IN THE TWIN CITIES
MOST WOMEN 18-49
WANT GOOD COMPANY
IN THE AFTERNOON

KSTP Television's Good Company
has more 18 to 49 year-old women
viewers weekdays at 5 than all the
other stations combined.

KSTP Television's Good Company
has more 18 to 49 year-old women
viewers weekdays at 5 than all the
other stations combined.
A DYNAMIC, AGGRESSIVE, RESPECTED, INNOVATIVE TELEVISION STATION

IN SHORT, “THE BEST.”

We’re watching Tampa Bay discover WTSP-TV, one of the fastest growing stations in the country’s top 25 markets. Gulf Broadcast Group took over Channel 10 when all the experts said “there’s no way to turn the station around.” WTSP proved the experts wrong. Starting near the bottom of the pack, WTSP-TV’s ADI market share has grown 77% and its Metro share is up 56%, while the other stations have suffered dramatic losses. That’s a tough act to follow.

DYNAMIC. An operating philosophy meeting the needs of Tampa Bay.

AGGRESSIVE. Cited by Millimeter magazine as a “rapidly growing station” promoting a new brand of marketing savvy.

RESPECTED. WTSP-TV is the area’s most-honored station. And for good reason. Action News serves as the standard for news leadership in Tampa Bay. This year, a host of Emmys, the Roy W. Howard public service award, and the prestigious Peabody Award were added to their credit.

INNOVATIVE. Topping a mammoth tower, the area’s only circular polarized antenna transmits a signal unequaled in clarity and strength. This culminates WTSP’s complete technical renovation in engineering, production, and news gathering equipment. In short, “the best.” WTSP-TV advanced the high standards of excellence and leadership upheld by all Gulf Broadcast Group stations. Channel 10’s achievements document the most remarkable turnaround in television broadcasting.

Gulf Broadcast Group

Taking the lead in broadcast communications.

WTSP-TV St. Petersburg/Tampa, FL KTSP-TV Phoenix, AZ WGHP-TV High Point, NC KRJQ-FM Houston, TX KTXQ-FM Dallas, TX WKLS-FM/AM Atlanta, GA WNOE-AM/WFBQ-FM, Indianapolis, IN WQAL-FM Cleveland, OH WILT-FM Washington, DC

12 DRAMATIC AND TIMELY HALF-HOUR PUBLIC AFFAIRS SPECIALS ABOUT TODAY'S MAJOR NATIONAL ISSUES AND THE AMERICAN SPIRIT

8 WEEKS—3RD QUARTER—1983
4 WEEKS—1ST QUARTER—1984

PRODUCED ON-LOCATION WHERE NEWS HEADLINES ARE NOW BEING MADE

• The AMERICA WORKS! production team is now on-location from coast-to-coast covering such vital current issues as environmental safety, equal pay for equal work, and retraining for new jobs.
• Through the eyes of real working people who are affected in these times of economic crisis—we see how they fight back as individuals to bring constructive solutions to their problems of health care, housing, education and unemployment.

FAIR AND BALANCED VIEWS

• Following the dramatic on-location coverage of the local and human angles to each story, AMERICA WORKS! then presents an in-studio discussion with guest experts from both sides of the issues.
• And, Henry Geller, former FCC General Counsel brings his experience on fairness issues to our series. AMERICA WORKS! is a balanced presentation of opposing views—in accord with broadcast standards.

BACKED BY ONE OF THE LARGEST NATIONAL AND LOCAL ADVERTISING/PROMOTION CAMPAIGNS FOR A PUBLIC AFFAIRS SERIES

STATION RECEIVES 3 MINUTES PLUS OUR NETWORK COMPENSATION

A Production of THE LABOR INSTITUTE OF PUBLIC AFFAIRS
Executive Producer: Larry Kirkman

NOTE: AMERICA WORKS! can be identified as Public Affairs programming for FCC logging purposes.

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David Fox • Wanda Texon
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ALL AMERICAN TELEVISION
250 Fifth Avenue New York, N.Y. 10001 (212) 996-1717
George Back • Bill Finkelday
WOMAN TO WOMAN
... an intimate conversation with women hosted by Pat Mitchell.

WOMAN TO WOMAN
... an opportunity for the daytime female viewer to identify with and be involved in an innovative hour of television designed specifically for her. A First-run, one-hour strip, available Fall '83.

WOMAN TO WOMAN
... what women in your market want to see on your station!

Call: Bette Alofsin (212) 953-0610
Jim Francis (213) 460-5740
Carla Hammerstein (213) 460-5832

GOLDEN WEST TELEVISION
5800 Sunset Blvd. P.O. Box 500, Los Angeles, CA 90028 TWX 910-321-2928
Back door movement on broadcast deregulation
Rockefeller Center Inc. buys Outlet for $332 million
ABC's fall schedule □ BROADCASTING's Top 100

DEREG TACTICS □ Several members of House Telecommunications Subcommittee are taking on their chairman by formulating a broadcast deregulation bill without Wirth's approval. PAGE 27.

OIL MONEY □ Outlet Broadcasting is bought by Rockefeller Center Inc. for $332 million. PAGE 28.

SPRING COME FALL □ ABC announces its fall program lineup; most initial advertiser reaction is favorable. PAGE 29. Except for a few glitches, ABC affiliates' mood is decidedly upbeat as they head to Los Angeles for first of industry meetings. PAGE 30.

CANADIAN CONFAB □ AWRT convention in Toronto covers wide range of issues, from employment at home to communications abroad. PAGE 31.

BRITCAB □ British government releases its version of a request for proposal for cable television. It calls for 25 channels, interactive capability, ceilings on American programing and with hands-off approach by government. PAGE 33.

TOP 100 □ BROADCASTING's annual rundown of the Top 100 companies of the Fifth Estate, ranked by revenues, and by BROADCASTING's Electronic Communications Index. PAGES 37-43.

LIBEL REVERSAL □ Judge throws out award to Mobil executive who had sued Washington Post and won multimillion-dollar settlement. PAGE 44.

AIM OFF THE MARK □ Accuracy In Media's attempt, at RCA stockholder's meeting, to create ombudsman position at NBC fails. PAGE 46.

ON THE UPSWING □ RCA Chairman Bradshaw reports upbeat company picture with improved earnings seen for 1983. PAGE 52.

NUMBERS GAME □ Nielsen and HBO attempt to explain nearly seven-million-subscriber disparity in their counts for the leading pay cable service. PAGE 52.

HIGH FILING □ Four cable systems in Oklahoma file with Supreme Court in liquor ad case, contending state's position violates freedoms of commercial speech and free flow of information and ideas. PAGE 65.

COMMENT STAGE □ Children's programing inquiry draws disputes before FCC over how much programing is enough. PAGE 68.

REBELS WITH A CAUSE □ Dissatisfied band of National League of Cities members are beginning fight to delay action on cable deregulation bill, S. 66. AT&T and some senators may join cause. PAGE 68.

LE SUBSIDY □ French government, in an effort to get teletext off the ground, will help subsidize decoder placement in homes and businesses. PAGE 74.

BULLISH ON HOME BANKING □ CSP study sees big market for home financial services in coming decade. PAGE 74.

H-H's FORWARD THINKER □ Gary Edens has risen from account executive to president and chief executive officer of Harte-Hanks Radio, and in the process, has impressed those around him with his creativity and leadership. PAGE 95.

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Now, after a year of research and development, RADIO RADIO proudly presents TOP 30 USA, the only truly adult contemporary countdown produced by any network or programming service.

John Parikh and Joint Communications surveyed radio program directors and held listener focus groups. With this valuable input, we've designed the countdown that works for both your young adult audiences and your advertisers with:

- Three hours weekly.
- More music and less talk.
- Strictly within A/C concepts.
- Based on Radio & Records weekly top 30 A/C hits.
- Brief, catchy, uptempo features.

TOP 30 USA has an outstanding host, m.g. Kelly, veteran of radio, television, commercials and films. His natural and engaging delivery earned him a Radio Personality of the Year award from Billboard.

TOP 30 USA. It starts the weekend of July 8, 1983. Get in at the beginning of RADIO RADIO's exciting new programming development. All it takes is a call to Susan Jacobi (212) 975-6917.

WE CALL OURSELVES RADIO RADIO BECAUSE WE HAVE SOMETHING TWICE AS GOOD!
Must-carry switch?

Whether FCC will reconsider decision authorizing teletext to give new service must-carry protection on cable Broadcasting, April 4) apparently could be decided through timing. In original ass at question. Chairman Mark Fowler and Commissioners James Quello, Anne Jones and Minni Dawson voted against must-carry over objections from Commissioners Joseph Fogarty, Henry Rivera and Stephen Sharp. Quello, however, is said to have had second thoughts, and it is believed he would furnish vote necessary to swing matter around on reconsideration. However, Fogarty’s and Sharp’s terms expire June 30, and Jones plans to step down by end of May. If petitions to reconsider aren’t addressed until July—assuming no other changes, and any Jones replacement’s views on must-carry. Teletext order had not been released as of late last week. Although both National Association of Broadcasters and CBS have indicated they plan to petition for reconsideration, that won’t be possible until order is released.

Tiffany list

Procter & Gamble has become major advertiser in Thieke of the Night, syndicated strip set to debut Sept. 5 and joint project of UA/MGM Entertainment, Intermedia Entertainment Co. and Metromedia. Although four months from going on air, 40% of basic inventory is already sold. Other advertisers include Kimberly Clark, Johnson & Johnson, Clorox, Warner Lambert, Pillsbury and Heinz. Of 90 available spots per week, 35 have been locked up with 15 picked up by P&G alone. Thieke has cleared over 70% of country with 92 stations sold, including 55 independents, 21 ABC affiliates, 10 NBC and six CBS.

Bird word

NBC-TV will announce satellite distribution plans at affiliates meeting May 15-17 in Los Angeles. NBC reportedly has tentative long-term deal for Comsat General to lease turnkey satellite distribution service, including uplinks and downlinks, to network. Comsat will use transponders on Satellite Business System’s Ku-band system at start, but will move some and perhaps all of NBC traffic to RCA Americom’s Ku-band system, when first of its satellites is launched in 1985.

Eeny meeny

Newly elected National Association of Broadcasters radio board member. Charlie Jones. general manager, WSRZ(FM) Sarasota, Fla., is testing waters to make possible run for radio board vice chairmanship. Jones will make decision this week. If he decides to seek post, he’ll be third candidate. Walter May, WPKE(AM)-WDRK(FM) Pineville, Ky., and Ted Snider, KARN(AM)-KYK(FM) Little Rock, Ark., are in race now.

Outward bound

With little over year to go on what’s almost certain to be his last stand at National Cable Television Association, President Tom Wheeler has been approached with serious tender of top jobs by several major entities. Stumbling block in at least one case was his determination—for family reasons—to remain in Washington area. Close associates expect him to strike out in entrepreneurial directions—if not in own venture, then in executive position offering ownership participation. Decision won’t come before NCTA convention in Houston next month (June 12-15) but could follow it.

Seeking bigger prize

That intermittent talk about combining National Association of Broadcasters’ radio programing conference with Radio Advertising Bureau’s managing sales conference has been effectively scotched: RAB board, at semiannual meeting late last week, concluded that meetings are “not compatible” for merger. It set 1984 managing sales conference for Jan. 28-31, again at Amfam hotel, Dallas-Fort Worth. It also indicated it would be interested in bigger merger game.

Board was said to believe managing sales conference could become part of radio-only convention if, for instance, NAB separated radio from its annual convention and held separate one for radio broadcasters, perhaps different time of year. That idea reportedly has been presented informally to NAB leaders. RAB would want its sales conference to retain its character and identity, and it would also want to share in revenues from exhibitors, to keep dues down.

Going up

Television stations came through first quarter with time sales gains averaging 11%, shade below their starting-out expectations, according to Television Bureau of Advertising’s normally close-to-mark Time Sales Survey. Local time sales were up 14%, better than stations had predicted, while national spot gained 10%, somewhat below predictions, and network compensation rose 3%, also less than expected. Results look even stronger when it’s remembered that comparisons are with 1982 first quarter that was exceptionally good (up 17%), and especially so for national spot (up 22%).

As always, there were big variations, both by region and by market size. Stations in top 10 markets, for instance, did substantially better than average, reporting gains of 15% in national spot and 18% in local.

No more

Request by Office of Communication of United Church of Christ and others that FCC launch further notice of proposed rulemaking on proposal to repeal network syndication and financial interest rules to permit comment on so-called compromise proposals (Broadcasting, April 25) now appears to be headed for wastebasket. FCC sources last week said feeling is there are enough comments on hand (thousands of pages. actually) already.

His world

Certain FCC commissioners are said to feel that one of them should be designated “international commissioner,” serving as FCC liaison on international matters with other agencies and representatives of other countries. But that’s not feeling shared by Chairman Mark Fowler, who believes that’s his role and contends that foreign dignitaries prefer to deal with top official. Critic, however, suggests that Fowler’s own plate may be “too full” with other matters to attend to international matters as well. With Fowler as busy as he is, critic suggested, he wasn’t as readily available for consultations on international matters as less burdened commissioner might be.

Aide to Fowler last week said no international party had ever complained about inability to get through to Fowler. Aide also said Fowler enjoyed filling role, spent “considerable” time on it, “and plans to continue doing so.”
Synar’s solution

Representative Mike Synar (D-Okla.) introduced a four-line amendment to the 1976 Copyright Act last Wednesday that he hopes will end “government-imposed discrimination” against cable subscribers outside the top 50 television markets through the effect of the Copyright Royalty Tribunal’s latest hike in compulsory license fees, which cable systems must pay to carry distant signals. The amendment (H.R. 2902) would permit all cable systems, regardless of size, to carry three distant independent signals without paying fees based on the CRT’s “prohibitive” 3.75% rate.

“The question is should a family from a small town be entitled to less TV entertainment than a family in a major urban market,” said Synar in a prepared statement released at a Thursday morning press conference in his office. “I say the answer is no.”

According to Synar, the FCC’s new defunct, distant signal rules discriminated against “smaller” cable systems. Under those rules, systems in the top 50 television markets were allowed to carry three distant signals; systems in markets 51 to 100, two distant signals and systems outside the top 100, one distant signal. Although the FCC dropped the rules in July 1981, he said, the CRT “economically re-imposed these same rules [and the discrimination] by establishing a royalty fee amounting to 3.75% of a cable system’s gross revenue for each distant television station added after the FCC eliminated its rules.” The new rates increase the royalty payments of systems anywhere from 400% to 1,600%, Synar said.

By permitting systems in all markets to carry three distant signals without incurring the higher fees, Synar said his amendment would eliminate the “unfairness” inherent in the Copyright Act as it has been applied. Subscribers in small or rural markets have “every right to see” as much programming as those in the major markets, he said.

According to Synar, the bill falls within the jurisdiction of the House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, of which he is a member. He said Subcommittee Chairman Robert Kastenmeier (D-Wis.) is “sympathetic to [the amendment] and to the issue.” He said he’ll try to win the support of fellow subcommittee members and urged cable operators to begin a lobbying campaign of their own.

The amendment was instigated by United Video Inc., distributor of superstation WGN-TV Chicago, and the Community Antenna Television Association, which represents small cable systems. Roy Bliss, president of United Video, who attended the press conference, said WGN-TV lost some 1.5 million cable subscribers when systems dropped the signal to avoid paying the higher rates. If the Synar amendment became law, he said, he would expect to recover 400,000 to 500,000 of them. Prior to dropping its distant signal rules, said CATVA Executive Director Steve Efros, the FCC “concluded that distant signals did not reduce the quality of local programming. In fact, they found competitive television distant signals actually, in some circumstances, increase the quality of programming broadcast by local stations. Based on that conclusion, Congressmen Synar’s amendment is the only legitimate way to be fair to subscribers in all parts of the country.”

As is the National Cable Television Association, which has taken a hands-off approach to copyright matters of late, Bliss feels it will join if the amendment gains any momentum. “They are going to love it eventually,” he said. “They are big and political and are going to go the way the wind blows. If we can make the wind blow, they are going to fall in behind us.”

This Bud’s for RSVP

RSVP, the pay-per-view joint venture of ABC Video Enterprises and ESPN, has announced that Anheuser-Busch will be the sole sponsor of RSVP’s debut event—a four-card boxing lineup featuring World Boxing Council and World Boxing Association championship heavyweight fights on May 20. Anheuser-Busch will receive 10 minutes of advertising time during the planned three-and-a-half-hour event, with spots scheduled between the four bouts and between rounds of two of the nonchampionship fights. Local cable and STV operators will receive three minutes of local advertising time. Busch’s sponsorship marks the first time that advertising has been accepted in connection with a P-P-V event, according to RSVP. So far, firm commitments to carry the event have been received from around 15 of the top 20 MSO’s and four STV operators.

Videotext debut

The Los Angeles-based Times Mirror Co. has announced plans to launch a commercial videotext service during the second quarter of 1984 through its Times Mirror Videotext Services. The telephone-based service will be introduced initially in Orange County, Calif., site of a cable-based videotext experiment carried out by the company last year. Times Mirror also tested a telephone-delivered videotext service, at its Picas Verdes and Mission Viejo cable franchises, which ended last December.

The new service is expected to offer access to news, electronic mail, in-home banking, in-home shopping, consumer information, and instructional materials, including resources of the Times Mirror Co.’s newspapers, including the Los Angeles Times.

Dishes for rent

A new offering from Omega Satellite Products Co., Indianapolis, gives consumers an economically attractive alternative to cable television. Omega will install backyards earth stations, capable of picking up most satellite-delivered cable and broadcast programming, for a one-time installation charge and a monthly fee of $29.95 per month roughly equivalent to what many multi-pay cable subscribers pay each month.

More about ESPN

ESPN says it has obtained the exclusive television rights to a number of international sports competitions this summer to be put on by the Los Angeles Olympic Committee in various areas in and around the Los Angeles area. site of the 1984 Summer Olympic Games. The LA 1983 Games are described as “tune ups” for the following year’s Olympic games, start in May and end...
Van Valkenburg

Change at Cox Cable

Cox Cable Communications has a new boss. The Atlanta-based MSO announced last week that David R. Van Valkenburg, executive vice president and chief operating officer, has been appointed president. He succeeds Robert C. Wright, who resigned to join General Electric Co. as vice president and general manager, housewares and audio business division, which includes the company's cable operation.

The official comment of William A. Schwartz, president and chief executive officer, Cox Communications Inc., the parent company: "We deeply appreciate the tremendous contributions Bob has made to the growth of our cable division, and we wish him the best in his new position. We are pleased that, in his successor, we have a man with over a decade of cable industry experience, whose operating background and technical expertise will enable us to maintain the fine operating traditions of Cox cable."

Van Valkenburg joined Cox in February 1982 from United Cable Television Corp., where he was executive vice president and chief operating officer. Prior to that, he served American Television & Communications (ATC), the cable TV subsidiary of Time Inc.

Wright returns from whence he came. He joined Cox in January 1980 after a seven-year stint at GE that culminated in the position of general manager, sales and marketing, plastics division. He has also resigned the post of executive vice president of Cox Communications and his seat on its board.

Wright becomes the latest in a series of top cable executives to resign their posts. Others who have departed over the last 14 months: Monroe Rifkin (ATC), Gustave Hauser (Warner Amex Cable Communications), Christopher Derick (Group W Cable) and Arno Mueller (Storer Cable.)

Print push

Group W Cable has begun a regional print campaign in the 40 markets where its cable systems sell local advertising, designed to convince area retail business to advertise on cable television. The new campaign embraces the theme "Now You Don't Have to be a Corporate Giant to Advertise on Television." Group W developed the campaign in association with Gene Davis & Associates.

Thomas McKinney, vice president of advertising sales, Group W Cable, explained the thrust of the new campaign this way: "Television has long been considered an expensive advertising medium, and many small and medium-sized local businesses and services have felt TV advertising was out of their reach." But, he added, cable advertising represents an opportunity for the small business to use television to sell products, "at prices most businesses can afford." The new campaign also includes an incentive bonus of one week's worth of free cable advertising for retailers making certain minimum buys.

Asia goes national

For the past two years, Looking East, a one-hour cable television program on Asian culture and business, was carried only in New York, over Manhattan Cable. That changed last Saturday (May 7) when the Satellite Program Network, a national service reaching almost six million cable homes, picked up the program. The host is Yue-Sai Kan, a Chinese concert pianist and business executive. She conducts interviews with personalities in entertainment, business and the arts. Sponsors signed for the program include Singapore Airlines, Regent International Hotels, the Hong Kong Tourist Association and Tsing Tao beer.

Delta makes your deliveries DASH.

Delta DASH® delivers the same day to over 90 cities across the U.S. and abroad, covering 10,000 communities. Why get that small package delivered tomorrow when you can DASH it today? DASH (Delta Air Lines Special Handling) delivers packages up to 70 lbs... to over 10,000 communities. So give us a ring at the Delta Marketing Office in the city nearest you. Or call DASH at (800) 638-7333 for pick up or delivery.

For top priority shipments over 70 lbs., use Delta Air Express. It guarantees your shipment gets on the flight specified. For full details, call your nearest Delta Marketing Office.

DELTA AIR CARGO. READY ALL-AROUND.


British Airways □ Campaign begins this month in 10 markets for four to six weeks in news, sports, prime and prime access times. Target: adults, 25-54. Agency: Compton Advertising, New York.

California Milk Advisory Board □ Campaign for ice cream begins June 20 in 10 California markets. Ten-second spots use tagline, “Ice cream makes every day a sundae.” Spots will run through July 3 in day, early fringe, late fringe and prime times. Target: women, 25-54. Agency: Foote, Cone & Belding, Los Angeles.

Union Carbide Corp. □ Campaign for Glad snap-lock bags begins this week in 30-40 markets. Flights will vary according to market and will run in all dayparts. Target: women, 25-54. Agency: Leo Burnett Co., Chicago.

Schoenling Brewing Co. □ Campaign for Little Kings cream ale begins in late May in about 12 markets. Flights will vary according to market and run in all dayparts. Target: men, 18-34. Agency:

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**Advantage**

Commercial winners. Ten retail establishments were honored for television campaigns or commercials in 15th annual Retail Television Commercials competition co-sponsored by Television Bureau of Advertising and National Retail Merchants Association. Awards were presented last week at 62d annual Sales Promotion/Marketing Conference of NRMA in Montreal. Winners are as follows: markets one to 10, commercial, Saks Fifth Avenue, New York; campaign, Alexander’s, New York; markets 11 to 20, commercials, Dayton’s, Minneapolis; campaign, Stix, Baer & Fuller, St. Louis; markets 21 to 50, commercial, Joske’s of Texas, San Antonio; campaign, Parisian, Birmingham, Ala.; markets 51 to 100, commercial, Magram’s, Burlington, Vt.; campaign, Pranges, Green Bay, Wis.; markets 101 and above, commercial, Liberty House, Honolulu, and campaign, Kernisons, Charleston, S.C.

Anatomy of account resignation. Leo Burnett Co., Chicago, 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 Ogilvy & Mather (“In Brief,” May 2). Scenario began on April 22 when Neenah, Wis.-based manufacturer apprised Burnett it was switching $20 million in New Freedom feminine hygiene products to Ogilvy in New York. Burnett shortly thereafter resigned $23 million from K-C’s Consumer Tissue Products, including Kleenex, Delsey and Hi-Dri brands. In an internal memo to its staff, Burnett said it had resigned larger portion of K-C business because “an honest, forthright partnership no longer exists.” K-C, in announcing New Freedom reassignment to Ogilvy, cited “irreconcilable differences” as reason for move. Ogilvy has been K-C agency since 1979, handling about $35 million in billings, including Kotex products. K-C totals about $60 million to advertising, of which more than half is spent in television.

Radio blitz. Pocket Books, New York, will embark on heaviest radio campaign in its history this summer to advertise four new titles. Company will spend about $650,000, largely on radio but also for merchandising and publicity support. Pocket Books has generated general radio commercial which will be used for all four books but appropriate copy will be used for each individual book. Commercials will be carried on ABC’s Talknet, CBS Radio and CBS’s Radio networks from end of May until Labor Day. Agency is Geer, Dubois Inc., New York.

Introduction. More than 30 advertising agency media executives attended presentation in New York on new Spanish-language station, wbw-rv Chicago. Hispanic programing began on station last January and is carried each day from 7 to 7:30 p.m. and from 10:30 p.m. to about 2 a.m. From 7:30 to 10:30 p.m., station carries Sportsvision pay TV programing. Barry Weed, national sales director of wbbw-rv told agency officials that station now carries more Spanish-language programing than any other station in Chicago. Station is represented by Charles Curran & Co., New York, which also represents nine other Hispanic stations.

TVB membership high. Total membership in Television Bureau of Advertising has reached record high with addition of eight station members. Bureau membership now includes 526 stations and 48 satellites, 16 station representatives, three television networks and nine program producers-syndicators.

Moving around. Sears, Roebuck & Co., Chicago, has consolidated about $35 million in advertising from its Sears Merchandising Group at two agencies. Ogilvy & Mather, Chicago, and Needham, Harper & Steers, Chicago. Losing most of their Sears business are J. Walter Thompson, Foote, Cone & Belding and Stern Walters, Earle Ludgin, all Chicago. Ogilvy has been assigned about $20 million and NH&S approximately $15 million. Thompson will continue with Hispanic advertising assignments; FCB will remain as corporate agency for company’s financial network and Stern Walters will assume expanded role in advertising for Sears catalogs.
THE POPULAR CHOICE FOR ‘84.

It's Robert Guillaume as BENSON, from the people who brought you SOAP.

Available now for Fall 1984.

BENSON

A Witt-Thomas-Harris Production
distributed by Columbia Pictures Television
Judge us by the companies we keep.

Some of the world's most prestigious and successful broadcast groups recently renewed membership agreements with Associated Press Broadcast Services. Several others have joined as new members of our growing family.


We at the Broadcast Services Division of AP are proud to be Associated with all of them.

Associated Press Broadcast Services. Without a doubt.
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
A Unit of The (Red) Company
This week

May 8-11—International Television Association's 15th international conference. Keynote speaker: Dr. Frederick Weinberg, Annenberg School of Communications, University of Southern California, Los Angeles. Royal York hotel, Toronto.

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—Television Bureau of Advertising regional sales training seminar. Hilton Airport, Detroit.


Indicates new or revised listing

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

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

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

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

May 11—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speaker: Robert L. Turner; president, Lexington Broadcast Services. On "20 Questions (and the surprising answers the networks don't want to hear)" about television's booming over $300,000,000 Advertiser-Sponsored Syndication Business." Copacabana, New York.


May 12—Southwestern Broadcasters Representative Association's "Media Event of the Year." Big O Ranch Dallas.


May 12-13—Federal Communications Bar Association conference on international communications, cc sponsored by Georgetown University International Law Institute, "New Developments in International Telecommunications Policy." Speakers include: Corneil Jansen Van Rosendaal, Commission of European Communities; Diana Lloyd Doughan, U.S. State Department, broadcast Whisbin, chairman of U.S. delegation to Regional Administrative Radio Conference on direct broadcast satellite service. FCC Commissioners Anne Jones, Marie-Monique Steckel, France Telecom, Inc.; Miguel Sanchez Ruiz, Ministry of Communication and Transportation, Mexico; Jonathan Solomon, Post and Telecommunications Division, United Kingdom and Dr. Joao Carlos Alberaz, Ministry of Communications, Brazil. Capital Hilton hotel, Washington.

May 12-14—International Broadcasters Data Bank convention. Host broadcaster; Tad Fogel, WIN(A&M), WGMB(FM) at Georgetown, S.C. Mytch Beach Hilton Myrtle Beach S.C.

May 13—Big Bay Area Cable Club tour to cable television industry of northern California. "Nuit d'Elégance." Fairmont hotel, San Francisco. Information: Lou Sourie Gil Cable, (408) 998-7333.

May 13-20—25th anniversary celebration c. WOR(WAM) WOR-FM; Hanover, N.H. stations at Dartmouth College. Dartmouth campus, Hanover, N.H.

May 13-14—Women in Cable, Rocky Mountains chapter, seminar on personal computers. University of Denver campus.


Also in May

May 15-17—"Telecommunications in the Caribbean Basin" conference sponsored by Caribbean/Caribbean Action and Private Sector Organization (C. J. "to identify and act upon ways that the tele communications sector can help Caribbean nations achieve their goals for economic growth and development," Speaker: FCC Chairman Mark Fowler Ocho Rios Sheraton, Ocho Rios, Jamaica.

May 15-16—NBC-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.

May 15-16—National Indian Communications Conference
This is one dish you can’t put on a back burner.

Considering what satellite technology can do for a radio station, it’s no wonder that satellite dishes are hot items.

They can make a correspondent on Capitol Hill sound like he’s in your back yard. And they can give you enough programming flexibility to zero in on the most strictly defined target audience.

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You even control all of your own commercial time. What’s more, you pocket the profit from every valuable second you sell.

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(212) 621-1511.
Art Biggs coordinates major engineering purchases for the six Corinthian stations. After careful evaluation of all the ½-inch camera/recorders on the market, he made a multimillion-dollar purchase of the Sony Betacam™ system.

"Betacam has several pluses. The most obvious of them are size and weight. We have one-man camera crews at all our stations. The camera/recorder that they take into the field is right at 54½ pounds. Betacam will reduce this load by more than half—a significant reduction.

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"Another Betacam plus is that it's not a patchwork approach. It's a total Sony system developed from the camera to the recorder to the player.

"Then there's the bottom line. Betacam is at a very attractive price. It would have cost me hundreds of thousands of dollars more to get the same amount of camera/recorders that even approach this kind of quality from someone else.

"I'll definitely be back for more."

For more information on the Sony Betacam system and there's a lot more to know, contact Sony Broadcast in New York/New Jersey at (201) 368-5085; in Chicago at (312) 860-7800; in Los Angeles at (213) 841-8711; in Atlanta at (404) 451-7671; or in Dallas at (214) 659-3600.
A professional's guide to the intermedia week (May 9-15)

Network television  □ PBS: (check local times) *Innocents Abroad* (Mark Iwain), Monday 9-11 p.m.; *Fifth of July* (play) (Lanford Wilson), Tuesday 9-10:30 p.m.; *The Cancer War* (documentary), Wednesday, 10-11 p.m.; *Sons and Lovers* (seven-week play) [D.H. Lawrence], Sunday 9-10 p.m., [to air on consecutive Sundays]; ABC: *The Fourth International Guinness Book of World Records*, Sunday, 8-9 p.m.; NBC: *The 18th Annual Country Music Awards*, Monday, 9-11 p.m.

Cable □ Showtime: *Crusby, Stills & Nash In Concert*, Wednesday, 8-10 p.m., [to be simulcast in approximately 51 FM markets]; ARTS: *Homage to Nijinsky* (ballet), Monday, 9-10 p.m.; *First Edition* (literary talk show), Monday, 11:25-midnight; *La Belle Epoque* ("The Beautiful Years," documentary on the costumes and society of 1880-1914), Wednesday, 9-10:30 p.m.; HBO: *Hooker* (documentary on prostitution), Thursday, 10:30-11:30 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *British Television: As They Like It*, exhibit of more than 40 British programs, now-July 9.

*Indicates a premiere episode

Ence (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—*Southern California Cable Club* meeting. Speaker: Brian Lamb, president, CSPAN. Proud Bird restaurant, Los Angeles.

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


May 18—Connecticut Broadcasters Association spring sales and management seminar. Lord Cromwell Inn, Cromwell, Conn.


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


May 18-21—*Concert Music Broadcasters Association* annual meeting, Executive House, Chicago. Information: (312) 476-5555.


May 19—*Radio Advertising Bureau* "Idearama" for radio sales people. Registry hotel, Minneapolis.

May 19—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Herman Keld, vice president, development, CBS Broadcast Group, on "The Future of Advertiser Supported Cable TV Pay TV and Commercial TV." Copacabana, New York.

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


May 19-22—Michigan State University’s "International Conference on Television Drama." Kellogg Center, MSU campus, East Lansing, Mich.


May 21—*Radio Television News Directors Association* regional two meetings with Stanford University and Radio-Television division of Association for Education in Journalism, Tres Dias restaurant, Stanford campus, Stanford, Calif.

May 22-25—CBS-TV affiliates annual meeting, Century Plaza Hotel, Los Angeles.


May 24—*Women in Cable, New York chapter*, meet-ing, Doral Inn, New York.

May 24—*Radio Advertising Bureau * "Idearama* for radio sales people. Holiday Inn-woodlawn, Charlotte, N.C.


May 26—*Women in Communications, New York chapter*, annual business meeting, Tavern-on-the-green, New York.


May 26-28—*Society of Southern Broadcast Executives* spring conference. Buccaneer Motor Lodge and Spencers Creek yacht Marina, Morehead City, N.C.

May 28-June 2—*16th Montreux International Television Symposium and Technical Exhibition, Montreux, Switzerland. Keynote address on high-definition television. Information: International Television Symposium P.O. Box 122, CH-1820 Montreux, Switzerland Telephone: (021) 62 32 20 or 61 33 84, until March 12 1983.

Larry Patrick’s speech on McHugh & Hoffman’s study presented at NAB in Las Vegas was not prepared by M&H as reported in Broadcasting, May 2. It was prepared by NAB staff.

MGM-UA Home Entertainment Group Inc. Chairman Seymour Leslie said that company could earn between $1.20 and $1.35 per share for full year of 1983, not second half of year as reported in April 25 Broadcasting.

*American Times,* 13 1/2-hour documentary listed among first-run and off-network TV program offerings in report by NATPE International (Broadcasting, May 2) is offered by Media Fair Distribution, Stratford, Conn., not Media 5.

Chart showing FCC’s new satellite spacing scheme in May 2 issue (page 31) incorrectly indicated that two C-band satellites—RCAs Satcom V and Satcom I-R—have not yet been launched.
Warner Bros. commitment
to supply the very best features continues with

TV1
Refiguring

EDITOR: The February Arbitron sweeps chart in the April 4 issue was in error in the first column. It should have been households in thousands, not ratings. More important, however, the chart was extremely misleading for this market, Laredo, Tex. The figures [supplied by ABC] showed no primary ABC affiliate. We are a primary NBC affiliate, but during the most recent book we carried more than two-thirds of the nonlocal prime of the ABC network.

Our own research department headed by Richard Berler feels the following numbers more clearly reflect the Laredo market: ABC (KGN-TV), 7,000 households/46 share; CBS (KVTv), 5,000/33, and NBC (KGN-TV), 3,000/20. Our station [therefore has] an overall performance of 6,000/40.—Bill McDonald, vice president and general manager KGN-TV Laredo, Tex.

Open mind

EDITOR: Let me cast a vote for sanity as regards the issue of deregulation and some type of fee which broadcasters would pay in return. How in heaven's name can any responsible person decide that the idea is unacceptable without hearing the idea itself? This is one of those times when I wonder if the National Association of Broadcasters leadership is not out of touch with the rank and file. After 21 years in this business, this is one broadcaster who feels very strongly that our industry deserves the same freedoms that our print brethren take for granted. And if it takes a small fee that I can live with in order to bring this to pass, then I want all the details before saying no.

Thus far it seems that both sides have been acting like little children who tease, cajole, threaten and bluster as if each were in control when in fact neither side can get very much accomplished without the other.

Let's hear some figures behind the fee. Let's look at what safeguards would keep our elected officials from escalating the fee as history has shown they will do if left unchecked. Then and only then can we say what our answer should be to this question. In a word gentlemen, it's show and tell time.—Tom Joyner, president, Joyner Broadcasting, Cleveland, Tenn.

EDITOR: I was not amused by your editorial, "The Broadcasters' Baby," (April 18) in which you stated that "Recovering from the regulated some or all of the cost of regulation is a principle that most sophisticated broadcasters have accepted.

Perhaps those of us who have not accepted that principle are "unsophisticated," but I don't think we are stupid. For surely it is utter stupidity to think any fee or tax is going to remain constant through the years. It will grow as the bureaucracy grows and as the legislators and regulators learn what an effective new whip they possess. Meanwhile, the profits of broadcasters will slowly diminish.

Your editorial also hints that perhaps the time has come to consider even a worse disaster, a "reasonable" percentage of station revenue for use of the spectrum. A reasonable percentage, I suggest, is zero.—Stan McKenzie, president and general manager, KWED-AM-FM Seguin, Tex.

Editor's note. On its editorial page this publication has consistently opposed the principle of fees for spectrum use and did so again in the editorial that McKenzie criticizes.

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

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

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

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

CALL TOLL-FREE (800) 424-9876 THE TOBACCO INSTITUTE.
Maximizing revenues for a select list of 32 major market affiliates takes an organization structured for high intensity sales, a strong management team and an aggressive sales force. Katz American has them all.

Katz American's 22 offices are staffed by the most effective management team and sales force in the business backed up by specialized sales research, management and information systems.

Katz American is the best because we have the best people—people who are specialists in selling major market affiliates. Goal oriented people fully equipped to deliver maximum sales effort for our strong list of client stations.

Katz American Television. The best.
WE'RE HONORED.

First the Iris, then two Irises. Then the San Francisco Jury Award. And now a Peabody.*

Obviously, we're honored to be so honored. These awards only reaffirm our commitment to bring Philadelphia viewers the finest local programming in the nation.

*GEORGE FOSTER PEABODY AWARD, Education Category, for the 1982 documentary, “Sweet Nothing.”
Meeting the special needs of medium and smaller television markets takes efficient and effective use of personnel, targeted sales and marketing information plus resources geared to increasing station revenues. Katz Television Continental has them all.

Katz TV Continental has the most sophisticated sales organization, management systems and information services in the business.

Katz TV Continental is the best because we have the best people—people who aggressively respond to changing market conditions. People who pursue new business opportunities for the television stations we represent.
Videotext begets a new type of creative director

A new medium is taking its first toddling steps. It's somewhere between TV and print with a bit of electronic games and telephones thrown in. It's called videotext. And it's going to change the way we advertising agency folks conduct our business.

If you're not familiar with videotext, you should be. It is pages of print information that you can call up from a computer to appear on your TV screen. You can then take the further step of ordering products or services from the information shown on the TV screen, once again through the computer.

The ramifications of videotext are profound: shopping from your home rather than going to the store, supermarkets organized as electronic fulfillment centers, a change in the packaged goods business as we know it, and how about the thought of never standing in a ticket line and having your banking, in a real sense, come to you? But let's just consider what it will mean within the agency creative departments. To the multitude of creative directors and group creative directors and creative supervisors and copy and art supervisors will be added a new title: the electronic creative director.

In the age of videotext you will find yourself searching the halls for a person who likes to do puzzles.

"Who can do Rubik's Cube in five minutes?" you'll call out. "In an hour... in five hours."

When that draws a blank, you may think of better bait. "Who liked the movie "TRON"?"

"I liked "TRON,"" a puzzle person will say, lured forth from his customary hiding place behind the VCR.

"Well, I need someone to do a page of computer animation for me."

"You mean with crazy, wild graphics and battles inside the computer and 'zaps' and 'zooms'?"

"Not quite. This is a page of retail information for a local store so that people can sit in front of their TV's and order suits and dresses."

"So there aren't any high-resolution, three-dimensional animation effects?"

"Well, no. It's mostly curved lines and squares and standard electronic type font. But you'll be able to measure the results of your ads."

"You mean, I'll be able to check the Nielsen's?"

"I mean you'll be able to see the order come in. You can get printout reports from the fulfillment house the minute they get the orders."

"I'll do an ad and then I'll be able to see the results right away? And I won't have to wait months to read Nielsens and share points and such?"

"That's right. You'll get the news right away, whether it's good news or bad."

"Gee, that sounds fascinating. But I wish there were some special animation effects to dope out."

