Katz American Television
representing major market affiliates

Katz Television Continental
representing medium and smaller markets

Katz Independent Television
representing independent stations exclusively

Katz. The best.
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.
NBC Has Been Honored With Four George Foster Peabody Awards. More Than The Other Networks Combined. We Proudly Congratulate Our Winners.
Fantasy Island is a programmer's dream come true. Now available in hours or half-hours for Fall 1983.

FANTASY ISLAND

A Spelling/Goldberg Production in association with Columbia Pictures Television
FCC expands satellite universe □ Benjamin report goes public □ MIP basks in Cannes □ Movement on Marti interference problems □ NAB study fallout

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Ever since stations started stripping BUCK ROGERS they’ve discovered a very interesting point: their viewers never tire of these fabulous interplanetary adventures. In fact, the ratings keep getting bigger with each showing!

Is a cult developing?

BUCK ROGERS
6 ADDITIONAL RUNS
NOW AVAILABLE!

MCA TV
**Scouts out**

White House personnel office, caught as much by surprise as anyone else by announcement last month that Commissioner Anne Jones will leave FCC by end of May, has been scrambling to find replacement. "A very active search is going on," according to spokesperson. But when search will bear fruit remains to be seen. Not only must decision be made on candidate, but background check by Federal Bureau of Investigation would have to be conducted. Thus, with Commissioners Joseph Fogarty and Stephen Sharp due to leave commission on June 30, under law reducing agency's size to five members, commission could be limping along with only four, come July.

However, names are beginning to surface. One said to be campaigning for spot is Susan Wing, 36, communications attorney at Hogan & Hartson, Washington law firm, who, reportedly, had failed in earlier bid to win general counsel's post at FCC. Wing's husband, M.B. Oglesby, is White House deputy assistant to President for legislative affairs. Another prospect: Mimi Feller, administrative assistant to Senator John H. Chafee (R-R.I.). Yet another: Bobbie Greene Kilberg, attorney with Aspen Institute of Humanistic Studies, who had been in running for seat that went to Mimi Dawson ("Closed Circuit," March 2, 1981). White House official said it would be "nice" to find woman for Jones seat.

**False alarm?**

Initial outcry over devastating effect that recently increased cable copyright fees would have on superstations appears to have been overblown. WTBS Atlanta initially projected losses of million subscribers, but actual figure turned out to be about 320,000. As to how long it will take to make up for lost subscribers with new system sign-ups, WTBS spokesman said, "Not that long." Eastern Microwave, common carrier for superstation WOR-TV New York, reports adding new systems with almost 200,000 subscribers over past couple of months and hopes to have its subscriber count back up to pre-rate hike levels by fall. Eastern is encouraging system operators to pass on copyright fee increases to subscribers in form of separate line item on monthly bills.

WGN-TV Chicago has already recouped about half of its CRT-related subscriber losses of 1.2 million and thinks it can make up second 600,000 in couple of months. And though superstations concede that rate hikes have imposed only temporary setback, on principle they view increases as unfair and will continue to seek legislative relief.

**Strong start**

National spot sales activity for radio and television for first quarter was about 10% ahead of same time last year. Billings for TV to be released shortly by Television Bureau of Advertising which relies on data from Broadcast Advertisers Reports (BAR) should exceed $750 million. Some TV reps are talking about "weaker" second quarter—7-8% ahead—putting first half up 8-9%.

First-quarter billings for radio were up 10.3% from same quarter last year, according to Station Representatives Association which relies on data supplied to Radio Expenditures Reports Inc. (RER) by 15 rep firms.

**Higher pile?**

Now that reams of reply comments on FCC proposal to repeal network syndication and financial interest rules are in (see page 58), commission is said to be thinking of inviting still more—these on so-called "compromise" proposals. Source said FCC was particularly interested in Department of Justice's "forced sale" rule alternative. Justice's proposal would permit networks to acquire financial interest and syndication rights in all programming but would require them to sell domestic, broadcast syndication rights of prime time entertainment series within fixed time after network run. Justice left hanging what that "fixed time" should be.

**Silent Voice**

U.S. Information Agency solicitation for engineering study to be done in connection with Voice of America's plans to create AM radio broadcasting network in Caribbean raises several questions Voice has trouble answering. Purpose of VOA's Caribbean Basin Project, according to solicitation, is to make VOA's Spanish- and English-language broadcasts available in major population centers of Caribbean and Central America over AM radio. One target is Cuba, and contractor selected for study would be asked to use Marathon Key, in Florida, as location for antenna. VOA already operates AM station there. Why duplication? And what impact, if any, would yet another AM station broadcasting to Cuba have on plans for Radio Marti?

But most intriguing aspect of solicitation is requirement regarding Region 2 AM plan completed in Rio de Janeiro December 1981. Solicitation says requirements of that plan "shall be met," but then adds: "Deviations from the plan will be considered by the agency if necessary." If VOA is prepared to violate agreement U.S signed, isn't it concerned that other countries in hemisphere will follow that lead, "if necessary"?

Questions, put to VOA on two occasions last week, went unanswered.

**Hitchhikers**

Congressman Tom Tauke (R-Iowa) and Billy Tauzin (D-La.) are thinking of attaching their broadcast deregulation bill (H.R. 2382) to House FCC authorization bill (see "In Brief," this issue).

Authorization bill may be marked up by House Energy and Commerce Committee this week. Tauke told BROADCASTING they are exploring "all opportunities" to move that legislation. Commerce Chairman John Dingell (D-Mich.) and Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) aren't expected to help.

**Targets of opportunity**

Washington Post Co., which bought into Chuck Dolan's regional sports networks (SportsChannel and New England SportsChannel) last March, is trying to establish regional sports network for Washington-Baltimore area. Official for co-owned Washington Capitals (hockey) and Bullets (basketball) confirmed that he is negotiating with Post for television rights, but that nothing was close to final. To win rights, Post might have to outbid Group W Satellite Communications which has also been in touch with Capitals and Bullets concerning its own national sports network. Baltimore Orioles baseball team is also sought.

**Headway**

Dissident members of National League of Cities that oppose cable deregulation bill (S. 66) that is backed by NLC and National Cable Television Association reportedly are generating Senate sympathy. Dissidents, composed of roughly 15 big-city members of league, met late last week in Dallas to draft proposed amendments to bill.
Room service

Domestidyne, a four-month-old joint venture of Domesticom Corp. and Microdyne Corp., announced last week the purchase of pay television rights to some 20,000 hotel and motel rooms from the American Network division of American Medical Buildings Inc. of Milwaukee. (The rights in contracts between the American Network and the hotel and motel operators.) The price was not disclosed. According to Stuart Levin, president of Domesticom, a New Orleans-based SMATV operator, Domestidyne will replace the American Network's single-channel in-room service with the joint venture's five-channel pay-per-day service.

The PPD service, which has proved successful in trials in motels in Tampa, Fla., and New Orleans, allows the innkeepers to share in the pay television revenues without making any kind of capital investment. To offer the PPD service in a particular motel, he said, Domestidyne, using equipment supplied by Microdyne, installs an SMATV system with a headend capable of providing addressable five-channel service to each room. Upon checking in, he said, the guest is invited to order the service through his telephone at a cost of around $6 for each 24-hour period. Because the systems Domestidyne will be installing are capable of several tiers of service, he said, it can offer pay-per-view events in addition to the PPD service. As a matter of fact, he said, the May 20 PPV telecast of the Holmes-Witherspoon heavyweight boxing match by RSVP, the Getty-ABC joint venture, will be offered to guests in the trial motels. According to Levin, Domestidyne has reached agreements with five networks to carry their programming. Showtime, USA Cable Network, ESPN, Cable News Network and Warner Amex Satellite Entertainment (Nickelodeon). Domestidyne will pay royalties to Showtime, the only pay network on the service, he said.

Levin's job now is to sign up as many of the country's remaining three million hotel and motel rooms for the service as he possibly can. To that end, Domestidyne had one of the few exhibitor booths at the midyear meeting of the American Hotel & Motel Association in Washington last week. And it appears Levin is shipping away at the market. In addition to the American Network deal, Levin said at the meeting he had signed a contract with Southern Hosts Hotels to offer the Domestidyne service in another 7,000-8,000 rooms. (Showtime and Warner Amex Satellite Entertainment, willing to make their possible services available to hotels and motels through cable operators and such SMATV operators as Domestidyne, also took booths at the meeting.)

Touch of tinsel

Cinemax is launching a new multimillion-dollar advertising campaign this spring created by Ted Bates & Co., and designed to promote HBO's associated service as one that embodies all the glamour and glory of Hollywood. The theme of the campaign is "We are Your Movie Star," and the campaign is aimed at potential multipay households. "In today's multipay market," said Matt Blank, vice president, consumer marketing, HBO, "consumers are looking for more movies and more choice in pay TV programing. For this reason it was extremely important that we select an advertising theme that highlights the broad range of HBO's themes and programs." Cinemax will also be launching print ads in such publications as TV-Cable Week and TV Guide, television spots will run in 12 major markets including New York, Los Angeles, Chicago and Boston, as well as on five national cable networks—ESPN, USA, WRET(television) Atlanta, Black Entertainment Television and CNN. Within a four-week period beginning in early June, it's hoped the campaign will reach 70% of Cinemax's target audience—adults 25 to 54—an average of 4.1 times. Black said the new campaign represents a switch in the positioning strategy for Cinemax. "In the previous campaign," he said, "we used a very rational approach, one which was very product related. In the new campaign we're using an emotional approach which is upbeat and entertaining." The previous campaign focused on the theme, "Our Difference Is Our Movies." The new theme will also be integrated into direct mail campaigns and billboards circulated throughout the year. "The continuity of this high-visibility national campaign will provide a firm foundation on which our affiliates can build their local advertising and marketing plans," said Blank.

Almost final

Milwaukee's common council last week unanimously (16-0) approved the cable franchise contract negotiated between the city and Warner Amex Cable. The contract has to be signed by the city's mayor within two weeks, at which time Warner can then take steps to build the system. The system will

Getting closer to a franchise finish in New York

Although several issues remain outstanding—such as franchise fees, performance bonds, public access and construction sequencing—New York City officials last week were saying that negotiations with the targeted cable franchises for that city are essentially complete. The final contract will be circulated among the franchise applicants (Warner Amex, Cablevision, Queens Inner Unity, Cox, Vision Cable and ATC) and the Cable Working Group by next Friday (May 6), said Norm Sinel, an attorney with Arnold & Porter, the Washington-based law firm that is the city's consultant.

If the CWG recommends approval (assuming the contracts are acceptable to the companies) to the Board of Estimate, the contracts would be set for public hearing within 30 days. After the hearing, the board would make its final decision on the acceptability of the contracts. If the decision is yes, the contracts would be signed, closed and sent off to Albany, N.Y., for approval by the state's Commission on Cable Television (CCT). The current deadline for submission of the contracts to the state is June 21. But that can probably be extended, given that the CCT has already granted the city 18 months of extensions.

As to the outstanding issues, a city spokesman described them as "small issues" in the sense that they are all new "doable." As far as the city is concerned, a "tentative agreement" has been reached with all of the companies.

The franchise fee issue, said A&P's Sinel, "will be resolved to the satisfaction of the companies." That means the companies will pay a franchise fee totaling 5% to be divided among city and state—not the 6% or 7% (with 5% going to the city and 1% or 2% going to the state) that the city had hoped for. The performance bond issue has also become a "solvable issue," said Sinel, although it has not been completely worked out yet. Initially, the city wanted the companies, collectively, to put up the full value of the construction costs, estimated at $1 billion for all four outer boroughs. That figure has since been reduced to $400 million, and Sinel said that the final amount the companies will have to put up for the bonds will be "considerably less than that."

Morris Tarshis, director of franchises for the city, believes that the performance bond issue is the one remaining, but major, "stumbling block" confronting the process. If he had his druthers, Tarshis would still insist that the companies obtain bonds insuring construction of all territory to be franchised. "But I'm told I can't get that," he told BROADCASTING last week. Instead, he is looking to tie construction sequencing to smaller bonds, so that the companies would obtain new bonds for each succeeding piece of territory constructed in their franchises as per agreed upon timetables.

The city's agreement with Cablevision will include provisions allowing the company to forgo paying franchise fees for both of its designated territories—the Bronx and a large part of Brooklyn—for a certain number of years. The company has maintained that some subsidy was necessary to make construction of its targeted areas financially viable.
cost about $80 million to construct and the contract calls for a 39-month construction plan. Warner will lay a dual 400 mhz cable and may provide an institutional network depending on the demand for such a network by the city's business community. The franchise passes 260,000 homes.

Approaching Pavilions

The broadcast television networks aren't the only programmers that realize the value of well-promoted mini-series. HBO has begun spreading the word about a six-hour extravaganza entitled The Far Pavilions, which it will show in early 1984. HBO has just completed more than three months of shooting, mostly done on location in the cities of Jaipur and Delhi, both India. Based on the best-selling novel by M.M. Kaye, the story line revolves around the love affair (and eventual marriage) between a British Army officer and an Indian princess during a time and place (turn-of-the-century India) when conventional norms forbade such a match.

Tax break

The FCC has granted Fetzer Broadcasting, a tax certificate for the sale of Wolverine Cablevision Inc., which serves Battle Creek, Mich., and is 50% owned by Fetzer. The Wolverine system is within the service area of Fetzer's wxzo-TV Kalamazoo, Mich. The FCC said the sale, by eliminating the grandfathered cross interest, met its criteria for issuing tax certificates.

On the air. Group W Satellite Communications and ABC Video Enterprises held a well-attended reception on Capitol Hill last week to inaugurate formally the regular broadcasting of their Satellite News Channel in Washington over the ITFS system of George Mason University in suburban Virginia. Representative Jack Hightower (D-Tex.) (I) was among crowd of 500 on hand to meet SNC President Bill Scott (center), Washington Bureau Chief Lou Cioffi (r) and other Group W and ABC officials. According to GMU, its two-channel (it also broadcasts C-SPAN) service reaches some 160 businesses, associations and government agencies in the Washington area. Its broadcast of SNC is also carried, along with Ted Turner's competing Cable News Network and CNN Headline News, on the cable system serving the House office buildings.

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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.
J.M. Smucker Co. (Mary Ellen Division) □ Campaign for Mary Ellen jellies begins in San Francisco and Sacramento, both California, and Phoenix and Tucson, both Arizona. Flight will run 16 weeks through fiscal year. Spots will air in day and early fringe times and target women, 25-54. Agency: Wyse Advertising, Cleveland.


Oscar Mayer & Co. □ Campaign for Oscar Mayer cold cuts begins this week in 46 markets. Flight will run seven weeks over 14-week period in day, fringe and prime times. Target: women, 25-54. Agency: J. Walter Thompson, Chicago.


Rug Doctor Inc. □ Campaign for steam carpet cleaning equipment (rental and sales) begins in May in Chicago; Pittsburgh; Knoxville; Tenn., and Joplin, Mo. Flight will run five alternate weeks in day, fringe and news times. Target: total adults. Agency: Vantage Advertising, San Leandro, Calif.

John E. Cain Co. □ Campaign for Cain relish begins this week in six to seven markets. Flight will vary from three to six weeks, according to market. Spots will air in day, early fringe, fringe and weekend times. Target: women, 25-49. Agency: Harold Cabot & Co., Boston.

William Underwood Co. □ Campaign for B&M baked beans begins in May in 10 markets. Flights will vary from three to five weeks, according to market. Spots will run in day, fringe and weekend times and target women, 25-54. Agency: Kenyon & Eckhardt Advertising, Boston.


Columbia House (division of CBS)

Surrey Broadcasting, Inc. has acquired

WOKY-AM — Milwaukee, Wisconsin
WMIL-FM — Waukesha, Wisconsin
KYKY-FM — St. Louis, Missouri

from
Chartom, Inc.
For $10,000,000

The undersigned acted as Broker in this remarkable transaction and assisted in the lengthy negotiations.

Kalil & Co., Inc.
3438 North Country Club, Tucson, Arizona 85716 (602) 795-1050

Reps Report


KVWA (FM) Eastland, Tex.: To McGavren Guild from Paul Miller.

WMQQ (AM) Loretto, Pa.: To Hillier, Newmark, Wechsler & Howard from Lotus Reps.

KTRJ (AM) Wichita Falls, Tex.: To Blair Radio from Jack Masla.

WMAD (AM)/WBOP (FM) Johnstown, Pa.: To Hillier, Newmark, Wechsler and Howard from Lotus Representatives.

WPLN (AM) Pinellas Park, Fla.: To P/W Radio from Lotus Representatives.
By whom just put the Nation's Newspaper on the air?

USA TODAY's printed words come alive on Mutual Broadcasting. Three 2-minute daily programs are taken from the newspaper's Money, Life and Entertainment pages for same day broadcast. Money is aimed at the morning drive audience, Entertainment will be heard by midday listeners, and Life will air in afternoon drive.

This is a brand-new, exciting step, fusing two media in the simultaneous satellite transmission of useful, informative and entertaining journalism. These daily reports are brought to you by the nation's largest information company, Gannett Company, Inc., and the nation's largest commercial radio network, Mutual Broadcasting System. For the exclusive radio edition of the Nation's Newspaper, the answer is Mutual.
HOW WE MADE 58 STATIONS REST EASY

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ALBANY, NY
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ALEXANDRIA, LA
AMARILLO
ANCHORAGE
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ATLANTA
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BAKERSFIELD
BALTIMORE
BANGOR
BATON ROUGE
BEAUMONT
BEND
BILLINGS
BINGHAMTON
BIRMINGHAM
BLUEFIELD
BOISE
BOSTON
BUFFALO
BURLINGTON
CANTON
CEDAR RAPIDS
CHARLESTON, SC
CHARLESTON, W. VA
CHARLOTTE
CHATTANOOGA
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CLEVELAND
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DALLAS
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LINCOLN
LITTLE ROCK
LOS ANGELES
LOUISVILLE
LUBBOCK
MADISON
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MINNEAPOLIS
MOBILE
MONROE
MONTGOMERY
NASHVILLE
NEW ORLEANS
NEW YORK
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KCRL-TV
WWBT
WSLS-TV
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A UNIT OF THE MIKE MILLER COMPANY
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RADIO AND TV

Tastykake Inc.


Broadcasting May 2, 1983
THE ALL-AMERICAN WINNER FOR QUALITY INSIDE AND OUT.

THE BCC-20/21 CAMERA SYSTEM.

No other camera system matches the BCC-20/21 Digicam for superb pictures and total operational flexibility. The BCC-20 is a top-quality, fully automatic camera for both studio and mobile operation. Simply remove the BCC-20 from the studio frame and you have a compact EFP camera perfect for any portable situation where size and weight are critical, and performance cannot be compromised.

The Digicam cameras come with impressive features, including: "computer-in-the-head", Spatial Error Correction for outstanding registration and sharpness, remote control, and an optional Automatic Setup Unit for more accurate, faster and simpler setup.

The Digicam system. It gives you the most flexibility with a single camera—inside and out. For details, call your nearest Ampex sales office.

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AMPEX
Ampex Corporation - One of The Signal Companies
SETTING THE FASHION IN BROADCAST VIDEO
A new media commentary from Laurence Steadman, Steadman/Coles Inc., Boston

A word of warning on the new media

The “Guinness Book of Records” doesn’t track hype as a category, but if it did, the new electronic media scene would be a contender for honors. It’s making a strong bid to go down in the annals of great popular delusions with the 1920’s land speculation in Florida.

It’s not that the new electronic media scene is devoid of interest, potential or significance. Far from it, modern cable systems are remarkable in their performance and delivery capabilities. Direct broadcast satellite technology is unquestionably a stunning achievement. Teletext and videotext technologies represent an intriguing fusion of computers and video.

But technologies and markets are two different matters, a fact that is frequently (and curiously) ignored by many new media pundits and camp followers.

In point of fact, a good deal of blather about new media is not a description of potential market events but speculation about what must be called “fantasy markets.” A mixture of sense and nonsense that sounds big (as important), seems plausible at first blush and is always set in the future.

There are three interesting characteristics of this fantasy market speculation as it applies to the new electronic media scene.

First, when all the obvious reflections are viewed together, it becomes obvious that something has to give. Some media forecasts are inconsistent with other media forecasts. You can’t throw broadcast TV, DBS, low-power TV, satellite master antenna TV, multichannel interactive cable, teletext, videotext, videodisks, etc. into the same pot and have everything come out a big winner.

Second, capital costs and their recovery are seldom calculated in fantasy market speculation. Perhaps that’s not so hard to explain. Financial types often have a reputation for being wet blankets when it comes to bold new ideas, so who’d want to invite them to dampen the party? And anyway, the investment required of producers and consumers alike would probably total to an amount scary even to the most ardent new media futuroists.

Third, seldom does any fantasy market propagator indicate just what must happen between now and that watershed year 1990 for the supposed markets to materialize. Of course, that’s just the trick. As long as the new media illusionists keep the focus on 1990 they can avoid some embarrassingly tough questions about the present and immediate future.

Trade press coverage of new media developments tends to be simple and, by and large, uncritical reportage. It’s a pity. The field could use at least a platoon of investiga-

tive reporters equipped with industrial-strength hype detectors to present a balanced view.

Videotext systems are forecast to revolutionize retailing by the 1990’s. Cable advertising revenues are predicted to provide a third of industry revenues by 1990. Pay-per-view services will revolutionize film distribution by 1990. Videotext services will achieve a U.S. household penetration of between 17% and 30% within 10 years. There will be electronic Yellow Pages, cheap DBS dishes, a chicken in every pot and a teletext decoder on every set as the new decade arrives.

It is unfair to tar everyone in the trade press and the industry it covers with allegations of fraud and deception. But clearly, some development prospects have been extravagantly presented. At the root of the problem of overly sensationalized new media opportunities are several major fallacies:

The media consumption fallacy: Implicitly or explicitly, many new media analysts and prognosticators assume that the greater the supply of new media fare, the greater the per capita consumption. The more-is-better reasoning sweeps away a lot of vexing problems about consumer time budgets.

The willingness-to-pay fallacy: The assumption that has fueled a lot of fantasy market analysis is that consumer media demand is price inelastic and that household media expenditures are not fixed as a percentage of disposable personal income. This assumption often sends pay-per-view aficionados into paroxysms of greed. Those folks actually manage to make your stereotypical rapacious network TV executive resemble a devout follower of Mother Theresa.

The indiscriminate consumer fallacy: This assumption, closely allied to the preceding one, roughly suggests that consumers—real bozos, they—are indifferent to quality. If “Heaven’s Gate” bombs in theatrical release, viewers will love it when it hits pay cable. New media magic will transform dross into gold. Who said the alchemy business was out of date?

The advertiser bailout fallacy: If consumers act like bozos, what can you say about the advertiser of fantasy market analysis? Advertising support is deemed the key to teletext services, videotext schemes, direct broadcast satellite operations, low-power television, cable TV futures—and even some videodisk developments. Eager to part with his money, ever alert to the next “ground floor” opportunity, and none too fastidious about the need for audience measurement, the advertiser is assumed to subsidize the capital, operating and even subscription costs of many new media offerings.

One common relationship of all these fallacies is that their intention to current media infrastructures, how they came into existence, and how susceptible they are to displacement.

What’s a media executive or planner to do in the face of this alleged morass of fallacious assumption, questionable analysis and rampant hyping? (A) Boycott the next three new media conferences? (B) Cancel subscriptions to five new media newsletters? (C) Refuse participation in the next six new media multiclient studies? (D) Decline all invitations to speak on the topic, “Direct Broadcast Videotext: Advertising Opportunities in the 21st Century?” (E) Do all of the above?

Perhaps. But there are some other management initiatives available. The best of them involve asking tough, very tough, questions about how one’s company is going to make money in a new media business—not in 1990, but by 1985—about the necessary conditions for the emergence of hypothetical new media markets and about all of the assumptions underlying whatever new media plans one’s company may have made.

For those media executives and planners who may feel a little uneasy about all this, there is hope. A tough-minded review of their own plans and assumptions can be the best anti-hype tonic. Like many great tonics, it may be a little unpleasant to take—but worth it. After all, the problem is not the absence of market opportunities involving new media. The problem is approaching these opportunities realistically.
WAR!
THIS SERIES IS HABIT-FORMING.

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.

YEAR ONE:
CLEARED ON 120 STATIONS
YEAR TWO:
CLEARED ON 125 STATIONS
YEAR THREE:
ALREADY CLEARED ON 80 STATIONS!
This week


May 2—World Institute of Black Communications deadline for entries in CBEA (Communications to Black Audiences) Awards. Information: Linda Bowler, executive director, WIIBC, 10 Columbus Circle, New York, 10019, (212) 586-1771.


May 4—National Association of Broadcasters medium market radio committee meeting. NAB headquarters, Washington.


May 4—National Academy of Television Arts and Sciences, Washington chapter, meeting WRC-TV Washington.

May 4—Southern California chapter of Women in Cable meeting, "Introduction to Financial and Tax Planning." Hanalei hotel, San Diego.

May 5—National Association of Broadcasters small market radio committee meeting, NAB headquarters, Washington.


May 6—George Washington University's Center for Telecommunications Studies symposium to examine National Telecommunications and Information Administration's policy report, "Long Range Goals in International Telecommunications and Information" which has been presented to Congress. Marvin Center 215, GWU campus, Washington.

May 6-8—Society of Cable Television Engineers 15th cable hardware exposition, "Cable-Tec Expo." Dallas Convention Center, Dallas.

May 7—Carolinas UPI Broadcasters Associations spring meeting, Holiday Inn, Wrightsville Beach, N.C.

May 7—Radio-Television News Directors Association region 13 meeting with Virginia AP Broadcast Sheraton Frederickburg, Fredericksburg, Va.

May 7—Georgia AP Broadcasters Association annual meeting and awards banquet. Omni International Hotel, Atlanta.

May 7—UPI Broadcasters of Maryland-Delaware-District of Columbia meeting. Fleet Reserve Club, Annapolis, Md.

Also in May

May 8-11—International Television Association 15th international conference. Keynote speaker: Frederick Williams, Annenberg School of Communication, University of Southern California, Los Angeles.

May 9—International Television Association's second teleconference. Royal York hotel, Toronto.


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


May 10—National Association of Broadcasters executive committee meeting, NAB headquarters, Washington.

May 10-11—Massachusetts Broadcasters Association annual legislative trip to visit Massachusetts congressional delegation. Washington.

May 10-12—Jerold division of General Instrument Corp. technical seminar. Holiday Inn, Minneapolis.

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


May 12—"Video tech Marketing and the New Communications Technologies" conference sponsored by University of Baltimore marketing department and Baltimore chapter of American Marketing Association. Speakers include Harry Smith, CBS Inc.; Alber Crane, CBS's Extravision; Mike Conif, NBC-TV, and...
When almost every newspaper in the country praises a television news program and its host, that's news.

Nightline and Ted Koppel have been called "indispensable" (L.A. Times), "probing and articulate" (Atlanta Constitution), "unrelentingly professional" (Christian Science Monitor).

Since its debut, Nightline has been a vital source of information for the American people. And now, in its new expanded form—as the first hour-long nightly news program—Nightline is able to cover more topics, in a more exciting and vibrant way, than ever before.

In just three years, Nightline has indeed become indispensable to millions of viewers. And in the years to come, it will prove itself to be more indispensable than ever.

ABCNEWS NIGHTLINE

abc
Cetec
CP/TV
PAYS OFF WITH HANDSOME DIVIDENDS!

★ INCREASE YOUR AUDIENCE PENETRATION
★ IMPROVED MARKET SHARE
★ CETEC ADDS:
  TECHNICAL EXCELLENCE
  PROVEN PERFORMANCE
  QUICK DELIVERY
  COMPETITIVE PRICING


May 12-13—Federal Communications Bar Association conference on international communications, co-sponsored by Georgetown University's International Law Institute, "New Developments in International Telecommunications Policy." Speakers include: Cornelis Jansen Van Rosendaal, Commission of European Communities; Diana Lady Dougall, U.S. State Department; Abbot Washburn, chairman of U.S. delegation to Regional Administrative Radio Conference on direct broadcast satellite service. FCC Commissioner Anne Jones; Marie-Monique Szekel; France Telecom Inc.; Miguel Sanchez Ruiz, Ministry of Communications and Transportation; Mexico; Jonathan Solomon, Post and Telecommunications Division, United Kingdom, and Dr. Joao Carlos Abternaz, Ministry of Communications, Brazil. Capital Hilton hotel, Washington, D.C.


May 13-14—25th anniversary celebration of WCRFAM-WFRO-FM (Hanover, N.H., stations at Dartmouth College, Hanover, N.H.


May 15-17—Telecommunications in the Caribbean Basin conference sponsored by Caribbean/ Central American Action and Private Sector Organization of Jamaica, to "identify and act upon ways that the telecommunications revolution can help Caribbean nations achieve their goals for economic growth and development." Speaker: FCC Chairman Mark Fowler. Ocho Rios, Jamaica.

May 15-18—WBC/TV affiliates annual meeting. Century Palace hotel, Los Angeles.

May 15-18—National Indian Communications Conference (formerly National Indian Media Conference) sponsored by Native American Public Broadcasting Consortium, Downtown Holiday Inn, Minneapolis.


May 16-19—Canadian Cable Television Association 26th annual convention and "Cablexpo," Convention Center, Calgary, Alberta.


May 17—Southerns Cable Club meeting, speaker: Brian Lamb, president, CSPIAN. Proud Bird restaurant, Los Angeles.

May 17-18—Ohio Association of Broadcasters sales managers conference. Dublin Stouffer's, Columbus, Ohio.


May 18-19—Ohio Association of Broadcasters' spring convention. Speakers include William Backer, president, Westinghouse Broadcasting; Elmer Lower, former ABC News president, and Tom O'Brien, vice president, Mutual Broadcasting, Dublin Stouffer's, Columbus, Ohio.


May 18-21—American Association of Advertising Agencies.

Stay Tuned

A professional's guide to the intermedia week (May 2-8)

Network television □ PBS: (check local times) The Rothko Conspiracy (film about artist Mark Rothko), Tuesday, 9-10:30 p.m.; Children of Darkness (documentary about disturbed and handicapped children), Wednesday, 9-10 p.m.; Daniel Schorr at the Supreme Court: A Conversation with Justice Blackmun, Wednesday, 10-11 p.m.; Eubie Blake: A Century of Music (tribute), Saturday, 9-10:30 p.m.; NBC: V (part two), Monday, 9-11 p.m.; Mother's Day Sunday Funnies (comedy), Sunday 7-8 p.m.; Television's Greatest Events Commercializers III, Sunday 8-9 p.m., ABC: L.A. Law (new prime-time) Monday, 8-9 p.m.; The Shining (1980), Friday, 8-11 p.m.; The Kentucky Derby, Saturday 4:30-6 p.m.; "Apocalypse Now" (1979), Sunday, 8-11 p.m.

Radio □ (check local times) ABC Entertainment: AT&T...Ringing in the New (investigation of deregulation), Monday-Friday, five-part series; ABC TV: Soap Talk* (behind-the-scenes soap opera features), Monday-Friday [to air twice a day 60 seconds each] .

Cable □ MSG: Andy Warhol's TV* (talk/entertainment show), Monday, 10:30-11 p.m.; ARTS: Present Laughter (play) [Noel Coward], Tuesday, 9-11 p.m.

Museum of Broadcasting □ (1 East 53rd Street, New York) British Television: As They Like It, exhibit of more than 40 British programs, May 3-July 9; Seminars: British and American News, Tuesday, 12:15-2 p.m., Programing on British Television, Wednesday, 12:15-2 p.m.; ABC Comedy, Friday, 12:15-2 p.m.; King Lear (new television adaptation/ U.S. premiere) [William Shakespeare], Wednesday, 2:30-6 p.m.

*indicates a premiere episode
KSTU

SALT LAKE CITY

The young adult station in dynamic Salt Lake City.
Trend talk
EDITOR: Your coverage of the NAB television trends study (BROADCASTING, April 18) referred to the earlier study that NAB used as a benchmark as “the last NAB trend study.” Just to set the record straight, NAB had nothing to do with the earlier study. I know, because as they say, “I wuz there.” As always, your convention coverage was superb.— John A. Dinling, Electronic Media Rating Council, New York.

Editor’s note. The earlier study was an independent one, conducted by the research firm, McHugh & Hoffman.

Peacock praise
EDITOR: Steve McCall had a superb job of research and reporting on the NBC story in the April issue. It really gave an accurate picture of where we are and where we’re going.— M.S. (Bud) Ruckeyser Jr., executive vice president, public information, NBC Inc., New York.

Right rep
EDITOR: Many friends and associates have noted the untimely passing of Carl Weinsteinn (“Fates and Fortunes,” April 11). Carl was a close friend. He was also a colleague and business associate of ours at Harrington, Righter & Parsons [not Peters, Griffin, Woodward as reported] for 13 years prior to heading Eastman Cable Rep. I know he would appreciate setting the record straight.— Pierre M. Foster, vice president, Harrington, Righter & Parsons Inc., New York.

Too much tax
EDITOR: I agree with Bill Stakelin in BROADCASTING’s April 11 issue. If they are to be subjected to a spectrum fee (tax), there are hundreds of broadcasters I know that would just as soon forget about deregulation.

Someone needs to tell Congressman Wirth that the broadcasters of this nation already pay millions of dollars in taxes, and give millions of dollars worth of time to every good cause that comes along in this country every year.

Unfortunately, the issue now is how much deregulation can broadcasters afford? The power to tax is still the power to destroy.— Don C. Dailey, chairman, Mark Twain Media, Springfield, Mo.

Sonya switched
EDITOR: Bravo on your choice of Alan Persis, Post-Newsweek Video president, as a Fifth Estater in your April 18 issue. I’ve had the pleasure of working with Alan on numerous Post-Newsweek projects, most notably, the Sonya series starring Dr. Sonya Friedman.

However, your profile describes the series as airing on Hearts/ABC. Horrors! While they are an excellent cable service, they aren’t lucky enough to have someone of Sonya Friedman’s talent on their network. We are..., and have been for a year (since April 9, 1982). That’s the USA Cable Network, thank you. Otherwise, your profile does justice to someone who is very capable, and a decent person, too.— Barry D. Klinger, director of public relations, USA Cable Network, Glen Rock, N.J.

Los, not Las
EDITOR: For the record, the opening of your article on the battle of teletext systems (BROADCASTING, April 18) is misleading. Los Angeles [not Las Vegas] holds the distinction of being the first American city with three simultaneous broadcast teletext services, and the only city in which competitive teletext services were evaluated.

As has been reported in your publication, KNXT, the CBS owned station, and KCET, the public television station, began transmitting separate teletext services on April 8, 1981, the first operating teletext services in the country. In October 1981, KWBBC, the NBC owned station joined the Los Angeles Teletext Field Trial by beginning transmission of its own service. During the trial, the three technically compatible services were accessible in 75 households and numerous public locations. To this date, KNXT and KCET continue to transmit teletext services.— Ronald J. Goldman, director, KCET Teletext Services, Los Angeles.
Meet the incredibly inept Inspector Gadget—whose wonderfully wacky arsenal of weird inventions is all that's protecting the world from the evil clutches of Dr. Claw and his M.A.D. (Mean And Dirty) henchmen. First Run! It's the freshest, funniest, freakiest animated strip that ever grabbed a kid's funnybone! And it's a major advertiser-sponsored opportunity for you—With 65 half hours now in production—and cleared in more than 50% of the country—Inspector Gadget is firm for the fall! And Don Adams as the voice of Inspector Gadget will make it a hit in every market! Don't let INSPECTOR GADGET escape. Call your LBS rep today!
Ninety years ago a good telegraph operator could tap out about 25 words a minute.

May 24, 1844.

Samuel F.B. Morse, the proud inventor, sent the world's first telegraph message speeding across a thin strand of wire between Baltimore and Washington: "What Hath God Wrought!"

That simple message changed everything. Suddenly the measurement of communications became one of minutes and hours instead of days and months. A sprawling country was tied together by gleaming miles of telegraph wire and America took another giant step into the future.

Yet, important as that step was, it was slow and hesitant by today's standards. Because even the best telegraph operators did well to send messages as fast as 25 words a minute.

Today, television communicates almost instantly, using technology and facilities that are continually being improved. Example: our newly-expanded computer center. It handles mountains of information in minutes. Does everything from giving us messages to delivering inter-office reports. From teaching us how to use the system more efficiently to doing the billing and accounting for us.

Moving with the technology of the times is another way communications companies like Storer can do their jobs more efficiently every day. A lot faster than 25 words a minute.
Today, computers can deliver a 300-page report in seconds.
The Classic Look in Audio Consoles

Audio performance? Exceptional! For both 150 and 250 series: Distortion .05% IM and THD from 30 Hz to 20 kHz at +18 dBm output with ±0.5 dB frequency response. Each mixer in every model has a preamp selectable for either microphone or high level plus a full complement of line, monitor, cue and headphone amplifiers...all plug-in.

