said to be using the USFL games as its entry into network television.

To help promote its coverage, ABC-TV scheduled a USFL preview for 2:2-3 p.m., NYT yesterday (Feb. 27). Titled The United States Football League: The Kickoff Season, it was to present sportscaster Keith Jackson as host in a review of the league's formation, its teams and some of its key players.

Jackson, who has covered college games for ABC for the past nine years, will handle play-by-play on the USFL games. Lynn Swann, former Pittsburgh Steelers star, will provide commentary.

ABC-TV's 18 regular-season games will be played on Sunday afternoons with one exception: a Friday, June 17, game in prime time (9 p.m. start). The Sunday games are scheduled for 1:30-4:45 NYT except for the opener and the May 8 contest, which is scheduled at 2:30-6 p.m. The July 9-10 playoffs are set for 1:30-5 p.m. and the championship on July 17 at 8-11:15 p.m.

ESPN's 34 games, all in the regular season, will be presented live at the rate of two a week, on Saturday and Monday nights in almost all cases. ESPN is scheduling 26 commercial minutes per game, with some of those minutes going to cable affiliates for local sales and a few to the USFL for league promotion.

ESPN officials say their 30-second spots are priced at $10,800 each if shown only in a game's live cablecast. For $12,000 an advertiser can get his message shown once in the live telecast and once in each of the two repeat cablecasts planned for each game.

ESPN authorities said they had sold 60% to 65% of their availability as of last week
and "expect to improve on that" before the season starts.

Major advertisers thus far, they said, are Anheuser-Busch, Nissan (Datsun), Ford, American Motors, General Motors, International Business Machines, Mattel toys, Menken, Pennzoil and Timex.

An ESPN spokesman said the network had offered to make instant replays available to help game officials decide difficult calls if the USFL wanted that service. but that the league had apparently reached no decision. ESPN's opening game will be next Monday (March 7), Michigan at Birmingham, starting at 9 p.m. N.Y.T. Sportscaster Jim Simpson will handle play-by-play on Monday-night games, with Paul McGuire as analyst. On Saturday night games, Tom Kelly will do the play-by-play and Tom Heinrich the analysis.

ABC Radio's USFL network is offering a package of 39 games, each with a 15-minute pre-game broadcast, a half-time show and a post-game wrapup. Each game package provides 20 minutes of network commercials, plus 15 minutes to be sold by affiliates and three minutes to be used by the USFL for its own promotion.

The network minutes are pegged at $2,500 each, and spokesmen said last week that approximately half of the network inventory had been sold to Stroh's beer and Schick razors, and that "a gaggle of advertisers" were in negotiations for much of the remaining time. Some of the inventory will be held back, they reported, for later sale on a scatter basis.

The schedule includes, in addition to regular-season games on Monday and Saturday nights, the March 6 opener, plus the playoffs and championship. The station lineup will be fed by regular network lines, but ABC sources held out hopes that by next year enough stations will have satellite dishes to make satellite feeds feasible.

ABC Radio has two broadcast teams assigned to USFL coverage, one headed by Fred Manfra, sports anchor on the ABC Information Network, who will handle most of the Monday night games, and the other headed by Bob Buck, sportscaster on the ABC Directions network, who will do play-by-play for Saturday games primarily. Mike Barry of WABC-TV New York will be host of the pre-game, half-time and post-game shows on Saturdays and Dan Lovett of the ABC Entertainment network will do those honors on Monday nights. In addition, ABC Radio has three former pro football stars assigned to provide commentary and analysis for the games: Dick Butkus, Paul Hornung and Craig Morton. Each will handle 13 games.

Local radio rights holders working toward ad sellout

Local radio is hoping for a spring harvest from the new United States Football League. To that end it is planting an estimated $3 million seed money in rights payments to cover games of individual franchises. That is Broadcasting's estimate following a canvass of the 12 cities where the USFL officially sprints March 6.

There was widespread reluctance to discuss rights payments, but most indications are that annual payments to clubs initially are in the $250,000 range. In two instances— involving the Chicago Blitz and the Tampa Bay Bandits—the local clubs have opted to retain their local broadcast rights.

During the season, local TV play-by-play will be practically nonexistent. Just a handful of games will be presented in times non-competitive to ABC-TV's league telecasts.

The latter will be main games, live or tape delayed, by KPNX-TV Phoenix, KPRK-TV San Francisco, WFLD-TV Chicago and WNEV-TV Boston.

A report on radio activity in the 12 USFL cities follows:

Boston Breakers (Atlantic Division) — Kelley Communications, Boston, a new firm that started last fall and handled Boston College and Harvard football, is working as rights holder with a two-year contract with the Breakers and WBZ (AM) Boston. The latter is to feed a regional network of about 15 stations in New England. Gil Santos and Gino Cappelletti will do play-by-play and color.

Paul Kelley last Wednesday (Feb. 23) said availabilities were "90% sold out" and expected little difficulty in selling the remaining openings.

New Jersey Generals (Atlantic Division) — WOR(AM) New York, which has a one-year rights contract with an option to renew, does not plan a regional network. Charles Steiner, sports director on the station's P.M. New York series, will do play-by-play; Dave Herman, vice president of Blair Television, will provide color. Robert Scascoli, former Princeton head coach and now a banker, will be game analyst. A WOR spokesman admitted "it took time for sales to get off the ground, but things are now going very well." She said that last Tuesday, the day before the Generals announced the signing of top drawing card, Herschel Walker.

Philadelphia Stars (Atlantic Division) — WFLI(AM) Philadelphia belatedly acquired the local team's radio rights. It was still just a "handshake deal" last week with specifics still to be worked out, according to Bill Neil, WFLI program manager. He said that station expects to have a regional network and is looking for it's on-air broadcast team. Sponsor negotiations have just started.

Ed. Neil said, but felt prospects for sales have been particularly enhanced by the Stars' schedule that includes a home opener with the New Jersey Generals and millioniare running back Herschel Walker, and a July 3 game with the Washington Federals that offers holiday promotional prospects.

Washington Federals (Atlantic Division) — WMAL(AM) Washington signed on early last year as rights holder and set its sights on a regional network of 50 stations that is being coordinated by MetroSports, the Rockville, Md.-based firm that handles broadcast arrangements for major sports entities. WMAL's Johnny Holliday will do play-by-play, assisted by a pair of former National Football League stars. Pete Wysocki (color) and Terry Metcalf (sidelines commentary).

Bob Bowen, WMAL's general sales manager, was happy with the sales pace that has brought in such major sponsors as Budweiser, Texaco and Pan-American for both local and the regional network and produced a profusion of local advertisers for the pre-game one hour and postgame two hours. Especially, he says, because of a "unique" situation: WMAL is radio originator for the Super Bowl champion Washington Redskins, which limited sales efforts prior to Jan. 30. Despite that, he added, he expects a sell-out by this week.

Birmingham Stallions (Central Division) — WAPI(AM) Birmingham, Ala., is another enthused by what's happened "in view of the fact that WAPI didn't get the award until Friday, Jan. 28, and didn't start selling until Monday morning, Jan. 31." Since then, WAPI has lined up a regional network of more than 50 stations and has an arrangement for games to be picked up by the Arkansas Sports Network of 27 stations.

WAPI's team for Stallions broadcasts is composed of Jim Pyffe, voice of the Auburn Tigers; Herb Winches, sports director of WBRC-TV Birmingham, and Dick James, WAPI sports director.

Chicago Blitz (Central Division) — George Allen's team was in the front of the line when the USFL promotion barrage commenced, but the Blitz was last in getting local broadcast arrangements set. One reason was that the team kept its local broadcast rights and just two weeks ago signed with WCFL(AM) to carry its schedule. The Blitz is still working on a decision about a regional network and has not chosen its broadcast commentators.
Michigan Panthers (Central Division)—WXYZ(AM) Detroit, with a three-year contract in hand, has set up a regional network of 12 radio stations for the Panthers full schedule, according to Michael Packer, station operations director. In addition, WXYZ will offer the ABC Radio Network’s league games. Bob Sherman of WXYZ sports will do local play-by-play, with Dan Follis on color and Buck Jerzy, Notre Dame sportscaster, on statistics.

Packer expressed hope that all availabilities will be sold by March 6, but noted that Detroit currently is an area shackled by a very depressed economy.

Tampa Bay Bandits (Central Division)—The Bandits also have opted to retain local regional rights and started putting the broadcast pieces together last November. According to Bob Neil, program director of WFLA(AM) Tampa, Fla., a network of 45 to 50 affiliates is expected. Network sports are being handled by the Bandits and WFLA is doing its local sales. The broadcast team of the Florida State Seminoles, Gene Beckhoff (play-by-play) and Vic Prinz (color), will handle the games.

Neil reported last Thursday (Feb. 24) that the network is sold out and local positions more than half sold.

Arizona Wranglers (Pacific Division)—KOY(AM) Phoenix holds a three-year rights contract and expects to have at least 10 affiliates on a regional network this opening season. Program Director Charlie Van Dyke said that the station is planning extensive promotions to augment the package. He noted that Phoenix had long sought an NFL franchise and the arrival of the Wranglers has the “Valley poised for pro football.” That, he said, has translated into “excellent” sales sponsorships. Veteran network sportscaster Ray Scott will do Wranglers play-by-play with KOY’s John Moynihan on color.

Denver Gold (Pacific Division)—Curt Gowdy Sports, Cheyenne, Wyo., rights holder, has contracted with KLZ(AM) Denver, as the flagship station for a regional network of 37 affiliates in Colorado, Wyoming, New Mexico and Nebraska. Mike Nolan of KBTV(TV) Denver is to do play-by-play with Irv Brown on color and Ben Martin, former Air Force Academy head coach, handling analysis. Al Crosby, general manager of KLZ, said sales on the station have been “excellent,” with more than nine different sponsors on KLZ. Main sponsor on the network will be Coors beer.

David Montgomery, vice president of Curt Gowdy Sports, conceded that the newness of the league initially slowed sales, but that the pace has quickened in recent weeks. He also noted that in the beginning there was wariness about the new venture by some in the Denver area who felt they had been “burned” by other major sports organizations, such as pro basketball and hockey, that had pulled franchises in recent years.

Los Angeles Express (Pacific Division)—KNX(AM) Los Angeles—in an area that abounds in strong competition in the spring from big-time college and pro organizations in baseball, basketball and hockey—is rights holder for the Express. A regional network of four to six radio affiliates is planned. Tom Kelly, KNX sportscaster, and Rich Marotta, the station’s sports editor, will handle the games.

Oakland Invaders (Pacific Division)—KGO(AM) San Francisco is rights holder and is negotiating for regional affiliates in nearby Stockton and Sacramento, according to Ron Denman, station manager. KGO Sports Director Joe Strakey will do Invaders play-by-play, backed by Lee Grosscup and Bob Murphy.

Denman said there was a good response from sponsors with four-sevenths of the games completely sold and the other three-sevenths just about gone.

NTIA warns of problems in ITU

Report says U.S. international telecommunications policy needs to be organized ‘at the highest level,’ or the country will face confrontation similar to one at Nairobi meeting last fall

U.S. interests in international telecommunications and information services were pictured last week as having become increasingly vulnerable to adverse foreign actions. Developed and developing countries are restricting the free flow of information across their borders. Countries like Japan and West Germany are picking off sectors of the U.S. telecommunications and information industries for subsidized competition. And decision-making within the International Telecommunication Union has become “needlessly politicized”—to the detriment of U.S. interests—because of the block voting by lesser developed countries.

With that dreary prologue, the National Telecommunications and Information Administration begins a report of some 250 pages on U.S. policies, goals and especially problems in the international telecommunications and information fields. The report, requested last summer by a Congress increasingly concerned about U.S. performance in those areas, does not contain much in the way of extreme recommendations. Its most dramatic proposal, paralleling a recommendation of the head of the U.S. delegation to the ITU Plenipotentiary Conference, in Nairobi, Kenya, last fall (see page 74) is that the U.S. should remain in the ITU but, if the “politicization” of that organization continues, “have available a fully developed, and workable, alternative” organization.

The report, based on public comments and on contributions from affected agencies, including the State and Defense Departments and the FCC, is unequivocal in pointing a finger at what the authors see as the principal problems. It talks of the “dispersal of responsibility and the lack of policy authority at the highest level” of government as having prevented the U.S. from reacting effectively to the “escalating challenge to its defense, economic and political interests.” The same failing, the report adds, has “adversely affected the ability of U.S. firms to function effectively abroad by signalling to foreign administrations that these key ‘sunrise,’ high-tech industries are not valued sufficiently by the nation’s political leadership to warrant full collateral support of industry’s efforts.” Remedial action is said to be needed “now.” The effect of a delay of “another ten years,” the report says, “will be catastrophic.”

The report spells out some ambitious long-range policy goals for the U.S. They include the free flow of information worldwide, “subject only to the most compelling national security and personal privacy limitations,” “a free and competitive marketplace for telecommunications and information services equipment and facilities,” and “efficient, nonpolitical international organizations for the development, management, expansion, and nondiscriminatory access to international telecommunications facilities and networks.”

The ability to achieve such goals would appear to be beyond the power of the U.S. government as it is presently organized for dealing with international telecommunications and information matters. The report noted that representatives of private industry, Congress, the executive branch and even foreign governments have been “highly critical” of U.S. performance.

The report says that there are more than two dozen agencies and departments of the federal government with primary or at least subsidiary missions in international telecommunications and information matters. And while diversity may breed strength, the report says a review of the groups’ activities indicate it also breeds “confusion, conflicts,
jurisdictional disputes, lack of coordination, and lack of adequate preparation.”

The report contains no hard recommendations to remedy the situation. But it lists elements it says should be included in an “optional government structure.” The first is “high-level attention and responsibility.” The second is “a central locus of coordination and decision-making with the necessary authority for implementing policy.” Other elements include provision for the continuity of the service of an expert and technical staff and the means of reaching decisions promptly across a range of areas.

What about the structure of such a “optimal” organization? The report offers several alternative proposals, including formalizing the present Interagency Group on International Communications and Information Policy, and strengthening its mandate. The group, composed of senior members of 13 agencies concerned with international telecommunications matters, was established in the State Department under the chairmanship of an under secretary, in response to criticism of the executive branch’s performance in international telecommunications policy making.

Whatever the structure, the report says, it must provide “a focal point.” At present, it adds, “the private sector, foreign governments, and even the U.S. government itself are not altogether clear as to which part of the federal government deals with these matters and has the authority to express the views of the United States.”

The report’s views on U.S. participation in the ITU are likely to attract the most attention, given the growing sense of disenchantment among some in the U.S. with that international organization. The report, for instance, notes the experience in Nairobi, last fall, when the U.S. came close to leaving the conference and assessing its continued membership in the organization because of the effort—which narrowly failed—to oust Israel, and when a number of proposals the U.S. opposed were adopted. The report also cites the preference of developing countries for a rigid “a priori” approach in planning the use of the spectrum (while the U.S. favors a flexible approach) and the numerical majority of those countries in a one-nation, one-vote forum, and added: the possibility exists that decisions could be taken in the ITU “which are not in the best interests of the United States and other countries with similar goals.”

The report recommends that the U.S. continue as a member of the ITU, at least for a time—1990 is mentioned as a cutoff point—while at the same time seeking a reversal of the “politicization trend.” It says the U.S. “and other like-minded countries” must re-establish influence over the direction of the ITU as an international organization that serves governments and industry, including both developing and developed.

But while pursuing that course, the report said, the U.S. should “explore and develop contingency approaches to serve our national interests in the event the ITU continues its drift to greater politicization.” The U.S., it added, “must have available a fully developed and workable alternative to the ITU.”

March 31 set as final day of
The Entertainment Channel;
Chairman Taylor will try to
reincarnate it as an
advertiser-supported service

The Entertainment Channel last week became the latest victim of the cable network shakeout. Official plug-pulling day for the service, composed largely of exclusive BBC programing and a joint venture between Rockefeller Center Inc. and RCA, is March 31.

The pay cable service, which its chairman, Arthur Taylor, described last week as designed for “a multipay marketplace that was developing more slowly than anyone anticipated,” has been plagued by a higher than average churn rate, and after nine months in operation could claim a subscriber count of only 50,000. As one analyst put it last week, “If you don’t have at least that many subscribers wanting to get the service by launch, you might as well forget it.”

TEC and its planned reincarnation is that the latter will have a heavier dose of “classic American” films, which will not, as in the past, be purchased on an exclusive basis. And the service’s costly foreign-film component will be diminished and perhaps even eliminated.

The arrangement with the BBC will also “change slightly,” said the spokesman. Under the existing contract, the 5,000 yearly hours of BBC programing from which TEC selects material are not available to any other cable service, whether or not they are on TEC. Those programs not selected by TEC, however, can be picked up by over-the-air broadcasters. Under the new arrangement, BBC-produced documentaries and performing arts shows, which TEC does not use in its format, may be seen on other cable services, such as ARTS and Bravo.

What makes Taylor think that TEC can survive any better in the world of advertiser-supported cable, given the failures of CBS Cable and the UTV Network, and bitter complaints from many of the remaining services that advertisers are not providing enough support for the industry? His response: “We are entering the strongest advertising economy of the decade with the upcoming elections and Olympics year. As for CBS, not only did they set their sights too high, but their ad rates as well. ‘Ours will be at or below prevailing rates,’ he said.

Taylor also said last week that most of the current 156 affiliates have verbally ‘expressed support’ for the restructuring proposal. Once the plug is pulled on pay-TEC next month, the current contracts dissolve. Marketing of TEC II has not yet begun.

Skepticism was clearly abundant last week, especially on Wall Street, as to the chances for a successful re-emergence of TEC. Some cable operators expressed disenchantment with the service, complaining that TEC had promised many more Broadway adaptations and musicals than were delivered.

Tony Hoffman, an entertainment analyst with A. G. Becker, the New York-based brokerage firm, was one of those who initially predicted TEC would not make it as a pay service, and its prospects in the advertiser-supported world, he feels, are not brighter. “I just don’t see it.” The format, he said, is too narrow in focus to obtain the mass audience needed to sustain an advertiser-supported cable service. “It would probably have validity five years from now, when 5% of the total [basic cable] audience will get you above break-even,” Hoffman said. But for the time being what Taylor and company are proposing to do “makes no sense.”

Hoffman also suggested that RCA “has no intention of seeing beyond the losses” already sustained, and perhaps would have pulled out earlier, if the company hadn’t been pre-occupied with its own top-level management changes.

John Reidy, vice president and media analyst, Drexel Burnham Lambert, said that TEC “has been blooded by the experience,” but he was not prepared to write off Taylor’s
The future is now

Cable operators get different advice from Kahn and Biondi on how to face new markets

Irving Kahn and Frank Biondi agree that the world is in the middle of a broadband telecommunications revolution. But they differ on how much that will mean to cable television.

Kahn, founder of Teleprompter and now chairman of Broadcom Communications and General Electronics, told an MIT conference last week that emerging media may capture as much as 25% of the cable market-place.

Biondi, the new president of HBO, agrees that cable may be the Model T of today’s technology, but says “an enormous amount is happening on the Model Tend of the busi-ness.” He has said that cable operators and broadcasters continue to increase their profits.

Kahn argued that SMATV, MDS and STV may each capture 5% of the cable market and DBS will get 10% more, which, he said, makes basic cable “a more shaky investment.” He sees today’s cable systems in dan-ger if they “continue to pretend that this threat isn’t real.”

Rural and untapped urban markets are prime targets for what Kahn called the “new wave of signal entrepre-neurs.” He said that cable operators should recognize “nobody is any longer in the cable business. We are all in the signal transmission business.” He praised HBO’s deal to supply its package to the Marriott hotel chain as an “opportunistic approach” which other systems might well emulate.

He said that if companies like HBO “miss a beat” in today’s rapidly changing delivery environment they may find film studios bypassing pay cable middlemen to sell directly to the consumer via alternative methods. Kahn sees many in cable suffering from an “ostrich mentality.” As an example, he criticized cable for having defended its lack of interest in fiber optics while “telcos raced merrily forward” and developed that tech-nology.

Biondi, however, said: “We have very lit-tle idea of what the future marketplace will look like.” He said that Wall Street has always been fascinated by technology, but warned against confusing technological development with marketplace demand. There may be a market for high-power DBS, Biondi said, but the big question to him is where it will sell and how it will sell. Biondi sees “a closing window” of homes not al-ready served by cable.

Cable may be the Model T of the new technology, Biondi repeated, but he sees it having many advantages. It’s in place, has enormous channel capacity, is good value for the money and operates with a very efficient local monopoly.

Biondi discounted many predictions about how much new delivery systems will hurt traditional operations. As an example, he cited a prediction of how deeply cable would cut into network share of the audi-ence: “You hear about the great crisis in erosion, but it’s only been 12% over five years.”

Eastern Microwave cleared by Supreme Court

In decision heading list of cases in Fifth Estate, high court agrees that resale carriers of TV are not liable to pay copyright fees

Eastern Microwave Inc. last week won a major victory for itself and other resale com-mon carriers when the Supreme Court re-fused to review a lower court decision that EMI is a passive carrier and, therefore, exempt from being held liable for payment of copyright fees.

The appeal had been filed by Doubleday Sports Inc., owner of the New York Mets baseball team. Doubleday contended it is entitled to copyright payments from EMI for the retransmission—by satellite and micro-wave networks to more than 600 cable sys-tems—of Mets games that are broadcast by WOR-TV New York.

A U.S. district court judge in March 1982 had held that EMI was liable—a decision that jarred resale carriers generally, since it would mean they would pay for programing they had been picking up at no cost. The concern was sufficient to cause the House
Hawkins Marti bill would restrict station to Marathon’s 1180

Legislation worked out in White House meeting does not please NAB

A new Radio Marti bill (S. 602) was introduced in the Senate late last week, configured in a way the Reagan administration hopes will win the support of or at least avoid arousing the opposition—of American broadcasters. But it was dissapointed on that score. The National Association of Broadcasters, said its president, Edward Fritts, will oppose the bill.

Under the measure, introduced by Senator Paula Hawkins (R-Fla.), the station that the administration is determined to establish to break what it says is the Castro government’s monopoly on news in Cuba, would be restricted in broadcasting on the AM band to the frequency used by the Voice of America station on Florida’s Marathon Key—1180 kHz—or to those frequencies of commercial or noncommercial stations willing to lease time for Radio Marti broadcasts.

The bill was introduced with the full support of the Reagan administration. In fact, Hawkins at a press conference on Friday said final details were discussed at a White House meeting on Tuesday, attended by Secretary of State George Schultz, Assistant Secretary of State for Inter-American Affairs Thomas Enders and, from time to time, President Reagan. (At another meeting on the same day, the President sought Radio Marti support from a group of congressmen [see page 76].)

The Radio Marti bill introduced in the last Congress easily passed the House and was reported favorably by the Senate Foreign Relations Committee. But it died in the lame duck session because of a lack of time and the threatened filibuster of Senator Edward Zorinsky (D-Neb.), who was expressing the concerns of broadcasters in his state and elsewhere who feared establishment of Radio Marti on an AM frequency—as the administration was proposing—would exacerbate the interference problems Cuba has been causing stations in Florida and other states for 15 years.

The new bill was drafted with those concerns in mind. Besides limiting broadcasting to Cuba on the AM band to the Radio Marti frequency—1180 kHz—it also would provide Radio Marti with the ability to retransmit other stations willing to lease time, the bill would permit Radio Marti to choose among other options, such as broadcasting on frequencies above or below the AM band, which extends from 553 kHz to 1605 kHz, or in the shortwave band. It would even permit Radio Marti to lease time on foreign stations.

If the Radio Martion option were selected, Radio Marti would be authorized to use its facilities. But what that means precisely, is left open. A State Department official said said the two radios might use the facilities “jointly,” or that Radio Marti might be “substituted” for Radio Martion. Another option—considered least likely—is that Radio Marti would become part of the Voice.

Radio Marti would be governed by the Board for International Broadcasting.

One change in the bill from the measure approved by the House is that the Hawkins bill does not provide for compensation to be made to broadcasters who upgrade their facilities to counter Cuban interference. Hawkins said such a provision had been in an earlier version of her bill but dropped. However, she said Radio Marti would “entertain” such an amendment. She indicated she would not be likely to endorse compensation that was designed to reimburse broadcasters for advertising revenues lost to the interference problems, as well as for improving facilities.

Zorinsky was out of Washington on Friday and, according to an aide, would not comment on the Hawkins bill until he had seen it. But the NAB was ready with a comment, in which it said that, despite a series of talks between Enders and Fritts that extended over several months, “fundamental problems remain.” Until those problems are resolved, the statement added, the NAB will oppose the bill.

The brief statement reflects considerable feeling on the matter. For in the last Congress, the NAB avoided going on record in opposition to the administration’s Radio Marti bill—it simply stressed its concern regarding Cuban-caused interference, existing and potential. And the NAB’s position, as expressed by Fritts to reporters, is that the association’s first open break with a President whose views it generally finds congenial.

Fritts later told BROADCASTING that the NAB is concerned that establishing Radio Marti on “any” AM commercial frequency (and 1180 kHz is shared with WHAM [AM] Rochester, N.Y.) is “potentially detrimental” to the entire AM broadcasting system in America. It could “spoil a radio war” in which U.S. broadcasters would be “devastated,” he said. He said the NAB would seek to modify the bill as it moves through the legislative process.

A State Department official said the U.S. has been attempting to negotiate the issue with Cuba for 10 years, in forums provided by the international organizations to which both countries belong. He said those efforts would continue, but he appeared to rule out any new initiatives, such as discussions in Havana. But if the NAB is worried that Cuba might respond to Radio Marti broadcasts by stepping up the interference its stations are already causing American broadcasters, Hawkins is not. Asked about the threat of retaliation Castro has made, Hawkins said, “The President has asked for Radio Marti. We do what the President wants, not Castro. What he’s threatening is against international law. You can’t let a two-bit dictator dictate our foreign policy.”

A State Department official put the matter more diplomatically: “We don’t think the interference problem will increase. But the U.S. shouldn’t make foreign policy under foreign threats; such threats are inadmissable.”

Hawkins said Radio Marti is needed to provide the Cuban people with “an alternative to government-sponsored news and programs.” They are not aware of events involving Cuba internally or internationally, she said. Radio Marti, she said, will provide that information, from what she said was the “mismanagement” of the Cuban economy to the rising cost in lives of Cuban soldiers who have died in Cuba.

Radar report shows drop in radio network listening

Network radio listening is off slightly, according to the just-released fall 1982 RADAR report which shows that 71% of people 12 and older listen to one or more network commercials in a week—down 2% from the spring report.

The report, released by Statistical Research Inc., Westfield, N.J., shows ABC’s Information Network emerging on top among persons 12-plus, with an average audience estimate of 1,943,000 listeners per commercial broadcast, Monday to Sunday, 6 a.m. to midnight. Following ABC Information are NBC Radio Network (1,730,000) and ABC Entertainment Network (1,642,000). The same three networks also finished on top with adults 18-plus.

Networks showing the largest percentage gains in listeners in the 12-plus demographic are: Sheridan (up 40.5%), RKO II (28.7%), RKO III (up 25.3%), ABC-FM (up 14.8%) and NBC Radio Network (up 6.5%), while CBS Radio Network and NBC’s Source slipped 9% and 3% respectively.

As for cume listening among persons 12-plus for the total week, NBC Radio Network is the leader followed by ABC Information and ABC Contemporary. According to RA-

DAR, top network programs based on average audience estimates of persons 12-plus are ABC Radio’s Paul Harvey news and commentary programs, which held the top three positions, followed by different CBS news-on-the-hour broadcasts.
A NEW TWIST ON THE OLDEST PROFESSION

(MATCHMAKING)

Polly from Pensacola likes dogs and dancing. Skip from Skokie likes parachutes and pizza. When these saucy singles look for love it's uproarious monkey business five nights a week. TV's hot, new matchmaking marketplace...

FINDERS SEEKERS

Have we got a show for you.

A Little Joey, Inc. Production in association with

PolyGram Television

LOS ANGELES (213) 202-4400    ST LOUIS (314) 391-8616    NEW YORK (212) 399-7806

©1981 POLYGRAM TELEVISION, A DIVISION OF POLYGRAM CORPORATION DESIGN: PARISH/CARROLL & KERNS, LOS ANGELES
Savior

Fourth-quarter billings in 1982 salvaged an otherwise dismal year for national spot radio. According to the Station Representatives Association, which relies on data supplied to the Radio Expenditures Reports (RER) by 15 rep firms, fourth-quarter billings were up 16% over 1981's last quarter, putting all of 1982 7% ahead of the previous year. Percentage figures do not include "projected" advertiser category billings computed by RER Network radio finished 1982 with an 11% gain over 1981 ("Riding Gain," Feb. 7).

Festive atmosphere

WNUR(AM) New York's on-air personality, William B. Williams, will host the second annual International Radio Festival of New York's awards presentation ceremonies at the Sheraton Centre hotel on May 20. The awards are presented for outstanding productions in radio programming, advertising and promotion produced or aired between June 1982 and March 25 of this year, the deadline for entries. The competition is open to stations, groups, networks, producers, syndicators, advertising agencies and other professionals involved in radio.

The festival itself gets under way on May 18 and will feature a series of workshops. Festival headquarters is at 251 West 57th Street, New York 10019.