"Well, you'll have some great puzzles to solve trying to tell the computer how to get the right graphics."

"Oh yeah. Sounds better than the New York Times crossword puzzle. Let's take a look."

So you and the puzzle person will go to a frame creation terminal. You will seat the puzzle person at the keyboard and give him a stylus to use on the electronic-sensitive flat palette.

"Now you'll talk to the computer through the keyboard," you'll explain. "And on the electronic flat palette, you'll draw the shapes that you want."

"This is interesting. Sort of a combination of a sketch pad, typewriter and 35 mm camera."

"Of course, the computer can't do everything you want. The amount of memory for each videotext page is limited."

"Hey, that's all right. Look at this. I can get lots of colors out of it."

"I admit there's an awful lot of information you'll have to cram into each videotext page. Your ads won't have much 'white space.'"

"Don't worry about it. I'm not only an art director now. I'm an art director and copywriter and production man rolled into one. And my ads won't take six months to get processed. They'll take six hours."

You had a list of arguments as to why videotext would be exciting to work on:

One-on-one interactive communication, instant consumer response capability. But it isn't necessary. Your "puzzle person" is busy painting electronic pictures. He is well along the way to becoming an electronic creative director.

In the month afterward, videotext becomes widely known throughout your agency. All your clients seem to be using it. Your agency's toothpaste brand is presenting pages of information on dental care in videotext. The disposable diaper brand does an equally complete job of information on baby care. Both of them follow up with more videotext pages on dental products and baby care products that can be ordered directly, but that might not have had enough movement to give them good display at retail. In effect, videotext has allowed these big packaged goods companies to move into the new and highly profitable electronic catalogue business.

It's no surprise when your agency's big retail account goes on videotext. After all, it's just transferring money from newspapers. But when your agency's big frozen food brand follows with pages of recipe information, you start receiving a number of inquiries from other art directors and copywriters about becoming an electronic creative director.

Then one night you will be sitting in front of your TV, calling up pages of videotext travel information. You will be trying to figure out if you'll have enough money to make it to the Bahamas this winter, or whether you'll have to settle for going to your in-laws in Trenton and looking toward the ocean, when you happen to call up a page of videotext that provides data on electronic creative directors. They are advertising for them. And their salaries are twice yours. You've missed out on another big job.

The electronic creative director has come of age.
The #1 first run strip is now sold in 137 markets including 50 of the top 50.

Goodson-Todman's

FAMILY FEUD

Hosted by Richard Dawson

Audience estimates subject to qualifications available on request.

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One Chicago TV news organization won the lion’s share of this year’s Illinois Associated Press awards. Including the coveted award for Best Newscast in Chicago.

It was the Channel Seven Eyewitness News Team.

Along with Best Newscast came awards for Best Documentary, Best Feature, and Best Sports. Not to mention recognition from the Illinois United Press International for Best Documentary and Best News Feature.

It’s all part of an Eyewitness News tradition. Reporting that gets noticed. And gets things done.

The kind you can’t get from any other Chicago broadcast news organization.

WLS-TV Chicago
NAB backs deregulatory hitchhike on FCC authorization bill in defiance of Chairman Wirth

Broadcasters last week sighted the glimmer of a chance for passage of federal deregulatory legislation during the 98th Congress after all. The chances brightened when members of the House Telecommunications Subcommittee struck out on their own to begin serious work on a broadcast deregulation package, despite strong protest from their chairman, Representative Tim Wirth (D-Colo.). Moreover they may attach the measure to an FCC authorization bill (H.R. 2755) scheduled for markup this week by the House Energy and Commerce Committee.

Late last week the National Association of Broadcasters was trying to find enough votes in the committee to pass a broadcast deregulation package. Even Energy and Commerce Committee Chairman John Dingell (D-Mich.) was seen as a possible supporter of the legislation if it includes a public interest standard. But rolling over Wirth, a subcommittee chairman, was regarded as no easy feat—the political stakes are high.

The NAB launched a massive lobbying campaign to back the legislation in the knowledge that it risked alienating Wirth, who presides at the gateway for almost all legislation affecting broadcasting. NAB President Edward Fritts agreed that it was "a gutsy move on our part to take on the subcommittee chairman," but he added: "The time to move is now."

In the past, broadcast deregulation legislation has been bottled in the subcommittee by Wirth, who was unwilling even to discuss deregulation until recently. His offer had a price. Wirth wants broadcasters to pay a spectrum fee as a quid pro quo for radio deregulation (Broadcasting, May 11). The congressmen also opposes all deregulation of television.

Congressmen Tom Tauke (R-Iowa) and Al Swift (D-Wash.), both subcommittee members, joined by Congressmen James Broyhill (R-N.C.), ranking minority member, Energy and Commerce Committee, and Billy Tauzin (D-La.), Thomas Luken (D-Ohio) and Mike Oxley (R-Ohio), also Energy and Commerce Committee members, have decided to challenge Wirth. They are leading discussions on television and radio deregulation legislation without fees.

Tauke, Tauzin, Swift, Luken and Oxley introduced broadcast deregulation bills this year. (Broyhill was an active supporter and sponsor of deregulation legislation in the last Congress.) Luken and Oxley last week introduced H.R. 2873 which is almost identical to the deregulation bill, S. 55, passed by the Senate except for its omission of cost-of-regulation fees. S. 55 codifies FCC deregulation of radio, abolishes comparative regulatory proceedings and permits the FCC to collect license fees to cover the cost of regulating the telecommunications services it oversees.

The Tauke-Tauzin bill (H.R. 2382) like the Swift bill (H.R. 2370) would codify the FCC’s radio deregulation, accord the same deregulation to television and eliminate the comparative regulatory process. The Swift bill, however, would require the FCC to establish quotas for local and information programming on radio and television as a form of setting a public interest standard.

The Tauke-Tauzin bill, which already has over 50 co-sponsors, appears to have generated the most support in the committee. But the coalition of congressmen is working to develop a proposal that would embody principles from all the bills. Primarily the group wants to achieve a public interest standard to satisfy Swift as well as Dingell. Dingell has not indicated his views, but sources say he may sympathize with broadcasters. The Commerce Committee chairman has not put any "stoppers on the project," commented one broadcaster.

A Swift aide noted that Tauke asked the Washington congressman to join their effort. The aide said Swift, who is philosophically opposed to fees, was not satisfied with the Tauke-Tauzin bill alone. But Tauke came back to Swift with a draft incorporating major sections of Swift’s bill, the aide said. Now they are working on a draft which would possibly codify the FCC’s current television programming guidelines or require the commission to initiate a rulemaking to establish guidelines.

“Our bill is serving as the framework,” explained Tauke. Tauke said no final decision had been made to attach the legislation as an amendment to the FCC authorization bill, but he admitted that the authorization bill is currently the “only prospective vehicle to move the legislation.” Tauke is optimistic that committee members will rally behind the legislation despite “various pressures being exerted.”

All last week industry leaders and Washington lobbyists watched with awe as the NAB and the coalition of committee members mapped out their strategy. As one Washington lobbyist noted, “it’s not easy to overrule a subcommittee chairman, but what’s the NAB got to lose? Wirth didn’t offer them anything but spectrum fees.”

There is no doubt, observers say, that the internal politics of the subcommittee and full committee have come into play. Leading the charge against Wirth along with Tauke are...
two former subcommittee members, Luken and Tauzin, two Democrats, whom Wirth bumped from the subcommittee this year. Dingell has his "own fish to fry," one broadcaster said, and may sacrifice Wirth's interests for his own. Dingell apparently has irritated several of his other subcommittee chairmen by cutting their subcommittee budgets. He may wish to win them back.

One broadcaster noted that undoubtedly the broadcaster's interests may be used in a "public vendetta." That may place the industry in the position of being either a "victim or victor," the broadcaster said.

"I take no pleasure in bypassing the subcommittee nor do I want to engage in any confrontation," Tauze said. But the congressman said that a deregulatory bill by itself was not going to move out of the subcommittee unless it contained a spectrum fee, a concept, Tauze said, that he opposes. "I feel it is proper to attempt to use whatever vehicle is available to pursue my point of view." The congressman acknowledged that Wirth is not "pleased" but that they have shared the same views in the past and will likely do so again.

"I am reported to be furious and is threatening to offer his own amendments in retaliation. "If they want a policy bill, then we will give them a policy bill,"" said one Wirth aide. The aide noted they have discussed offering amendments that might include a spectrum fee or establish deadlines at the FCC for implementation of new services, such as VHF drop-ins. Wirth is considering a number of options to defeat the deregulation legislation, the aide said. Nothing final has been decided. "Everything is still very fluid." One NAB staff member said they are in "offering a new threat a day."

Among other counterattacks that were subjects of speculation was the attachment of Waxman-Wirth bill (H.R. 2250) to the FCC authorization. That bill places a five-year moratorium on any changes in the FCC's rules that prohibit television networks from acquiring financial interests in programs they buy and exclude them from domestic syndication. The threat has reportedly alarmed the three major networks. The networks' fears, said one subcommittee staff member working on the amendment, might "wreck" any chance of passage. If that occurred, one Washington lobbyist predicted, the NAB, "would explode."

Fritts, however, said the NAB has met with the networks and "we are all marching toward deregulation together. "The NAB president noted that Wirth's staff is talking about several of the amendments that would "divide our interests." In addition, he said, they have talked about even attaching telephone legislation to get the phone companies to lobby against the bill. "We expect Wirth to attach everything but the kitchen sink," Fritts said.

A rush of amendments could very well smother any legislation beyond a simple, two-year FCC authorization bill. The current FCC authorization measure includes a provision increasing authorization levels for public broadcasting (BROADCASTING May 2). Some public broadcasters fear their provision may be at stake. Subcommittee mem-

bbers Mickey Leland (D-Tex.) and Cardiss Collins (D-Ill.) are also reportedly considering offering amendments that would encourage minority participation in the communications industry. They have both previously introduced bills aimed at expanding minority ownership and beefing up the FCC's affirmative action activities (BROADCASTING, March 28) and Dingell, sources say, may introduce an amendment to place a cap on telephone rates.

One Senate Commerce Committee staff member said it was doubtful the subcommittee members can "roll" Wirth. However, the staff member predicted, the onslaught will put pressure on Wirth to "get serious about deregulation."

Fritts said a Wirth aide called on the congressman's behalf to express his anger at the NAB for backing Tauke. The aide, Fritts noted, "used some very tough language." But Fritts said, there is nothing, "illegal about what we are doing." The NAB president explained that the association has very little to lose because Wirth had never offered any-thing. "We saw a window of opportunity and the time had come to get on with the program," he said.

Fritts said the NAB dropped everything else to put all its support behind the Tauke-Tauzin coalition. Right now, he said, "we have a substantial number of commitments from the full committee." Even if provisions permitting television deregulation are removed, Fritts said, the NAB is willing to "talk radio-only if it is all we can get."

Outlet purchased for $332 million

Rockefeller Center Inc. set to buy Rhode Island group broadcaster

Old money moved in a new direction last week when Providence, R.I.-based group owner, Outlet Co., announced its assets would be acquired by Rockefeller Center Inc. for a total of $332.1 million. The terms of the deal, which is only a preliminary agreement and must await a definitive agree-

ment and approval of both company boards, the FCC and Outlet's shareholders, call for Rockefeller Center to offer $68 per share for Outlet's 3.6 million outstanding shares, amounting to $245 million plus assumption of $87.3 million in debt.

Not including the failed $500-million pro-

posed General Electric-Cox Broadcasting merger of 1980, the agreement is the second largest deal for a broadcasting group owner in history—surpassed only by the Gannett-

Combined Communications $370-million merger in 1979.

This is the third time around in the merger-

acquisition arena for Outlet in the past 22 months. It first proposed to be absorbed by Columbia Pictures Industries in a stock ex-

change deal valued at $180 million. Then Coca-Cola Co. entered the scene by buying CPI for over $900 million. Outlet was ini-

tially part of the Coca-Cola deal but Coke, after evaluating an audit of Outlet, said it wasn't interested in acquiring a group owner. Coke had proposed a stock-swap-plus-cash deal for Outlet but was reported to have gotten cold feet after United Department Stores Inc., to which Outlet sold its retail division last year, filed for bankruptcy.

The latest agreement between Outlet and Rockefeller Center appears to benefit both. Outlet has said in the past that it was consid-

ering a merger or other possible arrange-

ments with companies, but also indicated it was prepared to remain independent. Rocke-

feller Center, owned by trusts controlled by the descendants of John D. Rockefeller II, has been looking to broaden its base away from its substantial real estate holdings. Toward that end, it invested in The Entertainment Channel, along with RCA, before that venture was put in deep freeze earlier this year (BROADCASTING, Feb. 28). Rockefeller Center currently owns Cushman & Wake-

field, a national commercial real estate bro-

kerage and management firm; the landmark building complex in New York that bears the same name; Wesleley Energy Corp., a Dal-

las-based oil and gas exploration and mar-

keting company; Radio City Music Hall Pro-

ductions Inc., which oversees admin-

istration of the Music Hall, and Trinity Paper & Plastic. Richard Voell is president and CEO of RCI.

The agreement also brings relief to Bruce Sundun, president of Outlet, who admitted the past year was a time when "most of my corporate dreams have been nightmares." Sundun said he is extremely pleased with
the Rockefeller Center proposal, and that Rockefeller Center has expressed a keen interest in broadcasting. “In my discussions with them I have made clear that we wish to continue to expand and they second that desire. I told them I want to acquire two UHF stations and some more radio stations.” Sundlun said the intention is not to stop there, but to add even more properties if the FCC lifts the seven-seven-seven rule. Outlet now owns five radio stations and five TV’s.

Sundlun also pointed out that, including the assumption of debt, Rockefeller Center’s offer came to $92.25 per share.

An Outlet spokesman said there are no major changes in store. “Outlet will continue to develop as a broadcasting company probably in much the same manner we would have if we were an independent entity, rather than a subsidiary.” Outlet said the deal contemplated that a new subsidiary will be formed by Rockefeller Center—possibly a little later in the week that will be headed by Sundlun as chairman and David E. Henderson as president. Henderson presently is executive vice president and president of the Broadcasting Division. Joseph S. Sinclair, Outlet Co. chairman and grandson of the founder, will become a consultant.

Outlet will have to sell WSNE(AM) Taunton, Mass.—Providence, R.I., because it is co-located with WJAR-AM Providence. Currently the stations are exempt from breakup because they are grandfathered under the FCC’s cross-ownership rules. Outlet also said the proposed deal will have no effect on its $21 million purchase of WHFS(AM) Bethesda, Md., currently pending at the FCC.

For Outlet, the worst seems to be over. In its annual report, released the day before the announcement, Outlet reported 14% higher revenues and an about-face in earnings. In 1982, profits were $18,060,000 on revenues of $86,579,000, as compared to a loss of $18,033,000 on revenues of $75,892,000 in 1981. Earnings per share were $2.13 last year against a loss of $6.76 the year before.

On the open market, Outlet has followed the rest of the stock market the past year and more than doubled in value. At the time Coca-Cola backed down from acquiring Outlet, in April 1982, it was trading on the New York stock exchange at $52 per share. On the day of the announcement with Rockefeller Center, Tuesday, May 3, Outlet jumped to $111.75, perhaps as high as $120, from $50.75 on Monday when trading had been halted pending an announcement.

Rather than saying Rockefeller Center paid a premium for Outlet, Alan Gottesman, a media analyst with L.F. Rothschild, Unterberg, Towbin in New York, said that CPI and Coca-Cola “evidently walked away from a tremendous bargain. I can’t think of any broadcasting company whose stock represents anything other than a discount from the liquidation value of its properties.” Gottesman explained that if the values of the broadcast properties were added together, and they were divided by the number of shares, the derivative is “a much higher number than the price of the stock.”

Sinclair and Sundlun own substantial chunks of the publicly traded company. According to ownership wishes at the FCC, Sinclair owns 17.5% and Sundlun owns 10%.

The Outlet stations are: WJAR-TV (NBC, ch. 10) Providence, R.I.; WCXP-TV (CBS, ch. 6) Orlando, Fla.; WCMH-TV (NBC, ch. 4) Columbus, Ohio; KSAT-TV (ABC, ch. 12) San Antonio, Tex.; KOVR-TV (ABC, ch. 13) Stockton-Sacramento, Calif.; WTOP(AM) Washington; WQXR-FM Philadelphia; WQXR-FM Detroit; KOQK-FM Los Angeles, and WSNE(AM) Taunton, Mass.—Providence, R.I.

-- Top of the Week --

ABC shows its hand

Network makes moves to shore up weak nights; ‘Hotel’ seen as big hit for Wednesday schedule

With substantially restructured program lineups for Thursday and Friday nights, and with lineups that remain intact for Monday and Saturday nights, ABC introduced its prime time schedule to the advertising community in New York last week. The overall reaction from that community was that ABC should be as strong next year as it was this past season, and perhaps a little stronger.

Reaction to new program entries was mixed.

The new series scheduled for next year include four half-hour comedies and four hour-long dramatic series. Of the eight canceled programs, the one with the longest and most successful track record was Laverne and Shirley, which first went on the air in 1976. Most of the other canceled shows were introduced last fall and included Tales of the Gold Monkey, The Quest, The New Odd Couple, Joanie Loves Chachi, It Takes Two, The Greatest American Hero and Too Close for Comfort.

On Sunday, one new show is scheduled to run: an hour-long adventure series entitled Hardcastle & McCormick, which is slated for 8 to 9 p.m. Starring Brian Keith, it’s about a judge (Keith) who enlists the help of a two-time loser to track down criminals who have been set free on legal technicalities. The rest of Sunday night remains intact, with Ripley’s Believe it or Not! at 7 p.m. and The ABC Sunday Night Movie following Hardcastle & McCormick at 9. Although Ripley’s is not a ratings success, agency executives see its retention as an indication that ABC will not challenge CBS’s dominance of the Sunday 7 to 8 p.m. slot with 60 Minutes. That’s incredible we will again lead off Monday nights, followed by NFL football. The Monday night schedule remains unchanged.

On Tuesday, the new sitcom, Just Our Luck, about a California weatherman who acquires the services of a genie, leads off at 8. Happy Days, which led off Tuesday this season, follows at 8:30, replacing the canceled Laverne and Shirley. Three’s Company follows at 9, retaining its old time period, followed by Yea, But I’m Married, a new sitcom starring Madeline Kahn about one married couple’s mid-life crisis. Hart to Hart wraps up Tuesday prime from 10 to 11 p.m.

As it did this past season, The Fall Guy is ABC’s lead-off program for Wednesday at 8 p.m. Dynasty will follow at 9, having been moved up one hour. At 10, the new hour-long Hotel will star Bette Davis and James Brolin. It is based on Arthur Hailey’s best seller of the same name.

Thursday opens with the new hour-long Trauma Center, which is reminiscent of such past network series as Emergency and Code Red. That’s followed by 9 to 11:30, which moves from Tuesday at 9:30 p.m. It’s Not Easy, another new sit-com about a divorced couple living across the street from each other, follows at 9:30, with 20/20 wrapping up the prime time evening.

Beuson moves from Thursday lead-off to Friday lead-off. A new sitcom entitled Webster follows at 8:30, about a newly married couple who suddenly find themselves with the responsibility of caring for the husband’s (Alex Karras) orphaned godson. Lottery, a new hour program which might be described as a contemporary The Millionaire, is scheduled at 9, followed by Matt Houston, which moves from its Sunday 8 p.m. slot. Saturday remains the same with T.J. Hooker, The Love Boat and Fantasy Island.

ABC Sports has a very busy season ahead of it, with the rights to the 1983 World Series and both the 1984 Winter and Summer Olympics. Much of that coverage will be provided in prime time.

As to long-form programing for the upcoming season, made-for-TV movies scheduled by the network include The Dollmaker, with Jane Fonda and Geraldine Page, and a remake of “A Streetcar Named Desire,” starring Ann-Margret and Treat Williams. Two others include The Day After, a three-hour...
But with Jeannie, Luck, Hardcastle, and the others, plans were being made to bring the characters of The Last Days of Pompeii and one focusing on the Kennedy family to television.


Most of the advertising agency executives commenting on the proposed ABC lineup for next fall prefaced their remarks by stating their opinions were subject to revision upon seeing all of the new ABC pilots (only one was seen at the formal introduction last week, Just Our Luck), as well as the new schedules of the other two networks which will be unveiled this week.

Rick Busciglio, senior vice president and director of broadcasting, McCann-Erickson, was optimistic about the prospects for some of ABC’s new programs, and critical of others. "Hotel" should be a valuable addition to the Wednesday night lineup, he said. "It's a basic, workable idea," with the potential of a Love Boat or Fantasy Island. "Webster," he said, also "looked appealing. The interaction among the characters is very good." "Hardcastle & McCormick," at first glance anyway, did not look like a winner to Busciglio. After seeing the full pilot, he added, "maybe it will make more sense." "Just Our Luck" might have problems as well. The story line, along that of the old I Dream of Jeannie, is "too much of a gimmick," he said.

John Guidalakis, vice president and associate director of network operations for Bozell & Jacobs, said that over all, he thought the new ABC lineup looked "very strong." He added that the new Yes, But I’m Married with Madeline Kahn has "great potential." But he shared some of Busciglio’s concern with Just Our Luck. "It’s a very clever show," he said, "but I don’t know whether they can keep up the writing," which happened with Best of the West a few seasons ago. He also gave Hotel high marks, which, with Bette Davis, has "good star quality."

Richard Kostyra, senior vice president and media director at J. Walter Thompson’s New York office, said that he was a little surprised that ABC would lead off Tuesday, the network’s "strongest night," with the untested Just Our Luck. By his reading, the general consensus on that program is "not favorable." The story line is "simplistic," he said, "and I would agree that it’s gimmicky and predictable." Wednesday, however, with Dynasty anchoring The Fall Guy and Hotel, will "unquestionably be the strongest night for ABC," said Kostyra. But Thursday is a "mixed up" evening, with action/adventure, comedy and news in one three-hour period. Kostyra thinks ABC’s restructuring there may be all for naught.

Mike Drexlcr, executive vice president and director of media programming, Doyle Dane Bernbach, said he was "pretty impressed" with the new ABC lineup. Tuesday should be strengthened somewhat with the new lineup there, he said. And Wednesday, with Dynasty acting as a "linchpin," should also be quite strong. But Thursday may pose problems, he said, and the new Trauma Center, which he described as a "weak show," won’t help any. Friday is "not particularly strong" either, he added. But with at least four strong nights—Monday, Tuesday, Wednesday and Saturday—ABC should give CBS a good run for its money next season. "ABC has no terribly weak spots," he said, predicting that next season will be "another CBS-ABC battle."

### ABC confident on eve of affiliates meeting

Executives will spell out prime time plans, new technology ventures while tackling concerns over declining audiences, program overruns and compensation

The president of ABC Television last week headed west for the annual affiliates meeting, brimming with confidence it would, in general, at least, be a happy gathering. Everything, James Duffy said, in effect, en route to the Century Plaza hotel in Los Angeles, is coming up roses. Affiliates were not in complete agreement, some saw a few weeds among the flowers.

Some 800 representatives of ABC’s 200 plus affiliates will help initiate the annual round of network affiliation meetings in a time of declining viewers and increasing competition from new technologies. The ABC meeting, beginning tonight (May 9) with a cocktail party, will be leaner than in the past with only one day, instead of one-and-a-half or two, as in the past, devoted to presentations and open sessions. The meeting ends with the traditional banquet Wednesday night.

But as Duffy sees things, none of that is cause for concern. With the affiliates assembled for the meeting that will mark the network’s 30th anniversary, Duffy said, "We’ve
those are among the issues likely to be discussed at the century plaza, over drinks and, with greater point, on wednesday morning, when the affiliates and network management meet in a closed session. but the upbeat part of the meeting will come on tuesday, when network executives show and tell—with clips and talks—what abc will be sending its affiliates in the coming year.

duffy, abc president and chief operating officer frederick s. pierce and john c. severino, president of abc television, will address the affiliates during the day, while the programming presentations are made by those directly involved. roone arledge, president of the network’s news and sports operations, will discuss abc’s plans in both areas. john martin, vice president, programming, and assistant to arledge in sports, will discuss the network’s plans for coverage of the winter and summer Olympic games next year.

anthony d. thomopoulos, president of abc entertainment; lew erlich, senior vice president for prime time, and brandon stoddard, president of abc motion pictures, will offer an over-all view of the network’s plans for prime time. other presentations will be made by jacqueline smith, vice president, daytime programs; squire rushnell, vice president, long-range planning and children’s television, and richard levine, vice president east coast programming (good morning, america).

the network’s telefirst (originally home view network), which would bring the affiliates into the pay-television field, will not be ignored. herb granath, president of abc video enterprises, will discuss the service at the closed business meeting on wednesday. the service, which will involve the transmission in early morning hours of scrambled programming that viewers can record for playback in unscrambled form at a later time, is to be tested over abc’s wls-tv chicago, in january.

abc’s venture into telefirst and other fields, including cable television, have made some affiliates nervous. but cookery, for one, regards telefirst as a plus—“another profit center for us.” and duffy and other network executives this week can probably be expected to try to ease any concerns affiliates feel about abc’s new ventures. “the base business is an advertiser-supported, three-network system,” duffy said. "but meanwhile, it’s wise to be in the new technologies, and we’re in them.”

awrt reviews broad spectrum of issues in toronto

strides in employment, international communications discussion highlight sessions; swit takes top award

toronto provided an international backdrop for what the american women in radio and television termed an international conference, but which turned out to be more of a u.s.-canadian meeting of communication professionals. attendance for the 32d annual convention was down this year to 300 from last year’s 450 in san francisco, attributed to the economy and the out-of-country location. but of that number nearly a third were canadian.

for five days (may 3-7), speeches, panels and workshops were devoted to international telecommunications policy. canadian radio and television issues, cable marketing, broadcast advertising and leadership. but the working sessions were punctuated by the association’s annual broadcast/industry banquet, a black tie event held in the ballroom of the royal york hotel. almost 40 people were seated at the head table during the dinner including this year’s convention chairman, martha bell stunville, nbc-tv’s vice president-affiliate promotion services, the awrt board of directors; several past presidents, and representatives of the organizations sponsoring the dinner.

actress loretta swit was presented with the silver satellite award by outgoing president charlotte tharp, community relations director of whas inc., louisville, ky., for “outstanding accomplishment in or contri-
Anne Murray presented some award winner Sid Byoir, who was not the only star-nor the founding member of the American business association's Broadcast News Directors Association survey conducted by Southern Illinois University, saying the figures look encouraging: Women make up nearly a third of all newspaper employees: radio and television, female TV station news directors make up 8%, radio news directors 18% and women in key correspondent and anchor roles at local stations in some cases has reached 92%.

But she pointed to other statistics—from the Department of Labor—that showed the typical upper echelon female executive in American business earns $134,000 per year, the female counterpart earns less than $50,000.

Still, Savitch conceded the RTNDA figures are impressive. "But now that we have the jobs, the new myth is that we won't keep them. Women can't get old on television, they say." She asked rhetorically what had happened to women like Pauline Frederick and wondered why women who had entered the field then had not stayed. Her answer: because not many had key assignments, anchor jobs or upper level management positions. Another myth Savitch named was the broadcast double standard: Women take longer to get ready for work; women are more concerned with their looks than their news judgment, and women must be beautiful—and preferably blonde—to get and hold a job. She blamed society for these standards. "Conventional societal standards preclude women from wearing the same blue blazer with a different tie and shirt for a week.... There are different standards for women than for men."

Savitch also said the "tokenism myth is still alive and well." In many organizations, she said, there appears to be room for only one woman. "If a station or network contemplates hiring a female... then it's assumed another must be leaving."

"It is ironic that women should hit such a mystifying plateau in broadcasting because... women control the dial for most hours of the day; women by and large make the decisions on goods and services purchased by households—the kinds of goods..."

The association's new president, Jeri Warrick-Crisman, president and general manager of WNJR(AM) Newark, N.J., delivered her inaugural address during the conference, vowing to increase the number of AWRT chapters and membership "considerably" by next year's convention in Chicago (May 30-June 2, 1984, at the Palmer House). She called on the local chapters to be "strong and active, for as we learned in high school geometry, the whole is the sum of its parts. The clout of AWRT as an organization demanding respect and recognition by the broadcasting industry lies in the combined strengths of each and every single chapter."

Crisman also briefed members on some of the ongoing projects on which the association is working, including plans for a Sept. 24 seminar co-sponsored with the FCC to explore broadcast ownership opportunities for women, and discussions with Women in Communications and Women in Cable concerning joining forces "for our mutual professional and financial benefit."

One of AWRT's most illustrious colleagues addressed the Wednesday luncheon: NBC News correspondent Jessica Savitch, who called the association a "beacon of hope" that shined in the 60's (when Savitch began her career) by its very existence, and now, by its growth.

But her praise for the organization and the strides made by women in communications careers was tempered by her observation that covert practices have replaced overt discrimination. "It is no longer a question of quantity of jobs, but rather quality... Old stereotypes, myths and arguments are gone but new ones have subtly grown."

Savitch cited a 1982 Radio-Television News Directors Association survey conducted by Southern Illinois University, saying the figures look encouraging: Women make up nearly a third of all newspaper employees: radio and television, female TV station news directors make up 8%, radio news directors 18% and women in key correspondent and anchor roles at local stations in some cases has reached 92%.

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"It is ironic that women should hit such a mystifying plateau in broadcasting because... women control the dial for most hours of the day; women by and large make the decisions on goods and services purchased by households—the kinds of goods..."
and services that buy broadcast advertising.” Savitch said the irony is that decisions made on what appeals to women primarily are made by men. “Women can control the dial but it is still a male-dominated managerial hierarchy that decides what and when they tune in.”

But the prognosis for the future of women in broadcasting is positive. Women are beginning their own system of networking, she said, chipping away at old stereotypes. “In little more than a decade, many of you helped to dispel the old myths simply by doing your jobs.” Her advice to women was to continue to maintain high standards of excellence and to be vigilant in recognizing barriers and banding together to overcome them.

She predicted women will one day be evaluated on ability, reach upper levels of management and keep those jobs despite legal training and facts. “Whether I am correct will be answered only by the well-worn broadcast cliche: ‘Stay tuned.’”

True to the international emphasis of the convention, the opening session last Wednesday (May 4) was dedicated to global convention communication issues. After welcomes by Stanville and outgoing President Tharp, the audience was briefed by 1983/World Communications Year by Dr. Carroll Lee Hilewicz, executive director of the U.S. Council for World Communications Year. (President Reagan proclaimed U.S. association with WCY last December.)

The four objectives of the council, Hilewicz said, are to (1) increase public awareness of the uses and benefits of communications technologies; (2) encourage the U.S. private and public sectors to step up technical training and facts; (3) encourage public discussion of communications policy issues and encourage technological literacy, and (4) enhance the image of the U.S. communications industry.

The opening session then moved into a panel discussion on international communications. Two scheduled panelists did not attend: FCC Commissioner Anne Jones, who was reported to be ill, and Ambassador Diana Lady Dougan, U.S. State Department’s coordinator for international communications and information policy, who was in Geneva.

The panel comprised Meloshe; Virginia Schlundt, staff director of the House subcommittee on International Operations of the Committee on Foreign Affairs, who moderated; Joan Tobin, member of the board of Comsat and president of Tobin Enterprises, a Washington consulting firm; and John Coleman, vice president-planning and development, Canadian Television Network Ltd., Toronto. Jane Cohen, vice president-television of the National Association of Broadcasters, opened the discussion by offering the panelists food for thought tied into the convention theme, “People Turn Us On.” “Communications equipment has no power in itself. The power resides in the people who use it. We might expect the ‘network’ to draw us closer together but we are constantly disappointed that it doesn’t seem to do so. The fault lies not in the media but in the people.”

Schlundt offered what she termed the “Schlundt view” of international communications and information policy. “The communications revolution will become a crisis for all of us if we do not direct sustained attention to it.” Until we understand the complexity of international communications policy, we can’t really deal with the individual components.” She said a comparison of the communications revolution to the industrial revolution is not valid. “We had 150 years to adjust to the industrial revolution; we don’t even have to the year 2000 to adjust to this one. And if we don’t adjust, we’re going to resemble the dinosaur.”

### Britain readies itself for cable TV

**Government white paper on introduction of service calls for private ownership; no foreign programming quotas; 25-channel, interactive systems; advertising; 12-year franchises**

The British government’s plans for full-scale introduction of cable television call for it to be “privately financed and market led,” subject to regulation that “should be as light as possible” and yet contain “a small number of key safeguards” to make sure “that existing broadcasting and telecommunications services are not impoverished and to take account of the fact that cable services will be directly available in the home.”

The plans, including the safeguards, are detailed in a 90-page “White Paper” issued jointly by the Home Office and Department of Industry on April 27. Leaders hope to get the necessary legislation enacted by Parliament in time for appointment of a seven-member Cable Authority, the proposed regulatory body, by next spring or summer. Even before then, with Parliament’s approval, the government would authorize “perhaps 10 or 12” new cable systems as “pilot projects.”

The report, “The Development of Cable Systems and Services,” envisions systems offering about 25 channels and having interactive capability. They could offer a far broader range of programs and services than either the BBC or the commercial ITV, but could not acquire exclusive rights to certain as yet unspecified “major, national sporting and other events,” and would be subject to broadcasting standards of taste and decency. There would be no “adult” channels.

Pay per view would be permitted except for events customarily covered by one of the public service channels. PPV would also be permitted on future direct broadcast satellite channels.

The report does not call for a specific sub-躺 on foreign programing but anticipates a gradual build-up of homemade fare. “The government accepts that operators may need to use a significant amount of overseas material, particularly from the USA, in the early years; but the Cable Authority will have a duty to work towards a progressive increase in the proportion of British programing.” (ITV is currently subject to a limit on foreign broadcasting.)

The four BBC channels and the Independent Broadcasting Authority’s local channels would be “must-carry,” as would their radio services, and systems would also have to be prepared to carry the five DBS channels assigned to Britain.

Cable systems could also provide a wider range of advertising, including some sponsorships “with appropriate safeguards.” For conventional advertising of the sort currently carried by commercial broadcasters, they would be subject to the same limits: an average of six minutes per hour in TV, nine minutes per clock-hour on radio. But classified ads, and channels wholly or mainly devoted to advertising, would be exempt from these limits.

Franchises would encompass no more than 500,000 homes and in most cases would be “significantly” smaller. The franchising and regulatory functions would be the responsibility of the new Cable Authority.

Central and local government and religious and political groups could have no stake in cable ownership. Existing broadcast, newspaper and telecommunications interests would not be excluded, but the authority in its franchising would guard against concentrations of power contrary to the public interest. Existing cable operators could compete for new cable franchises on the same footing as other applicants.

Existing cable companies—which serve an estimated 1.4 million homes—will also be authorized to expand their services, once Parliament has approved the report. For the most part they now carry only the BBC and IBA services, except for a single channel of subscription television authorized on a two-year basis in 13 areas. They may substitute other services for one or more of these must-carry, provided they arrange for alternative delivery of the deleted services at no extra cost to the viewer. In time, however, these limited-channel operations would be phased out.

Cable franchises would run for 12 years initially and for eight years thereafter. Licenses for systems using “tree and branch” technology—conventionally used in U.S. systems—would be for 12 years, extendable to 20 if switches are subsequently installed.

The report endorsed the BBC and IBA objective of maintaining “the range and quality of broadcasting services now available to all” and at the same time recognized that cable may affect the economics of broadcasting. But broadcasters will be free to play a role in cable and “they start from a position of strength,” the report continued.

“In the longer term the growth of cable could necessitate considerable change in existing broadcasting arrangements, but cable has first to establish itself and the government has no plans to modify the existing duties and obligations of the broadcasters.”
Murdoch into DBS to tune of $75 million

Australian media mogul signs deal with Satellite Business Systems setting up Inter-American Satellite Television; launch set for this year

A new player in the increasingly crowded satellite broadcasting business emerged last week: Inter-American Satellite Television. Backed by Australian media entrepreneur Rupert Murdoch and headed by former pay television equipment executive William Kommers, IAST plans to launch a nationwide five-channel satellite-to-home service later this year.

IAST will deliver its scrambled, pay service via five medium-power (20 watt) transponders on Satellite Business System's SBS III, a 10-transponder Ku-band satellite launched aboard the Space Shuttle last November. Subscribers will be equipped with earth stations with dish antennas ranging from 1.2 meters (four feet) to 1.8 meters (six feet) in diameter.

By marketing to "non-cabled U.S. households," said IAST President Kommers, "IAST intends to be an early and successful operator in this industry... We have... been working with dish manufacturers and potential programming sources for many months to obtain low-cost, reliable dish antennas and quality programming." IAST will offer cable-like programming, Kommers said, including movies, sports and news. And it will be priced competitively with cable.

The service was conceived by Kommers, but it is being financed by Murdoch. Kommers is the former president of Tannor Electronic Systems Technology Inc. of Van Nuys, Calif., a manufacturer of cable-scrambling equipment and MD Sat receivers. Kommers is now a consultant to the firm, which is, due to the failure of some of its MD Sat customers, currently in Chapter 11 bankruptcy. Murdoch is an Australian broadcaster and publisher. His holdings include The New York Post, The Boston Herald, San Antonio Express-News, The (London) Times, and the Village Voice.

It was Murdoch's British-based News Satellite Television Ltd. that signed the six-year lease (with option to buy or lease for another year) with SBS for the five transponders and for five 5.5-meter uplinks. NST will make the transponders and uplinks available to IAST.

According to SBS spokesman Larry Weekley, the lease payments "would aggregate over the six years to more than $75 million." He said SBS is signing a separate contract with NST to operate the uplinks, which will be located at IAST's headquarters in Los Angeles.

SBS doesn't expect to have much regulatory trouble. According to Weekley, all SBS needs is FCC approval of its pending application to lease or sell transponders on a non-common carrier basis. That Murdoch is not an American citizen is also not a problem, he said, since IAST is an American company.

IAST joins nine other companies with satellite broadcasting plans. Eight of them have proposed services using high-power satellites operating in the dedicated direct broadcast satellite band: Comsat's Satellite Television Corp., RCA, Western Union, CBS, Video Satellite Systems, Graphic Scanning, United States Satellite Broadcasting and Direct Broadcast Satellite Corp. Since last fall when the FCC gave the eight its approval, however, only STC has shown signs of going ahead with its plans.

The other prospective satellite broadcasting operator, United Satellite Communications Inc., a venture backed by Prudential Insurance and General Instrument, has proposed a service similar to IAST's. Like IAST, it has leased medium-power transponders on Ku-band satellites to broadcast a five-channel service to subscribers equipped with 1.2-meter dishes. Despite the similarities, General Instrument's Hal Krisbergh said there are significant differences that make him doubt whether IAST can be a competitive threat. Although both plan to use 20-watt transponders, USC's signals will be limited to those customers whose plans to focus them on just half the country. IAST's beams will cover the continental U.S. Consequently, he said, IAST will be forced to install six-foot dishes and will be unable to reach the mass market USCI believes it will. "This is not a competitive program," he said. "It's a modified backyard hobbyist program."

Two different directions on DBS

America's 'flexible' approach to satellite allocations is at odds with 'equal access' doctrine adopted in Costa Rica

Members of the U.S. delegation preparing for the western hemisphere conference in Lima have proposed that a second generation of direct broadcast satellite use of the 12 ghz band returned early last week from a preliminary meeting in Lima, Peru, pleased with the results. But within a few days, representatives of nine Central American and Caribbean countries had met at a seminar in San Jose, Costa Rica, and adopted a declaration that appears to run counter to the goals of "flexibility" the U.S. and others said had been advanced in Lima. The "Declaration of Costa Rica" calls for adoption of a DBS plan that assures all countries in the hemisphere, regardless of size or need, "equal access" to orbital slots and associated frequencies.