Choose from 10 different models, mono or stereo.

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TELEVISION. Cablecasting.
The first of RADIORADIO's '83 blockbusters is coming up. And then see what we do for encores!

Head for the heights of audience and advertiser interest in your market with RADIORADIO's music specials for 1983.

First up, **MEMORIAL DAY WEEKEND: HONOR ROLL OF ROCK 'N' ROLL.** A six-hour star-studded tribute in the audience-grabbing countdown format. We present the top 25 artists of the rock era - each a music legend - leading up to the No. 1 hitmaker of them all.

And that's just the beginning. It will be followed by...

**JULY 4TH WEEKEND: THE GREAT AMERICAN SUMMER.** A six-hour beach party! Top hits of the past nineteen summers, plus interviews and features.

**AUGUST 13: MEMORY MAKERS.** A three-hour summer party, featuring the fun of music trivia plus hits of the past 15 years, with options for localized contests.

**LABOR DAY WEEKEND: SUPER CONCERT.** A blockbuster for sure. This will be a fantastic session with one of the year's biggest acts.

**NEW YEAR'S WEEKEND: THE GREAT 1'S OF '83.** Three hours of great hits and artists of the year! Plus trivia, fun and surprises.

So don't get left behind. Check out the details of this unique lineup of specials. It's about to start rolling!

Call Susan Jacobi
Affiliate Relations
(212) 975-6917
Blair’s Chicago Management Team:

THEIR PERSPECTIVE ON SELLING SPOT TELEVISION HELPS BLAIR STATIONS GROW.

Left to right: Maria La Palermo, ABC Manager; Owen McKeaney, Vice President/CBS Manager; Bob Jacobs, Vice President/NBC Manager; Charlie Hitchins, Vice President/General Manager; and Tom MacArthur, Independent Manager.
Chicago media buyers are experienced and knowledgeable, with a reputation for being among the toughest negotiators in the country. When these demanding buyers need support from a rep firm they go to Blair Television first. It’s been a Chicago tradition since John Blair started the television rep business here in 1949. Today, these aggressive, young managers and their staffs are keeping us number one here.

Charlie Hitchins (who heads up our Chicago office), Owen McKeaney, Bob Jacobs, Maria La Palermo and Tom MacArthur collectively have more than sixty years of sales and advertising experience. Agencies and advertisers know they can depend on them for solid support when planning and buying spot television.

Our Chicago managers bring to the job their talent, their enthusiasm and a unique perspective. As Blair representatives, they have access to a wealth of information unrivalled in the industry. They can see trends early on and move quickly so that our clients can benefit from them. You’ll find this perspective in our Chicago office in the Blair Building—and in Blair Television offices all across America.

Charlie, Owen, Bob, Maria and Tom represent what Blair stands for in selling: honesty, integrity, knowledge, reliability...tough but fair negotiations. That’s why when agencies think of the leading television representative, in Chicago or anywhere else, the one they think of and turn to first is Blair. Because Blair delivers...for both buyer and seller.
At last... one of the most popular romantic comedies of our time comes to syndication!

Almi Television Productions is proud to announce the GREAT MOVIE THEATRE presentation of COUSIN, COUSINE... the smash hit, nominated for three Academy Awards, that put romance back into the movies! This bewitching comedy, a runaway critical and box office success, has never before been made available for television syndication. We're clearing time now on selected stations for this very special two hour package, introduced by a celebrity host... fully edited and ready to air on an advertiser-supported basis. Score a wonderful programming "coup" with COUSIN, COUSINE on GREAT MOVIE THEATRE, available September, 1983 from Almi Television Productions.

This is the first in a series of Advertiser Supported Programming.

"One of those rare delights you'll want to see again and again and again!"
—Judith Crist

"An instant classic on the level of 'It Happened One Night!'"
—Bruce Williamson, Playboy

"Frankly, this movie made me feel more romantic and wholesomely sexy than any movie I've seen in years. Enjoy, enjoy, 'Cousin, Cousine'!"
—Liz Smith, Syndicated Columnist

"'Cousin, Cousine' is a marvelous film. It will elate you and make you feel exuberant with happiness and joy!"
—Gene Shalit, NBC-TV

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(212) 307-7410
FCC opens up another slice of sky

Authorizes 19 new orbital slots in C and Ku bands, will narrow spacing to two degrees as part of 'dense pack' space policy

The FCC last week authorized the construction and launch of 19 new communications satellites, and, to make room for them, it adopted its own version of "dense pack," a plan to reduce the space between satellites in geostationary orbit ("Closed Circuit," Dec. 6, 1982).

The satellite carriers and their new authorizations:

- Satellite Business Systems: construct two Ku-band satellites, SBS IV and SBS V, and launch them in September 1984 and the summer of 1986, respectively.
- Southern Pacific Satellite Co.: construct two hybrid (C-band and Ku-band) satellites, launch one, Spacenet III, in March 1985 and reserve one, Spacenet IV, as ground spare.
- Western Union: launch one C-band satellite, Westar VI, in the first quarter of 1984.
- American Satellite Co.: construct three hybrid satellites and launch two, ASC I and ASC II, in September 1985 and March 1986, respectively, and reserve one, ASC III as ground spare.
- Advanced Business Communications Inc.: construct three Ku-band satellites, launch two, ABC I and ABC II, in December 1986 and in February 1987, respectively, and reserve one, ABC III, as a ground spare.
- Rainbow Satellite Inc.: construct three Ku-band satellites, launch two, RSI I and RSI II, in August and November 1986, respectively, and reserve one, RSI III, as ground spare.
- United States Satellite Systems Inc.:

**Salguide.** To make room for the 19 satellites authorized last week, the FCC drew up a new orbital spacing plan featuring three-, two-and-a-half- and two-degree spacing for C-band satellites and two-degree spacing for Ku-band satellites. The FCC's chart below, setting forth the plan, was supplemented with information from the satellite carriers. The FCC authorized satellites and awarded orbital slots without specifying in all cases which satellites must fly in what slots, giving carriers some latitude in implementing their systems. Amsat, for instance, could launch the first of its two birds at either 128 or 81 degrees.

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<td>122</td>
<td>Southern Pacific/Spacenet II</td>
<td>April-May 1984</td>
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<td>117.5</td>
<td>Canada</td>
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<td>116.5</td>
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<td>105</td>
<td>GTE/GSTAR II</td>
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<td>103</td>
<td>GTE/GSTAR I</td>
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<td>101</td>
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<td>SBS/SBS I</td>
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<td>91</td>
<td>Southern Pacific/Spacenet III</td>
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<td>89</td>
<td>SBS/SBS IV</td>
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<td>85</td>
<td>USSSI/USAT I or II</td>
<td>Feb. 1984 or Aug. 1984</td>
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<td>83</td>
<td>ABCI/ABC I or II</td>
<td>Dec. 1986 or Feb. 1987</td>
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<td>81</td>
<td>Amsat/ASC I or II</td>
<td>Sept.1985 or March 1986</td>
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<td>79</td>
<td>Rainbow/RSI I or II</td>
<td>Aug. or Nov. 1986</td>
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<td>71</td>
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<tr>
<td>69</td>
<td>Southern Pacific/Spacenet II</td>
<td>Sept. 1984</td>
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1 Degrees west longitude
2 Hybrid (C-band and Ku-band) satellites
3 Three of AT&T's four orbital slots are now occupied by Comstar satellites.
construct three Ku-band satellites, launch two, USAT I and USAT II, in March and August 1984, respectively, and reserve one, USAT III, as ground spare.

The authorizations of Advanced Business Communications, Rainbow Satellite and United States Satellite Systems were conditioned on their ability to sign satellite construction contracts by the end of the year. The condition was imposed on the companies, FCC staffer Robert Mazer said at the meeting, because they "failed to demonstrate their capability to construct and operate their proposed systems."

The order authorizing the new satellites also granted permission to some of the carriers to sell transponders. Hughes was given the go-ahead to sell 24 of its Galaxy III transponders. RCA was told it could sell three more transponders on Satcom IV. Southern Pacific and Western Union were authorized to sell 10 transponders on Spacejet III and Westar VI, respectively.

The C-band was the first set of frequencies exploited for commercial satellite communications, and the FCC order may be a boom or a bust for the Ku-band. On one hand, the order opens up the band, heretofore the exclusive turf of SBS, to a number of operators. Fourteen of the 19 satellites authorized for launch are either dedicated Ku-band or hybrid birds. On the other hand, the authorization of five additional C-band satellites may put off the day when users will have to go to the higher, and what some call inferior, band. The day of Ku-band will come, said Wold Communications President Gary Worth, "when C-band is all used up and there is no more capacity. Then you have to go somewhere else. We are not there today. We think we are further from there today, given the FCC decision."

Under the new spacing scheme, all C-band and Ku-band satellites will ultimately be spaced two degrees apart. But while the two-degree spacing for the Ku-band satellite will be instituted immediately, the two-degree spacing for the C-band spacing satellites will be phased in over the next 10 years or so. Under the current rules, C-band satellites are spaced four degrees apart and Ku-band satellites are kept three degrees apart.

To be "geostationary"—that is, to appear stationary from any point on the earth—a satellite must orbit the earth above the equator at an altitude of approximately 22,300 miles. Although two degrees or even four degrees of spacing may not seem like much room to put between multimillion-dollar satellites that must fly through space at 10 times the speed of sound to keep up with the earth's rotation, just one degree at the geostationary altitude is about 460 miles wide.

Space is put between the satellites so that earth stations can focus on one satellite and receive signals from it without picking up interfering signals from adjacent satellites. With space between the satellites, they can use the same frequencies over and over again. The less space between satellites, the more satellites there can be. The portion of the geostationary orbit that can be used to serve the United States is limited to between 143 degrees and 67 degrees, both west longitude.

According to Ron Lepkowski, chief author of the satellite order, the FCC has tried to accommodate as many satellites as it can without disrupting the existing satellite facilities. "More important," he said, "the spacing we are proposing allows us to grant all pending applications and still leave additional orbital locations to accommodate new entrants." He predicted uniform two-degree spacing in Ku-band by 1986 or 1987 and the same in C-band "in the 1990's."

Because most current satellites—all, in fact, but the three Satellite Business Systems birds—operate at C-band, the FCC adopted an "incremental" approach to two-degree spacing at C-band so as not to make obsolete the satellites and the tens of thousands of earth stations that bounce signals off them. The phase-in approach is necessary, said FCC staffer Joe Harcarufka, to give satellite users time to purchase earth stations that are better able to discriminate between satellites than those now in use and to amortize existing facilities.

According to the plan, once all the new C-band satellites authorized at the meeting (and in 1980, but not yet launched) are placed in orbit, today's uniform spacing will be replaced by variable spacing. Some satellites, mostly in the western end of the orbital arc, will be spaced three degrees apart, while satellites in the eastern end will be spaced two-and-a-half or two degrees apart. There is at least one anomaly: RCA's Satcom I-R, launched just last month, was assigned 139 degrees, which is four degrees away from its negotiated allocation. "When we notified RCA that it was east of the orbital arc, it was critical. "I am pleased we maintained our adjacency to Westar V because of its attractive program offering, particularly the Disney Channel," he said.

The mass satellite authorization was the FCC's second such action. Over two years ago, it authorized the construction and launch of 20 satellites, many of which are now in service (BROADCASTING, Dec. 8, 1980). Both times the FCC arbitrarily set cut-off dates and announced that it would consider all applications filed prior to that date as a group. The cut-off date for the last batch was May 18, 1982. At an informal press conference after the FCC meeting Lepkowski said that the next cut-off date would be 60 days from the day last week's action becomes official—when the order is published in the Federal Register. Any application submitted between now and then would be grouped with the applications for 18 satellites received since the last cut-off processed and granted "some time next year... at the latest." All the satellites in the new group will be assigned orbital slots with two-degree spacing, he said.

Children's TV back in the FCC spotlight

At commission meeting on long-standing proceeding, Fowler lets it be known he isn't in favor of content regulation; Rivera says he thinks FCC could set up rules

How well broadcasters are meeting the needs of children would still seem to be open to debate. At a special en banc meeting at the FCC last week—called to update the record of the commission's pending children's television proceeding—broadcasters generally seemed to think they were doing rather well. Public interest groups generally didn't share that opinion.

FCC Chairman Mark Fowler, however, made it clear that he wouldn't take kindly to efforts to coerce broadcasters by any of the above-mentioned guidelines, or even to coerce broadcasters with raised eyebrows. "I don't think the First Amendment permits the commission to do [any of] those," Fowler said.

Commissioner Henry Rivera said he didn't find Fowler's reasoning persuasive. Although Rivera said he would be "loath to do so," he also said he thought the commission had the authority to establish rules in that area.

Commissioner James Quello said he would like to see one half hour of children's programming from 4 to 6 p.m. on at least one...
station in each of the top 50 markets, but he said he would not mandate that. "Is that a raised eyebrow? I don’t know," he said. Commissioner Stephen Sharp, however, said that if broadcasters didn’t exhibit “social responsibility” in this era of deregulation, they could not only suffer economically but also invite new regulation.

Edward O. Fritts, president of the National Association of Broadcasters, said broadcasters have recognized that children are a special segment of the viewing audience and individually do their best to help assure the appropriateness of programs and activities serving children.

Fritts also said the marketplace and the general public were the best judges of the programing broadcasters should present. “However well-intentioned government regulation and intervention may be, there is a danger that it would create more problems than it would solve by imposing government values on individual choice. As you know, we have and will continue to oppose efforts by the government to dictate the quantity and content of children’s programing,” Fritts said.

Squire Rushnell, ABC vice president, long-range planning and children’s television, said ABC had been making “important strides” in children’s TV. The Scooter Computer and Mr. Chips series would attempt to promote computer literacy among young people he said. ABC also will be trying, with the assistance of the Library of Congress, to persuade people to read books. He said, “We plan to use the entire electronic spectrum, from cartoons to computers, from videotape to videocassettes, to provide American families, particularly kids, better options in children’s television,” he said.

Roger Colloff, vice president, policy and planning, CBS/Broadcast Group, urged the commission to recognize that new non-broadcast services had been presenting a “widenning range of choices” since the rule-making was originally launched. Colloff also said he thought television should be placed in its “proper” perspective. “There is a responsibility; I think we’re meeting that responsibility,” Colloff said.

Phyllis Tucker Vinson, vice president, children’s programing, NBC Television Network, said NBC’s programing philosophy “appreciates” that its programing must entertain. “At the same time, while we have no desire to usurp the right and responsibility to educate, which belongs primarily to parents and teachers—we are sensitive to the information, educational and social values our programing provides in response to children’s needs,” she said.

“This year NBC’s philosophy on programing for children is reflected in a schedule that includes a diversity of program types and provides animation and live action, comedy and adventure, fantasy and reality, entertainment and information. And, as in the past, we have tried to avoid stereotyping, gratuitous violence and negative role models, while making every effort to incorporate, wherever possible, positive social values, positive role models, and ethnic diversity among characters,” Ted Adams, board chairman, Association of Independent Television Stations, said “practically all” INTV members program for children on weekdays. In the average market INTV members serve, he said, 5.3 hours of children’s programing are aired each day, with INTV members providing an average of 3.4 hours of that total.

Adams said any rule could result in “more becoming less” for children. With a rule, children might have more choices, but programing offered under a rule might not be “all that tasty,” he said.

Adams, for example, noted that ad revenues for children’s television would have to be spread around more if more children’s programing was put on the air, decreasing the amount available for particular programs.

Samuel Thurm, senior vice president, Association of National Advertisers, said that even if the commission mandated specific kinds of programing, that didn’t mean children would watch it. “The child’s and adult’s idea of what constitutes good programing is often worlds apart.”

Sharon Rockefeller, chairman, Corporation for Public Broadcasting, said public broadcasting, which shouldn’t be counted on to provide all of the programing in existence for children, would still need more federal funding to “continue this important task.”

Lawrence Grossman, president of the Public Broadcasting Service, said the FCC could help public television provide more programing for children by preserving instructional television fixed service channels for educational purposes, retaining must-carry rules and continuing to work toward eliminating the UHF handicap.

Peggy Charren, president, Action for Children’s Television, said there was little programing for children from Sunday through Friday. She urged the commission to adopt rules mandating that licensees broadcast children’s programing every day, setting a minimum time requirement. She also asked the commission to adopt a rule requiring broadcasters to abide by the children’s TV advertising standards expressed in the commission’s 1974 children’s television report and policy statement. “Television commercials directed to children continue to pose significant problems,” she said. “These problems are exacerbated by the fact that NAB’s television code has been terminated. As a result, the advertising provisions of the [policy statement], which are dependent on the code for enforcement, are undermined.”

Robert Keeshan (Captain Kangaroo), contending that there is “no good commercial reason to do quality children’s television,” said the marketplace could not be relied upon to take care of children’s needs. But broadcasters, he said, could dedicate a portion of their day, and revenues, to children’s TV. “I sincerely hope they’ll do so, with your encouragement.”

John Cluster, representing Romper Room Enterprises, said voluntary compliance with the 1974 policy statement hadn’t proved effective. The commission, he said, should erect processing guidelines to give that statement teeth.

Karen Jaffe, representing the National Education Association, said the FCC should create an advisory board—an ad hoc group of broadcasters, producers, parents, education professionals and an FCC commissioner—to find nonregulatory solutions.

She also proposed that the FCC consider dropping must-carry requirements—or pro-

TOP OF THE WEEK

Listeners: Rivera, Quello, Fowler, Washburn, Dawson, Sharp

Broadcasting May 2 1983 33
Possible hope for end to Radio Marti stalemate

ITU-initiated proposal to help in negotiations between U.S. and Cuba looks promising

Out of the welter of conflicting, if generally familiar, testimony on the administration's controversial Radio Marti proposal, there emerged, at a Senate Foreign Relations Committee hearing last week, a surprise disclosure by Assistant Secretary of State for Inter-American Affairs Thomas Enders. The secretary-general of the International Telecommunication Union, Richard Butler, had offered to help the U.S. and Cuba settle their long-standing AM interference problems, and the U.S. was "encouraging" him to proceed.

Enders disclosure came in response to probing by Senators Charles Percy (R-Ill.) and Claiborne Pell (D-R.I.), chairman and ranking minority member, respectively, of the committee. And it confirmed, to a degree, reports that had been circulating in Washington for several weeks.

What's more, in his prepared testimony, Enders offered another indication that talks with Cuba on the nettlesome interference problem are a possibility. He said Cuban leader Fidel Castro had told Senator Lowell Weicker (R-Conn.) of Cuba's willingness to participate in such talks. Enders added: "We are prepared to talk to the Cubans about radio interference in an appropriate multilateral forum and we will include representatives of our broadcasting [sic] in any such talks."

Enders, in discussing Butler's offer of assistance, even laid down something of a timetable of action: "We've encouraged him [Butler] so that at least an explanatory meeting could be set up in the summer within the context of the ITU. The U.S. has consistently maintained that talks with Cuba could be held only in such a setting. It wasn't immediately clear whether the disclosures would help ease the bill's passage through the Senate. Broadcasters opposition, as expressed at the hearing, was, if anything, stronger than last year, when an amendment on Radio Marti bill sailed through the Senate but died in the House the same session. But the administration won a victory on its revised measure on Monday, when the House International Operations Committee, headed by Representatives Dante Fascell (D-Fla.), approved the measure. The parent Foreign Affairs Committee will consider the measure on Tuesday.

If Enders' disclosures at the Senate hearing were good news for broadcasters who consistently have maintained that the only long-range solution to the Cuban interference problem is a diplomatic one, Enders deflated some of the hopes of those in the hearing room. "Radio broadcasting to Cuba," he said, "will not be on the bargaining table, any more than the Voice of Cuba."

As he put it in his prepared testimony, Enders said that the U.S. will not permit the Cubans who have used a series of pretexts to avoid any real give-and-take on this issue to "use radio broadcasting to Cuba as an impediment."

One of the principal themes of broadcasters' testimony at the hearing was that establishment of Radio Marti—which the administration says will be used to break what it calls the Cuban government's "monopoly" on news in Cuba—will only exacerbate the Cuban interference problem. National Association of Broadcasters President Edward Fritts said after the hearing that he is concerned the Radio Marti proposal "will stall in the way of the ITU being able to help resolve the dispute."

There is support for that concern in reports brought back from Geneva by officials of the American Visiting Citizens for Cuban Affairs, who said that the Radio Marti bill sailed through the Senate on Friday and died in the House but died on Wednesday, when time ran out on the same bill in the Senate. Broadcaster opposition to the bill was stronger than last year, when the administration's good will. And, according to sources familiar with the State Department reaction to Butler's offer of assistance, there is reason to question the enthusiasm with which the departments have approached the ITU official to proceed. Sources early last week said that, while Havana had accepted the offer, State's initial feeling, at least, was negative. One official was said to have described the offer at an "interference in U.S. internal affairs."

Beyond the discussion of possible talk with Cuba, the Senate Foreign Relations Committee hearing generated many of the arguments—pro and con—on Radio Marti that have been heard since the idea was first broached in late 1981. But broadcasters are an ally in the Senate—Charles Grassley (R-Iowa)—also offered what they appeared to feel was additional evidence of a need to rely on tighter language in the bill (S. 659), rather than on the administration's good will.

The bill itself, as introduced in both Houses, meets a number of the concerns broadasters had expressed. Instead of the
freedom the original Radio Marti bill would have accorded the administration in selecting a frequency, the new one restricts its use of the AM band to the frequency used by the Voice of America station on Marathon Key, in Florida—1180 kHz—or to those frequencies of commercial or noncommercial stations willing to lease time for radio broadcasts. The bill would also permit the administration to choose frequencies above or below the present AM band, which extends from 335 kHz to 1605 kHz, or in the shortwave band.

And under an amendment attached to the bill in the House by Fasce— an identical version of which Senator Paula Hawkins (R—Fla.) introduced in the Senate on Wednesday—broadcasters would be compensated for improvements they were obliged to make in their facilities to overcome Cuban interference. However, the new feature would limit the total compensation paid to $5 million.

She and her Republican colleague from Florida, Lawton Chiles, helped Enders make the case for Radio Marti. The proposed station, they said, would furnish the Cuban people with news of their own government and of Cuban military involvement abroad. And Enders said the purpose of Radio Marti is “not to incite rebellion” or to make the government “less anti-American.”

But, he said, “we believe that by breaking the Cuban government’s control of information, we will help the Cuban people to question more closely their government’s policies and thus hold their government more accountable for its actions and perhaps influence it to devote more time and resources to domestic concerns and less to international adventurism.”

The arguments did not impress the broadcast industry representatives and their allies who were waiting to testify. Only the Florida Association of Broadcasters and the South Florida Radio Broadcasters Association, as represented by their counsel, Matthew Leibowitz, supported the proposal, as they have from the beginning.

But Leibowitz appeared particularly concerned about the concept that would be designed to provide the $5 million to compensate stations suffering Cuban interference. He noted that nine Florida stations have sought and received FCC permission to upgrade facilities to compensate for Cuban interference and that an application by a 10th, Plough Broadcasting Co.’s WSNIAM) St. Petersburg, is awaiting FCC action. Each of the stations, he noted, was required to spend substantial funds for engineering and legal fees, as well as for capital improvements.

The administration is cool to the idea of a fund for compensation. Enders said it is concerned about “the precedential effects” of the proposal.

The NAB does not regard the proposed $5 million fund as adequate. Fritts, in reference to the stations most likely to benefit, dismissed the compensation proposal as a “Dade County relief bill.” He said stations as far away as Wyoming are subject to Cuban interference. He cited all “vicinized” broadcasters—present and future—should be compensated, and for all losses, including advertising, not only for the cost of improving facilities. Hawkins said such proposals are “irresponsible and thinly disguised attempts to kill the bill.”

But Fritts and others who oppose the bill were not focusing on the compensation issue alone. They offered a variety of arguments—among them, that the administration’s contention that the Cuban government is the only source of news for its citizens is false.

Wayne Smith, a senior associate of the Carnegie Endowment for International Peace, and until last year chief of the U.S. Interests Section in Havana, said that “50% of the stations received in Cuba are American, including the Voice of America.” And Grussley cited a report of a Cuban exile group, the Cuba Independiente y Democratica (CID), which was established in Caracas, Venezuela, in October 1980, and has established offices in Miami and Washington. It operates a network of five shortwave stations that broadcast to Cuba—and intends to augment the operation before the end of the year with four more shortwave stations and one AM outlet. A CID spokesman said the stations are located in “Central America and the Caribbean” and operate on frequencies assigned by the host governments.

But the argument stressed by Grussley and Smith, as well as Fritts and other broadcasters opposing the bill—F. Mike Lynch, of Great Empire Broadcasting Inc.; H. Wayne Hudson, of Plough Broadcasting Co., and Robert G. Engelhardt, of Palmer Communications Inc.—was that the administration proposal would put American stations at a disadvantage. “Plough would like to see a separate entity on the AM band will prompt massive retaliation against U.S. radio stations,” Engelhardt said. “Palmer’s WHOAM) Des Moines, Iowa, has escaped the direct threat Palmer saw in the original Radio Marti proposal; the administration had initially indicated an intention to select WHO’s frequency, 1040 kHz, as the future home of Radio Marti.” And Hudson said Plough has first-hand experience with Cuban interference, not only at its stations in the Baltimore and WPLOAM) Atlanta, as well.

If the administration cannot be hedged on the separate entity concept, Grussley and the broadcaster suggested an amendment that would specifically limit Radio Marti’s use of the AM band to 1180 kHz. Although that appears to be the intent of the bill—in restricting the proposed station to operation on the Radio Marathon frequency—the critics say the actual language would permit the government to require the assignment of any AM frequency for Radio Marti and, as a result, for Radio Marti.

One member of the committee who seems certain to back the broadcasters’ position is Senator Edward Zorinsky (D—Neb.). His threats to filibuster the Radio Marti bill in the final days of the last Congress persuaded the Senate leadership to give up on the measure. And last week, as the hearing was winding down, he expressed his feelings for broadcasters.

“I hope this administration will accept negotiations [with Cuba], and not to get Radio Marti but to try to bring about radio comity between the two countries,” he said. He talked of broadcasters losing “blood and sweat” in operating their stations and in meeting payrolls every week. And he recalled the public service announcements of Omaha’s broadcasters when he was mayor and the city was struck by a tornado. “You not only provide information, you save lives,” he said, “so you’re entitled to some consideration when the government goes off half-cocked with cutey ideas.”

Rising cries of ‘kill the messenger’ over NAB study

Broadcasters, ad agencies incensed over findings by McHugh & Hoffman that viewer satisfaction with TV is down

The bomb that the National Association of Broadcasters dropped on its constituents at the 61st annual convention in Las Vegas has sent broadcasters scurrying for shelter. That bomb—a report claiming TV viewership is up but audience satisfaction is down—has moved some to pronounce it a dud. Some to criticize the NAB for detoning it and still others to retaliate.

The full NAB findings, which emerged in a study the Rosslyn, Va.-based consulting firm of McHugh & Hoffman was commissioned to undertake (BROADCASTING, April 18), are to be published in a few months. But broadcasters, on the strength of the NAB presentation at Las Vegas, are making such comments as “incredible.” “unbelievable,” “stupid” and “I wanted to say the messenger.” Broadcasters also object to the way the research and report were managed.

Representatives on NAB’s research committee, which was reformed and incorporated with the science and technology committee last October, exists to work alongside the NAB research department, were never told the study had been commissioned. Indeed, there was confusion on who sat on the committee. One network representative did not find out until after the convention last month that he had been bumped from the committee nine months earlier.

The NAB’s research committee, according to the staff, never met. The committee also appears to be lacking a chairman. Eddie Fritts, NAB president, and the NAB staff say board member Crawford Rice, executive vice president, Gaylord Broadcasting, Dallas, is chairman. Rice says he is not. Instead, Rice claimed that he was originally slated for the chairmanship of the committee last June, but after a reorganization of NAB committees, there was “no mention of the research committee,” and Rice assumed the committee member was dropped.

An apparent mix-up occurred with the latest list of committee assignments, Fritts explained. He noted that Rice’s name was omitted from the list and that Patrick, who knew Rice was the chairman, never contact-
ed him. Patrick, however, said it was not his responsibility to tell Rice he had been chosen to chair the committee. It is the duty of the president and chairman of the board who select the chairman of the committees to contact them, he said. But, Patrick said, he did send a letter (Sept. 1, 1982) to Rice congratulating him on his appointment as chairman, and suggested that Rice and Fritts discuss further the selection of members for the committee.

In the wake of the NAB convention, however, some have not waited for the publication of the final analysis to lodge a protest. "I say it isn't logical, it isn't factual, and it isn't true," said Roger Rice, president of the Television Bureau of Advertising, in a prepared statement issued last week. Rice joined with others in complaining that it is inaccurate to compare the current M&H study commissioned by the NAB to an independent one conducted by M&H six years ago (BROADCASTING, June 6, 1977). Critics also charge that Larry Patrick, former vice president of research at NAB and now an independent consultant, who announced the conclusions of the study in Las Vegas, misrepresented the facts by implying the 1977 M&H study was as an NAB-commissioned report.

Patrick explained that the reference was written into the speech and he did not know about it. "I didn't write that speech," he said later. "I did not see any of the results. I did not read any of the analysis." Patrick said that what he read to the NAB in Las Vegas was a "prepared script" from M&H. When he left the NAB in early February, Patrick explained, he agreed he would go to the convention to present the results. Since the convention, he has read the full draft of the report, Patrick said, and it "is not nearly as negative as the popular press has portrayed it."

The controversy also centers on the research method employed by M&H. The findings were based on more than 500 interviews with TV viewers in their homes in addition to a telephone survey of more than 1,000 people. Diaries were not used. Rice explained that "there is a world of difference between what people say they do, and what they actually do." Rice also doubts that the 1977 and 1983 studies are comparable. "To me, it isn't logical to draw trends from two studies when they may have been conducted differently with results reflecting differences in research techniques rather than public attitudes," he said in his statement.

Patrick, now with the consulting firm of Hiber, Hart & Patrick, Laurel, Md., and an instructor at the University of Maryland, wouldn't discuss the research techniques employed by the two M&H studies except to describe them as "sound" and "very similar."

John Bowen, the principal at M&H who directed the study, said that the methodologies employed in the two studies were essentially the same. He said the conclusions of the study were delivered without publication of the full report to back them up because of delays in preparation of one section. Bowen said the NAB did not know the complete report was not available until "shortly before" the presentation.

One who questions the similarity, however, is David Poltrack, vice president of research at the CBS/Broadcast Group. "What they tried to measure is something that's extremely difficult to measure," Poltrack said, referring to the study's evaluation of viewer attitudes. "We [CBS] spend millions of dollars in program development research trying to measure these various types of factors," he explained, but CBS was "a very difficult time dealing with those qualitative dimensions because of the perceptual defenses of the viewer. They tend to respond in a manner that will be most acceptable to the interviewer." Invariably, Poltrack said, people will report that they watch the more sophisticated news and information programs over light-hearted fare.

Poltrack also is uncertain that the two studies, on the face of it, could have employed similar methodologies. "It can't be the same study," he reasoned, "because they ask all these questions about DBS (direct broadcast satellites) and cable, and they certainly didn't ask those questions six years ago. People wouldn't know what they were talking about." He added CBS's formal response will come when the M&H study is published.

Patrick, who headed the NAB's research department at the time the study was author-
Benjamin report out for public scrutiny

BS internal investigation of charges leveled against Vietnam documentary shows innermost workings

BS News released its "Benjamin report" last week, revealing that its in-house investigation turned up 11 "principal flaws" in the production of its controversial documentary, 'Uncounted Enemy: A Vietnam Deception.'

The 59-page report provided seldom-seen insights into news documentary production, at the same time revealing that the program's title was not the true title of the film as advertised.

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The 59-page report provided seldom-seen insights into news documentary production, at the same time revealing that the program's title was not the true title of the film as advertised. Beniamin report said there was an "imbalance" in the handling of "an obviously and historically controversial" subject, in which nine interviewees were given 9 minutes 19 seconds of air time in support of the premise and two interviewees were given 5 minutes 59 seconds to counter the premise.

Where the Sautter summary said it would have been better if the documentary "had not used the word conspiracy," the Benjamin report said that "a conspiracy, given the accepted definition of the word, was not roved." In releasing the report, BS News reiterated its faith in the January 23, 1982 broadcast, which sought to show that the U.S. military in Vietnam in the late 1960's falsified estimates of enemy troop strength to make it appear the U.S. was winning the war. "Then and now," Sautter said last week, BS News stands by the documentary and its value to those seeking a broader understanding of the Vietnam experience. Despite its flaws, he said, "it is an accurate and important account."

Dan M. Burt of the Capital Legal Foundation, attorney for Westmoreland, called the report "devastating" for CBS. He cited particularly its assertion that a "consspiracy" had not been proved in the broader picture and that there were indications that it was not a conspiracy, as well as acknowledged violations of CBS News's own standards, had been, in Burt's words, "ignored."

Burt said that public opinion had begun to turn against the broadcast, and that "when they see the outtakes" from the broadcast, which he said has had "for months," people will be shocked—absolutely shocked. Burt also confirmed a quote attributed to him: "We are about to see the dismantling of a major news network," but said he meant that "the dismantling" will come because the public will not abide CBS's "cover-up," not that his organization was out to "dismantle" anything.

CBS News made the report public after U.S. District Judge Pierre Leval ruled that it must give a copy to General William Westmoreland (BROADCASTING, April 25). Westmoreland, former commander of U.S. forces in Vietnam, is suing CBS for $120 million on grounds that the documentary libeled him, and the proceedings are in Judge Leval's court in New York. Judge Leval denied CBS's request for permission to appeal his order.

Along with the Benjamin report—so-called because it was written by Burton Benjamin, CBS News senior producer, who conducted the investigation—CBS News released a sheaf of letters and a 139-page document it had filed in court in response to questions from Westmoreland's attorneys in the libel case.

The court document contained a 57-page section, dealing with estimates of enemy troop strength, that on its face seemed to make a clearer case for the documentary's premises than the documentary itself did.

Among this section's contents, for example, is a purported memo from a Central Intelligence Agency official saying, of a planned troop-strength press briefing said to have been approved by Westmoreland, that "I must rank it as one of the greatest snow jobs since Potemkin constructed his village."

For another example, there are excerpts from letters written by an officer in Vietnam to his wife, describing such events as "the antics my people and I had to go through with our computer calculations to make the February strength calculations come out the way the general wanted them to. We started with the answer [and worked back]. And we continue to win the war."

The Benjamin investigation was initiated after a May 1982 article in TV Guide made a long series of charges against the production of 'Uncounted Enemy.' General Westmoreland had denounced the broadcast in a news conference a few days after it aired, but had not yet filed his libel suit.

Benjamin said that in his investigation—which he called "an examination"—he interviewed 12 CBS people and 20 other people and reviewed, among other things, not only the broadcast but unedited transcripts of all interviews recorded for it, the complete text of the Westmoreland press conference and tapes or transcripts of radio shows dealing with the broadcast, as well as "newspapers and magazines less relevant to the case," and the "transitional Record," military documents, [producer] George Crile's three-volume White Paper responding to the TV Guide allegations and correspondence sent and received by CBS News about this broadcast. The investigation lasted about six weeks. He approached it, he said, "as a reporter—not as judge, jury, prosecutor or defense attorney," but "to get the facts."

In general, the TV Guide article often seems to come off better in Benjamin's report than does either the broadcast or George Crile, its producer and principal interviewer (who is currently producing a piece on Nicaragua). Yet the report also says that, "TV Guide may have been in not challenging the premise of the broadcast," that the broadcast represented "an achievement of no small dimension," and it quotes with apparent approval a statement by Mike Wallace, correspondent on the broadcast, that "transactionally, I think the piece itself is accurate, that it faithfully represented what went on..."

The report takes the TV Guide charges one by one and also examines some from the Westmoreland news conference. At one point, the report notes that the broadcast "unequivocally" said that "the head of MACV's [Military Assistance Command Vietnam] delegation told us that General Westmoreland had, in fact, personally instructed him not to allow the total [estimate of enemy strength] to go over 300,000..." But, the report continues, "nowhere in the more than 20 hours of transcripts [of interviews done for the broadcast] does anyone say specifically that there was a..."
A chief witness, the report says, refused three times to confirm the 300,000 figure but said several times that he had been ordered to "defend the MACV command position" which was 296,000. Crile is quoted as calling this a "misunderstood semantics," and also as saying that Mike Wallace "was getting tired of re-narration" and "I wanted to change to keep the command position rather than 300,000," but Wallace "at that point waved it off, saying, 'I don't think it makes any difference.'"