Super Bowl stats

There seems to have been diminished interest in this year's major football contest, according to just-released CBS Radio listener-survey figures for Super Bowl XVII. The telephone survey, performed by Trendex with a nationwide sample of 3,041, showed that among adults 18 years of age and older, 12.5 million tuned into the broadcast—down from 14 million listeners reported by CBS for last year's Super Bowl game. Of the 12.5 million, 8.8 million were men and 3.7 million were women.

Golden mean

KSPI(AM) Seattle has introduced "A-M-R 80" (Adult Musicradio for the '80's), an "all-hits" format, according to Chet Rogers, operations and programming manager for the station. Rogers said, "Our research indicated that there was a definite need to bring back some excitement to the AM band." Rogers said. "What the music does is hit right into the heart of the 30-45 demographic that is mentally too young for beautiful music but can't take the harshness of top-40 or album rock station.

A-M-R 80 was designed, packaged and implemented by Chris Clausen of Dallas-based syndicator, Toby Arnold & Associates. The format features a jingle package recorded at Charley Pride's Cecca Sound Studio in Dallas.

Combo sale

Katz Radio has combined sales efforts for the Dallas-based Satellite Music Network (SMN), which has been represented by the rep firm for the past year and a half, with that of the Colorado Springs-based Transtar Network to sell both as one entity, under the umbrella of the newly formed Katz Satellite Network. SMN offers three different full-time formats while Transtar programs a 24-hour contemporary format intended primarily for the 25-34 year-old demographic. SMN and Transtar have a combined total of more than 250 affiliates on the air.

Ken Swetz, president, Katz Radio, said that each of the network's penetration levels was below that usually accepted by agencies and advertisers. The 250-plus affiliates, Swetz said, give the Katz Satellite Network an 80% penetration level for the country, reaching 82 out of the top 100 Arbitron-rated ADI markets. Agencies and advertisers must buy the entire Katz network, like any other "traditional" network buy, Swetz added.

Musical influence

Young adults ages 12 to 34 were more influenced last year by Warner Amex's Music Television (MTV) cable channel for buying records and tapes (88%) than listening to radio stations (63%), according to a survey done by Nielsen's Home Video Index division last October in Peoria, Ill., Albuquerque, N.M., and Boston. And 81% heard of an artist for the first time while watching MTV, the survey showed. Respondents for the two findings were 636 and 746 respectively.

Spin-off

Through an agreement with song publisher, Famous Music, the first commercial recording of the theme from ABC-TV's recently televised mini-series, The Winds of War, has been done by Bonneville Broadcasting System, according to John E. Patton, company chairman and chief executive officer. Bonneville also struck a deal with Applause
The Bonneville recording is under the direction of Lex de Azevedo, the company's director of artists and repertoire, and features the 65-piece Bonneville "Million Dollar Orchestra." Bonneville's satellite subscribers received the recording on Feb. 18. A special mailing of The Winds of War theme began going out to tape clients last Tuesday (Feb. 22), said Patton.

Talent search

KABC(AM) Los Angeles is offering a minimum $25,000-a-year contract to the winner of its "Sportstalk Talent Search," a station-sponsored competition for a new commentator to be added to its weeknightly Sportstalk interview/call-in program. The station initially limited the search to women 21 years of age or older, but last week opened it up to men, after receiving "many calls from men who were offended because they didn't receive the same opportunity as the women," explained Program Director Wally Sherwin. Sherwin will name the new commentator on March 28, with the winner's on-air debut scheduled for the Los Angeles Dodgers opening baseball game on April 8. The competition, which is being backed by an extensive print ad campaign, ends March 9.

If the past is any indication, the talent search could lead to a lucrative career for the individual selected. The last time KABC launched such an effort, more than 10 years ago, it hired Kelly Lange as a traffic reporter. Lange is now paired with Jack Perkins as afternoon co-anchor on KNX(AM) Los Angeles and is said to be one of the most highly-paid women in local television news.

News move

Orange county, a metropolitan area of two million people sandwiched between Los Angeles and San Diego, has acquired its first all-news station with the Feb. 15 format switch of KEZY(AM) Anaheim from album-oriented rock. According to General Manager Dan Mitchell, KEZY "could not afford to continue as a music station" after three-and-a-half years as an AOR station and a long previous format with a top 40 chart. Mitchell told BROADCASTING his station will emphasize local news in an attempt to compete with Los Angeles-based KFWB(AM) and KNX(AM). KEZY is affiliated with UP Audio and expects to add CNN Headline News soon.

Name change

The Birch Report, the Coral Springs, Fla.-based ratings and research company, changes its name to Birch Radio Inc. this week. Birch Radio will be a wholly owned subsidiary of the Birch Research Corp. Management staff remains the same.

RKO fare

The RKO Radio Networks have expanded their programming for both networks. New features on RKO1 are: Steiner on Sports, a 90-second weekday drive time sports commen-

The bucks stop here. Norman Pattiz, president of Westwood One (r), and Sid McCoy, host of the company's Special Edition program (l), make contributions totaling $2,000 to the United Negro College Fund. Receiving the checks is John T. Stevens, manager of special field marketing, Anheuser-Busch, which is running a fund raising campaign for UNCF.

Record eater

NBC's Source is gearing up for its live broadcast of the Daryl Hall and John Oates concert on Feb. 27. Eighty stations already have signed up. The broadcast is being produced for the network by Starfleet Blair.

The concert, expected to run approximately two hours in length, will be transmitted live via satellite from the Park West, a music hall in Chicago. Canada Dry Ginger Ale, sponsor of the group's current tour, has purchased 75% of the special's national availability, according to a Source spokesperson. The broadcast will make four minutes of local time available to stations.
THE '83 METS LOOK “TERRIFIC” ON WOR-TV.

Catch Tom "Terrific" Seaver and all the Mets on WOR-TV.

America’s #1 sports station in America’s #1 television market, WOR-TV brings you 90 live Mets baseball games this season.

All this plus over 200 other live professional sporting events each year.
Pay television spurs 29% increase in baseball rights

In large part due to the proliferation of regional pay TV contracts in major league baseball, the total money paid for the rights to carry games in 1983 will jump to $152,710,000, up 29% from last year's $118,350,000.

At the team level, where all of the pay cable deals come into play (the only cable contract let by baseball is to the advertiser-supported USA Network), this year's rights total is $94,710,000, up almost 46% from the $65 million paid in 1982.

National broadcast and cable networks, all of which are currently in the last year of multiyear pacts with baseball, will pay a total of $58 million for the rights to games in 1983, up 8.6% from last year's figure of $53.4 million. NBC-TV is in its fourth year and ABC-TV the fifth of contracts under which they will pay an estimated $200 million for TV rights through the end of the upcoming season. This year, NBC is understood to be paying about $28.5 million and ABC $26 million. Negotiations for 1984 and beyond are ongoing. CBS-TV has talked with the league about getting a piece of future baseball action. Reports circulated last week that the league was asking for $1 billion for its network television contracts over the next five years (1984-1988) and that NBC had already agreed to pay $500 million to renew its contract and was also prepared to shell out the entire $1 billion if ABC were to decline its renewal option, provided that CBS decides not to bid on it.

CBS Radio is said to paying about the
Introducing a Wheel with Legs.

You want a fresh new access strip for Fall '83 because your current show is slipping. And yet you want a no-risk access strip. The new "Wheel of Fortune" fills both demands. Beautifully.

It's 39 weeks of first-run originals (to carry you through the May '84 sweeps) and 13 weeks of repeats. A better deal than other games give you! "Wheel of Fortune" is also proven as a long-running network daytime hit with legs a linebacker would love...

© Eight years on NBC daytime: January 1975 — December 1982. And now renewed by NBC for a ninth year.

© NBC's Number One game show since 1976.

© Always an audience builder, increasing lead-in ratings every year since 1975.

All the Basics for Mass Appeal

"Wheel of Fortune" with popular host Pat Sajak, is a word-puzzle game that viewers play instead of watch. Because it doesn't take a graduate degree to play.

Contestants are ordinary citizens who need the prizes instead of celebrities who don't.

Prizes are glamorous merchandise choices instead of cash, giving viewers a vicarious window-shopping spree.

And contestants provide the suspense, risking total loss in quest of greater cash-value prizes.

It all adds up to the greatest "wheel" around and your only new access game with legs for the long-run.

MERV GRIFFIN PRODUCTIONS'

"Wheel of Fortune"

Distributed by

KING WORLD

480 Morris Avenue, Summit, N.J. 07901
(201) 522-0100

Source: NTI 7/75 to 12/82.
same amount that it did last year for a similar game package in 1983, which includes the 50th anniversary All-Star Game, July 31; playoffs, Oct. 4-9 (which may be expanded to best-of-seven series, if the players' association approves a recent proposal by Commissioner Bowie Kahn), and the World Series, currently scheduled to start Oct. 11. CBS Rights radio and TV specials the serious competition from at least two other networks for the next major league radio contract—ABC Radio and Mutual Broadcasting System. Shel- by Whitfield, executive producer and direc- tor of sports programing, ABC Radio Networks, told BROADCASTING last week that he has had "preliminary talks" with baseball's negotiating committee concerning a future long-term contract. John Chanin, vice president, sports, Mutual, was so confi- dent last week of his network's proposal to the leagues that he said: "We will probably have the winning bid."

The USA Cable Network is entering its second year of a two-years right contract, and is believed to be paying about $1.5 million. It will cablecast between 40 and 45 regular season games. primarily on Thurs- day nights during prime time. On most game nights, the network provides doubleheader coverage, an East Coast game followed by a West Coast game. ESPN will bid against USA in upcoming talks for a new national cable contract with the league.

So far, half of the 26 major league clubs have negotiated a pay TV deal that will be in operation this year. Most of the others are still examining their options, if not for 1983, certainly for 1984.

And while some view the pay TV medium simply as a marketing tool to promote base- ball, the profit potential is considered enor- mous. The Yankees, for example, are report- edly being paid close to $5 million per year over 15 years by Sportschannel, a New York-area pay sports service. The Texas Rangers have recently concluded a five-year deal with Warner Amex's Home Sports Ent-ertainment valued at between $10 million and $15 million.

A national pay sports service, as envi- sioned by Chicago White Sox President Ed- die Einhorn and cable consultant Bob Schmidt in the form of Super Sports Net- work, may be a bit ahead of its time. A check with the teams about planned participa- tion indicated that SSN will probably not get off to a grand start in 1983, if at all, unless it pursues sports other than baseball. Of the 23 eligible teams (those seen on the three superstations, Atlanta Braves, Chi- ca go Cubs and New York Mets, were not invit- ed to participate, and said they had declined anyway), 14 said they would probably not participate this year. Reasons cited included existing contracts that barred participation and concerns with the technical operation of SSN.

At press time, only the three teams in the venture, the White Sox, Detroit Tigers and Milwaukee Brewers, and the San Diego Pa- dres were committed to participation in SSN this year. The Cincinnati Reds, Philadelphia Phillies and the Seattle Mariners are still studying the proposal, as are the California Angels.

Most of those polled, however, seemed interested in the proposal, with an eye to- ward keeping tabs on SSN's progress and perhaps signing up within the next few years if the venture takes off.

Michael Schreter, vice president, treasur- er and secretary, Golden West Broadcaster- s, which owns the California Angels, said he was not surprised that so many teams turned down the SSN proposal, at least for 1983. "It's a new concept," he said, which war- ants a lot of thought on the part of club owners, especially considering the five-year commitment that SSN is attempting to elic- it from participating teams. But, he added, "it's a definite way to go," and might be particularly attractive to teams that have no other pay TV deal in the works.

Schreter noted that the time zone problem confronts West Coast teams. And because that problem has to be dealt with first, he said, "I'd be surprised if any West Coast team committed to SSN this year."

Mike Fetchko, an attorney with the Cleve- land Indians in charge of broadcasting and cable, said that his team would not participa- te because "current contracts have to be protected." But he also said that the SSN concept was "very exciting and enticing. It's baseball running better.

The Dodgers' Dave Vanderwalker said existing STV and broadcast contracts pre- cluded his team's participation in SSN for another two years. But, like Schreter and Fetchko, he offered that for a team without conflicting contractual obligations, "I can see where SSN would be very beneficial.

Although Group W Satellite Communica- tions is not yet prepared to discuss details, that company appears on the verge of getting into the pay sports business in a big way. It's understood that the four transponders GWSC has reserved on Hughes' Galaxy sat- ellite will be used to tie together a series of regional sports networks which would in- clude a number of professional baseball games.

A look at network programing plans, ad- vertising rates and major sponsors for the coming season follows:

ABC has the rights to the World Series this year, as well as Monday Night Baseball and three Sunday afternoon games. The rate card has not been set yet for the World Se- ries, but the price of a 30-second spot will probably be $210,000, according to Larre Barrett, director of sports sales for the ABC Television Network. That compares with the $185,000 per 30-second charged by NBC last year.

Second quarter 30-second spots during Monday Night Baseball will be $70,000 and third-quarter spots are priced at $60,000. Sunday afternoon 30's will cost $22,000.

The only major sponsor signed at press time was Miller Beer (through Backer & Spielvogel), which will have the exclusive beer spots for all the Monday night and World Series games this year. Chevrolet and G.M. Parts are negotiating for sponsorships, where they would purchase 60 seconds of advertising per game throughout the season.

The network will present 12 consecutive Monday night games this season beginning June 6, while the World Series is slated to start Tuesday Oct. 11, if the playoff structure is not expanded to a best-of-seven series.

NBC will carry 29 Game of the Week tele- casts over 26 Saturdays (three doubleheaders), the All-Star Game on Wednesday, July 6, and the American and National League Championship Series, scheduled at this point to begin Tuesday, October 4. NBC also has two prime time dates, Aug. 9 and Sept. 6.

Saturday afternoon 30's are priced at $33,500 (up from $32,000 last year) and the two prime timees will cost $62,500. NBC is charging $180,000 for the All-Star 30's this year, up from the $150,000 that ABC charged last year. Two years ago NBC charged $135,000 for its All-Star spots.

Prime time playoff 30's this year cost $122,500 (up from $110,000), while compa- rable weekend spots are priced at $70,000 (up from $55,000) and weekday playoff 30's will go for $40,000 (up from $27,500).

NBC baseball sponsors this year include Ford, Miller, Honda Motorcycles, Gillette, Kentucky Fried Chicken, IBM, Michelin Tire, Borden's, Sony, Budget rent-a-car, Ra- mada Inns, Delco, Ryder trucks, Polaroid and Nikon. The second quarter is 70% sold out and the third quarter is 60% sold out.

CBS Radio will offer the All-Star game, league playoffs and World Series, and will again sell advertising for the entire package. It's understood that the price of one spot running through the entire package of games tracks roughly the price of one 30-second World Series TV spot, which is expected to be $210,000 this year.

CBS Radio baseball advertisers this year include Anheuser-Busch, Big A auto parts, Airborne, Dap and Ramada Inns.

In addition to the games themselves, CBS Radio will again offer a host of baseball- related features, such as a baseball preview series of 14-minute reports by Curt Gowdy, March 28-April 1.

The USA Cable Network has priced 30- second baseball spots for its package of 40 to 45 regular season games at $3,000. Spon- sors include Miller, Anheuser-Busch, Dura-

**Diamond prices keep rising**

How the radio-TV rights paid to the major leagues rose in the last decade, as re- ported annually in BROADCASTING.

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<td>1974</td>
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<td>1979</td>
<td>$54,500,000</td>
</tr>
<tr>
<td>1980</td>
<td>$80,275,000</td>
</tr>
<tr>
<td>1981</td>
<td>$89,525,000</td>
</tr>
<tr>
<td>1982</td>
<td>$118,350,000</td>
</tr>
<tr>
<td>1983</td>
<td>$153,610,000</td>
</tr>
</tbody>
</table>

Story continues on page 58.
Katz Sports Presents
THE OLYMPIAD

The award-winning series of
Olympic Legends, Performances and Champions
Created by Emmy Award Winners
Bud Greenspan and Cappy Petrash Greenspan
Hailed the world over as the finest sports programming
ever produced for television
22 Hours and 20 Half-Hours are now available
for September 1983

For more information call Pat Garvey
Vice President/General Manager of Katz Sports
(212) 572-5252

Katz Sports. The best.

KATZ SPORTS/A DIVISION OF KATZ COMMUNICATIONS INC
<table>
<thead>
<tr>
<th>Team</th>
<th>1983 rights</th>
<th>1982 rights</th>
<th>TV originator and affiliates</th>
<th>Radio originator and affiliates</th>
<th>Rights holders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltimore Orioles</td>
<td>$3,050,000</td>
<td>$1,750,000</td>
<td>WMAR-TV</td>
<td>WFBR</td>
<td>WMAR-TV holds TV rights; WFBR holds radio rights; Super TV holds STV rights.</td>
</tr>
<tr>
<td>Boston Red Sox</td>
<td>$3,200,000</td>
<td>$2,700,000</td>
<td>WSBK-TV</td>
<td>WPLM</td>
<td>WSBK-TV holds TV rights; WPLM holds radio rights.</td>
</tr>
<tr>
<td>Cleveland Indians</td>
<td>$3,400,000</td>
<td>$2,000,000</td>
<td>WUAB</td>
<td>WWWE</td>
<td>WJU holds TV rights; WWWE holds radio rights; Season Ticket holds pay-cable rights.</td>
</tr>
<tr>
<td>Detroit Tigers</td>
<td>$2,000,000</td>
<td>$1,700,000</td>
<td>WDIV-TV</td>
<td>WTMJ</td>
<td>Brewers retain radio and cable rights; WVT holds TV rights.</td>
</tr>
<tr>
<td>Milwaukee Brewers</td>
<td>$2,700,000</td>
<td>$800,000</td>
<td>WTVT</td>
<td>WABC</td>
<td>WPIX holds TV rights; Yankees retain radio rights; Sportschannel holds pay-cable rights.</td>
</tr>
<tr>
<td>New York Yankees</td>
<td>$11,500,000</td>
<td>$6,500,000</td>
<td>WPIX</td>
<td>WJU</td>
<td>Yankees retain radio rights.</td>
</tr>
<tr>
<td>Toronto Blue Jays</td>
<td>$4,400,000</td>
<td>$4,000,000</td>
<td>CTV-TV</td>
<td>CJCL</td>
<td>Labatt Breweries oc Canada holds TV rights; Telemedia Broadcast Services holds TV rights.</td>
</tr>
</tbody>
</table>

**AMERICAN LEAGUE WEST**

<table>
<thead>
<tr>
<th>Team</th>
<th>1983 rights</th>
<th>1982 rights</th>
<th>TV originator and affiliates</th>
<th>Radio originator and affiliates</th>
<th>Rights holders</th>
</tr>
</thead>
<tbody>
<tr>
<td>California Angels</td>
<td>$4,000,000</td>
<td>$1,100,000</td>
<td>KTLA</td>
<td></td>
<td>Golden West Broadcasters (KTLA and KMPC) has partnership arrangement with Angels for broadcast rights, including Spanish-language radio this year; ON TV has STV rights (KBSC-TV Los Angeles).</td>
</tr>
<tr>
<td>Chicago White Sox</td>
<td>$3,400,000</td>
<td>$2,000,000</td>
<td>WFLD-TV</td>
<td>WMAQ</td>
<td>White Sox retain all broadcast and cable rights, having partnership arrangement with originators involved.</td>
</tr>
<tr>
<td>Kansas City Royals</td>
<td>$1,300,000</td>
<td>$1,000,000</td>
<td>WDAF-TV</td>
<td>WIBW</td>
<td>WDAF-TV holds TV rights; Stauffer Communications (WIBW) holds radio rights.</td>
</tr>
<tr>
<td>Minnesota Twins</td>
<td>$1,250,000</td>
<td>$1,250,000</td>
<td>KSMP-TV</td>
<td>WCCO</td>
<td>Midwest Radio-TV Inc. holds broadcast rights; Twins and Home Entertainment Network hold STV rights (KTM-VA Minneapolis).</td>
</tr>
<tr>
<td>Oakland As</td>
<td>$1,450,000</td>
<td>$1,300,000</td>
<td>KHBK</td>
<td>KSFO</td>
<td>KBHK holds TV rights in partnership with As; KSFO holds radio rights; Negotiations ongoing for Spanish-language coverage in U.S. and Mexico.</td>
</tr>
<tr>
<td>Seattle Mariners</td>
<td>$1,200,000</td>
<td>$1,000,000</td>
<td>KSTW</td>
<td>KVI</td>
<td>KST holds TV rights; KVI holds radio rights.</td>
</tr>
<tr>
<td>Texas Rangers</td>
<td>$5,500,000</td>
<td>$2,800,000</td>
<td>KXAS-TV</td>
<td>WBAP</td>
<td>Rangers retain broadcast rights with sales managed by Texas Rangers Baseball Network; Home Sports Entertainment holds pay-cable rights (Warner Amex).</td>
</tr>
</tbody>
</table>

**NATIONAL LEAGUE EAST**

<table>
<thead>
<tr>
<th>Team</th>
<th>1983 rights</th>
<th>1982 rights</th>
<th>TV originator and affiliates</th>
<th>Radio originator and affiliates</th>
<th>Rights holders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago Cubs</td>
<td>$3,000,000</td>
<td>$1,950,000</td>
<td>WGN-TV</td>
<td>WGN</td>
<td>WGN-TV holds TV rights; WGN holds radio rights.</td>
</tr>
<tr>
<td>Montreal Expos</td>
<td>$7,300,000</td>
<td>$8,100,000</td>
<td>CBC-TV (English 41)</td>
<td>CFCF</td>
<td>Carling-O'Keefe holds TV rights; CFCF holds English-language radio rights; CKAC holds French-language radio rights.</td>
</tr>
<tr>
<td>New York Mets</td>
<td>$10,500,000</td>
<td>$4,250,000</td>
<td>WOR-TV</td>
<td>WHN</td>
<td>WOR-TV has partnership arrangements with Mets; Mets retain radio rights; Sportschannel holds pay-cable rights.</td>
</tr>
<tr>
<td>Philadelphia Phillies</td>
<td>$7,000,000</td>
<td>$6,500,000</td>
<td>WTAF-TV</td>
<td>WCAU</td>
<td>WTAF-TV holds TV rights; WCAU holds radio rights; PRISM holds pay-cable rights.</td>
</tr>
<tr>
<td>Pittsburgh Pirates</td>
<td>$2,160,000</td>
<td>$1,800,000</td>
<td>KDKA-TV</td>
<td>KDKA</td>
<td>Group W (KOKA-AM-TV) is broadcast rights holder; Home Sports Entertainment Network (Warner Amex) holds pay-cable rights.</td>
</tr>
<tr>
<td>St. Louis Cardinals</td>
<td>$1,700,000</td>
<td>$1,500,000</td>
<td>KSDK</td>
<td>KMOX</td>
<td>KSDK holds TV rights; KMOX holds radio rights.</td>
</tr>
</tbody>
</table>

**NATIONAL LEAGUE WEST**

<table>
<thead>
<tr>
<th>Team</th>
<th>1983 rights</th>
<th>1982 rights</th>
<th>TV originator and affiliates</th>
<th>Radio originator and affiliates</th>
<th>Rights holders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta Braves</td>
<td>$2,000,000</td>
<td>$1,600,000</td>
<td>WTBS</td>
<td>WSB</td>
<td>WTBS is TV rights holder under agreement with commonly owned Braves. Braves retain radio rights.</td>
</tr>
<tr>
<td>Cincinnati Reds</td>
<td>$2,100,000</td>
<td>$1,900,000</td>
<td>WLWT</td>
<td>WLW</td>
<td>WLWT holds TV rights; Reds retain radio and cable rights.</td>
</tr>
<tr>
<td>Houston Astros</td>
<td>$3,100,000</td>
<td>$2,000,000</td>
<td>KXTH</td>
<td>KREBE</td>
<td>Astros retain TV and radio rights. Home Sports Entertainment (Warner Amex) holds pay-cable rights.</td>
</tr>
<tr>
<td>Los Angeles Dodgers</td>
<td>$3,100,000</td>
<td>$2,750,000</td>
<td>KTTV</td>
<td>KABC</td>
<td>Dodgers retain broadcast rights, selling through Dodgers Radio and TV Network. ON TV has STV rights (KSBC-TV Los Angeles).</td>
</tr>
<tr>
<td>San Diego Padres</td>
<td>$2,400,000</td>
<td>$1,200,000</td>
<td>KCST-TV</td>
<td>KFMB</td>
<td>KCST-TV holds TV rights; KFMB holds radio rights (English).</td>
</tr>
<tr>
<td>San Francisco Giants</td>
<td>$2,000,000</td>
<td>$1,000,000</td>
<td>KTVU</td>
<td>KnBR</td>
<td>KTVU holds TV rights; KnBR holds radio rights. KOBY will originate Spanish-language rights.</td>
</tr>
</tbody>
</table>

**AL total** $48,350,000, **NL total** $46,360,000, **Majors total** $94,710,000
On RKO stations, SOAP once again shows its strength, delivering solid increases in women and men 18-49!

<table>
<thead>
<tr>
<th>NEW YORK, WOR-TV, 7 pm M-F*</th>
<th></th>
<th></th>
<th>(000's)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Rtg</td>
<td>Sh</td>
<td>Adults 18-49</td>
</tr>
<tr>
<td>November 1982</td>
<td>SOAP</td>
<td>9</td>
<td>15</td>
</tr>
<tr>
<td>November 1981</td>
<td>Time Period</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>SOAP % Increase</td>
<td>+80%</td>
<td>+88%</td>
<td>+165%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LOS ANGELES, KHJ-TV, 7 pm M-F**</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>November 1982</td>
<td>SOAP</td>
<td>8</td>
<td>13</td>
</tr>
<tr>
<td>November 1981</td>
<td>Time Period</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>SOAP % Increase</td>
<td>+60%</td>
<td>+63%</td>
<td>+121%</td>
</tr>
</tbody>
</table>

Source: 'Arbitron  "Nielsen
cell and Phillips Petroleum. The network currently reaches over 15 million cable subscribers through 3,000 affiliates.

A team-by-team breakdown follows:

**Baltimore Orioles**

WFBR(AM) is entering its first year of a four-year agreement with the baseball club amounting to a figure that is three times higher than the previous four-year package, according to Harry Shriver, president and general manager of the station. Sponsors include Chevrolet, Kelly Springfield Tires, Maryland National Bank and Carquest Auto Parts. Shriver expects two-thirds of the broadcast schedule to be sold out by the beginning of the season.

As for television, WMAR(TV) is beginning its first year of a new two-year deal. There are no pay-cable rights but McLean, Va.-based Super TV has negotiated a new two-year contract for STV rights for 16 home games to be televised in Baltimore over local STV outlet WNUV(TV), and in Washington on WQCR(TV). Super TV had televised some Oriole games last season.

There will be a separate announcing staff for both radio and television. The Oriole organization recently signed former Boston Red Sox announcer Jon Miller to handle on-air radio play-by-play coverage with Tom Marr while veteran Oriole announcer Chuck Thompson will do play-by-play for television along with color commentator Brooks Robinson.

**Boston Red Sox**

Pay-cable is on the horizon for the Red Sox, but a definite starting date has not been set. The baseball club, the Boston Bruins and WSBK-TV have formed a partnership called the New England Sports Network to offer on pay-cable both games of the Bruins and the Red Sox. "It definitely won't go this year, perhaps next year," reports Stu Tauber, general sales manager of WSBK-TV. The TV station has entered into a new three-year contract with the Red Sox covering 105 games. Tauber says business is fairly brisk and major positions have been sold to Anheuser-Busch, Toyota and Gulf Oil.

**Cleveland Indians**

The Indians’ television rights holder, WUAB(TV), enters the 1983 baseball season with a new three-year contract providing for the annual coverage of 50 away contests. Radio rights holder WWWE(AM) has a contract extending through 1985 and this year will carry all 162 regular season games (as do most radio originators) and 11 pre-season games. Ted Stepien, owner of the National Basketball Association Cleveland Cavaliers and operator of a regional cable-sports channel in the Cleveland area, was also awarded a new three-year contract this year by the Indians. He will market Season Ticket, a package of 50 games (six exhibition and 44 home games) to area cable systems. Season Ticket’s marketable universe consists of 18 cable systems with 487,000 subscribers, within a 75-mile radius of Cleveland. The city itself is not yet franchised. Carl Foster, an executive with Stepien's Nationwide Cable subsidiary, hopes to have 10 systems committed to carrying the service by opening day. The first exhibition game will be carried March 22 from Tucson, Ariz., via Westar V.

Anheuser-Busch is the beer sponsor for both WUAB and WWWE. WUAB will spot out the automotive category to various clients, and WWWE has secured Chevrolet as its automotive sponsor. General Tire and Farmers Insurance have also signed on as radio sponsors this year.

Comedian Jonathan Winters, an Ohio native, is to be featured in a series of spots on WUAB promoting Indians baseball. WWWE has the rights to Indians team mascot Tom-E-Hawk and team fight song, "Indian Country," which the station uses to promote its baseball broadcasts.

**Detroit Tigers**

WJR(AM) is beginning a new five-year contract with the Tiger organization while WDIV(TV) is in the last year of a three-year television broadcast pact. Duane Kell, general sales manager of WDIV, expects the 1983 broadcast schedule to be about 80% sold out by the time the first spring training game is aired March 17. Advertisers include Miller and Chevrolet. According to Kell, there will probably be an on-air promotion campaign

---

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The complete newsgathering machine.