In Lima, the meeting of CITEL (Inter-American Telecommunications Conference), an arm of the Organization of American States, generally endorsed the work of the Panel of Experts of eight countries that had worked for a year and a half to develop planning and procedural principles for consideration by the regional conference when it drafts its plan. Ambassador Abbott Washburn, who headed the 11-member U.S. delegation, as he will the larger delegation in Geneva, described the work of the CITEL meeting as "quite significant," and said it should make the conference itself run smoothly. He said the representatives of the 12 countries participating obtained a thorough understanding of the issues involved.

"The Declaration of Costa Rica" reflects a different view. It was adopted at the conclusion of the seminar which was sponsored by Costa Rica's Secretariat of Information and Communication and by the Center of Telecommunications for the Third World (CETEM), whose function is to inform less-developed countries of developments in telecommunications. The purpose of the seminar was to study "the technical aspects and the social, economic and political implications of direct broadcast by satellite."

And the first point of the declaration calls on the regional conference to develop a DBS plan "which guarantees equitable access to orbit/spectrum resources for all countries, in a manner which offers equal opportunities to all to obtain the benefits of the service independent of the dimensions of the relevant country, area, location, prospects for implementation over the short and long-term, or level of development."

U.S. officials maintain that a "flexible" plan enhances the prospect of "equitable" access to the orbit and associated frequencies. But Armando Vargas, Costa Rica's minister of communications, who served as chairman of the seminar, leaves no doubt the delegates intended "an equal distribution of those two limited resources." Costa Rica, he says, is entitled to the same number of slots and frequencies as the U.S.

The degree to which the sentiments expressed in the declaration will be translated into the positions the countries involved take in Geneva was not clear. Vargas acknowledged that the countries are not bound by the declaration. But he noted that most of those who attended the seminar will be delegates to the conference. What's more, the declaration calls for the creation at the conference of an organization of Latin American and Caribbean countries to coordinate the activities and policies of those countries.

Such an organization functions at the meetings of most other United Nations agencies.

The remaining point of interest says consideration should be given to the imposition of "progressive" fees on those who use the spectrum. The funds made available would be used by the International Telecommunication Union to help Third World countries develop their telecommunications facilities.

The declaration says the location of new sources of funds for the ITU "is a high-priority task" to be undertaken in the current World Communications Year.

Vargas apparently intends to continue pressing the points made in the declaration. He will keynote the First Caribbean Telecommunications Conference, to be held in Ocho Rios, Jamaica, on May 15-17. And, he said, "I will raise the same issues."
Which radio network 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, earning 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.

The answer is Mutual
The station on the move.

As of April 20, 1983, we're WOR-TV, Secaucus, New Jersey. And all of us at WOR-TV and RKO General Television look forward to the challenge of this history-making opportunity to serve the people of our New Jersey signal area. In addition to carrying our outstanding array of sporting events, classic movies, and the best syndicated programming available, we've already begun broadcasting more news and public affairs programming devoted to what's happening in the Garden State. We want to be the best there is. And we want New Jerseyans to be proud of their television station.

WOR-TV
Secaucus, NJ
<table>
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<th>Companies in Electronic Communications</th>
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The Fifth Estate's five-score favorites

Electronic media and related firms turned in generally good performances in 1982; GE tops revenue list; RCA has highest rating on BROADCASTING's Electronic Communications Index

BROADCASTING's 1982 Top 100 companies in electronic communications have turned in their report cards for the year and the results are good. Despite bad news throughout 1982 for the U.S. business community, the electronic communications companies listed on pages 40-43 withstood the high interest rates and declining sales that pushed many companies into the red last year. Only eight companies out of the BROADCASTING Top 100 registered a loss.

The BROADCASTING listing comprises publicly owned companies engaged in the variety of communications businesses covered by BROADCASTING, including radio and television broadcasting, cable systems, STV and SMATV, satellite earth stations, program production, post-production video and audio services, program syndication and film licensing, advertising services for electronic media, rating services, paging systems and cellular radio, MDs, DBS, videotext and teletext, low-power television and the manufacturing of equipment and parts for the preceding fields.

The Top 100 in 1982 is a classier group than the previous year's because of the arrival of a few new names, including some of special prominence—Control Data (number 12 on the list), Coca-Cola (8), Pioneer (30), Anixter (48)—and because of strong sales growth during the 12 months of 1982 throughout the Fifth Estate. The entry requirements for this year's club included 8% to $38,856,000 in annual sales, up from the 1982 chart's minimum of $35,925,000.

Since the last index, Filmways became Orion, Coca-Cola purchased Columbia Pictures and MGM/UA Home Entertainment Group Inc. was traded separately from MGM/UA Entertainment Co. There are also a few other newcomers to the Top 100: A.H. Belo (72), Lorninar (73), Graphic Scanning (84), Stauffer (93), Texscan (96), and Telepictures (97). Nine companies had to vacate the list to make room for the new members.

Most of the departing companies had sizable revenues but because their ECI (Electronic Communications Index)—the portion of those revenues (billings for advertising agencies) derived from Fifth Estate activity—was small, the editors of BROADCASTING decided to exclude them this year. Companies departing for this reason were Ranknet (57), Charter (28), Ranknet (57) (which is divesting itself of its broadcast interests), Schering-Plough, MCI, Arvin, Comsat and AEL Industries. Other companies not included in this year's index were Nippon Electric Co. (because of a dissimilar fiscal reporting period), Action Corp. and Centel.

Calculating the ECI for a Top 100 company is occasionally difficult. Some of the larger manufacturers have a book-size products list. After products linked to the communications industry are identified, revenues for the relevant products must be calculated. The ECI can sometimes be derived from annual reports but is more often based on an estimate by a company official or other knowledgeable source.

This year's index reveals that the 10 most important companies are evenly divided between communications companies and manufacturers.

Listed in descending order of ECI revenue, the first 10 ECI companies in BROADCASTING's Top 100 index are RCA (number 5 in total revenue), with ECI revenues of $3,294,800,000; Westinghouse (4), $3,215,850,000; ABC (18), $2,344,784,000; CBS (13), $2,185,074,000; Sony (11), $1,812,498,000; Motorola (15), $1,514,339,000; 3M (7), $1,247,589,000; Zenith (26), $1,016,044,000; Time Inc. (16), $855,439,000; General Electric (1), $795,000,000. The lowest ECI was for Josephson International (83), with $10,853,000. Getty Oil (2) 85% owner of ESPN, had the lowest ECI percentage (1%) but was still in the first half of ECI companies.

General Electric, despite a decline in total revenue from the previous year, is again at the top of the BROADCASTING's list, with more than twice the total revenue of number-two Getty Oil. Following, in order, are Eastman Kodak, Westinghouse and NBC parent company, RCA with fourth place's 13th in the index and ABC, 18th.

Despite the recession, which was the dominant influence on the Top 100's performance in 1982, 80 of the 100 companies showed an increase in revenues above the 3.9 consumer price index increase (December to December), better than 1981's Top 100, among which only 65 companies showed real revenue growth. This compares unfavourably with the improvement over last year's group because the fiscal reporting for last year's Top 100 ended in September 1981, catching only the beginning of the recession. This year's reporting period is for the four quarters closest to calendar year 1982. Approximately a third of the companies had their fiscal year figures recalculated to conform. Revenue figures used in the chart are for companies' continuing operations whenever possible and also are after extraordinary or nonrecurring items, when figures are available.

Just below the surface. A number of companies fell a few million dollars shy of making the Top 100 list. The following are some companies (and their revenues) that just missed the list:

- Comtech Telecommunications, $34,425,000; Mobiavel Inc., $31,026,000; C-Cor, $28,950,000; Compact Video Inc., $28,256,000; Tech-Ops Inc., $26,995,000; Microdine Corp., $24,938,000; Acton Corp., $24,625,000; Tocorn Inc., $23,956,000; Mobile Communication Corp., $23,233,000, and Cowles Broadcasting, $21,310,000.

One of the reasons total revenue for BROADCASTING's Top 100 increased during the recession was that total expenditures by advertisers increased by 14% for broadcast TV, according to the Television Bureau of Advertising, and an estimated 100% for cable in 1982.

Acquisitions were responsible for some companies' large revenue increases. MGM/UA which advanced from 65 to 37 on the list showed most of its revenue increase to its purchase of United Artists. Other acquisitive Top 100 members include Tele-Communications (63), Rogers Cablesystems (68) and Josephson (83). Expansion of existing business operations was responsible for large revenue gains at Storer (58), Turner (76), Comcast (94) and Telepictures (97).

The 20 companies with revenues that did not advance with the rate of inflation were mostly manufacturers, such as Electro懋 Electric (1), 3M (7) and General Tire (20). Most of their problems occurred in non-ECI-related activities.

Earnings did not always follow the lead of revenues. In the current Top 100, only 52 companies reported an increase in net income above the CPI. Most of those companies showing large declines in earnings once again were manufacturers, including: General Tire (20), Pioneer (30), Fairchild Industries (31), Insilco Corp. (45). For some of these companies, their problems were outside ECI activity; others faced heated competition supplying the communications industry. Competition among suppliers of equipment to the cable industry took its toll on companies like Oak Industries (46), Scientific-Atlanta (62) and Cable TV Industries (100).

Several deterrents to communications profits appeared in 1982.

- With the highest rate declined from 1981 highs, but was still at an average monthly rate of over 15% for more than half the year, and in real terms increased during part of the year. Borrowing to finance acquisitions, the building of cable systems and the servicing of previous debt, took dollars away from the earnings side of the ledger of such companies as Motorola (15) and Storer Communications (58). Storer's interest expenses increased two-and-a-half times over the previous year. Rogers Cablesystems (68) was another MSO suffering from increased interest expense. Rogers is one of three Canadian companies—along with MacLean Hunter (54) and Selkirk Communications (82)—on the chart. Their revenue and earnings are reported in U.S. dollars at the rate of $1.2383 Canadian to $1.00 U.S. The price earnings ratio calculations in the chart are made with exchange quotations from April 26, 1982 earnings. Earnings per share figures are for "primary" shares whenever such figures are available. Profit margin is the ratio of earnings to revenues.

- An exceptional number of programmers were either started last year or incurring development costs for a 1983 introduction. Among the familiar names feeding new mouths from the profit trough were
How some heavy hitters scored in ’82

Here’s a sampler of 1982 earnings by top executives of selected publicly held companies in the Fifth Estate and related fields. It is based on the latest proxy statements of those companies and other sources. Figures include total remuneration, contingent benefits and reimbursement, plus other forms of compensation.

ABC Inc.—Leonard H. Goldenson, chairman, $1,252,663; Elton H. Rule, vice chairman, $1,004,247; Frederick S. Pierce, president, $903,925; Michael P. Mallardi, vice president and chief financial officer, $484,536; Everett H. Erlick, senior vice president and general counsel, $475,128.

John Blair & Co.—Jack W. Fritz, president, $615,635; Harry B. Smart, vice president (and chairman of Blair Television), $450,726; James A. Jurist, vice president and treasurer, $259,703.

CBS Inc.—William S. Paley, founder chairman, $636,518; Thomas H. Wyman, chairman, $722,827; Gene F. Jankowski, vice president, $615,635; Walter R. Yenikoff, vice president, $583,421; Walter Cronkite, director, $101,806.

Chris-Craft Industries—Herbert J. Siegel, chairman and president, $842,321; Lawrence E. Barnett, executive vice president, $521,137.

Cox Communications—Garner Anthony, chairman of executive committee, $456,723; Clifford M. Kirkland Jr., chairman of board, $337,500; William A. Schwartz, president, $540,213; Robert C. Wright, executive vice president (also president of Cox Cable Communications), $356,433; Stanley G. Mouse, senior vice president, $236,599.

Dun & Bradstreet Corp.—Harrington Drake, chairman, $769,567; Charles W. Moritz, president, $453,385; Robert E. Weissman, executive vice president, $346,092; Richard F. Schmidt, executive vice president, $260,314.

Gannett Co.—Allen H. Neuharth, chairman and president, $898,815; Douglas H. Corkindale, senior vice president and chief financial officer (and president of Diversified Media), $460,223; John E. Heseldon, senior vice president (and president of newspaper division), $419,646; John C. Quinn, senior vice president (and president of News Services), $408,237; Alvin G. Flanagan, chairman of Gannett Broadcasting Group, $341,723.

General Tire & Rubber Co.—M.G. O’Neil, chairman, $478,399; Thomas O’Neil, chairman of board of RKO General, $396,156.

Jefferson-Pilot Corp.—W. Roger Soles, chairman, $381,340; Louis C. Stephens Jr., vice president, $243,986; Seth C. Macon, vice president, $137,607; James T. Warrath Jr., vice president, $135,000; Wallace J. Jorgenson, director (and president of Jefferson-Pilot Broadcasting), $140,146.

Meredith Corp.—E.T. Meredith III, chairman, $300,937; Robert A. Burnett, president, $936,259; James E. Conley, president-broadcasting group, $344,288; Jack D. Rehm, president-publishing group, $300,625; Gerald D. Thornton, vice president-administrative services, $278,067.

Metromedia Inc.—John W. Kluge, chairman and president, $973,562; George H. Duncan, senior vice president-operations, $421,667; Stuart Subolnick, senior VP-finance and treasurer, $434,432; Robert M. Bennett, senior vice president-TV broadcasting and production, $311,950; Ross Barrett, senior vice president, $222,357.

The New York Times Co.—Arthur Ochs Sulzberger, chairman, $1,129,715; Walter Matthson, president, $847,119; Sydney Gruson, vice chairman, $779,215; John D. Pomfret, senior vice president, $626,218; Benjamin Handelman, senior vice president $522,937.

RCA—Thorton F. Bradshaw, chairman, $954,938; George F. Fuchs, executive vice president, industrial relations, $400,761; Frank A. Olson, executive vice president, $485,315; Roy H. Pollock, executive vice president, $506,481; Herbert S. Schlosser, executive vice president, $437,840.

Rollins Inc.—O. Wayne Rollins, chairman, $500,000; R. Randall Rollins, president, $400,000; Charles R. Patterson Jr., vice president, $320,000; Gary W. Rollins, vice president, $188,200; Bill J. Dismuke, senior vice president, $186,800.

Scripps-Howard Broadcasting—Donald L. Perris, president, $347,886; Richard D. Cervenaek, vice president, $191,278; Richard J. Janssen, vice president, $162,350; M.E. Greiner Jr., vice president, $175,945; Robert R. Regalabuto, vice president, $168,920.

Storer Communications—Bill Michaels, former chairman, $266,425; Peter Storer, chairman, $342,060; Terry Lee, president, $305,807; Kenneth L. Bagwell, president of Television Stations division, $273,554; Arno W. Mueller, president of Cable Communications division, $233,660.

Time Inc.—Ralph P. Davidson, chairman of board, $579,373; Clifford J. Grum, executive vice president, $554,704; Gerald M. Levin, group vice president, $563,668; J. Richard Munro, president, $710,907; Arthur Temple, vice chairman, $454,254.

Viacom International—Ralph Baruch, chairman, $979,963; Terrence A. Elkes, president, $818,236; Kenneth F. Gorman, vice president (and president of Viacom Entertainment Group), $545,840.

Wometco Enterprises—Mitchell Wolfson, chairman and president (deceased 1-28-83), $236,435; Van Myers, executive vice president in charge of vending, food services and bottling, $222,370; Arthur H. Hertz, executive vice president, chief financial officer and treasurer, $187,963; Stanley L. Stern, senior vice president in charge of entertainment division, $149,360; J. Bruce Irving, vice president and general counsel, $133,787.
<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Revenues (000) 1982</th>
<th>Revenues (000) 1981</th>
<th>% change</th>
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<tr>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>General Electric</td>
<td>26,500,000</td>
<td>27,240,000</td>
<td>(3%)</td>
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<tr>
<td>2</td>
<td>Getty Oil</td>
<td>12,311,612</td>
<td>13,261,660</td>
<td>(7%)</td>
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<td>3</td>
<td>Eastman Kodak</td>
<td>10,816,000</td>
<td>10,337,000</td>
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</tr>
<tr>
<td>4</td>
<td>Westinghouse</td>
<td>9,745,400</td>
<td>9,367,500</td>
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<td>5</td>
<td>RCA Corp.</td>
<td>8,237,000</td>
<td>8,004,000</td>
<td>3%</td>
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<tr>
<td>6</td>
<td>American Express</td>
<td>8,095,000</td>
<td>7,291,000</td>
<td>11%</td>
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<tr>
<td>7</td>
<td>3M</td>
<td>6,601,000</td>
<td>6,508,000</td>
<td>1%</td>
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<td>8</td>
<td>Coca-Cola</td>
<td>6,249,700</td>
<td>5,889,000</td>
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<td>9</td>
<td>Gulf + Western</td>
<td>5,358,223</td>
<td>5,663,803</td>
<td>(5%)</td>
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<td>10</td>
<td>Signal</td>
<td>5,065,100</td>
<td>5,467,600</td>
<td>(8%)</td>
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<td>Sony Corp.</td>
<td>4,531,245</td>
<td>4,871,523</td>
<td>(7%)</td>
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<td>12</td>
<td>Control Data</td>
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<tr>
<td>13</td>
<td>CBS</td>
<td>4,128,782</td>
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<td>Warner</td>
<td>3,998,985</td>
<td>3,237,153</td>
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<td>15</td>
<td>Motorola Corp.</td>
<td>3,785,845</td>
<td>3,569,677</td>
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<td>16</td>
<td>Time Inc.</td>
<td>3,584,328</td>
<td>3,296,382</td>
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<tr>
<td>17</td>
<td>N.A. Phillips</td>
<td>3,160,052</td>
<td>3,030,044</td>
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<td>18</td>
<td>ABC</td>
<td>2,864,628</td>
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<td>19</td>
<td>Times Mirror Co.</td>
<td>2,200,399</td>
<td>2,130,756</td>
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<td>20</td>
<td>General Tire</td>
<td>2,094,000</td>
<td>2,211,915</td>
<td>(6%)</td>
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<td>21</td>
<td>MCA Inc.</td>
<td>1,580,618</td>
<td>1,328,988</td>
<td>20%</td>
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<tr>
<td>22</td>
<td>Harris Corp.</td>
<td>1,588,410</td>
<td>1,427,008</td>
<td>11%</td>
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<td>23</td>
<td>Gannett</td>
<td>1,519,614</td>
<td>1,367,171</td>
<td>11%</td>
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<td>24</td>
<td>Dun &amp; Bradstreet Corp.</td>
<td>1,461,566</td>
<td>1,351,035</td>
<td>8%</td>
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<td>25</td>
<td>Knight-Ridder</td>
<td>1,327,657</td>
<td>1,237,093</td>
<td>7%</td>
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<td>26</td>
<td>Zenith</td>
<td>1,239,200</td>
<td>1,275,200</td>
<td>(3%)</td>
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<tr>
<td>27</td>
<td>Tektronix</td>
<td>1,200,690</td>
<td>1,109,398</td>
<td>8%</td>
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<td>28</td>
<td>Gulf United</td>
<td>1,197,561</td>
<td>1,041,943</td>
<td>15%</td>
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<td>29</td>
<td>McGraw-Hill</td>
<td>1,193,587</td>
<td>1,110,125</td>
<td>8%</td>
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<tr>
<td>30</td>
<td>Pioneer</td>
<td>1,128,377</td>
<td>1,173,082</td>
<td>(4%)</td>
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<td>31</td>
<td>Fairchild Industries</td>
<td>1,093,861</td>
<td>1,338,905</td>
<td>(18%)</td>
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<tr>
<td>32</td>
<td>Disney</td>
<td>1,088,612</td>
<td>1,013,310</td>
<td>7%</td>
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<tr>
<td>33</td>
<td>Western Union</td>
<td>1,025,000</td>
<td>966,200</td>
<td>6%</td>
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<td>34</td>
<td>General Instrument</td>
<td>1,002,014</td>
<td>800,070</td>
<td>25%</td>
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<td>35</td>
<td>New York Times Co.</td>
<td>933,692</td>
<td>841,707</td>
<td>11%</td>
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<tr>
<td>36</td>
<td>Jefferson-Pilot</td>
<td>925,318</td>
<td>887,282</td>
<td>4%</td>
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<tr>
<td>37</td>
<td>MGM/UA Entertainment Co.</td>
<td>801,934</td>
<td>456,657</td>
<td>75%</td>
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<tr>
<td>38</td>
<td>Washington Post</td>
<td>800,824</td>
<td>755,447</td>
<td>6%</td>
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<tr>
<td>39</td>
<td>Dow Jones &amp; Co.</td>
<td>730,673</td>
<td>641,024</td>
<td>14%</td>
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<tr>
<td>40</td>
<td>Varian Assoc.</td>
<td>696,100</td>
<td>655,900</td>
<td>6%</td>
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<td>41</td>
<td>Capital Cities</td>
<td>663,580</td>
<td>573,784</td>
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<td>42</td>
<td>A.C. Nielsen Co.</td>
<td>654,237</td>
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<td>43</td>
<td>Insaio Corp.</td>
<td>636,034</td>
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<td>44</td>
<td>M/A Com Inc.</td>
<td>610,887</td>
<td>518,719</td>
<td>18%</td>
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<tr>
<td>45</td>
<td>American Family</td>
<td>584,823</td>
<td>518,129</td>
<td>13%</td>
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<tr>
<td>46</td>
<td>Oak Industries</td>
<td>546,720</td>
<td>507,119</td>
<td>8%</td>
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<tr>
<td>47</td>
<td>Interpublic Group of Cos.</td>
<td>545,322</td>
<td>441,048</td>
<td>24%</td>
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<td>48</td>
<td>Anixter Bros., Inc.</td>
<td>536,604</td>
<td>501,186</td>
<td>7%</td>
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<td>49</td>
<td>Cox Communications Inc.</td>
<td>514,746</td>
<td>403,497</td>
<td>28%</td>
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<tr>
<td>50</td>
<td>Wometco Enterprises Inc.</td>
<td>493,408</td>
<td>434,175</td>
<td>14%</td>
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Broadcasting May 9 1983
<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings (000)</th>
<th>% change</th>
<th>Profit margin %</th>
<th>Earnings per share</th>
<th>P/E ratio</th>
<th>ECI %</th>
<th>ECI rank</th>
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<tr>
<td>1982</td>
<td>1,817,000</td>
<td>10%</td>
<td>6.9%</td>
<td>8.00</td>
<td>14</td>
<td>3%</td>
<td>10</td>
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<tr>
<td>1983</td>
<td>1,652,000</td>
<td>(19%)</td>
<td>5.6%</td>
<td>8.61</td>
<td>8</td>
<td>1%</td>
<td>49</td>
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<tr>
<td>1984</td>
<td>1,239,000</td>
<td>(6%)</td>
<td>10.7%</td>
<td>7.12</td>
<td>12</td>
<td>2.4%</td>
<td>50</td>
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<tr>
<td>1985</td>
<td>449,300</td>
<td>3%</td>
<td>4.6%</td>
<td>5.16</td>
<td>8</td>
<td>23%</td>
<td>3</td>
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<tr>
<td>1986</td>
<td>222,800</td>
<td>312%</td>
<td>2.7%</td>
<td>2.03</td>
<td>12</td>
<td>39%</td>
<td>1</td>
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<tr>
<td>1987</td>
<td>581,000</td>
<td>11%</td>
<td>7.2%</td>
<td>4.53</td>
<td>15</td>
<td>2%</td>
<td>41</td>
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<tr>
<td>1988</td>
<td>631,000</td>
<td>(6%)</td>
<td>9.6%</td>
<td>5.37</td>
<td>16</td>
<td>18.9%</td>
<td>7</td>
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<tr>
<td>1989</td>
<td>512,282</td>
<td>15%</td>
<td>8.3%</td>
<td>3.95</td>
<td>14</td>
<td>7%</td>
<td>13</td>
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<tr>
<td>1990</td>
<td>180,195</td>
<td>(34%)</td>
<td>3.4%</td>
<td>2.33</td>
<td>11</td>
<td>7%</td>
<td>20</td>
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<tr>
<td>1991</td>
<td>113,200</td>
<td>(47%)</td>
<td>2.2%</td>
<td>1.56</td>
<td>21</td>
<td>18%</td>
<td>16</td>
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<tr>
<td>1992</td>
<td>123,898</td>
<td>(57%)</td>
<td>2.7%</td>
<td>.54</td>
<td>26</td>
<td>4%</td>
<td>5</td>
</tr>
<tr>
<td>1993</td>
<td>156,100</td>
<td>(9%)</td>
<td>3.6%</td>
<td>4.11</td>
<td>12</td>
<td>1.9%</td>
<td>63</td>
</tr>
<tr>
<td>1994</td>
<td>112,509</td>
<td>(31%)</td>
<td>2.7%</td>
<td>4.01</td>
<td>18</td>
<td>7%</td>
<td>3</td>
</tr>
<tr>
<td>1995</td>
<td>257,811</td>
<td>14%</td>
<td>6.6%</td>
<td>3.96</td>
<td>7</td>
<td>17%</td>
<td>11</td>
</tr>
<tr>
<td>1996</td>
<td>169,492</td>
<td>(7%)</td>
<td>4.6%</td>
<td>4.64</td>
<td>23</td>
<td>40%</td>
<td>6</td>
</tr>
<tr>
<td>1997</td>
<td>156,115</td>
<td>(15%)</td>
<td>4.4%</td>
<td>2.50</td>
<td>24</td>
<td>24%</td>
<td>9</td>
</tr>
<tr>
<td>1998</td>
<td>73,564</td>
<td>(6%)</td>
<td>2.3%</td>
<td>5.33</td>
<td>12</td>
<td>12%</td>
<td>19</td>
</tr>
<tr>
<td>1999</td>
<td>180,027</td>
<td>9%</td>
<td>6.0%</td>
<td>5.54</td>
<td>12</td>
<td>88%</td>
<td>3</td>
</tr>
<tr>
<td>2000</td>
<td>139,874</td>
<td>(7%)</td>
<td>6.4%</td>
<td>4.09</td>
<td>18</td>
<td>10%</td>
<td>33</td>
</tr>
<tr>
<td>2001</td>
<td>19,458</td>
<td>(70%)</td>
<td>0.9%</td>
<td>1.13</td>
<td>31</td>
<td>8%</td>
<td>40</td>
</tr>
<tr>
<td>2002</td>
<td>176,198</td>
<td>96%</td>
<td>11.1%</td>
<td>3.69</td>
<td>10</td>
<td>22%</td>
<td>24</td>
</tr>
<tr>
<td>2003</td>
<td>61,741</td>
<td>(33%)</td>
<td>3.9%</td>
<td>2.06</td>
<td>21</td>
<td>8.9%</td>
<td>46</td>
</tr>
<tr>
<td>2004</td>
<td>180,607</td>
<td>(5%)</td>
<td>11.9%</td>
<td>3.39</td>
<td>20</td>
<td>11.5%</td>
<td>39</td>
</tr>
<tr>
<td>2005</td>
<td>142,122</td>
<td>17%</td>
<td>9.7%</td>
<td>5.06</td>
<td>25</td>
<td>7%</td>
<td>56</td>
</tr>
<tr>
<td>2006</td>
<td>103,931</td>
<td>3%</td>
<td>7.7%</td>
<td>3.14</td>
<td>17</td>
<td>4.3%</td>
<td>77</td>
</tr>
<tr>
<td>2007</td>
<td>(21,800)</td>
<td>(240%)</td>
<td>(1.15)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>71,068</td>
<td>(12%)</td>
<td>5.9%</td>
<td>4.34</td>
<td>16</td>
<td>15.6%</td>
<td>38</td>
</tr>
<tr>
<td>2009</td>
<td>83,457</td>
<td>13%</td>
<td>7.7%</td>
<td>2.80</td>
<td>9</td>
<td>5%</td>
<td>74</td>
</tr>
<tr>
<td>2010</td>
<td>110,018</td>
<td>12%</td>
<td>9.2%</td>
<td>4.40</td>
<td>22</td>
<td>5.6%</td>
<td>69</td>
</tr>
<tr>
<td>2011</td>
<td>(13,944)</td>
<td>(137%)</td>
<td>(.023)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td>35,280</td>
<td>(45%)</td>
<td>3.8%</td>
<td>1.90</td>
<td>12</td>
<td>5%</td>
<td>79</td>
</tr>
<tr>
<td>2013</td>
<td>98,898</td>
<td>(12%)</td>
<td>9.1%</td>
<td>2.98</td>
<td>27</td>
<td>4.1%</td>
<td>85</td>
</tr>
<tr>
<td>2014</td>
<td>82,312</td>
<td>32%</td>
<td>8.0%</td>
<td>3.48</td>
<td>11</td>
<td>11.4%</td>
<td>51</td>
</tr>
<tr>
<td>2015</td>
<td>103,307</td>
<td>22%</td>
<td>10.3%</td>
<td>3.39</td>
<td>16</td>
<td>43%</td>
<td>14</td>
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<tr>
<td>2016</td>
<td>54,257</td>
<td>9%</td>
<td>5.6%</td>
<td>4.31</td>
<td>16</td>
<td>5%</td>
<td>83</td>
</tr>
<tr>
<td>2017</td>
<td>86,201</td>
<td>(14%)</td>
<td>9.3%</td>
<td>4.02</td>
<td>8</td>
<td>6.5%</td>
<td>73</td>
</tr>
<tr>
<td>2018</td>
<td>28,118</td>
<td>3%</td>
<td>3.5%</td>
<td>.56</td>
<td>26</td>
<td>44.3%</td>
<td>23</td>
</tr>
<tr>
<td>2019</td>
<td>52,413</td>
<td>60%</td>
<td>6.5%</td>
<td>3.70</td>
<td>19</td>
<td>13.5%</td>
<td>54</td>
</tr>
<tr>
<td>2020</td>
<td>88,103</td>
<td>23%</td>
<td>12.0%</td>
<td>1.39</td>
<td>34</td>
<td>5%</td>
<td>89</td>
</tr>
<tr>
<td>2021</td>
<td>31,753</td>
<td>891%</td>
<td>4.6%</td>
<td>3.43</td>
<td>12</td>
<td>20%</td>
<td>47</td>
</tr>
<tr>
<td>2022</td>
<td>90,317</td>
<td>20%</td>
<td>14.5%</td>
<td>7.25</td>
<td>21</td>
<td>41%</td>
<td>28</td>
</tr>
<tr>
<td>2023</td>
<td>46,506</td>
<td>23%</td>
<td>7.0%</td>
<td>4.06</td>
<td>9</td>
<td>12%</td>
<td>64</td>
</tr>
<tr>
<td>2024</td>
<td>1,183</td>
<td>(56%)</td>
<td>2.3%</td>
<td>1.71</td>
<td>13</td>
<td>66%</td>
<td>15</td>
</tr>
<tr>
<td>2025</td>
<td>37,935</td>
<td>(18%)</td>
<td>6.1%</td>
<td>.97</td>
<td>25</td>
<td>35%</td>
<td>35</td>
</tr>
<tr>
<td>2026</td>
<td>21,718</td>
<td>34%</td>
<td>4.2%</td>
<td>1.58</td>
<td>12</td>
<td>5%</td>
<td>93</td>
</tr>
<tr>
<td>2027</td>
<td>1,103</td>
<td>(86%)</td>
<td>0.8%</td>
<td>.25</td>
<td>46</td>
<td>58%</td>
<td>25</td>
</tr>
<tr>
<td>2028</td>
<td>19,777</td>
<td>30%</td>
<td>3.6%</td>
<td>3.31</td>
<td>18</td>
<td>70%</td>
<td>17</td>
</tr>
<tr>
<td>2029</td>
<td>13,275</td>
<td>(24%)</td>
<td>2.5%</td>
<td>.94</td>
<td>28</td>
<td>40%</td>
<td>34</td>
</tr>
<tr>
<td>2030</td>
<td>65,121</td>
<td>18%</td>
<td>12.7%</td>
<td>2.31</td>
<td>21</td>
<td>93%</td>
<td>12</td>
</tr>
<tr>
<td>2031</td>
<td>20,040</td>
<td>7%</td>
<td>5.3%</td>
<td>1.51</td>
<td>21</td>
<td>31.6%</td>
<td>42</td>
</tr>
<tr>
<td>Rank</td>
<td>Company</td>
<td>Revenues (000)</td>
<td>% change</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>------</td>
<td>----------------------------------</td>
<td>----------------</td>
<td>----------</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>51.</td>
<td>Rollins Inc.</td>
<td>488,940</td>
<td>(4%)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>52.</td>
<td>Meredith Corp.</td>
<td>452,896</td>
<td>4%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>53.</td>
<td>Media General</td>
<td>429,409</td>
<td>17%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>54.</td>
<td>Maclean Hunter</td>
<td>423,859</td>
<td>28%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>55.</td>
<td>JWT Group</td>
<td>420,408</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>56.</td>
<td>Metromedia</td>
<td>407,074</td>
<td>20%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>57.</td>
<td>Harte-Hanks</td>
<td>396,903</td>
<td>14%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>58.</td>
<td>Storer Communications</td>
<td>379,302</td>
<td>37%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>59.</td>
<td>Taft Broadcasting Co.</td>
<td>376,037</td>
<td>6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>60.</td>
<td>Ogilvy &amp; Mather</td>
<td>327,411</td>
<td>8%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>61.</td>
<td>John Blair &amp; Co.</td>
<td>321,551</td>
<td>21%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>62.</td>
<td>Scientific-Atlanta</td>
<td>314,306</td>
<td>(4%)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>63.</td>
<td>Tele-Communications</td>
<td>282,552</td>
<td>56%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>64.</td>
<td>Viacom International Inc.</td>
<td>274,847</td>
<td>31%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>65.</td>
<td>The Liberty Corp.</td>
<td>264,820</td>
<td>15%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>66.</td>
<td>Affiliated Publications</td>
<td>259,444</td>
<td>10%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>67.</td>
<td>Burnup &amp; Sims</td>
<td>237,012</td>
<td>14%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>68.</td>
<td>Rogers Cablesystems Inc.</td>
<td>236,335</td>
<td>153%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>69.</td>
<td>Reeves Corp.</td>
<td>226,617</td>
<td>12%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>70.</td>
<td>Multimedia Inc.</td>
<td>225,463</td>
<td>16%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>71.</td>
<td>BBDO</td>
<td>215,863</td>
<td>20%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>72.</td>
<td>A.H.Belo</td>
<td>203,436</td>
<td>12%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>73.</td>
<td>Lorimar</td>
<td>198,800</td>
<td>31%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>74.</td>
<td>Foote, Cone &amp; Belding</td>
<td>179,990</td>
<td>5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>75.</td>
<td>Doyle Dane Bernbach</td>
<td>179,147</td>
<td>6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>76.</td>
<td>Turner Broadcasting</td>
<td>165,841</td>
<td>74%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>77.</td>
<td>Lee Enterprises</td>
<td>163,874</td>
<td>5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>78.</td>
<td>Grey Advertising Inc.</td>
<td>142,150</td>
<td>25%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>79.</td>
<td>United Cable Television</td>
<td>128,652</td>
<td>67%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>80.</td>
<td>Orion Pictures Corp.</td>
<td>116,812</td>
<td>24%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>81.</td>
<td>Conrac</td>
<td>116,261</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>82.</td>
<td>Selkirk Communications Ltd.</td>
<td>112,092</td>
<td>7%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>83.</td>
<td>Josephson International Inc.</td>
<td>108,534</td>
<td>61%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>84.</td>
<td>Graphic Scanning Corp.</td>
<td>105,529</td>
<td>42%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>85.</td>
<td>Scripps-Howard Broadcasting</td>
<td>96,646</td>
<td>10%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>86.</td>
<td>Heritage Communications</td>
<td>94,825</td>
<td>23%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>87.</td>
<td>Post Corp.</td>
<td>88,595</td>
<td>7%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>88.</td>
<td>LIN Broadcasting Corp.</td>
<td>88,420</td>
<td>24%</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>89.</td>
<td>Outlet Co.</td>
<td>86,679</td>
<td>14%</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>90.</td>
<td>Wrather</td>
<td>85,721</td>
<td>(4%)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>91.</td>
<td>Chris-Craft</td>
<td>78,887</td>
<td>16%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>92.</td>
<td>Adams-Russell</td>
<td>71,859</td>
<td>29%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>93.</td>
<td>Stauffer</td>
<td>70,183</td>
<td>6%</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>94.</td>
<td>Comcast</td>
<td>62,838</td>
<td>59%</td>
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<td></td>
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</tr>
<tr>
<td>95.</td>
<td>Cetec Corp.</td>
<td>57,286</td>
<td>1%</td>
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<tr>
<td>96.</td>
<td>Texscans</td>
<td>49,615</td>
<td>33%</td>
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</tr>
<tr>
<td>97.</td>
<td>Telepictures</td>
<td>46,241</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>98.</td>
<td>United Television Inc.</td>
<td>43,160</td>
<td>14%</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>99.</td>
<td>Gray Communications Inc.</td>
<td>38,856</td>
<td>(1%)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>100.</td>
<td>Cable TV Industries</td>
<td>32,258</td>
<td>(19%)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Earnings (000)</td>
<td>% change</td>
<td>Profit margin %</td>
<td>Earnings per share</td>
<td>P/E ratio</td>
<td>ECI %</td>
<td>ECI rank</td>
<td></td>
</tr>
<tr>
<td>---------------</td>
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<td></td>
</tr>
<tr>
<td>1982</td>
<td>1981</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>35,353</td>
<td></td>
<td>(27%)</td>
<td>7.2%</td>
<td>1.34</td>
<td>10</td>
<td>8%</td>
<td>88</td>
</tr>
<tr>
<td>28,080</td>
<td></td>
<td>14%</td>
<td>6.2%</td>
<td>7.79</td>
<td>14</td>
<td>19.5%</td>
<td>58</td>
</tr>
<tr>
<td>32,512</td>
<td></td>
<td>3%</td>
<td>7.6%</td>
<td>4.60</td>
<td>11</td>
<td>16%</td>
<td>71</td>
</tr>
<tr>
<td>17,182</td>
<td></td>
<td>(22%)</td>
<td>4.1%</td>
<td>.59</td>
<td>25</td>
<td>28%</td>
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Judge clears ‘Post’ in libel suit
Judgment is expected to help future First Amendment cases

U.S. Judge Oliver Gasch last week was clear in his opinion that a Washington Post story asserting that Mobil Oil Corp. President William P. Tavoulareas had “set up” his son, Peter, in a shipping concern, was less than first-rate journalism. He said the article, published on Nov. 30, 1979, “falls far short of being a model of fair, unbiased, investigative journalism.” But he added, there is no evidence to show it constitutes a libel of the elder Tavoulareas. As a result, he overturned the libel verdict that a six-member jury had returned against the Post in July, and threw out the jury’s $2,050,000 award of damages.

The decision by Gasch, who had presided over the three-week trial, was greeted with relief by attorneys who represent news organizations and who have been concerned by a series of tough judgments being returned against newspapers in libel cases. Richard Schmidt, counsel for the American Society of Newspaper Editors, said the decision was “very significant.” Gasch, he said, “correctly interpreted what the actual law is as concerns malice.” And Floyd Abrams, who represents the New York Times and NBC in First Amendment cases, called the decision “a significant vindication of the right and the ability of the press to cover controversial issues.” Both said the decision should ease the concerns of journalists regarding such suits.

Gasch, noting that the trial was conducted under the standards the Supreme Court has laid down for trying libel cases brought by “public” persons, made it clear his opinion of the journalistic quality of the article was not controlling. “There is no evidence in the record . . . to show that [the article] contained knowing lies or statements made in reckless disregard of the truth,” Gasch said, adding, “Reviewed under the stringent test set forth by the Supreme Court . . . the verdict in plaintiff’s favor must be set aside.”