"I was producer," Crile continued, "It's my fault. It should have said: 'the May OB [order of battle], which was about 300,000'"

TV Guide charged that Sam Adams, former CIA analyst who served as CBS News' consultant and appeared on the broadcast, gave CBS News a list of 60 persons who might be interviewed and that CBS News chose only those who would support the broadcast premise. The Benjamin report said that for the most part, "the charge appears to be true," although it added that the list contained 80 names, not 60. Only two names were chosen who opposed the premise: Westmoreland, who appeared on screen for five minutes 38 seconds, and Lieutenant General Daniel Graham, who got 21 seconds on screen. "The list of names and descriptions which Adams gave to Crile includes people who would challenge the very essence of the broadcast," the report says.

In his interview for the broadcast, General Westmoreland estimated that the enemy was infiltrating at the rate of 20,000 a month, whereas in an earlier Meet the Press appearance he had said 5,000 to 6,000 a month. After the interview but before the broadcast, Benjamin said, Westmoreland sent CBS News a letter that, according to TV Guide, he considered a correction letter. "The letter," Benjamin says, "ran one page and nowhere in it does it say the general asked for a correction or say that he misspoke when he gave the 20,000 figure." But, he continues, 72 pages of documents accompanied the letter, and at about page 27 there was a note saying that infiltration had been running at a rate of about 5,900 and "hence my estimate given [on Meet the Press] was generally correct."

"What the general is saying," Benjamin continues, "is that he was right the first time (Meet the Press) and wrong the second, (our interview)." "It is fair to say that it would have been a lot clearer if this statement had come in his covering letter with a line 'I hereby ask for a correction'." But Crile says the figures Westmoreland provided weren't relevant anyway because they weren't 'contemporaneous'... Further, he maintains Westmoreland spoke truthfully when he said 20,000 in his interview. Crile: 'What I believe is that Westmoreland remembered the facts and forgot the cover story.' The report cites 'imprecisions' in connection with the handling of the Westmoreland 'correction letter' among the broadcast's flaws.

General Daniel Graham, principal supporter of Westmoreland on the broadcast, was interviewed for over an hour by Mike Wallace "and two sound bites totaling 21 seconds were used," the report says, adding: "This was a judgment call on the part of the producer, and in this business there are hundreds of such calls in any documentary."

TV Guide charged that CBS started the project already convinced a conspiracy had existed. Benjamin agrees that the so-called blue sheet: the story-idea outline that producers submit for management approval "does closely resemble the finished broadcast." Crile's blue sheet, Benjamin notes, ran to 16 pages, much longer than usual, and contained the word "conspiracy" 24 times and "conspirator" five times.

The report says that Howard Stringer, executive producer for the broadcast, explained the blue sheet's length and frequent use of "conspiracy" as reflecting Crile's effort "to sell an extremely reluctant executive producer" and offset "a massive amount of skepticism on my part." "Missing from the blue sheet," the report says, "was any indication of the controversial nature of the story," though the report notes at other points that the issue had been controversial for years. In fact, it observes at the outset that "much of the story in the [documentary] is not new. It was new to television as a prime time documentary."

The word "conspiracy" last used only once in the broadcast, but was also used, the report notes, in a full-page ad for the broadcast and in on-air promos. And its use in the broadcast, Benjamin says, "engender considerable controversy."

Crile, for instance, called it "absolute proper" and added that "We went through everybody before we used the word," according to the report. Colloff said "We talked about it" at a screening also attend by Westmoreland, then the president of CBS News, and that "we concluded that it was [justified]."

On the other hand, critics of the broadcast were "very critical of the use of the word and some of the favorable witnesses did like it either. Sam Adams, CBS's paid consultant on the broadcast, said he had doubt there was a legal conspiracy but himself wouldn't use the word: "To me it's much more tragic story."

The report also finds the broadcast flawed as the summary report last summer indicated, by several violations of CBS News's standards, including a second sesion with one witness to get a "strong interview, letting that same witness view tapes of other interviews, in two instances presenting two events as if they were one event and failure to identify Sam Adams as paid consultant (he was paid $25,000, plus $4,904.69 in expenses)."

In his recommendations, Benjamin says CBS News people should know the CBS News guidelines "by rote, and there should be no misunderstanding about them. Clause by clause, page by page there are reminder of why these guidelines were written: experience on broadcasts in the past where pain things happened that demanded correction.

"The more controversial a broadcast, the more checks and balances need to be put into the system. This need not inhibit producers. If they have enough confidence their journalistic abilities, it might even fortify them."

But it is impractical, he continues, "If executives producers or management to supervise a broadcast so closely that there is margin for error. It would be stultifying." We quote Bob Chandler as having put it best: "Dealing with producers as an executive an act of faith. Ninety-eight percent of it fails."

"The News people themselves. The documentary area will not be a driving, forceful operator unless you let them do their thing. It is matter of their integrity, ethics and professionalism."

Benjamin continues: "The free exchange of ideas is essential in this business. A document is a quintessential form of grot journalism. There will always be abrasion petty irritations and personality clashes among them. There were plenty on the Vietnam broadcast. But the unit must coalesce, ri above this and develop an intellectual gi and take an esprit. People must feel in to speak up—and speak out."

He concludes: "It is fervently hoped that nothing in this paper diminishes the appetite of CBS News people for controversy. By producing broadcasts that 'make people think' and that have 'fire in the belly'—a words from the past. But the past is when we come from and where our illusion reputation came from. The documentary controversy was, is and should continue to be the heart and soul of CBS News."
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**Skyward**

CBS Radio notified its affiliates last week that it will switch from land line delivery of program services to digital satellite transmissions at 11:52 p.m. (ET) Sept. 30 for stations located in markets across the northern tier of the U.S. CBS is using RCA's Satellite TV for both its traditional and Radio Network affiliates. The announcement came in a letter from Dick Brescia, senior vice president, CBS Radio, to all affiliates early last week.

Brescia said that CBS's first phase of its satellite conversion program will cover Maine, New Hampshire, Vermont, New York, Massachusetts, Rhode Island, Connecticut, Minnesota, Illinois, Wisconsin, North and South Dakota, Montana, Washington, Oregon, northern California, most of Michigan, parts of Wyoming and Idaho, the markets of Scranton and Mount Pocono in northeastern Pennsylvania and Reno. CBS plans to announce dates for switching its remaining affiliates within the next month.

**Building properties**

Chief Broadcasting President John Bayliss of New York's KQED San Francisco has been purchased by New York-based Price Communications for $12.25 million (see "Changing Hands," page 78) (the last charter radio property to be sold), he will soon leave the company to build his own group of stations. Bayliss told BROADCASTING that he, along with some investment banking firms, is eying different radio properties and should announce a purchase within the next 90 days. Bayliss currently owns KSM(AT/AM)-KSNI(FM) Santa Maria, Calif.

**WINZ cleared**

The FCC Mass Media Bureau last week rejected a complaint by Florida Power and Light Co. that WINZ(AM) Miami had violated the fairness doctrine and personal attack rule in airing announcements and editorials opposing a rate increase that FPL was seeking last year (BROADCASTING, April 25). WINZ had agreed that the proposed rate increase was a controversial issue of public importance, and it also had contended it had provided "more than a reasonable opportunity for the presentation of significant viewpoints." WINZ noted that while it had run 330 75-second editorials opposing the rate increase, it had also run, free of charge, 198 90-second spots written by FPL that argued for the increase.

In a letter to FPL last week, the bureau said it didn't "appear" that FPL had satisfied its burden of showing that contrary viewpoints weren't broadcast in WINZ's overall programming.

The bureau also said it wasn't necessary to determine whether a personal attack had occurred, when a station had an outstanding offer of time to the complainant, as it did here. "Based on the information provided, we cannot find that the licensee was unreasonable in finding that its offer of reply time was reasonable within the meaning of the personal attack rule," the bureau said.

**Blair's diagnosis**

Blair Radio's analysis of spot business opportunities for the first three months of 1983 shows that the 25-54 age group represented 34.7% of all requests, up almost four percentage points over the first quarter of 1982. In second place was 18-34, accounting for 17.6% of the requests and in third, 18-49, representing 15.4%. In sharp decline was the 25-49 category with 9% of Blair's opportunities, down from 15.9% in the comparable period of 1982.

**NPR transitioners**

A temporary transition team has been named at National Public Radio to assist NPR's new acting chief operating officer, Ron Bornstein, who was appointed two weeks ago after NPR President Frank Mankiewicz announced he was stepping down as president and chief executive officer (BROADCASTING, April 25). Bornstein, director of the telecommunications division of the University of Wisconsin and general manager of its WER-MTV Madison, Wis., will assume Mankiewicz's day-to-day managerial duties on an interim basis (for six months), starting May 9th. His main concern will be to help the network recover from its current financial crisis—a $3 million budget shortfall.

The new transition team will assist Bornstein on a temporary and part-time basis and includes Bornstein's colleague, Jack Mitchell, general manager, WHA, who will work with NPR's programming, engineering and promotion departments, and Steve Symonds, director of policy and administration for the Corporation for Public Broadcasting, who will conduct an organizational and fiscal analysis of the network, in addition to an analysis of NPR's new business ventures. Bornstein also appointed a legal adviser, Henry Goldberg, with Vern, Lippert, Bernhard, McPherson & Alexander, Washington.

**International reach**

Watermark/ABC Radio Enterprises has formed a separate international division to market radio programs produced by the Los Angeles-based production unit and other ABC Radio entities overseas. ABC Watermark International will initially market 11 ABC Radio programs, including The King Biscuit Flower Hour, American Top 40, Country Countdown, Musical! and New Music News. The unit's international sales director is Suzanne Barron, a former contacts administrator for AMC Video Enterprises in Los Angeles.

"We're forging into new territory with the new division," said Mat Tombers, advertising and publicity manager for Watermark.

**Ten years later**

Ed Dorsey, news director for Group W's WIN(AM) Chicago, and former Saigon bureau chief for Group W stations during the Vietnam war, returned to Vietnam on the 10th anniversary of the U.S. military withdrawal. The result was a five-part news series, Vietnam: From Saigon to Ho Chi Minh City, aired over Group W's six AM stations. In addition, Dorsey, in conjunction with the World Church Services Organization, helped bring a group of American children back with him to the U.S.
ABC Radio Enterprises: "We will be actively soliciting outside product for distribution overseas, as well as distributing programs produced by Watermark and other ABC Radio producers."

Tombers told Broadcasting the new division will conduct a direct mail campaign of up to 3,000 pieces next month and will present product at the first International MDEM music exposition in Cannes next January.

Watermark/ABC also announced last week a scheduled May 14 start for New Music News, its recently announced one-hour weekly series targeted at the "new music" audience. The cash-sold program, hosted by Linda McNees and Richard Blade, Los Angeles-area air personalities, has cleared in San Diego, Philadelphia, Miami and a number of smaller markets. International versions have been sold in Thailand and Italy.

In the marketplace

A newly formed Los Angeles radio production/syndication company, Mealticket Ent., has announced the availability of four four-minute features, with three additional series in development. Initial offerings from Mealticket, a partnership of Los Angeles businessman Joe Lipnicki and former air personality Larry Boxer, include: The Jim Hall Automotive Report, co-hosted by automotive magazine editor Jim Hall and KHJ(AM) Los Angeles air personality Bruce Chandler. Other Things, a humorous look at the news featuring radio journalist Ron Dungee, Woman to Woman. Country, highlighted by interviews with female country music entertainers conducted by Nashville producer Gayle Hill, and The World of Opera, interviews with opera personalities hosted by KFAC-AM-FM Los Angeles programmer Carl Princi. Each program is offered on a market exclusive basis, beginning this summer.

Among the programs in development are a psychology show directed at teen-agers and young adults, and a pet care series. For information, Mealticket, 2049 Century Park West, Suite 1200, Los Angeles, 90067.

A one-hour program each weekday featuring full-length "vintage" radio programs is scheduled to debut May 2. Distributed on a bar- tered basis by the Grosse Pointe Park, Mich.-based Golden Age of Radio Theater, the programs will contain 10 minutes of commercial time, five national, five for local sales. The Golden Age of Radio Theater plans to present original full-length broad- casts of "The Life of Riley, The Great Gildersleeve and Abbott and Costello, according to company president Robert Bowen. Host of the program is Victor Ives, former program executive for Gold- en West Broadcasters' stations in Detroit, San Francisco and Portland, Ore.

The Weedeck Radio Network, a Hollywood-based producer/syndicator, is offering a one-hour advertiser-supported radio special, Willie Nelson: Superstar!, free to stations on a market-exclusive basis beginning May 14. The special, which includes interviews with Nelson and other country music performers, contains four minutes of national spots and allocates four minutes for sale by local stations. First refusal for the program will be offered to subscribers to Weedeck's Country Report and Country Report Countdown.

NBC's Source Network will air the rock group Roxy Music's concert live from New York in Radio City Music Hall May 26. Other upcoming live Source concert programing includes Flock of Seagulls June 2 and Greg Kihn Band July 4. All broadcasts are produced by Star Fleet Blair.
CONGRATULATIONS TO ART CARLSON SENIOR VICE PRESIDENT IN CHARGE OF RADIO ON YOUR 25TH ANNIVERSARY WITH SUSQUEHANNA BROADCASTING CO.

The members of the Susquehanna Radio Management Committee are proud to take this opportunity to express our appreciation for your friendship, dedication and service. Your leadership and guidance have been an inspiration to us all. We look forward with pleasure to our continued association in the management of the Radio Division of Susquehanna Broadcasting Co.
The busy MIP-TV marketplace

More countries and more media outlets on hand in Cannes, though economic pinch is felt by some

Television program buyers, producers and distributors from all over the world gathered in the Mediterranean village of Cannes, France, last week for the 19th annual Marche International des Programmes (MIP-TV). For six days, from Friday, April 22, through Thursday, April 28, the 100,000-square foot exhibition hall of the newly opened Palais des Congres buzzed with almost constant activity, as buyers and sellers and producers from 110 countries conducted business. International co-productions—made more and more attractive by increasing demand for programming and the escalating costs of producing it—were the convention's dominant theme.

A total of 5,049 delegates attended this year's MIP-TV, an increase of about 20% over last year's attendance of 4,308 delegates from 107 countries. The number of production/distribution companies attending was up from 834 last year to 981, while the number of broadcasting companies represented grew from 293 to 333. Represented for the first time this year were programmers from the People's Republic of China, Indonesia and the African countries of Nambia, Nigeria, Sierra Leone and Zimbabw. Organizations attending for the first time included China Film Export, Tele Zaire, Somalia Television and the Vietnam Radio-TV Committee.

Attendance by American companies on the exhibit floor was up about 10% over that of last year, according to John Nathan, of Perard Associates, New York. Nathan, who for years has been the U.S. representative of MIP-TV, handed over that responsibility at the end of the conference to the National Video Clearinghouse of Syosset, N.Y., which is headed by Harvey Seslowsky.


Noticeably absent from the exhibit hall, although not entirely from the convention itself, was Columbia Pictures Television. Brian McGrath, senior vice president, Columbia Pictures International, said the company has found MIP-TV to be an inefficient marketplace since the annual Los Angeles screenings of network fall programs take place after the convention instead of a month or two before, as once was the case. Columbia's moves triggered discussion among major U.S. producers about the possibility of moving MIP-TV to another date (see page 50).

Despite increased attendance overall, the presence of Latin American buyers and sellers declined this year, primarily because of economic problems that have led to currency devaluation in several countries. Televisa, Mexico's largest network and an exhibitor at previous MIP-TV conventions, had no formal presence nor did the major stations of Argentina. Broadcasters from Colombia, where the state licenses 60 companies to program two commercial networks, attended in smaller numbers because of license renewals of stations at home.

Economic problems and the rising cost of MIP-TV also caused a number of exhibitors to economize this year. The networks of Germany consolidated their exhibit into one large information and screening center while the Flemish TV system chose to participate without a booth.

Despite continued economic recession in many countries, syndicators appeared to find this year's MIP-TV generally a stronger market than that of last year. Increased competition in many countries, according to programers, has created a greater demand for product. In Great Britain, where the growth of home video contributed to a 7% drop in TV viewing between the latter half of 1981 and the latter half of 1982, broadcasters face the advent of cable TV within the next few years. In France, a fourth network is being planned as well as cable TV, and in Brazil, a fourth network, TV Manchete, is scheduled to go on the air this spring.

Satellite broadcasting in Europe currently in the planning stages is expected not only to complicate political relationships but also to add new programers to marketplaces which only in the last few years have seen competition develop between long-established government-run channels and newer indepen-
What makes a winner among television photographers? It all depends on the photographer.

The winning way is different for each of the three news photographers at KPNX-TV in Phoenix who were judged by their independent professional peers to be the year's Best of Gannett.

To Bill Timmer, "The basic rule is simple. If you're going to do a good job, it takes a little more time. Most photographers here help produce their pieces and do a lot more than turn on a camera."

Chuck Emmert says, "It takes an extra effort to produce quality. The guy who's willing to get sweaty to get the story, who's willing to ruin a pair of pants climbing a mountain to get that last shot... It takes that kind of effort."

Gary Stafford believes, "You have to be not afraid to be on the fringe... You have to try different things, sometimes do something really bizarre. That's the only way to be creative—to try new things, even at the risk of being wrong."

Extra time... extra effort... extra creativity... all are clues to how talents like Emmert, Timmer and Stafford consistently provide superior news photography that distinguishes KPNX-TV and all Gannett television stations.
Paramount's Bruce Gordon and Peter Carey and "Winds of War"

CBS leads parade of news shows gaining attention in Cannes

MIP-TV is primarily a marketplace for programs that have had previous runs in their original country, but each year new programs in a variety of categories surface. This year's new offerings include a one-hour special from CBS on how close the world has come to fulfilling the predictions made in George Orwell's novel "1984." They also include a new children's series, which will be tied to a multimillion-dollar marketing campaign for health foods and wholesome products.

CBS special correspondent Walter Cronkite will narrate the newly-announced spe-
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several months from Mediaproduction Corp. in the turmoil only enable the topic of the week’s MIP gram Chips,” said DiCerto. Programs appealing to international markets were unveiled at CBS owned and operated stations in New York and Los Angeles. “There is considerable demand in overseas markets for news of Hollywood and New York,” said DiCerto. Coast To Coast will be designed to serve international markets and will feature a wrap-around that can be produced by CBS or replaced by one produced locally. A third new offering from CBS, Faces of Culture, is still on the drawing board but was unveiled at MIP for reaction from international programers. The 26-part series of half-hour documentaries is being described as an effort that would involve production of high quality on par with that of National Geographic specials.

DiCerto denied rumors that CBS is actively pursuing development of a Spanish-language network for low-power television in the U.S. and elsewhere. CBS International “is too new an organization” and is “involved in too many other projects to become involved so soon in such a major undertaking,” he said.

Production co-ventures between different countries emerges from MIP as way for companies to share production costs and expertise plus producing programs appealing to audiences from many different countries

A made-for-TV movie about the rise of the solidarity movement in Poland, a Spanish version of PM Magazine and a made-for-TV remake of the movie, "Goodbye, Mr. Chips," are among the co-ventures in program production that resulted from last week’s MIP-TV convention. A dominant topic of conversation among delegates this year was production co-ventures which not only enable companies to share the upfront cost of creating new product but also allow programers from different cultures to combine their expertise to create programs that will appeal to audiences in many different countries.

The movie about solidarity, which will trace the rise of union leader Lech Walesa and the resulting martial law and political turmoil in Poland, is a project of Metromedia Producers Corp. and Television South, one of the largest regional broadcasters in the United Kingdom’s independent television system. Tom Stoppard, a leading British playwright, has been signed to write the script for the movie which is to be produced in England for release this fall.

Bruce Marsen, vice president for programming and production at Metromedia, called the co-venture a major step for his company and “the first of its kind since Metromedia Producers Corp. was reorganized several months ago under Robert Bennett, president of Metromedia Broadcasting and Production.” Metromedia will have the exclusive right to distribute the movie in the U.S. It will share distribution rights with Televison South and all other countries. While the movie is likely to be released as a feature film in Europe, a method of distribution has not yet been decided upon for the U.S., according to Marsen, although a premier on either broadcast or cable TV is likely. The role of Lech Walesa has not yet been cast and a producer has not yet been chosen. The title of the movie will be “Squaring the Circle.”

The Spanish version of PM Magazine will result from a co-venture between Group W Productions and TV Espagnola, a major broadcasting company in Spain. TV Espagnola will adopt the PM Magazine format and provide Group W with program modules produced in Spanish for use in the U.S. □

What to do about MIP

Timing of convention is causing major concern to U.S. production companies and their overseas customers, as networks choose fall programming at later times

Can MIP-TV, a convention that for the past 20 years has been attracting program producers and buyers from all over the world to Cannes, France, move to Los Angeles? Or in the alternative, can MIP, in order to accommodate the tendency of the three major U.S. networks to choose their fall programs later and later each year, switch places with the much larger international film festival which takes place for several weeks in Cannes each May?

Those questions formed an undercurrent of conversation at last week’s MIP, as the largest U.S. producers sought to deal with some of their important international customers who are unable to commit to new productions until they are sure the shows will actually go into production. In some cases, those customers are waiting until after MIP and relying on May screenings in Los Angeles to choose the majors’ newest program offerings.

MIP has had to move to a later date several times to accommodate later and later program decisions by CBS, ABC and NBC, said MIP organizer Bernard Chevry. The convention now ends only days before the opening of the International Film Festival, which is four times larger than MIP and may not be inclined to move its convention dates. At one of several press conferences last week, Chevry said he is sensitive to the concerns of major U.S. producers but finds no consensus among them to move MIP.

Chevry said his organization is canvassing MIP delegates to see if MIP needs to be moved. But until he feels there is a consensus, he said he will not approach the film festival organizers to ask for a switch.

The Motion Pictures Export Association, meeting on Sunday, April 24, agreed there is no need for a move, according to Larry Gersham, president MGM/UA Television, and they made no formal statement to Chevry. Although Gersham said he would welcome a move to Los Angeles for a later date, he noted that either move would conflict with crucial events in May, such as network program announcements, the Los Angeles screenings and network affiliate meetings.

Asked about a potential move to Los Angeles, Chevry said it would be “impossible.” MIP is an international marketplace designed to serve the needs of program buyers from all over the world, he said. Smaller companies would find it impossible to travel to Los Angeles.

Smaller syndicators from both the U.S. and Europe appeared to find the idea of moving MIP to Los Angeles appalling. “The majors can boycott MIP if they want to,” said the president of a large U.S. syndicator. “We will keep coming to Cannes and MIP will go on without them.”

If not a Los Angeles MIP then what about a merger between MIP and the annual NATPE international convention? Chevry said the NATPE International President Stan Marinoff last Tuesday (April 26) in Cannes, and although Marinoff said the question of a merger was never raised, the NATPE board of directors planned to discuss the idea at a meeting in about two weeks. NATPE is concerned about Chevry’s American MIP and the impact it could have on attendance at NATPE, said Marinoff. “We [the NATPE board] are going to be doing a lot of talking and we plan to watch what happens at AMIP very carefully.”

Chevry himself said it is impossible that NATPE and MIP would ever hold a joint convention. “The NATPE leadership,” he said the day after his meeting with Marinoff, “would never consider it.” □

Ted Bates breaks out fall schedule

Agency’s annual examination of prime time lineup finds fewer pilots in works; of last year’s new entries, 72% will not be back in September

Ted Bates Advertising, New York, has issued a report on prime time television network program development for the 1983-84 season that shows that the number of pilots for MIP in 1982-83, 83 in the 1981-82 and 96 in 1980-81.

According to Joel Segal, senior vice president and director of network television and radio for Bates, “pilots are costly and networks are trying to control their expenditures.” He added that networks appear to believe that “it pays to stick with a proved ‘middling’ property than the unknown new venture.” He noted that 72% of the programs scheduled for the first time last fall will not return next year.

The report shows that NBC has the most programs in development for next fall, 30, followed by CBS, 22, and ABC, 21. NBC has 16 comedies and 14 drama series in de-
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development while CBS has 15 comedies and seven dramas. ABC has nine comedies and 12 dramas.

"Curiously, ABC, which would appear to need as many sitcoms as the competition, has the fewest in development," Segal commented. "CBS, with a big hole in its 9 p.m. schedule, has twice as many comedies as dramas in the hopper. NBC, with vacant lots all over the block, has a balanced book of half-hour sitcoms and hour-long shows and more of each than either CBS or ABC.

"ABC indicates that most of its pilots, be they comedy or drama, are created for 8 p.m. for two reasons—that is where the turn-over seems to be greatest, and it is easier to design a show for 8 p.m. and then make it more adult later on ... CBS, like ABC, is concentrating on 8 p.m., attempting to attract the younger viewers."

The Bates analysis points to a number of pilot programs it considers to be "leading lights." They include at CBS such comedies as After M*A*S*H, a 13-week commitment; Domestic Life: Empire; Poor Richard, starring George Hamilton; The Four Seasons; 12th Avenue, and The Navy Project; Scarecrow and Mrs. King and Whiz Kids.

Bates observes that NBC is using fewer stars and more unknowns to save on budget. Among NBC pilots highlighted by Bates are such comedies as Another Jerk, Jennifer Slept Here, The National Snoop, a spoof of the National Enquirer, Night Court and There Goes the Neighborhood, starring Buddy Hackett, and such dramas as Bay City Blues, Boone, Bravo Brigade, The Mandalay, The Rousters and The Yellow Rose.

Bates points out that all of ABC's dramas are 90 minutes long so they are "playing off" as movies. These include Hotel, based on the Arthur Hailey novel, with Bette Davis, and The Last Ninja. Comedy pilots singled out by Bates are Another Ball Game, Bliss, with George Kennedy; It's Not Easy, starring Bert Convy and Ken Howard; Just My Luck: Side by Side, with Charles Durning and Ron Liebman.

Bates concedes that mini-series attract ratings but says their high costs will reward stockholders with minimal profits. The agency contends that "the name of the prime time game is still series and in that department things are not looking too terrific."

**First-run and off-network TV program offerings**

NATPE International has issued a list of the 161 first-run programs still considered viable to go on the air later this year. Total compares with 167 in 1982, 235 in 1981, and 149 in 1980.

NATPE said almost 300 new programs were unveiled at the 1983 conference (BROADCASTING, March 28) and a large number already have been withdrawn or postponed. Of the series still in contention, 32 are in the information category, followed by drama, 31; music, 18; sports, 13; variety 12; instructional and children. 11 each; game, 10; documentary, nine; talk, six; docudrama, four, and comedy, three.

NATPE said 25 off-network series have been released for first-run syndication. The 161 shows follow:

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April 8, 1983

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<td>game</td>
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**Off-network series**

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<tr>
<th>Title</th>
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<th>Length</th>
<th>Category</th>
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<td>1-hrs strip</td>
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</table>
WESTERN INTERNATIONAL MEDIA CORPORATION

Proudly announces the appointment of

Charles L. Bachrach
Formerly of Ogilvy & Mather International

as
Senior Vice President
Director of Network Negotiations & Programming
and
President
Western International Syndication

Los Angeles, New York, San Francisco, Phoenix, Chicago, Newport Beach, San Diego, Atlanta
213/659-5711
Proponents repeat arguments in rulemaking—networks, agencies favor repeal; production companies want rules retained

The FCC’s proposal to repeal its network syndication and financial interest rules received another series of reviews last week—this time in reply comments at the commission.

Judging from the comments, not a lot has been settled. The networks and the government agencies commenting are still generally in favor of outright repeal. (The Department of Justice, pushing the concept of adopting a “narrow” rule aimed at guarding against the possibility of warehousing, is the apparent exception.) Although a couple other commentators proposed their versions of compromise, those arguing for retention of the status quo seem to feel that even permitting the networks to acquire part interests in independently produced programming would be pushing matters too far.

CBS said only one “overriding” issue remained: whether the rules are necessary to protect independent stations from the possibility that the networks would monopolize and withhold off-network, syndicated, prime time entertainment programming. And, as it had said the week before (BROADCASTING, April 25), the possibility would not materialize. Moreover, the networks would have neither the incentive nor the opportunity to discriminate against independents, CBS said.

CBS seemed to feel the alleged “focus” on warehousing boded well for its interests. “Even if the warehousing theory were embraced in its entirety, it could not justify restrictions on the ability of the conventional networks to acquire a financial interest in any program, including recent off-network series,” CBS said. “Nor would it support any bar on network entry into foreign syndication of any type of programming, or on network participation in the domestic syndication of older off-network programming,” it said. “This focus on a new and narrow issue is extremely significant because the warehousing rationale supports only one facet of the absolute bar on network entry into syndication, and, even if wholly accepted, could justify, at most, only a narrow rule.”

According to CBS, the record in this proceeding is “quite clear that the networks are neither likely to achieve a monopoly position in syndication nor likely to profit from any attempt to withhold programs acquired at substantial cost.”

While opponents have charged that the networks have more incentive to warehouse now than they did before the rules—the syndication market, estimated to generate revenue of $800 million a year now, is far more lucrative than it was 10 years ago, and independent stations are more profitable than they were in 1970—CBS said any incentive to warehouse has actually decreased: “Growth in the value of syndicated programs has been matched by a proportionate increase in the cost of withholding such material.”

CBS also said the risk of punishment for warehousing is sobering. “A network contemplating anticompetitive practices would face the substantial nature of available government sanctions. Such sanctions could range from monetary fines to loss of extremely valuable broadcast licenses,” CBS pointed out.

But even if warehousing were viewed as a realistic possibility, no FCC rule would be justified, CBS said. “Retention of the rules still would not be justified because they are substantially overinclusive and, thus, impose unnecessary restrictions on the business operations of the networks and costs on the public. Furthermore, because commission oversight is a fully effective means of preventing the feared-эффектs of warehousing, the adoption of a narrow substitute rule would not be justified,” CBS said.

NBC contended that program suppliers had not been able to offer the commission any “public interest reason” for continuing to bar the networks from acquiring interests in independently produced programming. And it said allegations that the networks would warehouse programming without the rules were based on a “fantasy” scenario. “The opponents of repeal paint an alarming scenario,” said NBC. “But it is a false alarm. The scenario could never come to pass in the real world. Its underlying assumptions run counter to any known experience, to sound economic analysis, and to simple common sense,” NBC said.

NBC also took pains to dispute the contention that the improvement in independent station fortunes can be attributed to the financial interest and syndication rules.

To begin with, it said, independent revenue did not begin its major increase until the rules had been in effect for five years. In 1970 to 1975 independent revenue rose a total of 63%, in the next five years 170%. It rose 46% in 1976 alone.

“The upsurge in independent stations’ revenues that began in 1976 was hardly due to a regulation adopted in 1970,” NBC said. “Instead, it is attributable to (a) general improvement in the latter 1970’s in the economy generally and in television advertising in particular, especially national spot and local advertising, which together constitute the source of independent station revenues; (b) the reduction of the ‘UHF handicap’ previously suffered by many UHF independents; (c) a general lessening in the bias that many large advertisers had against independents as recently as the mid-1970’s; and (d) various regulatory actions by the commission affecting independents’ competitive position in their local markets and expanding their coverage beyond those markets.”

NBC noted that all the increase in independent stations since 1970 had occurred in the UHF band. In fact VHF independent decreased from 31 to 30 from 1970 to 1980. If the financial interest and syndication rule had been responsible for the general increase in the independent audience, NBC said, but VHF and UHF independents should have experienced similar increases. They did not.

Citing Nielsen figures for February through 1982, NBC said that the average VHF independent in the top 20 market attracted an increase in average audience share in all dayparts from 13.8% in 1966 to only 15.0% in 1982. The average independent in the same markets increased its share from 0.5% to 8.8%. In early fringe, where independents say they make their biggest marks against affiliate competition, the average VHF independent in the top 20 market declined in share from 21.7% in 1966 to 21.0% in 1982, while the average UHF increased its share from 1.4% to 13.5% Clearly, NBC said, the “ban on broad casts’ networks’ syndication distribution has played no part.”

ABC said the rules, in shielding program and producers from competition, were “essentially” anticompetitive. It also said the rules impeded competition between television and emerging pay-television technologies and stifled competition in the supply of programs for the new video services. By interfering with “efficient risk sharing arrangements between the networks and program producers, the rules also diminish program quality and program diversity. ABC said. “The argument for retaining the rule boils down to the so-called warehousing concern—a, the possibility that off-net we beginning between program suppliers and networks,” ABC said.

The ABC Television Affiliates Association
The Federal Trade Commission staff argued there was no "demonstrable" need for either rule. "The case for retaining the syndication and financial interest rules has yet to be established. Despite assertions to the contrary, there is no persuasive evidence to establish that in the absence of the rule, networks would be able to limit the supply of off-network programs. Similarly, there is neither empirical nor theoretical support for contentions that the networks could exercise market power over the purchase of programs or sale of advertising to the detriment of independent stations. Moreover, there are costs to continuing the rule. Thus, based upon our analysis of these competitive and economic considerations, repeal of the rule would be the preferred course of action."

The Department of Commerce argued that there was no "compelling" evidence that the networks would act as monopsonists (single buyers) over programing without the rules. It also said the contention that the networks would withhold syndicated programing to harm the independents had been based on "unfounded assumptions."

"While it is hypothetically possible that the networks could acquire syndication rights, the probability of such activity is extremely small," Commerce said. "In addition, if warehousing did occur, it would not develop except over an extended period of time (eight to 10 years) and any resulting market distortions would not be irreparable; the commission would have ample and sufficient opportunity to reimpose any needed, 'target efficient' restrictions," it said.

"In addition, sufficient remedies against the exercise of undue market power and anti-competitive behavior reside with the Department of Justice and private antitrust litigants exercising their rights under existing antitrust law."

"We recognize that the Department of Justice has stated that it believes it would encounter difficulties enforcing the antitrust laws against anticompetitive behavior stemming from parallel practices, and it therefore has abandoned the adoption of a narrowly focused rule targeting potential warehousing activities. While we do not believe such a narrowly focused rule is necessary, we recognize Justice's concerns and would thus not object to such an approach should the Department of Justice certify to the commission that it is unable to enforce the antitrust laws."

The Department of Justice said, contrary to the network position, that the cost the rules place on society didn't "appear" to be large. The rules, Justice said, appeared only a "small" inefficiency on the networks' ability to share programing risk. It also said the networks had not demonstrated that they were placed at a "significant" disadvantage in acquiring programing because of the rules. At the same time, however, taking issue with rule defenders, it said the rules didn't promote competition or diversity in the program production market.

Unlike the networks, Justice argued that network monopoly power wasn't a necessary prerequisite to the networks' gaining control of enough programing to make warehousing a profitable strategy. "Although it appears to be relatively small, there is some risk of network anticompetitive conduct in the absence of any rule," Justice said. As a result, Justice said the FCC should eliminate the rules but replace them with what it called a "narrow forced-sale rule" that would bar the networks from syndicating or exercising any control over the syndication of off-network prime time series that have completed their network runs.

Under the proposed rule, the networks would be able to obtain financial interests and syndication rights in programs during their network runs. But, the rule would force the networks to sell the syndication rights within a specific amount of time after the network run ended. After those rights were sold, the networks would only share in the profits coming from syndication. "Such a rule will fully protect the public interest in maintaining competitive syndication and broadcasting markets while insuring efficiency in the program production market," Justice said.

Storer Communications Inc. also thought that a slight potential for warehousing would exist in the absence of all rules and suggested a "narrow" rule. Under the Storer proposal, networks could acquire syndication rights but would have to exercise them within a specific time or they would revert to the original owner. "We suggest three years from the first network exhibition as an appropriate time frame because it is consistent with normal market practice, i.e.: it takes approximately three years to develop a program series inventory large enough to syndicate, and most syndication does not in fact commence within that period," Storer said.

Westinghouse Broadcasting and Cable Inc. again urged that networks be prohibited from syndicating programing but be permitted to obtain financial interests as "limited" partners.

"Under the approach, the network would be permitted to acquire a passive right to participate in whatever revenues might be derived from syndication. However, it would be restricted from functioning as the 'general partner' or exercising any direction or control over the business of syndication," Westinghouse said.

"The function of the syndication restriction as a corollary to the prime time access
rule must also be taken into account," said Westinghouse. "The commission did not en-
act the access rule only to have the networks recoup the access period via a different
means of program distribution, yet this is what a repeal of the syndication rule may
lead to insofar as the distribution of first-run programing is concerned."

Cox Communications Inc. said it thought the rules should be retained. But if a com-
promise must be made, it said it wouldn't oppose one along the general lines of West-
inghouse—that is, one that permitted net-
works to acquire only noncontrolling finan-
cial interests in programs and revenues from their distribution and syndication. "Net-
works, however, must continue to be prohib-
ited from engaging in the business of syndi-
cation, either directly or through the acquisition of an interest in program syndi-
cation," said Cox.