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312-328-5112

Broadcasting Feb 28 1983 58
For seven days in February, 140,000,000 Americans experienced the ABC Television Network's monumental 18-hour presentation of Herman Wouk's "The Winds of War"—more than any other entertainment event in history.

This was television at its best. And "The Winds of War" is just the beginning of what ABC is offering in February and for many months to come.

— We presented the emotional story of a terminally ill mother on the ABC Theatre presentation "Who Will Love My Children?"

— In the last two weeks of February, a special report on "Crime in America" is appearing on all ABC News broadcasts, and for a full month on "Good Morning America."

— In March, America will experience an enthralling ten-hour presentation of the best-selling novel, "The Thorn Birds."

— On Easter Sunday, in a television first, ABC takes America to the Vatican for an unusual glimpse of a day in the life of the Pope.

— A week later, ABC will again televise Hollywood's annual Academy Award celebration.

— In October, baseball fans will thrill to the World Series on ABC.

— In February 1984, we will bring home to America the spectacular Winter Olympics from Yugoslavia.

— Five months later, the Summer Games take place in Los Angeles, as the Olympic tradition continues on ABC.

— And in January 1985, ABC will cover the NFL Championship for the first time, bringing America the excitement of Super Bowl XIX.

More people turn to the ABC Television Network for news, information, sports and entertainment than to any other medium. Not just because of our special events. But because throughout the year, we bring them romance and adventure, news and views on world events, sports, comedy, drama and suspense.

That's the reason tens of millions of Americans invite ABC into their homes every day.
The team that made it to the World Series last year also formed a joint venture with the Milwaukee Bucks basketball team for a regional pay TV sports network and decided to retain its radio rights held for the previous two years by WISN-AM Milwaukee. Whether the Brewers will join the White Sox, Rangers, As, Astros and Dodgers in retaining all or part of its broadcast TV rights is likely to be decided in the coming months. A three-year contract with WVTV(TV) Milwaukee expires this year. Negotiations on a new contract have not formally begun.

The regional sports network, Wisconsin All Sports Network, could distribute the games of other regional baseball teams as well as professional hockey and college football. It is not likely to be on the air this year, according to Bill Haig, vice president, TV and radio for the Brewers, although it has signed some cable systems to carry its programming. WVTW and a network of seven stations will carry at least 60 games again this season, according to station general manager, Mike Schuch, and time on the network is sold out at an average of $1,200 per 30-second spot. Major sponsors are Miller Beer, Toyota and True Value Hardware. WTMJ(AM) Milwaukee will originate the radio coverage on a network of 72 stations in 51 markets. In addition to allowing its originating station to sell time in the coverage, the Milwaukee Brewers Radio Network will help WTMJ with the cost of transmitting the game to network affiliates and with other expenses, such as logging and billing. WISN gave up its option for two more years of Brewers coverage after it failed to profit from its first two years. The station had paid the team in excess of $1 million for radio rights in 1982, according to WISN general manager John Hinkle.

The Yankees have posted the highest broadcast rights for 1983 with a combined market figure of $11.5 million—up 77% over last year. Originating TV station is WPIX(TV), which is entering its fourth year of a five-year contract. Sponsors basically include the same line-up as last year: Anheuser-Busch, Citibank, Dodge, Toyota, United Airlines, Exxon, Pepsi, Canon, McDonald's and Con Edison, the electric power company of New York City. Thirty-second spots are averaging 20% higher this year, according to a WPIX spokesman.

On the radio side, WABC(AM) will begin the third of a seven-year pact as the originating station of Yankee games. However, the team retains broadcast rights and sells the spots. The radio network consists of approximately 60 stations. Ninety games this season will be televised over pay cable TV via Sportschannel, which is now in its second year of a 15-year deal.

The same major sponsors for the Mets have bought time for the Yankees (see page 66).

**Toronto Blue Jays**

Radio coverage of the Toronto Blue Jays is sold out, according to Len Bramsquat, president of Telemedia Broadcasting Services, which plans to broadcast 162 games, eight of them preseason, on a network of about 38 stations in 1982. The originating station will again be CICL(AM) Toronto, which was purchased last year along with Hewpx Sports network, former radio rights holder of the Blue Jays, by Telemedia of Ontario Inc. General Motors, Petrocan, McDonald's, Canadian Imperial Bank of Commerce, Labatt Breweries and Panasonic are major sponsors on the network, which includes 36 French outlets and two English TV. Labatt will again produce and market coverage of the Blue Jays, to be distributed over the CTN network.

**California Angels**

The estimated annual broadcast rights for the Angels rose dramatically this year, following the pending sale of KTLA(TV) Los Angeles by Angels owner Gene Autry and The Signal Cos., to an investment group. Observers noted that Autry's 50% interest in the original rights package which, down but the sale, closed with home attendance records, has brought the team to the brink of implementing a new five-year agreement, reached in principle last year by the Angels and KTLA, predicated on the FCC's final approval of the station's sale. In the meantime, a station spokesman said KTLA plans "about the same" amount of promotional effort this year for its 35 regular season and two exhibition games. KMPC(AM), which will remain in Autry's hands, plans to cover all but one of the Angels games. In addition, at least four Spanish-language stations in southern California and Tijuana will air all Angels home games. Chevrolet, Anheuser-Busch, Chevron USA and Avco Finance have contracted to sponsor the Spanish-language broadcasts.

Fifteen Angel home games will be televised by ON TV, the subscription service aired over KBSC-TV Corona (Los Angeles). ON TV's contract extends through 1984. It has carried selected home games of the Angels for the past six seasons.

**Chicago White Sox**

More than two-thirds of the White Sox games this year will be seen exclusively on pay television via ON TV's two-channel STV service and suburban cable systems. Sportsvision, the pay channel owned jointly by the White Sox and all 31 other Chicago-based professional sports teams, the Stings (soccer), Black Hawks (hockey) and Bulls (basketball), is marketing a 112-game subscription package of White Sox games for 1983. Sportsvision leases time on UHF channel 60, one of two channels composing ON TV's STV service in Chicago. Subscribers are charged $15 for the two-channel package and $21.95 for Sportsvision a la carte. Cable subscribers are charged an average of $12 for the sports channel. The service now claims about 25,000 STV subscribers and 5,000 cable subscribers (cable marketing has just begun). Lauren Fadir, director of broadcast operations for the White Sox, said the break-even figure that the Sox would like to see figures well over the 30,000 pay subscribers. She said that figure should be reached in the latter part of 1983, largely due to cable subscriber growth.

A breach of contract suit filed against Sportsvision by Chuck Dolan's Sportschannel more than a year ago is still pending. Sportschannel claims that it was given the exclusive cable rights to White Sox games for the 1981 and 1982 seasons by former White Sox owner Bill Veeck. The current club ownership took control of the team between those two seasons and launched its own sports channel, disavowing Dolan's claim to the rights for any White Sox games in 1982.

Television originator WFLD-TV will carry 40 games this year (37 regular and three exhibition), down from 45 in 1982, fed to the station by Sportsvision. Television sponsors include True Value Hardware, area Dodge dealers and Anheuser-Busch. The station is in the second year of a four-year contract.

Radio originator WMAQ is entering the second year of a five-year contract it has with the White Sox to carry the full season. Sponsors include Honda, Anheuser-Busch, General Finance, Central Tire, Texaco and True Value Hardware.

**Kansas City Royals**

WIBW(AM) Topeka, Kan., will again originate coverage of the Kansas City Royals on one of the largest radio networks—110 stations—in major league baseball. Time on the network is sold out at $60,000 per 60-second spot, according to Bob Fromme, general manager of Stauffer Communications' Royals Radio Network. Pabst Beer, Datsun, Getty Refining and marketing, Yago Sangria and Guy's Potato Chips will return to sponsor 162 regular season games and 16 spring training games, while Budweiser Beer and True Value Hardware will sponsor 30 minutes of pre- and post-game programming. The team's TV network, Kansas City will broadcast 45 regular season games, an exhibition game and any postseason games with major sponsorship from Miller Beer and Chevrolet. The Royals are "relatively close" to a decision on pay TV rights, according to Bryan Burns, director of broadcasting for the team, who said Super Sports Network as well as several regional multiple system operators have made offers. Burns anticipates that no more than "50 or 60" Royals games would be carried on cable each season at the outset, to prevent a negative impact on the gate. Telecable Corp., Tele-Communications Inc., Landmark Communications and American Television & Communications Corp. own cable systems in the vicinity of Kansas City.

**Minnesota Twins**

Pay TV rights to the Minnesota Twins are the
Sounds like...
New Pantomime Quiz

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.

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for more reasons than ever before. He's branching out, expanding his format to include important information as well as dazzling entertainment.

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Spotlighting trends, lifestyles, beauty, fashion.
And of course, a roster of celebrity guests!

ENTERTAINING, ENLIGHTENING, EXCITING – MERV IS ENRICHING AMERICA
subject of a lawsuit filed by Midwest Radio-TV Inc., Minneapolis, after the team entered a joint venture with the North Star hockey team and United Cable Television Corp.’s Home Entertainment Network a little over a month ago. Midwest Radio-TV bought what it believed were the radio and TV rights and a right of first refusal to pay TV rights last October from Midwest Federal Savings and Loan Association, according to Jim Rupp, president, Midwest-Radio-TV. The case is set to go to trial in late April. Meanwhile, KMP-TV Minneapolis continues to subtlet the rights of Twins coverage and will carry 50 games this year. WCCO(AM) Minneapolis will originate coverage to a radio network of 25 stations that is three-quarters sold out at an average of $185 per 30-second spot. Pabst, Farmers Insurance, Midwest Federal Savings and Loan and True Value Hardware are major sponsors.

**Oakland Athletics**

KBHK(TV) is entering the second year of a three-year joint venture agreement with the A’s, with 42 games scheduled and the option for five others. Ten of the home games will be seen exclusively on KBHK. KBHK has added former San Francisco Giants manager Bill Rigney as a commentator. According to KBHK general manager Bill White, the station is planning an intensive promotion campaign, to include “billboards, newspaper ads, ‘TV Guide’ advertising, point-of-purchase promotions, bumper stickers and an automobile giveaway.” The station will highlight game results on the air with the introduction of an “instant scoreboard” graphics package to be displayed after each game during program breaks.

KSFO, which holds the A’s radio rights through 1984, reports increased sponsor and station interest over last year. Scotty Hemley, director of sports programming for the station, said the network expects to add two or three stations before the season starts.

**Seattle Mariners**

Discussions are being held in Seattle on bringing pay cable and the Mariners together, but the earliest chance for such a union is 1984. This season KSTW(TV) is telecasting 50 games, five at home and 45 away. The station is operating in the second year of a two-year pact. Its coverage of the Mariners’ games will be fed to Boise, Idaho; Portland, Ore., and Spokane, Wash. The station has signed two major sponsors, Anheuser-Busch and True Value Hardware, but has four or five clients it expects to soon sign. Radio seems headed for a good baseball year, according to John Hendricks, general sales manager of KVI(AM). He estimated that the baseball inventory is 80% sold, with major commitments made by Budweiser, Chevrolet, Chrysler, Chrysler Oil, Farmer Insurance Co. and Fred Meyer Stores.

**Texas Rangers**

Warner Amex Cable has signed a reported maximum five-year pact with the Rangers, starting this year, which will bring to the club between $10 million and $15 million over the period of the contract (BROADCASTING, Feb. 21). Warner Amex has obtained exclusive rights to 100 Rangers’ games for the 1983 season.

Thirty games will be carried on commercial television over KXAS-TV Fort Worth and fed to a network of 15 stations. Roy Park, executive director of the Texas Rangers Baseball Network, which acts as sales agent, said business has been “very good.”

**Chicago Cubs**

WGN-TV reports that sales are proceeding smoothly this year with about 70% of the advertising schedule already sold, according to Dennis Fitzsimmons, director of sales. The station will telecast about 150 games. Major sponsors already sold include Toyota, Union Oil, True Value Hardware and Canon. WGN-TV has signed a new long-term arrangement to carry the Cubs games but would not specify its length. A spokesman for the Cubs said the team has no plans at this time to enter the pay-cable television field. On radio, WGN(AM) will broadcast all regular games and 12 exhibition contests.

**Montreal Expos**

With the baseball strike of 1981, the Expos’ five-year TV contract for $32.5 million with the Canadian Brewer Carling-O’Keefe was extended for a sixth year. The brewer has turned around and subcontracted Expo games to CBC-TV, now on nearly 60 English and French stations. Radio affiliates have also increased, from 24 on the English network to 38.

**New York Mets**

Radio, TV and pay cable rights have jumped nearly 150% in 1983 for the Mets. WOR-TV will begin its 21st season as the originator of television broadcasts, a “partnership agreement” it has had with the baseball club since the Mets began playing in 1962. Sponsors include Anheuser-Busch, Nissan Motors/Datsun and Manufacturers Hanover Trust. Sales are running about 30% ahead of last year, according to Robert Fennimore, station vice president and general manager.

Mutual’s WNYM(AM) will begin its first year of a three-year contract for radio coverage. As for pay-cable rights, Sportchannel, a subsidiary of Cablevision, is in its second year of a 30-year agreement, and will air 60 games, both home and away. Sponsors for the cable channel include Budweiser, Toyota and Getty Oil.

**Philadelphia Phillies**

The Phillies have a new television originator this year—Tait Broadcasting’s WTAF-TV. The station has signed a 10-year contract with the team, which provides for the televising of 83 games in 1983 (70 away games and 13 Sunday-afternoon home games). Tait owns 48% of the Phillies. Television sponsors this year include Anheuser-Busch, Roy Rogers restaurants and Toyota.

Prism, the Bala Cynwyd, Pa.-based regional pay cable programer, is entering the third year of a five-year contract with the Phillies. It has the exclusive rights to 30 home games in 1983 and will provide them to 81 cable systems in Pennsylvania, New Jersey and Delaware. Prism currently has about 330,000 subscribers, each of whom pays between $10 and $11 for the service (operators pay Prism $5.25 per subscriber).

Radio rights holder WCAUL(AM) negotiated a 10-year contract with the Phillies last year.

**Pittsburgh Pirates**

KDKA-TV will carry 60 Pirate home games this season, with major sponsors including Anheuser-Busch and Giant Eagle food chain. Negotiations with automobile companies are still being conducted. On the radio side, KDKA holds the rights for all 162 games, and the playoffs. Constantine Grab, program director at the station, expects a “fairly large increase in sales over last year” with major clients including Chevrolet, Melon Bank and Anheuser-Busch. The Pirates have additionally sold rights to Warner Amex Cable for a newly developed pay-cable service called Home Sports Entertainment-Pittsburgh. A five year contract was signed for rights to broadcast 60 home games in the first two years, increasing to 80 to 100 games in the last three years of the contract.

**St. Louis Cardinals**

KSDK(TV), in the middle of a five-year agreement, holds rights for the Redbirds through 1984. It has rights to 40 games (including one exhibition game). According to Tony Bello, KSOK vice president, director of sales, the schedule is 80% sold inside games (and is about 90% sold during pre- and post-game shows). Major sponsors include Anheuser-Busch, Toyota Dealers of St. Louis, Parker Distributors, Kroger stores, True Value Hardware and Southwestern Bell. An official for the team said the club was looking for cable or pay TV options “but right now there’s nothing out there.” (Last year, he noted, the club did do seven STV games over Cox Broadcasting’s KDNL-TV, and had hoped to do more this year, but Cox dropped its STV mode.)

**Atlanta Braves**

Braves games (between 135 and 150 in 1983) are seen on superstation WTBS(TV), commonly owned by Turner Broadcasting System. The radio originator is WSB(AM) but the Braves retain the radio rights and sell the advertising for the 162 regular season games and 10 exhibition contests the station broadcasts. WTBS sells the Braves telecasts, which now reach 5,024 cable systems with a total of 25 million subscribers. On March 28 and 29, WTBS will present a two-part, four-hour documentary on the Braves. The video footage used for the documentary was selected from 170 hours of videotape that was shot during the Braves 1982 season. Venable sportscaster Red Barber will narrate the program.

**Cincinnati Reds**

Television rights holder WLWT(TV) is in the fourth year of a five-year contract with the Reds, while radio originator WLW(AM) has
Metromedia.

Katz.

The best.
KATZ INDEPENDENT TELEVISION welcomes KRIV-TV Houston, KTTV Los Angeles, WNEW-TV New York, and WTTG Washington D.C.
just signed a new 10-year deal starting with the 1983 season.

WLWT will carry 48 Reds telecasts this year, mostly away games. Sponsors include Anheuser-Busch, area Ford dealers, Gulf and Frisch's Big Boy restaurants.

**Houston Astros**
The ball club continues to retain conventional television and radio rights, doing its own selling and administering of regional networks. KRBE(AM) Houston, formerly KENR, continues as originating station for a radio network of 40 stations with KRBE-FM there simulcasting night games. New TV originator is KTXT-TV Houston for a network of approximately 12 stations. Art Elliott, director of broadcast operations for the Astros, conceded that sales were "a trifle slow" in February but that historically sales come "like the spring floods" in March. Among major sponsors already committed to returning are Anheuser-Busch and Nissan Motors.

**Los Angeles Dodgers**
The Dodgers continue to use KVT(TV) as their exclusive originating station for television and KABC(AM) for radio. The network for radio has expanded to 28 English-language and three Spanish-language stations this year.

ON TV, the subscription television service aired over KBSC-TV Corona, is entering its seventh season televising 15 home games from Dodger Stadium. The games are scheduled to continue on ON TV through 1984.

**San Diego Padres**

Television rights for the Padres transferred from KFMB-TV to NBC-affiliate KCFN-TV San Diego this year, in a new three-year contract. A station spokesman said details of an extensive promotion campaign are still being worked out and that advertisers are responding "better than expected." KCFN-TV expects to offer 49 regular and two exhibition games.

WFMB(AM) has renewed its three-year contract for English-language coverage, which continues exclusively on that San Diego outlet. Spanish-language coverage, emanating from XEUX(AM) Tijuana, has expanded to 33 stations, including a number in Mexico.

According to Jerry Coleman, director of radio and television for the team, the Padres "are very interested in cable and/or pay television coverage of their games and are contemplating a "substantial cable operation" featuring from 40 to 50 games this season. Coleman says the baseball club is negotiating with at least one MSO and one STV program service for game coverage and eventually will try to obtain access to the cable systems serving an estimated 350,000 households in the San Diego market, the nation's most heavily wired.

**San Francisco Giants**

This season marks the end of a five-year radio and television contract between KTVU(TV) and KNBR(AM) and the Giants. Team spokesman Pat Gallagher said 1984 "will be a very interesting year for us because we anticipate getting involved in pay cable coverage. We know we're going to get into it, the question is how." (The Giants have not yet ventured outside the traditional broadcast area.)

For this season, KTVU will cover 31 regular season games (all at home) and feed four other stations. KNBR will present play-by-play from all 162 regular season games plus eight pre-season contests. KOFY San Mateo enters its second year of Spanish-language coverage, with 33 games featured.

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### FCC upheld in KCET(TV) case

**High court affirms renewal of Los Angeles noncommercial station and says commission is not required to make television serve deaf**

The FCC, a public broadcaster whose license was under challenge and a group of deaf persons in California are in agreement that the public interest would be served if television broadcasting were made more available to the nation's hearing impaired, believed to number between 8.5 million to 20 million. But, the Supreme Court held last week, there is nothing in the law requiring the FCC to see to it that broadcasters make a special effort to offer that service.

The court issued the ruling—by a 7-2 vote—in affirming the commission's decision to renew the license of noncommercial KCET(TV) Los Angeles. In the process, it rejected the argument that Section 504 of the Rehabilitation Act, which forbids discrimination against the handicapped by those receiving federal funds, requires the commission to review a public television station's renewal application under a stricter standard than it applies to a commercial licensee.

"No party suggests that a licensee, whether commercial or public, may simply ignore the needs of the hearing impaired in discharging its responsibilities to the community which it serves," the majority said, in the opinion written by Justice John Paul Stevens. But, Stevens added, "we are not... persuaded that Congress intended the Rehabilitation Act of 1973 to impose any new enforcement obligation on the Federal Communications Commission."

Sue Gottfried, representing a group of hearing impaired residents in the Los Angeles area, in 1977 petitioned the FCC to deny the license renewal applications of KCET and seven local commercial stations because, she said, they had not ascertained the needs and interests of the hearing impaired and had violated Section 504. She contended that the stations had failed to carry enough programming with special captioning or other aids to benefit the hearing impaired.

The commission rejected both arguments. For the one involving the Rehabilitation Act, the commission said that the statute does not apply to commercial stations and that while it might apply to public outlets, the allegations were premature until the agency responsible for enforcing the law—the Department of Education—found the station in violation.

The U.S. Court of Appeals in Washington affirmed the decision regarding the commercial stations. But it said that a public broadcasting station subject to Section 504 should be held to a stricter "public interest" standard than a commercial station and that the commission should not renew KCET's license without inquiring into its efforts to meet the needs of the hearing impaired.

The appellate decision raised the question as to whether the commission is obligated to implement laws or policies for which other agencies of government are responsible. Thus, if the Supreme Court decision had gone against the commission, officials felt, it would have established a difficult precedent.

The commission maintains it may choose to follow the principles underlying statutes and policies beyond the scope of the Communications Act—as in the case of the equal employment rules, for instance—if it feels such action is required by the public interest mandate of the Communications Act. But it argued in the KCET case that requiring stations to engage in closed captioning for the hearing impaired was not practicable because of the technical complexities involved. It also said, however, it would consider the matter in a license renewal proceeding if KCET were found—by the "proper" agency—to be in violation of Section 504.

The court majority accepted that argument. If a licensee were found guilty of violating the Rehabilitation Act—or any other federal statute—"the commission would certainly be obligated to consider the possible relevance of such a violation in determining whether or not to renew the lawbreaker's license," Stevens wrote for the court. But, he added, "in the absence of a direction in the Rehabilitation Act itself, and without any expression of such intent in the legislative history, we are unwilling to assume that Congress has instructed the Federal Communications Commission to take original jurisdiction over the processing of charges that its regulates have violated that act." Stevens pointed out in a footnote that
NBC OWNED TELEVISION STATIONS AND CHARLIE'S ANGELS—BEAUTIFUL!

Charlie's Angels shows great legs on NBC O&O's in Washington and Cleveland—with tremendous growth over last year!

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Source: ABD/TN

Charlie's Angels

A Spelling/Goldberg Production distributed by Columbia Pictures Television
WE PUT AFTERNOON
SO WE COULD OFFER

Why Afternoon?

Why gamble on high cost, high risk off-network reruns? Now there's a viable alternative with a track record to prove it really works.

AFTERNOON is an up-tempo daily hour with a unique balance of news, information and entertainment that reaches the right audience (women 18-49) at the right time. (Just before your early news.)

The secret? AFTERNOON is produced live in your town. Each day, co-hosts enter your local market with a combination of live interviews, stories supplied by our national production bureaus and breaking news.

An artfully designed set that's easy to install.

The AFTERNOON formula is both simple and ingenious. Once you come on aboard, we provide you with a complete blueprint for success. Just build a set to our specifications, hire your on-air talent and assign a production team. We do the rest.

AFTERNOON is always up-to-date because it's live. And because it's local, AFTERNOON is automatically customized to each market.

That's good news for advertisers too, because they know the value of a show that's tuned in to hometown values.

Live makes it better. Local makes it work.

VARIETY
Wednesday, June 23, 1982

"The show will have a national flavor, but we will do it live," says Jim Dauphinie, executive producer of the strip. "The story we'll tell each day will be the story of the world." 

But the heart of the strip is the "local" news. It will be live, local and topical. "We'll be able to react instantly to what's happening that day," says Dauphinie.

The trend toward local programming is nothing new. The trend is the first of what could be a major commitment by station groups, and even individual stations, to produce local, in-house programs.
ON THE AIR LAST YEAR
IT TO YOU THIS YEAR

The ideal news lead-in.
AFTERNOON keeps audiences up-to-the-minute with three regularly scheduled news windows in every hour.
Live and direct from the AFTERNOON set, these windows are a great way to get breaking stories on the air before your competition.
And even more important they serve as a showcase for your news talent, as well as providing a strong lead-in for news programs to follow.

Here's how it works.
Put it together and here's the formula that makes AFTERNOON work for you.
- Daily features from our national production units.
- High quality local production.
- Regularly scheduled news breaks.
- Live co-hosts.
- A set that's easily installed.

AFTERNOON is produced by Corinthian Broadcasting Corporation, a company of the Dun & Bradstreet Corporation, and represented for syndication by ComWorld Domestic Sales. Together, we can show you how easy it is to make our AFTERNOON part of your afternoon.

Firm "GO" for 2nd Season!
Five full-time national production bureaus.
AFTERNOON's national production units supply participating stations with six features on a wide range of fascinating subjects every day (more than 600 already produced). We also provide a full set of scripts (intros and epilogues) for each show, as well as promotional materials, on-line consultation and regular newsletters.

COMWORLD
DOMESTIC SALES
NEW YORK 212-889-6802
LOS ANGELES 213-854-3591
CHICAGO 312-943-5100
NASHVILLE 615-373-0819
The commission's duties "derive from the Communications Act, not from other federal statutes."

The court made it clear that public television stations are subject to requirements—imposed either by the funding agency, the Department of Education, or the commission—that they take the steps necessary to assure the hearing impaired of access to the station's programming. But, Stevens said, "unless and until such a differential standard has been promulgated, the Federal Communications Commission does not abuse its discretion in interpreting the public interest standard... when it declines to impose a greater obligation to provide special programming for the hearing impaired on a public licensee than a commercial licensee.

The two dissenters in the case—Justices Thurgood Marshall and William J. Brennan—said in a statement written by Marshall that the commission erred in disregarding Section 504. Previous decisions by the court make it clear that where an agency is required to assess the public interest, Marshall wrote, "the agency must give at least some consideration to other federal statutes that are pertinent to the administrative decision."

An agency may choose not to follow the prescription of the statute in question, Marshall said. If the agency concludes the statute should not prevent the achievement of the objectives embodied in its regulatory scheme—and gives its reason for that conclusion—"the agency's determination will not lightly be overruled," Marshall said. "But the agency cannot simply 'close its eyes' to the existence of the statute," he added.

Gottfried's attorney, Charles Firestone, said he was "disappointed" by the decision. But he drew comfort from what he said was its narrowness. The decision did not go to substance, he said—and from the conviction it "may" help in another case in which the Gottfried group is seeking to force the government to direct public television stations to assure the hearing impaired access to their programming.

Firestone noted that the Supreme Court held that funding agencies are responsible for enforcing the Rehabilitation Act.

A U.S. district judge in October 1981 ordered a cutoff of Department of Education funds for public television programming until the government assures such access. He acted after a trial in which the DOE, the FCC, the attorney general and the Health and Human Services Department were accused of failing to apply Section 504 of the Rehabilitation Act to public television (BROADCASTING, Nov. 2, 1981). The matter is now on appeal before the U.S. Court of Appeals for the Ninth Circuit.

**ITU critic sees more problems**

Gardner predicts continued confrontations between U.S. and Third World countries over international spectrum

The U.S. machinery for making international telecommunication policy was described again last week as in urgent need of strengthening. This time, the critic was the head of the Telecommunication Union plenipotentiary conference in Nairobi, Kenya, last fall. His criticism came in testimony before the House Subcommittee on International Operations. And this time, there was general agreement from the State Department, expressed by officials with the mission of improving that machinery.

But the chairman of the subcommittee, Representative Dante Fascell (D-Fla.), who over the years has frequently expressed the kind of criticism he heard from Mickey Gardner, head of the delegation to Nairobi, was not entirely comforted by what he heard from the State Department. The new organization being established to deal with the problems under discussion, he said, "sure as hell will be looked at by me."

Gardner, a Washington attorney, appeared still shaken by the experience of his six weeks in Nairobi, when only four votes of the 133 nations present—the margin by which Third World countries failed in a move to expel Israel from the ITU—separatist the U.S. from the need to make good on its threat to leave that world body. He said that Nairobi demonstrated that "radical Third World forces" have the power to alter the ITU's "fundamental mandate and to subvert its activities in a manner which is unaccepturable to U.S. interests," Gardner added. "The fact that our membership... was so close to being terminated suggests strongly that we may be faced once again with a similar situation at one of the 15 upcoming ITU conferences remaining in this decade. While Israel's membership may not be the issue in future conferences, jamming, irrational allocation of the spectrum or ownership of geostationary [orbits] are all important issues which may arise under circumstances where we are not able to muster the sufficient votes to prevail."

Gardner offered two remedial suggestions that he has been making since returning from Nairobi in November (BROADCASTING, Nov. 15, 1982). The first is to "elevate telecommunications within the government" and commit the resources needed to plan for the forthcoming ITU conferences in a "creative and timely fashion. The U.S. should do better than simply engage in "damage control exercises," reacting defensively to the agendas of others, he said. His second—and more dramatic—suggestion is that the U.S. should develop "a compatible alternative to the ITU" which the U.S. and like-minded countries could use as a means of formulating a "global consensus on important points" in advance of "contentious international conferences." If worse came to worst, and the U.S. was "forced," as it almost was last fall, to withdraw from the ITU, the new policy-making body—for which Gardner offered no details—could be used "for the continued, rational use of the spectrum and geostationary orbit," Gardner said such a threat, made at Nairobi, had a sobering effect on Third World countries.