The high court has held that the First Amendment requires a public figure who brings a libel case to prove that the statement in question was published with “actual malice”—that is, in the knowledge that it was false or with reckless disregard of its truth or falsity. Gasch said he did not reach the question of whether the article was true or false, because Tavoulareas had not proved “actual malice,” even if it was false. The Post has insisted that the article and a follow-up published the next day were accurate.

If Tavoulareas has a heavy burden in prosecuting the case, the Post, Gasch noted, also had a heavy one in seeking to have the judgment set aside. A trial court may grant such a motion, Gasch said, quoting from an earlier case, “only when the evidence together with all inferences that can reasonably be drawn therefrom is so one-sided that reasonable men could not disagree on the verdict.”

The articles involved were written by Patrick Taylor. He and Sandy Cohen, a freelance writer who helped steer the Post to the story, had been found guilty of libel along with the Post, in the verdict that awarded the elder Tavoulareas $250,000 in compensatory damages and $1.8 million in punitive damages.

The story that the jury said was libelous alleged that Tavoulareas had used his influence as president of Mobil to “set up” and maintain his son as a partner in Atlas, a London-based shipping firm. Father and son sued the Post for defamation, contending that the articles had held them up to ridicule. The jury did not find the second story libelous, nor did it find that the son had been libeled.

Tavoulareas has not yet announced whether he will appeal Gasch’s decision. But if it does stand, the opinion is certain to be used as a guide in future libel cases brought by “public figures.”

Gasch noted, in explaining his decision, that the article was neither ‘fabricated’ by the defendants nor was it based merely upon the imaginations of two newspaper reporters. Although certain portions of the story may have been “slanted,” he said, “the record clearly reflects that Tyler expended a large amount of time and effort on its preparation.”

But such work—interviewing officials of Atlas and Mobil and efforts, ultimately unsuccessful, to talk to the Tavoulareas, and a review of documents in company and government files—does not dispose of the issue of malice, Gasch said. “A reporter cannot shield himself from a charge of reckless disregard merely by showing that he invested a large amount of time and effort on an article’s preparation.”

Gasch reviewed the claims Tavoulareas had made in support of the contention the Post had been guilty of malice, and found none convincing. In disposing of one concerning the language and “innuendos” of the article, Gasch said, “A thorough examination” of the article “reveals that no part of it was published with actual malice as that term is understood in the law of libel.”

He noted that, during the trial, much of the testimony dealt with the lead paragraph of the article which said that the elder Tavoulareas had “set up his son . . . as a partner” in the shipping firm. “This may not be the most felicitous choice of vocabulary that could have been used to describe the situation but, given the material that formed the basis for the statement,” Gasch said, “it cannot be said it was a lie or a reckless untruth.”

If anyone was happier with the decision

Wire problems. Negotiators for the Wire Service Guild in New York recommended last week that a strike vote be taken against the Associated Press after talks broke down on a new contract because of differences over wage proposals.

The old pact expired last Dec. 31. Management offered a three-year agreement calling for increases of $26.50 per week in the first year; $26 in the second year, and $24.50 in the third, bringing the top scale to $620 weekly. It is now $533.

According to a union spokesman, a serious dispute is over AP’s refusal to make wage increases retroactive to Jan. 1. AP replied that when negotiations began last November, it advised the union that under no conditions would it agree to retroactivity if a contract were not achieved by Dec. 31. A spokesman said this warning had been repeated several times during talks up to last Dec. 31.

The contract covers about 1,300 employees in 140 cities. The call for a strike vote must first be approved by the union’s executive committee before submission to the membership.

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AIM's ombudsman ploy at RCA meeting fails

Request to create such a position fails and brings exchange between RCA officials and AIM President Irvine

RCA Inc. stockholders, meeting at NBC studios in Burbank last Tuesday (May 3), turned down a proposal to appoint an ombudsman who would "keep an eye" on the network's journalistic performance. The proposal, advanced for the second consecutive year by Washington-based Accuracy In Media, received less than 6% approval from shareholders, according to an RCA spokesman.

The proposal, as presented by AIM President Reed Irvine during the meeting, became the focus of a series of exchanges between Irvine, NBC Chairman Grant Tinker and RCA Chairman and Chief Executive Officer Thornton F. Bradshaw.

"NBC News stands alone among the networks in refusing to recognize the need for such an official," said Irvine, noting ABC's recent appointment of an ombudsman and CBS's designation of an ombudsman-like official. "NBC has the weakest set of rules governing its news staff," Irvine charged. In AIM's proxy statement outline of the proposal, the group claimed "NBC has aired misleading programs in recent years that have been biased to favor critics of American democracy and the free enterprise system."

Referring to the controversy spawned by CBS News's 1982 documentary about General William Westmoreland's conduct during the Vietnam War, Irvine asked, "If this can happen at CBS, who can say that it is not out of the realm of possibility at NBC?"

Irvine's specific criticisms of NBC News's performance had to do with Central American coverage by reporter John Alpert (labeled as "propaganda for the left"), allegedly inadequate coverage of Nicaraguan and Cuban involvement in El Salvador, the appearance of an NBC News recruiter at a conference organized by the Democratic Socialist Organizing Committee and anchorman Tom Brokaw's recent interview in the "left wing" Mother Jones magazine. Irvine also criticized RCA for advertising its products in "X-rated" and "anti-Christian" magazines, including Penthouse.

Bradshaw, saying he is more interested in NBC's news coverage than any other area of programing, maintained that responsibility for news content "rests solely on the shoulders of NBC [executives], and there it will remain."

"We don't believe [an ombudsman] is the answer. We believe the answer remains with the organization."

Bradshaw defended Brokaw's right to hold and express his own political opinions, but said he feels "it's a mistake for news reporters to make strong political opinions, that they hold, known."

Referring to the Mother Jones article, in which Brokaw expressed some skepticism about the government's foreign policies, Bradshaw said: "I think Mr. Brokaw made a mistake in holding the interview... and I think he's sorry for it." He also said most good reporters hold strong political views and that "if they're good, it makes no difference what their opinions are."

Tinker, who claimed NBC has previously responded to each of the points raised by AIM, speculated that an ombudsman would not have precluded CBS's difficulties over the Westmoreland/Vietnam documentary. NBC management, said Tinker, is better equipped to deal with journalistic problems than "the human frailty of a single ombudsman."

In a statement by its board of directors opposing the proposal, RCA termed use of an ombudsman "unwarranted and unduly burdensome. Standards of accuracy, fairness and balance are basic to NBC News programs. NBC News policy statements already set forth these standards and emphasize that NBC personnel are required to adhere to them."

U.S.-U.K. news debated

Differences in the presentations of television news programs in the U.S. and in Britain were discussed last week at a seminar of the Museum of Broadcasting in New York.

Tom Brokaw, anchorman of the NBC Nightly News, suggested that the U.S. is more likely to emphasize domestic rather than foreign news. He ventured that as a general rule "our viewers won't stand still for more than one foreign news story a night." Brokaw also said that British stations are more likely to provide coverage of events in the U.S. than vice versa. He said that's because Britain is more affected by events that occur here than the U.S. is by British developments.

In response to an audience question, Paul Fox, managing director of Yorkshire Television, said there is also pressure in England to carry "good news." He replied he resists this, saying "there is no good news or bad news—just news." He noted that "what may be good news for one person may be bad for somebody else."

Alan Proctor, assistant general of the BBC, said in his viewing of U.S. television news, he is disturbed by the frequent commercial interruptions. He said that in England the interruptions by commercials are not as widespread.

Brokaw agreed and said he is disconcerted sometimes by the nature of the products advertised. But he noted that financial support is needed to permit the programs to be telecast.

‘60 Minutes’ story draws complaint

California doctor tells FCC CBS deliberately distorted story; action follows libel suit against network

"It's No Accident," a CBS 60 Minutes episode aired in 1979, violated FCC policy by "deliberately" presenting distortions and falsehoods. Or so said Dr. Carl A. Galloway, a Lynwood, Calif., physician who has already filed a libel suit against the network over the program, in a complaint at the FCC last week.

In the complaint, which also alleges that CBS violated the commission's personal attack rule by not offering him an opportunity to respond to what he described as an "attack," Galloway asked the FCC to conduct a "full-scale" investigation into the production of the program and to revoke CBS's licenses for its O&O's.

According to the complaint, which came replete with reportedly unedited transcripts of material used in putting the production together, the program, which explored the filing of fraudulent auto insurance claims, had contained staged interviews. Through "editing trickery," the complaint said, the program also juxtaposed a subject's answer to one question with another question.

Also according to the complaint, Dan Rather, then a CBS correspondent, "knowingly" made false assertions about an anonymous doctor interviewed in the program, "deliberately misleading and deceiving the public."

The complaint further states that CBS violated the personal attack rule by not giving Galloway an opportunity to respond to its allegation that he had signed a false medical report of the type used to defraud insurance companies. "CBS has clearly failed to comply with this rule by not providing Dr. Galloway with an opportunity to respond to Dan Rather's attack on his own merits: character and integrity," the complaint said.

According to Michael Carvin, executive director of the American Legal Foundation, which co-authored the complaint, Galloway's $20-million libel suit against CBS, in which the doctor charges the network with falsely and recklessly accusing him of participating in insurance fraud, has been scheduled for trial in Los Angeles Superior Court.

ALF, which bills itself as a "pro-free enterprise" legal group, has also filed a similar FCC complaint over CBS News's airing of The Uncounted Enemy: A Vietnam Deception.

"These outtakes and unedited transcripts make it clear that 60 Minutes is nothing more than a 'docudrama' prepared with the sole goal of increasing ratings by presenting a weekly 'morality play,' regardless of how many innocent people have their reputations destroyed in the process," Carvin said.

A CBS News spokesman, who had not seen the complaint as of late last Wednesday night, had no immediate comment.\n
Broadcasting May 9 1983 46
UPI has taken six giant steps forward in state and regional reporting. We've just appointed six new Washington reporters who will cover stories of interest to the states they represent. Now UPI subscribers in each of the fifty states have their own Washington correspondent.
Rising revenues

Network advertising revenues for the first quarter of 1983 just topped $53 million, an increase of nearly 22% over last year's first quarter, according to the Radio Network Association, which relies on information compiled by the New York certified public accounting firm of Ernst & Whinney. Each month represented a growth rate higher than the preceding month. Network executives say the second quarter was off to a slow start, but momentum has picked up in May.

US distribution

Westwood One has secured the exclusive radio broadcast rights to the 1983 US Festival, a three-day (May 28-30) rock and roll jamboree produced by the Unison Corp., a company headed by Stephen Wozniak, co-founder of the Apple computer company. Plans call for the Culver City, Calif.-based producer and distributor of radio programs to record the 25 rock acts scheduled to appear, and then produce, for late-summer

distribution, a 10- to 12-hour radio special featuring the performances and interviews. Westwood One's command post backstage at the festival, which will be on the 500-acre Glen Helen Regional Park, east of Los Angeles, will house a separate production facility with a portable uplink to transmit live festival reports via satellite twice daily.

Ad tracking

An Indianapolis-based company specializing in tracking radio advertiser activity on a market-by-market basis is beginning to pick up momentum. Media Monitors, which issues reports for stations in Chicago, Indianapolis, Dayton and Columbus, both Ohio, and Louisville, Ky., will begin issuing its first basic report to clients in Philadelphia this week.

The company monitors commercials on a specific number of stations in each of its six markets by recording them simultaneously, between 6 a.m. and 7 p.m., one day per week—usually a Wednesday, Thursday or Friday. According to company executive Tony Sidio, tapes are then transcribed and developed into a log highlighting account name (by alphabetical order), station and number of spots aired according to dayparts.

Sidio said the 18-month-old company recently began offering three optional reports that further break down radio advertiser activity in a market.

Media Monitors only records stations in the six markets that are of interest to its clients. However, Sidio said the company's goal is to monitor stations that together account for between 80% and 90% of that market's total radio revenue dollars.

Festival days

The second annual International Radio Festival of New York kicks off next week (May 18-20) at the Sheraton Center hotel, highlighted by seminars on digital audio, the future of public radio programming and reaching the Hispanic market. All events are free except a workshop called Expand Your Creativity given by personal development counselor Nancy Rosanoff and the awards presentation ceremony slated for Friday evening, May 20, which will be hosted by WNEW's New York air personality William B. Williams. During the latter event, awards will be presented for outstanding radio programming, advertising and promotion aimed between June 1982 and March 25 of this year. Festival headquarters is at 251 W. 57th Street, New York 10019.

May forums

The Atlanta-based program consultancy firm of Burkhat/Abrams/Michaels/Douglas & Associates is planning its second annual adult radio forum for May 23-24 at the Marriott hotel near the Atlanta airport. The first day will be devoted to radio sales and management, organized by the Grid One division of the firm.

Speakers for the sales and management portion include Peter Moore, president of Torbet Radio; Sam Paley, president of Custom Audiences Consultants (CAC), a research firm; and Karen Dixon, field media supervisor for the McDonald's fast-food franchise. Grid One President Steve Lapa is also planning a presentation on sales training.

Scheduled to speak for the programming forum on May 24 are John Parikh, president of Joint Communications, Toronto; David Tate, president of Laurel, Md.-based Rantel Research, and Ed Busch, radio personality on the AP Radio Network, who also serves as a news/talk consultant to Burkhat/Abrams/Michaels/Douglas & Associates. Discussions will not only center on programming techniques, but also music, life style and focus group research as well. Critiques will be offered by members of the program...
Motorola AM Stereo is licensed to Broadcast Electronics, Inc., T.F.T., Inc. and Belar to manufacture and market exciters and monitors. Motorola AM Stereo equipment is broadcasting from six discriminating stations. Motorola AM Stereo decoder IC's are in sample and design at fifty receiver manufacturers. For more information call Dick Harasek at 312/576-2879 or Chris Payne at 202/862-1549.
consultancy firm on air checks of different radio personalities from stations represented at the forum.
Registration fee for client stations of Burkhardt/Abrams/Michaels/Douglas & Associates for both days is $250. Non-client stations are invited to attend only the sales management session on May 23 for $350.

In the marketplace
ABC Radio Networks will air live coverage of the Preakness Stakes from Maryland on May 21 at 5:06 p.m. EDT. To date, approximately 500 stations have signed to broadcast the event. Major sponsors include Ford Motorcraft, Allied Van Lines and Xerox. This will be the second year of ABC carriage of the horse race, the second jewel in racing's Triple Crown.

The Health News Network, a new two-and-one-half minute weekday feature hosted by Dr. Lendon Smith, began airing on 30 stations in the Northwest last week. The program offers health information in a "light-hearted" manner. Shows are scripted by both Smith and Cameron Stauth, author of four health books. Plans call for the feature to be "rolled out" region-by-region, with a goal of national syndication by next May. Currently, the program is aired in the Northwest as a public service vehicle, but network officials say they are close to signing a sponsor.

Information: HNN, 764 Washington Street, Eugene, Ore. 97401.

Tops of pops
A six-hour special featuring what are called the top 25 greatest rock acts of all time will be aired by CBS's Radio/Record Network over the Memorial Day weekend (May 27-30). More than 200 stations thus far have signed to air The Honor Roll of Rock and Roll. Stations have the option of airing the special during any time period. Rankings for the musical lineup are based on record sales past and present, along with the input of more than 40 program directors of Radio/Record affiliated stations. Selected as the top act was Elvis Presley, followed by the Beatles and Diana Ross and The Supremes. The Honor Roll of Rock and Roll was produced exclusively for Radio/Record by the Creative Factor of Hollywood, Calif. Major advertisers for the event include Levi Strauss, Gillette and Honda.

Taking to the air
Sam Simon, executive director of the Telecommunications Research and Action Center, has proved to his satisfaction that the fairness doctrine is alive and well, at least in Washington. After hearing the Chesapeake & Potomac Telephone Co.'s advertising campaign for Optional Measured Service—described in ads as offsetting customers the option of cheaper rates—Simon decided to talk back.

The TRAC-organized Coalition for Fair Phone Rates asked local radio stations for time to reply; the coalition contended C&P's ads were misleading. WMAL (AM) not only granted time, it made facilities available for production of a spot, which Simon voiced. WTOP (AM) and WOR (AM) also granted time. WRC (AM) refused, it said it had already complied with the fairness obligation on the issue and Simon agreed.

Sunshine sales
The newly formed Cocoa, Fla.-based Sunshine Entertainment Network, which offers a 24-hour live urban contemporary format, has signed a marketing agreement with the Dallas-based Satellite Music Network. SMN's sales force will sell the format to prospective affiliates. SEN's programing will be transmitted over RCA's Satcom IV satellite (Broadcasting, Jan. 24).

Country's best
Lee Arnold, midday personality at Mutual Broadcasting's WWIN (AM) New York and host for the network's Lee Arnold On A Country Road weekly broadcast, has been named Disc Jockey of the Year by the Academy of Country Music. Arnold will accept the award during a live NBC-TV telecast of the 16th annual Academy of Country Music Awards, May 9. Country Road is carried by 350 stations.

Big band bash. Nick Verbitsky (l), president of The United Stations, is pictured at a party in honor of the company's weekly big band/nostalgia series, The Great Sounds, with Debra Seyler, Warner-Lambert's assistant manager of advertising services; Robert Friedlander, manager of media planning and coordination for Warner-Lambert; and entertainer Dick Clark, co-partner of the United Stations. More than 200 people from the advertising community attended the event at the New York Water Club restaurant. The program is currently being carried by stations in more than 100 markets.
“With ABC Direction you have the best of both worlds—you keep your independence, yet have access to the resources of a great network.”

Aaron Daniels VP/GM, WPRO-AM, Capital Cities Communications

When you join Direction, your station has access to the world’s largest radio newsgathering organization. With its hourly three minute newscasts, daily and weekend sports reports, exclusive Olympic coverage, and personal health and fitness features, Direction will help you build your station’s position in the local marketplace. And will provide you with many new local sales opportunities...all with a surprisingly low network inventory.

Direction’s dynamic programming relates to adult listeners in a warm, personal manner. It doesn’t just tell listeners what’s happening in the world today, but how it will affect their lives.

Best of all, you keep the flexibility you need to control your station’s programming and sales. You choose which programs and sales opportunities give your station the greatest competitive edge.

Put Direction to work for you.
Call Vincent A. Gardino, Director, ABC Direction Radio Network, (212) 887-5636.

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NBC set for recovery, says Chairman Bradshaw

He voices support for Tinker and expects earnings gains in 1983; Hertz still on block

The chairman and chief executive officer of RCA Inc., Thornton S. Bradshaw, told reporters at a news conference held in NBC's Burbank studios the parent corporation has no plans to sell the network, insisting NBC is "certainly not in serious trouble."

Bradshaw's remarks came shortly before RCA's annual shareholders' meeting, during which the executive reported "significant increases in earnings" for NBC during the first quarter of 1983.

"NBC reported sharply higher profits for the first quarter on a 24% year-to-year sales gain," said Bradshaw. "The improvement was sparked by the owned television stations and the television network. NBC's owned stations showed marked improvement in local performance and were helped by strong advertiser demand. NBC's network performance was bolstered by the Super Bowl, cost-control measures and one other factor—demographics."

Bradshaw emphasized that NBC's programming has attracted "a highly desirable group of viewers which advertisers like. In general, these viewers are between the ages of 18 and 49." During the news conference, Bradshaw said that the network will continue to rely on action/adventure shows to bolster its overall ratings: "You've got to have A Team along with Hill Street Blues." He also acknowledged the network's weakness in daytime and news ratings, where, he said, "there is considerable room for improvement."

NBC reversed a four-year decline in profits during 1982, doubling its profits over the previous year from $48.1 million to $107.9 million. The shift is partly a result of cost-containment efforts, which Bradshaw said kept 1982's expense increase at the network at about 5%. NBC wrote off $14 million in program costs in 1981. Declines in earnings in RCA's electronics, transportation and communications divisions were reported for the first quarter of 1983. RCA's overall sales for 1982 reached a record $8.2 billion, with a net income of $222.6 million, or $2.03 per common share. Bradshaw declined to put a figure on projected earnings for 1983 except to predict they would exceed 1982's total. He acknowledged RCA is still trying to sell its Hertz rental car company, on the market for more than a year. Despite turning a modest profit, Hertz is carrying a heavy debt.

RCA lost $17 million from its partnership with Rockefeller Center for operation of The Entertainment Channel, a pay cable program service discontinued March 31. Bradshaw said "discussions with possible partners" continue, aimed at reviving the service on an advertiser-supported basis or to develop its 10-year co-venture and programing use agreement with the BBC.

"We entered the market at the wrong time," said Bradshaw. "We were depending heavily on the building of new cable systems." He blamed the recession for curbing new cable builds and consumer sign-ups.

The executive said that RCA is still loosing money on its videodisk operations, but could turn a profit as early as 1985. Losses on videodisk player and disk sales declined from $107 million in 1981 to $97 million last year.

"We doubled sales of players in 1982, and during the first quarter of 1983 sales were up 100% over the same period in 1982," said Bradshaw. RCA is projecting annual growth rates of 37% for videodisks and cassettes during the 1980's. Bradshaw declined to provide numbers for units sold, but said videodisk player owners bought an average of 30 disks during 1982, three times what RCA expected.

Bradshaw estimated that RCA will spend $300 million during the next 10 years on development of communications satellites, including the development of DBS systems.

He acknowledged, however, that the future of DBS "depends on the outcome of that [WARC] conference" in Geneva in June.

Johnston answers Luisi's charges

JWT Group's annual meeting in New York last week was enlivened by remarks of Chairman Don Johnston, who called charges made by Marie Luisi, a dismissed JWT executive, "ridiculous" and "utter nonsense."

Departing from his prepared text, Johnston said that Luisi, senior vice president and former head of JWT Syndication until she was discharged in April 1982 (BROADCASTING, April 5, 1982 et seq.), and her attorneys have been courting press coverage to induce JWT to make an out-of-court settlement of the $125.3 million suit she lodged against the company as a result of her discharge (BROADCASTING, April 18).

Johnston assured shareholders the company will contest the suit, adding, "We will see them in court and we expect to win."

Luisi has contended she was made "the scapegoat of Thompson's ineptitude." She claimed a lack of financial controls led to the $305.5 million in computer irregularities. (Her attorney, Ivan Fisher of New York, reflected to Johnston's charges by saying the suit would be prosecuted. He noted that last year, shortly after Luisi was suspended, she offered to settle with JWT before filing a suit if JWT would retract its charges against her.)

Otherwise Johnston had upbeat news for JWT Group shareholders. He said the corporation showed a net income of $1.1 million, or 20 cents per share, in the first quarter of this year, up from a net loss of $47,000, or one cent per share, in the comparable period last year. He said revenues in the first quarter of this year amounted to $103 million, as compared with $95 million last year.

Viacom drop. Viacom International's first-quarter 1983 earnings dropped 22.6% to $3,681,000, or 26 cents per share, on 25% higher revenues of $77,495,000. Earnings from continuing operations increased 23% to $9,418,000. Viacom said its decline in earnings was principally due to additional interest expense associated with acquisition of remaining 50% of Showtime and higher tax rates.

Blair bonanza. John Blair & Co. reported earnings increased 14% in first quarter to $3,860,000, or 98 cents per share, on 19% higher revenues of $88,940,000. Company said earnings gain was attributable to couponing and commercial printing operations and offset losses of increased interest expense and lower operating results in other divisions.

A-R even. Adams-Russell reported second-quarter fiscal year earnings were almost flat as compared to same period year before. Earnings were $1,450,000, down 0.7%, on 23% higher revenues of $21,935,000. Earnings per share were 24 cents, against 25 cents for second quarter of 1982.

Broadcasting May 9 1983
Broadcasting's most prestigious honor
The Peabody Award
to WBBM-TV

The George Foster Peabody Award. One of only 29 presented this year from 730 entries nationwide.
Awarded to WBBM-TV's "Killing Crime: A Police Cop-Out."
Reported by Pam Zekman and the Channel 2 Investigative Team.
This exposé revealed how Chicago's police deliberately falsified records by wiping thousands of crimes off their books.
Just another example of WBBM-TV's commitment to excellence.
**Exchange and Company** | Closing Wed. May 4 | Closing Wed. Apr. 27 | Net Change in Week | Percent Change in Week Ratio | Market Capitalization (000,000)  
--- | --- | --- | --- | --- | ---  
**BROADCASTING**  
N ABC | 66 3/4 | -2 3/4 | -4 11 2 | 12 1,856  
N Capital Cities | 148 1/4 | 199 | +5 | 50 20 1,950  
N CBS | 73 1/8 | 72 | +1 1/8 | +1 158 2 1,218  
N Harpo shut | 17 16/32 | 17 13/32 | +3/32 | +1 21 3,139  
A Gross Telecasting | 59 1/2 | 59 1/8 | -3/8 | -63 14 47  
O LIN | 40 | 39 1/4 | +3 1/4 | +19 22 415  
O Metromedia | 480 | 475 | +5 | +1 05 31 1,340  
O Outlet Co | 62 1/2 | 62 1/4 | +1/4 | +50 21 1,389  
O Scripps-Howard | 22 1/4 | 23 | -1 3/4 | -63 13 230  
O Storer | 31 1/4 | 29 1/4 | +2 | +6.96 56 512  
O Sun Group Inc | 4 3/4 | 4 3/4 | | 0 0 0  
O Time | 52 1/4 | 52 1/4 | -1 1/4 | -2 33 14 475  
O United Television | 12 3/4 | 12 5/8 | +1 1/8 | +9 96 150  
  
**BROADCASTING WITH OTHER MAJOR INTERESTS**  
A Adams-Russell | 24 1/2 | 24 3/4 | +1 1/4 | +1 01 25 148  
A Affiliated Pub | 40 1/2 | 40 1/2 | | 0 0 0  
A American Family | 19 1/4 | 18 1/8 | +1 1/8 | +6.20 13 261  
A Associated Commun | 25 1/4 | 25 1/4 | | 0 0 0  
A A. H. Belo | 40 3/8 | 40 3/8 | +3/8 | +1.71 41 141  
A John Hancock | 68 1/2 | 64 3/8 | +4 1/8 | +6.40 15 267  
A Charter Co | 13 11/8 | 11 7/8 | +1 1/4 | +9.47 13 274  
A Chris-Craft | 22 1/8 | 19 7/8 | +2 1/4 | +11.32 24 137  
A Cowles | 18 3/4 | 18 1/2 | +1 1/4 | +2.73 20 249  
A Ross Media | 139 1/4 | 139 1/8 | +1/8 | +1 57 128  
A Fairchild Ind | 21 7/8 | 21 21/32 | +3 3/8 | +5.46 18 286  
A Gannett Co | 66 7/8 | 66 1/8 | +3 3/8 | +5.60 20 3563  
A General Tire | 38 1/2 | 35 | +1 1/2 | +4.28 35 878  
A Gray Commun | 44 1/4 | 45 | -1 | -2.22 13 216  
A Gulf United | 28 | 27 3/8 | +5 1/8 | +2.26 9 774  
A Harte-Hanks | 47 1/2 | 48 | -1/2 | -2.76 17 465  
A Insilco Corp | 24 1/2 | 22 | +2 1/4 | +11.36 16 391  
A Jefferson-Pilot | 17 3/4 | 17 1/4 | +1 1/2 | +2.89 13 385  
A New York Instl. | 10 3/4 | 10 1/2 | +1/2 | +1 66 286  
A Knight-Rider | 54 1/8 | 53 1/2 | +1 1/4 | +1 17 1,765  
A Lee Enterprises | 43 1/4 | 42 3/4 | +1/4 | +1 16 590  
A Liberty | 19 | 18 1/2 | +1 1/2 | +2.70 16 254  
A McGraw-Hill | 39 9/32 | 39 5/32 | +1/6 | +5.46 21 2,262  
A Media General | 50 | 50 | | 0 0 0  
A Meredith | 111 | 110 3/8 | +5 1/8 | +5.62 32 347  
A Multimedia | 39 1/4 | 39 | +1/4 | +6.40 21 518  
A New York Times Co | 68 1/8 | 69 1/4 | -3 3/8 | -1.62 16 856  
A Post Corp | 41 3/4 | 38 3/8 | +3 3/8 | +8.79 20 76  
A Rollins | 14 1/8 | 13 7/8 | +1/8 | +5.50 11 370  
A Schering-Plough | 46 1/2 | 43 3/8 | +3 1/8 | +7.20 14 247  
A Stapf Media | 42 1/2 | 38 3/8 | +3 1/4 | +7.26 14 247  
A Stauffer Commun | 43 | 43 | | 0 0 0  
A Tech Operations | 29 | 28 1/4 | +3 1/8 | +10.25 24 304  
A Times Mirror Co | 77 3/4 | 74 3/4 | +3 | +4 09 21 558  
A Turner Broad. | 35 1/8 | 35 1/16 | +1/8 | +1.80 18 959  
A Washington Post | 67 7/8 | 69 1/8 | -1 1/4 | -1.80 18 959  
A Wometco | 31 5/8 | 31 7/8 | -1/4 | -7.81 21 547  
  
**CABLE**  
A Action Corp | 7 3/4 | 7 5/8 | +1 1/8 | +1.63 46 39  
A National Express | 66 | 69 | -3 | -4.34 15 8,428  
O Burnup & Sims | 7 1/2 | 7 7/8 | -3 1/8 | -4.76 7 68  
O Comcast | 20 1/4 | 20 1/4 | | 0 0 0  
O General Instrument | 51 5/8 | 51 3/4 | -1/4 | -2.14 18 1,802  
O Heritage Commun | 11 1/2 | 11 1 | +1 | +3 49  
O Rogers Cablesystems | 11 3/4 | 10 5/8 | +3 1/8 | +1 58 15 1,259  
O Tele-Communications | 25 5/8 | 25 5/8 | | 0 0 0  
O Viacom Inc. | 44 1/4 | 44 1/4 | +1/8 | +6.74 23 386  
O Tocom | 7 | 6 3/4 | +1/4 | +6 3 48  
O United Cable TV | 20 5/8 | 18 1/2 | +2 | +10.73 29 226  
O Viacom | 29 3/4 | 33 3/4 | -4 1/8 | -11.85 14 344  

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

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day price shown is last traded price. ** No P/E ratio computed, company registered net loss. *** Stock split + Stock traded at less than 1/8 cent. **** Stock inactive due to limited bidding.
The salesman in the cartoon will have dinner on time tonight. The Traffic Manager won’t. Manual processing of late orders is terribly time consuming. Especially when the log was already locked up for tomorrow.

At the station with Harris Autotron Star business automation, the salesman and Traffic Manager are having dinner together. At 5:15. She’s simply entering the raw information; the computer will do the rest.

Traffic is one of several functions standard on the Autotron Star System. Think about that next time you have a late, cold meal. Then write Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, Illinois 62305-4290. 217-222-8200.
Wheeler urges cable to promote itself

NCTA president announces formation of Consortium of Cable Information to improve public's perception; Westinghouse's Ritchie will oversee

“Our industry needs radical surgery on its image,” National Cable Television Association President Tom Wheeler told cable executives at NCTA’s annual executive seminar in Wesley Chapel, Fla. “To coin a term, we need an ‘imagectomy’ to redefine to the consumer just who and what we are.” To perform the surgery, Wheeler announced that NCTA is forming an independent organization to promote cable in a nationwide campaign beginning in late 1983 or early 1984.

“Let’s tell the world what we know we are, not what others perceive us to be,” said Wheeler. “Not only will such an effort pay off with increased penetration, but it will also have ancillary benefits as advertisers and investors begin to see cable for what it really is and quit trying to force us into the box they built for broadcast television.”

According to Wheeler, Daniel Ritchie, chairman and chief executive officer of Group W Broadcasting and Cable, has agreed to oversee the formation of the Consortium of Cable Information, which will comprise cable operators as well as hardware and software suppliers. Between now and the NCTA convention in June, he said, the CCI will draw up detailed plans for the campaign for presentation to the NCTA board at the convention. To assemble a staff, conduct the research and launch the campaign on schedule, Wheeler said, the CCI will need $750,000, which would come from “seed money donations.” The CCI would be sustained by annual dues.

The CCI would be a “self-contained program capable of being shut down when the job is completed,” Wheeler said. The campaign, which would use cable wherever possible, would be tested and “rolled out over time,” he said.

Wheeler stressed the urgency of forming the group. “Our potential is tremendous,” he said. “We can link this country together like no other medium, but we must differentiate ourselves from the competition, deflate the myths and misconceptions and explain to consumers exactly how cable brings education, information and entertainment into the American home like no one else will ever be able to.

“There’s not a person in this room who wants to see consumers turn away from cable because they don’t understand what it offers—yet consumers are doing just that,” he said. “There’s not a person in this room who wants to see our business characterized as being suppliers of smut—yet clearly that perception is spreading. There’s not a person in this room who wants to see new technologies cream-skim our market by telling the public they are cable-like—yet that strategy is operational today. And I am absolutely certain there’s not a person in this room who wants to live with 40% penetration in new markets.

Although individual cable networks spend millions each year to promote themselves, said Wheeler, the uncoordinated efforts by elements of the industry are not enough. “If we are going to reposition cable,” he said, “we need to promote not just the individual services, but the whole video supermarket. We have to start promoting the benefits of cable—not just premium services, not just basic services, not just individual cable systems, but the product ‘cable TV.’”

Wheeler pointed to other industries that have successfully changed their images through promotional campaigns. The American Egg Board not only the debunked the notion that eggs were unhealthy, he said, but also convinced people to prepare eggs for all meals, not just breakfast. The American Gas Association successfully countered the opinion among consumers that gas was too expensive. “Who can forget the catchy jingle belted out by the International Ladies Garment Workers Union?” he asked. “In addition to promoting American-made clothes, this campaign had as one of its purposes to respond to the anti-union sentiment in Congress—a goal which should not be lost on the cable industry.

At least part of the impetus behind Wheeler’s call for the image-enhancing campaign is the increasing amount of negative press. “Once the fair-haired boy of journalists, cable has now become an industry in question,” he said. “Stories which claim ‘the bloom is off the rose’ or ‘cable is just more of the same’ aren’t new to any of us. But we don’t have to be grist for the media mill.”

The CCI already has some fresh research in the can to help it in formulating its campaign. The NCTA released for discussion at the executive seminar two new studies it commissioned. The first, by Opinion Research Corp., compares urban and suburban subscribers and identifies marketing techniques for reaching each. The other, by Browne, Borted and Coddington, examines the economics of alternative pay television media, which have been eroding cable’s marketplace position. NCTA refused last week to make the studies public until the NCTA convention.

Hoffman sees clouds in cable’s blue sky

Systems that are too large and rates that are too low will cause future problems, says analyst; is bullish, however, on USC’s DBS service

The paradox of cable television, according to Tony Hoffman, is that cable operators, bound by franchise agreements, are building costly 100-channel cable systems in big cities as it becomes increasingly apparent that inexpensive 20-channel systems would do. And the overbuilding, he says, has been as harmful not only to the cable companies, but also to cable subscribers, who must ultimately pay for the cable system.

Apparentlly assuming the absence of must-carry rules, Hoffman contended that no big-city cable system needs more than 20 channels, enough to carry six pay, 12 advertiser-supported, and a local access channel. Hoffman said subscribers could pick up the broadcast services the way they always have—off the air. And they would be better off, he said, since off-air pictures are “generally superior to those that come off the cable system.”

Why build a 100-channel system in the hope that there will be 60 cable networks, he asked, when the 40 networks now in service aren’t making any money?

Nonetheless, he predicted, cities will continue to demand cable systems of no fewer than 100 channels. In Hoffman’s audience were members of the Washington cable design commission, which is expected to complete work on a request for proposal for the city by July 1—Hoffman said that after all of the commission’s deliberations and consultants’ reports, there is no way it can say the city only needs a 20-channel, one-way sys-
Larry Spiegel on Buying Broadcast.

"When you’re buying spot TV smartly, you shouldn’t spend all your time worrying about whether a station is an independent or an affiliate, UHF or VHF. People are program loyal, not station loyal. If you can advertise in strong programming to someone who is highly attentive, what difference does it make what type of station it is?"

“Buyers need to keep what they're trying to do in perspective. Which is more than how to get the buy in at a bulk CPM. It’s how to get the message across effectively, to the right people at the right time.

“With Gaylord as an element, we have been able to make more effective and efficient buys for our clients.”

Gaylord Broadcasting

“With Gaylord Broadcasting we do a lot of business with Gaylord stations. Their diversity of programming, the opportunity to be in-program, generates a lot of people for a lot of reach.”

Larry Spiegel is Senior Vice President - Marketing Services, Tracy-Locke/BBDO, Dallas

Gaylord Broadcasting

KTVT Dallas/Ft. Worth • WTVT Tampa/St. Petersburg • KSTW-TV Seattle/Tacoma
WUAB-TV Cleveland/Lorain • KHTV Houston • WVUE-TV New Orleans • WVTV Milwaukee

TeleRep represented nationally by
Hoffman argued that big-city cable systems are uneconomic. Assuming cable operators pay $1,200 to wire each home, he said, they will need $50 per month from each subscriber to recover costs and make a modest profit. The industry average, he noted, is $18 to $19 per month per subscriber. "Someone has to make up the difference and that someone is the subscriber." Cablevision in Boston and Mile Hi in Denver have promised extremely low basic cable rates to win franchises, he said, but they will eventually be forced to return to the regulators and plead for much higher rates.

The greatest ally of the big-city franchiser, he said, may be inflation. The cable systems might make a profit, he said, if inflation starts its upward spiral again and operators are able to pay back long-term debt in cheaper dollars. Some big MSO's are struggling to cope with the financial burden of their big-city franchises, he said. Storer Communications, he said, is faced with selling some of its television stations to make good on its cable commitments. Charles Dolan of Cablevision at least had sense to finance his cable systems through limited partnerships, he said, in which the partners "are delighted... the enormous losses" that they can write off at income tax time. But even Dolan, he said, will have his day of reckoning when he'll have to "throw himself at the mercy of the city."

Compounding cable's problems are the rise of alternative media, he said. The new media entrepreneurs, he said, sense an opportunity to offer multiple channels of non-broadcast programing more cheaply and quickly than cable and without regulation. "They are going to get the subscribers that cable wants." Hoffman seemed particularly bullish on the quasi-DBS service proposed by United Satellite Communications Inc. for launch later this year. USCI will be in business for three years, he said, by the time Comsat's Satellite Television Corp. launches the first of its high-power DBS satellites in 1986. And although STV is beginning to falter—it was a "great idea," he said, until people figured out how to steal the service—low-power television should not be dismissed. In high-density areas, he said, subscription LPTV could be "profitable for a short period of time."

Neither cities nor cable operators, Hoffman said, should expect a flood of special-interest or "narrowcasting" services to fill their high-capacity cable systems. Such programing, he said, is not viable. What is viable, he said, is networks that mimic their broadcast antecedents.

The three broadcast networks have worked hard to create programing that "people want to watch." And after all of their effort, he said, they have discovered just five different "program types"—movies, sports, news, series (comedy and dramatic) and talk shows and video-magazines (programs that "defy description"). The most successful cable networks are emulating the broadcast networks, he said, pointing to USA Cable Network, which began as a sports network and slowly transformed itself into a variety network, and ESPN, which is on the same road as USA Cable.

Hoffman called cable networks "video hamburger helpert" that does not significantly advance the ball as far as program diversity is concerned. The cable networks are no more than a "stretch version" of one of broadcasting's programing types. The Playboy Channel takes the talk show-magazine format and stretches it as far as the more liberal censors of cable allow. And The Weather Channel stretches the brief daily weather report to a 24-hour-a-day format with sometimes ludicrous results. "I tuned into the Weather Channel the other day," he said, and [TWC President] John Coleman told me what the temperature on Mars was. I really don't care."