Capital Cities Communications Inc., li-
ensure of six TV's, all of them affiliates, said it could see merit in arguments on each side
of the question. It suggested that the net-
works be permitted to acquire "limited" fi-
ancial interests in individual programs, but be barred from the syndication market. If
necessary, the commission could request comment on how large that interest should be.
"Obviously, it must be high enough to provide the networks with a return sufficient to
encourage them to increase their invest-
ment, which suggests a figure of at least 20%. At the same time, the producer must retain
enough of the profit to insure that syndi-
cation decisions are designed to maximize the syndication profit and not to damage the
independents. Moreover, the networks' share should not be so large that the producer
does not receive funds it requires to create
and pursue new ideas. These factors suggest
that the networks' share should not exceed
40%.

The Committee for Prudent Deregulation
argued for retention of both rules, which it
said had proved to be a "low cost" method
of promoting diversity and localism.

Although CPD said there "is debate" over
whether the rules have satisfactorily reduced network domination of the television pro-
gram supply market, the rules have had a "positive impact" on the off-network syndi-
cated program market, CPD said. "The in-
crease in the numbers of independent televi-
sion stations in large part is due to the newly
unfettered availability of the most popular
off-network syndicated programing," CPD
said. "These stations, and this programing,
have given consumers attractive additional
viewing options, thus somewhat restraining the networks' domination of free commer-
cial television," CPD said.

CPD said repeal of the rules would injure
consumers through its impact on both the
syndication market generally and independ-
dent TV stations in particular. "Should the networks be freed to re-enter the syndica-
tion market, or obtain any financial interest al-
lowing a measure of control over off-net-
work programing, they would have both the
ability and a near-irresistible incentive to re-
duce the number of syndicators, to limit the
competitive strength of independent stations
and to induce program producers tocede
syndication rights and financial interests in
their programs. The risk of grievous and prac-
tically irreparable harm from such net-
work behavior is greater than any alleged
benefits that might be achieved by the rule's
repeal," CPD said.

CPD also said that alternatives to com-
plete repeal—such as various compromise
proposals that have arisen—suffered from
one shortcoming or another. Even if net-
works were limited to financial interests, for
example, that would create the risk that the
networks would be able to control off-net-
work syndication, CPD said. "A financial inter-
est gives the network a rationale for fre-
quid discussions with those responsible for
day-to-day syndication decisions that are not
probably anticompetitive," it said.

"The retention of the existing rule in its
entirety is unquestionably the most reason-
able action which the commission could take
on the basis of the record before it. The
existing rule is a relatively simple structural
measure that avoids unnecessary depression of
syndication. It is not likely that the new.
rule would allow the networks to increase the
syndication. It is not likely that the
syndication. It is not likely that the
syndication.

The Association of Independent Televi-
sion Stations Inc. said the rules, in large
part, were responsible for the growth of in-
dependent stations.

The "unfettered availability" of recent off-
network syndicated programing under the
rules had been a "key element" in "this bene-
ficial increase in free television outlets and, con-
sequently, in the diversity of television program choices available to the American
people," INTV said.

The rule has fostered the growth and via-
ability of independent stations by making the
most popular and recently syndicated pro-
graming available to independents on a more
fair and equitable basis, through independ-
ent program syndicators who have a clear and
unambiguous economic interest in the success of independent stations," INTV said.

"Absent the rule, the networks would
have the opportunity to weaken the indepen-
dents and thus recoup the audience shares
lost to independents, by restricting the time-
ly and unfettered availability of popular off-
network programs," INTV said.

INTV said the networks could favor their
affiliates and disadvantage independents by
setting prices at a level that would prevent
independents from bidding for off-network
programing.

The networks, it said, could also restrict
an independent station's programing flex-
bility by imposing restrictions as to when a
syndicated program could be scheduled.

"Additionally, the network could withhold
several commercial minutes from a syndi-
cated program, selling that time to national
advertisers and thus restricting the amount of
advertising time available to the local inde-
dependent station."

The networks also could restrict supply in
a number of ways, INTV said. They could
refuse to syndicate a program altogether,
perhaps holding it for their own use on a
week, or a network could drop a
program during the daytime after removing
it from its prime time schedule, thus being
able to claim that syndication would violate
an exclusivity agreement.

"A mere commission 'policy statement'
precluding warehousing would be wholly
inadequate, inasmuch as it would reach only
one of the many techniques that the net-
works could use to undermine independent
television stations and thus increase their
corporate market share," the commis-
sion said. "The networks are prevented from gaining any measure of con-
trol over any facet of the market for off-
network syndicated programing—an insur-
ance that the rule provides today, with little
or no cost to the networks or the American
public," it said.

Paramount Pictures Corp. said the FCC
should not be misled by the networks' "empy-
ty" promises that they won't warehouse all
of their off-network programs. "Paramount
agrees that such behavior would be unlikely,
but only because it would be unnecessary to
achieve the networks' anticompetitive pur-
purs. The critical question is when off-net-
work programing would be made available,
in what quantity and at what price. The num-
ber of series amenable to successful syndica-
tion is relatively small. The commission can
expect that after repeal the networks would
exceed their control of syndication both to
minimize competition to themselves and their
affiliates, and to maximize revenue streams.
Such a strategy could include delay in the
release of programs (and not ne-
cessarily all programs), outright denial of
programing. This strategy would have the
added advantage of making commission
over sight and antitrust enforcement virtually
impossible. But the end result would be the
same—direct injury to independent televi-
sion stations and the public they serve."

The Association of National Advertisers
said it continued to support retention of the
rules. A narrow rule aimed at preventing
warehouseing wouldn't do it, said, since the
networks could deny independents "tightly
access to, or 'effective scheduling' of, off-
network programing in several ways. For
example, ANA said, networks could give their O&O's and affiliates the first op-
portunity, or preferential treatment, to ac-
cquire that programing; they could impose
restrictions or establish "unreasonably" high
prices, preventing many stations, including
independents, from being able acquire a
program on a profitable basis. These same
restrictions could be imposed if the networks
makes to independent stations of 40%.

During the 1974-75 season, networks sold to
their affiliates syndicated programing at an
average 10.7% discount over the wholesale
price. In the first three quarters of 1983, net-
works sold to their own stations syndicated
programing at a discount of 12.9%.
Tinker warns that everyone will suffer if FCC doesn’t repeal financial rules

He sees independent producer marketplace shrinking if rules aren’t pulled back

The chairman and chief executive officer of NBC last Tuesday (April 26) termed the continuing battle by the commercial television networks for repeal of the FCC’s financial interest and syndication rules “an all-out war” and called on producers to meet with the networks, “as businessmen with mutual interests,” to discuss a peaceful resolution of the controversy.

Grant Tinker, a successful independent television program producer as head of MTM Productions before his July 1981 appointment to his present post, told a luncheon gathering of the Academy of Television Arts and Sciences at the Century Plaza hotel in Los Angeles that he would have “no trouble” returning to production under new rules “or more desirably, with no rules.”

“As a producer, I would rather surrender a small share of my business—to insure a vigorous marketplace—than to risk having no business at all. That choice, Tinker warned, is the long-term implication of a future under present regulations.

Although he repeated many familiar arguments for repeal or restructuring of the rules limiting network program ownership and syndication, Tinker said the most important factor to him was the “network condition” at the time NBC, CBS and ABC began to reap the benefits of a rule change, primarily beginning in 1988.

“I am convinced, with the added insight the last 20 months have afforded me, that our mutual business, yours and mine, is in jeopardy. It is at serious risk if we networks must live by rules which do not apply to others. And if our business is at risk, that’s not just a network problem. That’s a problem for all of us. Conversely—and more positively—network good health best assures the continued success of people in the program business,” insisted Tinker.

The “good health” of the networks is threatened in large part, he believes, because...
programs have “already escalated in price to the point where [the] bottom line is threatened.” Modest participation in the program-
ning-after-market, Tinker contended, can rescue the networks from a situation wherein they must continue passing costs along to advertisers, while audience share decreases.

“It is the network,” Tinker pointed out, “which underwrites all program development, including the great majority of shows which try and fail, and which never generate any profits.”

After his successful tenure as a program producer, Tinker admitted he’s “trying to get used to not winning quickly” at the helm of NBC, but said he’s confident the network’s fortunes will continue to improve. He was more sober about the eventual outcome of the financial interest and syndication rule “war,” concluding: “I’m convinced that either both sides will win, or both sides will lose.”

FCC is urged to liberalize definition of owner

Rulemaking would permit ownership up to 20% before counting in group portfolio

How much of a broadcast, cable or newspaper operation should someone be able to own before being considered an owner under the FCC’s multiple ownership rules? According to broadcasters commenting at the FCC last week: more than he can now.

Under current FCC rules, the “benchmark” considered to signify ownership for “widely held” corporate licensees—that with more than 50 shareholders—is 1% or more of the voting stock. For “closely held” corporations—those with 50 or fewer shareholders—any voting partnership or proprietorship interest is considered ownership. “Passive” investors—bank trust departments, investment and insurance companies—are permitted to own up to 5% before they are considered owners.

In a letter of proposed rulemaking, however, the FCC has proposed to permit all entities to own anywhere from 5% to 20% before they would be counted as owners (BROADCASTING, Jan. 31). At the same time, the commission has proposed eliminating distinctions between closely held and widely held participation. It has proposed to limit the reach of its ownership rules to those who bear a “reasonable” relationship to a licensee. It also has proposed to permit officers, directors, trustees and other nonequity-holding participants to escape the strictures of the ownership rules by advising the commission in writing that they won’t participate in a company’s media-related decision making.

In comments at the FCC, the National Association of Broadcasters urged the commission to raise the benchmark to at least a 5% voting interest.

“Any support of adjustment of current ownership attribution and reporting levels to a 5% or 10% voting interest level and favors uniform reporting/attrition benchmark rather than a variable or case-by-case approach. NAB believes that an adjustment of this magnitude would benefit broadcasters and the public they serve primarily by the net effect of increasing the availability of capital to broadcast licensees,” NAB said.

ABC urged the commission to eliminate distinctions between widely held and closely held corporations. It also urged the commission to remove distinctions among investment companies, insurance companies, banks and other companies, permitting all entities to own up to 10% before being considered an owner. “Unduly conservative benchmarks have the unfortunate effect of diverting capital investment from broadcasting (and to some extent cable and newspapers) to other economic sectors with no countervailing public interest benefit,” ABC said.

CBS said the benchmarks should be raised to between 5% and 20% of the voting shares of a publicly held media corporation. “CBS believes the ownership reporting levels should likewise be raised and that the new cognizable interest level of ownership should function as a conclusive presumption that the multiple ownership rules are not applicable to ownership below the cognizable interest level,” CBS said. “Finally, CBS proposes that the commission consider allowing a person who is a 1% or more owner of a media corporation to serve as an employee director of a second media corporation without triggering the multiple ownership rules.”

NAB said it supported raising the benchmark from 1% to 5% for all “beneficial” owners of stock, as defined by Security and Exchange Commission regulations. “NAB further recommends amendment of the rules to make it clear that the commission will proceed directly against entities owning stock interests in excess of those permitted by the multiple ownership rules, rather than against broadcast licensees who ordinarily have no ability to compel divestiture of such impermissible interests.”

Cox Communications Inc. and Multimedia Inc. recommended that the FCC adopt a 5% ownership benchmark for institutional investors in corporations having 50 or more shareholders. They said that officers, directors and general (but not limited) partners should “generally” be considered to have cognizable interests but should be able to “insulate” themselves from attribution by disclaimer. “Officers, directors and others holding positions which would require attribution for purposes of the multiple ownership rules could execute and file with the commission a disclaimer disavowing any control or intent to control the operations, management, programing or sales policies of the station interest in excess of that permitted,” they said.

“Such a disclaimer would insure that the common control or influence that the multiple ownership rules are designed to avoid would not occur. At the same time, it would foster more efficient management in both broadcasting and nonbroadcasting industries,” they said.

LIN Broadcasting Corp. said the current benchmarks are generally too restrictive, but urged that the 1% standard be retained for entities engaged in the production or distribution of programming for broadcast. “Those engaged in program production and distribution present a different kind of ownership problem, for which different standards should apply,” it said. “The extraordinary importance of licensees in public service has been essential in the formation of selection in radio and television. It is with great trepidation that all would use-fully seek to influence the licensees, or that the licensees may be intimidated without direct threats.”

A group of licensees, including Forward Communications Corp., Group One Broadcasting Co., and Ralph C. Wilson Industries Inc., said the benchmark should be raised to 10% for all businesses.

The Tribune Co. said the application of an attribution rule “which establishes a pre-
sumption of control by the holder of less than 20% of the stock of the licensee would facilitate certainty in business planning and result in greater efficiency than a case-by-case analysis.”

Tribune said it “recognizes that there may be some hesitancy on the part of the commission to raise the attribution benchmark from 1% to 20% in a single order. While experience has proved that a 5% benchmark does not raise any concerns over concentration or control of programming, and there is no basis for assuming that a holder of less than a 20% interest is in a position to exercise control, the commission, as an alternative, may wish to choose a ‘middle ground’ benchmark of 10% to 15%. Such an approach would enable the expanded availability of investment capital while, at the same time, it would give the commission an opportunity to monitor ownership transactions.”

American Television & Communications Corp. said it opposed any modification of the attribution rules as they apply to ownership levels of co-located television stations and cable TV systems, except with respect to ownership by MSBIC’s, SBIC’s and other “bona fide” investment entities. “Any level of cable system ownership above the presently permitted de minimus 1% by a local broadcaster would lead the local broadcaster to attempt to influence cable programing and other important elements of a cable system’s operations due to the inherent conflict of interest,” ATC said.

Citizens Communications Center, the Telecommunications Research and Action Center and the National Association for Better Broadcasting, however, said a toughening of the commission’s current rules would better serve the goals of the FCC’s multiple ownership rules. “By minimizing the amount of outside influence over broadcast licensees, the current figures best serve the public interest by preventing undue concentration and fostering both economic competition and diversity of viewpoints,” they said. “Contrary to the commission’s unsupported assertions, the present rules do not impede the flow of capital, but rather increase the number of sources of such available capital. The rules provide a greatly needed barrier to monopoly practices within the telecommunications media.”

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Liquor ad cases before Supreme Court

High court will review authority of states to regulate alcoholic beverage advertising

The question of whether states may bar the advertising of alcoholic beverages has been popping up in courts around the country in recent months—and with conflicting results. This week, the Supreme Court will be asked to clear up the confusion. A loser in one of the lower courts, Cablecom General Inc. (now Capital Cities Cable Inc.), will ask the high court to review its case.

A court of the U.S. Court of Appeals for the 10th Circuit, in Denver, ruled against Cablecom General and three other cable companies in one case, as well as against Oklahoma Telecasters Association and 13 broadcast companies in a companion case, in an opinion handed down in January. It upheld the constitutionality of a provision of the Oklahoma constitution and a state law implementing it that prohibits the advertising of most alcoholic beverages, including wine.

On March 11, a panel of the U.S. Court of Appeals for the Fifth Circuit, in New Orleans, expressed a contrary view—that a similar law in Mississippi violates the First Amendment guarantee of freedom of speech. The decision itself resolved a conflict between two U.S. district courts in Missis- sippi. However, since the panel's opinion initiated a conflict with the ruling issued in the Mississippi case, the 15-judge circuit in New Orleans, in accord with its policy, automatically granted a rehearing, thus vacating the three-judge panel's decision. The rehearing is scheduled for the week of June 6.

Nor were those the only recent cases involving liquor advertising. The Ohio State Supreme Court last year upheld a state law barring off-premises advertising of prices of liquor by the glass or the bottle. And the Supreme Court in October dismissed the appeal of the liquor licensee involved on the grounds that the petition did not pose "a substantial federal question."

At issue in the cases is the balancing test the Supreme Court has prescribed for determining whether a restriction on commercial speech is constitutionally permissible. The two appeals courts reached different conclusions. They also differed on the impact of the 21st Amendment on the question. The amendment, which was enacted in 1933 to repeal the 18th, which had banned the sale of alcoholic beverages, was cited both by the Ohio Supreme Court and the appeals court in Denver as enhancing the state's power to regulate liquor advertising.

The Oklahoma cases were initiated by the cable companies, after they were confronted with a ruling by the state attorney general that transmission of commercials for wine would subject them to penalties under the state statute. (Beer advertising is not barred in Oklahoma.) They asked the district court to prohibit enforcement of the law and to issue a declaratory ruling that it is unconstitutional. Telecasters, in behalf of the state's broadcasters, who had been obeying the law, filed a similar suit. And both plaintiffs were granted summary judgment in virtually identical orders. (It was not clear last week exactly what course the broadcasters will take regarding an appeal of the 10th Circuit Court's decision.)

Roy J. Davis, one of the attorneys for Telecasters, said only, "We'll follow the cable people. We haven't made a full decision yet."

In one of the Mississippi cases, a group of law students at the University of Mississippi filed a class action to challenge the constitutionality of the law banning the advertising of alcoholic beverages in the state. The U.S. Court for the Northern District of the state granted the state summary judgment and dismissed the complaint. But the U.S. Court for the Southern District, acting on a suit brought by Lamar Outdoor Advertising Inc. and 55 other outdoor advertising, newspaper, television and radio businesses in Missis sippi against the State Tax Commission and other state agencies, granted the declaratory ruling and the injunctive relief that was sought. The state appealed—and won.

To the appeals court in Denver, acting on that appeal, as to the Ohio Supreme Court before it, the 21st Amendment strengthens the states' authority to regulate liquor advertising. The amendment permits the states to prohibit completely the sale of liquor. Accordingly, the court said, advertising "could be considered an incident of the sale of liquor which the state may regulate as it regulates sales themselves."

Alternatively, the courts said, the law is justified as one of the means that Oklahoma has chosen "to achieve the proper goal of protecting its people against the harms incident to the use of alcoholic beverages... Under either analysis, Oklahoma's liquor advertising laws are within its powers under the 21st Amendment."

What of the First Amendment rights to which the commercial speech involved is entitled? The balancing test all of the courts involved used to determine whether restrictions on the liquor advertising is permissible, opposes four questions: Is the commercial speech protected by the First Amendment—that is, does it concern lawful activity and is it free of deception? Is the asserted governmental interest substantial? Does the regulation directly advance the governmental interest asserted? Is the regulation more extensive than is necessary to serve the governmental interest?

The appeals court in Denver, again like the Ohio Supreme Court, found that the activity involved is lawful—and that the antiadvertising law involved passed muster on all counts. The appeals court said that the asserted interest in banning the ads—to reduce consumption of alcoholic beverages—is substantial and that the law directly advances that interest. It also said that, although the law prohibits the broadcasters and cable systems from transmitting liquor advertising, they are free to carry other forms of advertising. What's more, it noted that the "broadcasting" of beer advertising and...
White House plans for new Department of Trade include communications

The White House has announced its support of a plan to merge its Office of the U.S. Trade Representative with elements of the Department of Commerce into a new Department of Trade. The aim would be to strengthen the ability of U.S. companies to meet foreign competition. And initial indications, at least, are that communications would be part of the new department's responsibilities.

Commerce Secretary Malcolm Baldridge, in announcing White House backing of the reorganization plan—which has a long way to go before it could be realized—said that consolidating trade responsibilities in one cabinet department is a prerequisite to enabling the U.S. to "meet the challenges of foreign competition."

The precise details of the plan remain to be developed. But Senate aides believe the plan would have some as yet unknown implications. The bill (S. 999) introduced by Senator Barry Goldwater (R-Ariz.) to resolve the question of who is in charge of international telecommunications policy making. It would create in the White House an Office of Special Representative for Telecommunications and Information (BROADCASTING, April 11). Some indication of the possible impact may emerge at hearings the Senate Commerce Committee will hold on the Goldwater bill, on May 10-11. However, the administration is not expected to testify until a subsequent round of hearings.

One element of the Commerce Department likely to be part of the proposed department is the National Telecommunications and Information Administration, which advises and speaks for the administration on telecommunications matters. It handles such areas as international spectrum management, sets standards for telecommunications equipment used by the government and prepares policy studies. Those matters presumably would fit in with the work of the proposed department. And David Markey, who has been designated to head NTIA but is awaiting Senate confirmation, said he has been told by officials, "We will be part of the new department."

USIA's ongoing budget battle

Senate committee markup of authorization bill hears suggestions of even more budget cuts; House subcommittee OK's administration request

The U.S. Information Agency's pleas that it needs substantial increases in its budget to do an effective job of telling America's story to the world failed last week to move a generally unsympathetic Senate Foreign Relations Committee at a markup of the Foreign Relations Authorization Act of 1984 and 1985. The committee, in a budget-tightening mood, cut the administration's request of $711,427,000 for 1984 and $871,039,000 for 1985 to $636,000,000 for each year. It also deleted a request for a $20,000,000 supplemental authorization for the 1983 fiscal year.

And it could have been worse. Senator Nancy Kassebaum (R-Kan.) had proposed an amendment to cut the request for 1984 to $572,000,000 or a 30% reduction in what had been proposed. The proposal lost by only one vote, 7-8.

The cuts that were made were proposed by Senator Edward Zorinsky (D-Neb.) and were voted 10-5, despite the protests of USIA officials. Ninety percent of the committee chairman, Charles Percy (R-III.). He and the ranking minority member, Senator Claiborne Pell (D-R.I.), were ready to offer suggested cuts of their own—only of $22,000,000 in the 1984 request but of $226,700,000 in the request for 1985.

USIA's deputy director, Gilbert Robinson, said the Reagan administration had inherited an agency badly in need of re-equipping and was trying to catch up. "We're in danger of losing the war of ideas," he said. He stressed particularly the need to "modernize transmitters" used by the Voice of America. He said the "equipment is so old the necessary tubes are not in stock. They have to be made by hand, in Germany," Stanley Silberman, comptroller of USIA, added that the cut would deny USIA "the use of television satellites technology."

But except for Percy, who warned that without improved equipment the VOA would not be able to send its message to the world, the USIA officials failed to stir much of a responsive chord. Zorinsky said the agency had put out a "wish list," and added that it could only hope to gain fund that were available. "If it's not available fo [Secretary of Defense] Cap Weinberger," Zorinsky said, "it's not going to be available for USIA."

But while the Senate Foreign Relations committee was tightfisted, the USIA received more generous treatment earlier in the week at the hands of the House Subcommittee on International Operations, which approved the authorization proposal as requested by the administration. The parent Committee on Foreign Affairs will consider the matter this week.

If the USIA was unable to escape deep cuts in the Senate committee, Frank Shakespeare, chairman of the Board for International Broadcasting, demonstrated at the same markup session the art of protecting one's authorization. He even persuaded Zorinsky to sheathe the budget-cutting knife he had out for the BIB.

The administration is seeking $21,300,000 supplemental appropriation for BIB in 1983, an authorization of $106,055,000 for 1984 and $111,251,000 for 1985. It is currently operating on an appropriation of $90,300,000 and the administration says that, like USIA, it needs more money and people to do its job.

Zorinsky offered an amendment to cut the supplemental appropriation request for 1985 by $5,1 million, and the authorization request for the next two years by $3.6 million. The purpose would have been to deny BIB the 75 additional staffers the money would provide. Most of the additional money was for upgrading equipment.

Shakespear, sitting at the witness table, went to work. He said the agency, which has 1,675 employees, has beer cut by 700 positions in the past 10 years ("It's important to keep in perspective what's happened since 1972," he said.) "Seventy-five positions out of 700 should be put back," he said. He talked of plans to strengthen broadcast service to Turkish Moslems and to Ukrainians in the Soviet Union. He mentioned the agency's determination to re-establish short-wave operations with legitimate news bureaus in northern Pakistan, "on the Afghan border," in the northern Pacific (Tokyo) and in the Middle East, and concluded, "I entreat you to let us do a proper broadcasting job by [allowing us] the relatively small amount."

Senator Paul Sarbanes (D-Md.) was the first to respond. He said he had been inclined to support Zorinsky's proposal but had changed his mind after listening to Shakespeare. "If all witnesses were as effective and well informed regarding their programs as Mr. Shakespeare, our job would be easier," he said.

Zorinsky, too, had been impressed. "I
Justice wants curbs on BOC's in cellular radio market

n comments to FCC, department lays original requirements meant for AT&T in Computer II should apply to new subsidiaries

After the Bell operating companies are divested from AT&T, they should be permitted to offer cellular radio services, customer remises equipment and enhanced services only through separate subsidiaries, according to the Department of Justice.

In comments filed at the FCC last week, Justice said the structural separation requirements the commission had originally intended solely for AT&T in its Computer II and cellular radio decisions should be applied to the divested BOC's for the same reasons the FCC had wanted those imposed upon the BOC's parent. "Because of their regulated monopoly position, local telephone companies may have the ability and incentive to engage in cross-subsidization and discrimination," Justice said. "While a separate subsidiary requirement does not eliminate their incentives to engage in such anticompetitive conduct, it can, to a limited extent, diminish their ability to do so undetected," Justice said.

Even if the commission decides not to impose those requirements on its own, it should make clear that the states will be free to do so, Justice added.

In its comments, the National Cable Television Association said that if the modified consent decree is construed to permit the BOC's to offer some enhanced services, the commission should only permit those offerings through separate subsidiaries.

"Full application of the Computer [II] rules to the divested BOC's is essential to insure that the BOC's do not employ their local exchange monopolies to frustrate competition in the enhanced services market," NCTA said.

MCI Telecommunications Corp. urged the FCC to rule that the divested BOC's are precluded by law from furnishing enhanced services and that the BOC's "must continue to be subject to the separate subsidiary requirements for the provision of cellular communications services and CPE."

Graphic Scanning Corp., the only company that has applied for licenses in all 90 of the cellular franchises that have thus far been opened for applications, said there was no "sound factual or policy basis" for departing from the "procompetitive safeguards" in the commission's cellular radio order. "The commission should make clear that the separation requirements established with respect to wireline provision of cellular services remain unaffected by its action herein, Graphic Scanning said.

AT&T, however, said no structural separations should be imposed. "Each of these companies will be but a fraction of the present Bell system in size and scope of operations and, while comparable to other telephone companies, [they] will be subject to greater constraints."

A filing on behalf of the federal executive agencies said the divested BOC's shouldn't be subject to Computer II's separate subsidiary requirements for the provision of CPE—to insure that the federal government's national security and emergency preparedness communications requirements may be satisfied in a timely and "operationally effective" manner. "Indeed, no restrictions should be imposed on the divested BOC's ability to provide CPE other than those that have already been imposed on other non-AT&T companies," they said.

Rivera sees hope for minority telecommunications legislation

The prospects for movement on H.R. 2231, which is intended to make it easier for minorities to buy telecommunications properties, don't appear so bleak. Or that it would seem to be the opinion of FCC Commissioner Henry Rivera.

At a brown bag lunch at the FCC, Rivera said the bill, which was introduced by Representative Mickey Leland (D-Tex.), and referred to the House Ways and Means Committee, is expected to receive a hearing.

The bill, which evolved from recommendations by the FCC's Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications (which Rivera chaired), would permit the use of tax certificates for nonbroadcast facilities and increase the amount of used equipment that can be written off when buying existing facilities.

Rivera said backers of the bill, which would require amendment of the Internal Revenue Code, had met with Department of Treasury officials. Although Treasury had permitted the bill then—"because it would reduce tax revenues—Rivera said Treasury might change its mind after hearings are held.

Rivera also said the National Cable Television Association had promised to support the bill. Although Rivera said he had not as of early last week received an official response from the National Association of Broadcasters, he hoped to receive one shortly.

Another proposal drawn from the advisory committee's recommendations—one that would have permitted broadcasters who financed the sale of their stations to a minority to retain a reversionary interest in the station's license—isn't faring as well, Rivera said. "It doesn't look like it's going to happen," he said. "The problem here is the constraints of the Communications Act."
New tool

Arbitron Ratings Co. has announced a new qualitative television audience measurement system, PRIZM Target AID. The system will not be available immediately because it is "undergoing a period of refinement." Developed by Arbitron and the Claritas Corp. of Arlington, Va., the system is designed to enable broadcasters and advertisers to select the television program, day or station that appeals to consumers most likely to purchase specific products. PRIZM Target AID uses a Control Data microcomputer to combine three different databases. It integrates television audience estimates from Arbitron diary surveys with more than 100 product-user profiles from a Mediamark data base. This information is combined with PRIZM, Claritas's marketing segmentation system that uses geography and consumer life-style patterns to determine media behavior and purchasing preferences. Arbitron noted that by comparing the life-style profile of a particular product's consumer base with the life-style profile of a TV program's audience, PRIZM Target AID can pinpoint those programs that deliver the advertiser's target audience.

NBMC action

The National Black Media Coalition and the Orange county (Orlando, Fla.) branch of the National Association for the Advancement of Colored People have petitioned the FCC to deny the proposed sale by Omega Communications Inc. of the remainder of WOFL-TV Orlando, Fla., to Meredith Corp., which already owns 40% of the station. In the petition, the groups said WOFL's equal employment opportunity record had been "terrible." They also said Meredith's failure to propose a "substantial program" aimed at improving that record warranted designating the transfer application for hearing. The FCC also has conditionally granted the sale by San Joaquin Communications Corp. of (see TV) Fresno, Calif., to Meredith Corp., dismissing petitions to deny by the National Black Media Coalition and Television Advisory Committee of Mexicans. Among other things, those groups had questioned San Joaquin's equal employment opportunity record — and Meredith's EEO performance at its other stations. The FCC granted the application on condition that Meredith submit an amended EEO program setting forth specific sources it intends to use to recruit female and minorities.

Lesson from radio

Taking a cue from radio, KDOC(TV) Anaheim, Calif., has introduced hourly 90-second newscasts from 10 a.m. to midnight, with a five-minute wrap-up of local news delivered at 7 p.m. The six-month-old UHF outlet plans to expand to a "full-fledged news operation" by year's end, according to co-owner David Levy, and introduce a weekly series on the business of television in June.

Westar V lineup

SelectTV, the Los Angeles-based pay TV program service, was to move from Westar IV to Westar V yesterday (May 1), in an attempt to make its programing more accessible to operators. The other services delivered via Westar V include the Disney Channel, The Nashville Network, Satellite News Channels, and WOR-TV New York.

Best of

KHOU-TV Houston and the General Motors Corp. believe deserving youngsters should be rewarded. They have joined forces in a project titled "The Best of the Class of '83." The centerpiece will be the telecasting of 140 30-second public service spot announcements saluting leading high school seniors in the area. The station and GM were hosts at a party at the Astroworld Amusement Park, to which 238 students were invited. The party served a dual purpose: It honored the student-scholars and provided a locale for the...
taping of the public service spots, which will be telecast on KHOU-TV for three weeks, starting May 16.

Pirate wars

Oak Industries Inc has won another legal battle in its effort to stop pirating the signal of its ON TV subscription television service. A U.S. district judge in Los Angeles has issued an injunction forbidding five Red Onion restaurants in the Los Angeles area from taking that signal. The court also directed the restaurants to surrender to Oak Industries all illegal decoding devices used to intercept and decode Oak's ON TV programing. Damages from the unauthorized use of the signal will be determined at a future hearing. Oak is seeking damages in excess of $250,000.

In the marketplace

Fremantle International Inc., New York, reports it has sold Nickelodeon programing to networks and TV stations in 15 foreign countries. Fremantle, which has handled overseas sales since last year, said agreements have been signed in Canada, Britain, the Republic of Ireland, Belgium, Colombia, the Dominican Republic, Hong Kong, Brunei, Singapore, Saudi Arabia and South Africa. Foreign-language dubbing of the programing is done by the buying facility.

Jambre Productions, Sherman Oaks, Calif., has produced a half-hour animated series, The Adventures of the Little Prince, based on the best-selling literary classic by Antoine de Saint-Exupery. The weekly series is offered on a barter advertising basis by Jason Syndication Inc., New York. It was adapted and produced by Jameson Brewer, whose writing credits include "Fantasia" and "Heidi's Song.

MCA TV has placed two off-network series, Switch and Hardy Boys/Nancy Drew Mysteries, into syndication for fall 1983. Both are one-hour series. This marks Switch's entry into syndication after three years on CBS-TV. It has been cleared in 97 markets. Hardy Boys/Nancy Drew has been in syndication for two years and has been renewed on 82 stations for third year.

New producer

General Television Network, Oak Park, Mich., has formed a new division, Park Street Productions, to specialize in producing TV commercials and television entertainment and cable programing. GTN will continue as a facilities company for the telecommunications field. Park Street Productions will make its headquarters at 135 Park Street, Troy, Mich., 48084; (313) 565-2460.

Newsworthy

A scholarship fund to provide student internships at the University of Southern California's Cinema-Television School has been established in memory of Herb Thurman, veteran television news executive and award-winning documentary producer who died March 1. Contributions should be made payable to USC Cinema-Television Student Assistance Fund, and sent to: Laurie Hogan, USC Admin 259, Univ. Park, Los Angeles, Calif. 90089-0914.
ANPA backs elimination of fairness, equal time

Group adopts resolution supporting broadcasters' fight for First Amendment rights

The American Newspapers Publishers Association's board of directors went the final yard in fully backing the electronic media. In their fight to repeal the fairness doctrine and equal time provisions with a resolution passed April 23, just prior to the opening of the association's 97th annual convention at New York's Waldorf-Astoria hotel.

"In order to advance the free flow of information, ANPA intends to support initiatives aimed at preventing or repealing statutes, regulations or policies at all levels of government which permit government content regulation," the resolution said, citing the fairness doctrine and equal time law. Section 315 of the Communications Act, as the "most offensive" of existing content regulations.

The latest action by the ANPA board was based on recommendations from its telecommunications, government affairs and press/bar relations committees which have been studying the issue of content regulation of the electronic media since the ANPA board met in Hawaii last February. At the time, the board disappointed both broadcasters and cablecasters who were seeking full ANPA support of their editorial freedom by issuing a statement that simply said: "ANPA reaffirms that the public interest is best served where freedom from content regulation is maximized regardless of the means by which the information is disseminated." (Broadcasting, Feb. 21.)

Not surprisingly, broadcasting associations are pleased with the new ANPA resolution. "Congress will now see that all journalists are opposed to constraints of freedom of speech," said Ernie Schultz, executive vice president of the Radio-Television News Directors Association.

William C. Marcil, ANPA president and board chairman and publisher of the Fargo, N.D., Forum, said his association is "vitaliy interested" in any legislation extending First Amendment rights to broadcasters. However, Marcil said that the ANPA has not yet made a decision to lobby actively on Capitol Hill.

Both newspaper and electronic media executives agree that the new techniques are bringing the media fields much closer together, with many publishers now involved in teletext, videotext and low-power television.

UPI's Small reviews expansion, additions to wire service

During publishers convention, UPI president details recent changes including opening of 24 new bureaus, increased number of news briefs as well as more special packages

The expansion in news coverage and in special features materials at United Press International during his stewardship was outlined last week by William J. Small, president of UPI.

In a talk before clients of UPI in New York during the annual convention of the American Newspaper Publishers Association, Small dwelt on such expansion activities as the opening of 24 news and photo bureaus in the last six months, the strengthening of local and regional coverage throughout the country and the development in Washington of a special team of reporters. He noted that these reporters in Washington do not service the large national stories but supply the Washington angle on important local stories.

"From the reaction I get from you and your editors," he told his audience, "among the more popular innovations of the last six months are the increased number of news briefs we give you—a full set every four hours on the high speed service, and the increased number of special packages, 10 of them in 1983. From Christmas packages to weddings to gardening to graduations, and in late summer, back to school, each has 20 to 30 feature stories with photos and art to match... and no special assessment to UPI clients.

Small reported that in recent months UPI has started a twice-weekly Third World news column, which, he said, "I hope our detractors at UNESCO are aware of." The news organization, he said, also has introduced a weekly mini-debate from Washington, "Facing the Issues," and a Canadian column and daily Canadian news briefs because of the increased number of Canadians vacationing or retiring in the U.S.

"Because Hispanic Americans are or our fastest-growing ethnic minority," Small continued, "UPI now has a column of news from Mexico, daily Caribbean news briefs and a special column on Hispanics in the U.S.

"Other news feature material being moved on UPI includes a monthly entertainment calendar listing special events across America, the Children's Express material—interviews and reports by teen-agers—and special business news features."

Small gave a glimpse into the future, mentioning that UPI plans a regular science package to move initially on a monthly basis, then twice-monthly and finally weekly. Also in the developmental stages, he said, are an "Inside Russia" column, regional business features and continued improved graphics.

"Negotiations are under way for an arrangement with John Naisbitt, author of 'Megatrends,' and his colleague Michael Events of Chase Econometrics, for special services and a weekly UPI column on weekly trends in America."

Small, former president of NBC News who joined UPI as president and chief operating officer last September (Broadcasting, Sept. 20, 1982), said he was "delighted" with the people he has found writing and editing for UPI. He said they bring to their work "the excitement and competitive spirit that healthy underdoggery inspires." He said they keep telling him that "we may not out-number AP but we sure can out-report them."