Gardner's grim assessment was not challenged by Diana Lady Dougan, coordinator designate for international communication and information policy, or William Salmon, senior adviser for science and technology to the undersecretary of state for security assistance, science and technology. Dougan would be the first person to hold the coordinator's post created in response to the criticisms of those, such as Fascell, who have said the department needs a focal point for international communications and information policy, not only for elements within the department but for all agencies within the federal government concerned with those matters. The office will be formally established "within the next few weeks," she said. She also serves as executive secretary of a group of senior officials of 14 federal agencies with primary interests in international telecommunication conferences, the Senior Interagency Group on International Communication and Information Policy.

Dougan, whose nomination went to the Senate last week but who has been working in her post as a consultant for two months, said that neither the government nor the private sector is "satisfied" with the representation being offered the international telecommunications conferences. "Nor should they be," she added. "That concern," she said, "can translate into substantive action." She said the U.S. must start early in preparing for international telecommunications conferences, "devote more thought power and generally become better prepared." And Salmon said the problems are outrunning the resources devoted to them. "The importance of communications is expanding at a much greater rate than the resources devoted to it. We need more resources in State and other agencies."

Dougan was not prepared to say that the U.S. should "seek direct alternatives to the ITU" as was the recommendation of William Salmon on Nov. 2, 1981. But he said that as the international organizations become the composers of political anthems rather than the architects of technical agreements, we must re-examine our role and participation. At minimum, we must pursue in-depth contingency planning, including more effective use of bilateral and multilateral consultations.

Over all, Doughan's testimony was upbeat. She said that because of the "resources and commitment" of the department and the "increased attention of senior people," she is "optimistic" regarding the future. She also said she and her colleagues "are working on more expeditious and comprehensive conference preparation."

But Fascell appeared more impressed by Gardner's recommendations: he said he endorsed them. He also said the U.S. is proceeding "conversely" to them. And he expressed some doubt that the new coordinator's office in the State Department would succeed in its mission. He was not sure that it would have sufficient authority to make the plan work. "It would make sense" if her superior, the undersecretary of state for security assistance, science and technology, William Schneider, were in charge "and you were in the line of command," Fascell told Dougan. "But if they
“Naturally, independents are important to me because they keep my costs per point in line.

“But what I really like about WUAB is that they don’t relate to being an independent. They relate to being a television station.

“We’re looking mostly for a demographic of 25 to 54 adult. And WUAB delivers it. They do a great job with the Cleveland Indians. Their promos are the best I’ve seen. They even go out of the market on cable.

“You have to realize that independent Gaylord stations, like WUAB, can’t always assume they’re going to get a chunk of your budget. So they do try harder to put together a good package for you.

“WUAB is one of the finest independents I’ve ever worked with. From beginning to end, they really are professionals.”

Gaylord Broadcasting

KTVT Dallas/Ft. Worth • WTVT Tampa/St. Petersburg • KSTW-TV Seattle/Tacoma
WUAB-TV/Cleveland/Lorain • KHTV Houston • WVUE-TV New Orleans • WVTI Milwaukee
Dealing with Radio Marti's frequency dilemma

Iowa senator says President assured him station won't go on WHO Des Moines slot; White House confirmation or denial not forthcoming

President Reagan last week had a score of senators and House members in for a pep talk on Radio Marti on Tuesday. The idea was to impress the lawmakers—most of them supporters of the proposal to establish a radio station that would broadcast news of Cuba to that country—with the President's interest in the project and to assure them the necessary legislation would be introduced "soon." But the meeting resulted in some confusion as to whether the President gave assurances the station would not be established on 1040 kHz, the frequency on which WHO(AM) Des Moines, Iowa, operates.

Senator Roger Jepsen (R-Iowa), who along with other members of the Iowa delegation had objected to Radio Marti proposals in the last Congress because of the administration's expressed interest in 1040 kHz, was convinced he had such an assurance. He issued a press release to announce the development.

But confirmation was lacking at the White House and State Department. So were denials. Aides in both places appeared determined not to say anything that might offend Jepsen and thereby complicate an already delicate political situation.

A White House spokesman said he was not aware that the subject of frequencies had been discussed in detail. "But that could be his [Jepsen's] understanding," the spokesman said. "I'm not confirming, I'm not denying. I don't want to comment on the senator's understanding," he said.

The spokesman said he did not want to get into the touchy frequency issue except to emphasize the administration's commitment to work closely with members of Congress and others in working out their concerns. "It is, the spokesman added, "premature to discuss the frequency issue in a specific manner at this time."

At the State Department, Assistant Secretary of State for Inter-American Affairs Thomas O. Enders, who had been at the gathering, had not, apparently, informed members of his staff of the assurance reportedly given him by the President. Enders's staff said Jepsen's press release contained the first word on the subject he had heard.

Enders and Vice President George Bush were at the gathering, which deepens the confusion. Enders and Bush were among those with whom Jepsen said he had discussed the matter. And, Jepsen said, the officials "indicated that the 1040 signal was no longer being considered for broadcasting by Radio Marti."

As reported by Jepsen, the President had given his assurance in a jocular fashion. When he broached the subject, Jepsen said, Reagan smiled and said that an official at the station where the President had worked as a sports announcer in the early 1930's once promised him a job if he lost the one he had.

"The President assured me that 1040 was out of the question and joked that he wanted to keep that who option open," Jepsen said.

The frequency issue is at the heart of the controversy that blocked Senate action on a Radio Marti bill in the last Congress. Cuba has proposed installing a 500 kw station on 1040 kHz, and WHO officials fear Cuba will make good on its threat if Radio Marti operates on the frequency—with the result that the signals of both Radio Marti and WHO will be drowned out.

Given what he took to be the President's assurances, Jepsen said in his press release that he is satisfied WHO and its licensees "will not suffer because of Marti broadcasts," and added, "I will support the Radio Marti legislation in the Senate and Congress."

But Iowa's is not the only delegation the administration must convince. Other members of Congress are sensitive to expressions of concern from broadcasters in their states and districts worried about a power war being touched off by Radio Marti, regardless of the AM frequency on which it is located—but particularly if it is located on the one on which theirs operate.

As a result, the administration is focusing its effort, in preparing its legislative push for Radio Marti, on winning the support of the broadcasting industry. Enders has been the point man in that operation, in an intensive series of daily talks with Edward Fritts, president of the National Association of Broadcasters. A State Department official said a bill would probably be introduced—by the end of last week—but if it, it might not be with the NAB's blessing.

Fritts on Thursday said the administration has been "more accommodating" on the issue than it has ever been. But he also said "significant problems" remain to be solved. "We're still talking," he said. "But I won't say we're making progress."

Cuban-caused interference to American stations has been a problem for years. And Fritts said his concern, in his talk with Enders, is "to make sure" the danger of that kind of thing being "minimized." He is also making clear concern about the present level of interference.

Fritts declined to discuss the substance of the talks, but he indicated that he is stressing the NAB's principal suggestion for dealing with the Cuban-caused interference problem—"negotiation" with the Cubans.

CPB presents familiar Hill battle cry

Says Reagan cuts could permanently damage U.S.'s public TV system

The Corporation for Public Broadcasting made a plea to Congress last week to fight another round of budget cuts proposed by the Reagan administration for CPB's fiscal years 1985 and 1986. The White House has proposed to cut CPB's 1985 budget to $85 million, down 35% from $130 million appropriated by Congress last year, and cut another $55 million out of the $130 million authorized for CPB in fiscal 1986.

CPB President Edward J. Pfister, in a statement before the Subcommittee on Labor, Health, Human Services and Education of the House Appropriations Committee, called the proposed cuts "an assault on the concepts of two year advance funding for the CPB that Congress itself legislated."

The Congressional Arts Caucus, in a letter sent to the subcommittee and signed by 29 members of its executive committee, said the "cuts would have a devastating impact on public radio and television in the United States."

Sharon Rockefeller, chairman of CPB's board of directors, said further cuts would "cripple the character of public broadcasting." She noted that in her home state of West Virginia, 24-hour broadcast days have been reduced to 16 hours at two public television stations, and that weekend morning programming has been dropped at public stations in Charleston and Huntington, the two largest markets in the state.

Pfister and Rockefeller emphasized the proposed budget cuts are most damaging to new program productions which usually require two-year lead times. The current run of high quality programming on public stations, they explained, is due to programs that were planned before the Reagan administration came to office.

Rockefeller testified the Reagan administration's belief that budget cuts in public broadcasting should be made up by voluntary contributions from the private and commercial sectors. "Catch-22." Without enough funds to produce new programs and services, Rockefeller explained, quality will decrease and public broadcasting will lose its audience, along with private contributions. "We don't want to start on that downward spiral," said Rockefeller.
We bring you the music that brings in your audience.

There’s a proven way to attract and hold today’s demanding and discerning audience — give them the music they want to hear. The music licensed by BMI.

BMI, the world’s largest performing rights organization, licenses most of the music that audiences prefer; the majority of the music on last year's charts.

The most talented collection of writers and composers. Creating the most popular music. Helping you capture a larger audience. Today and tomorrow. That’s BMI.

Wherever there’s music, there’s BMI.
Washington up close: Broadcasters to make rounds on Capitol Hill

NAB sponsors annual three-day conference comprising visits with congressmen, legislative briefings for state association presidents, executive directors

State broadcasting association presidents and executive directors will gather in Washington this week for some first-hand exposure to Congress, the FCC and to one another. It’s an annual visit for the broadcasters, who will represent at least 48 states this year. The National Association of Broadcasters sponsors the three-day conference, which will feature legislative briefings, visits to congressmen, a closed meeting for the executive directors and a reception and dinner attended by FCC commissioners. About 300 broadcasters are expected to attend, 100 of whom are state association officials.

The conference will be kicked off on Tuesday, March 1, by a four-hour, closed-door session attended by the executive directors. This forum was designed to give the officials a chance to speak candidly about their associations and discuss mutual problems. Peter Easter, executive director of the Virginia Association of Broadcasters, who will lead the meeting, said some of the items slated for discussion include membership development, long-range goals, maximizing contact with other broadcasting associations, methods of raising outside income and providing members with worthwhile services.

Also on Tuesday, a series of cocktail receptions will be sponsored by the Texas, Arkansas, Florida, Alabama and Wisconsin broadcasters.

There will be legislative briefings Wednesday morning by the NAB’s government relations department, before the broadcasters begin making rounds on Capitol Hill. According to Steven Stockmeyer, NAB’s senior vice president, government relations, the two most important legislative issues the broadcasters will discuss with the congressmen include broadcast deregulation in the House and the importance of codification of the FCC’s must-carry rules. Stockmeyer said the groups will thank senators for adopting S. 55, the broadcast deregulation bill, and discuss their concerns over Cuban interference, copyright issues and syndicated exclusivity protection, and they will also press the case for televised coverage of the Senate. After the delegations meet with their congressmen, the NAB. Stockmeyer said, will poll the broadcasters to see “who’s with us and who’s against us.”

The NAB will host a reception/dinner at the Marriott Wednesday night featuring William Scott of NBC’s Today. The Pennsylvania Association of Broadcasters will also hold its annual Gold Medal dinner and reception at the Washington Hilton that night at 6:30 p.m. This year’s Gold Medal will be presented to ABC Chairman Leonard Goldenson. Other highlights of Wednesday’s activities include a breakfast sponsored by Louisiana broadcasters at the Marriott, featuring FCC Commissioner James Quello, and another breakfast hosted by New York broadcasters, to be held at the NAB, with FCC Commissioner Henry River.

On Thursday, Bill Stakelin, NAB joint board chairman, will greet the broadcasters for a session titled, “NAB and You—Growing Stronger Together.” NAB President Edward Fritts, Executive Vice President and General Manager John Summers and Stockmeyer will discuss what the association is “ready and willing to do for state associations.” NAB has provided various services for state associations in the past and will formalize those services this year with an itemized list. Also, Summers said, the association will announce how it intends to portion out $50,000 of funds set aside by the NAB’s boards to reimburse officers of state broadcasting associations for costs incurred while attending NAB-sponsored functions and while working on legislative issues with the national association (BROADCASTING, Jan. 24).

Also on Thursday, the broadcasters will hear about direct mail and marketing, at 9:30-11 a.m., from Jonah Gitlitz, vice president, Direct Mail/Marketing Association in Washington; Anne McGuire, manager of the Direct Marketing Association in New York, and Mike Greetschel, president of the Market Development Group in Washington.

Following that session, membership and fund raising will be the subject of another, at 11-12 p.m., with Joe Reilly, executive director of the New York State Broadcasters, and Dini Serngard, manager of membership and marketing, American Society of Association Executives. Luncheon speaker on Thursday will be FCC Chairman Mark Fowler.


A growing activism at the grass roots

State associations are on the rise in members, budgets and staff professionalism

On the occasion of the NAB’s state president’s and executive director’s meeting this week in Washington, BROADCASTING surveyed a number of state associations and found their concerns to be as diverse as the scope and size of their organizations. Those concerns ranged from state legislation and the growth of new technologies to association funding and educational seminars to help the local broadcaster.

Some states, such as California, boast massive membership rosters. Others, like Maryland, Delaware and the District of Columbia, combine their forces in one association. Budgets range from as little as $10,000 to New York’s $180,000.

The Hawaii Broadcasting Association is loosely knit, with one secretary to handle its affairs. By contrast, the Georgia Association of Broadcasters has one of the largest staffs, with a full-time director and two support staff members.

Priorities at state associations also differ. Some concentrate on lobbying their state legislatures, while others focus more on educational services. The executive directors who guide the organizations are equally diverse. They are lawyers, lobbyists, current and retired broadcasters, advertising agency executives, public relations consultants and even academicians.

Despite the sagging economy, most state broadcasting associations are growing. As the associations grow, many executive directors say their functions and responsibilities are changing to meet the needs of an increasingly competitive industry. Richard Wyckoff, NAB senior vice president, broadcast liaison, thinks broadcasting associations are at a crossroad. “What these states have to look at now is: ‘Do we stay merely as a gathering place for broadcasters to meet socially, and for businesses two a year at our conventions, and have a watchdog in the state capital, or do we move beyond that and move from the part-time to the full-time executive director whereby we can offer more services?’” Wyckoff said. He believes some associations have already made the transition and that a trend is being set. There are roughly 13 to 15 state associations that employ full-time executive directors. Wyckoff thinks that as the associations grow stronger that figure will increase. He already sees broadcasters formalizing their organizations. “State associations are starting to
is impressed by the issues with which broadcast associations are dealing. He also thinks they will become more and more active on the congressional level. CBA is one of the largest associations, listing a membership of roughly 250 radio and television stations out of about 500 licensees. Biondi, who has a broadcast journalism background, primarily functions as a lobbyist at the state legislature. He noted that the northern and southern California broadcasters associations (both separate from CBA) offer educational services, such as sales and management seminars, which most other state broadcasting associations include in their membership packages. CBA publishes a monthly newsletter to inform members about legislative issues.

Biondi also thinks associations need to boost their congressional lobbying activities. Broadcasters, he said, must communicate and work more with members of Congress from their state and to support the NAB's legislative efforts. The potential of grass roots lobbying is still not realized by broadcasters. Biondi said. Harnessing that potential has become a priority at the NAB, however, and the conference this week will encourage broadcasters to combine their lobbying efforts with those of the NAB. The NAB also has established a series of legislative liaison committees to help state associations monitor and lobby their congressmen.

The Texas Association of Broadcasters is active on national issues. When the TAB's executive director and president go to Washington this week, roughly 25 other Texas broadcasters will join them. Bonner McLane, executive vice president of the TAB, said the association represents 427 radio and television stations. McLane thinks broadcast associations are becoming more professional and will have to provide more services in the future. As the industry be-

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George Foster Peabody Award
Gabriel Award
N.A.T.P.E. (Iris)
International Film & TV Festival of New York
Consumer Journalism Award
Howard W. Blakeslee Award
National Mental Health Association Award
American Film Festival
Broadcast Design Association
Women at Work Broadcast Award

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Source: Nielsen
comes less regulated, the original need for associations as lobbyists will diminish, he said. McLane predicted that sales and management seminars will become more common.

Right now the TAB is fighting state legislation that would limit advertising by utility companies. All broadcasting associations appear to be facing key legislative challenges in light of reduced federal funds to state governments. Most associations say they are constantly battling attempts by state legislatures to tax the industry.

Joe Reilly is the New York State Broadcasters Association’s first full-time executive director. Reilly has been with NYSBA for two and one half years and was a broadcaster for more than 20 years. (NYSBA has 275 radio and television members out of about 350 licensees in the state.) In addition to his chief duties as a lobbyist, Reilly says NYSBA provides numerous services. It sponsors two major annual conventions, an awards program, sales seminars, small-market workshops and several broadcast/legislative regional meetings. Every year NYSBA sends 35 New York broadcasters to Washington. “Broadcasters are realizing they need to band together and make their association more sophisticated and professional,” said Reilly.

One problem shared by associations, Reilly said, is funding. Dues represent roughly 50% to 90% of most associations’ revenues. Some associations raise money through conventions and seminars, although the greatest profits are realized through ventures such as insurance programs for members. Both the NYSBA and the Georgia Association of Broadcasters offer group insurance programs. The GAB, which has been called a “real money maker,” co-sponsors an annual beauty contest to raise funds.

Bill Sanders, executive vice president of the GAB, said the association was one of the first to hire a full-time director and to develop a liaison with the FCC. He noted that the FCC’s regional office in Atlanta is turning complaints over to the GAB and allowing stations to handle the complaints. The project has been 100% successful. Sanders added GAB also watches the state legislature closely. Georgia broadcasters are continually working for revisions of the state’s sunshine

Honest words at Abe Lincoln ceremonies. “Television is blamed for doing a lot of things to people that it doesn’t do—and can’t do because, for one reason, people are too smart and too independent to let it happen.” So said Gene F. Jankowski, president of the CBS Broadcast Group, at the 14th annual Abe Lincoln Awards dinner of the Southern Baptist Radio and Television Commission in Fort Worth on Feb. 17. Jankowski, who received the SBRTC’s Distinguished Communications Medal, its highest award, cited social scientists and TV’s critics as particularly prone “to begin every examination of television by asking, ‘What is it doing to people?’” That approach, he said, “underestimates the customer” because the American people are neither “automatons” nor “pushovers, in front of a television screen or anywhere else.” Worse yet, Jankowski said, “it is a natural step from the assumption that television causes certain things to happen, to the assumption that it can ‘cure’ those things. And that puts us on dangerous grounds. To mislabel causes and then promise cures for the misunderstood causes is, in other fields, called quackery.”

Top honorees in the 1983 Abe Lincoln Awards (Broadcasting, Jan. 3 et seq.) were (front row, l-r): Jankowski, recipient of the distinguished Communications Medal; Bob Keeshan, creator and host of Captain Kangaroo and recipient of Distinguished Communications Recognition Award; Mary Alice Tierney, community services director, WISN, Milwaukee; and winner of the Abe Lincoln Award for television, and David Berry, vice president and general manager, WOR, Raleigh, N.C., winner of the Abe Lincoln Award for radio. Other honorees, each receiving Abe Lincoln Merit Awards, were (back row, l-r): Thomas B. Cookerly, president and general manager, WLS-AM, Chicago; Eric G. Norberg, general manager, K KTV, Dallas, Ore.; and Louise Collins, program personality, WLEX, Doylestown, Pa. The honorees are shown with Jimmy R. Allen (far right), president of the Baptist organization, which sponsors the annual awards.
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KRON  WTOG  WOFL  WGXA
WCVB  KWGN  WPTY  WHO
WJBK  WMAR  WCMH  WVIT
WRC  KOVR  WRAL  WXIX
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laws and are trying to achieve unanimity on standardized procedures for broadcast rights to high school sporting events.

Sanders believes "state associations must work together and share ideas."

J.T. Whitlock, executive director and treasurer of the Kentucky Broadcasters Association, has served in that post for 16 years and is also general manager of WLBN(AM)-WLSK(FM) Lebanon, Ky. An NAB official described Whitlock as a dedicated and effective lobbyist and a "one-of-a-kind director for an association its size." His effectiveness may be reflected in the relatively few problems Kentucky broadcasters face from their state legislature. As a result, KBA will focus on national legislative issues and will play an active role in NAB's legislative liaison activities.

There are other full-time executive directors who have gained recognition, including Tom Sawyer, executive vice president of the Ohio Association of Broadcasters. Sawyer was a leading candidate for the NAB presidency last year when the association was searching for a successor to Vincent Wasielowski (BROADCASTING, Aug. 2, 1982). OAB has 330 radio and television members, representing 100% of the TV licensees and 90% of the radio licensees in the state. Sawyer said the OAB is concerned about any restrictions on advertising. It wants to protect broadcasters' rights to manage free of government interference.

Wade Hargrove, general counsel and executive director of the North Carolina Association of Broadcasters, was asked 12 years ago to run the association, in addition to his practice of law. He and three other attorneys in Tharrington, Smith & Hargrove serve the association. Hargrove places a heavy emphasis on government relations. The NCAB is keeping an eye out for legislation affecting cameras in the courtrooms and efforts to place restrictions on beer and wine advertising. Hargrove thinks that state associations will become increasingly more active in government relations. He predicted that not only will they "take themselves more seriously, but they will be taken more seriously." NCAB has about 300 radio and television station members.

The Pennsylvania Association of Broadcasters has also retained an attorney as its counsel and executive director, Bob Maurer, who has been with PAB since 1960. His association claims 168 radio and television stations, and directs its energies toward the state legislature. One of its chief worries is taxes. Maurer noted that the state must raise $400 million in new tax revenues and that the broadcasters fear their industry may be targeted.

Peter Easter, executive director of the Virginia Association of Broadcasters, is head of a management company responsible for other associations. Easter says his association's membership is stronger than ever and that the VAB has doubled the number of sales and management seminars since 1978.

Smaller broadcasting associations, despite fewer members and smaller budgets, can be well organized. Both the Utah Broadcasters Association and the South Carolina Broadcasters Association enjoy that reputation. Earl Glade, a retired broadcaster, "runs a tight ship," an observer said in Utah. Glade works from his home, managing the UBA, which has 61 radio and television members. Richard Uray is executive manager of the South Carolina association and is also a full-time chairman of the University of South Carolina's broadcasting department. Uray has no staff. Lobbying is done by the SCBA's board. Uray believes state associations have taken on a more professional air. He says that while the NAB represents broadcast interests on the national level, the need for state associations remains strong.

Some 300 delegates will second that motion in Washington this week.

It was a very good year

1982 revenue and profit results for many broadcast and cable firms indicate strong performances

Despite the recession, 1982 revenues and earnings of broadcasting, cable and related operations show persistent strength in the yearend financial reports currently issuing from publicly owned companies.

In some diversified companies, broadcasting and cable were clearly the corporate portfolio's top performers in terms of revenue and profit growth—although in many if not most cases they are by no means the biggest divisions.

Television market strength is singled out for stockholder attention in a number of the reports. Radio market strength is mentioned less frequently: in a few cases the radio market is in fact called soft or sluggish.

Cable revenues continue to grow, as the reports attest. But the cost of building new franchises and upgrading systems is clearly holding down cable profits—an unsurprising phenomenon mentioned in some reports, implicit in others. Occasionally, though relatively rarely, a slowdown in the growth of cable subscribers is also cited.

The latest reports include the following:

- Metromedia, group broadcaster and entertainment, radio paging and outdoor advertising management company, reported 1982 revenues advanced 20% to $407,074,000, and operating income rose 18% to $98,379,000. Counting income from discontinued operations and $202,388,000 in gains on dispositions (including sales of KMBC-TV Kansas City, KSAN-FM San Francisco and outdoor advertising properties), net income for the year totaled $309,153,000, an increase of 418%.

- The company's broadcasting revenues for 1982, helped in part by the acquisition of wcwb-TV Boston, rose 21% to $324,253,000, and the broadcasting division's operating income reached $108,987,000, a gain of 19%, putting its operating profit margin at 33.6% versus 34.1% in 1981. The entertainment division—including Metromedia Producers Corp., Ice Capades and Harlem Globetrotters—recorded an 8% increase in revenues, to $78,672,000, but showed a $4,368,000 operating loss as compared with a $1,676,000 loss in 1981. The newly formed telecommunications division, which includes radio paging and cellular communications, had fourth-quarter and full-year revenues of $1,943,000, with $413,000 in operating profit.

- Viacom International, whose interests encompass multiple station and multiple cable system ownership, cable programing services and TV program production and syndication, reported record high revenues and earnings. Revenues increased 31% above the 1981 record, reaching $274,847,000, while earnings rose 30% to $24,592,000, or $1.95 per share on a fully diluted basis, compared with $1.51 in 1981.

The company noted that the earnings growth would be 1982 if nonrecurring items that affected 1981 earnings were excluded from the comparison. One of the extraordinary items was an extra $2 million received in 1981 because the Showtime pay cable service, then owned equally by Viacom and Teleprompter, had achieved "certain subscriber goals." The $2 million represented an after-tax gain of $1,874,000. Since then, of
THE GLITTER
THE EXCITEMENT
THE POWER
THE MAGIC...

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COMING SOON!

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THE SAMUEL GOLDWYN COMPANY
See it at NATPE, Las Vegas Hilton, Suite 2879.
$257,811,000, Profits for fourth quarter held $3,989,985,000, ported (BROADCASTING, Jan. 10).

For the 1982 fourth quarter, Viacom reported earnings of $7,666,000, up 66%, on revenues of $75,656,000, up 28%.

Warner Communications Inc. reported 1982 revenues rose 23%, reaching $3,989,985,000, but earnings growth was held to 14%, largely because of a difficult fourth quarter in which profits fell 56.5%. Profits for the full year were put at $257,811,000, or $3.96 a share versus $3.57 in 1981.

The fourth-quarter profit drop, reducing earnings for the period to $33,008,000 from $136,5 million in 1981 to $1.2 million in 1982’s fourth. The drop was compounded by declining profits from video game cartridges, from Atari’s coin-operated games unit and pre-tax losses that turned out to total $35 million incurred in the sale of Knickerbocker Toy Co. to Hasbro Industries.

For Warner’s filmed entertainment division—theatrical films, movies in TV syndication and TV series—it was quite a different story, with 1982 operating income up 311% to $101,796,000, the second highest level in the company’s history. Within the division, revenues from theatrical distribution were down 23%, to $338,635,000, but revenues from theatrical rights in TV syndication were up 14%, to $183,954,000, and those from TV series were up 11%, to $171,499,000.

The report did not break out Warner’s share of Warner Amex Cable, but offered this report: “The substantial cost associated with the building and development of new Warner Amex cable systems and the creation of new cable programing services resulted in WCl’s spiral 1982 from its cable operation. However, WCl is confident that Warner Amex will provide a major source of earnings to the company within a few years.”

For the company as a whole, Stephen J. Ross, chairman and chief executive, expressed long-term confidence but said results for the first quarter of 1983 should be “well below” those for 1982’s fourth quarter, and that, despite an upturn expected in the second half, earnings for the full year 1983 will probably be lower than those for 1982.

Times Mirror Co., Los Angeles-based newspaper publisher that in recent years has become one of the leading broadcast and cable companies in the country, reported 1982 revenues up 2.3% to $2.21 billion with net income of $139.9 million, or $4.09 a share, down from $150.3 million or $4.40 a share in 1981.

Times Mirror’s broadcasting and cable group recorded gains of 18% in revenue, reaching $275.4 million, with operating profit up 8%, to $69.4 million. These results, the company said, were bolstered by strength in major TV markets, “notably KDFW-TV Dallas-Fort Worth and KTVI(TV) St. Louis.”

The results were not broken out to show cable and broadcast separately, but the statement indicated cable results were “disappointing,” because of the “high cost of developing and upgrading cable franchises and a slowdown in growth of cable subscribers.”

Media General, newspaper publisher and group station owner, based in Richmond, Va., reported 1982 net income of $32,512,000, up 3% from 1981, on revenues of $429,409,000, up 17%.

Its broadcast division, aided in part by the addition of WJHS-TV Jacksonville, Fla., almost tripled its revenues, reaching $64,705,000 as compared with $23,362,000 in 1981, and boosted its operating profit by 15% to $9,283,000.

The newspaper division’s revenues increased 5% to $183,416,000, accounting for $26,140,000 in operating profit, while newprint revenues climbed 10% to $159,404,000 and represented $27,039,000 in operating profit.

Cowles Broadcasting said 1982 net income rose 7% to $3,690,000 on a 16% increase in revenues, which reached $20,541,000. Earnings per share were put at 93 cents as compared with 87 cents in 1981.

The New York Times Co., with interests not only in newspapers but also in broadcasting and cable, magazines, books, information services and forest products, reported 1982 net income of $54.3 million, a record, up 9% from 1981, on revenues totaling $933.7 million, a gain of 11%.

The company’s broadcasting and cable operations, which represented about 5% of revenues and 3% of operating profit, report-
ed revenue gains of better than 27%, to $46,982,000. But their operating profit declined by 23%, to $2,728,000, "due primarily to increased costs associated with the growth of the company's New Jersey [cable] system," which at year-end had 98,500 basic subscribers, up 17% from $4,000 a year earlier.