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**CHANGING HANDS**

**PROPOSED**

**KVIL-AM-FM Dallas and WIBC(AM)-WNAP(FM) Indianapolis**

**SOLD by Fairbanks Broadcasting Co. to John Blair & Co. for $50 million.**

**KVIL-AM-FM Dallas**

- Dallas/Fort Worth SMSA, Top 20.
- Fulltime AM and Class A FM in picturesque and economically-healthy region.
- Extensive real estate included.

- **$5,200,000**

**WIBC(AM)-WNAP(FM) Indianapolis**

- Fulltime AM and Class A FM in attractive terms offered; large discount for cash.
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5/9/93

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Broadcasting May 9 1983 5A
KNBN-TV Dallas • Sold by National Business Network Inc. to Metromedia for $14.9 million ("Closed Circuit," April 4). Seller is principally owned by Sheldon K. Turner and Noland Hill (40% each). They have no other broadcast interests. Buyer is publicly traded group owner of seven AM's, seven FM's, and seven TV's. John Kluge is chairman and president. Acquisition of KNBN-TV is dependent on sales of WIXX-TV Cincinnati to Malrite Communications Group, (BROADCASTING, Aug. 30, 1982) and of KRLD(DAM) Dallas to CBS (BROADCASTING, April 25) to comply with FCC's multiple ownership and crossownership rules. KNBN-TV is independent on channel 33 with 2,187 kw visual, 218.7 kw auroral antenna 1,696 feet above average terrain. Brokers: for seller, Blackburn & Co.; for buyer, Howard E. Stark.

WVNN-FM Newark, N.J. • Sold by Sabre Broadcasting Corp. to Malrite of North Carolina Inc. for $8.5 million ("Closed Circuit," April 11). Sabre is owned by Herbert Saltzman (30%). Donald G. Softness, Samuel Wyman and Donna B. Atwater (23.3% each). It also owns WVNN-FM Newark, N.J. It bought WVNN-FM in 1978 for $3.54 million (BROADCASTING, Aug. 31, 1978). Buyer is Cleveland-based owner of six AM's, six FM's and four TV's. It also has purchased, subject to FCC approval, WIXX-TV Cincinnati (BROADCASTING, Aug. 30, 1982) and WCTI(TV) New Bern, N.C. (BROADCASTING, April 4). Milton Malitz is chairman and Carl E. Hirsch is president. WVNN-FM is on 100.3 mhz with 24 kw and antenna 670 feet above average terrain. Broker: H.B. LaRue.


WYVE(TV) Leesburg, Fla. • Fifty percent sold by Sharp Communications Inc. to Associated Christian Television System Inc. for $1.45 million. Seller is H. James Sharp, who also owns 51% of WWFL(AM) Clermont, Fla. Buyer is owned by Claude W. Bowers, who owns other half of station, and wife, Freeda M. Bowers, P.B. Howell Jr., John Stallings and Brock Lesperance (20% each). Freeda Bowers, Howell, Stallings and Lesperance have no other broadcast interests. WYVE is independent on channel 55 with 87.1 kw visual, 14.12 kw auroral antenna 350 feet above average terrain.

Construction permit for WSMK(TV) Indianapolis • Eighty percent sold by Indianapolis Television Corp. to Anacomp Inc. for $800,000 to be invested in construction of station. Seller is owned by Melvin Simon (51%), his brother, Fred (9%), and Gerald Kraft (40%). Melvin Simon will retain 10% interest. His other brother, Herbert Simon, will buy 10%. Buyer is Indianapolis-based, publicly held computer services company headed by Ronald D. Palamara, president and chairman. It has no other broadcast interests. WSMK has grant for channel 59 with 2,109 kw visual, 414 kw auroral antenna 978 feet above average terrain.

KJEL-AM-FM Lebanon, Mo. • Sold by KJEL Inc. to Ozark Broadcasting Inc. for $450,000. Seller is owned by Ronald M. Sewell, Larry E. Gilpin, O.L. Cooper, Joe Hendricks Jr. and William N. Perkin. They have no other broadcast interests. Buyer is principally owned by Jerral A. Shepherd, president, who also principally owns KANH(AM) Bethany, KWIX(AM)-KRES(FM) Moberly and KREL(AM)-KJTI(FM) Farmington, all Missouri. He also has application for CP for AM at New Hampton, Mo. KJEL is daytimer on 1080 kw with 250 w. KJEL-FM is on 103.7 mhz with 30 kw and antenna 255 feet above average terrain.

KIKN(AM) Sinton (Corpus Christi), Tex. • Sold by Champagne Broadcasting Corp. to Stereo Broadcasting Corp. for $310,000. Seller is headed by Allen Schepper, president, and has no other broadcast interests. Buyer is headed by Steven A. De Walt, president. It also owns KIOU(FM) Corpus Christi. DeWalt also is principal owner of KBOR(AM) Brownsville, Tex. KIKN is on 1590 kHz with 1 kw day and 500 w night. Broker: Blackburn & Co.

KNEM(AM) Nevada, Mo. • Sold by Kessler Broadcasting Co. Inc. to KNEM Communications Inc. for $291,667 plus $30,000 non-compete agreement. Seller is owned by Jeffrey F. Kessler (25%), Everett G. Wenrick (37.5%) and Marvin E. Leuhrs (37.5%). Wenrick and Leuhrs own majority interest in KTTN-AM-FM Trenton, Mo., and WMNE(AM)-WMEQ(FM) Menomonie, Wis. Wenrick owns 28% of KCEO-AM-FM Oskaalosa, Iowa. Kessler will stay at KNEM as vice president but without ownership. He has no other broadcast interests. Buyer is owned by Darrell K. Seltman, Roger D. Ballard and Fred D. Lightner (30% each), and Lightner's brother, William (10%). Seltman, Ballard and Lightner are Columbia, Mo., insurance men; William Lightner is retired insurance man there. They have no other broadcast interests. KNEM is on 1240 kHz with 250 w full time.

WRCV(FM) Mergusburg, Pa. • Sold by Fulton Broadcasting Co. to Michael Bader, his wife, Joan M. Bader, and Larry D. Summerville for $275,000 cash. Seller is owned by Richard A. Fulton and his wife, Susan Breakefield Fulton. They have no other broadcast interests. Buyer, Michael Bader, is Washington communications attorney and president of WTID(FM) Suffolk, Va. Joan Bader is housewife and Summerville is Washington paralegal. WRCV is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Walker Media & Management Inc.

WWNT(AM) Dothan, Ala. • Sold by Early Bird Broadcasting Inc. to Dove Broadcasting for $22,500 cash and assumption of $217,500 debt. Seller is owned by Johnny Culppepper, president (49.83%), Ronald Lamar Trammell (49.83%) and Mary Jo Pate
(34%). They have no other broadcast interests. **Buyer** is owned by Ronald Lamar Trammell, president (90%), wife, Sybil Bedsole Trammell, and Brenda Pelham Huff (5% each). Ronald Trammell is sales manager at WWTN as well as owner. Sybil Trammell is former civil service employee at Fort Rucker, Ala.; Huff is station manager at WWTN. WWTN is on 1450 kHz with 1 kw day and 250 w night.

**WACF(FM) Clewiston, Fla.** □ Fifty-one percent sold by Tri-County Stereo Inc. to Glades Media Co. for $201,056 plus $30,000 for noncompete agreement. **Seller** is Charles A. Esposito, president (51%). **Buyer** is owned by Robert L. Castellanos and James M. Johnson (50% each) each of whom already owns 24.5% of station. WACF is on 106.3 mhz with 3 kw and antenna 195 feet above average terrain.

**KNCI(AM) Boerne, Tex.** □ Sold by Hart Broadcasting Co., Inc. to Ballard Broadcasting Co., Inc. for $115,000 plus $95,000 for other considerations. **Seller** is owned by Larry Tschirhart, president. He has no other broadcast interests. **Buyer** is owned by Drew Ballard, president, who also owns KGLO(AM)-KLTD(FM) Lampasas, Tex. KNCI is on 1500 kHz with 250 w. **Broker:** Norman Fischer & Assoc. Inc.

□ Other proposed station sales include: KSAA(FM) Casa Grande, Ariz.; WFXP(FM) Clinton, La.; KFRU(AM) Columbia, Mo.; KTWB(FM) Las Vegas; WCTM(TV) New Bern, N.C. (BROADCASTING, April 4), and WDBL-AM-FM Springfield, Tenn. (BROADCASTING, May 2). (See "For the Record," page 78.)

□ APPROVED

**WOFL(TV) Orlando, Fla.** □ Sixty percent sold by Omega Communications Inc. to Meredith Corp. for $16 million. **Seller** is owned by Lawrence H. Rogers II (22.8%); H. Talbott Mead (14.24%); Mead Development Co. (13.68%); William Campbell and wife, Joan (6.27% jointly), and Ray Balsom (39%). They are selling their majority control and bowing out of WOFL ownership. **Buyer** is current 40% owner of WOFL and is Des Moines, Iowa-based publisher of House & Garden magazine and group owner of six AM's, six FM's and five TV's. It also bought KSEE(TV) Fresno, Calif.; for $17.6 million (BROADCASTING, May 2) and sold, subject to FCC approval. KCMO(AM)-KCEZ(FM) Kansas City, Mo., for $8 million (BROADCASTING, Jan. 10). WOFL is independent on channel 35 with 646 kw visual, 12.6 kw aural and antenna 1,470 feet above average terrain.

**WLW(AM) Cincinnati, WSKS(FM) Hamilton, Ohio** □ Sold by Mariner Communications Inc. to Seven Hills Communications Ltd. for $8,265,000 plus $2,249,000 for three-year noncompete agreement ("In Brief," Feb. 21). **Seller** is owned by Elmer Ward, Joe Scallon and 10 others, who also own WITS(AM) Boston and also sold KBEQ(FM) Kansas City, Mo. (see below). They bought WLR and WSKS in 1979 for $17 million (BROADCASTING, Nov. 5, 1979). **Buyer** is limited partnership controlled by Monarch Partnerships Inc. which is equally owned by Robert H. Castellini, William O. DeWitt Jr. and Mercer Reynolds III. DeWitt is Cincinnati real estate developer and investor and son of late William O. DeWitt Sr., former owner of Cincinnati Reds, professional baseball team. Castellini heads produce company. Reynolds is partner in Spectrum, Cincinnati investment firm. President of Seven Hills is Charles Murdock, former general manager and 10% owner of Queen City Communications, which sold WLR(AM)-WSKS(FM) to Mariner. WLW is on 700 khz with 50 kw full time. WSKS is on 96.5 mhz with 15 kw and antenna 810 feet above average terrain.

**KBEQ(AM) Kansas City, Mo.** □ Sold by Mariner Communications Inc. to KBEQ Inc. for $5.25 million. **Seller** is Cincinnati-based group of two AM's and two FM's owned by Elmer L. Ward Jr., Joe Scallon and 10 others. It also sold WLR(AM) Cincinnati and WSKS(FM) Hamilton, Ohio (see above). Mariner bought KBEQ six years ago for $5.1 million (BROADCASTING, Oct. 17, 1977). **Buyer** is subsidiary of Capitol Broadcasting Inc., Raleigh, N.C.-based group operator of four AM's, five FM's and one TV, principally owned by brothers James and Ray Goodmon and estate of A.J. Fletcher. It recently sold KMAG(AM) San Antonio, Tex. for $1 million (BROADCASTING, Jan. 24). KBEQ is on 104.3 mhz with 50 kw and antenna 1,150 feet above average terrain.

**KCKI(TV) El Paso** □ Eighty percent sold by Missionary Radio Evangelism to Santa Fe Communications Inc. for $600,000 and assumption of $2 million in liabilities. This completes transfer of station begun last year with sale of 20% of station to Santa Fe affiliates, De Rance Inc. (BROADCASTING, June 14, 1982). **Seller** is nonprofit corporation with no other broadcast interests; E. Alex Blomert is president. **Buyer** is controlled by BACAM Inc. President is Attilio P. Scallon, also owns KGSA-TV Guasti, Calif., and KCFM(FM) Florissant, Mo. KCIR is independent on channel 14 with 380 kw visual, 36.3 kw aural and antenna 1,980 feet above average terrain.

**WYNZ(AM) Portland, Me., and WYNZ-FM Westbrook, Me.** □ Sold by Eastport Broadcasting Corp. to Buckle Broadcasting Corp. of Maine for $1,125,000, including $350,000 for noncompete agreement. **Seller** is principally owned by ERI Communications Group Inc., headed by Francis L. Boyle Jr., chairman, who also owns WAPD(AM) Jacksonville, Fla., and WBIN(AM)-WIBQ(FM) Utica, N.Y. **Buyer** is principally owned by Richard D. Buckley Jr. (80%), who owns WDRC-AM-FM Hartford, Conn.; KGIL(AM) San Fernando, Calif.; WKGW(AM)-WKGW(FM) Monterey, Calif., and KFHJ-FM San Francis-co. WYNZ is on 970 khz with 5 kw full time. WYNZ-FM is on 100.9 mhz with 3 kw and antenna 225 feet above average terrain.

**KZZZ(AM)-KOTE(FM) Lancaster, Calif.** □ Sold by Lancaster-Palmdale Broadcasting Corp. to Antelope Broadcasting Corp. for $800,000. **Seller** is owned by David A. Rodgers, who owns WBML(AM) Macon, Ga. Last year he sold WBIS(AM) Bristol, Conn., for $463,000 (BROADCASTING, Oct. 11, 1982). **Buyer** is owned by Lindsey A. Schnyder (50.1%), William S. Sanders (25%) and Michael A. Rodriguez, Jr. of Child Capital Investments, Inc. (24.9% each). Schnyder is former account executive at KVOR(AM) Colorado Springs. Southwest Capital and Fluid Capital are Albuquerque, N.M., investment firms. Sanders and Southwest Capital each own 24.9% of KDHI(AM)-KQYN(FM) Twenty-Nine Palms, Calif.; KVKM(AM)-KCGE(FM) Monahans, Tex., and KPER(FM) Hobbs, N.M. **KZZZ** is 1 kw daytimer on 1380 kHz. KOTE is on 106.3 mhz with 3 kw and antenna 210 feet above average terrain.

**KROY(FM) Pueblo, Colo.** □ Sold by KROY Inc. to Whale Communications of Colorado Inc. for $650,000. **Seller** is owned by Thomas A. Arnhall, who is part owner of WPET(AM)-WRQK(FM) Greensboro, N.C., and WKOS(FM) Murfreesboro, Tenn. **Buyer** is owned by Gary Goodell, chairman (25%); Steven E. Humphries, president (25%), and Bill Campbell (50%), who are also applicants for deleted facilities of WJJZ(AM) Mount Holly, N.J. Humphries is New York City-based program consultant. Goodell and Campbell are Philadelphia businessmen. **KROY** is on 98.9 mhz with 100 kw and antenna 600 feet above average terrain.

Looking for sub-contracts

United Video Inc., Tulsa, Okla., has formed a new division, Transmission Services, to sell subcarrier channels—audio and data—on two Satcom III-R transponders. United Video uses transponder 3 for distribution of superstation Won-TV, Chicago and has already found customers for many of its subcarrier channels. They include Zephyr, an audio-data weather service of United Video and Weatherscan, Moody Bible, WMFT-FM Chicago, Bonneville's Beautiful Music Network, and Seeburg Music. United Video sold the main channel of transponder 4 to Times Mirror, which uses it to distribute its pay network, Spotlight, and reserved the rights to all the subcarrier channels. Before United Video can begin selling the subcarrier channels on the second transponder, however, said Jack Riley, director of sales for the new division, it must demonstrate to Times Mirror that their use will not affect the signal-to-noise ratio of the Spotlight signal. The subcarrier capacity of the transponder can be divvied up in different ways. According to Riley, United Video can accommodate customers in need of 15 khz, 7.5 khz or 3 khz audio channels or data channels ranging from 300 baud to 120 kilobits per second.

Hotel chain in space

Hi-Net, the satellite communications service subsidiary of Holiday Inns Inc., announced last week the lease of a transponder on RCA America's Satcom I-R ("Closed Circuit," April 25). The satellite was launched April 11 and is scheduled to become operational June 1. In a prepared statement, Hi-Net President Bill O'forth said: "With our new capabilities, we expect to more than double our video teleconferencing business in the months ahead. Our company also plans to use the transponder to meet a variety of Holiday Inn communications needs such as special phone hookups, data transmission, room reservations and special entertainment programming.

Hi-Net currently has earth stations installed at 329 of its owned-and-operated or franchised hotels. They are used primarily to downlink Home Box Office from RCA's Satcom III-R, but by retrofitting them with "multiple satellite access equipment," they will be able to receive signals from three adjacent satellites, Satcom III-R, Satcom I-R and Hughes Communications' Galaxy I, which is scheduled to be launched in June.

Not bad, indeed

For ColorGraphics Inc. of Madison, Wis., the 1983 National Association of Broadcasters convention was one for the books. According to President Terry Kelly, the company rang up $1.5 million in "off-the-floor" sales. "Not bad for a week's work," he says. ColorGraphics sold 15 LiveLine III real-time graphics systems, including five to Corinthian Broadcasting, and the NewsStar electronic newsmroom system to WXK-TV and WAGNAM, both Chicago, and WXTV-TV Lexington, Ky. Kelly claims ColorGraphics dominates the market for real-time graphics systems. Including the sales from the NAB show, he said, ColorGraphics systems are now in use in 175 stations, which represents 85%-90% of the real-time graphics market.

And he claims the company is the leader in electronics newrooms, which is a good position to be in if, as Kelly predicts, the market takes off in this year and next.

Harris's big sale

Among the many companies reporting substantial "off-the-floor" sales at the NAB convention last month was Harris Corp. of Quincy, Ill. According to Harris, Herrnreich Broadcast Systems ordered at the show $1.4 million in broadcast transmission and production equipment for KHBS-TV Fort Smith, Ark. Order included new Wavestar UHF slot antenna, PV/ FB microwave systems, 55 kilowatt UHF transmitter, facilities control system, two iris II digital still store systems.

Up, up and away

After nine years of service, Westar I has been retired. The 12-transponder bird, which was launched April 13, 1974, has been boosted 40 miles from its geostationary orbit into a higher "eternal" orbit. Once a satellite's fuel is depleted, it's necessary to put them in a higher orbit so it doesn't drift and collide with other communications satellites. In its new orbit, Westar I will drift westward until it's far west for Western Union's to track it. "At that time," said Western Union, "all telemetry beams will be turned off, signifying the true end of Westar I's operational life." The satellite's last official duty was to carry some of Westar II's traffic during the spring equinox when Westar II's power-generating solar panels were hidden from the Sun for several minutes each day.

Another in Kahn's camp

WXOW Staunton, Va., is claiming to be the state's first fully operational AM stereo station. According to the Bruce A. Miller, president of the station's licensee, Shenandoah Valley Broadcasting Co., wxow began broadcasting with the Kahn stereo system on April 29. It chose Kahn, he said, because "it is the only system available that offers the listener the opportunity of hearing AM stereo without the purchase of a special receiver." (Kahn stereo can be received with two mono radios set a few feet apart, one tuned slightly higher than the carrier frequency and one tuned slightly lower.)
Nielsen, HBO seek to explain major differences in subscriber counts

Both sides believe their numbers are accurate, but seven-million-subscriber gap remains; piracy, slow disconnect accounting cited as possible reasons

Home Box Office insists it’s smaller than the A.C. Nielsen Co. suggests it—is by about 6.8 million subscriber homes.

Where the pay cable service said its subscriber count stood at 11.5 million homes as of Jan. 1, Nielsen’s February report estimated HBO’s penetration of its national sample at 22%, which would translate to 18.3 million homes.

Neither side had any definitive explanation for the difference, which could be important to HBO since many of its program costs relate to its subscriber count—and perhaps also because the Justice Department reportedly is looking into the production company being set up by HBO, CBS and Columbia Pictures. If the 18.3 million figure is right, the biggest pay cable service is even more dominant than earlier believed.

Although there was no clear explanation of the difference, both sides had ideas about how it might have occurred—and the search for answers was still going on late last week.

HBO insisted that its count was right—and that, in fact, all the pay cable homes in the country don’t add up to 18.3 million.

Bob Maxwell, HBO research vice president, said HBO and Nielsen were working on the problem, which he thought might lie, in considerable part, in Nielsen methodology and its use of a sample that was designed to develop ratings, not universe estimates.

“We’re part of a public company (Time Inc.) and we print these subscriber counts in the annual report, so we don’t take these things lightly,” Maxwell added.

Nielsen, for its part, pointed out Thursday that its report does not use the 18.3-million figure. It shows HBO penetration of the Nielsen sample to be 22%—which, when applied to the U.S. universe of 83.3 million TV homes, produces the 18.3-million figure.

William R. Behanna, the Nielsen spokesman, also said the Nielsen sample probably overstates cable penetration and probably overstates HBO penetration even more.

He could not say how much overstatement there might be. “If we knew that,” he said, “we could correct the figures by that much.”

He also said, however, that the Nielsen sample jibes closely with estimates developed by the Committee on National Television Audience Measurement (CONTAM), composed of research representatives of the three TV networks and the National Association of Broadcasters. George Hooper, NBC vice president for audience research, confirmed that Nielsen’s cable estimates are “awfully close” to those developed by CONTAM. He said CONTAM had conducted three surveys to check that point, among others, and that in the latest, in February-March, Nielsen’s estimates were about 1% higher than CONTAM’s.

Both HBO and Nielsen thought that some of the difference could be attributed to theft of service—that Nielsen’s figure would in clude homes that get the HBO service but don’t subscribe to it. Others also thought pay services generally may be slower to disconnect homes that cancel than to hook up new subscribers, in which case the Nielsen data gathered by meters, could include some homes that were technically no longer HBO subscribers, but had not been cut off when the measurements were taken.

PolyGram to fold

PolyGram Television, the Los Angeles-based television program syndication company formed two years ago by a consortium of European investors, last week confirmed earlier reports (BROADCASTING, May 2) that it is going out of business by the end of this year. A spokesman for the company, Paul Shrage, said PolyGram’s entire catalogue is up for sale, with produced programs to be sold as one package and two-first-run series, The Carole Shaw Show and Other Views, Other Voices, to be sold separately. Negotiations are under way with potential buyers, but Shrage offered no names. Speculation is that Lorimar will likely pick up The Carole Shaw Show and King Features will acquire product already produced.

The company also confirmed that PolyGram Pictures, a theatrical motion picture company affiliated with PolyGram Television, probably will be closed down also, although no timetable for the shutdown has been announced.

PolyGram Television President Norman Horowitz has slightly more than two years remaining on his contract with the company, and his future plans as of last week were uncertain.

PolyGram Corp. is a joint venture of Phillips N.V., based in the Netherlands, and West Germany’s Siemens-Aktiengesellschaft. The parent company apparently decided to discontinue its relatively unsuccessful U.S. motion picture and television operations in order to concentrate on its record division and other ventures. It was widely reported during the March NATPE conference that Horowitz was seeking $25 million in outside capital to save the failing television unit. Three first-run series offered by PolyGram Television in 1982 failed to get off the ground.
Ratings Roundup

An ABC-TV special, *Life's Embarrassing Moments*, and the first half of NBC-TV's mini-series, *V*, were the ratings winners, according to A.C. Nielsen, for the week ending Sunday, May 1. CBS-TV won the week, averaging a 16 rating/26.4 share, against ABC's 15.1/25.1 and NBC's 14.7/24.3.

*Life's Embarrassing Moments* (28/44) aired Wednesday at 10-11 p.m. against a CBS movie, *Mugwump Mary* (12/1/19), and *Facts of Life* (15.3/23) and the first half of *Quincy* (10.8/19) on NBC. Nightly averages for all three networks were depressed that night due to carriage of President Reagan's address and a subsequent Democratic response.

Part one of *V* (25/4/40) was the highest rated episode of an NBC mini-series so far this season. It outperformed episode two of Executive producer's *Stunt* (24/36) and enabled NBC to tie CBS in the overall ratings for Sunday night. NBC averaged a 19.1/30.9 with a lineup that included a rerun of its special, *TV Censored Bloopers: Part 4* (16/34), while CBS averaged a 19.1/30.7 for its regular lineup. ABC trailed with a three-hour presentation of the feature film, "1941" (11.7/19).

Part two of *V* aired Monday (May 2) and averaged a 27/40. The two episodes combined averaged a 26.2/40, making it the highest rated mini-series aired on NBC in the 1982-83 season.

ABC won Monday, Tuesday, Wednesday and Saturday while CBS won Thursday and Friday and tied NBC on Sunday.

In the Arbitron and Nielsen local May ratings sweeps, which began Wednesday and Thursday respectively, CBS was ahead as of Sunday, May 1, with a 17.7 in Nielsen and a 17 in Arbitron. NBC was second, with a 14.9 in Arbitron and a 14.8 in Nielsen, and ABC was third with a 14.5 in Arbitron and a 13.4 in Nielsen.

The First 20

1. *Life's Embarrassing Moments*      
   ABC 26.0/44
2. *NBC Sunday Night Movie—V*, part one  
   NBC 25.4/40
3. *Dallas*                              
   CBS 22.6/38
4. *60 Minutes*                          
   CBS 21.4/39
5. *Magnum, P.I.*                        
   CBS 21.3/37
6. *Love Boat*                           
   ABC 21.1/37
7. *Hart to Hart*                        
   ABC 20.8/35
8. *Simon & Simon*                       
   CBS 20.6/33
9. *TV Censored Bloopers*                
   NBC 20.4/32
10. *Alice*                              
    CBS 20.3/30
11. *Trapper John, M.D.*                 
    CBS 19.1/30
12. *Jeffersons*                         
    CBS 19.1/29
13. *Mississippi*                        
    CBS 18.9/34
14. *A Team*                             
    NBC 18.5/31
15. *9 to 5*                             
    ABC 18.3/28
16. *Hill Street Blues*                  
    NBC 18.1/30
17. *Three's Company*                    
    ABC 18.0/28
18. *Real People*                        
    NBC 17.9/28
19. *Streets*                            
    ABC 17.1/29
20. *M*A*S*H*                            
    CBS 16.8/25

The Final Five

63. *It's a Mad, Mad, Mad, Mad World*   
    ABC 9.5/18
64. *Wizards and Warriors*               
    CBS 8.4/16
65. *Al Card*                            
    ABC 8.3/15
66. *Monitor*                            
    NBC 7.5/13
67. *America's Heroes*                   
    NBC 5.3/10

More on MIP. Metromedia Producers emerged from the recently-concluded MIP-TV convention in Cannes, France (*Broadcasting*, May 2), with international sales totalling more than $20 million, the highest level in the company's 18-year history, according to Paul Rich, vice president for international operations. Highest at the convention were the Spelling-Goldberg series, *Dynasty*, which brought record-breaking prices for renewals and new series in "virtually every country," according to Rich. It's Pete Quatto network was among the overseas companies that signed five-year contracts for *Dynasty*. Major sales of other Metromedia product, which included the series *Fantasy Island*, *Charlie's Angels*, *Starsky & Hutch* and the mini-series, *Little Gloria: Happy at Last*, were forged with companies from Chile, Italy, Ireland, Jordan, Lebanon, Dominican Republic, Finland, Sweden and Greece.

Home video sales, which totalled more than $1 million for Metromedia at MIP-TV, included agreements with companies in the United Kingdom, Scandinavia and South Africa.

Worldvision Enterprises, which went to MIP-TV with more than 900 hours of off-network programming, including *Dallas*, *Love Boat*, Hanna Barbera Cartoons, *Little House on the Prairie*, *General Hospital* and *All My Children*, forged a major deal with two regional Spanish networks. Basque TV and Catalan State TV Worldvision senior vice president for international sales, Bert Cohen, declined to disclose the value of the sale to the two Spanish networks, but noted a "renewed interest" in catalogue programming among broadcasters in many overseas countries made this year's MIP-TV an exceptionally profitable one for his company.

*ABC Video Enterprises*, which brought more programming to this MIP-TV than ever before, found a "better market for culturally oriented programming," and a tremendous increase in interest in home video sales, according to company president, Herb Granath. "What last year was an early phenomenon," in stepped-up home video sales, "is now a full-fledged trend," said Granath, who noted that while last year buyers were interested primarily in movies for home video, this year they are interested in specials and cultural programming as well. Granath concurred with Telepictures Corp. chairman Michael Solomon that the overseas home video market is maturing and buyers are now more careful of their purchases. "Gone are the "good ole days" when people were buying almost anything to put on cassette just to "get into the market,"" said Granath. And according to Solomon, the home video market at MIP no longer includes scores of "lookers" but has been reduced primarily to experienced buyers.

More on MIP. Metromedia Producers emerged from the recently-concluded MIP-TV convention in Cannes, France (*Broadcasting*, May 2), with international sales totalling more than $20 million, the highest level in the company's 18-year history, according to Paul Rich, vice president for international operations. Highest at the convention were the Spelling-Goldberg series, *Dynasty*, which brought record-breaking prices for renewals and new series in "virtually every country," according to Rich. Italy's Pete Quatto network was among the overseas companies that signed five-year contracts for *Dynasty*. Major sales of other Metromedia product, which included the series *Fantasy Island*, *Charlie's Angels*, *Starsky & Hutch* and the mini-series, *Little Gloria: Happy at Last*, were forged with companies from Chile, Italy, Ireland, Jordan, Lebanon, Dominican Republic, Finland, Sweden and Greece. Home video sales, which totalled more than $1 million for Metromedia at MIP-TV, included agreements with companies in the United Kingdom, Scandinavia and South Africa.

Worldvision Enterprises, which went to MIP-TV with more than 900 hours of off-network programming, including *Dallas*, *Love Boat*, Hanna Barbera Cartoons, *Little House on the Prairie*, *General Hospital* and *All My Children*, forged a major deal with two regional Spanish networks. Basque TV and Catalan State TV Worldvision senior vice president for international sales, Bert Cohen, declined to disclose the value of the sale to the two Spanish networks, but noted a "renewed interest" in catalogue programming among broadcasters in many overseas countries made this year's MIP-TV an exceptionally profitable one for his company.

*ABC Video Enterprises*, which brought more programming to this MIP-TV than ever before, found a "better market for culturally oriented programming," and a tremendous increase in interest in home video sales, according to company president, Herb Granath. "What last year was an early phenomenon," in stepped-up home video sales, "is now a full-fledged trend," said Granath, who noted that while last year buyers were interested primarily in movies for home video, this year they are interested in specials and cultural programming as well. Granath concurred with Telepictures Corp. chairman Michael Solomon that the overseas home video market is maturing and buyers are now more careful of their purchases. "Gone are the "good ole days" when people were buying almost anything to put on cassette just to "get into the market,"" said Granath. And according to Solomon, the home video market at MIP no longer includes scores of "lookers" but has been reduced primarily to experienced buyers.
"I believe in what works. And DCC works for us."

“For example, the DCC financial packages enable us to pull and consolidate financials from each station quickly, and save manpower both at the stations and here at headquarters.”

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American Family Broadcast Group
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American Family Broadcast Group has used DCC broadcast systems since 1978. One reason for their choice was the belief that DCC would expand to cover the whole spectrum of broadcast operations. Today DCC offers independent yet fully-integrated systems for everything from sales and master control to accounting and electronic mail.

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Oklahoma cable systems argue liquor ad case before high court

They say lower court ruling, which went against them, violates not only First Amendment but free flow of information and ideas

Four cable companies operating in Oklahoma contend that a state law prohibiting them from carrying liquor advertising violates the First Amendment—and not only because of the commercial speech at which it is directed. The law also, they say, opens the door to "an unprecedented state restriction on the press and on the interstate flow of information and ideas.

The companies made the argument last week in urging the Supreme Court to review the decision of U.S. Circuit Court for the 10th Circuit affirming the law. The companies say the decision conflicts with a number of decisions of the high court, as well as a recent one by a panel of the Fifth Circuit Court of Appeals (broadcasting, May 2).

The cable companies—Capital Cities Cable Inc. (formerly Cablecom General Inc.), Cox Cable of Oklahoma City Inc., Multimedia Cablevision Inc., and Sammons Communications Inc.—originally brought suit to bar enforcement of the law after the state attorney general said it applied to cable companies as well as broadcasters, who had already been subject to it. The companies and the Oklahoma Telecasters Association, which filed a separate suit, were successful in the U.S. district court but lost on appeal.

With the telecasters choosing not to continue the fight, the cable companies sought rehearing before the full 10th Circuit bench, and were denied. And are now seeking Supreme Court review.

They argue that the 10th Circuit’s opinion runs counter to a series of Supreme Court decisions holding that the First Amendment bars states from prohibiting the dissemination of truthful, nonmisleading information about a lawful product, such as price advertising by pharmacists. The petition also asserts the court's opinion conflicts with Supreme Court decisions in holding that the 21st Amendment, which authorizes states to bar the sale of alcoholic beverages, enhances a state's power to overcome the protection the First Amendment would otherwise afford. "This court has emphasized the 21st Amendment does not alter the standard of review under the First Amendment," the petition says.

The cable companies note that the 10th Circuit's opinion is "directly contrary" to the opinion of the panel of the Fifth Circuit declaring a similar state law an unconstitutional infringement on commercial speech. The Fifth Circuit panel expressly rejected the result reached by the 10th Circuit and its reasoning. Because of the conflict that the panel's decision created, the Fifth Circuit ordered a rehearing by the full bench in the case, thereby, under the rules of the court, vacating the panel's opinion. However, the petition says, vacating the opinion does not necessarily deprive it of persuasive authority, "both within the Fifth Circuit and without."

The 10th Circuit had relied in part on the Supreme Court's dismissal of an appeal from a decision of the Ohio Supreme Court affirming a state law banning liquor advertising. However, the cable companies' petition contends that case is "clearly distinguishable" from the Oklahoma proceeding. The petition notes that the Ohio law simply forbade liquor permittees from advertising oftentimes the price of liquor by the drink or bottle. "This is a far cry from Oklahoma's sweeping ban on liquor advertising," the petition says.

The contention that the law also permits the state to interfere with noncommercial speech grows out of what the petitioners say are the practical as well as legal problems cable systems would face in attempting to comply. (The opinion of the 10th Circuit has been staying the appeal to the Supreme Court.) Indeed, the petition says the case is important because "it is the first [one] to come before this court involving the power of the states under the First Amendment to regulate the content of cable television programs.

The ban on the carriage of wine commercials accompanying out-of-state programing "will effectively preclude [cable systems] from distributing not only those commercials," the petition says, "but the entire programming of out-of-state television signals, including news programs, editorials, documentaries, entertainment and other expressions of ideas and information."

The petition notes that cable systems are prohibited by law and FCC regulations from modifying the content of the television signals they carry. Beyond the legal problems is the practical one. The district court found—that there would be "no feasible way for [cable systems] to block out the advertisement."

Thus, the petition notes, the district court held that cable companies' only alternative was to drop completely all out-of-state programing. "In fact," the petition says, "some systems would be obliged to cease operations, since failure to carry out-of-state television signals would violate the FCC must-carry rules."

The petition adds—"For an individual state to ban entirely an out-of-state communication because it contains objectionable advertising, when that advertising is neither misleading nor designed to encourage the consumption of an unlawful product, strikes
at the very heart of the national commerce in ideas."

The issue is still generating litigation in Oklahoma. The state attorney general held that the district court's ruling applied only to those parties that had participated in the original suits and that other media would be exempt to abide by the law. Accordingly, the Oklahoma Broadcasters Association, press associations and outdoor advertisers sought their own injunctions in district court, and obtained them. However, the court stayed further proceedings in the cases pending the outcome of the cable companies' appeal to the Supreme Court.

Set answers

Broadcasters and receiver manufacturers disagree over FCC plan to reduce UHF noise level to 12 db

The FCC's proposal to force television receiver manufacturers to reduce maximum UHF noise figures from 14 db to 12 db has driven broadcasters and manufacturers to opposite sides.

In comments on the proposal, filed at the FCC last week, the National Association of Broadcasters submitted an enthusiastic endorsement. It said the lower noise figure had been demonstrated to be technologically attainable and commercially feasible. For that matter, it said, a 10 db level was within the commission's regulatory reach, "and should be implemented in accordance with a reasonable timetable."

The Association of Maximum Service Telecasters agreed. "Continued FCC regulation of the UHF maximum noise figure and oversight of television manufacturers' performance are essential in achieving the twin goals of improving UHF television reception and promoting UHF-VHF comparability," AMST said. "Continued regulation and oversight and 'marketplace-enhancing' mechanisms that cannot be abandoned in favor of deregulation without seriously jeopardizing the gains that have already been made and the promise of future improvements that are foreseeable and achievable in the very near term."

The Council for UHF Broadcasting was of a similar mind. "Improvements in all areas of UHF television reception, including receiver noise figure performance, must continue if the nation is to enjoy maximum diversity of broadcasting service," CUB said. "To move in the other direction, by abandoning noise figure regulation altogether, would be a serious setback to UHF and to the emerging services dependent on the use of the frequency band."

The Corporation for Public Broadcasting supported the CUB filing. Noting that more than 60% of all public TV stations and UHF's, CPB said the "beneficial impact of this regulation will be felt by public television in particular."

Sony Corp. of America, however, said that 30% of its TV receivers—black and white models and color sets with less than a 10-inch screen—currently have UHF noise-figure levels of more than 12 db, and 61% of its TV receivers have noise levels above 11 db. "So if the FCC imposes the regulation of the lower noise figure on us, we not only try to improve the designs of the 30% with more than 12 db noise figure, but also have to improve or put more strict internal regulation and control on the 61% with the noise figure higher than 11 db for fear that their noise figures may be higher than 12 db in production," Sony said.

"This will result in continuing certain models before their product life and redesigning others," Sony said. "In addition, initial cost increase will be unavoidable in many areas—material, research and development, engineering, testing and administrative. Thus, the change in the regulation will have a great impact on TV manufacturers. After all, because of the increase in cost, the price of TV receivers will be higher, and it is the consumer who has to pay the cost."

The Consumer Electronics Group of the Electronic Industries Association said further noise-figure regulation was unnecessary, since "competition" provided an incentive for TV receiver improvements. EIA said it wouldn't oppose dropping the noise figure to 12 db, but suggested that such a reduction be accompanied by "procedural reforms that would reduce the costs and burdens of such regulation."

EIA also asked, however, that the 14 db level be retained for those receivers using built-in common UHF antennas, and certain novelty receivers.

EIA said that design that offered low cost and enhanced portability, tended to lead to "slightly" higher noise figures. "At a minimum, the commission should allow consumers to make this choice themselves, instead of implicitly banning black and white, built-in common antenna systems by imposing a universal 12 db limit."

Geographic matter. The FCC has proposed to change its policy for granting comparative preferences within intrametropolitan areas under Section 307(b) of the Communications Act. That section requires the commission to provide a "fair, efficient and equitable" distribution of licenses among states and communities.

Currently, an applicant proposing service in an outlying, relatively underserved, area would receive a Section 307(b) preference over a competing applicant proposing service in the adjoining, relatively better-served inner-city area. Under the notice of proposed rulemaking, however, all applicants in intrametropolitan areas would stand on the same footing, regardless of where their facilities are located.

In the rulemaking, the commission requested comment on the "appropriate" geographic area under which it should consider conflicting petitions or applications to be proposals for the same "community" for Section 307(b) purposes. It asked for comment on what effect such a redefinition would have on existing stations or on proposals pending for new allocations. Comments are due June 3; reply comments are due June 20.