Small added: "I love to hear it... I'm even beginning to believe it."
UPI's latest. UPI reported last week that it will use, and help sell to media, a new portable computer introduced by Osborne Computer Corp., Hayward, Calif. The news agency said it expected the 28-pound computer unit to be used initially by sports writers and political correspondents who travel extensively. In its own case, UPI said, the new portable, the Executive, will be part of its "program of re-equipping bureaus around the world with the latest in computer terminals." The Executive was said to feature a seven-inch amber video display, full 80-column capability and built-in protocols and emulation, enabling it to communicate with most major mainframe computers. Retail price of the unit, including more than $2,000 in software, was said by Osborne to be $2,495. UPI said it would be a marketing agent for the unit, both in the U.S. and overseas.

Fourth vs. Fifth Estates

ANPA panel debates merits of broadcast and print news

Three television journalists squared off with newspaper executives in a lively exchange on the pros and cons of newspaper vs. television news coverage last Wednesday (April 27) at a workshop during the 97th annual American Newspaper Publishers Association convention in New York.

Television is one of the best things that have happened to the newspaper business, because it whets people's appetite for more news, said Abe Rosenthal, executive editor, The New York Times, in opening the session. Rosenthal noted that newspapers provide in-depth stories and a variety of choice while television tends not to cover an event unless there are "action" pictures for the audience.

From the television side, ABC News correspondent Barbara Walters argued that newspapers tend not to cover stories that appear first on a network news program or special. She wondered how much coverage newspapers would give to an interview she did with the parents of John Hinckley, who was found not guilty by reason of insanity in his attempt to assassinate President Reagan two years ago, and which ABC scheduled to air during its 20/20 broadcast last Thursday night (April 28).

However, newspaper reporting of events does seem to influence television news, according to statements made by NBC News correspondent John Chancellor, and managing editor for the CBS Evening News, Dan Rather. Chancellor noted that television often takes stories from newspapers without giving them proper credit. Rather said he would fire reporters working for him who did not read the major newspapers each day, and later on in the session admitted he did just that.

Issuing a challenge to television news executives was Eugene Paterson, president, Times Publishing Co., St. Petersburg, Fla., who said television should embark on a program of "explanatory journalism" as well as reporting just the headlines. Paterson, who called for network nightly newscasts to be expanded to one hour, said television should "challenge newspapers head-on."

Also appearing on the panel was Peter Macdonald, chairman, Harris Enterprises Inc., Hutchinson, Kan., and moderator Michael Gartner, president, The Des Moines (Iowa) Register and Tribune Co.

The three-day convention (April 25 to 27) drew a record attendance of 2,888—up from the 2,213 who attended last year's event in San Francisco. Attendees also heard President Reagan deliver the luncheon address last Wednesday.

UPI goes to Washington

One hundred staffers will move into capital bureau

United Press International will be moving a major portion of its national and international news operations from New York to Washington this summer.

William E. Geissler, senior vice president for planning of UPI, said the move to Washington will involve about 100 people from UPI's radio network, national and international news desks, its world pictures operations, Spanish-language service to Latin America and some feature services.

Geissler said that some business and other support services will be transferred to Nashville, which is the headquarters of Media News Corp., which bought UPI from Scripps-Howard last year.

Geissler said the move is part of a reorganization at UPI which had been in a strained financial shape when Media News purchased the organization. Geissler said the reorganization is designed to make UPI's operations less costly and more efficient "by reallocating resources to the news sections rather than to expensive overhead."

He noted that UPI now is in the midst of an expansion effort, including the opening of more than two dozen news bureaus around the world and the upgrading of the graphics, the news reports and the state and regional reports. UPI's photographic library will remain in New York.

Press photographers honor their own

WFAT-TV Dallas-Fort Worth has been chosen television photography station of the year by the National Press Photographers Association. Also high on the list of the annual NPPA awards were Kenneth B. Swartz of KRON-TV San Francisco, named photographer of the year, and John Hynek of WFSB-TV.
Press Club Headliners

Sixteen winners in the broadcasting category have been selected by judges in the 49th annual National Headliner Awards competition, sponsored by the Press Club of Atlantic City. Among them, 18 previously announced winners in the print field, the journalism honors will be presented at a May 21 awards banquet in the Claridge hotel and casino.

The radio-TV selections:

**Radio**
- Consistently outstanding radio reporting (cities over 250,000): WCCO Radio, Minneapolis.
- Consistently outstanding radio reporting (cities under 250,000): WRLA Radio, Raleigh, N.C.
- Outstanding public service by a radio station: WRAL Radio for Fire Faces of Poverty, a 60-minute program examining poverty in North Carolina.
- Outstanding documentary by a radio station: WMMR Radio, Philadelphia, for They Served With Honor, a look at the week-long Washington activities leading up to the dedication of the Vietnam Veterans Memorial.
- Outstanding public service by a radio network: NBC Radio News for its report on the Vietnam War, the crises in the banking industry nationwide.
- Special Citation: KYO Radio, Seattle, for its report on Around the World with Pope John Paul and Russia.

**Television**
- Consistently outstanding TV news reporting (cities over 500,000): WINS-TV San Antonio, Tex.
- Consistently outstanding TV news reporting (cities under 500,000): WPTV-TV Fort Wayne, Ind.
- Outstanding public service by a TV station: WTVJ-TV Miami, Miami: The Cancer Vested Truths About, colorectal cancer and tests for it.
- Outstanding documentary by a TV station: WFAA-TV Dallas for Aid to Dependent Children.
- Outstanding consistently outstanding TV news reporting by a network: ABC News, as exemplified by ABC's Boston coverage and "Status Reports" on World News Tonight.
- Outstanding public service by a TV network: CBS-Broadcast Group, New York, for "CBS Reading Projects," designed to stimulate interest and enjoyment of books and reading through TV.
- Outstanding documentary by a TV network: KENS-TV San Antonio, Tex. for Overcoming the Ruts: a look at the program for various college and university students on drugs and alcohol.
- Outstanding investigative reporting by a TV network: ABC News for "Streets of America," an investigation into what happens to orphaned, abused and neglected kids in remote, prison-like institutions in Oklahoma.
- Matt Dodson Memorial Award: WMAQ-TV Chicago for its Street Files series that investigated allegations that Chicago police maintained two sets of files on major cases, especially those involving murder.

**Network distortion charged in budget cut coverage**

"Policy Review" article claims TV overstates Reagan cutbacks

Those who rely on network television for news of the effect of President Reagan's budget cuts on the poor, are, in the view of a Baltimore Sun political reporter, Fred Barnes, getting a badly distorted view of reality. Barnes, writing in the spring issue of Policy Review, published by the conservatively oriented Heritage Foundation, says that many of the pieces on network news shows regarding those cuts are far off the mark. "For all the furor and anguish in Congress over paring social spending for 1982 by $35 billion," he writes, "the cuts were hardly apocalyptic." His piece is titled "Shock Horror."

Barnes says the cuts brought about a halt in the growth of spending on programs for the poor and near-poor, and were achieved "largely by trimming around the edges." He notes that Office of Management and Budget Director David A. Stockman, the President's principal hatchet man in budget matters—told William Grieder for his piece in the Atlantic, "There was a lot less there [in the 1982 budget cuts] than met the eye."

But the television news reports—particularly on CBS—conveyed another impression, according to Barnes. He described a CBS News piece about blacks in Cleveland having nothing to celebrate on the fourth of July in 1981 because they were poor and were concerned about Reagan administration cuts in aid to dependent children, Medicaid, food stamps and public service jobs.

That report, Barnes writes, "was unbalanced, unfair and uninformed. But it was not unusual." He acknowledges the social spending cuts represent "an extraordinary shift in social policy and involve billions of dollars." But even so, he adds, "television has managed to exaggerate their impact." He cites, among other reports, Bill Moyers' declaration on his CBS special on April 21, 1982, that "hunger in America is back" and an interviewee telling NBC Nightly News on September 30, 1981, that "you'll find senior citizens out in the street."

Byrnes pictures television news as an institution with a pro-social spending bias. Social programs "are presumed to work—and thus cuts in their funding are presumed to be harmful," he says. "That evidence suggests the cuts were marginal." He says there were, for instance, an estimated 20.2 million food stamp recipients in July 1982, compared to 20.4 million a year earlier, while the aid to families with dependent children case load dropped "only from 3.8 million households to a projected 3.5 million.

Those and other figures, Barnes believes show only marginal cutbacks are available, he says. "But you have to be looking for them instead of simply cranking out the semi-hysterical figures that purport to detail, say, the number of widows and orphans tossed mercilessly into the snow."
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For a universal receiver

Although Satellite Television Corp., one of several prospective direct broadcast satellite operators, has shown its support for compatible DBS home receivers through its participation in efforts to form a DBS trade association that would, as a top priority, work on receiver standards, the Comsat subsidiary made its position official last week in Orlando, Fla. Speaking at the International Association of Satellite Users Satcom '83 conference, Judith L. Shannon, vice president, public affairs, STC, spoke of the need for compatible equipment. "It is apparent to us at STC that DBS viewers will desire equipment capable of receiving more than one DBS service," she said. "With the development of compatible home equipment, a universal receiver could be produced. Such a receiver would be capable of accessing signals from all DBS satellites located in the same orbital position." As a result, she said, "the DBS services will be more competitive vis-a-vis other alternative television services."

STC's most serious competitor at the moment is United Satellite Communications Inc. Unlike STC, which plans to begin service in 1986 using high-power satellites and two-foot earth stations, USCI has proposed launching service later this year using low-power satellites and four-foot dishes. Shannon questioned whether USCI could carve out a viable business with its relatively large dishes. Said Shannon: "I seriously doubt whether four-foot dishes will ever be a common sight on the roofs of homes across the country. Two-foot dishes, yes. Four-foot dishes, no." Noting that a four-foot dish has four times the surface area of a two-foot dish, she said "gusts of wind can cause major stress damage to a home roof mount that uses a four-foot dish. A four-foot dish is also cumbersome, hard to install and there is great difficulty in maintaining the pointing."

The effects of inflation on STC's proposed three-channel service were evident in Shannon's routine description of the service and its cost to consumers. When STC first applied for the service in December 1980, it said the maximum monthly cost would be $28. As of last week, according to Shannon, the maximum cost is $36, a 25% increase over the past 28 months.

**Be wary**

The National Association of Broadcasters last week asked the FCC to take care in authorizing electronic equipment under its notification and verification procedures. Under the notification procedure, which the commission created earlier this year (BROADCASTING, Jan. 17), a manufacturer simply supplies the FCC with forms stating that the equipment is in compliance with FCC technical standards, and approval is granted. Under the verification procedure, which the commission has proposed to expand, equipment must still meet FCC standards, but no application need be filled and no approval is issued.

"The commission has not made a commitment to provide the resources necessary to implement an effective sampling program," NAB said. "If the sampling program is not effective, notification, and especially verification, will not provide the commission with the information it needs to monitor manufacturer's compliance with the rules. Therefore, an expanded sampling program must be implemented before the commission increases the use of notification and verification procedures," NAB said.

**Two become one**

When RCA Americom's Satcom 1-R becomes operational June 1, what happens to the satellite it was launched to replace, Satcom 7? "The most likely option," said an RCA spokesman, is moving Satcom 1 east in the geostationary arc to 119 degrees west longitude to be co-located with Satcom II, RCA's other aging satellite. Once co-located, the spokesman said, half the 24 transponders on each bird can be turned off, which would lengthen the lives of the satellites and create, in effect, one 24-transponder satellite, Satcom VII.

**Tech explained**

Programming that made engineering and technology more comprehensible to the lay public was recognized in the second annual Electronic Media Awards ceremony. The sponsor: the National Society of Professional Engineers, Washington. The TV winner in the news/public affairs category was NBC for Japan vs. U.S.A.: The Hi-Tech Shootout (reported by Lloyd Dobyns, produced by James Gannon) with honorable mention to the New York Times for Nithor: Mind in Metal (anchored and produced by Kevin Sanders). The TV winner in the education/information category was Independent Network News for Seeing Creation... (report by Marvin Scott on new NASA space telescope, produced by Bob Schepiro.) The radio winner in the news/public affairs category was CBS Radio for Alcohol-Petrol of the Future? (produced and anchored by Ron El-
The radio winner in the education/infor-
tation category was National Public Radio
Ira Flatow's report, "Supercold Computers"
roducde by Anne Gudzenkauf) with honor-
ble mentions to CBS for The Information
plation (correspondent Morton Dean, ex-
utive production by Charles R. Reeves)
d Home Computers (reported by Marshall
b, produced by Frank Miller). Presenta-
sions were made at Washington's Four Seas-
n hotel.

Olympic channels

The FCC has granted ABC and the Los An-
geles Olympic Organizing Committee tem-
porary use of two UHF channels for land
mobile operations for the 1984 Olympic
Games. ABC, which has U.S. broadcast
rights to the games, was granted use of
channel 16 during the July 28-Aug. 13
games period and for initial testing. The
committee was granted temporary use of
channel 19 from May through August.

Talk time
Contract talks between the National Associ-
ation of Broadcast Employees and Techni-
cians and NBC are to resume tomorrow
(May 3) in Washington. The present three-
year contract expired March 31, but was
extended in the wake of preliminary negoti-
ations in San Diego in February and March.
NABET represents some 2,500 cameramen,
control room personnel and other technical
workers at the network and its owned-and
operated stations.

A neat package
Comtech Data Corp. of Scottsdale, Ariz.,
has announced the availability of an SMATV
head-end-in-a-box. The unit, which can be
rack mounted, contains everything needed to
put up a small SMATV operator in business
except the off-air and satellite antennas: 24-
channel satellite receivers, modulators and
combiners for mixing the satellite signals
with the off-air signals. The two-satellite-
channel version costs under $5,000.

Smarts for sale
Panavision Electronics, formerly CEI and
now a subsidiary of Panavision Inc., is put-
ting its video expertise on the market. It
announced that, for a fee, it will help broad-
casters and other video users with "special
projects for nonstandard requirements," in-
cluding the development of high-definition
television. As CEI, it assisted Panavision in
the development of Panacam, a camera that
combines video technology with the oper-
ational flexibility of motion picture cameras.
Panavision, which announced its purchase
of CEI at the 1982 National Association of
Broadcasters convention, is in the business
of leasing Panacam and the 35 mm Panaflex
camera to production companies.

How loud is loud

Devices developed by CBS for monitoring
and automatically controlling the loudness
of broadcast commercials have received
largely favorable reviews from the FCC. The
devices were tested by the FCC's Office
of Science and Technology. And in "An Up-

Playing both sides

Motorola has taken some of the gloss off
Kahn Communications' announcement that
South Korean Samsung Electronics had li-
censed and was planning to build and sell
Kahn AM stereo radios ("In Sync," March
14) with its own announcement last week.
Motorola said that Samsung has also "decid-
ed to enter into a patent license agreement
to manufacture Motorola AM stereo radios.
Motorola, Kahn, Magnavox and Harris are in
a marketplace battle to make their respec-
tive AM stereo systems the national stan-
dard.

New name, new president

Society of Broadcast Engineers, Indianapo-
lis-based organization, is now the Society of
Broadcast and Communications Engineers.
Name change reflects the expanded scope
of the professional society and comes three
years, too soon. At the society's annual meeting, it
elected a cable network engineer, Doyle D.
Thompson, president. Prior to joining The
Weather Channel as director of engineering
in 1981, Thompson held the same position for
Landmark Communications, group broad-
caster and part owner of TWC.
## Stock Index

### Broadcasting

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**Notes:** American Stock Exchange; Boston, Midwest- New York, P-Kaiser. O-over the counter (bid price shown, supplied by Shearson Loeb Rhoades, Washington, D.C.). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.
ABC 1st-quarter earnings down

While overall earnings dip, broadcasting profits rise 38%

ABC reported its first-quarter 1983 earnings decreased 43% to $13.9 million, or 48 cents per share, on revenues of $663.1 million. But ABC pointed out that its earnings were essentially flat over the year before because 1982's first-quarter results were abnormally inflated by a nonrecurring gain of $10.3 million, or 36 cents per share, derived from investment tax credits and other interest income (BROADCASTING, April 11).

In broadcasting, ABC reported earnings increased 38% to $40.6 million on a 12% increase in revenues to $588.2 million. In 1982, first-quarter broadcasting earnings were $29.3 million on revenues of $526.6 million. "Advertiser demand was strong," ABC said, among its network, owned stations and radio divisions.

At the network, ABC reported Winds of War and Thorn Birds "contributed to incremental revenue growth," ABC said that despite the costs of these programs—close to $60 million for Winds and $20 million for Thorn Birds—"the TV network profit margin expanded in the first-quarter." Profits also increased among the owned TV stations, ABC said, while ABC Radio "improved" its profitability.

ABC Video Enterprises lost $11.638,000 in the first quarter of this year. ABC reported, as compared to $2.165,000 for the first quarter of 1982. ABC's joint ventures in Daytime and Satellite News Channels—which were not up and running this time last year—plus its investments in Telefirst (formerly Home View Network), a pay-per-view sports service, RSVP and its joint venture with Cox Communications, all contributed to higher losses for Video Enterprises, ABC said. The losses were not unexpected. Last month ABC Video Enterprises President Herb Granath told analysts that projections indicated a three-to-five-year start-up period for new services (BROADCASTING, April 11).

In publishing, ABC said profits increased 8% to $5.3 million on 3% lower revenues of $60.7 million. The decrease in revenues was principally due to decline in advertising in some of its trade publications, plus the closing of some others. ABC Scenic Attractions had higher revenues but lower profits. ABC reported, and ABC Motion Pictures suffered "modest operating losses."

"While on a comparative basis, we were not able to offset the positive effect of the investment tax credit refund received in the first quarter of 1982," ABC Chairman Leonard H. Goldenson said in a prepared statement, "the improved performance of our broadcasting and publishing operations in the first-quarter of 1983 did equalize the increased investment spending in our new video businesses and the decline in interest income."

CBS and NBC parent, RCA, also reported first-quarter results last month. CBS reported mixed results with the net income up 13%, but income from continuing operations was down 12% on a 6% increase in revenues topping $1 billion. CBS's earnings per share declined 17% to 60 cents against 1982's 72 cents for the first quarter. RCA said that revenues were up 24% at NBC for the first quarter, with "sharply higher profits." Advances were posted in the TV network and owned TV stations division, RCA said, where the Super Bowl helped boost revenues.

Bottom-Line

Media General increase. Richmond, Va.-based Media General reported first-quarter earnings increased 18.9% from $6,515,000 on revenues of $119.797,000. Profits in broadcast division increased from $1,853,000 to $3,251,000.

Good quarter. First-quarter earnings per share for Knight-Ridder Newspapers Inc. increased 25.5%, from 47 cents per share to 59 cents per share. Net income increased 30% to $19,703,000 on total revenues of $340,932,000. Broadcasting revenue increased 6.5% to $9,928,000, constituting 2.9% of total revenues.

Storer dividend. Storer declared dividend of 10 cents per share on common stock, payable June 3 to shareholders of record May 13.

LIN up. LIN Broadcasting Corp., New York, reported 24% increase in earnings per share, from 9 cents to 36 cents. Net income increased 28% to $3,942,000 on revenues of $20,652,000. LIN said cellular radio telephone applications cost $373,000 for first quarter, compared to $192,000 for same period last year.

Harte-Hanks increase. Harte-Hanks Communications Inc. reported earnings per share of 49 cents for first quarter of 1983 as compared to 44 cents for same period last year. Net income was $4,941,000, on revenues of $97,817,000, up 12% and 13%, respectively, compared to first-quarter 1982 net income of $4,400,000 on revenue of $82,263,000.

Ticking Time. Time Inc.'s net income for first quarter of 1983 was $28.9 million, or 46 cents per share, compared with $27.7 million, or 45 cents per share, over first quarter last year. Revenue for 1983 period ending March 31 was $915.5 million, up from $805 million in 1982. Video group income before taxes was $46.2 million, up from $32.2 million in 1982, on revenues of $249.6 million and $190.6 million, respectively.

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Radio race comes down to two

Stevens pulls out of contest for NAB radio vice chairmanship, throws his support to Snider; May is other candidate

The race for the National Association of Broadcasters radio board vice chairmanship is narrowing down to a two-man contest. Due to the decision last week by board member Gary Stevens, president of Doubleday Broadcasting, New York, to withdraw from the race, board members Walter May, president, WPKE(AM)-WHR(FM) Pikeville, Ky., and Ted Snider, KARN(AM)-KKY(FM) Little Rock, Ark., became the remaining contenders for the seat.

Radio board member Cliff Gill, board chairman, KWVE-FM Marina Del Rey, Calif., was another potential candidate, but he dropped from the race, and last week resigned from the board (see "Fates & Fortunes," page 102).

Gill resigned because he is selling KWVE-FM, the only station he owns, and once it is sold, he would no longer be eligible to serve on the board. Rather than postpone the "inevitable," Gill said, he decided to step down and allow his replacement time to prepare for the June board meeting.

With Stevens and Gill out of the race, an interesting twist has developed. In a letter sent to all radio board members, Stevens said he is supporting Snider for the post.

Snider, he believes, "is the right guy for this year, as well as the person to take it all the way over the next few years."

May and Stevens were considered the front runners. Now, however, with Stevens throwing his support to Snider, the election could develop into a real "dog fight," one radio board member said. And although May remains a formidable candidate, sources said, Snider is beginning to wage a tough campaign.

"As you probably realize, whoever is elected vice chairman this year will ultimately be in line for the joint chairmanship of our organization. While very much wanting to serve on the executive committee of the radio board, I do not believe I would be able to make the commitment down the line for the more demanding role of joint chairman," Stevens said. He explained, however, that he remains interested in the post and added that if re-elected to the board next year, "I will again be a candidate for vice chairman, a position which I am quite prepared to make the time for."

Stevens also used the letter as an opportunity to "clarify" a couple of points that surfaced during his campaign. "I have the time to serve on the executive committee. I live only two hours by air, door to door, from Washington, I also have a Washington station, which means I am in that city a minimum of three days a month."

Stevens also challenged any doubts about his commitment to NAB. "In addition to being a member of the Allocations Task Force, I am the only board member chairing two major committees (Radio Programming Conference and Metro Market), and this is my freshman year," he said. Then Stevens tackled charges about his failure to attend the association's January joint board meeting.

"Unfortunately, the dates of that meeting coincided with an executive committee meeting of my parent company, of which I am also a corporate vice president. With our meeting in Puerto Vallarta, and the double-day meeting on the island of Antigua, it was impossible to arrange reasonable connections to enable me to at least attend a few days of the NAB gathering. I did try," Stevens wrote.

Toronto hosts AWRT annual convention

Heavy attendance by Canadians expected at 32d annual meeting

Members of American Women in Radio and Television will be joined by their Canadian colleagues this week in Toronto for the association's 32d annual meeting—and its second international convention (the first was held in London in 1970).

"Heavy participation by Canadian women" is expected, according to the association's executive director, Phyllis Tritsch, who said 75 to 100 Canadians will be joining between 300 and 400 AWRT members at the Royal York hotel. AWRT will discuss with the Canadian participants the value of a similar organization in Canada, or perhaps an affiliation with the American association, Tritsch said.

This year's total attendance is projected to be down slightly from previous years, Tritsch said, due to several factors including the Canadian convention site, cutbacks in travel budgets and the general economic climate.

The formal meeting agenda gets under way Wednesday (May 4) with a welcome from Martha Pell Stanville, convention chairman and vice president-affiliate promotion services, NBC-AM-TV. Also speaking during the opening session will be AWRT President Jeri Warrick-Cruise, AWRT convention chairman. Introduction to World Communications Year 1983: Charlotte Tharp, AWRT president; Elizabeth Kriegler, Canadian Department of Communications; Dr. Carol Lee Hilewick, executive director, U.S. Council World Communications Year. Lost in Space: A Look at Global Communications Today and Tomorrow: Moderator: Jane Cohen, National Association of Broadcasters. Panelists: Lady Emma Dougan, State Department; Elizabeth Kriegler, Jane Jones, FCC commissioner; Joan Tobin, Tobin Enterprises.
Fix-up time at NPR

Financially troubled network will get independent audit to help isolate problems and spur monetary aid

National Public Radio announced last week that it is bringing in an outside accounting firm to audit the organization as part of an overall effort to tackle its current financial crisis. During a satellite-delivered closed circuit interconnect with NPR station members, NPR Board Chairman Myron Jones outlined an initial plan that it is hoped will help eliminate the $3-million budget shortfall discovered by the network only weeks ago (BROADCASTING, April 25). The board's finance committee and a special committee appointed by Jones are asking for the audit and the proposal is expected to be approved by the full board today (May 2). The committees think the audit is the best step for the network, whose predicament is generating Congressional concern and caused the Corporation for Public Broadcasting to forego any immediate offers of aid until it receives some specific answers about what went wrong.

Jones explained that the Washington accounting firm of Coopers & Lybrand, would conduct the audit from the start of NPR's fiscal year, Oct. 1, 1982, through April 30, 1983, and, in addition, develop a financial forecast through September 30, 1983.
pers & Lybrand, he said, will also develop a financial analysis of NPR’s “new ventures” initiatives. CPB’s annual audit is also currently in progress. Jones noted that the board would not make any more specific recommendations to alleviate the deficit until the audit is finished. “We cannot proceed until we have a true damage report and know the magnitude of the problem,” Jones said. Fortunately, he added, Coopers & Lybrand says it will complete the audit by June 10. Jones said, however, that the finance committee will continue discussing additional budget reductions in nonprograming areas.

In addition, Jones said, the finance committee was accepting some recommendations from its newly chosen chief operating officer, Ronald Bornstein, director of the telecommunications division of the University of Wisconsin, and general manager of its WHA-AM-TV Madison, Wis. Bornstein called for an immediate hiring freeze and asked that any expenditures of $5,000 or more be approved by him. To speed the process along Bornstein has assembled a transition team to work with and study NPR’s financial problems (see “Riding Gain,” page 41). The finance committee will also continue to study a variety of funding options, particularly, the potential of using direct mail fund raising.

A key option for NPR is to seek help from CPB. NPR’s President Frank Mankiewicz, who will soon step down from that post, has raised the possibility that CPB might guarantee a loan for NPR. Any hopes for an immediate commitment from CPB were dashed, however, by a memo sent to NPR members that clearly stated CPB would not take any action until it gets some answers. “Until CPB has much more specific information about what went wrong, why there were no controls in place to prevent the crisis from happening and then deepening, what services are likely to be affected, what the capacity of NPR will be for the remainder of this fiscal year and for at least the next two fiscal years, it would be premature to recommend any action. Furthermore, we must understand what controls are being put into place to safeguard against similar problems in the future,” the memo said. The memo also indicates that the corporation wants to deal directly with Bornstein and the NPR board, probably a signal that Mankiewicz is no longer a key negotiator.

“We are relying on the designated chief operating officer and the board for this information. Until we have this kind of information, we cannot responsibly ask our directors to consider specific proposals.”

The finance committee will also explore such funding options as an advanced payment of NPR membership dues, a loan from stations or a transfer of station grants from CPB to NPR.

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5/2/83
Gupton, president. Daniel E. Winters and rthur W. Hodge (one-third each). They have no other broadcast interests. **Buyer** is named by Clyde W. Thomsom, president, who also owns WBA(CAM) Cleveland, Tenn. **One** is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain.

**NZA(FM) Hila wa tha, Kan.** Sold by Kanza broadcasters Inc. to KNZA Inc. for $87,800. **Seller** is owned by Michael Lee art. president (80%), Gregory F. Buser (20%) and Robert B. Hilton (10%). Carter ud wife, Carol S., also own 50% each of AOLAM-KMZUL(FM) Carrollton, Mo., and applicants for LPFTV's at Carrollton, hoccot and Marshall, all Missouri. Buyr is owned by Gregory F. Buser, president (20%), and wife, Rebecca S. (42%). Robert , Hilton and wife, Kay L. (8% each). They e applicants for three LPFTV's, KNA on 103.9 mhz with 3 kw and antenna 300 et above average terrain. Broker: Ralph E. eatheur.

**DBL-AM-FM Springfield, Tenn.** Sold by Liddle Tennessee Enterprises Inc. to DBL broadcasting for $530,000, including 50,000 for noncompete agreement. **Seller** owned by H.A. Webster, president, who is no other broadcast interests. **Buyer** is named by Terry E. Forcht, Corbin, Ky., atorney, who also owns WHC-AM-FM Hardinsburg and WAIN-AM-FM Columbus, both Ken cky. **WDBL** is daytimer on 1590 kHz with 1 kw. **WIDL-FM** is on 94.3 mhz with 3 kw and antenna 215 feet above average terrain. Broke: Chapman Associates.

**DON-AM-FM DeQueen, Ark.** Sold by Ralio DeQueen to Jay W. Bunyard and Anne W. Bunyard for $475,000. **Seller** is owned by Haskell Jones and wife, Verlaune, who ave no other broadcast interests. **Buyer** is ay W. Bunyard (55%) and mother, Anne (45%). Jay Bunyard is sports director and announcer at KDQM-AM-FM. Anne Bunyard is a traffic department and administration at DON-AM-FM. They have no other broadcast interests. KDQM is daytimer on 1390 kHz. DON-AM-FM is on 92.7 mhz with 3 kw and antenna 307 feet above average terrain.

**WBOK(AM) New Orleans** Sold by Starr WBOK Inc. to Christian Broadcasting Corp. for $450,000 cash. **Seller** is owned by Shamrock Broadcasting Co., which is headed by Roy E. Disney, chairman. Shamrock also owns KMG(AM) Dallas; KKL(AM) North Little Rock, Ark.; KULF(AM) Kansas City, Kan.; KABIL(AM) Oakland, Calif., and KABL-FM San Francisco; WTVQ-TV Lexington, Ky.; WWWW(AM) Detroit; KTV(AM) Honolulu; KHV(AM) Hilo and KMA(TV) Waikuku, all Hawaii. It also is applicant for new FM at Gainesville, Ga., and new CP for TV at Sacramento, Calif. **Buyer** is owned by L.E. Will is Sr., president. It also owns WPCE(AM) Portsmouth, WOUTH(AM) Richmond and WOW(AM) Norfolk, all Virginia; WSUE(AM) Green Cove Springs, Fla., and WBMG(AM) Ewing, N.J. **WBOK(AM)** is on 1290 kHz with 1 kw day and 250 w night.

**KMOK(FM) Lewiston, Idaho** Sold by Douglas A. MacKelvie to Idaho-Vend Co. for $278,889. **Seller** has no other broadcast interests. **Buyer** is owned by Robert W. Prasil, president (63.5%), his sons, Gary D. and Robert W. Prasil Jr. (6% each) and Burton Harrison (24.5%). It also owns KRLG(AM) Lewiston, Idaho. **KMOK** is on 106.9 mhz with 100 kw and antenna 300 feet above average terrain.

**KSEE(TV) Fresno, Calif.** Sold by San Joaquim Communications Corp. to Meredith Corp. for $17,611,230. **Seller** is owned by 15 stockholders, principally local businessmen and ranchers, who bought KSEE (then KML-TV) in 1979 for $13.5 million from

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Backe in Schenectady. Former CBS President John D. Backe was among those present at a press conference last Tuesday, announcing the proposed deal in which he and his coventurers would purchase WGB(CO) Schenectady, N.Y., from General Electric Broadcasting Co. for approximately $35 million cash (see page 78). Broadcasting continuously since 1926, WGB claims to hold the first official TV broadcast license, dating to 1939. To r Brian Little, partner in Forstmann Little & Co.; James DeMonico, was general manager, and Backe, who is also president of Tomorrow Entertainment Inc. *Photo* by Laure Wheeler.
McClatchy Newspapers after filing competing application for KSEE facilities (BROADCASTING, Nov. 12, 1979). Deal includes $4,111,230 for outstanding common stock, $9 million for assumption of note held by Prudential Insurance Co. of America and $4.5 million for preferred stock. Buyer is Des Moines, Iowa-based magazine publisher and group owner of six AM's, six FM's and five TV's. It recently sold KCMO(AM)-KCEZ(FM) Kansas City, Mo. (BROADCASTING, Jan. 10), and put its Omaha radio stations up for sale (BROADCASTING, Aug. 9, 1982). KSEE is NBC affiliate on channel 24 with 191 kw visual, 38 kw aural and antenna 2,350 feet above average terrain.

WKBX(AM)-WSGF(FM) Savannah, Ga. □ Sold by Beasley Broadcast Group to Burbach Broadcasting Co. and Garrett Radio Inc. for $2.2 million. Seller is Goldsboro, N.C.-based group owner of five AM's and six FM's principally owned by George Beasley. He bought WKBX (formerly WSAV) in 1977 for $575,000 (BROADCASTING, March 21, 1977) and WSGF(FM) earlier that year from different seller for $370,000 (BROADCASTING, Jan. 10, 1977). Buyer is partnership of Burbach Broadcasting Co. and Garrett Radio Inc., which last year bought WXRT(FM)- WNOZ(FM) Coralnd, N.Y., for $1.35 million (BROADCASTING, May 24, 1982). Burbach Broadcasting is owned by Robert H. Burstein (51%) and John L. Laubach (49%), who own WCCK(AM)-WEYZ(FM) Erie, Pa., and WXIL(AM) Parkersburg, W.Va. Garrett Radio is owned by Larry O. Garrett, who is general manager of Burbach stations. WKR is on 630 khz with 5 kw full time. WSGF is on 95.5 mhz with 10 kw and antenna 40 feet above average terrain.

WKBX(AM)-WJZR(FM) Kannapolis, N.C. □ Sold by Heffner Radio Inc. to Downs Radio Inc. for $1,345,000. Seller is owned by William E. Heffner, who has no other broadcast interests. Buyer is subsidiary of Downs Broadcasting, which is owned by Paul H. Downs (75%) and William H. Sanders (25%), who also own WJIRM(FM) Prattville, Ala. Sanders also owns 35% of WGGI(AM)-WPSO(FM) New Port Richey, Fla. WKR is 500 w daytimer on 1460 khz. WJZR is on 99.7 mhz with 10 kw and antenna 320 feet above average terrain.

KWAO(FM) Sun City, Ariz. □ Sold by Sun City Broadcasting Corp. to KLFF-FM Inc. for $1.25 million. Seller is owned by Harry O. Yearick (49%), Russell Lash and Frederic L. Madera (25.5% each), who have no other broadcast interests. Buyer is subsidiary of Canyon Communications Corp., which is owned by Lawrence Mazursky and wife Beverly, who also own KLFF(AM) Glendale Ariz. KWAO is on 106.3 mhz with 3 kw and antenna 97 feet above average terrain.

KJCK-AM-FM Junction City, Kan. □ Seventy-five percent sold by Junction City Broadcasting Co. inc. to Steven D. Rosier, owner of other 25%, for $980,000. Seller is Rapi L. Weir Jr., who has no other broadcast interests. Buyer is president of Junction City Broadcasting and has no other broadcast interests. KJCK is 1420 kw with 1 kw. KJCK-FM is on 94.5 mhz with 100 kw and antenna 630 feet above average terrain.

KBRC(AM) Mount Vernon, Wash. □ Sold by W.D. Radio Co. to M.C. Radio Inc. for $825,000. Seller is equally owned by George B. Dewey and Edward J. Watson, who have no other broadcast interests. Buyer is owned by Matthew N. Clapps Jr., who also owns KQDQ(AM) Anchorage; KCRO(AM) KDUX(FM) Aberdeen, Wash., and is permittee of KWHI(FM) Anchorage. KBRC is on 1430 khz with 5 kw day and 1 kw night.

KKLR(AM) Edmond, Okla. □ Sold by Mix American Media Co. to Louis J. Bodnar for $750,000. Seller is composed of 17 partners and headed by James A. Reeder, managing partner. They also own KOKA(AM)-KCO2(FM) Shreveport, La. Buyer is Louis J. Bodnar who is Oklahoma City-based attorney who has no other broadcast interests. KKL is on 1477 mhz with 3 kw and antenna 300 feet above average terrain.


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Abbreviations: AFC—Antenna For Communications, Licenses. Ald.—Administrator, Judge, alt.—alternate, ant.—announced. ant.—antenna. aura.—aux., aux.—authority. H.—critical hours. CP—construction permit. D.—day. Doc.—Document. ERP—effective radiated power. HAAT—height above average terrain. kb.—kilobits. m.—meters. MEOC—maximum intended operation value. mhz.—megahertz. mod.—modulation. N.S.—non-service. PA.—pending application. PSI.—Public Service Authority. U.—unlimited hours. vis.—visual. watts.—watt. min.—minut.

New stations

ew FM's


Clifton, Ariz.—Clifton Broadcasting, seeking 95.9 mhz., 1 kw, HAAT: minus 842 ft. Address: 317 Laine Boulevard, Clifton. Ariz. 85353. Principal: Chuck Crisler 60). Who also seeks to operate as FM at Clifton.