- The Interpublic Group of Companies, New York, which comprises three major worldwide advertising agencies and several related companies, said net income increased 30% in 1982, totaling $19,777,000, or $4.25 a share, while gross income reached $545,322,000, a record, up 24% from 1981. The company attributed the net income gain primarily to record revenues and earnings for Interpublic's domestic operations, the acquisition of the remaining 51% interest in the SSC&B: Lintas International system of agencies and a change in accounting practices. Net new business in 1982 was also said to have set a record, totaling $305 million.

- John Blair & Co., New York, reported 1982 net earnings of $17,061,000, a record, up 25% from the year before, on revenues that rose 21% to $321,551,000, also a record.

- Commissions earned in Blair's TV and radio station representation business, widely believed to be the biggest in the field, totaled $52,417,000, a gain of 19%, while revenues from time sales of its owned stations (three TV, four radio) came to $24,772,000, a gain of 10%. The bulk of its revenues and the biggest increase came in its graphics division (coupon production and other commercial printing operations): $244,362,000, a gain of 23%.

- Earnings per share for 1982 were $4.42, up from $3.65 in 1981.

- In the 1982 fourth quarter, earnings rose 2% to $5,785,000 on revenues that advanced 12% to $92,393,000. For the quarter, revenues from the graphics division rose 10% to $69,707,000, while those from station representation increased 21% to $15,733,000 and from owned stations, 11% to $6,953,000.

- Jack W. Fritz, Blair president and chief executive officer, said the company's owned television station turned in substantially better operating results in 1982 than in 1981, but that its owned radio stations, its radio station representation business and its sheet-fed printing operations fell below their 1981 results. He said the fourth-quarter results reflected increased losses from certain other business activities including the delivery of TV commercials by satellite through its Blairsat Inc. subsidiary and the closing of Blairsat in December after some $7 million in losses over two years (BROADCASTING, Jan. 10).

- Foote, Cone & Belding Communications, Chicago, said that agency revenues increased by 4.6% last year, totaling $179,990,000, but that net income was down 8.9% to $10,912,000, or $3.88 a share, from restated earnings of $11,977,000, or $4.27 a share, in 1981.

- FCB said its 1982 U.S. advertising operations increased in volume by 9.8% but that this was more than offset by reduced earnings from certain international operations, recruitment advertising and public relations.

- Grey Advertising, New York, said its 1982 net income rose 2.2% to $6,809,000, while income from commissions and fees climbed 25% to $142,150,000. Gross billings were put at $948,141,000 versus $758,693,000 in 1981. The 1982 figures included the results of three foreign companies not included in 1981.

- A.C. Nielsen Co., Northbrook, Ill., reported that profits for fiscal 1982 climbed 22.8%, reaching $44,191,000, a record, on sales that rose 11.3% to $643,826,000. The Nielsen board last Monday authorized a two-for-one stock split and a 5.7% increase in the quarterly dividend. The new dividend rate, 17 cents per common share, is payable May 2 to stockholders of record April 11.

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**Changing Hands**

**WEZI(FM) Memphis**
- **PROPOSED**
- **Sold by** Harte-Hanks Radio Inc. to Firstcom Corp. for $3.2 million.
- **Seller** is subsidiary of Harte-Hanks Communications Inc., publicly traded, San Antonio, Tex.-based publisher of 29 newspapers and group owner of five AM's, six FM's and four TV's. Robert G. Marbut is president and CEO. Harte-Hanks acquired WEZI when it bought Southern Broadcasting group of seven radio stations in 1978 for $33 million (BROADCASTING, June 26, 1978).
- **Buyer** is owned by Kerby Confer and Jerry Atchley. They own KSSN(FM) Little Rock, Ark., acquiring full control this year for $2,425,000 (BROADCASTING, Jan. 17).
- **Confer also is principal in wizx(AM)-wgl(AM) Orangeburg, S.C.; wjdx(AM)-wmsi(FM) Jackson, Miss., and wssl(FM) Green Court, S.C. WEZI is on 105.9 mhz with 100 kw and antenna 760 feet above average terrain.

**KJCK-AM-FM Junction City, Kan.**
- **Seventy-five percent sold by** Ralph L. Weir Jr. to Steven D. Roels for $980,000. **Seller** has no other broadcast interests. **Buyer** is president and 25% owner of KJCK-AM-FM. KJCK is 1 kw daytimer on 1420 kHz. KJCK-FM is on 94.1 mhz with 100 kw and antenna 400 feet above average terrain.

**WADA(AM) Shelby, N.C.**
- **Sold by** Cleveland County Broadcasting to Charter Communications Corp. for $360,000. **Seller** is headed by Boyce J. Hanna, president, who also owns 26% of WGas(AM) South Gastonia, N.C. **Buyer** is owned by equally by Miquel Cuadros and William L. Shaw. Cuadros is San Juan, P.R., attorney. Shaw is former

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**Fulltime AM and Class B FM**
- **Top Rated Combo**
- Priced at 2 ½ times 1983 Billing
- **Price** $5.7 million

**Major Market—Midwest**

**Class A FM**
- **1983 Projected Billing $800,000**
- **Exclusive Format**
- **Price** $2 million—terms

**Medium Market—Midwest**

**Class C FM**
- **Price** $2 million—terms
- Priced at 10 times Cash Flow
- (less than 2 ½ times 1982 Billing)

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Let Us Find You A Place In The Sun
Fantasy Island is a programmer's dream come true. Now available in hours or half-hours for Fall 1983.
Good year. Advertising on network television in 1982 topped the 1981 total by 11 4% to reach $6,232,313,000, according to data compiled by Broadcast Advertisers Reports and released by the Television Bureau of Advertising.

Procter & Gamble again headed the list with network TV spending of almost $393 million and was followed by General Motors, almost $233.1 million; American Home Products Corp., almost $131.4 million and Ford Motor Co., almost $113.9 million.

Product categories showing the largest increases in network TV spending over the previous year included publishing and media, up 103%; home electronics and musical instruments, up 63%; travel, hotels and resorts, up 92%; office equipment, stationery and writing supplies, up 51%.

October-December

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<td></td>
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</tr>
<tr>
<td>Mon.-Fri.</td>
<td>$34,038,200</td>
<td>$41,427,100</td>
<td>+21.7</td>
</tr>
<tr>
<td>Daytime:</td>
<td>323,792,200</td>
<td>340,062,500</td>
<td>+ 5.0</td>
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<tr>
<td>Sat.-Sun.</td>
<td>291,879,500</td>
<td>283,541,000</td>
<td>- 2.9</td>
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<tr>
<td>Early fringe:</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Mon.-Fri.</td>
<td>79,068,000</td>
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<tr>
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<td>$1,772,250,500</td>
<td>$1,905,891,400</td>
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January-December

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By network

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<td>July-Sept.</td>
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<td>Oct.-Dec.</td>
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<td>592,188,500</td>
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<td>$1,858,144,600</td>
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USA Network pushes sales and marketing

USA Cable Network. Glen Rock, N.J., will invest more than $9 million in 1983 in sales and marketing efforts, including an extensive consumer advertising campaign, to increase its viewership base among cable operators.

The USA advertising push is designed to promote primarily its USA Daytime schedule, with the theme, "A World of Entertainment Every Weekday," and its sports offerings, with "Weekend Sports Every Weekday."

USA intends to use spot television and spot radio in 28 of the top 100 markets. Radio was launched last week and television will begin this week. Commercials also will be made available to USA subscribing cable systems. The agency for the USA Network is Marsteller Inc., New York.

The broadcast and cable effort will be buttressed by a print campaign to promote tune-in. USA's other major programing dayparts, USA Kidtime and USA Nightline, will be supported by an expanded tune-in and national print campaign.

A USA official noted that the current $9 million budget for marketing and sales activities contrasts with one for $250,000 in 1980.

MALRITE COMMUNICATIONS GROUP Inc. OF CLEVELAND, OHIO HAS ACQUIRED THE ASSETS OF KLAK AND KPPL-FM, LAKewood-DENVER, COLORADO FROM THE DES MOINES REGISTER AND TRIBUNE DES MOINES, IOWA FOR $8,000,000 WE WERE PLEASED TO HAVE ACTED AS THE EXCLUSIVE BROKER IN THIS TRANSACTION H.B. LA RUE, MEDIA BROKER 500 EAST 77TH STREET #1909, NEW YORK, N.Y. 10162 (212) 288-0737 44 MONTGOMERY STREET #500, SAN FRANCISCO, CA. 94104 (415) 434-1750
Let's hear it for better regional reporting!

UPI has just appointed six new regional broadcast editors. They're helping to build bigger and brighter UPI state broadcast reports in each division. Whether it's harvesting farm news or trolling for fishing reports, our new broadcast editors are helping to bring you news from closer to home. And, just as important, written for the ear.
CAPTURE YOUR MOST WANTED AUDIENCE!

Angie Dickinson is POLICE WOMAN, the key to capturing young urban adults 18-49 like no other crime drama on TV!

POLICE WOMAN. 91 hours.
Available now!
Inside Smithsonian

Smithsonian Discovery Theater, a series of one-hour specials about the exhibits of the Smithsonian Institution, is now being distributed by 20th Century-Fox Television for broadcast beginning next fall. Co-produced by NEP Programs Inc., Wilkes-Barre, Pa., and Michael Young Productions, Los Angeles, the series uses celebrities to illustrate three or four topics in each episode. The just-completed pilot features appearances by Robert Guillaume, star of the ABC-TV series, Benson, and the Broadway cast of "Cats." About eight specials will be produced each season, according to NEP Programs president, Michael Fields. Michael Young Productions has produced a number of syndicated series, including Soap World. NEP Programs is a subsidiary of NEP Communications Inc., owner of WNEP-TV Wilkes-Barre-Scranton.

Peacock plucked

NBC-TV lost one of its smaller affiliates to ABC-TV last week bringing the total of NBC affiliates captured by ABC to 12 since November 1981. (Of those 12, four are satellites.) South Dakota Broadcasting Co.'s KSYF-TV Sioux Falls (ch. 13), and its satellites, KABY-TV (ch. 9) Aberdeen and KPHY-TV (ch. 4) Pierre, will become primary affiliates of ABC under an agreement that is to become effective within the next six months. The three stations together reach a 62-county area in five states, South Dakota, Iowa, Minnesota, Nebraska and North Dakota, and bring the total of ABC affiliates to 212. ABC will discontinue its affiliation with KDLY-TV (ch. 5) Mitchell-Sioux Falls.

Bonanza's back

The Ninth U.S. Circuit Court of Appeals in Los Angeles has reinstated a $305-million antitrust suit originally filed in January 1981 against NBC-TV and a syndication company by the producer of the television programs, Bonanza and High Chaparral. The suit charges that the network and National Telefilm Associates engaged in so-called "block booking" practices when the series were syndicated to local stations following their network runs. A spokesman for producer David Dortort, plaintiff in the case, said the claims against NBC are primarily related to alleged neglect of "fiduciary responsibility."

Dortort is charging that the value of Bonanza, which aired in 1959-1973, and The High Chaparral, which aired in 1968-1971, was reduced by the alleged block booking, and he seeks $35 million in damages. The award would be trebled if upheld since it involves antitrust practices. The appellate court's action, overturning a lower court holding that Dortort had no grounds to sue since he was a profit participant in the syndication, clears the way for a Los Angeles district court trial, probably within the next 12 months. NBC had syndication rights to Bonanza before selling them to NTA following the implementation of the FCC's financial-interest and syndication rules in 1973.

Report cards

Thousands of Beverly Hills, Calif., parents have received brochures from the city's school district claiming excessive television viewing has a negative impact on students, "both academically and emotionally." About 3,800 households received the February mailing, which suggests that parents limit the time their children watch television, monitor children's viewing and direct the children to other activities. The document presents results of statewide testing that found students who watch less than one hour of television per day scored consistently higher on basic skills tests than those watching three hours or more per day. The brochure concludes: "After hundreds of scientific studies and decades of debate, the jury is in. Not only does television violence have detrimental emotional effects on our children, but the mere passive process of watching is equally detrimental, both academically and emotionally. And Beverly Hills children are no exception."

Alcohol wary

The Caucus for Producers, Writers and Directors, a Hollywood-based entertainment industry association, has issued a statement warning the creative community that alcohol is the first "drug of choice in the United States" and its abuse ought not to be made to appear "cute, macho, or acceptable" in television and films. The Caucus suggests: "Try not to glamorize the drinking
or serving of alcohol as a sophisticated or an adult pursuit. Avoid showing the use of alcohol gratuitously in those cases when another beverage might be easily and fittingly substituted. Don't associate drinking alcohol with macho pursuits in such a way that heavy drinking is a requirement for proving oneself a man.

Farm follow
The 11th in a continuing series of Capital Cities Special Reports, examining the economic problems of American farmers, will be nationally syndicated April 4-17 on more than 150 stations. The television documentary will be sponsored on a barter basis by the Farm Corp., East Providence, R.I. Tom Wicker, author of the New York Times, will serve as host of the program, titled "Our Daily Bread." The series is a Capital Cities Communications production.

JFK revisited
Golden West Television is distributing Being with John F. Kennedy, a two-hour television special incorporating exclusive footage from four films shot during Kennedy's campaign and term in office. Two of the documentary films have never been shown on television. The program is produced by former network television correspondent Nancy Dickerson and film producer Robert Drew, who originally produced four candid films used in the special.

On location
Why in the World, the Public Broadcasting Service's twice-weekly series bringing together students and experts to discuss current events, will be originating from WNET-TV New York for the next nine weeks with CBS television commentator Jeff Greenfield as host. In all, 22 shows will be taped at the station. In addition to his work on CBS's Sunday Morning and the CBS Morning News, Greenfield has authored or co-authored nine books, including "Television: The First 50 Years" and "Playing to Win." Among guests lined up to meet the students: CBS reporter Mike Wallace. New York Mayor Ed Koch and political media consultant David Garth. Why in the World is a co-production of Satellite Education Service Inc. and WNET Los Angeles in association with WNET. In the past, shows have originated from Los Angeles, Washington and Disney World in Orlando, Fla.

Job fair
In a move designed to help Connecticut's jobless, WTXX-TV Waterbury, Conn., will produce and carry a two-hour Job Call program on Sunday, March 8, from 3-5 p.m.

The live program will include interviews with job placement specialists and a selected group of unemployed citizens and appearances by local government officials. Leading state employers are expected to pledge jobs for the program. In addition, a phone bank will be installed to take viewers' calls inquiring about jobs that will be listed and broadcast during the program.

Christopher Awards
We Congratulate the 1983 Winners

Christopher book, film and television awards are given each year to writers, producers and directors for artistic excellence in creating works that affirm the highest values of the human spirit.

Television Specials

Blood and Honor (Independent Network) Daniel Wilson, executive producer; Linda Marmelstein, supervising producer; Bernd Fischerauer, director, Robert Muller, writer

Brooklyn Bridge (WNET/PBS) Richard Kilberg, executive producer; Ken Burns, producer/director, Amy Stechler, writer

FDR—ABC News Special Presentation Pamela Hill, executive producer; Richard Richter, Robert E. Frye, senior producers; Richard Gerda, Jon Fauer, Tom Priestley, directors; Ann Black, Ed Harris, Richard Gerda, Richard O'Regan, Tom Priestley, Kathy Siobogin, producers; Ann Black, David Brinkley, Richard Gerda, Peter Jennings, Tom Priestley, Kathy Siobogin, Richard Threlkeld, Steve Zousmer, writers

The Flight of the Condor (WNET/BBC) George Page, executive producer; Michael Andrews, producer/writer; David Heeley, producer of "Nature" series

Lois Gibbs and the Love Canal (CBS) Robert Greenwald and Frank von Zerneck, producers; Glenn Jordan, director; Michael Zagor, writer

NBC White Paper: Facing up to the Bomb Sy Pearson, producer; Gerald Polkoff, director; John Hart, writer

Night of 100 Stars (ABC) Alexander H. Cohen, executive producer; Hildy Parks, producer and writer; Roy A. Somlyo, co-producer; Clark Jones, director

Oh, Boy! Babies!—An NBC Special Treat Carole and Bruce Hart, executive producers; Carole Hart, producer; Gai Frank, director; Bruce and Carole Hart and Sherry Cohen, teleplay

Roses in December: The Story of Jean Donovan (PBS) Ana Carrigan, producer/director/writer; Bernard Stone, producer/director

The Scarlet Pimpernel (CBS) Mark Shemerdine, executive producer; David Conroy, producer; Clive Donner, director; William Bast, writer

A Woman Called Golda (Independent Network) Harve Bennett, executive producer; Gene Corman, producer; Aian Gibson, director; Harold Gast and Steven Gethers, writers

Special Christopher Awards
Given for enduring commitment to human values and to professional excellence.

Meet the Press weekly NBC information/interview program now in its 35th year on television.

"Better to Light One Candle Than to Curse the Darkness"

The Christophers
Father John Gator, Director

Charles M. Schulz
creator of Peanuts

12 East 48th Street
New York, N.Y. 10017
(212) 759-4050
Getting in tune with country radio

With record attendance, annual Country Radio Seminar offers speeches, workshops on various parts of station operations

There’s a lot of country music in Nashville, especially on Friday and Saturday nights, but there was more interest than usual on Feb. 18 and 19 as 640 radio and record industry executives gathered at the Opryland hotel for the 14th annual Country Radio Seminar sponsored by the Organization of Country Radio Broadcasters (OCRB).

This year’s attendance set a record, reflecting the growth and strength of that format. Country music is now the second most-listened-to format on radio, according to a Torbett Radio study. And according to the Country Music Association, the number of full-time country stations on the air in 1982 rose 18.4% to 2,114, while the number of stations now airing at least five hours of country music per day stands at 3,055.

The conference agenda included speeches and 22 workshops on topics ranging from agribusiness to image marketing. Hot topics of discussion included whether stations should use long playlists (more than 50 records) or short and the value of on-air personalities.

For the second consecutive year, exhibitor suites were allowed in the evening. Sixteen companies were on hand to offer programming and other services.

The 11-member OCRB board of directors filled five seats on Saturday and elected new officers on Sunday morning. Jim Ray, vice president/general manager of KMMK/AM-WKUX/KOKE-FM Austin, Texas, was elected president. Ray, who was this year’s seminar agenda committee chairman, succeeds Bob English, vice president/general manager, WMLX(AM)-WUBE(FM) Cincinnati. Re-elected as the association’s executive vice president, secretary and treasurer, respectively, were: Roy Wunsch, senior vice president, marketing, CBS Records, Nashville; Susan Roberts, administrative assistant, OCRB, and Jeff Walker, president, Aristo Music Associates, Nashville.

Next year’s Country Radio Seminar is scheduled for March 1-3 at the Opryland hotel.

Long vs. short playlists

One of the more popular sessions of the seminar centered on the growing controversy over the length of station record playlists. Favoring longer lists (50 or more songs) were Michael Oatman, executive vice president, Great Empire Broadcasting, Wichita, Kan., and Lon Helton, program director, KHJ(AM) Los Angeles. Defending shorter lists were Dene Hallam, program director, WKKH(FM) New York, and Daniel O’Toole, national program director, Capitol Broadcasting Corp., Mobile, Ala.

Oatman, the more vocal advocate for longer playlists, said that no arbitrary figure should be assigned to the number of records a station plays. Stations should break new records, he said. “Too much repetition of any hot record will burn out the audience.” Oatman warned the audience that stations have to start discovering new artists. “Otherwise there will be nothing left to country music in 50 years.”

Helton said that by having a longer playlist, stations can avoid duplication of songs. Helton noted that his station uses new music as a “buffer” for, high-rotating “current” songs on the list.

As for the use of shorter playlists, Hallam said stations in small and medium markets can have more flexibility in adding songs, while major market stations need tight lists to keep up with the intense competition.

O’Toole said that most program directors in the top 50 markets favor shorter playlists, according to an “informal” survey conducted by his staff. In markets 50 to 75, 62% of the respondents favored shorter lists. O’Toole said, while in markets 75 to 100, 50% liked short lists. Additionally, 74% of those who voiced support for shorter playlists were the top-rated country stations in their market, O’Toole noted.

The findings of the study were gleaned from questionnaires received from 61 stations across the country.

Radio agribusiness

Farm reporting is becoming big business for country radio stations covering farm areas.

That was the message echoed by panelists at an early morning session examining radio’s agribusiness.

Ed Shane, program director, KTRH(AM) Houston, cited published reports illustrating the growth of farming in 1982. In that year, 44 million Americans grew some of their own food and 86% were involved in some type of gardening. Shane said.

“Advertisers need you for placing spots in farm reports just as much as you need them,” said Ralph Seeley, broadcast operations director, Livestock Business Advisory Services, Kansas City, Mo.

Seeley, who anchors The Helming Report, five-minute farm features fed to stations twice each weekday, said general managers should equip their farm departments with the proper tools, such as a market quotation system and syndicated farm programming. A farm department can’t be started overnight. It takes two years of devotion by a station before it really begins to pay off, he said.

Russell Lamb, general manager of WOOR(FM) Oxford, Miss., told the audience of his success in selling out a series of daily Progressive Farmer Network reports to advertisers before the show debuted. That was the only way the station manager would allow the show to go on the air, he said.

Bill Wells, sales manager of KSLO(AM) Des Moines, Iowa, said his station started broadcasting farm reports in 1975—one year after the station switched to a country format—“and it hasn’t hurt our ratings in the market.” Wells said the station staff conducted a survey showing that farmers want farm information often and throughout the day. And 66.3% preferred to listen to a country station, he added.

Generating new business

Changing times are creating opportunities for radio stations to find new accounts, according to Gary Drenik, a regional Radio Advertising Bureau executive from Wil- loughby, Ohio, at a session designed to show station managers ways to increase sales. Among developments cited as worth investigating were: (1) Legislation. Deregulation in many industries is leading to increased competition. (2) New technology. Japanese manufacturers will start to market personal computers aggressively in the U.S. (3) Health care. Hospitals have begun to market their services directly to consumers.

Advice on how to communicate with retail customers was offered by Susan Smith, manager of retail advertising, Sealy Inc., Chicago, who told the station managers in the audience that their sales staffs should deal with retailers in “simple, nonratings terminology.” The sales staff needs to work with retailers in writing clear, concise copy and selecting proper jingles, she said. As for co-op advertising, sales people should know everything there is to know about available co-op dollars for the client, she said.
Barry & Enright to take bigger plunge in production for television, cable

Independent production company, whose mainstays are 'Joker's Wild' and 'Tic Tac Dough,' to unveil two pilots at NATPE

Barry & Enright Productions, an independent company whose mainstay has been game shows, is shifting emphasis to cable, network and theatrical film production, according to President Jack Barry. In an interview with BROADCASTING, Barry emphasized that the firm's two syndicated game shows, 'Tic Tac Dough' and 'Joker's Wild,' "are still the backbone of the company, which enables us to branch out into other fields."

Barry & Enright announced last week that both series, distributed by Colbert Television Sales, will continue in first-run production for the 1983-84 season. Colbert is 50%-owned by the production company and distributes programming from other producers as well. Altogether, Barry said, his company has allocated about $20 million for production this year. "We have a great number of things in development," Barry said, including "seven movies made for television, one theatrical motion picture, six cable specials, 10 1/2-hours of situation comedies and three 90-minute music specials."

In addition, Barry & Enright Productions is partnered with Columbia Pictures Television and Richard Lewis Productions in the limited comedy series, 'Mama Malone,' premiering on CBS-TV next month in prime time. The firm, headed by Barry and longtime associate Dan Enright, is also syndicating two first-run series, 'Jack Anderson Confidential' and 'Soap World,' the latter in association with King World Productions. Barry, expressing disappointment in the time periods that the two shows have been given on stations that carry them, said the fate of the two properties is uncertain. Another series, 'Nipsey Russell's Juvenile Jury,' is in its first 20-episode season on cable's Black Entertainment Network.

According to Barry, one of the most successful ventures for the company has proved to be theatrical film production. After completing several unprofitable films, Barry & Enright produced "Private Lessons" at a cost of about $2.5 million. The movie, distributed by Universal Studios, has recouped "close to $45 million," according to Barry, and will be followed by 'Private School,' a film in the same genre, next July. Said Barry: "We will become very involved in motion pictures."

Barry said his separately owned cable company will "probably not go much further in cable [system] ownership, because of the cost of developing new cable systems." One exception is in Los Angeles, where Jack

Ratings Roundup

The 18-hour mini-series, 'Winds of War,' brought ABC-TV its fourth weekly ratings win in the 1982-83 prime time season for the week ending Feb. 13. The mini-series attracted an estimated 140 million viewers over its seven-day telecast and displaced an earlier ABC mini-series, 'Ruts,' as the most-watched network mini-series in television history.

The First 20

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The Final Five

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</tbody>
</table>
Barry Cable intends to bid on a new franchise serving the proposed 8,000-household Playa Vista community, adjacent to the Playa del Rey/Westchester franchise already held by Barry. The new franchise would give Barry a potential subscriber base among seven separate Los Angeles area franchises of about 25,000 homes, he estimated. Barry pegs current subscriberhip in Illinois and Alabama at between 12,000 and 18,000. "We have options on several additional franchises," he said, "but will probably stay put with what we have for a while.

"We are developing a group within this company that will devote itself entirely to the production of programs for cable," Barry said. The group is to be headed by Doug Jarvis and based in Barry & Enright's Century City, Calif., headquarters. (Barry's cable operations are overseen from an office in Torrence, Calif.)

Barry & Enright expects to have two pilots ready for the NATPE International exposition next month. Barry described them as, "in a general way, dealing with human emotions."

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**Ratings Roundup**

With ABC-TV's *The Winds of War* subsidies, CBS-TV edged back into first place in the prime time Nielsen ratings for the week ended Feb. 20, nosing out ABC by eight-tenths of a rating point. CBS had an 18.2 average rating/25 average share, ABC 17.4/27, and NBC 16.3/25.

Thanks to *Winds's* spectacular performance the week before, ABC is just six-tenths of a point behind CBS in the season-to-date averages—and uncatchably ahead in the ratings for the February local-measurement sweeps.

Part One of NBC's four-hour *Rage of Angels* mini-series on Sunday (Feb. 20) pulled a 22.3/34 to rank fourth for the week. Less successful was NBC's *Bare Essence* premiere in a two-hour episode on Tuesday, which at 15.0/23 lost more than five rating points from its lead-in, *The A Team* (20.6/31), and trailed *CBS Tuesday Night Movie: Murder in Coweta County* (20.9/33). For its part, *A Team*, making its second appearance, provided the best performance NBC has had in that time period in two years, up five share points from its premiere and six share points ahead of *Happy Days* (16.7/25) competition on ABC. NBC researchers said it was the worst beating *Happy Days* had ever received in that time period from a regularly scheduled program.

The *ABC Monday Night Movie*, starring Ann-Margret in her TV drama debut in the made-for-TV *Who Will Love My Children?* was the week's fifth-ranked program at 22.2/33. Two new series entries on ABC, making their second weekly appearances, came in second in the Thursday 8-9 p.m. N.Y. time block: *Condo*, at 8 p.m., had a 17.8/27 and *Amanda's*, at 8:30, had a 16.7/25. They didn't approach CBS's *Magnum P.I.* (23.3/35) but easily outdid NBC's *Fame* (13.7/20).

Two NBC specials, *CBS Censored Bloopers and Candid Camera Special*, back to back in the 9-11 p.m. block Monday night, outperformed CBS's regular Monday lineup but fell short of the *Anne-Margret* movie on ABC *Bloopers* scored 21.1/30, *Candid Camera*, 20.6/33.


In the season-to-date averages CBS now leads with 18.2/29, followed by ABC at 17.6/28 and NBC at 15.5/25. For the February Nielsen and Arbitron sweep periods, which end this week, ABC has a 24.1 rating average, CBS a 17.3 and NBC a 15.2.

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**The First 20**

1. *Dallas* CBS25.8/40
2. *60 Minutes* CBS24.8/40
6. *Falcon Crest* CBS21.8/31
9. *11 TV Censored Bloopers (S)* NBC21.1/30
10. *Dynasty* ABC20.9/36
11. *CBS Tuesday Night Movies*: Murder in Coweta County CBS20.9/33
12. *That's Incredible* ABC20.9/31
13. *Fall Guy* ABC20.9/31
14. *One Day at a Time* CBS20.8/31
15. *Candid Camera Special (S)* NBC20.6/33
16. *13lemen (N)* NBC20.5/33
17. *Three's Company* ABC20.7/30
18. *Hill Street Blues* NBC19.9/32

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**The Final Five**

57. *CBS Saturday Night Movie*: The Fighter CBS11.4/20
58. *Family Tree* (N) NBC10.7/20
59. *Voyagers* NBC10.7/17
60. *ABC Friday Night Movie*: First Family ABC10.7/17
61. *Bring 'Em Back Alive* (N) CBS9.5/17

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'This digest ad causes stir in Midwest'

Full page in 'New York Times' claims Tulsa, Okla., is forerunner of future where prime time network viewing slides as number of cable channels increases

Reader's Digest took a full-page advertisement in the New York Times two weeks ago and plans other insertions in marketing trade publications to call attention to research showing erosion of television network share in prime time in Tulsa, Okla.

The advertisement, headlined "Tulsa is Driving the Networks Nuts," cited an A.C. Nielsen study commissioned by a leading agency which found that network shares in prime time averaged 90% in noncable homes, 74% in 12-channel cable homes and 56% in 36-channel homes. It called Tulsa "the future, in microcosm.