D.C. law firm undergoes changes

Dow, Lohnes & Albertson, one of the largest law firms in Washington specializing in communications law, is undergoing change: at the top. Since March, two of the most experienced partners have left, partly, at least, as a result of a firm policy encouraging senior members to give up increasing amounts of responsibility to younger members.

Thomas Wall, 63, left on March 1 and is now "of counsel" to the firm. Earl R. Stanley, 62, left a few weeks later to join Wilkinson, Barker, Knauer & Quinn (BROADCASTING, March 21). Both had been with the firm 30 years, and both are former presidents of the Federal Communications Bar Association.

The firm will lose another partner on June 1, when Daniel Redmond joins Fletcher, Heald & Hildreth as a partner. Redmond, 53, who has been with Dow, Lohnes & Albertson almost 20 years, said he is simply making a "career move." Fletcher, Heald may itself lose one of its senior partners soon. Robert Heald, 66, who has been with the firm since 1957, said he would decide shortly whether to retire.

Dow, Lohnes & Albertson's manager partner, William P. Sims Jr., explained the departures of Wall and Stanley in terms of the policy he said is less than "automatic retirement" but "looks to" retirement at 65. Between the years of 60 and 65, he said, lawyers are expected to taper off to allow room for the development of greater client responsibility on the part of younger lawyers.

Stanley, however, was not prepared to taper off. "I'm 62 but feel 42," he said last week. "I don't like what happens to people who retire. I intend to keep on practicing as long as I can." To keep himself busy in his new post, he took with him some 40 clients, many small and medium in size, but the list includes the Fetzer group.

Wall, who described himself as "between engagements," indicated he had been prepared to leave. "I want to make a break, to do something different, perhaps management or teaching or consulting. I've been at this a long time," he said, adding, "It's time for younger people to get up to bat."

The firm recently hired a lawyer who, on the basis of age, would appear to be heading into the twilight of his career. But that is not the case with Vincent Wasilewski, 60, who joined the firm as partner last October, after 17 years as president of the National Association of Broadcasters.

USIA, BIB funding gets House committee OK

The U.S. Information Agency and the Board for International Broadcasting continued last week to lead a charmed life in the House of Representatives, at least as far as the funding the Reagan administration has requested for them is concerned.

The House Foreign Affairs Committee, in
a markup session on Tuesday dealing with the administration’s requests for authorizations for the State Department, USIA and BIB, approved money figures without even debating them. Discussion centered on various amendments dealing with policy matters and accurate figures without even debating them.

That means the committee—as did the Subcommittee on International Operations a week earlier—approved authorization of $3,268,945,000 for the three agencies for 1984, and $3,564,691,000 for 1985. Of those amounts, USIA would be authorized $701,427,000 in 1984 and $861,039,000 in 1985 plus a $15 million supplemental appropriation for 1983. The figures for BIB are $106,055,000 and $111,251,000, as well as a $21,300,000 supplemental appropriation for 1983. The USIA authorization includes funds for the Voice of America—$170,365,000 in 1983. Those are all consistent with Reagan administration requests.

But the Senate Foreign Relations Committee was tight-fisted two weeks ago. It cut the USIA budget to $636,000,000 for 1984 and 1985, and left it to the agency to determine where reductions will be made (BROADCASTING, May 2).

More words of warning on financial interest

Association of Program Distributors spells out dangers of repeal to FCC’s Mass Media Bureau

The deadline for filing reply comments in the FCC’s proceeding aimed at repeal of the network syndication and financial interest rules may have passed (BROADCASTING, May 2), but lobbying on the issue is still in full swing.

One of the groups that received an audience on the subject at the FCC last week was the Association of Program Distributors, which wants to make sure that other potential harms that it sees occasioned by repeal aren’t eclipsed by the so-called “focus” on the potential for network warehousing of off-network programing. That focus may be inevitable. APD told Larry Harris, FCC Mass Media Bureau chief, given that off-network programing is important to independent television stations, and networks could make the most of their profits through warehousing, but don’t forget that network power could, “and undoubtedly would,” be used over other types of programing as well, APD said.

In fact, APD said in reply comments, once the networks are engaged in syndication, they would seek to represent additional clients, including producers of original syndication material. Using their O&O’s as a base, the networks would be able to offer program producers financing, clearances in leading markets and leverage with their affiliates. APD said. They could also hold out the prospect for development financing for network properties, it said.

According to APD, the O&O’s play a vital role in the success of programing for original syndication. Sale to an O&O brings with it access to audiences in the largest domestic markets, assures consideration by affiliates in other markets, paves the way for financing and assures access to talent, APD said. At the time, failure to sell to O&O’s may mean the end of program proposal, since no other station groups can offer the same sort of assistance.

“Just as networks will inevitably demand distribution rights to network prime time programing, O&O’s will inevitably demand distribution rights to the original syndication programs that they find most lucrative. The leverage of the O&O’s is such that the small producer/distributor will be unable to withstand these rights,” APD said. “Thus, the likely consequence of repeal of the rules is that networks will obtain distribution rights not only to off-network program but to the most widely distributed original syndication programs as well. The smaller producer/distributor will be left with parts of the market which are beneath the networks’ attention.

“The independent distributor members of APD believe they could not compete with the three-pronged leverage of the networks and would not only be frozen out of off-network product but also of the most promising original syndication material. Most would be out of business soon after the rules were rescinded,” APD said.

APD also said its independent producer members believe they would lose “creative freedom” to develop their programing if the independent producers were forced out of business. Because there are many independent distributors now, producers can bargain for creative control.

In its reply comments, APD also alleged that the Department of Justice had erred in its comments in assuming that the rules were intended solely to “rectify an alleged inequality of bargaining power between producers and networks.” That was not the sole, or even the most important, premise for the rules, APD said. “They were adopted as part of an integrated series of changes that were not primarily economic in purpose but rather were intended to halt the networks’ rapidly increasing concentration of control of program content,” APD said.

“By limiting network interests to exhibition rights, the commission sought to retain and enlarge program markets for new competitors. In this the rules have succeeded. Other entrepreneurs are now in a position to provide financings and make judgments about programing. Producers who are unable to interest networks in their creative ideas can go to other entrepreneurs for financial and creative support. It is this First Amendment goal of increasing the number of program sources which is primary and not economic considerations.”

Representing APD at the bureau meeting were Hal Golden, Golden TV, Charles Benton, chairman, Public Media Inc.; Norman Horowitz, president, PolvGram Television; David Sifford, president, Comworld International; Gary Liebenthal, president, Embassy Telecommunications, and Earl Moore, APD counsel.
Those seem to be the two points of view on children's television in comments received by the FCC

Determined how to serve the programing needs of children is something best left to broadcasters. That was the consensus among the broadcasters who have furnished the FCC with comments aimed at updating the commission's long-pending children's television proceeding.

Public interest groups, reworking some of the same themes they outlined at the commission's en banc meeting on the subject the week before (BROADCASTING, May 2), didn't agree. The chances of the commission itself doing much more than abandoning the proceeding still seem slight.

In its comments, ABC said the FCC's 1974 Children's Television Report and Policy Statement, in which the commission said TV licensees were expected to develop and present programs serving the unique needs of the child audience, generally represented a "restrained" approach and should be reaffirmed—with certain modifications.

For one, ABC said, the statement should be further clarified to state "unequivocally" that the choice of children's programs is the exclusive province of the individual licensee. "The obligation to serve children, willingly accepted by most broadcasters, should be coupled with a renewed emphasis on licensee discretion," ABC said.

ABC also said that language in the policy statement suggesting special status for educational or instructional programing for children should be deleted. "Rather, the commission should recognize that it is neither practical nor desirable to attempt discrete categorization of programing," ABC said.

Entertainment-oriented features "can often be highly effective in serving the child audience in a positive, enhancing manner," ABC said. "Similarly, certain family-oriented program material, not primarily designed for children, but nevertheless having special appeal to youthful viewers, should be recognized as reflective of a broadcaster's overall effort in this area. In other words, the overall goal should be meritorious programing, irrespective of such labels as educational, instructional, cultural or entertainment—and judgments as to what is meritorious should be left to broadcasters and the audience, not to government regulations."

Moreover, ABC said, the FCC's policy objectives should be "more broadly based," taking into account what is generally available in the entire marketplace. "The continued dominance in performance of the television industry and a rapidly expanding marketplace (characterized by an increasing array of nonbroadcast program sources for children) strongly support a commission decision looking toward complete elimination of the policy statement.

CBS said broadcasters had been continuing to make a "most significant effort" to serve children. The "abundant availability" of children's programing reflects "the robust response of the marketplace to the entertain-
Access programming displayed on Hill

But main pitch is for protection in cable deregulation bill

The ostensibly reason for the Media Access Showcase on Capitol Hill last week was to demonstrate the extent and variety of public access programming now telecast on the nation's cable systems. However, the chief concern of the showcase's sponsors—the National Federation of Local Cable Programers and the Telecommunications Research and Action Center—was the Senate's cable deregulation bill (S. 66), particularly provisions that would prohibit cities from demanding access channels in their franchise agreements with the cable operators.

The growth of access programming, as expressed by spokesmen of the Senate Commerce Committee, remain concerned.

The NCTA itself was said to be troubled by part of the committee report on the bill, although a spokesman said it was only "one narrow area in the report." The spokesman refused to be more specific or explain what the league planned to do.

Despite these threats, NCTA remains confident that S. 66 will make it to the Senate floor. An NCTA spokesman noted that the Senate leadership has assured the association of that. "It is not going to be a cakewalk," said NCTA's executive vice president, James Mooney, "but we have got a good shot."

NCTA also doubts that stalling efforts will succeed when the legislative session is still in full swing. In past Congresses, particularly at the end of a session, a request to hold a bill has led to indefinite delay. Now, according to Senate leadership, a request for a hold means a delay of no more than two weeks. NCTA maintains that so far there have been no Democratic requests for a hold, contrary to reports that seven Democratic senators asked for a delay. The names of senators asking for a hold remain confidential and it is uncertain whether the two Republican senators, reported to have made a request, represent the cities or AT&T.

During the bill's markup, AT&T asked the committee to consider amending S. 66 to provide equal regulation for cable and telephone companies in the provision of similar services. Packwood agreed to study the request. AT&T complained that S. 66 permits cable companies to provide common carrier services, such as data and voice transmissions, but not with state or federal regulation, with which telephone companies must deal. The Commerce Committee staff reports that it continues to negotiate with AT&T on the latter Senate sources say AT&T is unwilling to settle for separate legislation and seems determined to stop S. 66. An AT&T spokesman, however, denied the charge.

The group's efforts to gain congressional sympathy may be making headway. Senators James Dixon (D-Ill.) and Frank Lautenberg (D-N.J.), who opposed the measure in the Commerce Committee, remain concerned. And Senate noncommittee members—Senators Henry M. Jackson (D-Wash.) and Alan Dixon (D-Ill.), according to spokesmen, are studying the measure, although the nature of their interest was unreported. Senator John Heinz (R-Pa.), an aide said, is also concerned about the bill, but the aide denied that Heinz requested a delay. Heinz was contacted by the mayors of Pittsburgh and Philadelphia about S. 66 and relayed their complaints to Senate Majority Leader Howard Baker (R-Tenn.) and Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, the aide said.

Heinz, the aide added, plans no immediate action.

The NCLA, through the aide, thought the committee report was "prepared with very nice goals—"one narrow area in the report." The spokesman refused to be more specific or explain what the league planned to do.

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66, TRAC executive director, said it would be the ideal channel for public access. William Paterson College, emplified Television Association and the National Public Access "can require access channels," she said, "but only if it gets the help it needs and deserves."

Peck and Simon have ideas for revising S. 66, which is supported by the National Cable Television Association and the National League of Cities, and for writing the House companion bill, which has yet to emerge. If she had her way, Peck would like a federal law requiring public access channels. Although the Supreme Court in its 1978 Midwest Video II decision told the FCC that it could not require access channels, she said, it did so on jurisdictional grounds. "The court left the door wide open for a legislative mandate for access."

Realizing that such a law may not be politically practical, Peck said the NLCP would like to preserve the status quo—cities can negotiate for access channels as part of the franchising process—and would settle for a provision that "grandfathers" all existing access channels created through franchise negotiations.

While agreeing with Peck that public access should be protected by the Senate cable legislation, Simon had much broader concerns about it. Instead of eliminating the

**Postponement.** A markup scheduled on S. Res. 66 which would permit radio and television coverage of the Senate, was postponed indefinitely by the Senate Rules Committee last week. The committee is divided on the issue. Senator Wendell Ford (D-Ky.), minority minority mem-ber on the Rules Committee, is leading the opposition to the resolution along with Senator Russell Long (D-La.).

The FCC's crossownership rules, he said, the bill should either codify the rules or "say nothing at all" about them. The provision giving cab-pleased public access proponents by saying that insuring diversity would be one of the cornerstones of House cable legislation.

"One of the fundamentals of democratic so-cy society is to make sure individuals choose for themselves programing they are going to see, and that those decisions should not be made by one or two or three people," he said. "Democratic society only survives and becomes strong when there are all kinds of conflicting, demanding and changing sets of ideas. We want to do everything we can to encourage that kind of diversity." Wirth said he has asked the cities and the cable industry to draft legislation "with very clear language on the question of diversity to insure that there would be diverse and broad programing."

Once he has that draft, which is due "shortly," he said, the subcommittee can move ahead with the legislation. Wirth's comments were echoed later in the day by another subcommittee member, Edward J. Markey (D-Mass.). "Any federal legislation must keep in mind," he said, "the needs of the access users." Cities should not be in such a rush to be wired, he said, that they ignore public access.

Visitors to the showcase were able to talk not only to representatives of the NLCP and TRAC, but also to directors of various access channels around the country. Dirk Koning, director of Grand Rapids Cable Access Center Inc., operates a public access channel serving General Electric's 75,000-subscriber system in the Michigan city and is sensitive to the problem of the cable opera-tor. Although the GE system now subsidizes the channel—it purchased $100,000 in produc-tion equipment and contributes $80,000 a year under terms of the franchise agree-ment—Koning said his goal is to make the channel "self-sufficient." Cable systems should make a channel available for access, he said, but they shouldn't have to pay all the bills. With cable networks working hard to find room on most cable systems, Koning said, public access proponents are obliged to use their channels responsibly.

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Broadcasting May 9 1983
Another Radio Marti-type situation rears its head

Voice of America plan would use AM station to supplement U.S. broadcasts to Caribbean

A Voice of America project aimed at providing coverage of the Caribbean Basin with VOA programming on the AM band could involve the country’s AM broadcasters in another controversy with the government over its proposed use of that band. As presented, the Caribbean Basin Project raises the possibility that the government will dip into the commercial AM inventory for a frequency on which to broadcast to Cuba. It also suggests that the government is prepared to consider departing from the Region 2 plan on use of the AM band adopted by the countries of the hemisphere in Rio de Janeiro in December 1981, although VOA officials say the government would not violate the agreement.

The Caribbean Basin Project, as described in a solicitation for a consulting engineer to develop an AM network in terms of antenna and frequencies to be used at prospective sites, is designed to enable the VOA to reach listening audiences in the Caribbean basin with Spanish- and English-language broadcasts over AM radio. At present, the region is served, for the most part, by shortwave from a station in Delano, Calif., that the VOA feels does not provide an adequate signal to most of the Caribbean region.

The project has come to light as the Reagon administration and the country’s AM broadcasters and their allies in Congress are again engaged in controversy over the administration’s proposal to establish an AM facility—Radio Marti—to broadcast news of Cuba to that country. Broadcasters’ opposition to the proposal grows principally out of concern that Radio Marti would cause Cuba, which already is the source of considerable interference to American AM stations, to launch a full-scale radio war between the two countries.

But they are also troubled by the government’s apparent readiness to take over an AM frequency for its own use. The government has reserved 1040 kHz—the clear channel on which WOAI (AM) Des Moines, Iowa, operates—for use by Radio Marti at Saddlebunch Key, in Florida, where the Navy has built a broadcasting facility. The broadcasters’ fear of Cuban retaliation forced the government to abandon that plan, but last month, the Defense Department was found to be seeking assignment of the frequency to the Saddlebunch Key station for purposes described as classified. The Defense Department was persuaded to drop those plans, too. But broadcasting industry representatives and Senator Charles Grassley (R-Iowa) are now urging legislation to prohibit the government from taking over an AM or FM frequency except in time of national emergency.

The Caribbean Basin Project contemplates the possible use of an AM frequency to supplement the coverage of Cuba now provided by a VOA station on Marathon Key in Florida, which has been on the air for 20 years. The solicitation notice says an “in-house analysis” indicates the station does not provide “a reliable signal” over the entire island—the eastern portion, according to officials. Thus, a second station at a “new location,” will be considered, “if necessary,” according to the notice.

The deputy director of the VOA, Melvin Levitsky, last week that no decision had been made on whether a second station will be required. “But,” he said, “the government won’t go in and take a frequency.” When advised that some communications lawyers believe there is nothing in the regulations of the National Telecommunications and Information Administration (which regulates government use of the spectrum), or the FCC to prevent such a takeover, Levitsky said he was speaking “realistically.” He gave it as his “personal judgment” that “it wouldn’t be wise or politic of the government to get involved in a squabble over frequencies without proper consultations.”

The suggestion that the government is prepared to consider departing from the requirements of the Region 2 plan, approved in December 1981, is contained in the language of one of the “requirements” specified in the notice. It says, “Requirements of the Region 2 plan shall be met. Deviations from the plan will be considered by the agency if necessary” (“Closed Circuit,” May 2).

Several days after VOA was asked for a clarification of several aspects of the solicitation notice, the agency responded with a memorandum from its chief engineer, M.J. Raftensperger. As for the reference to the Region 2 plan, the memorandum said that VOA “does not intend to deviate” from it. However, it added that, “where permissible use” of a frequency was in doubt, VOA would like “as much information about the potential use of the frequency as possible” to enable the government to make an informed judgment.

Although the memorandum does not rule out “deviations,” Levitsky and the contract officer in charge of the solicitation, Russell Cohn, said in separate interviews the U.S. would keep its agreement. Both said that if the study found that an otherwise desirable frequency would interfere with the service of a foreign station, the U.S. would attempt to resolve the conflict. “There might be a deviation,” said Cohn, “but only with the agreement of the country involved.”

The Caribbean Basin Project, according to the solicitation notice, will involve the use of seven to 10 stations—with all but the possible exception of the one to increase coverage of Cuba located in the target areas—broadcasting to audiences in 19 countries. Local stations will be leased, purchased or otherwise acquired. The total cost of the project will not be known until the engineering study is completed. But that part of the job is expected to cost between $13,000 and $140,000. 

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Hail Britannia

The British broadcasting community would like to convince American broadcasters to carry more British programming. To that end, the British Broadcasting Corp. and the Independent Broadcasting Authority, organizations that normally compete fiercely against each other, have teamed up to showcase the best of their made-for-TV movies, comedy series and documentaries over the next two months at New York's Museum of Broadcasting.

In an exhibit entitled, "British Television: As They Like It," the museum will screen more than 40 hours of programming during the next eight weeks, including Granada Television International's King Lear, starring Laurence Olivier; Central Productions Loving Walter, starring Ian McKellen, and Thames Television's Voyage Round My Father, starring Laurence Olivier and Alan Bates. Comedy series, including Faulty Towers, Not the Nine O'Clock News and To the Manor Born and documentaries on American veterans returning to Vietnam, drugs in Spanish Harlem and asbestos will also be showcased, as will Britain's longest-running soap opera, Coronation Street. At a ceremony opening the exhibit last Monday (May 2), Lord Thomson of Monifieth, chairman of the Independent Broadcasting Authority, presented Museum President Robert Batscha with a videodisk made in 1928 by British television pioneer John Logie Baird. The two-month-long exhibit on British television is part of a larger cultural celebration, "Britain Salutes New York," that is currently under way.

'Star' status

TeleRep Program Enterprises has received more than 23,000 telephone calls in response to its syndicated two-hour talent hunt special, Star Search, which aired last month on 177 stations around the country and invited viewers to send tapes in audition for a chance to appear on the weekly, one-hour series of the same name set to premiere this fall. As of Thursday (May 4), the list of stations signed to carry the series totaled 73, for 70% coverage of TV households.

Although ratings for the special were lackluster in some larger markets, TP executives argue the program performed well in the face of fierce competition from the three major networks in the final month of the prime time season, and that success stories at some stations that carried the program were significant.

The special tripled the ratings KTIV-TV Port Washington typically earns in the time period, and moved WKRC-TV Cincinnati, an ABC affiliate, from its usual third place to second, beating Knight Rider and a special on NBC-TV. WCVB-TV Boston, despite competition from the NCAA basketball playoffs, also moved from third to second place in the time period, outperforming two specials on CBS-TV and NBC's Knight Rider.

Runaway commitment

What started out to be a one-hour documentary on runaway children on WCCO-TV Minneapolis-St. Paul almost turned into a runaway project itself. By the time it was over, it totaled more than 14 hours of programming on children of the 1980's, presented over the past two weeks. In addition to the original documentary, the world and problems of children and parents provided the focus for all special reports in WCCO-TV's regular newscasts, for specials and documentaries and for most of the station's public service theme. The umbrella title for it all: "Project Children."

Ron Handberg, WCCO-TV vice president and general manager, said that when the original documentary was nearing completion, "we realized there were many other problems and issues involving children that we wanted to cover." It seemed "a logical extension" to "devote all the special reports that we do on the news to children and family problems," Handberg said. The final step was to locate outstanding pertinent documentaries, some done by WCCO-TV, some by others (including PBS, CBS and WCVB-TV Boston). There were eight of these, scheduled for the most part in late fringe.

Beside runaways, WCCO-TV's specials dealt with the effects of divorce on children, stress and children, the punk life style and adolescent rebellion, child abuse, teenage addiction, sexuality, mental depression and suicide. The opener, the documentary on runaways that started it all, was presented at 9-10 p.m. Sunday, April 24. Handberg said a special Arbitron coincidental survey found that it comfortably topped its time period in the market, drawing a 19.0 rating and a 35 share of audience.

Space age police

The Public Broadcasting Service's Confer- sat, teleconferencing service, participated in an uncommon event last week. Confer
low would you like to have customer audience profiles, demographic analysis, or consumer reference statistics in your area, or as little as $50? With TeloFacts, you can. TeloFacts is the new microcomputer software package to design, use and evaluate questionnaires on your Apple II® or IBM PC®. It's simple to use; it can be operated by semi-skilled personnel or linked up to a Mountain Computer automatic card reader. And the results are instant. Statistics can be massaged in a number of different ways while you just sit back and watch. Plus, there's a toll free customer service number for questions. Read your audience's mind without the time and expense of an outside source.

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Read minds.
French government to give teletext industry a push

It will subsidize decoders in homes to help get service up and running

The French government has decided to subsidize the initial marketing of teletext decoders to consumers in an effort to launch what it believes will some day be a booming industry. At the same time, it is inviting companies to apply for licenses to offer teletext programming.

Francois Schoeller, president of TeleDiffusion de France (TDF), the French version of the FCC, announced at MIP-TV in Cannes, France, that a subsidy appears necessary because the teletext industry is caught in a stalemate. Manufacturers are waiting for enough software to become available to make a market for decoders, he said, while programmers are waiting for enough decoders to be placed in homes and businesses to make transmitting their services cost-effective.

About 2,000 pages of videographic material are now being transmitted to sets installed in public places in France. The French stock exchange, the three government-controlled TV networks (TF-1, Antenne 2 and FR-3) and a number of regional television networks are among programmers offering 19 videotext magazines. TDF wants to increase the number of pages to 5,000 by the end of 1983 and to 40,000 by 1986, said Schoeller.

The government will launch its subsidy program by installing 130 free decoders in homes for the hearing impaired by 1985, said Schoeller, and it will permit businesses to purchase others at a subsidized price. It also will pay for captioning of programs on Antenne 2, starting with about 15 hours per week.

Because there is no television programming aired in the morning, the three French networks have a combined capacity for transmitting 60,000 pages of teletext during those hours. In the afternoon, that capacity is cut in half, and in the evening, it drops to 600 pages. The planned addition of a fourth network some time this year will add more capacity. TDF estimates it will cost video publishers about 28 cents to 70 cents per hour to transmit their material while the price to consumers will probably run about $1.30 per month.

Decoders to be installed by TDF will accommodate free, advertiser-supported teletext services or scrambled pay services, said Schoeller. The government is considering legislation that would require TV set manufacturers to include teletext decoders in new sets, he said.

TDF is inviting newspaper and magazine publishers and other interested parties to apply to transmit their text programs, said Schoeller. It is looking for "living" programs that will change from day to day or week to week, rather than "dead" data bases, which should be stored in computers instead. About 5,000 businesses, 1,000 homes and 2,000 hearing-impaired individuals should be able to receive teletext by the end of 1983, said Schoeller. By 1987, according to government estimates, the market should include 180,000 business users, 650,000 homes and 350,000 hearing impaired.

The coming boon in home banking

CSP study sees financial services via phone or cable TV, along with other interactive offerings, becoming big business in next decade

Although the driving forces behind home banking services are by and large outside the control of the banking industry—namely, the growth of adequate transmission networks and the development of both the personal computer market and so-called "fringe" software—banks and nonbanking institutions alike will be offering a host of financial services directly to the home in the coming decade. Home banking services in and of themselves will not yield significant profits, but when tied to other services, such as home shopping, banks and other companies may generate significant income by charging a fee for processing such transactions. Home banking itself, however, is seen largely as a cost-savings device, given the large costs incurred by banks in developing and maintaining "brick and mortar" branch office networks, and having to process most transactions by paper.

And although some banks may develop...
their own complete home banking systems, it is expected that videotext operators will provide most of the transmission systems involved, given their ability to provide subscribers with "gateway" services or access to any number of computer storage banks.

These are among the findings in a recently completed study by CSP International, a New York-based communications consulting firm. The study, entitled "Electronic Financial Services in the Home," is the latest in a continuing series of reports associated with CSP's "inContext" program, in which 26 companies participate, including RCA, Warner Amex Cable Communications, AT&T, IBM and a number of banks.

CSP notes that almost three dozen home banking experiments took place in 1982, either as part of a larger videotext service or as stand-alone financial service packages. And in addition to the cost benefit incentive that bankers have to provide in-home services, CSP suggests that providing such services will help banks retain their most valuable customers who are, perhaps, more inclined to want such services in the first place. "It is not unusual," reports the study, "for a bank to discover that 20% of its retail customers are clearly profitable, and that they provide over 90% of the bank's retail profits. This valuable customer segment is likely to possess demographic characteristics that are reasonably similar to those of people who have expressed an interest in banking at home and who could be expected to be early adopters of the service."

CSP listed some potential obstacles to home banking. Most financial institutions have little experience with the scale of data processing operations required to support a commercial bank-at-home service, concludes CSP. And, in any event, at levels below about 10,000 customers, home banking services will not be profitable, unless tied to another service, such as home shopping, where additional revenues could be generated from merchants in the form of per-transaction processing fees.

Hardware is a second factor upon which the growth of financial services in the home will depend—specifically the growth of the personal computer market. The study estimates that the total number of personal computers, with the necessary telephone modem for receiving a service such as home banking, placed in homes by 1985 will be about three million.

With the digital, computer and satellite technology that is available today, said CSP, the advent of home banking services also provides an opportunity for national institutions such as American Express and Sears (Dean Witter) and Merrill Lynch to compete more effectively for bank customers. But the technology also offers major banks an opportunity to establish themselves as entities in the communications business.

On the software side, New York's Chemical Bank is marketing a home banking system it developed (at a reported cost of $20 million) called PRONTO, to other banks around the country. Chemical has had six takers so far and charges $25,000 for a pilot test using 200 customers and $100,000 for a full commercial license. PRONTO is programmed for use with an Atari 400 home computer and offers seven services: account information, checkbook balancing, funds transfer between accounts, bill payment, budgeting, electronic mail and tax record-keeping.

While most home banking services are transmitted via telephone lines, one service available today is based on two-way cable technology. HomeServ is a subsidiary of American Can that a number of banks are using in connection with Cox Cable's two-way Indix systems in San Diego and Omaha, Neb. In San Diego, the service is available to about 5,000 homes and currently claims 550 subscribers. In Omaha, it is not yet available commercially, but Cox is projecting up to 40,000 subscribers. HomeServ uses an Oak interactive converter/decoder and offers five financial services: balance inquiry, interaccount funds transfer, bill payment, transaction review and general banking information. Data stored in the HomeServ system is encrypted.

By 1995, concludes CSP, there may be 25 million terminals in the consumer marketplace capable of receiving home banking services. Early on, consumers may be asked to bear a large part of the costs, with home banking service providers charging $15 per customer. But as home banking services become more widespread, suggests CSP, reduced fees may be implemented as providers are able to charge additional transactional fees to merchants selling products to consumers by way of videotext.

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KIEL-AM-FM Lebanon. Mo. (1080 kw.) 250 w-D—FM: 103.7 mhz. 30 kw. HAT: 255 ft.—Seeks assignment of license from KIEL Inc. to Ozark Broadcasting Inc. for $540,000. Seller is owned by Ronald M. Sewell. Larry E. Gilpin. L. Cooper. Joe Hendricks Jr. and William N. Perkin. They have no other broadcast interests. Buyer is principally owned by Jerrell A. Shepherd. president, who also has interest in KDY(AM-FM) in Independence. KWM(AM(AM) Kansas City, Mo. Buyer is primarily owned by KRES(KM(AM) Morehead. Ky. Seller is owned by B. W. Brunt. O. Lightner and Fred D. Lightner (30% each). Sellers are primary owners of KJTM(AM) and KTJFM(AM) Farmington, all Missouri. He also has application for CP for AM at New Hampton. Mo. Filed April 13.

KNEM(AM) Nevada. Mo. (1240 kw.) 250 w-JCP: 1 kw-D1—Seeks assignment of license from Kessler Broadcasting Co. Inc. to KNEM Communications Inc. for $291,667 plus $50,000 non compete agreement. Seller is owned by Jeffrey F. Kessler (25%). Everett G. Wernick (37.5%). and Marvin E. Lehrs (37.5%). Wernick and Lehrs own majority interest in KTN(AM-FM Trenton. Mo., and WNT(AM-WME(AM) Menomonie. Wis. Wernick owns 28% of KBOE(AM-FM Oskaloosa. lowa. Kessler will stay at KNEM as vice president but without ownership. He has no other broadcast interests. Buyer is owned by Durrell K. Setser. Roger D. Ballard and Fred D. Lightner (30% each). Sellers are primary owners of KJTM(AM) and KTJFM(AM) Farmington, all Missouri. He also has application for CP for AM at New Hampton. Mo. Filed April 13.

KTBW(AM-FM) Las Vegas (96.3 mhz.) 100 kw. HAT: 1,131 ft.—Seeks assignment of license from Donald S. Gilday and others (75% before: none after) to Cole Industries Inc. (Ronald Cole) for $10,000,000. Principals: Sellers are Donald S. Gilday (36%). Philip Engell (25%). M. V. Stover (10%) and Thomas J. Graves (41%). Louis G. Hess (25%). Buyer will retain interest. Buyer is owned by H. E. Cole. (100%). who also owns KRAM(AM) Las Vegas. Filed April 22.

WVNN-FM Newark. N.J. (100.3 mhz.) 24 kw. HAT: 670 ft.—Seeks assignment of license from Subre Broadcast- ing Co. to Marlite of North Carolina Inc. for $58.3

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WCTV (TV) New Bern, N.C. (ABC, ch. 12; 162.6 kw; vis. 31 kw; au: HAAT: 115 ft.; $270,000. Seller is currently subject to FCC approval. (BAHL-830314CK) Action April 15.


WLAM (FM) Cincinnati and WSKS (FM) Hamilton, Ohio (700 kHz, 30 kw; FM: 96.5, 15 kw; HAAT: 810 ft.; $250,000) — Granted transfer of assignment of license from Mariner Communications Inc. to Seven Hills Communications Ltd. for $8.26 million plus $2.249 million for three-year noncompete agreement. Seller is owned by Elmer Ward. Joe Scallan (10% before; 100% after) is sole owner of KKEQ Kansas City, Mo. (see above). It bought WLU in WSKS in 1979 for $17 million. (Broadcasting, Nov. 1979). For sale of this station, see [Additional information provided].

WPLM (AM) Portland, Me. (1400 kHz, 1 kw; 250 w-N) — Granted assignment of license from Rockefeller Broadcasting Co. Inc. to Bon tton Communications Inc. for $118,000. Principals: Seller is equally owned by Lyle H. Rockefeller and his wife. Kathleen: Clifford Sherwood is senior vice president and CFO. Seller: Williams Broadcasting Corp. (195% and Donald L. Kirkpatrick (95%) is Kirkpatrick is part owner of KPGM (AM) Pagoa Springs, Colo., and applies for new FM on channel 292 here. (BAHL-830303FG). Action April 18.

Summary of broadcasting as of March 31, 1983.

Service Licenses CP's Total

Commercial AM 4,708 149 4,857
Commercial FM 3,421 391 812
Educational FM 1,652 1,026 2,678
FM translators 609 288 897
Commercial HVF TV 527 14 541
Commercial UHF TV 307 14 417
Educational UHF TV 111 5 117
Educational UHF TV 175 14 189
VHF LP TV 152 89 241
UHF LP TV 21 72 93
VHF transmitters 2,784 254 3,038
UHF transmitters 1,772 403 2,175
Low-power auxiliary 812 0 812
TV auxiliaries 7,280 205 7,485
UHF transmitters boosters 6 0 6
Experimental TV 3 5 8
Remote override 12,159 53 12,212
Anax STL & intercity relay 2,749 166 2,915

Includes off-air licenses.
KJOT (1130 kHz) Barstow, Calif.—·Seeks CP to change hours of operation to unlimited by adding night service with 1 kw; install DA-N, and make changes in sys. Major environmental action under section 1,1305, Ann. April 25.

KKMC (890 kHz) Gonzalez, Calif.—·Seeks CP to increase night power to 5 kw. Ann. April 27.

WCPJ (1350 kHz) Warner Robins, Ga.—·Seeks CP to change hours of operation to unlimited by adding night service with 50 kw; install DA-N, and make changes in sys. Major environmental action under section 1,1305, Ann. April 25.

WJYT (960 kHz) Quebradillas, P.R.—·Seeks CP to increase night power to 1 kw. Major environmental action under section 1,1305, Ann. April 25.

WASC (1530 kHz) Spartanburg, S.C.—·Seeks CP to change frequency to 760 kHz; change city of license to Fairforest, S.C., and increase power to 5 kw. Ann. April 29.

Accepted

KADT (1410 kHz) Elkhader, Iowa—Seeks CP (BP: 8212628A) to change SL and request waiver of section 73.1125. Ann. April 27.

KOAM (1490 kHz) Ruidoso Downs, N.M.—·Seeks CP (BP: 8105224AA) to change TL. Ann. April 27.

KVSO (1240 kHz) Anidale, Okla.—·Seeks CP to change antenna system and TL. Ann. April 27.

KJRR (880 kHz) Whitefish, Mont.—·Seeks CP (BP: 8105262AB), as mod. to reduce daytime power to 10 kw and 500 kw night service. Ann. April 28.

FM applications

Tendered

KCCY (197.9 mhz) Pueblo, Colo.—·Seeks CP to make changes in antenna system; change type trans.; change type antenna; increase ERP to 4.5 kw; increase HAAT to 1,534 ft., and change TPO. Ann. April 28.

WMVVM (90.7 mhz) McDonough, Ga.—·Seeks CP (MP: B19180121AP) to make changes in antenna system; change type trans.; change type antenna, and change TL. Ann. April 28.

WCME (98.7 mhz) Boothbay Harbor, Me.—·Seeks modification of CP to change SL, and request waiver of section 73.1125 (B)2) of rules. Ann. April 28.

WPCT (89.9 mhz) Randolph, N.C.—·Seeks CP to install auxiliary antenna system at main TL: ERP: 12.5 kw; HAAT: 170 ft. (for auxiliary purposes only). Ann. April 27.

WHVS (89.5 mhz) Cherry Hill, N.J.—·Seeks MP (BP: 8105292AA), as mod. to make changes in antenna system; change type antenna; change antenna system to TL, and increase HAAT to 171 ft. Ann. April 28.

WZIR (98.5 mhz) Niagara Falls, N.Y.—·Seeks CP to make changes in antenna system; change type antenna, and change coordinates. Ann. April 27.

WDOK (102.1 mhz) Clevedon—·Seeks CP to make changes in antenna system: change type trans.; change type antenna; change antenna system; change TL; decrease ERP to 6.92 kw, and increase HAAT to 1,104 ft. Ann. April 28.

KTXI (95.5 mhz) Hondo, Okla.—·Seeks modification of CP to change SL, and request waiver of section 73.1125 (102) of rules. Ann. April 27.

WLZJ (89.9 mhz) Hazleton, Pa.—·Seeks CP to make changes in antenna system; change type antenna; change TL; increase ERP to 19.35 kw; increase HAAT to 729 ft., and change TPO. Ann. April 27.


WKBR (104.1 mhz) Jackson, Tenn.—·Seeks CP to make changes in antenna system; change from directional to non-directional antenna, and reduce HAAT to 655 ft. Ann. April 8.
to install auxiliary antenna system at main TL: ERP: 7.8 kw; HAAT: 482 ft., and change TPO (for auxiliary purposes only). Action April 13.

KDVL (96.7 mhz) Devils Lake, N.D.—Granted operation on frequency of 102.5 mhz; change TL: increase ERP to 100 kw; increase HAAT to 471 ft. and change TPO. Action April 11.

KITO (95.9 mhz) Vinita, Okla.—Granted CP to decrease ERP to 1.75 kw, decrease HAAT to 378 ft., and change TPO. Major environmental action under section 1.1305 of rules. Action April 12.

WSPI (95.3 mhz) Shamokin, Pa.—Granted CP to change TL: decrease ERP to 9 kw; increase HAAT to 505 ft.; and change TPO. Action April 19.

KMIT (102.3 mhz) Mitchell, S.D.—Granted modification of CP (BPED-800407AS) to modify TL: increase ERP to 61.7 kw; increase HAAT to 471 ft.; and change TPO. Action April 12.

KCBS (91.9 mhz) Sioux Falls, S.D.—Granted modification of CP (BFED-820370BD) to increase HAAT to 189 feet (H); and correct geographical coordinates. Action April 7.

KGOL (107.5 mhz) Lake Jackson, Tex.—Granted CP to change frequency to 107.5 mhz. Action April 11.

KDXE (95.9 mhz) Sulphur Springs, Tex.—Granted modification of CP (BPED-10-5218) to decrease HAAT to 386 ft. and change TPO. Action April 13.

KSEA (100.7 mhz) Seattle—Granted CP to install auxiliary antenna at main TL: ERP: 30.23 kw; HAAT: 637 ft., and change TPO (for auxiliary purposes only). Action April 12.

WKCI (105.5 mhz) Louisburg, W. Va.—Granted modification of CP (BPED-9915), as mod.) to make changes in antenna system. Action April 13.

WBKV-FM (92.5 mhz) West Bend, Wis.—Granted CP to change type of antenna; increase ERP to 19.5 kw; decrease HAAT to 519 ft., and change TPO. Action April 21.

WMLL-FM (106.1 mhz) Waukesha, Wis.—Granted CP to decrease ERP to 13.1 kw; increase HAAT to 976 ft., and change TPO. Action April 19.

TV actions

KADN (ch. 15) Lafayette, La.—Granted CP to change ERP to 1.3 kw; increase HAAT to 496 ft. and change TPO. Action April 17.

KVNJ-TV (ch. 15) Fargo, N.D.—Granted CP (BPCT-811125KK, as mod.) to change ERP to 3.5 kw; increase HAAT to 125 ft., and change TPO. Action April 18.