Mountain Home, Ark.—Ark. Knight Broadcasting Co. seeks 17.5 mhz., 100 kw, HAAT: 763 ft. Address: 1800 Ave. A. Mountain Home, Ark. 72653. Equally owned by Bobby Dean Knight and wife, Vivian Sue Knight. A Knight has one-third interest in KTLO-AM-FM station called, which he will divest upon approval of this application. Filed April 20.

Brawley, Calif.—Adrienne Richardson seeks 94.5 mhz., 1 kw, HAAT: 185.2 ft. Address: 190 N. Las Flores Drive, Brawley. Calif. 92227. Program is music and music-related. A new FM affiliate of KBLW-AM/A from router.

Panama City, Fla.—Panama City Radio Ltd. seeks 103.5 mhz., 100 kw, HAAT: 576 ft. Address: 3606 East Second, Panama City, Fla. 32401. Principals: Mary A. Pel- mott and Beverly M. Shenman, who have no other broadcast interests. Filed April 12.

Honolulu—C.I. Inc. seeks 103.3 mhz., 100 kw, HAAT: minus 65.5 ft. Address: 737 Bishop Street, #1570. Honolulu 96813. Principal: Edward Y. Kim, president, who has no other broadcast interests. Filed April 20.


Honolulu—LucyMiller seeks 103.3 mhz., 100 kw, AAAT: minus 386 ft. Address: 3112 Lewis Place, Falls Church, Va. 22042. Principal: has no other broadcast interests.


San Bernardino, Calif.—Fox Broadcasting Corp. seeks 107.1 mhz., 30 kw, HAAT: 679.5 ft. Address: 4215 Florida Drive, P.O. Box 754, San Bernardino, Calif. 92412. Principals: Los Angeles TV Station, Inc., a corporation, headed by Angelo B. Martinez, president. New FM format for presently licensed station. Filed April 13.

San Bernardino, Calif.—KTBK (107.1 mhz., 10 kw, HAAT: 679.5 ft. Address: 4215 Florida Drive, P.O. Box 754, San Bernardino, Calif. 92412. Principals: Los Angeles TV Station, Inc., a corporation, headed by Angelo B. Martinez, president. New FM format for presently licensed station. Filed April 13.
Ownership changes

Applications

KQDN-AM-FM Duqueen, Ark. (1390 khz. 500 w-d; FM: 92.7 mhz. 3 kw, HAAT: 307 ft).-Seeks assignment of license from radio station owner JAY BURNDY of 925 W. Humbird for $75,000. Seller is owned by Haskell Jones and wife, Verlaine; who have no other broadcast interests. Buyer is Jay W. Burndy (55%) and mother, Anne (45%). Jay W. Burndy is in traffic department and administration at KQDN-AM-FM. He has no other broadcast interests. Filed April 19.

KKJY-FM Albuquerque, N.M. (100.3 mhz. 22.5 kw, HAAT: 4; 4,110 ft).-Seeks assignment of license from Broadcast Associates of New Mexico to Dunn Broadcasting Co. for $3,75. million, which includes sale of KCEF-AM-FM Belen, New Mexico. Owner is J. Rubin. Buyer, Dick Seppman and Len Howard. Gold. Howard and Wiener are principals in KVEGAM Las Vegas and KFMN-FM Las Vegas. Buyer is owned by John M. Mann, who has no other broadcast interests. Filed April 20.

WRFDM Columbus-Worthington, Ohio (1880 khz. 5 kw-d; FM: 92.7 mhz. 92.7 mhz. 3 kw, HAAT: 307 ft).-Seeks assignment of license from Dean & Cravens to Mama Broadcasting Co. Inc. for $135,000. Seller is owned by R. G. Cravens, president, and Fred Warren Dean Jr. (19%) each. They have no other broadcast interests. Buyer is currently owned by Dwight Henry, Dr. Kenneth Ray Marin and Dale Edson Jones. They have no other broadcast interests. Filed April 14.

WRKZ(AM) Algood, Tenn. (1590 khz. 500 w-d).-Seeks assignment of license from Dean & Cravens to Mama Broadcasting Co. Inc. for $135,000. Seller is owned by Robert B. Cravens, president, and Fred Warren Dean Jr. (19%) each. They have no other broadcast interests. Buyer is owned by Harry O. Yarice (49%), Russell L. Frederik and L. Madera (25.5%) each. They have no other broadcast interests. Buyer is subsidiary of Cayton Communications Inc. owned by Lawrence C. Petty, a woman, Beverly, who owns KLFJAM-Glenardle, Ark. (BAL-HQ2151). Action April 5.

KMCW(AM)-KABK-FM Augusta, Ark. (1190 khz. 3 kw, HAAT: 300 ft).-Seeks assignment of license from Radio Wits Broadcasting Corp. for $96,000. Seller is owned by Larry D. Cooper, president. Buyer is owned by LPTV's. (see below). Buyer is owned by Steve Low. Seller is owned by W.B. Martin (30%), W.B. Martin (30%), W.B. Martin (30%), W.B. Martin (30%) and others (70%). Seller is owned by H. Correction (51%). None of the shareholders have no other interests. Filed April 19.

KKQY(AM) Buie, Colo. (590 khz. 1 kw-U, DA-23).-Seeks assignment of license from Miller Communications Inc. to Sunnbrook Broadcasting Inc, for $660,000 (Broadcasting, April 18). Seller is owned by Roy R. Miller. president, and Willy Bauscher, who have no other broadcast interests. Buyer is owned by Larry Roberts, Alan Coopar and Ed Cooper, who also own KKQY(AM) Buie, Mont. Filed April 14.

KMOK(AM) Buie, Colo. (1480 khz. 1 kw-D, DA)-Seeks assignment of license from The Getter Corp. to Er, Broadcasting Corp. for $5,000. Seller is held by Gary A. Getter. It has no other broadcast interests. Buyer is owned by Gary S. Erway, Sr. chairman (99.9%), and wife, Joyce C. president (0.1%). Buy has no other broadcast interests. Filed April 14.

KMKO(AM)-FM Lewiston, Idaho (106.9 mhz. 10 kw, HAAT: 300 ft).-Seeks assignment of license from Douglas A. Mackelvie to Idaho-7 Corp. for $278,889. Seller has no other broadcast interests. Buyer is owned by Robert W. Prai, chairman, Ghislaine D. Prai, vice president, Gary D. Prai Jr. (6%) each and Burton Harrison (24.5%). It also owns KRLQ(AM) Lewiston. Idaho. Filed April 11.

KNZAI(AM)-FM Hiawatha, Kan. (103.9 mhz. 3 kw, HAAT: 300 ft).-Seeks assignment of license from Kanza Broadcasters Inc. to KNZAI(AM) Inc. for $587,500. Seller is owned by W.B. Martin (30%), W.B. Martin (30%), W.B. Martin (30%), W.B. Martin (30%) and others (70%). Seller is owned by H. Correction (51%). None of the shareholders have no other interests. Filed April 14.

BWOK(AM)-FM Eau Claire, Wis. (1200 khz. 1 kw-d, 250 w-NW).-Seeks assignment of license from Furlong Broadcasting Co. to W.B. Martin (30%), W.B. Martin (30%), W.B. Martin (30%), W.B. Martin (30%) and others (70%). Seller is owned by H. Correction (51%). None of the shareholders have no other interests. Filed April 14.

KWOK(AM)-FM Lewiston, Idaho (106.9 mhz. 10 kw. HAAT: 300 ft).-Seeks assignment of license from Douglas A. Mackelvie to Idaho-7 Corp. for $278,889. Seller has no other broadcast interests. Buyer is owned by Robert W. Prai, chairman, Ghislaine D. Prai, vice president, Gary D. Prai Jr. (6%) each and Burton Harrison (24.5%). It also owns KRLQ(AM) Lewiston. Idaho. Filed April 11.

KMQM(AM)-FM Hiawatha, Kan. (103.9 mhz. 3 kw, HAAT: 300 ft).-Seeks assignment of license from Kanza Broadcasters Inc. to KNZAI(AM) Inc. for $587,500. Seller is owned by W.B. Martin (30%), W.B. Martin (30%), W.B. Martin (30%), W.B. Martin (30%) and others (70%). Seller is owned by H. Correction (51%). None of the shareholders have no other interests. Filed April 14.

KWOK(AM)-FM Eau Claire, Wis. (1200 khz. 1 kw-d, 250 w-NW).-Seeks assignment of license from Furlong Broadcasting Co. to W.B. Martin (30%), W.B. Martin (30%), W.B. Martin (30%), W.B. Martin (30%) and others (70%). Seller is owned by H. Correction (51%). None of the shareholders have no other interests. Filed April 14.

KMY(AM) Hiawatha. Kan. (103.9 mhz. 3 kw, HAAT: 300 ft).-Seeks assignment of license from Dean & Cravens to Mama Broadcasting Co. Inc. for $135,000. Seller is owned by R. G. Cravens, president, and Fred Warren Dean Jr. (19%) each. They have no other broadcast interests. Buyer is currently owned by Dwight Henry, Dr. Kenneth Ray Marin and Dale Edson Jones. They have no other broadcast interests. Filed April 14.

KQTAM-FM El Paso, Tex. (-1340 khz. 1 kw-d, 250 w-N; FM: 94.7 mhz. 97 kw, HAAT: 740 ft).-Seeks assignment of license from Broadcast Associates of Texas to Dunn Broadcasting Co. Inc. for $135,000. Seller is owned by Rainbow Broadcasting Co. (80%). None of the shareholders have no other interests. Buyer Ritchey owns 25% of KEPF(AM) Gateville, Tex.

KYO(AM)-FM Refugio. Tex. (106.3 mhz. 3 kw, HAAT: 300 ft).-Seeks assignment of license from Price K. Johnson to Robert F. Ritchey and J. Kent Hackmann, principals, for $250,000 (Broadcasting, April 1). Seller is general manager of KYOK(AM) and has no other broadcast interests. Buyer Ritchey owns 25% of KEPF(AM) Gateville, Tex.
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Group of Savannah Inc. to Savannah Broadcasting Co. for $2.1 million. Seller is North Carolina-based group owner of six AM's and six FM's primarily owned by George C. Beasley. Buyer: Burbach Broadcasting Co. (58.7%), Garrett Radio Inc. (39%), and Linda H. Simmons (22.2%). BBC is owned by Linda H. Simmons and Dan W. Baker (49.5%). GRI is owned by Larry G. Burbach, president, who owns 100% of the company.

**Facilities changes**

**AM applications**

- **KBMV** (1310 kHz) Birch Tree, Mo.-Seeks CP to change frequency to 1 kw and make changes in ant. sys.
- **KYYO** (1310 kHz) Bolivar, Mo.—Seeks CP to change frequency to 1200 kw; increase power to 50 kw; change TL, SL and RC to be determined. Major environmental action under section 1.1305. Ann. Apr. 21.
- **KJRB** (880 kHz) Whitfield, Mont.—Seeks modifications of CP (BP-810526AB) to increase power to 1 kw install DA-21 and make changes in ant. sys. Major environmental action under section 1.1305. Ann. Apr. 21.
- **KLSR** (630 kHz) Coquille, Ore.—Seeks CP to change hours of operation to unlimited by adding night service with new antenna system. Change CP to make changes in ant. sys. Major environmental action under section 1.1305. Ann. Apr. 21.
- **WPLW** (1590 kHz) Carnegie, Pa.—Seeks CP to change frequency to 660 kw; change power to 250 kw and change transmitter to different site. Ann. Apr. 21.
- **WSMW** (1120 kHz) Hattiloo, P.R.—Seeks CP to change power to 1 kw and change to DA-1. Ann. Apr. 21.
- **WGFW** (1580 kHz) Morovis, P.R.—Seeks CP to increase power to 2.5 kw. Ann. Apr. 22.
- **KMKX** (1400 kHz) Huntsville, Tex.—Seeks CP to increase power to 1 kw. Ann. Apr. 21.
- **KQQQ** (1150 kHz) Pullman, Wash.—Seeks CP to determine hours of operation to unlimited by adding night service with 500 kw; install DA-N and make changes in ant. sys. Major environmental action under section 1.1305. Ann. Apr. 21.
- **KIIX** (880 kHz) Seaco—Seeks CP to increase power to 10 kw. Ann. Apr. 21.

**Facilities changes**

**FM applications**

- **WDGQ** (89.3 MHz) Chesterton, Ind.—Seeks CP to change frequency to 89.3 MHz; change ERP to 413 W; change HA/TA to 136 ft.; change TPO, and make changes in ant. sys. Ann. Apr. 21.
- **KKXW** (1520 kHz) Lafayette, La.—Seeks CP to make changes in antenna system and to increase height of tower Ann. Apr. 21.
- **WKMK** (1370 kHz) Roaring Springs, Pa.—Seeks mod. ofliciation of change to SL and to operate trans. by R from proposed SL. Ann. Apr. 21.
- **WDQG** (1460 kHz) Allendale, S.C.—Seeks CP to make changes in antenna system and to change TL. Ann. Apr. 21.

**FM applications**

- **KDSC** (103.3 MHz) Benton, Ind.—Seeks CP to change frequency to 105.3 MHz; change ERP to 410 W; change HA/TA to 136 ft.; change TPO, and make changes in ant. sys. Ann. Apr. 21.
- **KABI** (98.3 MHz) Ahlone, Kan.—Seeks CP to change frequency to 98.5 MHz; change TL ERP to 100 kw; change HA/TA to 443 ft.; and make changes in ant. sys. Major environmental action under section 1.1305. Ann. Apr. 21.
- **WRJZ** (100.1 MHz) Manahawkin, N.J.—Seeks CP to change frequency to 100.1 MHz; change to DA-13; change HA/TA to 443 ft.; and make changes in ant. sys. Ann. Apr. 21.
- **WRUI** (90.3 MHz) Kingsman, R.I.—Seeks CP to change frequency to 90.3 MHz; change ERP to 100 W; change HA/TA to 1200 ft.; and make changes in ant. sys. Ann. Apr. 21.
- **WWDC-FM** (101.1 MHz) Washington, D.C.—Seeks CP to change frequency to 101.1 MHz; change ERP to 1000 W; change HA/TA to 344 ft.; increase HA/TA to plus 415 ft.; and change TPO Ann. Apr. 21.

**Accepted**

- **KCGI** (91.5 MHz) New London, Conn.—Seeks mod. of lic. (BP-810199AT) to change SL, and to make changes in antenna system; change CP to make changes in antenna system; change CP to change frequency to 91.5 MHz; change ERP to 125 kW; change HA/TA to 125 ft.; and make changes in antenna system. Ann. Apr. 21.
- **KXO** (101.1 MHz) Tachalasoon, Fla.—Seeks CP to make changes in antenna system; change frequency to 101.1 MHz; change ERP to 1000 W; change HA/TA to 1200 ft.; and make changes in antenna system. Ann. Apr. 21.
changes in antenna system; increase HAAT to 645 ft. Ann. April 22.

WAMX (99.5 mhz) Detroit—Seeks CP to make changes in antenna system; change antenna to frequencies to 980 kHz; decrease HAAT to 784 ft. Major environmental action under section 1.105. Ann. April 21.

WDNB-FM (95.3 mhz) Honolulu, Pa.—Seeks modification of CP (BPET-800922AB) to make changes in antenna system; change ERP to 17.78 kw; and decrease HAAT to 56 ft. and change TPD. Ann. April 22.

WGMR (101 mhz) Tyrone, Pa.—Seeks CP to make changes in antenna system; decrease ERP to 1 kw and decrease HAAT to 1,171 ft., and change TPD. Ann. April 22.

WMUU-FM (94.5 mhz) Grove City, S.C.—Seeks CP to install auxiliary antenna system at main TL to be operated on ERP of 10.86 kw and change HAAT to 1.210 ft. (for auxiliary purposes only). Ann. April 22.

*KINR (88.3 mhz) Brownsville, Tex.—Seeks modification of CP (BPET-801111AF) to make changes in antenna system; change antenna to frequency of 1010 kHz. Ann. April 22.

WKLC-FM (105.1 mhz) St. Albans, W.Va.—Seeks CP to make changes in antenna system; change antenna to frequency of 1050 kHz; decrease ERP to 3.55 kw; increase HAAT to 665 ft., and request waiver of miles separation rules. Ann. April 22.

V applications


WWR-TV (ch. 30) San Juan, P.R.—Seeks CP (BPCT-0032063) to change TL. Ann. April 18.

WGGSE (ch. 43) Myrtle Beach, S.C.—Seeks CP (BPCT-01022K) to change ERP to 156.4 kw vis., 15.64 kw act., change TL, and change HAAT to 600 ft. Ann. April 18.

M actions

WSLK (1600 kHz) Hyden, Ky.—Granted CP to increase power from 500 kw to 1 kw. Action April 8.

WFTG (1400 kHz) London, Ky.—Granted CP to change frequency of 960 kHz; change hours of operation to 11 kw and make changes in antennas. Action April 19.

M actions

KKYS (107.5 mhz) Hanford, Calif.—Granted CP to change ERP to 16 kw; change HAAT to 860 ft., and change TL. Action April 3.

WWET (95.3 mhz) Monticello, Ind.—Granted CP to change antennas; change ERP to 1 kw; change HAAT to 520 ft., and make changes in antennas. Major environmental action under section 1.105. Action April 6.

WRUC (89.7 mhz) Schenectady, N.Y.—Granted CP to change frequency of 89.7 mhz; change hours of operation to 100 kw; increase ERP to 91 kw. Action April 21.

*WTEB (89.5 mhz) New Bern, N.C.—Granted modifications of CP (BPET-80110144AK) to make changes in antenna system and change TL. Action April 5.

WKON-FM (97.7 mhz) Ronevorte, W.Va.—Granted modification of CP (BPET-81010102AD) to change ERP to 45 kw; increase ERP to 400 kw; and change HAAT to 713.4 ft. Action April 11.

V actions

KTVB (ch. 11) Anchorage, Alaska—Granted CP to change ERP to 50 kw; and change HAAT to 507 kw. Action March 31.

KRCU-TV (ch. 22) Cotati, Calif.—Granted CP to change ERP to 51.65 kw, and make changes in antennas. Action March 31.

WPAN (ch. 53) Fort Walton Beach, Fla.—Granted CP to change ERP to 5,000 kw vis., 500 kw act., and change HAAT to 713.4 ft. Action April 11.

WTIU (ch. 30) Bloomington, Ind.—Granted CP to change ERP to 290 kw vis., 39 kw act. Action March 31.

WFDO (ch. 28) New Bedford, Mass.—Granted CP to change ERP to 1,350 kw vis., 33.3 kw act., and change HAAT to 810 ft. Action April 8.

WLXI-TV (ch. 61) Greensboro, N.C.—Granted CP to change ERP to 50 kw; and change HAAT to 564 ft. Major environmental

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Tifton, Georgia
Portland, Indiana
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Tulsa, Oklahoma
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Fort Worth, Texas
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Galveston, Texas
Reno, Nevada
New Orleans, Louisiana

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Fresno, California
Greenville, North Carolina
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El Paso, Texas

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In contest

FCC actions

- FCC proposed modifying its rules regarding assignment of call signs for AM, FM and TV stations. Instead of resolving call letter disputes, FCC proposed processing and granting all call sign requests. In event local court determined that station should use particular set of call letters, FCC would assign different set. Ann. April 7.
- FCC adopted rules which will permit use of lottery system to select initial licenses in cases where there is more than one applicant for communications facility. Ann. April 4.
- FCC eliminated certain restrictions on FM radio broadcast stations' subsidiary communications uses of FM baseband subchannels and changes certain technical limits and procedural requirements. Ann. April 7.
- FCC deleted its rule provisions limiting and requiring approval of financial considerations involved in settlement agreements under which one or more competing applicants for broadcast license withdraw to eliminate mutual exclusivity. Ann. April 7.
- FCC noted "patent deficiencies" in Comsat response to FCC Comsat Structure order, in which Comsat was directed to revise its cost allocation system. Comsat had not complied with FCC's directive to have independent auditors verify consistency of proposed changes with Comsat Structure requirements. Ann. April 7.
- FCC denied Western Union International (WUI) and RCA Global Communications Inc. (RCA Globcom) reconsiderations of Comsat Structure, in which FCC decided Comsat participation in all present and future nonintelsat/inmarsat activities would be through its subsidiaries only and parent organization would be limited to cintelsat/inmarsat functions. Ann. April 7.
- ALJ John H. Conlin granted application of Whitco Broadcasters Inc. for new UHF TV ch. 69 Hollywood, Fla., and denied competing applications of Family Televisio 69 Inc., Golden East Broadcasters Inc., and Christian Media of Florida Inc. concluding Whitco was preferred because it demonstrated it could make full-time commitment to a proposed station and is entirely minority owned. Ann. April 13.

Legal actions

- U.S. Court of Appeals for Tenth Circuit (Denver) at firm FCC actions allocating additional VHF TV channels to Johnstown, Pa. (ch. 8); Knoxville, Tenn. (ch. 8); Sa. Lake City (ch. 13), and Charleston, W. Va. (ch. 11). Court rejected petitions for review by Springfield Televisio c Utah Inc., Storer Broadcasting Co., West Virginia Telecasti ng Inc., and Roy H. Park Broadcasting of the Tri-Cite Inc., accepting FCC's expert judgment that any possible disruption of translator service. In terms of people served was more than offset by gain in service realized by drop-in and FCC's rejection of contention that new drop-ins should provide protection if current licensees decide to cease change existing facilities in future. Action April 22.

Call letters

Applications

Call Sought by

New FM's

KNNX Plumas Wireless Inc., Quincy, Calif.
KWKR KJUL Inc., Leoti, Kan.
KXKY CM Broadcasting Co., West Plains, Mo.
KCTZ Bee Broadcasting Inc., Bozeman, Mont.
KZZY Pearson Broadcasting Co., Devis Lake, N.D.
*KMPR Prairie Public Television Inc., Minot, N.D.
KBNX-FM Bear River Broadcasting Co. Inc., Tremonton, Utah

Existing AM's

WZZX WNLU, Lenoir, N.C.
WWXX WXJY East Longmeadow, Mass.
WBIB WBMA Beaufort, N.C.
WyCM WQDR Murfreesboro, N.C.
WWTR WXRZ Agood, Tenn.

Existing FM's

*KLST WPRG Baton Rouge, La.
WWI(N)-FM WBKZ Glen Burnie, Md.
WTBX WKGG-FM Hixburg, Minn.
WPKO WHHD-FM Homel, N.Y.
WJGD WBOM Jefferson City, Tenn.

Grants

Call Assigned to

New FM's

KCTB-FM Glacier Communications Inc., Cut Bank, Mont.
*KNYD Creative Educational Media Corp., Broken Arrow, Okla.
*WXLV Lehigh County Community College, Schnecksville, Pa.
*KZIM Grayson Collegiate Communications Inc., Denison, Tex.
WEOX Northshore Communications Inc., Manchester, Md.
KNOI Tri-County Broadcasting, Deer Park, Wash.

Existing AM's

WTTP WSTO Natchitoch, Mass.
KAMT KMO Tacoma, Wash.

Existing FM's

KLYD-FM KMGN Shatter, Calif.
KSCB-FM KEZS Liberal, Kan.
WNBF-FM WGCR Weinterpret, Pa.
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Broadcasting® 1735 DeSales St., N.W. Washington, D.C. 20036
HELP WANTED MANAGEMENT

Inernal sales manager. Suburban Minneapolis/St. Paul station seeks experienced radio time sales professional. You will join a seasoned management team rebuilding a facility with excellent potential. Must be very able to recruit, train, lead, and motivate sales personnel. Some travel required. Excellent regional and national marketing efforts. Managerial and strong people skills required. EOE, M-F. Resume with references, tallied letter with salary requirements, and outline of philosophy to: Steve Moravec, President, Radio Station WVLQ(AM), 104 N. Main, Stillwater, MN 55082. Phone calls please.

Inernal manager for Northeast AM/FM. Experience both sales and general management is required. Base salary 535,000 plus override. Potential for future utility position. Send resume and references to Box 1-E, EOE.

Major group owners seek experienced general manager for AM/FM combo, top 50 Midwest market, experienced in national sales, working knowledge of facets of business including budgeting, programming, and FCC regulations. Send full resume, salary history, and references in first letter to Great Trails Broadcasting, Box 454027, Des Moines, IA 50340. Replies confidential. Equal opportunity employer.

Stroplex needs professional GM. Expanding radio duo needs GM with proven track record in sales. Sh ow management and staff motivation. This is a job career move which could lead to equity in a future Sunbelt market. Send resume to: Robert B. Hess, 1723 Ohio Savings Plaza, Cleveland, OH 114.

Station manager wanted with a proven sales record full time, Southeast, medium market FM. Growing area of northwestern Georgia. Established station under new ownership and new facility. Send resume to Box 6.

Ineral/sales manager for central New England 4FM. Strong sales management background essen-
tial. Send letter, resume and salary requirements to Box W-11.

Sales manager wanted for 50,000 watt FM facility located outside Portland, Maine market. Extensive hands-on sales experience required. Proven track record necessary. Send resume and references to Box 8.

Sales managers. Group owner seeks experienced ineral sales managers for AM and FM stations in top Midwest markets. Experienced in national sales, seeking knowledge of budgeting important. Must be sales motivators. Send resume, earnings history, salary requirements, and references in first letter to Great Hills Broadcasting, 4 South Main Street, Dayton, OH 45402. All replies confidential. Equal opportunity employer.

Sales managers, sales managers, and account exec-
tives. Positions available due to present and
then expansion. Resume with sales success back-
ground to Withers Broadcasting, PO Box 1238, Min-
on, IL 62264.

HELP WANTED SALES

WxU Florida — aggressive, enthusiastic radio personality. This is the time to make that move. FL. 250,000 metro. AM/FM stations. Our top lessees made a bundle last year! All replies strict confidence and resume to Sales station. PO Box 216, Ft. Myers, FL 33902.

Isconsin's No. 1 radio station, WEZW FM 104, is looking for attractive female sales opening. Send us your detailed resume, highlighting your broadcast sales accomplishments, to Sales Manager, WEZW, 735 W. Wisconsin Ave., Milwaukee, WI 53233.

We're in the West and you're not. We can put you in places you've never been. With a career-oriented, want money Major station, major market, must have major AOR. Don't kid yourself, it's hard work in sales. We need a successful AOR. No need apply. If you can't prove your track record, don't follow this one up. EOE. Full details to Box T-91.

Long Island radio station looking for successful salespersons ready to move up. Send resume to Sales, WRCN, Box 666, Riverhead, NY 11791. EOE.

An opportunity exists for a talented sales profes-
sional to join a major group owned radio station in the Sunbelt region. This person must have at least one year of proven radio sales success; be aggressive and demonstrate the desire to win! This is a major market opportunity with excellent advancement potential. EOE, M/F. Send resume to Box W-13.

Prepare yourself to be a more marketable candi-
date for one of the jobs in this column. Attend a profes-
sional 3-day sales seminar, recognized by leaders in the industry, on May 19-22 in Chicago. Presented by Jim Hooker of Media Sales Training Systems. Tuition: $550. We'll help you locate a position with one of our clients if you attend. Call now to register or ask ques-
tions: 312-351-0444.

Aggressive, experienced radio account executive,
required for AM/FM station. No order takers. Excellent opportunity in fast growing market with top rated AM contemporary and FM adult stations. Send resume, track record, and earnings to Vince Lee, Tourelle Broadcasting Company, PO Box 6057, Palm Springs, CA 92263. No calls, please. EOE, M/F.

Need aggressive salespeople willing to call on possible advertisers for a growing 25-year old radio station. Need innovative persons to generate new sales. Broadcast sales experience necessary. Salary for 30 days plus commission, after that draw against commission. Call 703-347-1420, or mail resume to WKCW, PO Box 740, Warrenburg, WA 21166.

Sales Manager for south Louisiana market 100 KW FM and 1 KW AM combination. Contempo-
rary format, a great opportunity for the right person. Can advance to station manager, Salary plus override. Send resume & references. Confidentially assured. Equal opportunity employer. Write Box W-19.

Wanted: experienced sales person for a Wiscon-
sin top country radio station. Full benefits, Resume no later than May 9th to KXLX/Radio, PO Box 47, Eau Claire, WI 54702. EOE.

Colorado! If you're an experienced, hard-working, motivated sales specialist who's dreamed of living in one of rural Colorado's finest hunting and fishing areas—with skiing only 45 minutes away—send resume with reference to Bob Courey, KSLW, Box 631, Monte Vista, CO 81144.

Account executive, experienced, proven track record, 25-40th Northeast market, AM-MOR top 10 needs heavy weight. Send resume, billing history and references to Box W-22. EOE.

Central coastal California, AM/FM combo opportu-
nity. If you're one of the brightest radio groups, come live in our beautiful community if you are motivated to make great money and enjoy selling direct retail. Send resume to KSLYKUMA, PO Box 1400, San Luis Obispo, CA 93406, EOE.


Station managers, sales managers, and account exec-
tives. Positions available due to present and
then expansion. Resume with sales success back-
ground to Withers Broadcasting, PO Box 1238, Min-
on, IL 62264.

Florida calling! small market station, rapidly growing, needing experienced salesperson, career op-
tatives and sales managers, for newly acquired station in central Florida. Draw. 20% commission, and carfare. Overseer for, Country 105.7, to succeed ART. No need apply. If you can't prove your track record, don't follow this one up. EOE. Full details to Box T-91.

HELP WANTED ANNCOUNCERS

Professional air personnel needed for nostalgia radio station. Good production skills, experience necessary. Send resume and tape to: WYGO, Box 2575, Charleston, SC 29403. EOE.

Tokyo radio begins operation soon. Seeking non-
smoker professional board/men/women; minimum 5 yrs' experience, preferably not oriented in rock. Per-
sonality, imaginative broadcasters (American-European-Asian) who can run own board, write copy, pro-
duce and interested in Japan but interest in broad-
casting in primary. Beginning salary commensurate with beginning of station, but will rise with station success. Send resume and tape; Gateway Radio. 4-23-16 Mejiro, Toshimaku, Tokyo, Japan 171.

No. 1 regional AM/FM in western Nebraska needs experienced announcer/person. Three years' experience required. Knowledge of automation desirable. No tape necessary. Send to Box 309, Ogallala, NE 69153. Equal opportunity employer.

Quality small market MOR FM seeks mature-
voiced announcers with copy and production skills. Also newspeople—full and part time. Gutsy-voiced females encouraged. Send resume only to Box W-7. EOE.

Experienced air talent and production pro for progressive small market 5000 watt AM and 100,000 watt FM simulcast operation. Excellent opportunity no phone calls. Send tape and resume to: Manager, KYWR, Box 491, Winnemucca, NV 89445. EOE.

The country's top-rated NB station looking for announcer with heavy emphasis on production. Must work closely with sales staff. Creativity a must. Minimum 5 years' experience. Midwest location. EOE. Send resume only to Box W-16.

WWKI, Kokomo, Indiana, seeking experienced afternoon drive country personality. Heavy on produc-
tion. T/F to Don Ragan, 304 N. Main, Kokomo, IN 46901. EOE.

Wanted: creative pro for rare opening—morning drive at top-rated AC station in America's most live-
able city. Prefer at least five years in medium to major market. Excellent benefits/working conditions. Tape and resumes to Rick Alan West, Box 746, Tulsa, OK 74101. No phone calls. We are an equal opportunity employer.

If you're a great talker, creative talent & would like to do something different with your very own radio show on major northern New England station, send tape & resume to DNCarey, WHEB-FM, Box 120, Portsmouth, NH 03801. EOE.

HELP WANTED TECHNICAL

Chief engineer position open in Sunbelt, Outstanding opportunity for someone who can maintain state-of-the-art performance of 100,000 watt fulltime classi-
cal music station. Must have excellent presentation, show, responsible for broadcast facilities, studios, satellite downlink, production facilities and future SCA operations. Computer experience helpful. Salary range $22,000, plus paid life and health insurance, tu-
ition grants at local 4-year college for you and your de-
pendents, retirement programs. Send complete resume and work history to Bob Martin, General Man-
ager, WHEL, Box 160326, Mobile, AL 36615. No phone calls. Please. Position open until filled. Affirmative Ac-
tion/EEO. Women and minorities are encouraged to apply.

Part time chief engineer. Maintain 1 kw AM direct-
tional, Chicago suburbs. Resume: WEEF Radio, 210 Sxkevey Highland Park, IL 60035.
HELP WANTED TECHNICAL CONTINUED

Chief engineer needed for no. 1 FM station in Omaha market. New construction. Good terms. Contact Manager, Box 31777, Omaha, NE 68113. 402-558-9888, EEO employee.

Chief engineer needed for 5-kilowatt AM directional on central California coast. Ideal location and working conditions. Send resume to: Hammitt & Edison, Inc., Box 8B, International Airport, San Francisco, CA 94128.

Assistant engineer for public radio station beginning July. Plan for, install, modify and maintain equipment. First class or general license required. Send resume to: Radio Search Committee, Wabash Valley College, 2200 College Drive, Mt. Carmel, IL 62863. EEO/AA.

Chief, Top SO. General license, experience in directions, FM maintenance. Staff supervision and detailed desired. Excellent pay Benefits include stock plan, pension. Gangottle, Pres., WBB/FM/V, 850 Midtown Tower, Rochester, NY 14604. EOE.

Radio engineer for Western Kentucky University's public radio stations. Responsibilities include maintenance of WKYU-FM (100 kw facility new in 1980) and the oversight of a new 90 kw repeater station to be constructed in 1983-84. A minimum of three years' experience in the maintenance of state of the art FM transmitter. Good audio equipment is required. Excellent working environment and facilities; competitive salary and liberal vacation and fringe benefits. Send resume to: WKYU, WKU Office of Academic Affairs, Wetherby Administration Building, Western Kentucky University, Bowling Green, KY 42101. An affirmative action/equal opportunity employer.

HELP WANTED NEWS

Experienced news director for progressive, small market 5000 watt AM and 100,000 watt FM simulcast operation. Excellent opportunity. No phone calls. Send resume to: Manager, WKYW, Box 491, Winner, SD 57580. EOE.

Do you have a great voice and excellent reporting ability, but you're waiting for your first break? Send resume, salary requirements only to Box W-4.

Afternoon drive talk show host wanted. Experience required. Tape/resume: Edward Smith, WGLM-AM, 8th & Church Streets, Lynchburg, VA 24504. 1-847-1266. EEO.

Oklahoma medium market FM seeking applicants for news director. Journalism training plus minimum two years' experience required. Excellent salary and benefits. EOE/ME. Resume only to Box W-18.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

WHCN, Hartford, needs a great production director with strong copywriting skills. Tapes and resumes to Daniel Francis, WHCN Director, WHCN, 1039 Asylum Avenue, Hartford, CT 06105. EOE.

News director/promotion director for Alabama market. Have immediate opening for creative writer/producer to take charge of commercials and station promotions. Regular air shift also required. Top dollar for top talent. Send resume and written samples of work only to Box T-94.

Promotion manager with radio experience in production and programming. Creative individual to implement all station promotion events. Must have good voice. No. 1 country western station in Sunbelt. Send resume only to Box T-126. EOE.

Program director for non-music broadcasts of public radio station beginning July. To be responsible for local public affairs/news, other special programming and network programs. Ability to work with student staff, BA in journalism, broadcasting background preferred. Send resume to: Radio Search Committee, Wabash Valley College, 2200 College Drive, Mt. Carmel, IL 62863. EEO/AA.

Meteorologists needed for new radio weather service based in major mid Atlantic city. Current radio and television meteorologists preferred but nonbroadcast meteorologists also encouraged to apply. Send resume only with references and date of availability to Box W-12.

South Florida full time production—need experienced, creative, professional. Must have experience in producing radio commercials. High compensation for that outstanding person. Send resume, tape and availability date to: Box 216, Fort Myers, FL 33902. An equal opportunity employer.

Farmer/executor (experienced specialist in radio and TV) for University radio station, KSAC. Responsible for daily agricultural programming, features for the K-State radio network and other related duties. Master's degree in agriculture or communication with experience in area not covered by degree program. Two years' minimum experience. Excellent agricultural broadcasting position with good compensation and benefits. Application deadline: May 15. Contact Jack Burke, KSAC, Kansas State University, Manhattan, KS 66506. 913-532-5851. Kansas State University is an equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

General manager: dedicated professional with 21 years as achiever with logistical know how. Aggressive, energetic, detail oriented. Excellent experience again permits to provide top management. Take charge individual with strong organizational skills. Experience includes managing AM/FM, all size markets. Want an achiever with excellent credentials! Write Box T-98.


Positive results guaranteed. My experience includes sales, programming, operations, engineering and management. References will confirm my professionalism, integrity and hard work. Christian, thrifty, married, one child, Palm Beach, Ohio, Midwest, or mid-Atlantic. All market about Sandy Swingle, 703-743-4371.

General manager—"Mr. Radio": 30 years of know-how all phases. Small/midmarket market stations can come alive with net quality. Ready for permanent move/movewear. Eventual part ownership desired. Serious offers only Box W-2.