At the same time, the Digest released results of another study it had commissioned to see how the top 15 magazines fare in the same cable and noncable environment. Conducted by Audits and Survey, this study found "there is absolutely no erosion of magazine coverage or readership in cable homes," according to the Reader's Digest ad. The magazine concluded that the audience not reached by the networks can be reached most effectively by magazines, particularly the Digest.

David Poltrack, vice president, research, CBS/Broadcast Group, said the Digest ad-
**'Pirates' yields 10% penetration**

Distributor Universal says it is too soon to determine film's success on pay TV.

According to statistics released last week by Universal Studio's pay television division, about 125,000 viewers paid $10 per TV set to see "Pirates of Penzance," the first film to premiere simultaneously to commercial and pay television.

Gerald Hartman, vice president of marketing for the division, said it will take months to find out who went to theaters and who stayed home and watched the Feb. 18 pay-per-view release. He said Hartman was too early to tell whether the experiment was a success. Earlier, Universal had asked subscription television services to guarantee a minimum 30% penetration. However, the studio estimated that 10.4% of the approximately 1.2 million potential subscribers signed up.

Since Universal split its revenue with operators, its pay-per-view box office was about $600,000, compared with $225,000 grossed on opening night in approximately 100 theaters. The five ON TV STV systems carrying "Pirates" averaged a 10.4% penetration, slightly above the 10.1% that signed up last November for "Sophisticated Ladies" and 31% who paid extra for "Star Wars" in September. ON TV subscriptions ranged from 7% in Dallas-Fort Worth to 13% in Phoenix.

In Los Angeles, where the film was available on both cable and STV, Select TV reported a sign-up rate between 10% and 12% among its 107,000 subscribers. Valley Cable said 7% of its 16,000 subscribers took the movie. Cable systems had reportedly been asked to guarantee a 15% penetration rate.

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**Radio's exclusion from study explained**

A New York research firm has denied that its exclusion of radio from a recent study of leisure time activities (BROADCASTING, Jan. 10) implied that radio is not a dominant medium.

That implication had been imputed to Research & Forecasts Inc., which did the survey for United Media Enterprises, a Scripps-Howard company involved in newspaper syndication, television production and book publishing. The release of the study triggered immediate criticism which R&F sought to answer with an explanation of radio's absence.

The explanation didn't satisfy Mike McGee, vice president and general manager of WGO(M) New Orleans, who wrote R&F President John Crothers Pollock to say it "euphemizes the state of circulations."

But if it did not satisfy the National Radio Broadcasters Association, which advised members through its newsletter that the survey "must have been taken during a full moon."

Answering the initial repercussion, R&F's Pollock emphasized that the survey concentrated on leisure time activity whereas "radio is so closely meshed with so many other activities that respondents had difficulty in discussing radio as a separate thing they focus on for a specific period of time. Radio was removed from the list of leisure activities included not because it was overlooked but because it is so universal as to be almost indistinguishable from other aspects of daily concern." Pollock said that R&F's decision followed a pre-test of the questionnaire.

WGO's McGee wrote Pollock that he hoped "your firm will have the fortitude to junk the report, admit a mistake was made and conduct the study once again in a completely fair manner."

NRBA charged that Pollock's explanation to Joseph Tieman, its membership services director, was "a perfect example of gobbledegook."

However, Pollock, stuck to his guns. "Of course, if we had been doing a study of media, radio-listening would have shown up significantly," he said. He conceded in retrospect, that some footnotes might have helped to clarify the status of radio, a medium that he had described to NRBA's Tieman as one "so closely meshed with so many other daily activities... that it is scarcely distinguishable from eating, sleeping and breathing—the daily round of activities engaged in to satisfy basic needs."

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**Concern over gigahertz**

The rise of satellite broadcasting may have a more immediate impact on broadcasters than heretofore thought. When the FCC allocated the 12.2 ghz to 12.7 ghz band to the direct broadcast satellite service last summer, it opened a new proceeding aimed at finding new spectrum for the terrestrial microwave operators that now use that band.

At first it was presumed that the displaced microwave operators would be moved up into the 18 ghz band, but in January the FCC expanded the proceeding to consider allowing microwave operators to use a number of frequencies above 947 mhz now used for broadcast auxiliary services, including ENG links, dispatching and studio-to-transmitter links.

Concerned that an FCC action in the proceeding might be detrimental to broadcasters, the National Frequency Coordinating Committee, a group formed by the Society of Broadcast Engineers, decided to sponsor a tutorial in Washington within the next three or four weeks to enlighten FCC regulators on how broadcasters use the auxiliary bands and how unwise decisions regarding the bands might harm broadcasters. According to Richard Rudman, chief engineer, KFWB(AM) Los Angeles, and chairman of the NFCC, broadcasters want a guarantee that there will be enough channels available for mobile links, critical to ENG and some sports production.

Rudman would also like to slow down the proceeding. "I think the FCC is acting with undue haste," he said. When the FCC revised its proceeding last January, it gave affected parties until March 26 to prepare and submit their comments and, according to a special order for just not enough time. If the SBE board agrees with him, he said, the organization will formally ask the FCC to extend the comment deadline.

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**Microband's case**

The fate of Microband Corporation of America's proposal at the FCC to increase the number of MDS channels in each market from two to 14 depends in large part on its ability to deflect opposition from educational institutions and other users of the Instructional Television Fixed Service, from which the new MDS would be taken. Microband Chairman Mark Foster has tried to stress to FCC officials and to the press that Microband's proposal would not deprive any current user of ITFS band on his channels. The Microband plan is based on the premise that there are plenty of unused or underused ITFS frequencies in most markets. According to information Foster gave BROADCASTING, none of the 28 channels dedicated to the service in Pittsburgh; Portland, Ore., and Providence, R.I., are now in use. If Microband's plan is approved by the FCC, Foster said, it might be necessary to shift the channels of some ITFS users in some markets to improve spectrum efficiency, but, Foster said, Microband will be willing to pick up the cost of the channels shifting in markets where it is involved.

According to Microband's proposal, the 14 MDS channels would be divided among three operators—two would receive five channels and one would receive four. The carriers would lease the channels to operators who would program them with a mix of advertiser-supported and pay programs attractive enough to allow them to compete with cable systems. Foster said the creation of such a service could benefit many ITFS users. Microband's operators, he said, would be willing to distribute ITFS programming along with their entertainment programming. Most ITFS channels are used to distribute instructional programming to schools and other institutions, but Foster said he believes such programming would do more good if it were delivered to homes.

Assuming that the FCC accepts the Microband plan, it will have to decide how to grant the three blocks of channels in each market. To avoid a deluge of applications that might stall the introduction of multi-channel MDS service, Foster said Microband is also pushing the idea that the first two blocks of channels be awarded to the
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licensees of the two MDS channels in each market. Since Microband is the leading MDS carrier, such a grandfathering scheme would serve its interests well.

NDBSA?

Washington, where the Yellow Pages list seven pages of associations ranging from the American Fertility Society to Zero Population Growth Inc., had better brace for a new entry. Proponents of the direct broadcast satellite service, meeting in Washington at the invitation of Alcoa-NEC Communications Corp., decided they need a trade association of their own. According to John Egan, manager of the business planning group of Coopers & Lybrand, the Washington management consulting and accounting firm that organized the meeting for Alcoa-NEC, the proponents, representing most of the DBS applicants and a number of satellite and earth station manufacturers, formed a planning committee that will come up with the charter and structure of the association. The committee is scheduled to meet on or about March 21 in Washington, he said.

The primary or at least the initial purpose of the association will be to come up with the standards for a low-cost home earth station. Such standards, favored by most of the DBS permittees, would permit the manufacture of earth stations capable of picking up all DBS services. The standards are particularly important to the earth station manufacturers, such as Alcoa-NEC, which are eager to tool up for the new market. The proponents had hoped to discuss the standards at the meeting last week, but lawyers advised them that they should put off such talk until the association is formed to avoid any antitrust problems. One of the DBS applicants, United States Satellite Broadcasting, has asked the FCC to establish an advisory committee to address the standards question, and, according to Egan, the consensus of the proponents was that the FCC should create such a committee. Its efforts could be coordinated with those of the DBS association, Egan said.

Although the need for standards may be the catalyst, the association will fulfill other functions. It will publicize the industry, collect information and statistics on it and represent it before government regulators. (One problem the proponents have already identified, Egan said, is the outlining by zoning ordinances of home earth stations of any size.)

The spoiler

A new study prepared by the Yankee Group concludes that the medium-power satellite broadcasting service planned by United Satellite Communications Inc. for launch this fall will act as "the spoiler," capturing the rural market targeted by Comsat's Satellite Television Corp. and other prospective high-power direct broadcast satellite operators long before their services are launched. The satellite transponders USCI plans to use are but one-tenth the power of the ones the high-power operators propose. But the study supports USCI's contention that "the booming signals of high power DBS are tantamount to overkill" in light of improvements in earth station technology. The study predicted that USCI's entry into the market would be the catalyst for an industrywide scaling down of DBS from the 200-watt transponder level favored by the high-power operators to the 40-watt to 100-watt range. "This in turn will dramatically improve the economics of DBS in general," the study said, "making it much more competitive with cable and terrestrial broadcasting as a delivery medium." The market-place threat of USCI combined with the acceptance of medium-power DBS will prod the high-power DBS operators to advance their schedules to put up competing systems in 1985 or 1986.

Because of its early start, USCI's only competition at first will be the sellers of C-band earth stations, which can be used to intercept satellite-delivered cable programming services. The study said USCI would capture the lion's share of the direct-to-home market, its revenues rising to $160 million by 1984.

Dropping out

Having failed to win the contract to supply United Satellite Communications Inc. with earth station components, Orrox announced it was curtailing operations of Satcom, a subsidiary formed in mid-1980 to develop and manufacture earth stations for the satellite broadcasting business. USCI announced earlier this month (Broadcasting, Feb. 7) that it had agreed to buy $600 million worth of earth stations from General Instrument, which owns a piece of USCI. But what crushed Satcom was GI's decision to acquire $200 million worth of low-noise block converters—one of the key elements of an earth station—from Japanese manufacturers rather than Satcom. According to Orrox President and Chief Executive Officer Philip Arenson, Satcom is out of the manufacturing business, but that it may license some of the technology developed over the past three years at a cost of $3 million to other manufacturers. Prospects for Satcom were also dashed, Arenson said, by the announcement of Oak Industries last October to delay its DBS plans. The combined effect of the USCI and Oak announcements, he said, was to close the market for Satcom converters for at least two years.

Netcom gets Eros

Eros, Broadcast Programming Inc.'s adult pay television service, has a new satellite carrier. Netcom Enterprises announced its new client last week, although a spokesman said Netcom has been distributing the service on Satcom IV since Feb. 10 under terms of a contract signed around Feb. 1. Prior to its deal with Netcom, Eros was distributed by Wold Communications. The switch by Eros represents the second major loss for Wold in as many months. The Financial News Network switched from Wold to a transponder controlled by Rainbow Programming Services on Jan. 14. Eros is beamed to STV and cable affiliates each Thursday, Friday and Saturday from 11 p.m. to 2 a.m. NYT. Compact-Netcom, a partner- ship of Compact Enterprises's parent, and Compact Video Services, is now providing tape playback and uplinking services for Eros at its facility in Burbank, Calif.
As compiled by BROADCASTING, Feb. 14 through Feb. 18, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications.
AL.—Administrative Law Judge.
alt.—alternate.
announced—announced after.
Atlanta—Ch.—critical hours.
CP.—construction permit.
D.—day.
DA.—directional antenna.
Doc.—Document.
ERP.—effective radiated power.
HAAT.—height above average terrain.
kw.—kilowatts.
mhz.—megahertz.
MOD.—maximum expected operation value.
mts.—metres.
Nicholas—N.—night.
PA.—presunrise service authority.
SL.—transmitter location.
SLA.—transmitter location.
TPO.—transmitter power output.
U.—unlimited hours.
vis.—visual.
watts.—watts.
wl.—watts.
"non-commercial."
Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

| Commercial AM | 4,668 | 686 | 4,668 | 153 | 4,822 |
| Commercial FM | 3,379 | 530 | 3,379 | 127 | 3,506 |
| Educational FM | 1,112 | 170 | 1,112 | 84 | 1,196 |
| Total Radio | 9,159 | 1,416 | 9,159 | 453 | 9,612 |
| Commercial TV | 926 | 146 | 926 | 16 | 942 |
| Educational TV | 926 | 146 | 926 | 16 | 942 |
| Total TV | 1,026 | 162 | 1,026 | 16 | 1,042 |
| FM Transmitters | 499 | 83 | 499 | 12 | 511 |
| TV Transmitters | 2,064 | 342 | 2,064 | 34 | 2,158 |
| Low Power | 104 | 17 | 104 | 2 | 108 |

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- KGBR(FM) and KYKY(FM) Riverton, Wyo. (AM: 1450 khz, 1 kw-D. 250 w-N; FM: 93.5 mhz, 3 kw, HAAT: 278 ft.),—Granted transfer of control of Riverton Broadcasting Inc. from Tony A. Kehl (52% before; none after) to Jeffrey S. and Stephen A. Kehl (48% before; 100% after). Consideration: $498,100. Principals: Transfer, current 52% owner of license, is transferring his interest to his sons, who currently each own 24%. Tony Kehl also is president and one-third owner of KWOR(AM)-KENB(FM) Woodland, Wash., and vice president and 60% owner of KBMN(AM) Boze- mont. Mont. (BTC-H-821215EC). Action Feb. 7.


- KUGR(AM) Green River, Wyo. (1400 khz, 1 kw-D, 250 w-N)—Granted transfer of control of Wagonwheel Communications Corp. from Wycom Corp. (51% before; none after) to Alan W. Harris (49% before; 100% after). Consideration: $150,000 plus $25,000 for consulting agreement. Principals: Seller is owned by William R. Sims, who also owns KSSA-FM Casa Grande, Ariz., and 89% of applicant for new FM at Santa Fe, N.M. Buyer is current 49% owner of KUGR and has no other broadcast interests. (BTC-821215EC). Action Feb. 7.


Facilities changes

AM applications

- WIND (1230 kHz) West Palm Beach, Fla.—Seeks CP to change city of license to Palm Beach, Fla.; change frequency to 1040 kHz; increase daily power to 10 kw and night power to 1 kw; install DA-N; change TL; Major environmental action

**Broadcasting Feb 28 1983**
HELP WANTED MANAGEMENT

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

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

Major group broadcaster seeks high-achiever general manager to move new acquisition in Southeastern 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 record with emphasis on training required. All replies confidential. Send resume to Box P-102.

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.

Station manager with proven sales and administrative ability for station in growing Texas city. EOE. Box P-127.

General manager owner seeking growth potential seeks general manager for AM in Midwest market. Must be experienced in national sales, with working knowledge of all facets of the business including budgeting, programming, and FCC regulations. Salary requirement includes 6% profit sharing. Send history and references in first letter. All replies confidential. EOE. Please reply Box P-152.

Media group looking for radio station general manager. Properties are located in Western and West Coast states. Must be competent in all areas with strong sales background and bottomline orientation. Right individual would have opportunity for group management. Write Box P-153.

Midwest radio station group looking for General Managers. Someone raised in Midwest and familiar with agriculture. Write Box P-160. EOE.

HELP WANTED SALES

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

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. 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, 800-859-4366, for details.

There's always a sales job available for a competent experienced radio salesperson. We offer a career opportunity for the person that can take advantage of it. (Management considered). Top rated adult station. Market just under 100,000 and growing daily. KCIN, Box 1428, Victorville, CA 92392.

We are expanding again in New England and are in need of a sales manager with a proven track record who wants the potential of becoming a GM in our organization. If you're such a person, send resume and salary requirements to Porter Broadcasting Services Inc., PO Box 326, Bath, ME 04530. Alt: Bruce Bieste.

If you love small market radio like we do, can sell, announce, want to move to the sunny Gulf Coast, and have a chance to own a piece of the rock, get in touch with me. Bob Clark, President, WAFQ, Radio, Drawer AS, Fairhope, AL 36532, 929-2384. EOE.

HELP WANTED NEWS

Midwest small market AM-FM in agricultural college town needs solid news director with experience. $9000mo start plus. Call manager, 402-375-3700.


Newswriter for south Texas station. Must combine good writing skills with speed and accuracy and have authoritative delivery. EOE. Box P-126.

The Gilcom Corp., with stations in Pennsylvania and West Virginia, is looking for applicants for future positions in news and sports talk. Send tapes and resumes to: Tony Booth, Group Program Director, WFBG, Box 2005, Altoona, PA 16603.

Reporter/Anchor for number one AM in college town. Must have good writing skills and delivery. Tape and resume to: Confederacy News Director, WTKO, Box 10, Ithaca, NY 14850.

HELP WANTED MANAGEMENT

Executive opportunity, General Manager for school district-owned KRMA-TV (PBS affiliate), MA preferred. Administrative experience in public broadcasting, higher education, and public relations desired. Ability to plan, implement and evaluate educational and community television programs and manage the station’s license. Salary commensurate with experience—$50,000 range negotiable. Submit letter of application, complete resume including references, to Superintendent of Schools, Terminal Annex Station, WGBH, 850 Boylston Street, Boston, MA 02116. Deadline: March 14, 1983.

Director of listener support, Immediate opening for this management position at WGBH-FM, Boston. The incumbent will be responsible for on-air membership campaigns, direct mail and special fundraising initiatives. Significant experience in public radio, good writing and on-air skills are essential. Salary contingent on experience. Send resume to: WGBH Personnel Office (A-14), 25 West Avenue, Boston, MA 02134 WGBH is an equal opportunity employer.

GM for new independent, Prefer person with extensive experience in marketing of independent station(s). Call Art Hook, 615-884-4580, between 9 and 11 a.m.

HELP WANTED SALES


General sales manager needed for Southeast’s most exciting independent—All American 46! Energy, enthusiasm, leadership skills required. Our city offers unbeatable climate, lifestyle, civic activities and low cost of living; our station offers excellent benefit, salaried position. Solid experience in fundraising, a commitment to public radio, good writing and on-air skills are essential. People you'll find anywhere to work with! Resume and letter to: Tom Scanlan, VP/GM, All American 46/WKFT, 230 Donaldson, Fayetteville, NC 28301. EOE-M-F.

Can you fill our new local sales manager's shoes? We’re looking for a marketing oriented sales representative with promotion experience. Send letter and resume to: Linda Blackburn, WTOV-TV, PO. Box 9999, Steubenville, OH 43952. EOE.

Experienced account executive for local/regional sales. Top list at No. 1 station in market. Must have superior selling and development skills in television. Send resume to: WIFR-TV, Box 123, Rockford, IL 61105, or call Local Sales Manager, Dennis Gill, 815-987-5342. EOE.

Northeastern group-owned television network affiliate has an immediate opening for an experienced, aggressive account executive in the New York area. Excellent opportunity for growth with a company committed to the communications industry. Send resume and salary history in confidence to Box P-163. EOE.

Chicago’s newest station is looking for two aggressive self-starters for its local sales staff. Radio or TV sales experience desirable. Call Mark Kohinrus, 312-871-8520.

HELP WANTED TECHNICAL

Digital design/maintenance engineers. Major post production facility, located in Florida, with the latest in digital equipment, has opening for experienced television engineering package designer for a combination design and maintenance position. Salary open. Contact Michael Orsbin, Director of Engineering, 305-920-8000.

Engineer: Television production engineer for public broadcast station. Responsible for production recording, editing and redesigns. Completed minimum of two years studies in electronic technology at a reputable institute or equivalent military training. Minimum two years TV experience and another five years repairing electronic equipment in a television station. FCC license required. Send resume and salary requirements to Chief Engineer, 42 Coliseum Drive, Charlotte, NC 28205. EOE.

Video maintenance engineer, Expert in 1” Sony recording and editing equipment, Grass Valley switcher and Rank Cinel. The Tape House Editorial Co., 212-557-4949, Mark.

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

Way down yonder in New Orleans—experienced maintenance engineer wanted for growing independent TV facility will maintain RCA 2” VTR’s and TK-27 Film Chain, Sony VTR’s, Central Dynamics and ISi video recorders. Send resume to Bob Gremillion, Director of Broadcast Operations, WGNQ-TV, Suite 2912, I.T.M. Building, New Orleans, LA 70130.

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

Television maintenance engineer: Number 1 market broadcaster seeking 2 maintenance engineers knowledgeable in 2” Quad and all helical formats, TBC, RCA film and live cameras, Grass Valley 1600 switches, signal distribution, RF/and transmitter maintenance knowledge. Plus FCC license a must, plus 3-5 years’ maintenance experience. Board sweepers don’t apply. This is a union shop with excellent benefits. Start 33K, 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 management responsibility. Duties include management of supervisory and videotape operators, and primary responsibility for preventative maintenance and repair of 1” and 3/4” VTR’s, switches, TBC’s, and terminal equipment. Strong technical background, experience in audio and video maintenance—especially experience with camera and switcher maintenance. Send resume and references, to: Randy Cardosi, 1378 N.W. 4841 Drive, Winchelsea, 313-877-2000. EOE.

Engineering Manager: For Northeast metropolitan PTV. Strong production and design background necessary. Minimum five years’ experience, two years in supervisory capacity Send resume and salary history to Engineering Director, WETA-TV, Box 2626, Washington, DC 20013.

Maintenance Engineer. WFSB, a Post-Newsweek station, has an immediate opening for a maintenance engineer whose chief responsibilities will be the supervision of all equipment in the DVE’s, RF video switching and ENG equipment. Experience in TV broadcasting plus FCC license required. Resumes should be sent to: Susan Paulauskas, WFSB, 6 Constitution Plaza, Hartford, CT 06115.

Chief engineer for major market TV station and large production facility. Looking for energetic, skilled sportscaster with diversified experience. Seeking an experienced, aggressive chief, qualified in maintenance and operation, to manage fast-growing, state-of-the-art facility. Group owner. Send resume to Box P-144. An Equal Opportunity Employer.

HELP WANTED NEWS

Alaska Nightly News needs reporter and photographer. Both positions are available immediately. Salary: DOE. Send resumes to: Alaska Nightly News, Channel 2 Broadcasting, PO Box 102880, Anchorage, AK 99510.

Reporter for award-winning ENG cable TV news team. Immediate opening for degree, min. 2-year ex. Salary competitive, hard work and great backdrops. Tape and resume to Randy Shaw, News Director, Guam Cable TV, 530 West O'Brien Drive, Agana, GU 96910.

Sports reporter/weekend sports anchor. Gulf Coast Affiliate seeks energetic, skilled sportscaster to fill immediate opening. Live van and satellite down line. Send resume for interview to: Gary Couch, 312-600-3872. Exceeding client’s and great weather. Send tape, resume and references by March 15th to Rick Diaz, News Director, KRGV-TV, PO Box 5, Weslaco, TX 78595. A-
HELP WANTED NEWS CONTINUED

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

News director. Experienced news director with the desire to be number one in a highly competitive market. Must be experienced in all facets of news management. Please send resume to Box P-121.

Anchor/co-anchor. Aggressive news station-Southwestern market-seeks experienced anchor or co-anchor. Please send resume only (do not send tapes) to: Box P-122.

Reporter/weekend anchor wanted for medium-size Southeastern market. Challenging opportunity for professional with strong reporting and anchoring experience. Rush resume to Box P-139.

WEAU-TV seeks experienced news reporter to handle general assignment news. Previous broadcast experience is preferred. Resume and tape to: News Director, WEAU-TV, PO. Box 47, Eau Claire, WI 54702 No calls, please. An Equal Opportunity Employer.

WFTV needs an experienced ENG cameraperson/editor. If you can meet the pressure of daily deadlines in a competitive market, send your resume and samples of your work to: Bob Jordan, WFTV, Box 999, West Palm Beach, FL 33402. WFTV is an equal opportunity employer.

Broadcast meteorologist wanted for topnotch Southeastern station. Growing weather operation; ideal for meteorologist with charisma and personality. No beginners, please. Rush resume to Box P-140.

News director. Experienced news director with the desire to be number one in a highly competitive market. Must be experienced in all facets of news management. Please send resume to Box P-121.

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

General sales manager—strong credentials, proven organizational abilities and interpersonal skills with medium to major market stations accustomed to front-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 with solid experience in sales, programming, operations, management, marketing, community relations, and sales promotion. Looking for long term relationship. Let’s talk at NATPE or before! Reply Box P-65.

Top 15 market sales pro experienced in national sales, marketing and as local sales manager seeks position in top 50 market. Box P-156.

SITUATIONS WANTED SALES

TV General Sales Manager employed in one of the top 3 markets available. Creative, independent in nature, with previous locks on national radio time sales experience. Experienced in the formation of a new TV station. Write Box P-154.


SITUATIONS WANTED TECHNICAL

Technician, prefer Chicago area Christian broadcast network. Experience includes: cameraman, studio technician, radio announcer, chief engineer-radio and TV. MCR installation and more. Call 615-459-2911 and ask for Bob.

Studio operator. 4 years film/video experience in major TV station. College background with FCC first phone, hardworking, dependable and ambitious. Can relocate anywhere any directions. Please call: Larry, 415-886-7767, or write Box 3761, Hayward, CA 94540.

SITUATIONS WANTED NEWS

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

Sportscaster for major cable network anxious 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, and producing. Contact Chuck Dimond, 2136 Avon Street, LA 90026, or call 213—660-2701.


Hustling sports anchor/reporter/producer seeks position with small to medium market station. Recent grad with substantial experience reporting, anchoring, writing, and producing. Exceptional production skills. Mark, 807—748-8591.

I’m not looking for a job, I’m looking for a career. Degreed, 3 years radio news, 3 years TV news in the military where you do it right the first time! Anchor, report, shoot, edit. Writing a real strength. Call J.T. Corcoran, 913—525-1075. A 7-for-1 winner! News director, anchor, executive producer, assignment editor, producer, sports reporter. Write Box P-108.

News Director seeks challenging of medium or large market reporting. AP/UPI award winning dedicated journalist, not a news reader. BA in broadcast journalism. Want out from broadcast/television. Write Box P-108. Call Scott, 515-357-0160.

Anchorman, 35, solid writer-producer. Currently 60’s mkt, looking for new opportunity. Box P-158.
NYU TV graduate seeks entry-level position. Experience includes production staff member for ABC program and directing public access show. Will relocate. Call Neil, 914-345-3483.


Recent graduate seeking entry level production or programming position. New York University. Communications B.A. affiliate internship experience. Good writing skills. Will relocate. Help a beginner! Contact Kris Nicovich, 3807 South Fraser, Aurora, CO 80014. 303-650-5738.

Manager of community access corporation. High degree of organizational, production, public-relations, community outreach skills required. Challenging position for a person who can work with newly formed non-profit board. Resume, references, salary history and requirements to: Personnel ACAC, Suite 300, GMU Metro Campus, 3401 N. Fairfax Drive, Arlington, VA 22201.

Networking specialist for a national satellite telecommunication corporation. Responsibilities include networking of telecommunication facilities and services for the implementation of video-conferencing and distribution of other satellite-assisted operational services. Other responsibilities include client consultation, research and report development. Requires college degree and good organizational, communicative and writing skills. Prior experience in video-teleconferencing, networking or satellite communications helpful, but not required. Salary negotiable, commensurate with experience. AA/EOE. Send resume to: Public Service Service Inc. in Consortium, 2480 West 26th Avenue, Suite 90B, Denver, CO 80211. Attn: Helen Lauck, Director. National Satellite Network.

WANTED TV EQUIPMENT

Broadcasting: teach courses in broadcast production (radio/television) starting August 25, 1983. Closed circuit radio and full production television studio serve as examples. Experience required. Send resume, graduate and undergraduate transcripts and placement papers to Dr. Edwin Carpenters, Head, Division of Language and Literature, Northeast Missouri State University, Kirksville, MO 63501. Closing date March 10, 1983. NMSU is an equal opportunity employer.

Broadcast faculty member for Department of Communication. Successful candidate will supervise TV production courses, as well as teach broadcasting, production, reporting and broadcast production. One or more additional areas of specialization sought in subjects such as cable and new technologies, international broadcasting, media management, broadcast journalism, related broadcast areas. Qualifications sought include Ph.D. degree (ABD possibly considered); professional experience, and teaching experience. Position begins in mid-August, 1983. Letter of application, resume, professional experience, and other materials should be submitted by 3-1-83 to Dr. Mitchell Shapiro, Chair, Broadcast Faculty Search Committee, PO Box 1377, Department of Communication, University of Miami, Coral Gables, FL 33124. AA/EOE. University of Southern California School of Journalism anticipates hiring a tenured-track assistant/associate professor for the 1984-1985 academic year. Small campus setting, teaching in radio and full production. Desired experience with major broadcasting organizations, on-air experience in TV or radio, substantial electronic publications and solid grounding in public affairs, history, ethics and law; one in print (editing & design); and one in mass and media. The position seeks to see one-year visiting professor in public relations/advvertising. Advanced degrees preferred; Ph.D. required for mass media and society. Send letters of application, resumes, references and samples public relation/advertising work to: Dean, School of Journalism, University of Southern California, Los Angeles, CA 90098-1695. An equal opportunity/affirmative action employer.