FCC actions


FCC denied petitions by Media Access Project (MAP) and National Telecommunications and Information Administration (NTIA) seeking reconsideration of Commission's policies and procedures regarding ex parte communications during informal rulemaking proceedings. Ann. April 28.

Legal activities

North American Telephone Association has asked U.S. Court of Appeals for District of Columbia Circuit to review FCC's action (FCC 83-74, adopted Feb. 17) waiving structural separation requirements of its Computer II rules to permit Cincinnati Bell Inc. and Southern New England Telephone Co. to provide customer premises equipment and enhanced services without setting up separate subsidiaries. Ann. April 19.

Entertainer Broadcasting Corp. has filed notice with U.S. Court of Appeals for District of Columbia Circuit appealing Commission's order (FCC 83-76, released March 2) upholding denial of Entertainer's application for new FM station in Westmorland, Calif. Ann. April 11.

U.S. Court of Appeals for District of Columbia Circuit has affirmed FCC's decision (FCC 82-113, released April 20, 1982) which dismissed NAACP proposal to amend rules relating to multiple ownership of AM and FM radio stations. Court concluded FCC had adequately explained why its policy favoring "widest possible dissemination of information from diverse and antagonistic sources" was offset in this case by its desires to avoid unnecessary disruption of extra broadcast systems and to maximize use of available FM frequencies. Ann. April 19.

Call letters

Applications

Call Sought by:

New FM's


Existing AM's

WIES BBS Blackshear, Ga.
WDFR WCED-Washington Court House, Ohio
KREE KIRK Rudso, N.M.
WGNW WCAL Pecora, Wis.

Existing FM's

WHKX WJKX-Osceola, Ga.
KUSR KPGY Ames, Iowa
KNTN KBV9 Rudso, N.M.
WWYF-FM WSRY-FM Syracuse, N.Y
WBAC WWDF-FM Murfreesboro, N.C.
WCVE WKY Columbus, S.C.
WLGI WBHA Hemingway, S.C.
*KFLB KGNC Corpus Christi, Tex.
KLSY KZAM-FM Bellevue, Wash.

Existing TV's

WNFT WXXA-TV Jacksonville, Fla.
WPFW WHFY Evansville, Ind.

Grants

Call Assigned to

New AM
WRRS Otho SerranoSerrano. San Sebastian, P.R.

New FM's

*KSGC Minnesota Public Radio Inc., Saint Peter, Minn.
WFGB Sound of Life Inc., Kingston, N.Y.
KRFK Coleman Broadcasting Co., Alva, Okla.

New TV

KBDM Sam A. Lunsward, Colby, Kan.

Existing AM's

WWHI WKHH Evansville, Ind.
WCEA WBNB Newburyport, Mass.
KDUM WMPS Memphis, Tenn.
WTZX WYUR Spahts, Tenn.
KLAF KPRD Murray, Utah

Existing FM's

KEZY KEZY-FM Anaheim, Calif.
*KCSO KPRN Angwin, Calif.
WLOM WLON-FM Annapolis, Md.
KVIT KPEC-FM Taiboma, Wash.

Existing TV's

WDLI WJAN Canton, Ohio
WPMT WBSA-TV York, Pa.
RADIO

HELP WANTED MANAGEMENT

General manager needed for Northeast AM/FM. Experience in both sales and general management is required. Salary $35,000 plus override. Potential for future equity position. Send resume and references to Box W-1, EOE.

Sales manager wanted for 50,000 watt FM facility (call outside Portland, Maine market). Extensive hands-on sales experience required. Proven track record necessary. Send salary requirements and resume to Bruce A. Bette, WJTO/WJGY Radio, PO Box 329, Bethel, ME 04530, EOE.

Station managers, sales managers, and account executives. Positions available due to present and planned expansion. Resume with sales success background to Willers Broadcasting, PO Box 1238, Mt. Vernon, IL 62864.

Manager-Small Southeastern market. Must have strong sales background. Please reply to Box W-46.

Local sales manager-Madison, Wisconsin, AM/FM. Must sell, motivate sales staff. Minimum 2 years' experience radio sales/marketing. EEO. Rush resume: Nancy McMahon, 3392 Brooks Drive, Sun Prairie, WI 53590.

Opportunity of a lifetime. For career-minded broadcast 25-year operation-2 station market. Excellent facility. If you have grown from air to sales and want to be a sales manager and then general manager, communicate with this group owner of 8 stations in eastern PA. Send full particulars to Box W-49.

Manager for southern Appalachia single market station. Must have small market sales experience and be willing to hustle. S250 week and commission. Stock option possible. Write Box W-50, EOE.

Operations manager—sales person for competitive small Carolina market. Good opportunity for hard worker EEO. Send background & requirements to Box W-51.

Radio group looking for general manager. East Coast major market. Must have sales background and be bottom line oriented. Please send resume to Box W-53.

Excellent opportunity for skilled professional with good sales record. Innovative ideas and strong sales organization abilities. Must be profit-motivated. Send resume direct to WGEZ, PO Box 416, Beloit, WI 53511.

General manager. Experienced, strong sales, hunky top rated, separately staffed, group-owned AM-FM combo. Mid-Atlantic, end of the rainbow locale. Replace retiring GM. Excellent benefit/fringe, stability. Resume, references, salary history to Box W-77, EOE.

HELP WANTED SALES

South Florida-aggressive, enthusiastic radio salesperson. This is the time to make that move. FL. Myers, 250,000 metro, AM/FM stations. Our 2 top salespeople made a bundle last year! All replies held in strict confidence. Send complete resume to Sales Position, PO Box 216, FL. Myers, 33902.

Long Island radio station looking for successful salespersons ready to move up. Send resume to Sales, WRCN, Box 666, Riverhead, NY 11901, EOE.

An opportunity exists for a talented sales professional 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.

Professional, experienced sales executive sought for south Florida AM & FM. Send resume to Box W-46, EOE.

Wanted: experienced sales person for a Wisconsin top country radio station. Full benefits. Resume no later than May 20th to Sales Manager, WAXX 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 Colorado's finest new and fishing areas— with skiing only 45 minutes away—send resume with references to Bob Gourley, KSLY Box 631, Monta Vista, CO 81144.

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

Central coastal California. AM/FM combo opportunity with one of the largest radio groups. Come live in our beautiful community if you are motivated to make great money and enjoy selling direct retail. Send resume: KSLY/KUKA, PO Box 1400, San Luis Obispo, CA 93406, EOE.

General sales manager for full-time non-directional 50 KW CBS affiliate. Must provide red-hot motivation and training for three person staff. Northern climates. Handle small list. Salary commission and override. Let's talk! Equal opportunity employer. Write Box W-23.

Station managers, sales managers, and account executives. Positions available due to present and planned expansion. Resume with sales success background to Willers Broadcasting, PO Box 1238, Mt. Vernon, IL 62864.

Small/mid-market group seeks take-charge working sales manager for former Madison & Eau Claire full-service AM/FM combo. Salary, incentive bonus, and benefits package. Can grow quickly into GM position. Send resume, references, and salary requirements, with examples of your success, to Box W-81, EOE.

HELP WANTED ANNOUNCERS

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

WWKI, Kokomo, Indiana, seeking experienced afternoon drive country personality. Heavy on production. TRC for Don Rogan, 304 N. Main, Kokomo, IN 46901, EOE.

Wanted: creative pro for rare opening—moody drive at top rated A/C station in America's most liveable city. Prefer at least five years in medium to major market. Excellent benefits/workings conditions. Tapes and resumes to Rick Alan West, Box 210, Green Bay, WI 54301. EOE.

The Goodrock 107 is one person short. Needed: jock for tightly controlled top trax AOR format. Must be a production pro. Tape and resume to Rick Singlet, WOODS-FM, Box 9217, Canton, OH 44711.

Program director/announcer for lively AM adult contemporary. Must have a good feel for programing and production creativity, smooth delivery, knowledge of format, and passionate involvement. Tape, resume to S.J. Bacherman, WPOE, PO Box 1520, Greenfield, MA 01301. Female applicants also encouraged. EOE.

Leading central Indiana 50,000 watt country station looking for professional on air personality. Minimum Three years' commercial experience. Tapes and resumes to Steve Brown, WDVM, PO Box 690, New Castle, IN 47362.

HELP WANTED TECHNICAL

Chief engineer needed for 5-kilowatt AM directional on central California coast. Ideal location and working conditions. Send resume to: Havestock & Edison, Inc., Box 68, International Airport, San Fran cisco, CA 94128.

Radio engineer for Western Kentucky University's public radio stations. Responsibilities include maintenance of WKYU-FM's tower 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 transmitting and audio equipment is required. Excellent working environment and facilities; competitive salary and liberal vacation and fringe benefits. Send resume and list of references to WKYU-FM, 215 Office of Academic Affairs, Wetherby Administration Building, Western Kentucky University, Bowling Green KY 42101. An affirmative action/equal opportunity employer.

Chief engineer for AM/FM in northwest Chicago suburbs. 500 watt daytime directional, 3000 watt stereo, automation, satellite. Rick Bellains, WIVS, XRDR, 300 Commerce Drive, Crystal Lake, IL 60014 815-459-7000, EOE, M/F.

KKRK/KQSW-FM will soon have openings for chief engineers. $5-$10K DA live air, $100K automatic, FM. FCC, FCC license, hands-on experience and override. Must have good maintenance background. Continental X-mitters & boards. Mosley ST's, ITX & Ampex tape. Must have automation experience. Great radio con- struction experience helpful. Forward complete resume, references & salary requirements to: Jon Col lins, GM, Media West, Inc., PO. Box 2126, Rock Springs, WY 82901, EOE, M/F.

Engineer. FCC general class or higher license Minimum 1-2 year's experience in all phases of broadcast engineering. Excellent benefit package. Resume and salary requirements to Lewis Weems. Technical Direc tor, WLAP-A/MAPW 1/2, 11670, Lexington, KY 40507 606-293-0563, EOE, M/F.

HELP WANTED NEWS

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

News director: preferred degree plus two years' experience in radio journalism. Must be hard worker with management ability. Paul Finch, 703-281-6113, EOE.

WRNL/WRXL/Virginia News Network, a Capital Broadcasting Company, Inc., property, is seeking experienced radio news journalists for expanding operation. Minimum two years background in radio news is required, to become part of a state-of-the-art broadcast news department. We are looking for highly motivated self-starter, with top-notch writing and communication skills. Tapes/resumes to: Tyler Cox, PO Box 9850, Richmond, VA 23228, EOE.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Promotion manager with radio experience in promotion 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 1-126, EOE.

Farmer director (extension specialist in radio and TV for agricultural and related subjects). Must have degree in agricultural or communications will experience in area not covered by degree program. Two years' minimum experience. Excellent agri cultural broadcasting position with good compensation- home or international travel. Contact Jack Burke, KSAC, Kansas State University, Manhattan, KS 66506, 913-532-5851. Kansas State University is an equal opportunity employer.

BROADCASTING May 9 1983 82

Classified Advertising

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

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

WKIS, Orlando, FL, seeks creative on-air program director. News/talk experience a must. Tape/Resume to Larry Kind, Vice President/Manager; PO Box 740, Orlando, FL 32802 EOM/FF/HV.

Regional FM with heavy appeal to 25+ audience seeking innovative program director. We’re an up and coming station in the shadow of the Rockies, looking for someone to match our momentum with his (or her) own. We offer competitive salary benefits and an unparalleled location. What we ask of applicants is a resume, tape and references. Send them to PO. Box 16820, Colorado Springs, CO 80935.


SITUATIONS WANTED MANAGEMENT

Positive results guaranteed. My experience includes sales, programming, management and engineering. References will confirm my professionalism, integrity and hard work. Christian, thrifty, married one, hard worker. Prefer Ohio, Midwest, or mid-Atlantic. All markets. Randy Swingle, 703-419371. For inquires, call 703-426-1616.

Radio professional wants small-medium market management. 10 years experience. Leadership, aggressive, hard working, money maker Box W-59.


“There is nothing more difficult to carry out, nor more doubtful of success, nor more dangerous to handle, than to initiate a new order of things.” Machiavelli wrote in The Prince 4 centuries ago. But it’s still true today. GM, experienced in the risks, dangers & difficulties of turning around failing radio stations, will reverse your operating losses & install a new order of things—profitable performance. Write Box W-40.

GM/GSM. 20 years + radio, switched to cable — now wants back to first love. We can make SSS for the both of us. Let’s talk. Write Box W-41.

Future station owner. Manage your station now, buy 1 late, Ohio, Virginia or adjacent states. 703-419-4371.

High performing general manager who’s been in the winner’s circle for 20 years managing AM/FM. Specializing in creative sales and profit development abilities in most market types. A successful dedicated professional with all the tools, looking for a challenging opportunity. Write Box W-67.


Consistent winner. Three years ago, our AM-FM was losing money. Current sales are twice national average or more. TV ratings have increased 25 times. Let’s build the same kind of winning team for your operation, results—oriented manager, skilled at conceptualizing complex situations and implementing well-defined objectives. We offer a competitive sales price. Send resume, tape and references. Write Box W-68.

SITUATIONS WANTED SALES

Nationally known female account executive/co-op expert. Ten years radio & television experience. Six years as major market. 73 college degree. Willing to relocate. Would consider group offer. Write Box T-104.

Proven sales. Mature, assiduous, reliable. Prefer Western North or Southwest, but will relocate anywhere. Taples, resume upon request. Neil Webster, 409 Elm Avenue, Dumas, TX 79099, 806-935-5282, evenings.

SITUATIONS WANTED ANNOUNCERS

Dependable individual for afternoons or evenings. Willing to work exceptionally hard. Tape and resume available upon request. Gary Drees, 312-631-3467, or write 5846 Navarre, Chicago, IL 60631.

Attractive, personable 27-year old male seeks announcing position, radio or TV. Graduated from U. Originally from Paris, France. Perfect for late night romantic show. Daniel Lasque, 2030 Peachtree Rd. NC, Atlanta, GA 30309.

Most unusual morning team: 40-year old bachelor (real) and 80-year old widowed mother (real). New wave humor. Contemporary music nonetame experience. NYC, Philadelphia, Boston, network, syndication. For in person interview: 609-795-2099.


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 years’ experience, and I’m sure you’ll be satisfied. Will relocate. Call Paul, 414-267-3308 from 9 AM to 5 PM; after 5 PM, call 414-453-4548 or 414-543-6863.


Experienced talk show host-producer available immediately. Relocate anywhere! Bruce, 216-732-8833.


Good Boss Wanted Immediately! If you qualify, call Adrian, 201-773-3492, for writing samples, tape, resume.

Wisconsin, Illinois, northwest Indiana, Experienced, bright, good news and production skills. I’ll be an asset to your station. You decide. Charles, 414-774-6370.

Veteran personality jock seeks country or rock station. Dependable, good production. No bad habits! 703-463-7405.

12-year broadcaster seeks work in California, Oregon, or Nevada. 707-839-4551.


13-year CD in the market. Would like weekend spot with personality Jersey Shore station. Phone Emie Favaro, 212-590-3704-5 days per week; 212-592-1023 nights.

Management caliber, trained DJ & newcomer with decades of experience. Ability to give you performance and tax advice at the same time. Bill, 212-468-9875.

Announcer/sportscaster. 6½ years’ experience. Know rock format. Southern Rockies, West Coast leave message. 303-651-3079.

SITUATIONS WANTED NEWS

Relocate anywhere. BA Broadcasting and grad work. Three years Indiana college and commercial radio experience. Excellent on-air and news skills. Seek challenging entry level position. Ray Reese, 913-842-4068.

Aggressive, hardworking radio newsman with two years’ commercial experience looking to relocate on East Coast. Excellent delivery; writing and interviewing skills. Write Box W-3.

EXPERIENCED

NCAA football and basketball play by play. Copyright SDB/PB position. Contact Pat Foss, 912-537-9716.

Dedicated sports news writer with extensive PBP experience is looking for small market sports director position. Superior sports knowledge, excellent voice, delivery, great potential. Can absorb board, production work. Quickly Kerry Smith, 513-433-1094, before noon.


Newscaster with experience, drive and initiative seeks first professional opportunity. Midwest/East preferred. Call Larry, 513-732-1262.

He/she news anchor team. She also good street reporter, feature produces 6 years. He also music and programming background, award-winning commercial creator. 12 years. Both also TV experience. Write Box W-82.

Aggressive, bilingual newscaster with experience and journalism degree. Seek initial commercial opportunity. Please call 713-897-8176.

SITUATIONS WANTED PROGRAMMING, OTHERS CONTINUED

College grad with eight years’ experience seeks position with Christian station. Ken Case, 1306 Taylor, Roswell, NM 88201.

Honolulu interviews and actualities by retired newswoman. You designate the subject. $10 per hour $20 minimum plus normal expenses. Bill Murphy, 808-262-4335.

Experienced major market talk radio program producer anxious to become manager in smaller market. Have worked with the top talent at the top station in the top market and am ready to move up and out to work for you. Write Box W-81.


TELEVISION

HELP WANTED MANAGEMENT

General manager search extended. General manager wanted for public TV/radio station 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; exceptionally responsible management experience in broadcasting. Public broadcasting experience preferred. Experience in interethnic setting helpful. Salary: commensurate with experience. $40,000 range negotiable. Submit resume, letters of reference and statement of professional goals to: Fred Ali, Chilkat General Manager Search Committee, KUYK, Box 461, Bethel, AK 99559. Deadline for applications is May 13, 1983.

Television advertising sales manager to manage production, commercial sales, and local origination facility for cable TV system on tropical island of Guam. Ideal advancement opportunity for experienced TV station manager with strong marketing and administrative skills ready to move up into 21,000 subscriber cable TV operation. Five years’ management experience desired. 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 671.
HELP WANTED MANAGEMENT
CONTINUED

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

Station manager-established independence is accepting applications for this newly created position. 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 Ted Baze, President and General Manager, KGMG-TV, PO. Box 14587, Oklahoma City, OK 73113. EEO/IMF.

Top rated small market VHF affiliate looking for aggressive sales oriented manager. Station must have a proven track record. Good salary and fringe benefits. Station is located in the Sunbelt. An excellent opportunity for the right person. EOE. Send resume to Box W-32.

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, producers and directors. As a member of the production staff, you will maintain budgetary control over the production department and be responsible for overall program production values. The candidate is currently producing and directing one or more major commercial television station that is actively involved in quality local programming. If you are interested and meet all of the above requirements, please send your resume to: Candidate, WBZ-1170 Soldiers Field Road, Boston, MA 02134. WBZ-TV is an equal opportunity employer.

Traffic manager in top 10 Southwest market. Prefer independent TV background, Experience on Bias systems preferred, with working knowledge of order entry through log preparation. Minimum 2 years' managerial and staff experience. Flexible schedule, team spirit a must! Please send resumes to: Department S, 9950 Kirby Drive, Houston, TX 77054. EOE.

HELP WANTED SALES

National sales manager. UHF independent is looking for an energetic and result-oriented person to handle regional and national sales. The person we're looking for has leadership skills, a winning attitude and sales experience selling independents. We are a station with a great future. Forward resume to General Manager: WLRE-TV, PO, Box 26, Green Bay, WI 54305. An equal opportunity employer.

Local sales manager—do you like a challenge? Are you organized, confident, able to work alone, motivate, teach, and control? We have a "10" local sales manager who can take charge of an eight-person sales department in the 59th market. Previous broadcast sales experience is necessary. Send resume and your philosophy of local sales to: Don Locke, General Sales Manager; KTVH (CBS), PO, Box 12, Wichita, KS 67201.

One more winner to join our staff. Unique market and our sales tools provide opportunity for success. Experience in this necessary degree preferred. Check us 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: top 40 market station in Sunbelt is seeking a creative aggressive individual to manage national sales effort. Salary range as national sales rep or sales manager required. Send resume to Box W-62. EOE. M/F.

Television sales. General sales manager opportunity at Pacific Northwest independent. If you have considerable station sales experience and ready to undertake sales management responsibilities, immediately send resume to Box W-70.

HELP WANTED TECHNICAL


Production-minded chief engineer with sound technical qualifications and ability to train and supervise staff. South Texas VHF EOE. Box T-117.

Good hands-on-technician needed for Sunbelt network affiliate. Looking for good number two man to assist with existing good staff and working conditions. Box W-17, EOE.

Director of Engineering, Hawaii. VHF network affiliate and production center looking for person with prior TV engineering background and strong management skills. Full responsibility for all technical personnel, including maintenance, engineers, management budgets and compliance with federal and state regulations. Send resume and references to Personnel, KITV, 1250 Ala Moana, Honolulu, HI 96814. An EOE.

Chief engineer. Group owned VHS CBS affiliate in the sunny South. Our current chief is retiring after 30 plus years service with us. We offer an attractive facility, stable good pay and benefits. We require an administrator who can plan and supervise. We would prefer experience on television but not absolutely necessary. Send resume and requirements to Don McGourik, WMZM-TV, PO. Box 5008, Macon, GA 31213. We are an equal opportunity employer.

Operating engineering position open. Requires minimum 1 to 2 years' video tape/camera control experience. ACS-26 operation preferred. Notify for market group-owned VHF network affiliate with state-of-the-art facilities. Come join us and enjoy year-round, Southern Weather. Send resume and salary requirements to: WSP-TW, PO. Box 10,000, St. Petersburg, FL 33733. 813—577-1010. EOE.

Engineers—KRMA-TV, public television in Mile High Denver seeks three engineers with license, experience, motivation. Contact 303—892-6666 for detailed requirements. Candidates having experience with a multi-camera studio setup preferred. Send résumé, salary requirements and work requirements to: Don McGourik, WMZM-TV, 1261 Glenarm Place, Denver, CO 80204, EOEAA, M/F.

Television maintenance engineer—strong one (1) inch and color camera knowledge and experience necessary. A resume helpful for growing UHF station in the Midwest. An equal opportunity employer. Reply Box W-71.

Producer for aggressive network station in SE. Must be well written, organized and able to communicate with superiors as well as staff. Three to five years experience required. Good salary for the right person. Resumes to Box W-34, EOE.

News director. NBC affiliate in very competitive market seeks news director with 2-5 years' experience directing small television news department. Must have strong administrative background and complete understanding of overall station operations, budgets, and inter-departmental relations. Reply to General Manager: KTVH (CBS), PO. Box 10-2680, Anchorage, AK 99510. 207—256-5807.

Rocky Mountain station needs a bureau chief who can one-man-band it. I need a good reporter/anchor photographer wrapped up in one. This is more than a $5 job. Send letter and resume only to Box W-47.

News director. New England affiliate in shadow of large market looking for News Director to manage a production center, and the salary requirements only to Box W-58.

On behalf of one of our client stations, McHugh & Hoffman, Inc., is searching for medium-market early newscast and late newscast producers. Must have at least three years experience in a fast-paced, growing area. EOE. Send resume and salary requirements only to Box W-58.

Seasoned TV journalist for specialized daily reporting. Must be a self-motivated digger loaded with ideas and possessed with good on-air skills. Major Eastern market. EOE. Resume only to Box W-64.

Producer for weekday six and eleven newscast Network affiliate. Southeastern coastal location. Key newsroom position, 1-2 yrs' experience. Send resume and salary requirements only to Box W-65. EOE.

Sports Director. Experienced, enthusiastic sports nut for mid-America network affiliate. Pay's good. Benefits great. Resume, salary only to Box T-80, EOE.

Assistant news director with excellent writing skills and good on-air delivery. Texas Gulf Coast VHF. EOE. Resume only to Box T-115.

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.

TV anchor. Midwest medium market looking for anchor for early and late news. Should be mature, experienced journalist. Send resume only to Box W-25.

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.

Producer for aggressive news station in SE. Must be well written, organized and able to communicate with superiors as well as staff. Three to five years experience required. Good salary for the right person. Resumes to Box W-34, EOE.

News director. NBC affiliate in very competitive market seeks news director with 2-5 years' experience directing small television news department. Must have strong administrative background and complete understanding of overall station operations, budgets, and inter-departmental relations. Reply to General Manager: KTVH (CBS), PO. Box 10-2680, Anchorage, AK 99510. 207—256-5807.
HELP WANTED NEWS

CONTINUED

Experienced news/public affairs director needed at small northern Pennsylvania station. Must know all phases. Send letter, resume, tape and salary requirements to: General Manager, KBB-Television, Great Falls, MT 59403. EOE. No phone calls.

News director wanted. WSAT-TV, Savannah, GA, wants smart, aggressive, experienced news leader. Newly affiliated with ABC-TV, we are committed with staff size and equipment to excellence in news. Send complete resume and money requirements to Tom Mathis, WSAT-TV, PO. Box 2429, Savannah, GA 31402. EOE.

News director: medium market VHF needs experienced news director to manage staff of 14. Must be mature and experienced in all areas. Located in Sunbelt. Group owner. Send resume only to Box W-79.

News producer. Pacific Northwest TV station seeks a producer for nightly newscast. At least three years' commercial experience. Must be knowledgeable in scriptwriting/ supervisory skills required. Resume, script samples to: KVOS, 1151 Ellis Street, Burlington, WA 98232, KVOS-TV is an equally opportunity employer.

Producer/reporter sought for Midwest public television station. Position requires large amount of production and documentaries at public affairs-oriented university-licensed PBS outlet located in state capital. B.A. or B.S., minimum two years' broadcast experience. Salary range: $14,000 to $15,840, depending upon experience. Send resume and name/phone numbers of three references to: Director of Operations, WTVT-TV, PO Box 1400, Grand Rapids, MI 49501. EOE.

Director/Producer, WCKT (NBC), Miami. Must demonstrate 3 years' solid experience in production, including directing news, studio, location, sports, and special programs. If you are creative, aggressive, seek challenges and opportunities, this competitive station, with great location in a sunny market, may be in your future. Tapes and resumes to: Len Jasco, Production Manager, WCKT Channel 7, 1401 79th Street Causeway, Miami, FL 33138. EOE.

Production crew chief, WTSP-TV is looking for a creative and aggressive producer with college degree, lighting responsibilities and supervisory experience. Over 3 years' crew experience required and will be responsible for maintaining crew schedule. Send resumes to Business Manager, WTSP-TV, PO. Box 10000, St. Petersburg, FL 33733. EOE, M/F.

Photographer/editor for Indianapolis afternoon show. Must have 3-5 years' exp. editing ENG feature stories. Also need exp. with live microwave bidcs and field directing. Prefer knowledge of writing/producing stories. Send tape and resumes to: Bob Somers, WISH-TV, PO Box 7086, Indy, IN 46207.

Two positions: TV producer/director and TV production supervisor. Must have 3-5 years' exp. in TV production or related field. Minimum of 5 years' experience for production coordinator and 2 years for producer/director. Responsible for production activities including live newscast and sports, and potentially directing second shift. Please send resume to: Mike Karam, WPVI-TV, 1146 W. Berks St., Philadelphia, PA 19140. Deadline for receipt of application—May 15. Send resume and names and phone numbers of 3 references to Box W-72, EEOA.

SITUATIONS WANTED MANAGEMENT

GM/GSM. Experience in all areas of management including start up & station location, heavy sales emphasis. Proven record in increasing sales, ratings & recruiting achievements. Leadership creates successful teamwork & delivers improved bottom line. Dependable on station, market & opportunity interested in GSM or GM, Write Box T-134.

Operations manager—young, aggressive individual, experienced in post production/duplication facilities management, seeks mid-Atlantic state location. Stands operational systems development and troubleshooting. Good technical background. Write Box T-106.

News producer in radio seeks supervision and motivation position for Penna. TV station. Write Box W-54.

SITUATIONS WANTED SALES

Nationally known female account executive/co-op expert. Ten years' sales experience, including some TV experience. Six years major market, 73 college degree. Will relocate. Would consider group offer. Write Box T-105.

SITUATIONS WANTED TECHNICAL

Director of Engineering. Extensive major market controlling and operations experience. Seeking long-term opportunity with well-managed group or station. Box W-44.

Computer graphics/animation artist: award winning, major market experience Dubner artist/operates desires to relocate. Save time and make money; put an experienced operator on your computer graphics system. Write Box W-83.

SITUATIONS WANTED NEWS

Sportscaster seeks new challenge in operation that justly rewards credibility and leadership. Solid synchronous skills, coaches programs, takes direction, is experienced in lively, informative involvement packages. Tape shows versatility. Box T-124.

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


Professional on-air meteorologist with national network TV desires local market with strong commitment to weather. Prefer East or Gulf Coast, but will consider other areas. Offers strong personality, & great on-air presence. Write Box W-45.

Massachusetts State House trained radio reporter. Looking for general assignment TV reporter position. 5 years' radio experience. Degree, Steve, 617-437-9677; 617-722-2377.

Sports director in radio desire moves to TV. Fresh and colorful approach, 201-763-5587, after 4 pm.

Versatile sports director currently employed in top 100 seeking fresh challenges. Five years' television experience. Degree, Steve, 614-688-6819.

Ambitious meteorologist is seeking a challenging position with a small to medium market station. I have a degree in meteorology accompanied with experience in TV broadcasting, Cali Tom Glad, 212-424-0718.

Emerson College '83 grad seeks entry level position in production, programming, technical operations or production/syndication. 5 years' experience in major Northeast market. Willing to relocate to California or elsewhere. Write or call Glad, 312-389-5207, or reply to Box W-1152, Chelsea, MA 02150.

Assistant producer with exceptional organization skills. Present film position utilizes hands-on experience with camera, lighting, editing and sound, Brian T-136.


Ambitious PA seeks position in television production or editing/directing in music videos. Will relocate. Production coordinated with CBS Cable. Strong production background with extensive post production. Exemplary organizational skills, former PD at FM station. Write Box W-60.

Talented, hard working female seeking position in television production. I have gained experience as a writer, producer, assistant director, floor manager and programming assistant. Please contact Laura, 517-353-1261 or 614-468-7286.

NYC hard working female. Recent graduate of television production with photographic background, is seeking entry level position with television or cable company. Will relocate. Call Chris, 212-332-9674.
CABLE

HELP WANTED MANAGEMENT

Cable TV Corporate Manager (Chicago suburbs) and north central regional manager (Minneapolis). We are a mid-sized cable TV MSO experiencing rapid growth. We are seeking 2 individuals with detailed experience in sales and marketing and abilities in interpreting financial statements, along with persuasive skills in negotiating as well as city councils. One individual will be directing the corporate marketing activities for all cable systems, as well as assisting the president in franchising and regulation matters. This position may lead to a vice presidency position. Another individual to be selected will be the north-central regional manager, responsible for the states of Minnesota, Wisconsin, and Iowa. Home base will be Cambridge, Minnesota, about 50 miles north of the Twin Cities. This regional manager will be responsible for all aspects of cable TV operations. We are seeking individuals either in cable TV or in other communications related area since this experience should be transferrable. Salary ranges from $25,000 to $40,000, commensurate with experience. Additional compensation incentives available for outstanding performance. We have over 30,000 subscribers, utilize the latest technology, and are rapidly growing. Our style is aggressive, but informal. If you want a challenge with freedom of action, send your resume to: William Murphy, Combined Cable Corporation, 33 W. Higgins Road, Suite 1000, S. Barrington, IL 60010.

ALLIED FIELDS

HELP WANTED TECHNICAL

Editor/technical director with creative eye and minimum four years commercial/production house experience. Experience must be qualified on OXM, Ampex VPR-2-VPR-20, Ampex cameras, A&D, Ampex switching, Rank-Cintiels, etc. Also must have systems experience for future expansion requirements. Contact Jim Kavanagh, Technical Director, 10 East 108th Street, Indianapolis, IN 46208, 317-844-7403.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Director/cameraman with strong lighting background and minimum five years' commercial production experience wanted for major market Pennsylvania video production, post production company. Salary commensurate with experience. Send resume only to Box W-35.

HELP WANTED INSTRUCTION

Broadcast journalist with production experience for tenure track position as asst. professor, teaching and managing FM station, beginning in August. Requires Master's, professional experience. Desired: further graduate degree, experience in college teaching. Salary competitive. Send letter, resume and arrange for three letters of recommendation to be sent to: FM Committee, School of Communication, University of Idaho, Moscow, ID 83843. Recruiting will close when a qualified applicant is found, but no sooner than June 1.

HELP WANTED INSTRUCTION

Broadcast/mass communication instructor or assistant professor to teach introduction to mass communication production and announcing. Develop areas of specialization. Professional and teaching experience preferred, PhD preferred. ABD acceptable. Salary negotiable depending on qualifications and experience. Send application and letters of recommendation by May 20 to James Rapport, Department of Speech, Northern Michigan University, Marquette, MI 49855. AA/EEO employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000, and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbi Street, Laredo, TX 78040. Manuel Flores, 512-373-3331.


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

Wanted: Orban 8100A STL (PCL-505) composite Harris MS-15. Write Joseph Barr, KVIS-FM Box 487, Fredericksberg, St. Croix, VI 00840.

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 people. Call Ray LaRe, Custom Electronics Co., 813-685-2938.

CMX 340x with Grass Valley 1600 switcher including all 1 squares and interface for Ampex 1st. Available immediately. 1 yd. old. Complete now working. $98, 500, 213-487-6272.

Sony BVH 1100 type 1" tape machine, VBT 2000 TBC. Sony BVH 1201 color monitor, Tektronix 526 waveform monitor, Tektronix 602 vector display, complete with console. Excellent condition. $43,000. Call today, 813-576-4444. John or Rick.

Gates 1 KW AM transmitter, model BC-1G, will make full power and pass proof. M. Cooper, 215-379-6585.

20KW FM transmitter, 1977 C7-1-T-1A, on-air mint cond. Also, Collins 830F 10KW FM. M. Cooper, 215-379-6585.


Cetec automation system. Complete. Used two years. New owners of station prefer live programming. Replacement cost $37,000. Fake $20,000 or best offer. Contact Gary Eimore, KAJJ, Box 1060, Greenwood, AR, Phone 501-996-6861.

RCA TK-76 wi/Cannon zoom, Fujinon wide angle, remote servo focus and zoom, AC supply battery belt. 804-275-5110.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

CONSULTANTS

Why hire a production assistant that can't trouble shoot when you could hire a VTI graduate? Video Technical Institute, Joe Clark—214-263-2613.


New FM frequencies available. Slash radio ownership costs. Radio Consultants. P.O. Box 88864, Atlanta, GA 30338, 404-925-0055.

INSTRUCTION

San Francisco, FCC license, 6 weeks 62088. Bilingual units guaranteed. Veterans training approved. School of Communication Electronics, 612 Howard St. SF, CA 94105, 415-392-0194.

MISCELLANEOUS

**Help Wanted Sales**

SYNDICATION SALES
Salesperson for radio syndication firm, leading to sales management for the right person. Proven sales record and radio experience required. Concept Productions: 916-782-7754.

**Help Wanted News**

SAN FRANCISCO NEWS DIRECTOR
KNX Oakland/San Francisco, looking for major market news director to work on-air and manage a well-established, AFTRA-represented news department. Ability to teach 1980's news skills, and direct people, a must. Tapes and resumes only (no calls) to Jim Wood, Operations Manager, KNX/R. D. Box 910, Oakland, CA 94604. EOE/AAP

**Help Wanted Management**

PRESIDENT & GENERAL MANAGER FOR MAJOR PUBLIC TV STATION
Rapidly growing and technically advanced TV station is seeking President and General Manager with excellent track record in executive broadcast management. Send resume to:

Search Committee
c/o Iris Kaufman
16500 North Park Drive
Suite 1811
Southfield, MI 48075

Deadline—June 1, 1983. Detroit Educational TV Foundation is an equal opportunity employer.

**ASSISTANT CHIEF ENGINEER**
A top 20 group VHF looking for an assistant chief with growth potential. Must have a mixed management and technical background. Labor and contract administration important. A large staff with complete state of the art facilities make this a demanding challenge. EOE AAE White Box W-57.

**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 Kurlander, Program Manager, WBZ-TV, 1170 Soldiers Field Road, Boston, MA 02134. WBZ-TV is an equal opportunity employer.

**PROGRAM DIRECTOR**
Top 15 network affiliate VHF major group station looking for a program research oriented person to join dynamic management team. Innovative, award winning public affairs a must. Your creative contribution is important to this Northeastern station on the move! Computer and license experience needed EOE AAE White Box W-56.

**BROADCAST SALES ENGINEER**
Midwest Corporation, the country's largest video systems dealer, currently has several career opportunities for sales engineers in the Indianapolis and Detroit areas. Resumes and calls accepted. Contact: Ed Ziomba, Manager, Midwest Corporation, 1329 Wheaton Avenue, Troy, MI 48084. 313-689-9730, or Al Reiko, Manager, Midwest Corporation, 8455 Keystone Crossing, Suite 101, Indianapolis, IN 46240. 317-251-5750.

For Fast Action Use

**BROADCASTING'S Classified Advertising**

PM Magazine unit in major market is interested in strengthening the production values of the show. Now interviewing for producers, talent and shooter/editors. If you have PM, feature story or other magazine experience, send a resume with salary requirements only to Box W-75. EOE.
Help Wanted News
Continued

NEWS PHOTOGRAPHER

Need experienced, creative ENG cameraman. Challenging assignment for unique state-wide nightly news program: shooting news and mini-docs. EOE. Send cassette and resume to: Kathleen D. Lynch, Executive Producer, New Jersey Nightly News, 1573 Parkside Ave., CN 777, Trenton, NJ 08625. NO PHONE CALLS, PLEASE.

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

Executive Director of Marketing

Are you an innovator?
A take-charge executive?

Here is an outstanding opportunity for you in a highly creative organization which will have a major impact on national television viewing in the next five years!

If you are a highly motivated successful marketing/promotional executive with a proven track record in direct customer contact in a number of these fields: TV networks and stations, producers, advertisers, ad agencies and syndicators, we would like to hear from you.

Management experience in supervision, strategic planning, budgeting and forecasting is highly desirable.

Please send your resume to:
Personnel Department
5203 Leesburg Pike, #1500
Falls Church, VA 22041

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EQUAL OPPORTUNITY EMPLOYER

Radio Programming

The MEMORABLE Days of Radio
30-minute programs from the golden age of radio

VARIETY - DRAMA - COMEDY - "THE SYSTEMS - SCIENCE FICTION

Program Distributors
410 South Wabash
Bomaro Chicago 72401
501-972-5884

Employment Service

10,000 RADIO JOBS

10,000 radio jobs a year! Men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets. Part-time required. Mailing list. One week's mail. Special bonus: 10% of your effective weekly salary - only $14.95 - you save $211. AMERICAN RADIO JOB MARKET, 8215 Don Gasper, Las Vegas, NV 89108.

RADIO JOB PLACEMENT

DJs, news, programers, sales, management - if you're ready to move up, WRTC 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.

Business Opportunity

PROFITABLE BROADCAST-RELATED PROPERTY IN WASHINGTON, DC

49% interest offered in successful business with a 23% before tax profit on sales in '82. Available now with a sales price of $330K, on terms. Ideal for someone with a news-oriented background. Highly qualified smaller investors considered. For details, write Dept. N, 1745 Park Rd., NW, Washington, DC 20010.

Public Notice

PUBLIC NOTICE

The Executive Committee of Public Broadcasting Service will meet at 8:30 p.m. on May 19, 1983, at the Capitol Holiday Inn, 350 C Street, SW, Washington, DC, to receive reports from officers and Committees of the Board. The meeting will reconvene at 9:00 a.m. on May 20 at the PBS offices, 415 L'Enfant Plaza, SW, to discuss the FY 1984 budget, on-air announcements, offering program-related goods and services, and for the PBS annual meeting, and other business.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road, Dept. FF, Ann Arbor, MI 48106

Broadcasting May 9, 1983
ATTENTION: FM BROADCASTERS!