Uniquely qualified veteran Broadcaster with station, group, network experience. Long experience interested in operational or consultancy opportunity. Outstanding record of producing winners. Prefer Southeast. Replies in confidence to Box T-35.

Results-oriented general manager with 18 years' experience in all areas of radio. Currently managing in Dallas; also have medium market sales experience. Leading station group in billing. Looking for solid financial incentives with success-minded owner. Sales trainer, market and product analysis, turn ideas into action, turn action into profits. Write Box W-14.

Future station owner. Manage your station now, buy it later. Ohio, Virginia or adjacent states. 703-434-7437.

22 years' experience, 17 as GM, KEYS, consistent winner in nightly competitive market. Know every facet of station operations. Cost conscious, profit oriented. Ed Steele, 4805 San Blas, Corpus Christi, TX 78411. 512-852-5588.

Impressed by credentials? I've got them as GM of group and network owned stations in major markets. Or if experience and achievement interest you I've broken sales and programming records while consistently delivering at the bottom line. But most importantly if a winning attitude, the ability to perform, and documented success rate high on your list, you'll recognize the challenges of competitive, challenging markets, hard work and long hours have always been part of my lifestyle. Box W-25.

General manager who can do it all, Bottom line oriented. Young, enthusiastic, hard working, diligent, with a great track record. All markets considered. Write Box W-39.

SITUATIONS WANTED SALES

Get Free Tape Fasti Call the published writer. Adrian, 201-773-3429. Tape/resume. Do not take resi:

Nationally known female account: executive/co- owner, major market radio and television, 15 years major market. '73 college degree. Willing relocate. Would consider group offer. Write Box T-11.

Proven sales, Matrue, assister. Reliable. Pret West/Southwest, but will relocate anywhere. Taps resume upon request. Neil Webster, 409 Elm Avenue Dumas, TX 79029. 906-332-5282, evenings.

SITUATIONS WANTED ANNOUNCERS


Can wear 2 hats. Nine years computer operator, now a trained broadcaster with writing skills. All market Salary negotiable. Guy Hamilton, 212-784-7454.

Highly literate broadcaster looking for all spot work or combo with board work. BP must a medium/mkt. First phone. Currently working. Write Box T-115.

A lean and hungry recent college grad is busily with creativity & enthusiasm. Experienced in A/C per sonality, country, news, and sports. Neil Isacs, 716-734-4813.

Attention medium markets: 3 years' experience. Excellent list building, on-air, sales, news & sport director, skilled writer. Drive time jock-country muy expert. Call Justin, mornings, 504-395-7024.

Experienced, Seeking Christian station: V Carolinas, East Coast, or Crawford, 1108 Kan Blvd. 1 Charleston, WV 25301, 304-345-2391.

Dependable individual for afternoons or high market. Excellent verbal & written available upon request. Gerry Drees, 512-631-3437 or write 5848 Naval. Chicago, IL 60631.

Attractive, personable 27-year-old male seeks a nouncing position, radio or TV. Graduated communicat ions course in U.S. Originally from Paris, France. Pr for late night show Radio; Daniel Lasqua 2030 Peachtree Rd. 7C, Atlanta, GA, 30309.

Most unusual morning team: 40 year old bachelor father (real) and 80 year old widowed mother (real) New wave humor. Contemporary music nonteam experience. NYC, Philadelphia, Boston, network, syndication. For in-person interview: 609-795-2085.


Announcer/sportscaster. 65 years' experience know format. Southern Rockies, West Coast lea message 303-651-3079.

Attention: California, Nevada, Arizona. Veteran personality compatible with rock or country. Movin' west in May. 703-483-7406.

Janet Lynch has nothing but intelligence, dedication, perseverance, enthusiasm, potential. Professio nal attitude. 3 1/2 yrs. related experience, WLCV grad, currently employed, degree, RRT broadcasting. Seeki broadcasting position with advancement. 3743 Dei Dr., Las Vegas, NV 89123. 702-855-2208, or for resume 502-589-4215.

If you need a hard working announcer with a great personality, an excellent radio voice, who's reliable and fun, I'm the guy you want. I've got three month experience, I'm good and you'll be satisfied. Will relocate. Call Paul, 414-257-3380 from 9 AM to 5 PI after 5 PM, call 414-453-4548 or 414-543-8688.


Experienced talk show host-producer available immediately. Relocate anywhere! Bruce, 216-732-8383.
**SITUATIONS WANTED ANNOUNCERS CONTINUED**

**Southwest preferred but any area considered. Personal qualities seeking country or rock call.**

*Telephone '03-483-7406*

**Experienced announcer/Technician 1st phone, production, copywriting, sales.**

*Write Box W-38*

**Real talent. New York City trained, 2 years on air, with sales and production exp. Will consider any challenging situation. 212-941-2178, Jr. B.**

**SITUATIONS WANTED NEWS**

*Black market experience. Seeks full-time newscaster position in Bethel, AK. Community licensee committed to local production with emphasis on bilingual/bicultural programming in English and Yupik Eskimo. Bethel is located 400 air miles west of Anchorage and accessible only by air. Station serves villages in southwestern Alaska through extensive TV translator system. Qualifications: 5 years experience looking for direct sales and production experience in broadcasting. Public broadcasting experience preferred. Experience in interethnic setting helpful. Salary: commensurate with experience. 4:00-7:00 AM. Send resume and reference letter and statement of professional goals to: Fred Ali, Chair, General Manager Search Committee, KYUK, Box 458, Bethel, AK 99555. Deadline for applications is May 13, 1983.*

*California network affiliated station in major market seeking director of sales. Applicant should have experience as an experienced TV sales manager with proven ability to direct sales staff and produce results. Send all details, in first letter, personnel file, resume. An EEO, MF employee. Write Box W-10.*

**Television advertising sales manager to manage production, sales, and commercial origin facility for cable TV system on tropical island of Guam. Ideal advancement opportunity for experienced TV station manager seeking challenging multi-media, aggressive sales and production experience ready to move up into 21,000 subscriber cable TV operation. Five years' management experience with proven record of sales growth and profitability. Compensation package commensurate with experience and ability. Send resume to: R. Jerry Staggs, General Manager, Guam Cable TV, 530 West O'Brien Drive, Agana, GU 96910. Tel. 477-9334, country code 571.*

**Looking for someone to help market my broadcast news service. Respond with aggressive mind.**

*Fit the bill? Call Tony 301-498-6062, or write RO, Box 56376, Washington, DC 20011.*

**KDRV TV 12, Medford's new station in southern Oregon's beautiful Rogue Valley, seeks experienced general sales manager to oversee market sales and marketing of our own station and constructing an atmosphere for creative salesmanship. We are looking for an aggressive, people-oriented, knowledgeable team leader who enjoys taking the initiative and desire to help build a solid base for market credibility. Middle market experience a plus and a creative-direct sales record a must. Send statement of sales philosophy, resume and references to Keith Lotties, Station Manager, PO. Box 728, Medford, OR 97501. EOE/MF.*

**General manager seeking experienced manager with strong sales background and ability to maintain cost control for group owned Univision station in small northeast market. Please reply Box W-24.**

**Station manager-established independent is ac-<ref>WRCB</ref>centric family-owned, determines final positions. Prefer candidate with a background in programming and operations of an independent, knowledge of feature films is a must. Send resume with salary history to Bob Baze, President and General Manager, KGMC-TV, PO. Box 14557, Oklahoma City OK 73113. EEO/IF.**

**Top rated small market VHF affiliate looking for aggres-<ref>WRCB</ref>sive sales oriented station manager.**

*Person must have strong track record. Good salary history. Good sales benefits. Station is located in the Sunbelt. An excellent opportunity for the right person. EOE, Send resume to Box W-32.*

**HELP WANTED SALES**

**Top 50 Independent looking for national sales man-<ref>WRCB</ref>ager.**

*3-5 years national experience either at station or rep. Independent station a must. Send resume to Box T-119. EOE.**

**National sales manager. UHF independent is looking**

*for an energetic and result-oriented person to han-<ref>WRCB</ref>dle regional and national sales. The person we're looking for has leadership skills, a winning attitude and sales ability. Must be a professional and have a station with a great future. Forward resume to General Manager, WRUE-<ref>WRCB</ref>-TV, PO. Box 26, Green Bay, WI 54305. An equal opportunity employer.**

**If you are hard-nosed, aggressive and a leader, we're looking for the local sales manager's job open for you. Send resume to Box W-31. An EOE.**

**Local sales manager—do you like a challenge? Are you organized, confident, able to plan, motivate, lead, and control? We're looking for a "10" local sales man-<ref>WRCB</ref>ager who can take charge of an eight-person sales department in the 55th market. Previous broadcast sales management experience desired. (Cold) resume and your philosophy of local sales to: Don Locke, General Sales Manager, KTVH (CBS). RO. Box 12, Wichita, KS 67201.**

**One more winner to join our staff. Unique market and our tools offer an opportunity and challenge. Experience in sales necessary degree preferred. Check out you'll be impressed with our credentials.**

*Send resume to Jared A. VanHorn, KWWL-TV, 500 East Fourth Street, Waterloo, IA 50703, An EOE.*

**National sales manager for WPTF-TV in the beautiful Southest. Healthly, vibrant, challenging market. Sales management experience must include. Resume and your philosophy of local sales to: Don Locke, General Sales Manager, KTVH (CBS). RO. Box 1511, Raleigh, NC 27602, EEO.**

**HELP WANTED TECHNICAL**

*Wanted: qualified chief engineer for medium market. Grows on ground floor of construction, leads and supervises new studios in the South. Send resume to Box T-65.*

**High atop the Prudential Building in beautiful downtown Boston is a transmitter awaiting tender, lowing care. If you have a minimum of 2 years' experience with Univision affiliates, contact Bob Combs, 390 Commonwealth Avenue, Boston, MA 02215, 617-267-1530.**

**Production-minded chief engineer with sound technical qualifications and ability to train and super-<ref>WRCB</ref>isve staff. South Texas VHF EOE. Box T-117.**

**ENG supervisor. Pacific Northwest television station seeking ENG supervisor with proven experience in opera-<ref>WRCB</ref>tion and maintenance of ENG equipment. Experienced managing people in news environment. Valid FCC general class license. Send resume to Personnel Director, King Broadcasting Company, PO. Box 24525, Seattle, WA 98102, EEO/MF.**


**Chief engineer for new Univision Channel 21. Must have UHF experience. Experience with engineering backup for right person. Send resumes to: General Manager, WHTN-TV, 110 North Main St., Suite 507, Concord, NH 03301. EOE.**

**Maintenance engineer. UA-Columbia has two openings for qualified individuals experienced in the repair and maintenance of VCR's, ENG/EFP system components, etc. Must be able to read schematics and operate test equipment of all types. UA-Columbia offers a highly competitive salary and liberal benefits. Electronics degree preferred. Send detailed resume including salary history requirements to Box W-8.**

**Good hands-on-technician needed for Sunbelt network affiliate. Looking for good number two man aspiring to chief. Good benefits and working condi-<ref>WRCB</ref>tions. Box W-17. EOE.**

**Director of Engineering, Hawaii VHF network affili-<ref>WRCB</ref>ate and production center looking for person with prior TV engineering background and strong management skills. Full responsibility for all technical personnel, scheduling, facilities, operating, engineering budgets and compliance with federal and state regulations. Send resume and references to Personnel, KITV 1290 Merchant Street, Honolulu, HI 96814. An EEO/MF.**

**TV studio engineer, FCC general required. Ex-<ref>WRCB</ref>perience in video tape, camera control, sound mainte-<ref>WRCB</ref>nance. Excellent opportunity to grow with group owned station. Send salary requirements and resume to EEO, WRDU, PO. Box 216, Durham, NC 27702.**

**Television management engineer—minimum 3 years' experience in TV maintenance and FCC 1st or 2nd Class general ticket. Send resume to Frank Etherington, KYEL-<ref>WRCB</ref>-TV, PO. Box 592, Yuma, AZ 85364. Equal opportunity employer.**
HELP WANTED TECHNICAL CONTINUED

Engineering-assistant to chief engineer-Telecommunications Division at MCCC needs assistant to check licenses of all radio, TV and satellite facilities. Must have SBE certification plus. Work with state-of-the-art radio, TV and satellite facilities at West Windsor campus, including public radio station WWFM, MCCC cable TV station and satellite dishes. Must be able to program academic programming, perform maintenance and operational tasks. Must be able to work with and motivate staff of 45 plus technical professionals. Must be an excellent communicator and demonstrate leadership qualities. Must be a registered SBE and have at least two years' experience in technical broadcasting. Send resume to: Mercer County Community College, Personnel Services, NJ 08889.

HELP WANTED NEWS

Anchor. Experienced. Authoritative. Friendly. Good writing/communicating skills. Group owned, Midwest network afflicate offers good salary, excellent fringe benefits, stability. Resume, salary only to Box T-78, An EOE.


Quality group, looking for quality people. We're looking for fresh talent with a firm commitment to news. If you're currently a reporter, anchor, producer or meteorologist ready to move up to a 50's market with a top notched news operation send us a resume and salary requirements only to Box T-93. Equal opportunity employer.

Orlando's dominant station needs another reporter-anchor. If you're really good, rush your tape and resume to: WFTV, Box 999, Orlando, FL 32802. No phone calls, beginners or agents, please. WFTV is an equal opportunity employer.

Sports anchor. Growing Sunbelt, Gulf area, University town. Excellent opportunity. Good advancement possibilities. Latest equipment. Immediate opening. Send resume and salary requirements only to Box T-90. An EOE.

News photographer. Great opportunity for experienced videographer in competitive Midwest market. Send resume and tape to Peg Donovan, WRAU-TV, 500 N. Stewart Street, Creve Cœur, IL 61811.

Assistant news director with excellent writing skills. Large Gulf Coast VHF EOE. Resume only to Box T-115.

CBS affiliate seeks experienced weatherperson who takes weather seriously. Degree, on-air experience preferred. Send resume, tape, and Salary requirements to: Mark Robertson-Baker, Box 1400, Amarillo, TX 79112.

News director with excellent editorial skills and ability to motivate and train staff. VHF in good Texas market. Resume only to Box T-120. EOE.


Experienced TV news reporter—needed July 1, 1983. Send VTR and resume to John Howe, KULO-TV, PO Box 10,000, Reno, NV 89510, EOE.

Reporter, WTOL-TV. Northwest Ohio's leading station, needs a strong field reporter to join our aggressive No. 1 team. Two years' previous experience. Resume only in first letter to Kirk Windker. News Director, WTOL-TV, PO Box 715, Toledo, OH 43695. No calls. MF EEO.

News director — WSCG-TV, Charlotte, NC. Looking for highly experienced news professional to manage 5-person staff. Three million dollar news facility expansion near completion at this Cox Communications, Inc, station. Respond directly to PO Box 34665, Charlotte, NC 28224, c/o Greg Stone, Vice President and General Manager. An equal opportunity employer. M/F.

Experienced TV news videographer—needed July 1, 1983. Send videotape, resume and references to John Lowe, KOLO-TV, PO Box 1,000, Reno, NV 89510, EOE.

Investigative reporter. Must be experienced with proven track record. Send resume only to Box T-144. An EOE.

News director for award winning TV-(AM-FM) news department. We're looking for an imaginative and innovative news professional to direct this market's fourth largest network affiliate. Leading news director, veteran journalist, skilled in directing people and possess a positive attitude in the effort of managing a winning team. Television is NBC and radio ABC. Send resume to General Managers, WEAU, Inc., PO Box 747, Eau Claire, WI 54702, by May 6, 1983. An equal opportunity employer.

East Coast, top 20 market, network affiliate, VHF television station, seeks sports anchor for weekend/nightly newscast. Applicants must have at least four (4) years' TV sports anchor experience (at least two years in a major TV market), including news gathering, writing, editing and directing. Send resume and tape, to KKTV, PO Box 813, Colorado Springs, CO 80901. Must be able to work with network clients as well as commercial clients in the eastern part of the country. Send resume and tape to: John Musante, WTCI, PO Box 22610, Houston, TX 77227. EOE.

Sports photographer. Experienced TV sports photographer needed for major market affiliate. Heavy exposure. Must have excellent fast shooting and editing. Resume only to Box W-28.

News director/anchor. KDRV-TV 12 is looking for ag- gressive, dedicated News Anchor. We are interested in developing a dynamic professional newsroom for Medford, Oregon's newest television station. We want a solid professional team player with an aggressive outlook. Must love television, enjoy being the first to do it right. Send resume tape news management philosophy and references to: Keith Seitz, News Director, PO Box 729, Medford, OR 97501. EOE.

Anchor. Strong station in sunny Southwest market seeks anchor to complement current male anchor. Applicant must have 2 years' experience. No beginners. Anxious to fill position. Rush tape resume and references to: Rayfield Ivey, KJKK, PO Box 35331, Albuquerque, NM 87176-5331. EOE.

Anchor-reporter for medium-market network affiliated station in Midwest with strong news commitment must be solid journalist. M/F. EEO. Resume, with references only to Box W-30.

Full-time, general assignment reporter for active small market. Must have at least a top-notch journalist who can see a program sparkle with good organization, excellent writing and superb news judgment. If you fit the bill, send resume, tape and salary requirements to: Bob Cole, News Director, WWTV, PO Box 1118, Miami FL 33138. Equal opportunity employer.

Producer for aggressive news station in SE. Must be a good writer, organizer and able to communicate with superiors as well as staff. Three to five years' experience required. Good salary for the right person. Resume to Box W-34. EOE.

KRV, Metromedia. KRV-TV now accepting applications for a production manager. Must be able to explain technical subjects in interesting, informative way. Emphasis on production and writing skills. Academic credentials helpful. Send resume and tape to: Anthony Burden News Director, KRV-TV, PO Box 22810, Houston, TX 77227. EOE.

Help wanted programming, production & others

Program director—leading independent station in New England is seeking a program director will minimum 3 years' independent station experience. Send resume and salary requirements only to Box T-79.
HELP WANTED PROGRAMMING, PRODUCTION, OTHERS CONTINUED

PRODUCTION manager. Production company seeks imaginative director. Production experience in all areas of production and post production. Excellent knowledge of ENG shooting, editing, and lighting. Must be available to relocate. Box W-20.

bilingual operations manager for new Catholic TV station in Los Angeles. Experience in broadcast and nonbroadcast operations. A local station winner. Creativity, technical know-how, and the energy to be a dynamic, hands-on leader essential. Excellent salary and benefits. Box W-124.

Sportscaster seeks new position. Prefer sports, but open to all offers. Let’s talk. 305-763-1866.

Meteorologist interested in making a change to a large market. AMS seal. Write Box T-131.


Award winning independent investigative documentary producer who has no 1. market field producing and newswriting credits wants to join major market affiliate or O & O in Los Angeles. Write Box W-37.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Emerson College ’83 grad—seeks entry level position in production, programming, technical operations or syndication. 5 years’ experience in major Northeast market. Writing to relocate to California or elsewhere. Write or call Grad, clo 617-388-5207, or reply to Box 1152, Chelsea, MA 02150.

Assistant producer with exceptional organization skills. Present film positions utilize hands-on experience with camera, lighting, editing and sound. Box T-136.


Multi-faceted May ’82 grad with operations & production internships, seeks entry level position in production, with broadcasting, cable, or production company. Experienced in sales, news, production, on-air copywriting, and the field. Send resume to: Jon Mertz, KYW-TV, 0-10th Street, Sacramento, CA 95814. E/M/F.

SITUATIONS WANTED TECHNICAL

SITUATIONS WANTED NEWS

Solid anchorwoman—40’s, 8 years. Los Angeles VHF. Seeking quality situation, immediate challenge. Dean. 213-546-5305.

News photog—top twenties market, looking for news or mini-doc position in East Coast market. Write Box T-77.


News executive with extensive experience as manager and ratings winner seeks news director or other top management position in top 30 market. Write Box T-112.

Broadcasting meteorologist. Commercial TV meteorologist looking for move into top 100 market. Try a tape, you’ll like it. Write Box T-122.

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Sportscaster seeks new challenge in operation that justly rewards creativity and leadership. Solid anchor/reporting skills, coaches’ programs, timely commentary, impressive involvement packages. Tape shows versatility. Box T-124.

Versatile talent/producer seeks new position. Prefer sports, but open to all offers. Let’s talk. 305—763-1866.

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Award winning independent investigative documentary producer who has no 1. market field producing and newswriting credits wants to join major market affiliate or O & O in Los Angeles. Write Box W-37.
WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Kibbide Street, La Mesa, TX 70040. Manuel Flores 512-723-3331.


Good useable broadcast equipment needed: all types for AM-FM-TV Cash available! Call Ray LaRue. Custom Electronics Co., 813-685-2938.


FOR SALE EQUIPMENT


Quality broadcast equipment: AM-FM-TV new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable dealers. Call Ray LaRue. Custom Electronics Co., 813-685-2938.

For sale: 1-890-foot Kline tower; 7'-6" face. Coming down now. Call 901-274-7510.

CMX 340x with Grass Valley 1600 switcher including all 4 squares and interface for Ampex 1". Available immediately. 1 y. old. Complete now working. 598-500, 213-467-6272.

Ikegami HL77, broadcast plumbicons, low hours. 1:10 Canon servo zoom, all accessories, metal shipping case, asking 512,000, 659-829-9000, ext. 205, Paul.

Used broadcast television equipment: Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.


COMEDY

Free Sample of radio’s most popular humor service. (Request on station letter head.) O’Liners, 1237 Armacost, LA 90306.

CONSULTANTS

Why hire a production assistant that can’t troubleshoot when you could hire a VTl graduate? Video Technical Institute. Joe Clark—214-263-2613.

Tapes critiqued by mail for TV news anchors, producers, reporters. Feedback Unlimited, 1313 Williams, No. 901: Denver, CO 80216.

INSTRUCTION

San Francisco, FCC license, 6 weeks 6/20/83. Results guaranteed. Veterans training approved. School of Communication Electronics, 612 Howard SL SF CA 94105. 415-392-0194.

RADIO PROGRAMING


MISCELLANEOUS

SeaVision Videocassette Sailing Magazine seeks sailing featurettes on film or videotape. Contact Managing Editor, Gary Greco. Beach Video, Box 8521, Madeira Beach, FL 33768.

Help Wanted Sales

Productions

has a tremendous career opportunity for you...

- If you’ve got a minimum of two years in radio sales.
- If you can live in Dallas, Texas.
- If you can travel on a limited basis.
- If you are skilled in creating major market presentations to station and group management.
- If you believe TM’s marketing tools are an asset to any radio station.

If you’re ready to make your broadcast sales skill really PAY OFF; send resume and introductory letter plus references to: Michael Baer, GSM, TM Productions, 1349 Regal Row, Dallas, TX 75247.
Situations Wanted Announcers

DEMOLISH YOUR COMPETITION

with a bright, attractive, professionally trained female broadcaster. Looking for small market station that insists on character, loyalty and education. Phone Olga, 212-557-7299.

HELP WANTED MANAGEMENT

TV STATION MANAGER

needed for southwest U.S. network affiliate. Rare opportunity to grow with expanding broadcast group. Applicants should possess creative management skills, solid broadcast operations experience, and a commitment to the mission of the Catholic Church. Salary negotiable. Contact:

United Catholic Broadcasting
PO. Box 8034
Ann Arbor, MI 48107
313-665-0771

CHIEF ENGINEER

WMGF FM

MILWAUKEE

Major group owner of radio stations seeks a chief engineer for our soon to be acquired FM radio station in Milwaukee. Applicants must have considerable experience in studio design and installation. Must be heavy on state-of-the-art audio and RF equipment and techniques. Proven management skills are a must. Send resume to Jerry Martin, Director of Engineering, Josephson Radio, 15001 Michigan Avenue, Dearborn, MI 48125.

Help Wanted Technical

CHIEF ENGINEER

WMGF FM

MILWAUKEE

Help Wanted News

KRIV

METROMEDIA

KRIV-TV news now accepting applications for:

- ON AIR TALENT
- REPORTERS
- PHOTOGRAPHERS

All positions require minimum 2 years experience. Send resume and tape to:

Anthony Burden
News Director
KRIV-TV
PO. Box 22810
Houston, TX 77227

No phone calls. EOE.

EJ PHOTOGRAPHER

Must have 3 to 5 years' experience working in a news operation. This person must know how to edit 3/4 inch tape and do live shots from a microwave van. Send tape and resume to Assistant News Director/Operations, WJLA-TV, 4451 Connecticut Avenue, NW, Washington, DC 20008. Equal opportunity employer.

Help Wanted Sales

KBTV-ABC and No. 1

in Denver, Colorado, looking for an account executive with broadcast sales experience. List comprised of agency, direct, and new accounts. Contact Larry Deutsch, Local Sales Manager, 303-693-4460. KBTV, 1089 Bannock Street, Denver, CO 80204. KBTV is an equal opportunity employer.

Help Wanted Technical

ENGINEERING SUPERVISOR

For transmitter and studio maintenance, 5 years' experience. Openings in Dallas and Houston. Join fast growing chain. You will be given authority and support to build a successful operation. $30,000. Call or write Ed Reid, Director of Engineering, 1712 E. Randol Mill Rd., Arlington, TX 76011. 817-265-2100.

Help Wanted Programing, Production, Others Continued

ALLIED FIELDS

HELP WANTED MANAGEMENT

TRAINEE PHOTOGRAPHERS

Up to $100 a day part/full time, male/female. No experience or selling required. Photo-marketing firm expanding in your area. Management positions open.

Write: UPP, Box 60-B
West Covina, CA 91793

For Fast Action Use BROADCASTING'S Classified Advertising

Help Wanted News

WKBW

RADIO

is seeking a news and public affairs director. The person must be creative, have strong administrative and motivational skills. At least 5 years of previous broadcast journalism experience. Previous management experience desired. A demanding, yet rewarding position with a capital city Communications station. No phone calls, please. Send resume and qualifications to Frank Woodbeck, General Manager, WKBW Radio, 895 Delaware Avenue, Buffalo, NY 14209. An equal opportunity employer.

Help Wanted Technical

WBZ-TV BOSTON

We are looking for the best production manager in the country to supervise our studio production as well as all public affairs field production and editing. The person will manage all directors, associate directors, videographer-editors and production assistants, maintain budgetary control over the production department and be responsible for overall program production values. The candidate is currently production manager in a medium or major market commercial television station that is actively involved in quality local programming. If you are interested and meet all of the above requirements, please send a confidential resume to Richard Kuniander, Program Manager, WBZ-TV, 1170 Soldiers Field Road, Boston, MA 02134. WBZ-TV is an equal opportunity employer.

Help Wanted Programing, Production, Others

NEW TV START-UP

HIRING ENTIRE STAFF

WDNS-TV 50 of Derry, New Hampshire, is accepting applications for personnel in sales, news, production, promotion, engineering, traffic, and operations, for a Fall '83 air date. If you are interested in joining a progressive broadcast team in beautiful southern New Hampshire, send resume to: CTV of Derry, 36 Commerce Way, Woburn, MA 01801. Please include salary requirements and specify position for which you are applying.

TOP-RATED STATION NEEDS

creative writer/producer for PM show with high ratings. Experience/proven record in magazine format show required. Send resume and tape to Program Manager, WMFY-TV, Box TV 2, Greensboro, NC 27420.

PROMOTION DIRECTOR

Independent TV station in major market is seeking a promotion director with five years or more experience in middle to large market. Responsible for radio, TV and print advertising and promotion, as well as publicity. Extensive on-air news promotion experience a plus. Send resume and salary requirements only to Box W-15. An equal opportunity employer.
Radio Programming

GET EXTRA HOLIDAY DOLLARS

with our exclusive, safety sales campaigns. Unlike any other, using your sales staff or our proven outside local sales recruitment. We feature distinctive, pre-recorded announcements, scripts, presentation, selling guide, and other aids. Memorial Day is next, followed by the 4th of July, Halloween, and others. For demo and details, contact Lewis C. Coley collect at 806-353-1126, or write:

AUDIO DEVELOPMENT SERVICES
5317 Raindrop Lane
Amarillo, TX 79110

One Texas station grossed $1,200 East!, using one of our 899 campaigns!

Miscellaneous

LPTV NEWS & REVIEW


LPTV News & Review
PO Box 7225
Trenton, NJ 08628

FOR SALE

Full-day, individual seminar for broadcast investors, given to you & your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Martin, President, Deer River Broadcasting Group, 551 Fifth Ave., Suite 800, NYC 10176, 212-561-2820.

Employment Service

LOOKING FOR WORK?

If you are openly seeking an on-air position in television news, weather, sports, or as a magazine-talkshow host, this may be what you need to get your tape out of the pile, on that executive's desk, and into his line of sight. If you qualify, we will satellite-deliver your demo tape to more than 400 TV stations across the country. Along with your tape goes a description of your background and the kind of position you are seeking. Replace costly time-consuming job hunting techniques with space-age technology to get that job you want. For details and qualifications, contact Talent Feed, 213-275-5755.

10,000 RADIO JOBS

10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly papers. Up to 300 openings every week! (Disc jockeys, newspeople & program directors, small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, $8. Special bonus: 6 consecutive weeks, only $14.35—save $21! AMERICAN RADIO JOB MARKET, 8215 Don Gaspar, Las Vegas, NV 89108.

RADIO JOB PLACEMENT

DJ's, news, programmers, sales, management—if you're ready to move up, NBTC can help. National, the nation's leading radio placement service, places personnel in all size markets from coast to coast. For confidential details, including registration form, enclose 1 dollar postage & handling to NATIONAL BROADCAST TALENT COORDINATORS, Dept. B, PO Box 20551, Birmingham, AL 35216, 205-822-9144.

For Sale Equipment

TRANSPOUNDER

— Priced Right —
— Available Immediately —
— Dominant Broadcast Bird —

Call Dave Hansford
1-800-752-8469

MOBILE TV TRUCK

1972 Ford Diesel Bobtail 30 ft. RCA TKP and SK-70 cameras, Ampex 2000, VTR, Conrac monitors, CDI switcher, Yamaha audio and necessary peripheral support gear. For further information, call C.I.T., Corporation, Robert Style, 251 S. Lake Ave., Pasadena, CA 91101. 213-795-8881.

For Fast Action Use BROADCASTING's Classified Advertising


Media Investment Analysts & Brokers
Bob Marshall, President

CY N. BAHADEL JR., has acquired WDSC-AM/FM Dillon, South Carolina, for $1,500,000, from BRODER BROADCASTING COMPANY INC. We are pleased to have served as broker in this transaction.

500A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-842-5251
809 Corey Creek - El Paso, Texas 79912 915-581-1038

For Sale Stations

This highly profitable combo in the mountains of the SE will pay for itself easily at 800th. A truly unique sound radio investment.

Black AM doing $1 million in volume. Excellent cash flow. Great acceptance & personnel. Asking $1.75 million, terms. Hurry!

OK Class A FM in small market. Priced 2x gross & 8x cash flow. 350th with under terms. A good buy...

Could the future action be in AM? MS AM, medium, just 300th. Others in medium & small markets.

JON MITCHELL & ASSOCIATES
PO BOX 1065
SHEREVEPORT, LA 71163
318-868-5409

Broadcasting May 2 1983
96
For Sale Stations Continued

WALKER MEDIA & MANAGEMENT INC.
Florida fulltime AM. Single station market. $450,000—very liberal terms.

John F. Hurlbut
PO. Box 1845
Holmes Beach, FL 33509
813—778-3617

BILL - DAVID ASSOCIATES
BROKERS - CONSULTANTS
303-636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

FM BARGAIN
WHY BUY A TURNAROUND WHEN YOU CAN PURCHASE A HIGHLY SUCCESSFUL FM FOR 1.25 X GROSS.

Mid-Eastern class A FM. Market of 150,000. No. 1 18-34. 300% sales increase in 2 years. Station continues 20% per month growth rate. Did 500K in ’82, will do 600K in ’83. Low overhead.

PRICE: $750,000 CASH
Need money to close another deal. Reply Box W-9.

TOP 15 MARKET
Daytime AM in a top 15 market. $500,000 cash down payment required. Principals only. Write Box W-26.

H.B. La Rue, Media Broker

BROKERAGE
Over twenty years of service to Broadcasting Appraisals * Brokerage * Analysis
Westgate Mall, Bethlehem, PA 18017
215-865-3775

THE HOLT CORPORATION

CLASS A STEREO FM
In Western Indiana; new building. Studio and transmitter at same site; new equipment (Harris), 2 control rooms, 4 acres real estate; auxiliary generator power; two-way radio; remote pick-up equipment; including portable turntables. Beautiful layout with excellent billing, but surface only scratched. Dual city ID with Clinton, IN. Terms available to qualified buyers. Possible take-over of low interest bank loan to qualified parties—principals only. Contact Keith Spence, P.O. R.R. 4, Box 144-A, Rockville, IN 47872, or phone 317–559-2026.

STV SERVICE FOR SALE
Subscription television service for sale in top ten media market with 25,000 subscribers. Totally addressable and serving large uncabled areas. Excellent terms available. For details, contact Miss Walton, 813–877-8844.

BOB KIMEL’S NEW ENGLAND MEDIA, INC.
FOR OWNER-OPERATOR
looking to buy that first station, add up these facts: single station market + AM/FM + owned land + good station building + positive cash flow now even with absentee ownership + good potential for sales increase + 25%K total, with $105,000 down & excellent terms on balance.

B DRISCOLL DR.
ST ALBANS, VT 05478
802-524-5983
or George Wilday, 207-947-6083.

The Politics of Broadcast Regulation
by Erwin G. Krasnow, Lawrence D. Longley, Herbert A. Terry

Completely revised to take into account dramatic changes in the field, such as increased competition from cable television and innovations involving satellite transmission and the regulatory climate. Political, economic, and technological changes are described and analyzed. Looking at broadcast regulation from a public policy perspective, the book is organized in two parts. Part One traces the evolution of broadcast regulation and shows how regulations and broadcasting policy are determined by the FCC, the broadcast industry, citizen groups, the courts, the executive branch, and Congress. Part Two provides five case studies of broadcast regulatory policies. A closing section gives a broad overview of broadcast regulation, relating the analytical and theoretical material in Part One to the specific facts brought to light in the case studies of Part Two. 304 Pages, annotated bibliography, index, $8.95 (paper).
For Sale Stations
Continued

CHAPMAN ASSOCIATES
nationwide mergers & acquisitions

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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) 456-9226.

For Fast Action Use BROADCASTING'S Classified Advertising

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., NW, Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment MUST accompany all orders.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. NO telephone orders, changes and/or cancellations will be accepted.

 Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., NW, Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85c per word, $15 weekly minimum. Situations Wanted (personal ads): 50c per word, $7.50 weekly minimum. All other classifications: 95c per word, $15 weekly minimum. Blind box numbers: $3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: $40 per inch. All other classifications: $70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word Count: Count each abbreviation, initial, single figure or group of figures as one word each. Symbols such as $, ( ), etc., count as one word each. Phone number including area code or zip code counts as one word each.

EASTERN SUNBELT FULLTIME AM
$1.2-mil cash or $1.5-mil terms for a 50/10-kw booms in top 75 ADI, over $3-billion gross retail market. Dominant signal, old eqpt; over 100 ac. really low Arb. Available to buyer who can move quickly. Broker: 305-465-3747, 813-391-2824.

CLASS A FM—INDIANA
Single station market; two larger markets within 30 miles. Excellent growth record and more potential. $425,000. Real estate not included, but available. WEBCO, 3812 Covington, FL Wayne, IN 46804.
Media

Appointments. Suburban Radio Group, Bel-

liment, N.C.: Robert Hilker, president, to

to

chairman and chief executive officer; William

tollins, executive VP, to president and chief

operating officer; Vivian Nichols, traffic man-
ger for group's WSVG-AM Valdese, N.C., to

director of administration for group. and Nan-
cy Jones, from group's WSVG-AM Belmont. to

business manager for group.

Jim Mitchell, executive VP and general
counsel, Field Enterprises, Chicago, named
president and chief executive officer. suc-
ceeding Richard Giesen, resigned.

Richard Holcomb, general manager, Stereo
Broadcasting Corp.'s KIQY-FM Lebanon, Tn.,
and KUKRAM-FM Kukiah, Calif., issues addi-
tional duties as VP, operations, for Stereo
Broadcasting. Peggy Larey, ad-

ministrative assistant to president. Stereo
Broadcasting, named VP, administration.

Appointments. Malrite Communications, Cleve-

land: Gil Rosenwald, executive VP, to

additional duties as director of radio; John
Chaffee Jr., VP, programming, radio and televi-
sion stations, to corporate senior VP, director
of television, and Gary Swartz, general man-
ger, 11210-FM Minneapolis, and
Len Hart, general manager, WNYRAM-WEZO-
(FM) Rochester, N.Y., to VP's.