Dean of Journalism, The University of Georgia. The University of Georgia invites applications and nominations for the position of Dean of the Grady School of Journalism and Mass Communication. Qualifications include an earned doctorate; a distinguished scholarly record; substantial administrative experience; teaching experience; and familiarity with mass media research. Position to be filled by July 1, 1983. Salary competitive. To apply, send application letter, resume, names and addresses of three persons who can provide letters of reference to the search committee chair: Dean Howard C. Ansel, School of News and Journalism, The University of Georgia, Athens, GA 30602. The University of Georgia is an equal opportunity/affirmative action employer.

Assistant professor of communications—full-time, 9-month contract. Requirements: Ph.D. degree in communication, or all work but the dissertation completed. Successful professional television work or experience in television production. Desired starting date: September, 1983. Salary: competitive; depending on qualifications and experience. All applicants must submit a letter of application, vita, placement folder, faculty evaluation form, transcripts and three letters of recommendation through the Southern Utah State College Personnel Office, Cedar City, UT 84720, no later than May 15, 1983. Candidates will visit the campus at their own expense. AA/EOE.

Instructor or assistant professor, preferably with Ph.D. and television experience, to teach broadcasting and basic journalism courses in small college seeking to expand broadcasting curriculum. Applications must be postmarked before March 12 to: Dr. Russell J. Jandoli, Head, Mass Communication Department, St. Bonaventure University, 14778.

Communication: assistant professor. Tenure-track position beginning September, 1983. Responsibilities include teaching four courses per academic year at the undergraduate level in television production and related fields, as well as general administration of the audio visual department which includes the campus radio, television, and audio visual equipment pool. Successful candidate will also be expected to be involved with grant activities related to media and the support of other units on campus that have secured grants that are media-dependent. Applicants must have Ph.D. in communication, with strong video background, though A.B.D.'s will be considered if they have video experience. Position is 3/4 time, with full faculty benefits package. Summer appointments negotiable. Submit application letter, vita, and names and phone numbers of three references to: Chair, Broadcast & Audio Visual Committee, College of Arts, Letters, Arts and Sciences, University of Colorado, PO Box 7150, Colorado Springs, CO 80933-7150. UCS is an affirmative action/equal opportunity employer. Application deadline: 15 April, 1983.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters, Guaranteed Radio Supply Corp., 1314 Ithurbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Wanting instant highest prices for your broadcast equipment. Urgently needs two, transmitters, antennas, transmission line, studio equipment, with cables. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

$1,000 Reward for UHF Transmitters—for information which leads to our purchase of a UHF TV transmitter. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.


Wanting used audio carts, 2 1/2-3 1/2 minutes, good condition only. Call 813-876-0455, Jay.

FOR SALE EQUIPMENT


Quality broadcast equipment: new and used, buy and sell! Transmission, video and audio. Formed my own company. Call Jay LaRue, 809-685-2938.


UHF transmitters—GE TT59 (5 kw). Emece 1 kw translator; RCA TFU-1B. Several other models available. Call Quality Media Corporation, 404-324-1271.

Remote control for lease or sale—beautiful 40" color, with PC-70 cameras, 3Q, 3Q4 & 3" VTRs, all switching, audio, etc. Small deposit and $5,000 per month. Can add 1" VTRs or modify entire unit to your specifications. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.


New TV Startups—Let us show you how to save a fortune when building a new TV station. Bill Kitchen, Quality Media Corporation, 404-324-1271.


2.5 KW Sparta 602 FM, 1975, on-air. Going to higher power. M. Cooper, 216-379-6585.

**FOR SALE EQUIPMENT CONTINUED**

Character generators—Vidifont, 3M, and Telema models available, under $4,000. Bill Kilchen, Quality Media Corporation, 404-324-1271.

Audio/technics 110 B air console with spare power supply. New, shipped to $10,000.00. IBM automation system with two 42 go cards, CRT, printer, logger, racks, only $18K. ITC tape decks, optional. Collins 830 F 2A 10 kw FM transmitter with A-830 exciters and generator. For more information: Call 601-442-4855. Ty or Ron.

Complete rack mounted 7 meter Scientific-Atlanta Satellite Receiving System. Comprised of one 8010A dish, two 6602 receivers, one 8684 antenna position controller, one 8240 deicing subsystem, one 8769 LNA power supply and one 7630 LNA protection switch. Price—$24,000. Please call Operations Manager at Golden West Broadcasters for further information.

5000 watt CCA transmitter on 1370 and spares with CBS limiter/AGC processing; modulation monitor. Now in use. Going to 10 kw. Will deliver at cost. $10,000 for all, 803-854-267.


Dealer demo equipment for sale. Hitachi HR-200 type-C 1" VTR w/ST DVS DPS-1 TBC, Sony 3/4" edit systems. Hitachi FP-40SS ENG camera w/super silent. Remcon card w/ or w/o equipment. Much smaller, Excellent prices. Call today, 518-449-7213, Terry, Ted or Bob.

**COMEDY**

Free Sample of radio's most popular humor service, (Request on station letter head). 'O'liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

**CONSULTANTS**

Attention: communicators in need of work! You're not thinking. Use everything you've got. Register with CPS. We offer an array of services to get you on the job. There is no fee after placement. SMAF-TV, ind. TV, LPTV Communications Placement Services, Inc., 2025 Eye Street, NW, Suite 813, Washington, DC 20006. 703-659-8251.

**MISCELLANEOUS**

Beautiful music record library available. Rare opportunity for music programer, syndicator, or private collector. Over 5,000 albums in good condition, each catalogued by album title, artist, and individual song titles. Approximately 75% instrumental. 25% vocal. Bonus: large Christmas collection, plus patriotic, religious, big band, and showtune albums included. Serious offers only, please. All inquiries answered promptly. Write Box P-103.

Introducing The Radio Production News Cassette. A newsletter on tape for air talent/producers. Includes production samples, job openings. English Hank $5.00 (refundable with order) for debut cassette. RPN, Robark Productions. Box 2444, Durham, NC 27705.

Programming needed! Distribution arranged for top quality program. SMAF-TV, ind. TV, LPTV and radio. Inquiries from independent producers and major distributors welcome. Please call 800-645-3663 or 516-825-3132.

Positions available. Weekly newsletter. $15.00/15 weeks. Job Leads, Trent Bldg., Irvington, NY 10533.

**HELP WANTED SALES**

Broadcasting syndication firm has immediate openings in the positions listed. Our services and capabilities are growing and expanding so we're continually seeking proven professionals.

**ADVERTISING SALES**

Enthusiastic individual with broadcast sales experience to join our sales team. Will handle diverse client list excluding beer and auto. Must be a success oriented self-starter with 2-3 years experience.

**POSITION CLEARANCE**

Proven leader in all phases of station clearance to expand present station roster. Must be familiar with TV, radio and cable on barter basis. 2-3 years solid background experience.

We offer a competitive compensation and benefits program and an extremely challenging environment. All applications will be confidential. A decision will be made prior to the NATPE Convention. For consideration, please forward your resume and current salary information indicating position desired to: Box P-104.

An Equal Opportunity Employer

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**TELEVISION**

**Help Wanted Sales**

**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, KXTV, 400 Broadway, Sacramento, CA 95818. EOE/F.

**Help Wanted News**

**KNEW, OAKLAND/SAN FRANCISCO**

Looking for major market news director to work on-air and manage a well-established, AFTRA-represented news department. Ability to teach 1980's news skills, and direct a must-see product. Tapes and resume by noon (no calls) to Jim Wood, Operations Manager, KNEW. PO. Box 910, Oakland, CA 94604. EOE. M/F/H.

**NEWS/PUBLIC AFFAIRS PRODUCER**

Newspaper public affairs producer for 100,000 watt NPR affiliate. Duties: Serves as producer for station-wide distributed business program and produces other program segments. Qualifications: BAS 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, WUFT-FM, 2108 Weaver Hall, Gainesville, FL 32611. (Non-returnable production tape encouraged). The University of Florida is an equal opportunity affirmative action employer which encourages applications from minority groups and women.

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**RADIO**

**Help Wanted Management**

**WNDE/WFBQ BUSINESS MANAGER**

Group owned AM/FM in Indianapolis. Responsible for all financial, personnel and EEO functions. Excellent opportunity for an experienced business manager. Send resume to Corporate Controller, Gulf Broadcast Group, PO. Box 42, 100, St. Petersburg, FL 33742. An equal opportunity employer.

**Help Wanted News**

**For Fast Action Use BROADCASTING's Classified Advertising**

**Situations Wanted Management**

**ASSIGNMENT**


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**TELEVISION**

**Help Wanted News**

**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, KXTV, 400 Broadway, Sacramento, CA 95818. EOE/F.

**Help Wanted Sales**

**Broadcasting**

**Help Wanted Sales**

**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, KXTV, 400 Broadway, Sacramento, CA 95818. EOE/F.

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Help Wanted News
Continued

SPORTS PRODUCER
Needs extensive sports and production experience. Will coordinate planning and assignments. Will produce sportscasts with sports directors. Needs ideas, creativity, organization and commitment. We are an equal opportunity employer. Send tape and resume to Ken Middleton, Assistant News Director. Programs, WJLA, 4461 Connecticut Avenue, N.W., Washington, D.C. 20008.

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. KXTV, 400 Broadway, Sacramento, CA 95818. EIE-EF

Help Wanted Programming, Production, Others

SHOW PRODUCER
We need an experienced self-starter with endless energy and fresh ideas to lead a staff of 20. This Hour Magazine-like show includes studio interviews and demonstrations and field packages produced by two full field crews. This daily afternoon hour is No. 1 with its 18-49 target, and needs that gunner who loves long hours, hard work and a real creative challenge. At least two years related experience absolutely required. Send resumes only to: Steve Edelman, Executive Producer, KSTP-TV, 3415 University Avenue, Minneapolis, MN 55414. EOE. M/F.

CABLE ARTIST
Long Island's Newsday seeks computer-graphic artist for cable channel. Experience with Teletext graphics preferred. Rush resume to: S. Dietrich

NEWSDAY INC.
Long Island, NY 11747
An EOE, M/F.

For Fast Action Use BROADCASTING's Classified Advertising

PROGRAM DIRECTOR
for CBS-TV affiliate on the coast, in the Sunbelt. Station is number 1 in programming and news. We want a pro with a good track record. Send resume to Box P-105. EOE. M/F.

Help Wanted Technical

TV MAINTENANCE ENGINEER
The State University of New York Central Administration, New York Network located in Albany, New York, invites applications for the position of TV Maintenance Engineer to be responsible for maintenance of TV plant and equipment. Performs adjustment and repair of network transmission, studio and other electronic and mechanical equipment; works with highly sophisticated laboratory and field measurement devices; assists in design of communications systems; performs modification on equipment to ensure optimum performance; designs modification circuits; installs equipment as required; performs technical operation tasks as required.

Qualifications are: Minimum five years satisfactory and significant television broadcast equipment maintenance; or B.S.E.E. plus three years significant television broadcast operations and maintenance experience.

Excellent fringe benefits are available: salary will be commensurate with qualifications and experience. The search committee will begin review of applications on March 21, 1983. Letters of interest and resumes should be sent to:

State University of New York Central Administration
Office of Personnel and Affirmative Action
S-125, State University Plaza
Albany, New York 12246

SUNY is an Affirmative Action, Equal Opportunity Employer.

Help Wanted Technical
Continued

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

Help Wanted Management

NATIONAL SALES MANAGER
Super Aggressive Blair Owns 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 14925, Okla. City, OK 73113.

An Equal Opportunity Employer

Situated Wanted Management

NYC, BOSTON, PHILLY, 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.

Situated Wanted Programming, Production, Others

FRENCH BI-CENTENNIAL OF FLIGHT
Experienced cameraman with 13 years commercial balloon piloting experience seeks assignment as cameraman/field producer covering this colorful and historic celebration. Resume and broadcast ballooning reel available. Contact: Allen Emes, 365 1/2 Lake Ave., Oakhurst, NJ 07755. 201-870-3518.
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We field gree analysis yrs: tinging. who wants career oriented field experiments. The Control Data Company, has opportunity to CAST

Candidate should have at least 5 yrs' experience in all phases of survey research particularly with analysis of large data bases. A degree in the social or management sciences is required and experience in the communications field is preferred.

We offer an excellent benefit package, competitive salaries and a convenient suburban Washington, DC, location. For immediate consideration, please send a detailed resume with salary requirements, in confidence to:

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Personnel Administrator
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Incubating Success
or slowly developing failure? It's often difficult to tell which direction your radio station's programming is moving. The waiting gets expensive. You don't want to pull the plug too soon on a future winner, yet worry about staying too long with a loser. Proven, objective method of evaluating your programming based on actual ARB diaries can quickly answer your question.

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Complete application preparation & filing

Some TiER II & III apps can be filed now! Let TRA, the LPTV leaders, maximize your chances. Free info package.

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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, newswomen & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list. $6. Special bonus: 5 consecutive weeks, only 14.95—you save $11! AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89110.

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RADIO JOB PLACEMENT
If you are an announcer, news or sales person, program, sales, management or general manager seeking to "move up," National Broadcast Talent Coordinators can help you. NBT is the nation's leading radio placement service. NBTC services radio stations in all size markets from coast to coast. For confidential details, including registration form, enclose one dollar postage and handling to:

NATIONAL BROADCAST TALENT COORDINATORS
Dept. B, P.O. Box 20551
Birmingham, AL 35216
205-822-9144.

Miscellaneous

3-D GLASSES
For price & delivery details, contact: StereoVision (502) 585-5199
P.O. Box 1031, Louisville, KY 40201

Public Notice

PUBLIC NOTICE
The Membership Committee of the Board of Directors of National Public Radio will meet on Tuesday, March 1, 1983, to discuss membership criteria and nonmember access to NPR PLUS. The meeting will be held at the Four Seasons Olympic Hotel, Seattle, Washington, from 9 a.m. to 4 p.m. For further information concerning this meeting, please contact Michael A. Glass, NPR General Counsel 202-822-2043.

Business Opportunity

SATELLITE TIME AVAILABLE
Full video transponder. Call Nick Leone, Trans Global Galactica Corp., 312-745-1161.

For Sale Stations

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MILTON Q. FORD & ASSOCIATES
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THIS PUBLICATION IS AVAILABLE IN MICROFORM
University Microfilms International
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SPECIAL NOTICE
ALL Broadcasting Magazine classified advertising orders must be prepaid

Broadcasting Feb 28 1983
112
### WE ARE PLEASED TO ANNOUNCE

the availability of a radio station in a major Western ski resort on negotiable terms at a price of:

**$1,000,000**

Please contact Bill Martin or David Martin. Available exclusively from:

Bill-David Associates Inc.
2508 Fair Mount Street
Colorado Springs, CO 80909

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### CHAPMAN ASSOCIATES

nationwide mergers & acquisitions

<table>
<thead>
<tr>
<th>STATION</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>SE Major C1.C FM</td>
<td>S3,750K S1,600K Bill Chapman (404) 458-9226</td>
</tr>
<tr>
<td>W Medium C1.IV/FM</td>
<td>S2,750K S650K Ray Stanfield (213) 366-2564</td>
</tr>
<tr>
<td>RML Metro VHF-TV</td>
<td>S1,940K S400K Greg Merrill (801) 753-8090</td>
</tr>
<tr>
<td>FL Major Fulltime</td>
<td>S1,600K S600K Bill Catie (904) 893-6471</td>
</tr>
<tr>
<td>SW Medium C1.IV</td>
<td>S1,150K 29% Bill Whitley (214) 680-2807</td>
</tr>
<tr>
<td>NW Medium C1.IV</td>
<td>S995K Cash Peter Stromquist (612) 831-3672</td>
</tr>
<tr>
<td>RML Metro Fulltime</td>
<td>S650K S150K Brian Cobb (303) 322-3763</td>
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<tr>
<td>NE Small AM</td>
<td>S575K S175K Jim Mackin (207) 623-1874</td>
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<tr>
<td>SE Suburban C1.IV</td>
<td>S350K Terms Bill Catie (904) 893-6471</td>
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<tr>
<td>RML Small AM</td>
<td>S235K S60K Greg Merrill (801) 753-8090</td>
</tr>
<tr>
<td>SE Small AM</td>
<td>S130K S55K Ernie Peacock (615) 373-8115</td>
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To buy or sell, for appraisals or financing—contact John D. Emery, President, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. (404) 458-9226.

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### 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 turn-around 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.

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**Media**

William Coyle, office products branch manager, Xerox Corp., Dallas, joins Warner Amex Cable there as VP, operations.

Michael Callaghan, assistant to president, Scripps-Howard Broadcasting, Cleveland, named president of Scripps-Howard Cable Services Co., responsible for cable systems in Florida, California, Michigan, Connecticut and Colorado.

Appointments. American Television & Communications, Englewood, Colo.: Craig McCrystal, regional manager, Piedmont region, to head of American Cablevision of Kansas City, Mo; John Neal, regional manager, south central region, to manager, Capitol Cablevision of Jackson, Miss.; succeeding Aubrey Miller, who moves to Memphis CATV Inc. as director of operations.

Edward Campbell, president and general manager, Warner Amex Cable Communications, Pittsburgh, named president and general manager of new cable system in Milwaukee where franchise contest awaits approval by city.

Robert Gordon, president, Western Broadcasting, Missoula, Mont., and before that VP and general manager, WCPO-TV Cincinnati, joins WKTU-TV Cincinnati as general manager.

Joseph Kelly, from Custom Audience Consultants, Washington-based radio research firm, joins WAKYAM Louisville, Ky., as general manager.

Tom Scheithle, sales manager, WKNIAM Rockford, Ill.-WFPE-FM Winnebago, Ill., joins WEZV-FM Fort Wayne, Ind., as general manager.

James Griffin, director of broadcast operations, WJL-A-TV Washington, named VP, director of broadcast operations.

Dennis Williamson, VP and general manager, KTVLTV Medford, Ore., joins KREM-TV Spokane, Wash., in same capacity.

David Pearman, general sales manager of Group W's KJOY-FM San Diego, joins its KODA-FM Houston as VP and general manager.

Leonard Norcia, general sales manager, Owensboro on the Air Inc., licensee of WTVSAM-WSTKMP Owensboro, Ky., and parent of Owensboro Cablevision, named assistant general manager.

Gary Eaves, general manager, WZZZ-FM Pittsburgh, joins WDIIOAM Orlando, Fla., in same capacity.

Ron Jones, station manager, WIKIAM Cleveland, named VP and general manager.

Neil MacMillian, program director, WOCHIAM Greenwich, Conn., joins WVIP-AM-FM Mount Kisco, N.Y., as general manager.

Cal Shields, program director, KACEFM Inglewood, Calif., named operations director.

Teresa Saylor, operations manager, KSBB-TV Salinas, Calif., named manager of programming and operations.

William Ascari, from Scullion, Nilson & Beckman, Denver, joins United Cable Television there as regional business manager.


John McGuiness, and Dean Saueressig, assistant national directors of credit and collections, ABC, New York, named to newly created positions of associate national directors of credit and collections.

Appointments. Tribune Cable Communications, Mahwah, N.J.: Calvin Crabb, financial analyst, to director of financial planning and analysis; Frances Payne, financial analyst, to senior financial analyst; Kevin Dorney, director of accounting, to newly created position of director of tax and audit; Michael McGory, senior accountant, Arthur Young & Co., New York, to same capacity, and Maureen Torrens, from Scholastic Inc., New York, to junior financial analyst.

Appointments, Warner Amex Cable Communications, New York: Roger Greenwald, VP, sales and marketing, Cincinnati, to senior VP, sales; Judy Ranzer, VP, sales promotion, to senior VP, marketing; Susan Montgomery, VP, sales and marketing, to VP, sales, meter systems, and Bill Phillips, director of sales and marketing administration, to VP, sales and marketing administration and analysis. Appointments form sales team that assumes responsibilities of Ed Carter, senior VP, sales and marketing, who has joined MCI Communications (see "Technology" below).

Kristine Yackel, corporate controller, Cable systems-Southwest, Rogers Cable systems, Minneapolis, named chief regional financial officer.
Appointments, WFSB-TV Hartford, Conn.: G. William Ryan, VP and general manager, to president; Barry Barth, director of broadcast operations, WJXT-TV Jacksonville, Fla., to VP and station manager; and Cathy Nierle, business manager, to VP, administration.

Kevin Sand, traffic supervisor, WRAL-TV Raleigh-Durham, N.C., named supervisor of traffic, film and station standards.

Donna Bridges, director of telecommunications services, Kansas Public Television Service, Wichita, Kan., licensee of noncommercial KPTS(TV) Hutchinson, Kan., elected VP.

George Picking, union relations manager, General Electric, Lynn, Mass., joins WNEW-TV Boston as director of employe relations.

Michele Menapace, from noncommercial WCET(TV) Cincinnati, joins WMVSTV) and WMTV(TV), both noncommercial Milwaukee stations, as membership manager.

Marketing


James Brandhorst Jr., senior VP and assistant to president, Kenyon & Eckhardt, New York, named senior VP and director of account services. Dennis Zolnierak, VP, account supervisor, Marschalk Co., New York, joins Kenyon & Eckhardt there in same capacity.

Appointments, Campbell-Ewald, Warren, Mich.: James Bernardin, executive VP, creative director, to director of creative development and new client services; Sean Kevin Fitzpatrick, from Dancer Fitzgerald Sample, Terrance, Calif., succeeds Bernardin, and Richard Anderman and Milton Sandling, VP, senior account executives, to account supervisors.

Barbara Lebow, art director, Trahan, Burden & Charles, Baltimore, joins W.B. Doner there in same capacity.

Paul Wolfe, freelance writer, joins Cunningham & Walsh, New York, as copywriter.

Doug Scharberg, media director, Scharberg & Associates, Jenkintown, Pa., named VP and member of board of directors.

James Collier Ill, from own advertising agency, Richmond, Va., joins Mil-Mor Advertising there as head of new Mil-Mor Media division.

Appointments, Foote. Cone & Belding, New York: Jay Kosanke, media supervisor, to associate media director; Rosemary McCabe, media planner, to media supervisor; Ellen McKnight, assistant planner, to media planner; Bob Perry, from Wells, Rich & Greene, New York, to media supervisor; Dan Azzarroz, from Wells, Rich, & Greene, to media planner; Andrea Jacobs, media buyer, Benton & Bowles, to spot broadcast buyer, and Daniel Frankl, from Benton & Bowles, to account executive.

Al Herring, from W.B. Doner, Detroit, joins Aviso, Lansing, Mich., communications firm, as media director of new division providing specialized marketing and media advertising services.

Ellen Levine, manager, nighttime and news pricing, NBC-TV, New York, named director, pricing.

Jerry Gardner, regional manager, Southwest, Radio Advertising Bureau, named VP, regional sales, responsible for cities in East and Northeast.

Appointments, SSC&B Lintas, New York: Peter Bulkley, from Dancer Fitzgerald Sample, New York, to account supervisor; Susan Connelly, from J.B. Williams, New York, to group research manager; Geri Warren Roper, from Leber Katz Partners, New York, to senior account executive; Catherine Brown, from Foote, Cone & Belding, New York, to media planner; Daniel Sheehan, from Art Directors Club, and Steve Greene, from J. Walter Thompson, New York, to copywriters; Kathleen Nolan, from SFM buying service, New York, to broadcast media supervisor, and Ray Schulte, from J. Walter Thompson, New York, to account executive.

Sales managers named VP's, Blair Television: Richard Buck, ABC/cred team, New York; Christopher Pearse, Houston, and Ed Youngmark, independent team, Los Angeles.

Appointments, Katz Television: Nelson Trotter, general sales manager, WLW(TV) Cincinnati, to manager, Washington office; Michael Steinberg, research analyst, to research manager, silver team, New York; Gerald Stagner, from Eastern Business Consultants and Management Services, Newark, N.J., to sales research analyst, bronze team, New York, and Stewart Day, from Wells, Rich, Greene, New York, to sales research analyst, olympic team, New York.

Claudia Powers, senior buyer, account coordinator, SSC&B, New York, joins Avery-Knodel Television there as account executive.


Patty Kellert, VP, MG Media, New York firm specializing in advertising musical artists and concerts, named executive VP Deborah O'Rell, account executive, named VP, media

Sally Wilcox Jennings, media supervisor, Dial Media, Cranston, R.I., named media director.

Timothy Robisch, account executive, Christal Radio, Detroit, joins Katz Radio there in same capacity.

Alexander Pfaff, from ABC Radio, New York, joins NBC Owned Stations division there as account executive.

Larry Parks, from KVIL-FM Highland Park, Tex., joins Warner Amex of Dallas as advertising sales manager.

Laura MacCaulum, from KHOW(AM) Denver, joins Grant & Pollack advertising there as associate public relations director.

Donald Keller, general sales manager, non-commercial WHYY-TV Wilmington, Del., joins Blair Television, Philadelphia, as account executive.

Robert Barron, national sales manager, KMGL-TV Denver, named general sales manager.

Charles Gibbs, manager of electronic media relations, Church of Jesus Christ of Latter-day Saints, Salt Lake City, joins KUTV(TV) there as director of marketing and programming.

John Long, director of sales, WILA-TV Washington, named VP, director of sales.

R. T. Wardell, national sales manager, WHQO-TV Toledo, Ohio, assumes additional duties as director of marketing.

Michael Dorey, general sales manager, WFSB-TV Hartford, Conn., named VP, sales and marketing.


Edward Burke, regional sales representative, KOGO(AM)-KPRF(FM) San Diego, joins XETRA-FM Tijuana, Mexico, as regional marketing consultant and sales representative.

Marcia Davis, account executive, KYTT(FM) Phoenix, named retail sales manager.

Chuck Conrad, managing director, creative services, WHAS-TV Louisville, Ky., joins WAXN-TV Atlanta in newly created position of local sales manager.

Mallory Farmer, sales service manager, WKYCT-TV Cleveland, named sales administration manager. Irene Miklitis, senior sales service coordinator, succeeds Farmer.

Robert Grimm, sales manager, WQAM(AM) Miami, joins WINZ(AM) there as senior account executive.


Connie Martinez, account executive, KLKAI(AM)-KPLL(FM) Denver, named co-op sales specialist.

Tony Odachowski and Jeff Slatkin, from WQXR(AM) New York, join WNBC(AM) there as account executives.

Louise Smith, account executive, WMAQ-TV Chicago, joins WBBM(AM) there in same capacity.

Earl Jordan, account executive. KACE(FM) Inglewood, Calif., named assistant sales manager.
Programming

Arthur Baer Jr., VP, corporate development, Northwest Industries, Chicago, joins Rainbow Programming Services, Woodbury, N.Y., as president.

Jon Gumpert, senior VP, business affairs, United Artists Corp., New York, resigns to become independent consultant.

Nanci Pfeffer, regional manager, station sales, ABC Radio Enterprises, New York, joins NBC's The Source there as regional director, affiliate relations.


David Auerbach, freelance producer, Los Angeles, joins Alan Lansburg Productions there as executive VP.

Nikki Wine, senior producer and director of special projects, Goodphone Communications, Woodland Hills, Calif., radio and television production firm, named VP, director of special projects.


Robert Noah, freelance producer, Los Angeles, joins Reg Grundy Productions there as VP.


Bob Schiller and Bob Weiskopf, television writers/producers, Embassy Television, Los Angeles, join 20th Century-Fox Television there in same capacity. George Truesdell, manager, cash, investment and banking, 20th Century-Fox, named assistant treasurer.

Diana Foster, account executive, domestic division, Telepictures, Los Angeles, named director of Southwest sales, remaining in Los Angeles until regional office in Dallas is established.

Lee Kirkbach, from Storer Cable Television, Anaheim, Calif., joins SelectTV, Marina Del Rey, Calif., as sales manager, Midwest and South.

Alonso Miller, assistant program director, KACU(FM) Inglewood, Calif., named program director. E.Z. Wiggins, assistant music director, named music director.

Dave Ross, from WOKK(FM) Dover, N.H., joins WGNR(FM) Pawtucket, R.I., as program director.

Mik Scott, program director, WGARAM Cleveland, joins co-owned KWSW(FM) there in same capacity.

Pam Graziano, assistant manager of programming and promotions, KSBW-TV Salinas, Calif., named assistant program manager and public service director. Timothy O'Leary, from KIEM-TV Eureka, Calif., joins KSBW-TV there as assistant sports director.

James Mergen, from KFRA(FM) KGS(FM) Los Angeles, joins KGLI-AM-FM San Fernando, Calif., as program director.

Denny Nugent, assistant program director, wtvnam Columbus, Ohio, joins WHAS-AM Louisville, Ky., as program director.

Stanley Pederson, VP and director of broadcasting, WJLA-TV Washington, joins KYTV(FM) Springfield, Mo., as program manager.

Don Welch, from WDEF-TV Chattanooga, joins WTVC(TV) there as producer and host. Good Morning Don.


Joe Folger, from KQRS-FM Golden Valley, Minn., joins KGGG-FM Port Worth as music director and personality.

Joe Schmit, weekend sports anchor, WBRW-TV Green Bay, Wis., named sports director.

Jim Memolo, from Sportsphone, New York, joins WBBM(AM) Chicago, named sports director. Eddie Galaher, air personality, WASH-FM Washington, joins WWD(FM) there in same capacity.

Scott Fischer, air personality, WOKK(FM) Chicago, joins KPFI(FM) Denver in same capacity.