Peter Cavanaugh, VP and general manager,
WWMM-AM-WWCK-FM Flint, Mich., named
executive VP and chief operating officer for
parent, Reams Broadcasting, Toledo, Ohio.
Ron Shannon, general sales manager, WWM-

WWCK, succeeds Cavanaugh.

Ted Baze, VP and general manager. KOMC-TV
Oklahoma City, named president.

Warren Bodow, executive VP, WQSR-AM-FM
New York, named president and general man-
ger, succeeding Walter Neiman, who died
March 30 ("Fates & Fortunes," April 4).

John Rogers, general sales manager, KOMC-
Oklahoma City, joins KOMC-AM as general
manager.

Louis Buron Jr., VP general manager, KDWB-
AM-WWCK Minneapolis St Paul assumes addi-
tional duties as regional VP for parent.

Doubleday Broadcasting.

Donald Pascarella, VP and general manager.
Preview, St. Louis subscription television op-
eration, joins Cox Cable, Omaha, as general
manager.

Bartley Walsh, VP and general manager.
NBC-owned WSKY-FM Washington, assumes
additional responsibilities as VP and general
manager of co-owned WRC-AM there.

Donald Johnson, acting general manager.
noncommercial KRMA-TV Denver, named
general manager.

Miles Knutson, general sales manager.
Wgee-AM Green Bay, Wis., joins KMGK-PFM Des Moines, Iowa, as VP and general
manager. William Roth, general manager. WFLP-FM Pritchard, Ala., joins KIOA-KMCK as station manager.

David Dodds, general manager, Wgal-TV
Lancaster, Pa., named VP.

James Saunders, president and general man-
ger, WXY-TV Norfolk, Va., joins WOTWTV Grand Rapids, Mich., in same capacity. Mi-
chael McGrew, general sales manager, WXY-

succeeds Saunders.

Harold Shively, from WFL-TV Lafayette, Ind.,
joins WMM-AM Grand Rapids, Mich., as gen-
eral manager, Dick Stawicki, from WFL-TV Fort Wayne, Ind., joins WMM-TV as director of operations.

Frederick Beilstein, VP, finance, Warner
Amex Cable Communications, New York, named president and general manager.

Warren Amex Quibe, Columbus, Ohio, suc-
ceeding John Schmuhl, resigned.

Ernie Kovacs, local sales manager, KKGO-AM-KPRI(FM) San Diego, named sta-
tion manager.

David Nueell, news director, WRC-TV Washing-
ton, named station manager.

Al Schottelkotte, news director, WCPO-TV
Cincinnati, and VP, news, for parent, Scripps-Howard Broadcasting, named station
director.

Garry Zelanski, manager of financial control.
Viacom Cablevision of Long Island, N.Y.,
named assistant general manager, succeeding Eric Kuenen, named general manager ("Fates & Fortunes," April 25).

Paul Matlock, director of public relations.
WHN-FM Bloomingtown, Ill., named director of operations.

Marilyn Miller, from Tennessee Eastman.
Kingsport, Tenn., joins Matrix Enterprises, Nashville-based MSO, as personnel director.

John Rose, assistant general attorney, law de-
partment, NBC, New York, named managing
general attorney.

Marketing

Norman Campbell, chairman and chief ex-
ceutive officer, Tracey-Locke/BBDG.
Bum., named executive VP of parent.
BBDG International.

Neil Costa and Eugene Tashoff, VP and asso-
ciate creative directors for Campbell-Ewald agency. New York, named senior VP's.

Joe Anderson, president. Warren Anderson-
Advertising, Davenport, Iowa, named vice
chairman of board. Dave Hansen, executive
VP, succeeds Anderson.

William Donnelly, VP, new electronic media.
Young & Rubicam, New York, resigns, but
will remain consultant to company.

Nira Lipner, account research manager.
BBDG. New York, joins McCann-Erickson
there as senior associate research director.

Sherlee Barish. Executive recruiter.

The best there is, because she's been doing it longer and better.
Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and
news producers. Call her!
Lon Pulse, media supervisor, Leo Burnett, Chicago, joins Foote, Cone & Belding/Honig, San Francisco, as associate media director.

Sandi Bachom-Udoff, executive producer, Backer & Spielvogel, New York, joins Cunningham & Walsh there as producer, television production department.

Doug McGinnis, national accounts manager, Turner Cable Sales, Atlanta, named director of operations. Mark Cartwright, accounting coordinator for Turner's Cable News Network, Atlanta, named national audit manager for Turner Cable Sales.

Rich Vitaliano, from Dancer Fitzgerald Sample, San Francisco, joins Foote, Cone & Belding/Honig there as VP.

Anne Zouch Schnee, account assistant, W.B. Doner, Baltimore, named group coordinator. John Noone, recent graduate, Syracuse (N.Y.) University, joins W.B. Doner as art director.


Linda Lareau, program coordinator, WKRR-TV Norfolk, Va., joins Smith & Sellers Advertising, Goodlettsville, Tenn., as public relations director.

Ned Howard, from WKKH(FM) New York, joins Hillier, Newmarket, Wechsler & Howard there as assistant research director.

Chris Reid, assistant producer, Apollo Group, Chicago, joins D'Arcy-MacManus & Masius there as copywriter. James Schnurbusch, account executive, Vinyard & Lee Advertising, St. Louis, joins D&M there in same capacity.

John Rykala, controller, McGavren Guild Radio, New York, named VP.

Risa Korris, producer, broadcast production department, Grey Advertising, New York, joins Marschall there in same capacity.

Diane Donow, account executive, MMT Sales, New York, named manager, sales team C, Chicago.

Pete Kelly, financial manager of treasury services, Katz Communications, New York, named treasurer.

Mary Horgan, assistant to sales manager, blue team, Katz American Television, New York, named research manager, eagles, sales research team. Larry Glazer, sales manager, independent team, Seltel, Chicago, joins Katz Independent Television there as account executive.

Kathy Score, account executive, Hillier, Newmarket, Wechsler & Howard, New York, named to new post of network sales manager.

Barry Neal Frey, member of sales staff, Eastman CableRep, New York, named manager, sales development.

Nancy Cooper, station manager, WPEG(FM) Concord, N.C., to general sales manager for parent Suburban Radio Group, Belmont, N.C.

Pete Remmert, regional sales manager, KOAA-TV Colorado Springs, named general sales manager.

Martin Fenton, national sales manager, WPFT-TV Raleigh-Durham, N.C., named general sales manager.

Robert Stettner, general sales manager, WTVH-TV Syracuse, N.Y., joins WSMV(TV) Nashville in same capacity.

Brenda Lane, national sales manager, KRDL(AM) Dallas, named general sales manager.

Don Walker, national sales manager, KOGO(AM) San Diego, named general sales manager.

Michael McHugh, Western sales manager, NET TV/Vipro Syndication, Los Angeles, joins KHOT(TV) Honolulu as general sales manager.

Harold Sundberg, local sales manager, WILX-TV Onondaga, Mich., named general sales manager.

Josh Barry, account executive, WNOH(AM) Norfolk, Va., named to newly created post of manager of sales development.

Jon Hirshberg, from WEEH(AM) Boston, joins WBZ(AM) there as sales manager.

Meg DeLone Lipow, account executive, WEZI(FM) Philadelphia, joins WSNJ-AM-FM there as sales manager.

Connie Butterworth, marketing services manager, Daniels & Associates, Denver, named group marketing manager.


Julie Campbell, account executive, KWAV(FM) Monterey, Calif., named Santa Cruz, Calif., area sales manager.

James Jump, general sales manager, WPFT-TV Fort Wayne, Ind., joins Blair Television, Chicago, as account executive.

Oscar Wesley, from WMC(AM) New York joins National Black Network there as member of regional sales staff.

Kent Atherton, from Group W's WBJZ(AM) Boston, joins Group W Radio Sales, New York, as account executive.

Marcy Kimball, from Eagle Advertising, Dallas, joins Selcom Radio there as account executive.

Ken Lamarache, from KFRE(AM) Fresno, Calif., joins Fresno Cable TV there as account executive.

Jon Grant, account executive, KQKY(FM) Kearney, Neb., joins KOOL-AM-FM Fort Collins, Colo., in same capacity.

Programing

Jed Daly, manager of program planning an research, CBS/Fox Video, New York, named director of program acquisition. Lisa Alte from law firm of Proskauser, Rose, Goetz & Mendelsohn, New York, joins CBS/Fox Video as attorney.

Peter Sealey, from parent, Coca-Cola, New York, joins Columbia Pictures Industrie there as executive VP.

Lawrence Keller, VP, sales, 20th Century-Fox Television, Toronto, named VP, television sales, Europe, Africa and Middle East, base in London.

Martin Keltz, executive director, Scholastic Productions, New York, named president. Jane Startz, VP, director of television an film development, named executive VP.

Richard Grove, account executive, Telepictures, Chicago, joins Group W Productions.
**News and Public Affairs**

Jim Van Messel, assistant news director and executive news producer, WRC-TV Washington, named news director, succeeding David Nuell (see “Media,” above).

Thomas Kirby, VP, news, Gannett Broadcasting’s KBTV(TV) Denver, joins Gannett’s newly acquired WTCN-TV Minneapolis-St. Paul as VP, news.

Gary Wheelock, anchor-reporter, WNY(TV) Providence, R.I., named news director.

Bill Perry, news director, WBBH-TV Fort Myers, Fla., joins WKTY-TV Knoxville, Tenn., in same capacity.

Rod Neavelli, managing news editor, WLNTV(TV) Bloomington, Ill., named director of news and public affairs.

Keith Edwards, anchor, KROG-TV Colorado Springs, named news director.

Karen Shapiro, news producer and editor, WNE(TV) Providence, R.I., named executive producer of news.


Maury Povich, anchor and talk show host, KYW-TV Philadelphia, returns WTTG(TV) Washington as host of Panorama. local talk show, and as 10 p.m. news anchor. He will also assume developmental responsibilities for Metromedia News. Povich succeeds Ross Crystal (see “News and Public Affairs,” below). Povich succeeds Ross Crystal, host of Panorama, and noon news anchor, who becomes senior correspondent for station.

Appointments, news department, WDIV-TV Washington: Mark Seeger, ENG producer, to newly created position of news production manager; Jerry Fedell, 6 p.m. news producer, KMOV-TV St. Louis, to newly created position of executive producer, 11 p.m. news, and Cindy DiBiase, from WKBW-TV Buffalo, N.Y., to reporter.

Robin Hughes, assignment editor, WHAS-TV Louisville, Ky., named assistant TV news director. In addition to supervising assignment desk, Hughes will assist news director Hal Stopfel in future planning of news operations.

Deborah Daniels, weekend anchor, KSAT(TV) San Antonio, Tex., named weekday anchor.

Laura Littel, morning anchor-reporter, WSAW-TV Savannah, Ga., joins WOOW(TV) Eau Claire, Wis., as 6 and 10 p.m. anchor.

Jerilyn Donavan, weekend anchor-reporter, WOI-TV Ames, Iowa, named principal anchor-reporter.

William Ross, reporter, KTV(TV) Oklahoma City, joins KOMO-TV Seattle in same capacity.

Pat Collins, general assignment reporter,
Gannett shuffle. In management restructuring at Gannett Co., Rocheford, N.Y., five-member office of the chief executive has been replaced by a seven-member general management committee, headed by Allen H. Neuharth, chairman and president of Gannett. Those upped to committee posts were: John Hessen, senior VP and president of newspaper division, to deputy chairman; Douglas Mccorkindale, senior VP, chief financial officer and president, diversified media division, to executive VP; John Quinn, chief news executive and president, Gannett News Service, to executive VP, chief news executive and editor, USA Today; John Curley, editor, USA Today, to senior VP and president, newspaper division, and Louis Well III, VP, corporate development, to senior VP, planning and development. Seventh member will be Madelyn Jennings, senior VP, personnel and administration.

Francisco, joins Foundation for AmeriCom, Los Angeles, as VP; director of foundation’s national and international journalism educational programs.


Douglas Long, account manager, market research group, A.C. Nielsen, New Yo named VP.

Nancy Langner, senior research analyst, N. Owned Television Stations, New York, joins sales and accounting five used by radio and television representative firms.

Louisa Nielsen, associate director of progr development, National Captioning Institi Washington, named director of cable telem program services.

Jayne Keyes, associate director, New Y State Department of Commerce's Office Motion Picture and Television Development New York, named director of office.

Samuel Holt, senior VP, programing, Nati al Public Radio, given Edward R. Murr award for “outstanding contributions to public radio” at ceremonies in Minneapolis.

Deaths

Jackson B. Maurer, 71, owner and operato WKAL-AM-FM Rome, N.Y., from 1962 u his retirement in 1980, and before that, pr ident, general manager and co-owner WHK(wm) (now WHLO(AM) Akron, Ohio; general sales manager for whkkam Cle land, died of heart attack April 8 at his ho in Fort Pierce, Fla. He is survived by his w Ruth, daughter and son, Woodward Maurer, general manager of WKAL-AM-FM.

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Herman Lay, 62, sales representative. Vi Nine/Media 9 Inc., subsidiary of nonmercial KETC(TV) St. Louis, died of card April 17 at St. Mary's Health Center, Louis. He is survived by his wife, Meredith.

Leon Burnett, 58, editor and reporter, Uni Press International, Washington, died of cancer April 26 at Northern Virginia Doc hospital. He is survived by his wife, Eljabeth, and two daughters.

**Technology**

Steven Dorfman, manager, NASA systems division, space and communications group, Hughes Aircraft, Los Angeles, named presi dent and chief executive officer, Hughes Communications subsidiary there, succeeding Clay T. Whitehead, resigned.

John E. Leonard, president, M/A-Com Land Mobile Communications, San Jose, Calif., joins TFF Inc., manufacturer of all auxiliary broadcast equipment, Santa Clara, Calif., as VP, RF products division.

Ted Jacoby, from Comprehensive Video Supply Corp., Northvale, N.J., joins FOR-A Corp. of America, manufacturer of broadcast equipment, West Newton, Mass., as national sales manager.

Lawrence Sackett, VP, telecommunications, USA Today, Washington, named to additional post of, VP, telecommunication, for parent Gannett Co.

James West, VP, major appliance business group. General Electric, Louisville, Ky., joins Dataspeed, Burlingame, Calif., as president and chief executive officer. Data speed provides data transmission service over FM subcarriers.


Carl Washenko, director of employe relations, Fairchild Republic Co., Hagerstown, Md., joins TeleSystems, Fairfax, Va.-based communications equipment manufacturer, as VP, human resources and administration.

Eugene Hill, from Tech Resources, Reno based consulting firm, joins KSD(TV) St. Louis as chief engineer.

**Promotion and PR**

Ann Morfogen, director of station services, CBS-owned WCBS-stv New York, named to newly created position of director of communications, CBS News, New York.

John Gildersleeve, director of advertising and marketing, The Games Network, video game programming service for cable, Los Angeles, named VP, creative services.

Barry Katz, assistant manager, production and scheduling operations, on-air promotion, ABC Entertainment, New York, named man ager.

William Crawford, from WGTX(AM)-WQUN(FM) Defuniak Springs, Fla., joins WLEX-TV Lexington, Ky., as director, station promotion.

Eddie Applefield, entertainment editor, WFRB(AM)-WBKZ(FM) Baltimore, joins WQSR(FM) Catonsville, Md., as promotions director.

**Allied Fields**


Ed De Fontaine, chief of assignments for news and English broadcasts, Voice of America, Washington, and former managing editor, Associated Press Radio Network, named deputy program director, news and English broadcasts, for VOA.

Douglas Ramsey, news director, KGO-TV San Francisco, joins Foundation for AmeriCom, Los Angeles, as VP, director of foundation’s national and international journalism educational programs.


Douglas Long, account manager, market research group, A.C. Nielsen, New York, named VP.

Nancy Langner, senior research analyst, N. Owned Television Stations, New York, joins sales and accounting representative for Repline, sales and accounting using radio and television representative firms.

Louisa Nielsen, associate director of program development, National Captioning Institute, Washington, named director of cable television program services.

Jayne Keyes, associate director, New York State Department of Commerce's Office Motion Picture and Television Development, New York, named director of office.

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Charlotte Tharp:
Kentucky thoroughbred
wearing AWRT's colors

Charlotte has had a sense of history and a sense of mission ever since she left her parents' modest farm in Merceny county, Kentucky to go to Louisville.

In May 1982, the mission she undertook as the president of the American Women in Radio and Television. This week that tenure winds down at Toronto's Royal York house at that organization's national convention. How does she feel about her year at the sp?

Tharp admits there have been frustrations: I think the biggest one for the president of an organization such as ours is inability to get enough things done in just one year. At the same time, I’m not sure a president with full-time regular job could stay for more than a year."

She worries about some erosion of the aims women have made in the marketplace: a frets over problems she sees in AWRT chapters that she can help only on a limited basis from afar, and she chafes about the ace of many AWRT projects. She says: "I'm not a patient person. I just wish I could have a wand and have it all resolved."

This is not to imply that AWRT has not made progress, Tharp cautions. She feels that overall the association is on course. She says indirectly reminded of this when Virginia Pate Wetter, AWRT president in 1970-71, sent her an information sheet of AWRT's goals at that time.

“Since much of it was similar to what is coming from our present long-range planning, someone might find it unsettling that we haven't fully achieved all those aims,” Tharp said. "But, to me, it showed that our members still want and that AWRT is on the right track."

"Obviously, we're moving in new directions and the type of professional development we're fostering is somewhat different from that of 1970. But our members still want that professional development; they want AWRT to be an organization of influence and importance as well as one to which people want to belong. It means that, regardless of what has changed, their desires are much the same.”

The preservation of equal opportunity remains a Tharp concern. She recounts her own history: "When I became community relations director at WHAS Inc. in Louisville, Ky., I was the first woman department head. I can say I am a child of the EEO, because at that time there were the beginnings of rumblings from the FCC about the need to get women involved in more areas. I think I would have been promoted to a job a year or two before." Now, AWRT's president fears complacency has set in and “many people feel: 'Okay, everybody's made it, everybody's got their share.'" She emphasizes: "It's not a backing off from a position, but a lack of active emphasis." Tharp says one indicator is the number of calls AWRT receives daily from members who face the loss of jobs after years of service. "If we're not making advances,” she counsels, "at least don't take steps backwards.”

Tharp adds a peppy shot for skeptics who stand off from the feminist movement and contend that the fact they are in a job is proof of their ability to get such a position: "Maybe they weren't around to know that a few years ago it wouldn't have mattered if they could do the job. And they forget there were a lot of women who worked awfully hard to get us where we are now."

In turn, Tharp is warm in praise for both the men and women in her life who helped her career. It started on the farm, where she was an only child of parents who "were very poor in everything except love." She recalls that in her childhood, "my father kept reminding me that I was no better than anybody, no worse than anybody and that I could do anything I wanted to do."

Then there was Bill Louder, a veteran of the WHAS Inc. organization who interviewed and hired Tharp away from the University of Louisville audio-visual-TV center. Tharp recalls she was "very traditional." She wanted to be the "best secretary there was to be." But Louder believed that the only way a person could do that or any other job was to know everything there was to know about broadcasting.

"He is the person that made me a broadcaster from being a secretary," Tharp adds. "He tried to teach me everything he knew. And he was my best publicity agent, constantly telling everyone about good jobs that I did. He changed me so that I felt like a real broadcaster and a public relations professional."

Overtones of her early broadcast training are in the advice Tharp offers AWRT members and those coming into the field: "There is a great deal beyond the job you have. Know beyond yourself and understand how you relate to all other things."

That is another favorite relaxation, watching TV. Of another favorite relaxation, watching TV. Of another favorite relaxation, watching TV. "I find escape in the classics," AWRT's president says. "We must keep the quality of the people as high as the quality of the equipment."

This week's convention, she says, will focus on people's skills and what people are going to have to know in an era of new technology. "I'm afraid technological advances are outstripping our training and our expectations of employees and, if we don't know how to make use of all that technology, it will be a promise unfulfilled," Tharp says.

"All the ENG equipment, miniaturized cameras and wonderful pictures are nothing, if, for example, the reporter doesn't ask the right questions, do the right research, and pronounce names correctly on air."

Life after Toronto will be only slightly less rigorous for Tharp. She looks forward to serving on the AWRT board under incoming President Jeri Warrick-Crisman of WJUR-AM Union, N.J., again becoming closely involved with her local AWRT chapter, and resuming a heavy schedule of community activities and other responsibilities at WHAS Inc.

Too, there may be more time for reading and another favorite relaxation, watching TV. Of the latter, she says without hesitation, "That includes occasionally watching some absolutely unintellectual program that doesn't make me have to think. I can sit there and stare. People in this country work hard and have many frustrations, so I can defend programming that doesn't have a particular point, but does take a person away from whatever is happening."

Then there is the dividend of seeing more of her husband, Sonny, a Louisville newspaperman and onetime professional singer.

"Our times together are excellent," she says wistfully, "but we do seem to be meeting at airports a great deal."
Lever Bros., New York, once a big spender in radio, is returning to that medium this week with its first major radio campaign in more than 25 years. Lever is spending estimated $1 million for three-month campaign to support Impulse, perfumed body spray. Radio spots will begin tomorrow (May 3), on ABC, NBC and RKO networks, using music shows to reach teen-aged and active young women. Agency is J. Walter Thompson Company of New York. Lewis spokesman said it's company's first significant campaign since the late 1950's for Pepsodent ("I wonder where the yellow went..."). In radio's heyday, Lever sponsored such series as Lux Radio Theater, The Bob Hope Show, Big Town, My Friend Irma, and Aunt Jenny's Real Life Story.

FCC authorized launch of 19 satellites last week, but its job is far from over. It has applications for 18 additional satellites pending, including two submitted last week by National Exchange Inc. and Hughes Galaxy, subsidiary of Hughes Communications. NEI, headed by Clay T. Whitehead, who resigned as president of Hughes two weeks ago, has proposed novel four-satellite Ku-band system that could be used for two-way local (intracity) communications. NEI has asked to launch two 24-transponder satellites in each of two orbital slots in vicinity of 88 and 160 degrees west longitude. SpotNet system would serve U.S. with up to 96 spot beams, each covering area 250-400 miles wide, "permitting frequency re-use in a cellular-like pattern"—and use of "very small, low-cost earth stations." NEI pegged cost of SpotNet, which would be launched in 1986, at $404 million. Hughes's application is notable as it marks company's entry into Ku-band satellite business. It has proposed launching three satellites each, with 16, 45-watt wideband (54 mhz) transponders, in 1987 and 1988. Hughes asked for slots at 74 degrees, 76 degrees and 1,212 degrees west longitude. Hughes estimated cost of system at $297 million.

Storer Communications said it lost $11,012,000, or 67 cents per share, in first quarter of 1983, as compared to profit of $402,000, or 3 cents per share, for same period in 1982. Total combined first quarter broadcast and cable revenues increased 26% to $101,476,000, while profits from broadcasting shrank 46.5% to $7,530,000 on 4.8% higher revenues of $34,182,000. Profit on cable was $1,125,000 on revenues of $67,294,000 compared to $930,000 on revenues of $47,804,000 in 1982. Storer said decline in profits in broadcasting due to "continuing adverse economic conditions" in Midwest markets, where Storer owns four of its seven TV's. Also, Storer said first quarter 1982 profits benefited from nonrecurring gain generated by sale of WLAR-FM Chicago, which kicked in 20 cents per share.

Split screens and graphics were among bonuses received by those of approximate 200 subscribers (including law firms, government agencies and White House), who attended FCC's April 28, children's television hearing via George Mason University's inaugural ITFS (instructional fixed television service) television coverage of open meeting. The northern Virginia university has added coverage of all open FCC meetings (the next is May 12) to its two other services—CSPAN and Satellite News Channels—and has two channels reserved in event Senate approves television coverage of its proceedings. For those in Washington or Maryland and Virginia suburbs interested in ITFS service, there is one-time installation charge averaging $1,000, and yearly fee of $695.

Leo Burnett Co., Chicago, has resigned estimated $23 million in billings of Kimberly-Clark Corp. after K-C had notified Burnett it was reassigning other billings amounting to $20 million to Ogivly & Mather.

cableEntertainment, New York MSO, announced closing of acquisition of eight cable television systems from New York-based Vinghouse Broadcasting and Cable by limited partnership, CableEntertainment Company-V. Partnership earmarked $58 million purchase price, future upgrading of systems and franchises yet to be built. Newly acquired systems are located in New Jersey West Virginia and have 55,000 subscribers.

FCC's financial interest and syndication rules have "overwhelmingly succeeded" in goals of generating diversity and increase competition, Viacom International Chairman Ralph Baruch stockholders last Thursday in New York. He also criticized S

Westinghouse Broadcasting and Cable and Satellite News Channels have countersued Cable News Network, alleging that in June 1981, CNN "has pursued a campaign of threats and coerce against Westinghouse and SNC in an effort to prevent and imp application from SNC." Complaint also accused CNN of Ted Turner met twice with Group D Chairman Daniel Ritchie last week, in discussion over issue of SNC merger with CNN. Another complaint, Turner presented cooperation as alternative to "cable war" that would be Group W's "Vietnam." Contacts, complaint said, were made to discourage and hinder competition of SNC.

representatives of motion picture and music recording indust to last week urged members of Senate Copyright Subcommittee adopt two bills, (S. 32 and S. 33) that would give copyright holders some control over first rights of audio and videotapes. Bill permits copyright owners to share in rental fees if retailers rent tapes. J. Valenti, president, Motion Picture Association of America, one of four witnesses testifying on behalf of motion picture producers before subcommittee, which held its first hearing on is of "first-sale doctrine." Senator Charles McC. Mathias (R-M chairman of subcommittee and author of legislation, noted the bills were enacted, price consumers pay for tapes would likely down because producers would no longer need to apply such tax on tape to recoup costs lost when retailers rent tapes. First doc doctrine protects tape manufacturers and software dealers being charged additional royalty fees after original sale of mate Representatives from tape manufacturers, electronic equipment video software dealers, and consumer groups, registered protests against bills. They charged that costs of tapes would increase. One video software dealer, Ron Berger, president, National Vic Portland, Ore., however, sided with motion picture producer David Ladd, register of copyrights, also testified and urged a committee to support bills.

First installment of Operation Prime Time's Blood Feud, two version of Bobby Kennedy/Jimmy Hoffa story, swamped its ap in first overnight-ratings markets in which it appeared week. setting new records for OPT programs, OPT reported Fri Part 1 of OPT/20th Century-Fox production on wptv(New York 8-10 p.m. Monday, scored 23.3 rating/share in Arbiton, 23.2 in Nielsen, in each service exceeded combined ratings of P and CBS affiliates and surpassing NBC's by 52%-62%. Repeat WPIX two nights later boosted first installment's gross ratings t
Arbizon, 31.4 in Nielsen. In Detroit, two-hour opener on UHF in-TV Thursday night scored 21.30 in Nielsen (only overnight audience there), beating its highest-rated competition—ch Cassidy and the Sundance Kid on VH (6.2)—by 4.2 ng points and 5 share points, according to OPI, and, as in New k, exceeded previous OPI ratings record, held by last year’s A man Called Golga.

The committee report... leading up to Civil War will be recreated by ABC-TV when it airs 12-hour mini-series, North and South, to telecast at unspir- ed date. Based on novel of same name by John Jakes, "novel-TV" is being produced by David L. Wolper in association with Turner Bros. Television. Wolper also produced Thar Birds, Roots. 1 Roots: The Next Generation for ABC. Screenwriter has not yet been named. North and South is fourth mini-series to be announced ABC for upcoming season. Others include: The Last Days of Apni, The Kennedys of Massachusetts and Mystic Warrior.

Entertainment spokesman pointed out announcement was script development only, and no picture commitment has been de. Spokesman said it could be three years before mini-series goes on screen. Case in point: Winds of War, which aired in early 3, was first announced in 1977.

In Satellite Corp. last week defended its application for FCC authority to establish a trans-Atlantic satellite communications sys- tem, as with Intelsat agreement and the Communications Satellite of 1962 which created Communications Satellite Corp. and lauded U.S. efforts to establish international satellite system. In opposing petition to deny, Comsat filed with commission (CASTRONCASTING, April 18), said Orion’s proposal falls within Intelsat’s definition of "specialized telecommunications ser-
s." As result, Orion said it need not demonstrate it would not cause economic harm to International Telecommunications Satel- lite Organization. Orion stressed it will enable companies seeking to establish links between U.S. and Europe to purchase transpond- ers, while Intelsat offers common carrier service. Intelsat itself has expressed opposition to Orion proposal in letter to State Dep- artment. And last week, Santiago Astrain, director general of world organization, during guest lecture at Georgetown University School of Foreign Service said: purpose of provisions Orion says do not apply is to prevent "somebody from trying to skim the cream" of international telecommunications business.

New late night, half-hour inter- view program debuted on ABC last week entitled One on One, which follows expanded one-hour version of Nightline at 12.30 a.m. Pro- gram features one guest each night who is inter- viewed by one of several ABC correspondents. Greg Jackson, host of recently scuttled Last Word, will con- duct interviews for program on regular basis, "perhaps two or three times per week," said ABC spokesman. No executive producer has been named as yet.

Polygram Television. Los Angeles-based TV program syndication company formed two years ago by consortium of European inves- tors, is going out of business. Company President Norman Horowit- zed says Polygram, which offered three new shows, including Carole Shaw Show, at annual NATPE International Conference in Las Vegas, is attempting to sell its properties to other syndicators. Horowitz himself is said to have two years left in his contract with company.

FCC reauthorization bill passed

The House Telecommunications Subcommittee last Thursday passed H.R. 2765, reauthorizing the FCC for fiscal 1984 and 1985 and setting an appropriations ceiling of $91.2 million for those two years—up $5-milion over the administration’s recommended $86.1 million. Chairman Tim Wirth (D-Colo.) explained the hikes as enabling the FCC to hire more staff (up to 77 new positions) to deal with backlogged applications for new services. Also anticipated in the funding: an investigation or rulemaking into the increases that may occur in consumers’ telephone bills due to the breakup of G&T.

Subcommittee members also agreed to include strong language in the bill’s report directing the FCC to strengthen its commitment to expand minority participation in the telecommunications industry. A provision to increase funding levels for the Corporation for Public Broadcasting—set by Congress at $130 million for FY’s ’84, ’85 and ’86—to $145 million rising to $162 million by 1986 was included in the bill. Wirth said the adjustment is intended to keep "public broadcasting whole," and will compensate for inflation and cost increases over the next three years.

Wirth and Representative Mickey Leland discussed the FCC’s commitment to minorities, the latter noting there are now only 15 minority professionals on the agency’s staff, as against more than 30 two years ago. Leland also expressed concern over the small percentage of minorities owning communications properties.

Wirth—agreeing that the FCC was "backsiding" in its commit- ment to minorities—said the increased authorization would enable the FCC to fill up to 90 positions now vacant due to attrition. He expressed a hope that a large percentage would be filled by minor- ities.

Instead of offering specific amendments, Leland requested that the committee report on the bill include strong language instructing the FCC to strengthen its own minority hiring practices. in- crease EEO enforcement and work toward increasing minority ownership in telecommunications. The chairman agreed to in- clude the language and suggested that committee members write the commission supporting the report language. Congresswoman Cardiss Collins (D-Ill.), noting that language in the report does not have enforcement power, nevertheless supported the language and did not offer specific amendments. Freshman sub- committee member Representative Jim Bates (D-Calif.) refused to support the bill unless a specific provision were added to insure more minority participation.

The authorization includes: $893,661 to add 32 new positions in the agency’s Mass Media Bureau to handle FM applications; $705,214 for 30 new staffers and $376,380 for 15 new staffers to process FM and VH drop-ins, respectively; $747,606 to handle cellular radio applications and an additional seven administrative- law judges: $197,142 to create five new positions in the agency’s international area, and $150,569 for five professionals to work on the access charge proceeding.

The House bill shows a $2.3-million increase over the $88.9- million ceiling set by the Senate Commerce Committee last month for FY’s ’84 and ’85. Subcommittee staff members say the measure could go before the full House Energy and Commerce Committee this week. The Senate authorization bill is pending on the Senate floor until the House acts. Commerce Committee staffers say that the CPB authorization adjustment is likely to be accepted during the conference on the bill between the two chambers.

One of two technical amendments in the measure deals with citizen band radio and allows the FCC to “treat all CB operators for forfeiture purposes identically,” whether they are licensed or not. The other relates the commission from holding hearings on protests lodged against an application for a license or construc- tion permit modification to raise the height of its station antenna, "unless a substantial question of fact is raised."
Major recruitment

Broadcasters acquired an important ally last week in their efforts to attain repeal of Section 315, the political broadcasting law. The board of the American Newspaper Publishers Association, at last taking a firm stand on the broadcasters' side, voted "to support initiatives aimed at preventing or repealing statutes, regulations or policies at all levels of government which permit government content regulation."

That is much stronger language than was contained in a resolution adopted at a previous meeting of the ANPA board last winter when something was muttered about the "public interest" being "best served where freedom from content regulation is maximized."

Granted, it's a long journey from an ANPA resolution, however resolute, to the adoption of an act of Congress, but at least a start on the journey has been made. Now that the ANPA has officially entered the field, a coordinated campaign must be mounted. Surely the National Association of Broadcasters will lose no time in offering to act as the coordinating agency. It was at the NAB convention three weeks ago that Senator Bob Packwood (R-Ore.) chairman of the Commerce Committee, volunteered to lead the campaign—if broadcasting and other media guaranteed their energetic support.

As was noted on this page a week ago, the repeal of Section 315 is seen by some as unattainable. But Packwood is of another mind. It can be attained in three to five years, he told the broadcasters, if everybody who favors repeal really works.

It was also noted on this page that only under intense public pressure will Congress be persuaded to repeal a law that gives incumbents a distinct advantage over political challengers. What is needed is a campaign to educate the public to the loss of political and other information it suffers under the repressions of the equal-time provision and fairness doctrine that Section 315 contains. That campaign would be facilitated if jointly undertaken by all media. The ANPA resolution promises the participation of publishers.

A resolution passed a year or so ago by the American Society of Newspaper Editors put proprietors of editorial pages in the camp for First Amendment rights for all. The NAB has been crying for repeal of 315 for years. Cable operators have had other legislative priorities, but Section 315 applies to them as it does to broadcasters and should offend them as much. When is everybody going to get together to fashion a sustained and meaningful campaign?

Nothing sacred

There is no way to know what effect, if any, it will have on General Westmoreland's $120-million libel suit against CBS, but the so-called Benjamin report that CBS News released last week is impressive—and disturbing—in other ways.

The report details CBS News's in-house investigation of the documentary that General Westmoreland says libeled him. Whatever his lawyers may or may not be able to make out of it, they can hardly say the investigation was half-hearted or the report a whitewash.

That's where it becomes worrisome—that it has reached the light of day. CBS News, supported by several other leading news organizations, opposed its release, partly on grounds that much of the material was obtained in confidence and that release would set a precedent inhibiting such internal post-broadcast or post-publication examinations in the future. The judge disagreed, holding that CBS had publicly cited the report in its defense of the broadcast and therefore could not keep it secret when challenged by Westmoreland. The judge's decision was final, and for better or worse the precedent has been set.

In its consequences, at least, the decision is in line with—if not an advancement of—a judicial trend opening the inner workings of the newsroom more and more to public scrutiny in litigation. We have in mind particularly the decision, also involving CBS News, that a libel litigant has a right to inquire even into the "state of mind" of those who prepare an allegedly defamatory report. Inasmuch as such litigants must prove malice or gross unconcern for the truth, the logic is hard to argue with, but like the judge's ruling on the Benjamin report, it does nothing to encourage hard-hitting journalism of the sort the Founding Fathers were familiar with when they wrote the First Amendment.

CBS stands by its broadcast and says it has nothing to fear from release of the report as far as the trial is concerned. But CBS is bigger, which is to say more fortunate, than most news organizations. It has the wherewithal to fight back. The challenge for smaller organizations—and for large ones, too—is to continue to do the best job they can in a judicial climate that makes it harder to do so. That's a tall order, but American viewers and readers will be the losers if it isn't filled.

Warts and all

Recriminations and second thoughts have followed the National Association of Broadcasters' trumpeted display of a McHugh & Hoffman audience survey at the NAB convention last month. It is apparent that nobody in authority at the NAB paid much if any attention to the results before they were presented to the world. Nobody at the association takes responsibility now for the bad news in the presentation.

Maybe it wasn't such a bad idea for the NAB to commission a survey of public attitudes toward television. The purpose, as stated in the presentation, was to find out what "our audience thinks of us," a question "that's crucial to our future success," and it's hard to quarrel with that aim. The flaw was in the execution, in releasing some of the conclusions of the survey firm before the details of the study were available.

It is the NAB's responsibility now to encourage the rapid completion of the McHugh & Hoffman report and present it for inspection. It can't be judged for its merits or results until it is seen in all details.
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