News and Public Affairs

Mitchell Cannold, producer, Satellite News Channel, Stamford, Conn., named director of news.

Ernie Mastroianni, from Medill School of Journalism, Northwestern University, Chicago, joins WTTL(TV) Jacksonville, Fla., as managing editor and 6 p.m. anchor.


Mike Seldin, reporter, WJDM(AM) Elizabeth, N.J., named news director.

Appointments. News department, KYW-TV Philadelphia: Frank Traynor, producer. 11 p.m. news, to operations manager. News department: Andy Lax, producer, weekend edition. 11 p.m. news. succeeds Traynor. Mike Willman, assignment editor, to producer, weekend news; Lauren Lipton, producer. 5 p.m. news, to special projects producer; Cindy Voron, producer, noon news, succeeds Lipton; Rob Feldman, writer and 6 p.m. producer, succeeds Voron, and Kevin Donahue, assistant weekday assignment editor, to day assignment editor.

Greg Albrecht, executive producer, WAFF-TV Huntsville, Ala., joins WTVI(TV) Jacksonville, Fla., as producer. 11 p.m. news.

Dave Overton, late news producer and assignment editor, WISH-TV Indianapolis, named executive news producer.

Colleen Dudgeon, producer, 5 p.m. news, WBMM(TV) Chicago, named executive producer, early news.

Amy McGregor-Radin, acting public affairs director, WBZ-TV Boston, named public affairs director.

Bobbi Martin, from WGHP-TV High Point, N.C., joins WIXT(TV) Winston-Salem, N.C., as High Point bureau chief.


Mark Potter, from WPLG(TV) Miami, joins ABC News there as correspondent.

Michael Schneider, news assistant, KTRK-TV Houston, named associate news producer. 7 a.m. news.


Tracey Moore, co-anchor, WDEF-TV Chattanooga, joins WTVC(TV) there in same capacity.
representatives, do, account managers. Communications, Stamford, Conn.. Kathryn Strachan, professional James Rogers firm, manufacturing, from MCI, Communications, New York, cable engineering. Sandy Eng, from WCKT(TV) Miami, joins KING-TV Seattle as 5 and 11 p.m. weekend anchor Larry Schick, from KSBW-TV Salinas, Calif., joins KING-TV as weather anchor.

Nancy Laffey, weekend anchor, WTVJ-TV Milwaukee, named weekend co-anchor, 6 and 10 p.m.

Susan Wallace, from KCOP(TV) Tacoma, Wash., joins WXTV Jacksonville, Fla., as reporter.

Chris George Legeros, reporter-weekend anchor, KGAN-TV Cedar Rapids, Iowa, joins KIRO-TV Seattle as reporter.

Doug Wallace, news photographer, WHAV-TV Green Bay, Wis., named chief news photographer.

Technology

Appointments, MCI, Washington: Edward Carter, senior VP, sales and marketing, Warner Amex Cable Communications, New York, to senior VP, marketing; Carl Vorder Bruegge, senior VP, sales and marketing, MCI, to senior VP, sales; John Zimmerman, from Firestone Tire & Rubber, Akron, Ohio, to VP, human resources, and Tim Fitzpatrick, from GTE Corp., Stamford, Conn., to VP, leasing and construction.

Robert Farrington, director and VP, manufacturing, Stainless Inc., North Wales, Pa., communications tower design and manufacturing firm, named president and chief operating officer, succeeding Henry Guzewicz, who continues as chairman of board and CEO.

Par Peterson, technical manager, Southwest Rogers Cablesystems, Minneapolis, named director of engineering, responsible for technical, project and service operations for all Minnesota properties.

Paul Rozzini, VP, manufacturing, television systems division, Chyron Corp., Melville, N.Y., elected VP of Chyron. Lawrence Mincer, director of corporate development, named sales manager, video cable products division.

William Tiemann, from Winegard Co., Burlington, Iowa, joins General Instrument, Sherburne, N.Y., as sales manager, satellite television reception systems.

James Mann, corporate controller, Technicolor, Los Angeles, named VP, finance, professional film division.

William Jarret, from Matrix Video, New York, joins International Production Center, New York cable production facility, as director of engineering.

Kathryn Strachan and John Detwiler, affiliate representatives, Group W Satellite Communications, Stamford, Conn., named national account managers.

Guy Hempel, general manager, WTVL-TV Toledo, Ohio, elected VP of parent, Cosmos Broadcasting.

New board. The International Teleconferencing Association, formed in October 1982 (BROADCAST, Oct. 25, 1982), has elected directors. The sixteen-member board is divided into three categories, each headed by a previously elected ITCA officer.


Researchers/consultants: Lorraine Winkler (vice president, ITCA), Center for Interactive Programs, University of Wisconsin; Madison, Jeff Charles, Institute for the Future, Menlo Park, Calif., Robert Keiper, Robert Keiper Associates, San Diego, Lynn Sweeney, Telecommunications Research Group, Los Angeles; William Dutton, Annenberg School of Communications, University of Southern California Los Angeles, Hal Johnson, MediaSense, Boulder, Colo., and Jacques Vallerie, author and independent researcher.


Ami Porder, from WJAR-TV Providence, R.I., joins Entertainment and Sports Programming Network, Bristol, Conn., as associate studio producer.

Paul Grzebik, engineering manager, WCNI-FM Detroit, joins WQRS-FM there as chief engineer.

Promotion and PR

Appointments, Hill & Knowlton: Mary Moster, VP, Chicago, to senior VP; Robert Harris, account executive, Chicago, to VP, and Carl Thompson, coordinator of financial relations. Denver, to VP, joining as account executives, Chicago: David McMullen, from American Judicature Society, Chicago, and Cynthia Bowles, from Baker & Korge, Texas.

Cynthia Teiwes Boldt, from Arizona Legislative Review, Phoenix, joins KHEP-AM there as public relations director.

Katherine Heinz, account supervisor, Burson-Marsteller, Pittsburgh, joins Ruder, Finn & Rotman, Washington, in same capacity.

Susan Nordquist, production director, KYUU-FM San Francisco, joins KRE(AM)-KBLK(FM) Berkeley, Calif., as advertising and promotion director.

Clark Grant, from Bay Area Interconnect, San Jose, Calif., joins KSBW-TV Salinas, Calif., as manager of advertising and promotion.

Lori Langholz, promotion assistant, WTVN-TV Columbus, Ohio, named promotion director.


Arthur Salisch, operations and research director, Radio Information Center, New York, joins Arbitron there as client service representative, Eastern radio station sales. Marjorie Johnson, from Seltel, New York, joins Arbitron there as account executive, Eastern television station sales.

Craig Blakeley, from law firm of Wilmer, Cutler & Pickering, Washington, joins Schnader, Harrison, Segal & Lewis there as associate, specializing in communications law.


Deaths

Charles Bluhdorn, 56, chairman of Gulf & Western, diversified company which owns Paramount Pictures, died of heart attack Feb. 19 on board plane returning from business trip in Dominican Republic. Survivors include wife and son.


Robert Goodwin, 55, among first black writers for television, died of cancer Feb. 13 at University of California at Los Angeles medical center. Goodwin wrote for such shows as Bonanza, The Big Valley, All in the Family, among others. He is survived by eight daughters and three sons.

Bob Longwell, 72, Detroit radio and television air personality for 40 years on stations including WJR(AM), and WXYZ-AM-TV, died Feb. 6 at Botsford General hospital, Farmington, Mich. He is survived by his wife, Catherine, daughter, Vicki, and son, Robert, general manager, WWDO-FM Orlando, Fla.

Howard Maier, 77, one-time assistant television director, U.S. Information Agency, died of cancer Jan. 28 at his home in Hallandale, Fla. He is survived by his wife, Lauretta.

James Eike, 71, retired personnel official, U.S. Information Agency, died of cancer Feb. 8 at his home in Fairfax, Va. He is survived by his wife, Claire and daughter.
Gary Epstein: shaping the telecommunications future

The changes in the television industry over the past several years have been dramatic. Cable television, on the strength of pay television, has grown to challenge the dominance of broadcasters. And believing they have a better way of delivering television to the home, media ranging from satellite broadcasting to videodisks have emerged to compete with cable operators and with broadcasters.

But despite the vast scope and suddenness of the television revolution, there are many who believe that it pales in comparison to what is happening in telecommunications, where the convergence of the telephone and computer and the push for more competition in a business long dominated by AT&T is causing enormous upheavals.

That view is shared by Gary Epstein, the 36-year-old chief of the FCC's Common Carrier Bureau, who abandoned a lucrative practice as a broadcasting lawyer for government service and a chance to play a role in the telecommunications revolution. "I really do think that some of the most exciting things happening are happening in telecommunications," Epstein says in his spacious corner office, filled with the frayed hand-me-down furniture of a bureaucrat, on the fifth floor of the FCC's Washington headquarters. "The information age really has to do with how people interact with each other."

As head of the Common Carrier Bureau, Epstein is more than a witness to the revolution. He is a shaper of it. According to the Harvard law school graduate, decisions made at the FCC or in the judicial arena over the past two years, most notably the AT&T-Justice Department consent decree and the FCC's Computer II and access-charge decisions, have set the policies it is now the bureau's task to implement. "The big job this year," Epstein says, "is to find a way to fit all the pieces of the puzzle together to make sure things work out for the best."

There are, of course, additional pieces to the puzzle. The Common Carrier Bureau also is charged with regulating domestic satellite communications, the multipoint distribution service, the digital electronic message service, cellular radio, radio paging and international record carriers. Each must have its place in tomorrow's telecommunications environment.

Epstein is pro-competition—if he were not, he admits, FCC Chairman Mark Fowler would not have picked him to take over the bureau in July 1981—but he is no ideologue. He believes that FCC actions and court rulings aimed at fragmenting the AT&T monopoly will ultimately benefit the public. Although he feels decisions that permitted other companies to make and market telephone equipment already are paying dividends to the public in the form of lower prices, he is reserving judgment on actions designed to put MCI, Southern Pacific and other long-distance carriers on an equal footing with AT&T until he sees some results.

The obvious enjoyment Epstein derives from his job was tempered in the beginning by apprehension. Although he had done some common carrier work in private practice, he admits he didn't know much about common carrier law when he took the job. "I was a bit worried about my learning curve and whether or not I would be able to catch on," he says. Almost two years later, Epstein's apprehension seems ludicrous in retrospect. Not only does he understand the complicated and often arcane stuff of common carrier regulation, but he has the ability to explain it to others. "If the commissioners don't understand it," he says, "I'm not doing my job." (He demonstrates his teaching skill in the course of the interview by drawing diagrams to explain an element of the access-charge decision.)

Epstein's understanding of telecommunications issues was facilitated by the electrical engineering he learned as an undergraduate at Lehigh University. In his broadcasting practice, he says, the only thing the degree did for him was to help keep consulting engineers in line. His one dissatisfaction with the job, Epstein admits, is the money: He says he took a 50% cut in salary when he joined the civil service. Consequently, he says, he doesn't want to make a career at the FCC.

What Epstein says he needs now is some criticism. "It's difficult to get an objective evaluation of what kind of job you are doing because the people who come in to see you don't have any incentive to say to you, 'Hey, Epstein, you really screwed that one up.' "

The telecommunications lobbyists are simply reluctant to offend the chief of the Common Carrier Bureau, he says.

Counterbalancing the challenge and excitement of shaping the information age for Epstein are the frustrations of trying to meet the challenge with limited resources and of trying to deal with the enormous pressure that can be brought by large companies that make up the telecommunications industry. At Epstein's command in the bureau are some 300 lawyers, engineers and economists—not nearly enough, he says, to implement the FCC's new policies and carry on the day-to-day monitoring and regulation of the services that the bureau must oversee. The problem would be a lot worse if not for the quality of the staff. Epstein says, "The bureaucracy has got a bad name in Washington," he said, "so I was very pleasantly surprised at the dedication and ability of the people who work here." Epstein has found one way of alleviating the manpower problem: "I work considerably harder here than I did as a lawyer. And I worked reasonably hard on the outside." He claims to put in more than 80 hours a week on the job.

And there is always the hope deregulation will lighten the bureau's workload. The bureau has already completely deregulated resellers of MTS and WATS services and it has a strong commitment to avoiding comparative hearings wherever possible. The domestic satellite branch's proposal to reduce spacing between satellites is designed to increase the number of satellites that can be squeezed into the limited orbital arc so that comparative hearings can be avoided. "I was out there practicing for 10 years," he says, "so I know what comparative hearings are like."

Epstein is able to deflect much of the pressure by adhering to three rules (modeled on Isaac Asimov's three rules of robotics): "Don't screw around with the public interest, don't screw around with American industry, except where it conflicts with the first rule, and don't appear stupid, expect where it conflicts with the first two rules." With companies the size of AT&T, Western Union and RCA applying the pressure, he says there is "a real tendency to let the second rule overtake the first" but it's one that he believes he has so far been able to resist.

Despite the frustrations—relieved during the few hours he reserves for himself by what he calls "recreational math" and pick-up basketball games—Epstein seems to be thriving at the focal point of the telecommunications revolution. "It's exciting to be involved with this," he says. "It will ultimately change the way people live and do business."
In Brief

Washington Post Co. has made first entry into cable TV business by purchasing 50% interest in SportsChannel Associates from Charles F. Dolan's Cablevision Program Enterprises. SportsChannel serves 270,000 cable subscribers and 100,000 pay subscribers in New York area. Deal also includes 25% interest in New England SportsChannel. In prepared statement, Washington Post Co. President Richard D. Simmons said "this venture is a splendid opportunity for our company to enter a cable programming business with exceptional potential for profit growth." WPC spokesman described venture as one of "new media" that complements company's newspaper, broadcast station and programming interests. SportsChannel exclusive offerings include New York Yankees and Mets games, New York Islanders hockey games, New Jersey Nets basketball games, New Jersey Devils hockey games and New York Racing Association events. New England SportsChannel carries Boston Celtics basketball games and Hartford Whalers hockey, as well as offering most New York SportsChannel events. WPC also is applicant at FCC for cellular mobile radio system in Washington market.

Senator Barry Goldwater (R-Ariz.) is expected to introduce FCC reauthorization bill today. Bill sets ceiling of $66.4 million for fiscal 1984 and 1985 but allows for discretionary funding for salary, retirement and other employee benefits. Senate Appropriations Subcommittee on State, Justice, the Judiciary and Related Agencies is holding hearing, March 2, on FCC FY 1984 budget.

Senate Rules Committee is planning hearings some time in March on resolution (S. Res. 66) that would allow television and radio coverage in Senate. Senate Rules Committee Chairman Charles McC. Mathias (R-Md.) had hoped to move resolution, introduced two weeks ago, quickly through committee and to floor. However, several senators requested hearings. Senators making request were Russell Long (D-La.), Quentin Burdick (D-N.D.), J. Bennett Johnston (D-La.), Lloyd Bensten (D-Tex.), John Danforth (R-Mo.), William Proxmire (D-Wis.), Mack Mattingly (D-Ga.), Christopher Dodd (D-Conn.), Walter Huddleston (D-Ky.), John Stennis (D-Miss.), David Boren (D-Okla.) and John Tower (R-Tex.).

Special, market-by-market sweep reports that will exclude ratings for ABC-TV's 18-hour blockbuster Winds of War from averages for month of February are to be issued by A.C. Nielsen Co. along with regular quarterly sweep reports this spring. Request for special reports came from NBC-TV on behalf of many of its affiliates, according to spokesman for Nielsen, who said some CBS-TV affiliates have also requested special breakout. Reports, which spokesman said will "in no way resemble Nielsen's regular sweep reports" and so could not be mistaken for them, will be issued in at least top 50 markets and perhaps more, depending on requests from stations.

HBO has signed agreement with Silver Screen Partners, newly-formed limited partnership which hopes to raise $75 million or more to produce theatrical films, whereby HBO will participate in packaging selection of films to be produced, and will also have the exclusive pay-cable rights to those films. In return, HBO is guaranteeing investments of limited partners who participate. Silver Screen recently filed its limited-partnership offering with SEC, which, if approved, will be offered to public in April. Minimum partnership share will be priced at $5,000 and it's anticipated that entire offering will be sold in two or three months. Roland Betts, president of International Film Investors Inc., is president of Silver Screen. Partnership hopes to produce 10 to 12 films annually per year and repeat offering on annual basis.

In addition to exclusive pay-cable rights, for showing after first theatrical runs. HBO is to receive 5% of profits derived from all runs other than pay-cable (theatrical, videodisk, etc.).

Senator Bob Packwood (R-Ore.) told members of communications task force of National Conference of Black Lawyers last week he supports establishment of affirmative action guidelines to increase minority ownership in telecommunications. Packwood also spoke about need for expanding First Amendment protection to electronic media. He said there is growing need for Congress to address issue before it becomes Supreme Court issue. Senator talked about number of communications issues including multiple broadcast ownership limits, which he said, he would like to see resolved. "The day of number of seven-seven rule is gone," he said. Packwood will be luncheon speaker at CBS's affiliates government relations committee meeting in Washington today.

Turns out that TV stations in 30 markets, none of them in top 10, are unanimous in supplying their 1981 revenues figures to Broadcast Industry Revenue Reporting Committee. That means market figure for only those 30 will be compiled. Totals will be reported back to stations involved, but feeling among committee members at meeting last week was that market figures should not be made public lest the be used for projections that couldn't possibly be accurate. For what it's worth, virtually all stations in those 30 markets report sizable revenue increases in 1981 over 1980. Accounting firm report to committee, formed and financed by four leading broadcast ing trade associations to take up slack left by FCC's departure from financial data collection, showed no real change from earlier bleak estimates: Only 64.3% of TV stations and 34.5% of radio station bothered to send in data (BROADCASTING, Dec. 13, 1982). Committee decided not to go out of business, but will try another tack for 1982 figures: working with numerous market groups that compile own data through independent accounting firms.

Representative Barney Frank (D-Mass.) last week called congressional cable rate setting "a terrible idea." He told New England chapter of Women in Cable that cable industry faces dilemma because it hasn't figured out what to do when Copyright Royalty Tribunal sets rates it doesn't like. One-time appeal to Congress to set rates seems reasonable, he said, but he cannot see Congress continuing to determine rates. Frank defended measure he is co-sponsor (BROADCASTING, Feb. 14), to repeal must-carry rules but make cable
tems transmitting distant signals subject to full copyright liability, way to keep government as far away as possible from programing issues. He held Broadcasting he has gotten little pressure from the industry about bill (H.R. 1388). He speculates this is because position is well known and that cable operators may be reluctant waste time protesting something that he claims will cost them very le.

National Association of Broadcasters filed comments with Environmental Protection Agency last week asking agency to establish a reasonable scientifically justified radio frequency radiation stand. EPA is seeking comments on proposed rulemaking to develop aion protection guidelines. NAB stated need for federal stand to guide FCC in carrying out its statutory obligations under ts of National Environmental Policy Act and Communications t. NAB suggested that EPA work with other federal agencies olved in issue and asked that communications industry be given xport to provide input into decision-making process.

statement at FCC last week. National Association of Broadcasters ed FCC to continue scrutinizing applications seeking authority to d programing to foreign transmitters, as commission is required to under Section 325(b) of Communications Act. NAB noted that sough commission had asked Congress to repeal that section, ngress had "wisely" rejected that proposal. NAB also said comission should reject any such applications that would result in ation of "de facto" stations in United States.

all goes as planned, any public information in FCC's files may be accessible to home computers; and, eventually, applications may be d electronically, said James McKinney, FCC Private Radio Bu chief, in interview with Broadcasting last week. Not only is mission moving to put more of information it keeps on file into puter network, but it's also moving to permit outsiders to gain cronic access to public portions of data base, he said. McKinney, o is heading FCC committee overseeing automation, said comi-teenth to have much of information it keeps on file in data e by fiscal 1984. He also said FCC would issue notice of inquiry hin 30 days seeking comment on how it should go about offering ess to that information without "tying up" commission resources.

ject to FCC approval. WKEAM-WLJEFM Valparaiso, Ind., has been by Porter County Broadcasting Corp. to Porter County Radio sociates for $1,310,000. Buyer is headed by Kenneth W. Gneuhs, ral partner, former owner of WSEXFM Arlington Heights, Ill., ckburn & Co., Washington, handled transaction.

inks primarily to blockbuster theatrical movie, "E.T. The Extra- rrestrial," and such other hits as "On Golden Pond" and "Best the Whorehouse in Texas," MCA Inc. reported record 1982 rev- es and earnings. Revenues rose 19% to $1,587,618,000, while income climbed 96% to $176,198,000, or $3.69 per share, up from $1.88 per share in 1981. Hit movies helped push ed entertainment division's revenues to record $1,014,750,000, 29%, but division's television revenues were down 25%, to 7,092,000.

tronics Media Rating Council has added three new members, ing total to 21. Inductees are Metromedia Inc., station grouper; McGavren Guild, radio rcp firm, and Standard Communicati, owner of KUTV(TV) Salt Lake City. Each will have representation on board of EMRC (formerly known as Broadcast Rating Coun- Metromedia will be represented by Roy Bacon, research cctor; McGavren Guild by Ellen Hulleberg, executive vice presi- marketing, and communications, and Standard Communica- by Bob Temple, vice president and general manager, KUTV.

ator Barry Goldwater (R-Ariz.) has much to say about media. ice in Senate recently, Goldwater struck out at television media. He was critical of networks for not providing quality programing and instead praised public broadcasting and urged that its funding be increased. Goldwater later voiced concern about news media's refusal to "say anything good about United States." He said he monitored national network news show and found that "83 percent of material shown included matters of bad events in the world and, particularly the United States." He made call for media to "try reporting some good things, at least for awhile."

Robert King, president and general manager of WGN-TV Chicago since May 1982 and past vice chairman and chairman of NAB's TV board, will leave station in mid-March to form his own consulting firm, working from his home in Winnetka, Ill. King spent almost 21 years with Capitol Cities Communications, and was senior VP when he left in 1982 to join WGN-TV. When asked why he was leaving after only nine months at station, King said "the kind of energy the day-to-day running of a station demands" wasn't for him "in the long term," and that he felt he had accomplished his goal of helping restructure and streamline WGN-TV operation. As for his consulting venture, he said, "God gave me a talent to see a problem and come up with a solution. I want to see if that's marketable."

Wald Roseman, executive vice president of Corporation for Public Broadcasting, has advised board and organization of intention to leave that post on Aug. 1 to take job in private sector. Previously, she held policy positions with National Public Radio, Office of Telecommunications Policy and National Cable Television Association.

Controversial nomination of Helen M. Taylor to Corporation for Public Broadcasting board is still held up in Senate Commerce Committee. Virginia Republican Senators John Warner and Paul Tribe (Commerce Committee member), however, are pushing for Taylor and want to meet with Senator Barry Goldwater (R-Ariz.) and some Democrats who have voiced strong reservations about her. Tribe and Warner may ask that committee schedule vote on nomination. If vote takes place, Democrats say, they want to meet informally with Taylor first. Doubts have been raised about Taylor's nomination because of political contributions and information contained in her FBI file (Broadcasting, Feb. 21). Commerce Committee Chairman Bob Packwood (R-Ore.) has also stated an interest in Taylor nomination.

Wait Disney Productions has named Ronald W. Miller and Raymond L. Watson to succeed E. Cardon Walker as chairman and chief executive officer. Miller, president and chief operating officer, will become chief executive. Watson, board member and head of Watson, Eberling & Lund land development firm, becomes chairman.

Open heart broadcast in what is believed to be a broadcast television first, Phoenix noncommercial station KAET-TV last Wednesday night originated live coverage of open heart surgery from a Phoenix hospital. About 50 PBS affiliates carried the two-hour program, which included response to viewer questions phoned in to Dr. Edward B. Diethrich, medical director of the Arizona Heart Institute and supervising surgeon during the operation. AEI and KAET co-produced the program, a segment in a month-long series of special programs on caring for the heart shown locally by the PBS outlet. The broadcast, which was carried by some stations on a tape-delay basis, included feeds from one "observation dome" and three operating room cameras, plus in-studio commentary by cardiologist Dr. Samuel Kinard. Diethrich completed a triple bypass operation in the Wednesday night broadcast on Bernard Schuller, 62, of Elwood, Wis. During the 95-minute operation, Diethrich bridged three clogged arteries using portions of veins from the patient's legs. Concluded Diethrich: "He's going to make a complete recovery." Diethrich recently performed successful triple bypass surgery on Senator Barry Goldwater (R-Ariz.), who will appear on the series next week to discuss his experience for KAET viewers.
Not an empty stage

It has not been often if at all in television history that a single network season has contained two programming events that moved and shook the nation. This season has had Wins of War and tonight will have the last episode of M*A*S*H, two programs alike only in their ability to compel attention.

Winds of War was designed to be what Hollywood used to call an epic, Cecil B. DeMille hiring 10,000 extras to build pyramids in Culver City. M*A*S*H was crafted on a smaller and more loving scale. That both could find their way to national exhibition says something more complimentary of television than a good deal of recent commentary has been.

Eleven years ago, when M*A*S*H went on the air, the other features on the CBS-TV Saturday night schedule were Annie and the King, The Sandy Duncan Show, The New Dick Van Dyke Show and Mannix. The CBS-TV Saturday night lineup, the strongest on the air, is still remembered for All in the Family, The Mary Tyler Moore Show, The Bob Newhart Show and Mission Impossible. Tucked between the first two at the beginning of the 1972-73 season was something called Bridget Loves Bernie. Program selection was just as chancy then as it is now.

M*A*S*H ended its first season in 46th place with a rating of 17.5 and a share of 27, when a share under 30 was considered fatal. The argument is made that in those days networks were more generous in giving programs time to find an audience. It is true that networks make shorter commitments to new productions now, but they are still keeping some shows on the air longer than the numbers justify in the hope that the magic of a M*A*S*H will be repeated.

One reason for the success of M*A*S*H is that it grew with its audience. The M*A*S*H of 1983 is far more sophisticated than the M*A*S*H that first went on the air, and so is a television audience that has far more viewing options. It is understandable that the end of M*A*S*H is mourned, but it is wrong to think that an era of some kind has gone with it.

Missed chance

Both the regulators and the regulated in the communications world that is under the jurisdiction of the FCC have reason to welcome last week’s Supreme Court decision in the KCET(TV) case. Had the court gone the other way, the FCC could have become, willingly or not, one of the biggest law enforcement agencies in Washington. That said, it must be added that the court failed to go quite far enough to clean up the appellate court’s work it was correcting.

The Supreme Court had been asked to rule that the FCC was obliged to enforce a federal statute prohibiting recipients of federal funds from discriminating against the handicapped. If the court had taken that course, the same principle could have been applied to other federal statutes. Fortunately for the preservation of common sense in the regulatory process, the court said the FCC had no obligation to extend enforcement duties beyond those prescribed in the Communications Act.

But the KCET case, which has taken several awkward turns, may take more. The appellate court decision that was the subject of the Supreme Court’s opinion last week was overturned only in the part holding that KCET’s license renewal was hostage to the station’s service to the deaf as required under the Rehabilitation Act of 1973 and the station’s use of federal funds. The appellate court, ever faithful to its determination to tell the FCC how to regulate, had also as much as ordered the commission to conduct a rulemaking that would give the deaf “meaningful access to broadcasting.”

It would be contrary to the philosophy of the incumbent and deregulatory-minded FCC to instigate that kind of exercise, but the appellate instruction remains at the disposal of any petitioner who wishes to invoke it. The Supreme Court overlooked the opportunity to tell the U.S. Court of Appeals for the District of Columbia to stick to its job, reviewing FCC actions for their legality, and let the FCC do its. The Supreme Court had reason to issue a reminder. Only a month before the appellate court told the FCC to do something about television service for the deaf, it had been rebuked by the Supreme Court for overstepping its authority by ordering the FCC to oversee radio format changes.

The Court of Appeals in Washington could have used another lesson last week.

By themselves

This is the season for yearend financial reports from publicly owned companies, a time when all the promises and predictions, explanations, rationalizations and speculations that have emanated from corporate executive suites over the past year are put to the ultimate test. Yearend reports may not tell the whole story, but they tell the nub of it succinctly, and they’re awfully hard to argue with. Either you made it or you didn’t.

The yearenders that have been coming out of companies involved in broadcasting, cable and related fields give last year’s pessimists poor marks in prognostication. Highlights are reported elsewhere in this issue and have been reported in preceding issues, and they’re solidly on the side of last year’s optimists. With the economy in the worst mess since the Great Depression, pessimism was understandable—but, as these reports make plain, dead wrong. With relatively few exceptions, the major electronic media came through the year with solid gains; in most cases 1982 was the best year of their commercial lives.

Some electronic media fared better than other electronic media, of course. The point here is that in a time of economic stagnation, the electronic media are not only alive but also healthy and growing. There may be businesses that offer more excitement and promise, but those that come to mind are all illegal.

"He's our FM exciler."
NETWORK VIEWING MAY BE DOWN...

but **NOT** on WJIM-TV

A recent Wall Street Journal article reported a prime time audience drop of 2.7 (since ’79-’80 season),

but **NOT** on WJIM-TV

We analyzed the survey results and here’s what NIELSEN reported for mid-Michigan and **WJIM-TV**

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Source: NIELSEN Lansing Mkt. Feb ’80-’81-’82 DMA & Station Totals: (day part summary sect.) Prime — M-Sat. 8-11 PM, Sun. 7-11 PM

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