We have people waiting to lease your SCA channel now. We will get you the highest possible rates and most favorable terms for the use of your SCA. Call today:

Joel Rose
Flagship Communications Inc.
11167 Glen Valley Rd.
Brecksville, OH 44141
216-525-6017

$430,000 FOR DAYTIMER

$30,000 down. Balance must be carried for ten years at 12% by present owner; without personal guarantees. Prefer city of 10,000+ near city of 100,000+. Will consider all combinations, California excluded. Principals only. Desire seven properties. Reply Box W-42.

BROKERAGE

Over twenty years of service to Broadcasting Appraisals - Brokerage - Analysis
Westgate Mall, Bethlehem, PA 18017
215-865-3775

FOR SALE STATIONS

OUTSTANDING FACILITIES IN SUNBELT

- Class "C" FM and Full Time AM in Highly Desirable Small/Medium Growth Market in Upper Sunbelt
- Valuable Real Estate Included
- $2,100,000 Cash or Terms to Qualified Buyer

Call 901/767-7980
In Complete Confidence!

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS/APPRAISERS
5050 Poplar Ave., Suite 816 Memphis, TN 38157

For Sale by Owner

50 Foot Virginia station in small market. Ideal for owner-operator. $150,000 cash or $200,000 terms. Write Box W-52.

H.B. La Rue, Media Broker

AM/FM COMBO

Class C FM—Fulltime AM. Medium Texas market. $2 million. terms. Norman Fischer & Assoc., Inc., PO. Box 5308, Austin, TX 78763. Phone: 512-476-9457.

CHAPMAN ASSOCIATES
nationwide mergers & acquisitions

STATION

MW Metro CLV/FM $2,100K 30% Bill Lochman (816) 254-6899
SE Metro CLC FM $1,500K 300K Bill Whitley (214) 580-2807
NE Regional CLV/CLB $1,450K Terms Jim Mackin (207) 623-1874
RML Metro AM/FM $1,000K 5150K Corky Carwright (303) 240-2224
MW Medium CLV $995K Terms Peter Stromquist (612) 831-3672
SW Medium AM/FM $775K 1756K Greg Merrill (801) 753-8090
SE Medium AM/FM $750K 225K Ernie Pearce (615) 373-8315
W Small FM $625K 5125K Elliot Evers (213) 266-5154
MA/I.Metrometio CLV $500K Cash Mitt Toums (804) 355-8702
SE Medium CLV $500K 20% Bill Chapman (406) 458-9226
MW Small AM/FM(CP) $395K 75K Bill Whitley (214) 580-2807
SE Southeastern CLV $350K Terms Bill Cale (904) 893-6471

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 19-34. 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.

CLASS A FM—INDIANA

Single station market, two larger markets within 30 miles. Excellent growth record and more potential. 5425.000. Real estate not included, but available. WEBOC, 5812 Covington, Pt. Wayne, IN 46804.

FOR SALE BY OWNER

5 kw Virginia station in small market. Ideal for owner-operator. $150,000 cash or $200,000 terms. Write Box W-52.

JAMAR RICE CO
Media Brokerage & Appraisals
William R. Rice
William W. Jamarr
(214) 827-5174

803 West Lake High Dr. Suite 303 Austin, TX 78746

CHAPMAN ASSOCIATES

name nationwide mergers & acquisitions

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Class C FM—Fulltime AM. Medium Texas market. $2 million. terms. Norman Fischer & Assoc., Inc., PO. Box 5308, Austin, TX 78763. Phone: 512-476-9457.

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Broadcasting May 9 1983

89
WALKER MEDIA & MANAGEMENT INC.

Carolina single station market AM. $210,000—terms.

William L. Walker
PO. Box 2264
Arlington, VA 22202
703-521-4777

INVESTORS WANTED

for a recently-expanded broadcast facility in fast-growing central Florida location. Excellent facilities and extensive coverage area make future profit potential superb. Corporate shares now being sold. Interested principals write to Box W-76.

PROFITABLE FULLTIME AM

In metro Pacific Northwest market. $1,300,000. Firm price is based on 2X cash gross, plus valuable real estate. Substantial downpayment or cash required. No brokers.

Write Box W-74.

STAN RAYMOND & ASSOCIATES

Broadcast Consultants & Brokers

Now available-AM/FM combos in NC, SC, AL, TN, FL, GA & others.

Box 2264, 1819 Peachtree Rd., NE
Suite 606
Atlanta, GA 30309

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, 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 VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's 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: 65c per word, $15 weekly minimum. Situations Wanted (personal ads): 50c per word, $7.50 weekly minimum. All other classifications: 85c 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 or letters 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.
### Media


**Stephen Banks**, general sales manager, WNXT-TV Phoenix, named VP and general manager.

**Jerry McKenna**, VP and general manager, WYKX-AM Milwaukee, joins KTIS(FM) San Antonio, Tex., named assistant general manager.

**Larry Cobb**, general manager, WKGM-AM Smithfield, Va., named VP.

**Anne Schiller**, news director, KTSA(AM)-TPFM(FM) San Antonio, Tex., named assistant general manager.

**Larry Rosmilso**, general manager. WLLR-FM East Moline, Ill., named VP of licensee. Mississippi Valley Broadcasters.

**Jim Johnson**, general manager, WMGG(FM) Clearwater, Fla., resigns.

**Raymond Schoenback**, VP and general manager, WTCN-TV Minneapolis-St. Paul, recently sold by Metromedia to Gannett, joins Metromedia's WXXI-TV Newport, Ky., in same capacity.

**Bill Kennedy**, director of development and special events. Fund for Higher Education, New York, joins ABC there as director. conference services.

**John Walter**, engineer, KIRO-TV Seattle, named operations manager.

**David Sanks**, production manager, WISC-TV Madison, Wis., named operations manager.

**Bruce Murdock**, morning host, NewsKING, KINGAM Seattle, named assistant operations director.

**Pat Wallace**, director of financial planning and financial controls, stations division, NBC-TV, New York, named director of finance and administration. NBC's KNBC(TV) Los Angeles.

**Richard Madden**, assistant director, telecommunications center, Ohio University, Athens, Ohio, joins Corporation for Public Broadcasting, Washington, as deputy director of broadcast services.

**Layton Franko**, manager, economic forecasting and analysis. ABC-TV, New York, named director, economic forecasting and analysis. **Bill Kenedy**, director of development and special events, Fund for Higher Education, New York, joins ABC there as director. conference services.

### Marketing

**Marc Goldstein**, senior VP and manager of broadcasting programming, Benton & Bowles. New York, joins Ogilvy & Mather there as senior VP, director of network and programming.


of marketing sciences; Jeffrey Fischgrund, associate director of TV production; Jane Fuller, associate director of media resources; Martha Holmes, associate creative director; James Kieff, director of research, and Yolan Toro, director of local broadcast. Elected VP’s: Kenneth Deal, manager of office planning and services; Christine Dimitrovich, manager of communications and systems; Jon Firestone and Kevin Shine, account supervisors, and Carol Macdonald, manager of personnel services.


Richard Hamilton Jr., VP, manager of media planning, Benton & Bowles, New York, named senior VP.

Spencer Happienu, senior VP, media director, McDonald & Little, Atlanta, joins Ogilvy & Mather Partners, New York, as senior VP, general manager.


Steve Ohman, art director, The Marschalk Co., New York, elected VP.

Kris Jenson, from Ads Inc., Milwaukee, joins Frankenberry, Laughlin & Constable there as art director.


David Kosick, reporter, KDKA-AM-TV Pittsburgh, joins Skirboll & Garber Advertising there as director of public relations.

Lois Langley, from Alexander Grant & Co., accounting firm, Tampa, Fla., joins Jenslin & Hall there as public relations director.

Stanley Elias, from Gray & Rogers, Philadelphia, joins Creamer Dickson Basford/New England, Providence, R.I., as supervisor, industrial-technical communications.

Steven Margaritov, from TBWA Advertising, New York, joins SFM Media Corp. there as manager of media planning and research.


Dennis Shanahan, sales manager, KREO(FM) Santa Rosa, Calif., joins KGG-AM-FM San Francisco as account executive.

Michael Eigner, general sales manager, KTLA(TV) Los Angeles, named VP.

Harvey Ganot, account executive, Turner Broadcasting Sales, New York, assumes additional duties as director of special projects.

Frank Iorio Jr., director of sales, NBC-owned WKYS(FM) Washington, assumes additional responsibilities as director of sales for co-owned WRCAM(AM) there.

Bruno Sniders, sports director, WRIT(AM) Rochester, N.Y., named to additional post of sales manager.

Carol Brock, from WXXX(TV) Waterbury, Conn., joins WFSB(TV) Hartford, Conn., as account executive.

Appointments, Blair Television: Mike Hanrahan, from Avery-Knodel Television, Chicago, and Jan Barkell, from WIXI-TV Onandaga, Mich., to account executives, ABC and NBC sales teams respectively, Chicago, and Jay Deacon, from Ross Roy Inc., Detroit, to account executive there.

Sandy Di Pasquale, local sales manager, WIVB-TV Buffalo, N.Y., named general sales manager. Wilson Shepard, account executive, WIVB-TV, succeeds Di Pasquale.

Elliott Bass, VP, national sales manager, Gannett Broadcasting’s WPIX-TV Atlanta, joins Gannett’s newly acquired WTCN-TV Minneapolis-St. Paul as VP, general sales manager.

Cynthia Weiner, local sales manager, WNYR(WM-Z-00FM) Rochester, N.Y., named general sales manager. Steve Arvan, account executive, WNYR, succeeds Weiner as local sales manager at that station.

Jody McCoy, local/regional sales manager, WBTM(TV) Charlotte, N.C., named general sales manager.

Richard Doutre Jones, from John Blair, San Francisco, joins KBKH-TV there as national sales manager.

Morrie Beitch, account executive, TeleRep, Chicago, joins WPTF-TV Fort Wayne, Ind., as national sales manager.

Neil Nation, from Pikes Peak Broadcast, Colorado Springs, joins KKT(I-TV) there as regional sales manager, Aurora, Colo., office.

Michael Chumney, from WSHE(FM) Fort Lauderdale, Fla., joins WIZDFM(AM) Fort Pierce, Fla., as regional sales manager.

John Vera, sales manager, KMST(TV) Monterey, Calif., named general sales manager. Cindy Lindsay, account executive, KMST, named local sales manager.

Barb Silver, retail sales manager, WCLR(FM) Skokie, Ill., named local sales manager.

Jean Cameron, manager, sales planning, CBS Television Stations Division, New York, joins WCAU-TV Philadelphia as director of research.

Marty Greene, account executive, WDVM-TV Washington, joins Petry Television, New York, as member of eagles sales team.

Programing

Susan Simons, director of daytime programing, NBC, Los Angeles, joins Columbia Pictures Television there as VP, daytime.

Irving Azoff, motion picture producer and founder and chairman, Front Line Management, Los Angeles, joins MCA there as VP.

MCA Inc., and president, MCA Record group.

Alex Horowitz, director of administration Orion Entertainment Corp., Los Angeles named VP, with responsibilities including syndicated sales administration, pay TV sales and acquisitions.

Bruce Johannsen, syndications director, Gold West Television, Los Angeles, named VP syndication. Robert Clark, director of administration, named VP, finance and administration.

Roy Campanella Jr., independent producer has signed contract with Universal Television as director, producer and writer of series, special projects and motion pictures for televi sion.

Mike Gargiulo, producer-director, CBS Entertainment, New York, signs new talent agreement to serve as executive producer and director of group of annual network specials. Judy Price, VP, children’s programing. ABC Entertainment, Los Angeles, joins CBS Entertainment there in newly create post of VP, children’s programs and daytime specials.

Matthew Pasternak, marketing manager RCA/Columbia Pictures International Video New York, joins Vestron Video International there as VP.

Frank Cody, director, affiliate relations account develop ment. The Source NBC Radio, New York, named program director.

Appointments, Horn Box Office, New York: Rob Martini, manager, program information management, to director, program information management services; Michele Clark, negotiator of film programing and Sam Newman, associate counsel, pr
graming, to associate directors, and Barry Tompkins, sports announce, to new two-year contract.

Appointments, Showtime: Dana Haynes, district affiliate manager, Southeast office, Atlanta, to head of newly opened Miami-Fort Lauderdale, Fla. office; Les Tripp, district affiliate manager, Chicago, to head of newly opened Cincinnati office, and Cassie Travis, district affiliate manager, south central office, to head of newly opened Houston office.

Hal Lewis, coordinating producer, The Animal Express, Corporation for Entertainment and Learning, New York, named VP, operations.

Bill Freston, from CBS Records, New York, joins Fred/Alan Inc. and Buzzco Productions there, producers of Hotrocks, adult music video series for Playboy Channel, as consultant.

Richard Grove, from Teleset, Chicago, and Jay Silha, from MGM/UA, Chicago, join Group W Productions there as central division and Midwest division managers, respectively.


Stuart de Lima, advertising sales manager, West Coast, USA Cable Network, Los Angeles, named director of advertising sales, West Coast, from Seltel, New York, joins USA Cable Network, Glen Rock, N.J., in newly created post of director of research.

George Hankoff, executive VP, WW Entertainment, New York, named president.

Rick Torcasso, program director, KYKY(FM) St. Louis, joins NBC's WYXW(FM) New York in same capacity.

Jim Wood, operations manager, Multrite Communication's KNEW(FM) Oakland, Calif., and KKSAN-FM San Francisco, assumes additional responsibilities as program consultant, radio division, for parent.

Jon Rivers, from KLVU(FM) Dallas, joins KUMI(FM) there as program director.

Susan Bax, from WMETH(FM) Chicago, joins WDRM(FM) there as assistant music director.

Jerey Hill, director of news and public affairs, WMX(FM) Oak Park, Ill., joins WBBM-TV Chicago as host and associate producer, Common Ground.

Appointments, news department, KING(AM) Seattle: John Erickson, news director, to director of news and operations; Lee Hochberg, assistant news director, assumes additional responsibilities as assistant, news personnel development and special projects, and Fran Martin, assignment editor, to managing editor.


Rob Pulgisi, weekend producer, WTSF-TV Tampa-St. Petersburg, Fla., joins WBRETV Wilkes-Barre, Pa., as producer.

Kathryn Goertzen, anchor, and Kerry Lynn Brock, weekend anchor-reporter, KOMO-TV Seattle, named co-anchors, early evening newscasts.

Lori Matsukawa, from KOMO-TV Seattle, joins KING-TV there as anchor.

Steve Leader, from KIRKAM) Seattle, joins KING(AM) as anchor-reporter.

Brenda Ladun, from noncommercial WSUF-TV Tampa-St. Petersburg, Fla., joins WPTS-TV there as anchor.


Kim Willingham, from WPSL-TV Lansing, Mich., joins WPTF-TV Raleigh-Durham, N.C., as anchor-reporter.


Technology

Philip Arenson, president and chief executive officer, Otrox Corp., named chairman.

Roy Ekrom, VP and general manager, pneumatic systems division, Garrett Corp, Phoenix-based subsidiary of Signal Cos., named president and chief executive officer of Signal's Ampex Corp., Redwood, Calif.

James Lakin, president and chief executive officer, Frederick Electronics Corp., Frederick, Md., joins Harris Corp., Melbourne, Fla., as general manager, satellite communications division.

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Gary Dartnell, president, VHD Programs and VHD Disk Manufacturing, Los Angeles, joins Thorn EMI Films and Thorn EMI Video, London, as executive chairman.

John Levergood, group executive, communications products, Scientific-Atlanta, Atlanta, named senior VP.


Francis Darasdi, sales manager, General Cable Co., Greenwich, Conn., named division VP, sales and marketing. station products distribution.

David Newborg, manager, antenna engineering, RCA Corp., Gibsboro, N.J., has formed David Newborg & Associates Inc., radio and television consulting firm, Marlton, N.J.

Joseph Wozniak, senior application engineer. Exide electronics, Philadelphia, joins Acrodyne. Allentown, Pa., manufacturer of LPTV transmitters, as national sales manager.

Tom Bracanovich, VP, engineering, radio and television stations, Malrite Communications, Cleveland, named VP, director of engineering. Harry Wilkins, chief engineer, Malrite's WAWA(TV) Jacksonville, Fla., named director of engineering for parent.


Terry Phillips, from WCCB(TV) Charlotte, N.C., joins Tampa Bay Production Center, Tampa, Fla., as chief maintenance-production engineer.

Dreux DeMack, production manager, Cable News Nine, Olade, Kan. joins KSNT(TV) Topeka, Kan., as commercial technical director.

Tom White, chief engineer, KFTV(TV) Hanford, Calif., joins KSNO(AM) Honolulu in same capacity.

Thomas Robinson, director of finance, Comsonics, CATV equipment firm, Harrisonburg, Va., named VP, finance. Mark Barber, field technician. Comsonics, named equipment repair manager.

Diane Rydzewski, member of sales and traffic department. Mark Video Enterprises. Dearborn, Mich., named director of traffic operations.

Promotion and PR

Wayne Valis, special assistant to President for public liaison. Washington, has formed own public relations counseling firm, Valis Associates, there, to be associated with Hill & Knowlton.

Linda Mauskopf, manager, research and sales promotion. USA Cable Network, Glen Rock, N.J., named director, sales promotion.

Racheal Eraca, administrator, advertising and promotion. The Source, NBC Radio, New York, named promotion manager.

Nancy Richardson, head copywriter, Cimarron Productions, Los Angeles, joins CBS Entertainment, West Coast, there, as executive copy chief, print advertising.

Donna Vogt, acting creative services director, WDIV-TV Washington, named director of creative services.

David Smith, promotion director, WCCH-TV Columbus, Ohio, joins KUTV(TV) Salt Lake City as promotion director.

Stan Bernstein, from Commercial Talents, Winston-Salem, N.C., joins WMAQ(FM) High Point, N.C., as head of newly formed creative services department.

Frank Biancuzzo, from WXOW-TV La Crosse, Wis., joins WALA-TV Mobile, Ala., as assistant promotion manager.

Sylvia Brown, director of promotion and advertising, KFAC-AM-FM Los Angeles, joins KJH(AM)-KRTI(FM) there as director of creative services.

Katy Baetz, promotion manager, WLKY-TV Louisville, Ky., joins WJIB-TV Detroit as on-air production manager, advertising and creative services.

Allied Fields

Benjamin Perez, attorney-analyst, planning and program evaluation, office of managing director, FCC, Washington, named legal assistant to Commissioner Henry Rivera. Jill Ross, from law firm of Kirkland & Ellis, Washington, joins FCC there as legal assistant to Commissioner Mimi Weyforth Dawson.

Dennis McIntosh, labor contract analyst, broadcast management department, National Association of Broadcasters, Washington, named manager, broadcast liaison, government relations department.


Karen Sherry, public relations director, American Society of Composers Authors and Publishers, New York, assumes additional duties as assistant to ASCAP President Hal David. Ken Sunshine, communications coordinator. ASCAP, named assistant director of public relations. Robert F Park Sr., sales manager, KTVK(TV) Amarillo, Tex., joins ASCAP there as West Southwest station relations representative.


Elected officers, New Mexico Broadcasters Association, Albuquerque: Bob Flotte, KPSA(AM) Alamogordo, and KUXJ(AM) Hobbs, president; Bob Meskill, KSIL(AM) Silver City, president-elect, and Doug Milligan, KRZY(FM)-KRST(FM) Albuquerque, treasurer.

New officers, Tulsa, Okla., chapter, American Women in Radio and Television: Kathryn Thompson, Metropolitan Tulsa Transit Authority, president; Lady Cortner, Coleman Adverting, president-elect; Terri Twaddle, KRTH(TV), secretary, and Jill Lyon, KIRH, treasurer.

Steve Parker, from California and Hawaii Sugar Co., San Jose, Calif., joins Gill Management Services, cable consulting firm there, as a manager of applications programming.

Rick Williams, from McLendon Broadcasting, Dallas, and Pamela McLean, from Tandem Corp., Fort Worth, joins MJM Radio Research and Consulting there as client service representative.


Deaths

Arthur L. Madeley, 61, chief engineer, WWAY(TV) Wilmington, N.C., died of cancer April 25 at New Hanover Memorial hospital Wilmington. He is survived by his wife Dianne. son and two daughters.
Gary Edens: winning ingredient for Harte-Hanks Radio

n the little more than two years since Gary Edens assumed the top post at Harte-Hanks Radio, the 41-year-old president and chief executive officer has established himself as one of the leading radio group operators in the country, capping a steady 15-year climb through the company ranks.

His rise to the top comes as no surprise to John G. Johnson, former president of Southern Broadcasting (purchased by Harte-Hanks in 1978), and current chairman of Harte-Hanks Radio. Johnson says he recognized Edens's leadership potential, and urged him as a future company executive, when he first hired him in 1968 as an account executive for WKIX-AM-FM Raleigh. N.C. "He could work quickly and motivate people," says Johnson.

"He is one of the most creative and intelligent radio executives I have ever been exposed to," says Bill Burton, president of Lastman Radio, which represents most of the Harte-Hanks stations. Those thoughts are echoed by Edens's colleague, John Bayless, president of Charter Broadcasting, who calls Edens a "forward thinker."

Edens currently oversees the operation of 15 radio properties. Late last year the company decided to put three of its stations up for sale to concentrate its future growth in markets where it owns both AM and FM outlets. "This was not a sign that we are selling in our horns and getting out of the radio business," Edens explains, explaining that the company's intention is to purchase only AM/FM combinations in the sunbelt. The company will retain four AM and four FM stations, which will serve as the foundation for its new long-range strategy. The stations are: KOY (AM)/KYT (FM) Phoenix, ARKAM (AM)/WRQ (FM) Richmond, Va.; KBQ (AM) St. Petersburg, Fl., and WIRQ (FM) Tampa, Fl.; and KKBQ (AM)/KWBQ (FM) Houston, Tex.

"Concentrating on AM/FM outlets in the sunbelt market, Edens explains, will provide us with a more potent national sales tool by allowing us to package the stations in each market as one buy."

Harte-Hanks has already sold WEZI (AM) Tempe to Little Rock, Ark.-based First 'On Inc. for $2.4 million. The remaining stations on the market are WSNM (AM) Albuquerque, N.M., and KMOL (AM) Portland, Ore.

Like many executives in the radio business today, Edens began his career at an early age. When he was 15, Edens hosted a one-hour weekday afternoon rock and roll show on WSTP (FM) Salisbury, N.C., while attending high school. After working there a year without pay, Edens jumped to the town's other station, WSAI (AM), handling announcing duties for an afternoon program and receiving a commission.

When Edens was appointed president and chief executive officer of the radio group, in 1981, he changed the name of the company to Harte-Hanks Radio and moved its main offices from Winston-Salem, N.C., to Phoenix.

Edens attributes his rise up the corporate ladder to people who "believe in his abilities," especially, he says, John Johnson.

If anyone served as a mentor for Edens during the past 15 years, it was Johnson, who, Edens says, instilled in him what Johnson felt were the four winning ingredients for a successful station: choosing a growth market; maintaining good technical facilities; selecting the right programming elements; and last, but most important, proper management. Edens credits much of the successful growth of Southern Broadcasting to Johnson's foresight in buying radio stations in what turned out to be three big growth markets: Houston, Phoenix and Tampa.

What is the biggest challenge Edens faces today? Staying ahead of the competition, he says. One way, he notes, is to stay on the leading edge of technological change. "We were among the first radio groups in the country to commit fully to AM stereo," Edens says, adding that "We still believe in the future of AM radio."

If there is a recent success story Harte-Hanks can boast of, it is the 12-plus metro share ratings of its AM and FM properties in Houston. In an effort to boost ratings and create a larger presence in the market, the company switched KOY (AM) from a middle-of-the-road format to an adult contemporary last July. That was followed by the move of KYND (FM) from Chuck Hill's beautiful music, to an adult contemporary format in December. The stations, which are now KBQ (AM)/AM-FM, climbed from 1.7 and 3.5, respectively, in the 1982 Arbitron book, to 4.0 and 4.8, respectively, in the new Arbitron report.

As a "unique" way to generate extra revenue, Edens says, Harte-Hanks created direct marketing departments at both its Rich mond, Va., and Portland, Oregon, FM stations. The company has also been actively pursuing discussions with a number of firms, including Radio Data Systems, a division of Bonneville International, about leasing its FM subcarriers.

Edens remains active in industry affairs. He is on the boards of directors of both the National Radio Broadcasters Association and the Radio Advertising Bureau. Edens also participates in many community activities and encourages his general managers to do the same. "Our whole philosophy of radio management is to serve the needs of the community," Edens says.

Perhaps Edens's successful leadership can be traced, in part, to a daily ritual—running between five and six miles. It provides him "with a lot of thinking time." And his feelings after 26 years in radio? It's still a "fun" job, Edens says.

Motion Picture Association of America, professional sports organizations, Public Broadcasting Service, music copyright holders and National Public Radio filed settlement agreement with Copyright Royalty Tribunal for distribution of cable copyright royalty fees for 1986 and 1987. National Association of Broadcasters and Canadian broadcasters, however, dissatisfied with settlement, are not included in agreement. According to agreement, settling parties are seeking single aggregate award which they will divide among themselves in same proportions as 1978 and 1979 proceedings. Although NAB and Canadian broadcasters have not settled with group, agreement is written to provide for them if they agree to terms of settlement. They would receive same share in 1981 and 1982 funds as they received in 1978 and 1980.

American Television and Communications Corp. (ATC), Denver-based MSO headed by Trygve E. Myhren, chairman, has purchased People's Cable Co., owner of 12 systems in suburban Rochester, N.Y., for about $55 million. People's is limited partnership, headed by Burr I. Harris, president of Los Angeles-based general partners, People's Cable Corp. and Harris Cable Corp. The Rochester systems serve about 62,000 basic subscribers and passes 104,000 homes.

Standard & Poor's followed Moody's Investor Service and lowered its rating on Warner Communications' senior and subordinated debt last week. S&P lowered WCI's senior debt rating one from double-A to double-A minus and its subordinated debt one point from double-A minus to single-A plus. S&P said lowering was primarily due to expected decline in sales of Atari home video games as inventory and competition increase. However, S&P said rest of WCI was in good shape and shows strong balance sheet. Last month, Moody's Investor Service lowered rating on WCI's debt, citing "narrowing profit margins in consumer electronics division" (Broadcasting, April 18). WCI also said it filed shelf registration last week with Securities and Exchange Commission to offer $350 million of debentures for sale. WCI said proceeds would be applied to general corporate expenses and to help reduce commercial paper load. S&P issued initial rating of single-A plus to debentures.

Too Close For Comfort, half-hour comedy eliminated from ABC-TV's prime time lineup for next fall (see story, page 29) could receive berth on one of other two major networks, cable network or weekly prime time "fourth" networks currently in works at several group station operations. Producer D.L. Taffner Ltd. has received "strong indications of interest from one of each category," according to company President Don Taffner, who said that if fourth network succeeds in picking up show, it would help pay license fee by agreeing to carry program in syndication. Too Close had been slated for syndication in fall 1985.

CBS-TV announced Friday it has modified its commercial integration guidelines on an experimental basis to accept 30-second spots. "Corporate multiple product commercials," according CBS, will contain two separate segments promoting products related to one another but marketed by same company. Only corporate multiple product commercial will be accepted with each 60- or 90-second commercial pod on CBS, except during late-night news program, Nightwatch, which may feature "multiple commercial" within reach 120-second pod. No multi commercials will be accepted in children's programming.

Department of Justice may render decision, perhaps this week, on proposed Showtime-Movie Channel merger. If decision is affirmative, said Terrence Elkes, president of Viacom International, which owns Showtime, industry should look for "major announcements" at National Cable Television Association convention in June, about direction two services when merger speculation is that Showtime president Mike Weilblatt would both services if merger goes through. As it stands now, ownership would be divided five ways, with MCA, Warner Bros., Gulf, and Western's Paramount and Viacom International, owning about 22.5%, and American Express 10%.

Tribune Co. posted increase in revenues and profits for first quarter this year. Profit was $1.1 million on revenues of $351 million, from profit of $500,000 on revenues of $333 million for same period in 1982. Tribune said gains also were offset by losses suffered at Canadian mills because of softening newsprint market. However, Tribune said it expects earnings for full year 1983 to surpass first quarter earnings, but not record levels of 1981, when profit was $89,088,000 on revenues of $1,406,320,000. Tribune, privately held company that owns five radio stations, three TV's, Chicago Tribune and Chicago Daily News, also recently bought, subject FCC approval, WNO-TV New Orleans for $21 million from Gen-Media Corp.

A.C. Nielsen Co. reported earnings for second quarter ended June 28 were up 7.5% to $21,059,000 (94 cents per share), on 7.3 higher revenues of $332,890,000. Nielsen said growth was real in all divisions except Petroleum Information Services. Media search division registered 19.5% revenue increase, largest of divisions.

Department of Justice last week agreed to permit GTE Corp. to Southern Pacific Communications Corp. But according to proposed decree filed with U.S. District Court in Washington, C

Star-studded The Museum of Broadcasting sponsored a dinner and screening of Granada Television’s King Lear, starring Laurence Olivier, at the Ford Foundation in New York May 3. The U.S. premiere showing of the British production was part of the museum’s eight-week exhibit of British programming (“Telecasting,” page 72). In addition to Olivier (at right), other luminaries in attendance included (l-r): Robert W. Saroff, museum trustee and former chairman, RCA; Frederick Pierce, president, ABC; and co-host for the evening: Elton H. Rule, vice chairman, ABC; Thomas Wyman, chairman and president, CBS; Leonard H. Goldenson, chairman of the board, ABC, and co-host for the evening; Edward Ney, chairman and chief executive officer, Young & Rubicam.

Future talk. Following her luncheon speech to AWRT (see page 31) delegates last Wednesday, but before accepting questions from the floor, NBC News Correspondent Jessica Savitch, made a brief but clear statement: “It is not my practice to negotiate a contract in public.” The remark was apparently made to put an end to questioning from reporters concerning her future relationship with NBC.

There were reports that the network recently offered Savitch, who is currently principal reporter, writer and anchor for the Saturday edition of NBC Nightly News, and anchor of the weekday NBC News Update on NBC TV, an assignment with The Today Show, which she turned down, but an NBC spokesman said it was "highly unlikely." Last week, however, the network signed Connie Chung, anchor at KNXT-TV Los Angeles to among other duties, report and anchor the Saturday edition of NBC Nightly News (“Faces & fortunes,” page 92). Savitch’s contract with NBC expires in September.

In her announcement at AWRT, Savitch said she had requested a new assignment from the network, which she had hoped would include her current position with the weekend newscast, “but that was not to be.” She concluded the statement by saying that when her plans are finalized, she will announce a career decision.

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uld have to operate long-distance telephone service through a rate subsidiary. Among other things, GTE also would have to provide equal access to competitors. Consent decree will have to be approved by court before it can go into effect. Merger also must be approved by FCC.

Bizonal Black Media Coalition has petitioned FCC to deny license renewal of KTTL-FM Dodge City, Kan., on ground it has broadcast racial and ethnic programs "attacking racial and ethnic minorities, particularly Jews." On several occasions petition said, station "urged listeners to take the names of local Jews and go them." NBC said broadcasts violated federal law against "unequal, invalid fairness doctrine, and presented failure of [on] management to assert control over the station." Owner Lee Babbs maintains station has right to broadcast material of First Amendment freedom of speech, and said as offered time to those with conflicting views.

part of effort to strengthen its participation in sports, Katz Communications, via Katz Sports, has acquired rights to Liberty Bowl to be held this year on Dec. 29 in Memphis. Under five-year agreement Katz will produce games and syndicate them to television stations. Rights previously held by Metro Sports.

Radio plans complete switch from land line to satellite transmission of programming via Satcom 1-R, transponder 19, for its 550 on-air affiliates on Dec. 15. NBC's Talknet 130 affiliates are ready receiving programming via satellite from either Satcom I-O, transponder 12, or Western Union's Westar III, transponder 1.

board members told CPB budget, finance and development committee last Wednesday (May 4) they will present complete package outlining ways to bridge $3-million budget shortfall at National Public Radio. At next scheduled CPB board meeting June 15, NPR's programming committee plans meeting next week to discuss cutbacks with network's finance committee to decide on funding options.

Entertainment was looking for new buyer last week for its 131 hour-long series, Bay City Blues, after NBC-TV refused to report $900,000-per-episode fee for new program, dealing with minor league baseball team in small town. MTM salesman said, however, that negotiations with NBC were continuing. NBC, which announced March 9 that it was committed to series, reportedly offered to pay as much as $825,000 for each new program. MTM originally proposed $950,000 price tag. Program, not yet in production, would be overseen by Hill Street Blues executive producer, Steven Bocho.

Los Angeles-based TV program service, last week posted its scheduled May 27 pay-per-view event featuring concert by Frank Sinatra, followed by championship fights. Spokesman said last week new date had not been selected and it was unclear whether event will take place at all. WBA middleweight champion Ray Boom Boom Mancini, who had agreed to box Ken Bogner during program, was injured in recent fight and is expected to be out of action for several months and match would have paired WBA junior middleweight champion Davey Moore and Roberto Duran. Search was under way last week to find replacement boxers for hybrid event, which is to have been made available to about 15 million homes, including SelectTV, including at least 200,000 STV homes. It had been competing for PPV viewers with May 20 fight laced by RSVP partnership of ABC Video Enterprises/ESPN.

Pioneers board voted last Wednesday to reduce eligibility requirement for membership from 10 years to 15 years of service. Among others, Robert Kalthoff, Avery Knodel; first vice president—Ed Cramer, BMI; vice president—Jack Thayer, WNEW-TV New York; secretary—Martin Beck, Beck-Ross Communications, and treasurer—Sol Paul, Television and Radio Age.


Victor Ferrall Jr., attorney representing instructional television fixed service licensees, last week said multipoint distribution service proponents were wrong in alleging that ITFS channels are currently underused. In letter to FCC, Ferrall said his own study of ITFS use in top 25 markets demonstrated "high and increasing" use of ITFS. Ferrall said, for example, that in largest five markets, 50% of all ITFS channels are licensed, authorized or have been applied for. In largest 25 markets, figure is 58%.

Bert C. Roberts Jr., senior VP, administration, MCI Telecommunications, Washington, named president, assuming duties from V. Orville Wright, who had served as MCI president, as well as president of parent MCI Communications, which he remains.

Richard Green, director of development, CBS/Broadcast Group, has been named executive director of Advanced Television Systems Committee. First meeting of ATSC, which is looking to set standard for better-than-NTSC television, is scheduled for May 13 at NAB headquarters in Washington.

Dakota lineup, ABC-TV announced last week it has signed five new primary affiliates in the Dakotas. all from NBC-TV. They're members of the Forum Publishing Co. group: WDAY-TV Fargo, N.D. (ch. 6), and its satellite, WDAZ-TV Devils Lake, N.D. (ch. 8); KSFY-TV Sioux Falls, S.D. (ch. 13), and its two satellites, KABY-TV Aberdeen, S.D. (ch. 9), and KFYR-TV Pierre, S.D. (ch. 4). When the affiliation changes become effective, in August, WDAY-TV and WDAZ-TV will replace KTHI-TV Fargo (ch. 11) in the ABC lineup and the three South Dakota stations will replace KULITV-Mitchell (ch. 5). At the contract signing last Tuesday in New York were Leonard H. Goldenson (seated), ABC Inc. chairman and chief executive, and (standing, l-r) Richard N. Savage, ABC-TV vice president, who negotiated the agreements; William C. Marcell, president of WDAY Inc. and of South Dakota Broadcasting Co., operators of the stations; Jim Dunham, vice president and general manager of South Dakota Broadcasting (KSFY-TV, KABY-TV and KFYR-TV); Joseph Giacquito, ABC-TV vice president and director of affiliate development planning, and Sumner Rasmussen, general manager of WDAY Inc.
High-risk roll

It is a daring legislative maneuver that Congressmen Tom Tauke (R-Iowa) and Billy Tauzin (D-La.) are intending, to attach their broadcasting deregulation bill, H.R. 2382, to the bill authorizing operation of the FCC. The promised maneuver has thrown the Commerce Committee into even more confusion than usually obtains in the House, a forum that one professional observer of its antics characterized last week as "a Persian bazaar."

As reported elsewhere in this issue, the Tauke-Tauzin maneuver has precipitated all kinds of retaliatory threats. Among the reports: Chairman Tim Wirth (D-Colo.) of the Telecommunications Subcommittee will attach to the authorization bill a bill to charge spectrum fees; member Henry Waxman (D-Calif.) will attach to his bill to codify the FCC's rules denying television networks financial interests in the programs that they buy and excluding them from domestic syndication. Such a Wirth counterattack would meet the universal opposition of broadcasters. If the Waxman threat materialized, the networks would do anything to defeat it.

Despite the divisive prospects, the National Association of Broadcasters was holding firm last week in support of the Tauke-Tauzin maneuver and was energetically lobbying in its behalf. Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, told the NAB convention last month that broadcasters couldn't lobby their way out of a paper bag in the House. The NAB has chosen to put Packwood to the test the hard way.

Timely summons to action

Readers will note an interesting juxtaposition of two stories on page 56 of this issue. The first is headlined: "Wheeler urges cable to promote itself," the second: "Hoffman sees clouds in cable's blue sky." If ever two stories were apt for pairing, these two are.

Analyst Tony Hoffman is but the latest in a lengthening line of commentators—from either the market or the media—to declare in one fashion or another that the bloom is off cable's rose. At the current rate of regression—we calculate the cooling toward cable to have accelerated principally in the last six months—sackcloth and ashes could be the uniform of the day at the National Cable Television Association's Houston convention next month.

If they're not, much of the credit will be due Tom Wheeler's new initiative (1) to reposition cable among the other media now populating the Fifth Estate and (2) to aggressively sell that medium direct to the consumer. Assuming the final result matches the grand design he outlined to the NCTA executive seminar—and whose execution is in the charge of Group W Broadcasting & Cable's Dan Ritchie—cable could be setting a casebook example for other media to follow.

What's best about the Wheeler campaign is the swiftness and aggressiveness with which it follows the first signs of slippage, and the positive note it strikes in carrying the battle to the consumers—and, not incidentally, to the detractors as well. What he has in mind is a massive marketing effort that may span five years and take millions of dollars—an effort worthy of a product with revenues in the billions.

Is cable in trouble? Well, its long-range future is by no means assured. Later entrants in the new media derby—the SMATV's, STV's, LPTV's, DBS's and MDS's—are nibbling at its edges and trying to skim the cream off its top. In the short term, there are likely to be shakeouts among program services and defaults among franchise holders. But it's a mature and still growing medium, with the best surely yet to be. For those who are in it for the long haul, Tom Wheeler has raised a bright standard to rally round.

How about a final curtain?

Once again it is the children's hour at the FCC, as it has been off and on since Peggy Charren was a mother with young children. Once again the commission has a load of comments to review before deciding whether television is neglecting or debasing the young, as the Charrens say, or is the vehicle of juvenile enlightenment depicted by the broadcasters, never mind that the FCC lacks the authority to do anything directly about it either way. The children's hour has become a long and boring rerun.

This has been going on so long that the present generation has forgotten what was wanted by Action for Children's Television, the pseudonym for Peggy Charren, when it went to the FCC in the first place. ACT wanted the FCC to set quotas for educational programing directed to the young and to set diminishing limits—zero being the ultimate objective—for commercial load in program children would be apt to watch.

The FCC wisely rejected the adoption of the clearly unconstitutional rules that ACT proposed. It settled, in 1974, for a policy statement announcing its intention to monitor television stations at license renewal time for the adequacy of their educational programing directed to pre-school children, for balance in the scheduling of children's programing and for commercial load. The statement was issued after the FCC had negotiated an amendment in the National Association of Broadcasters television code reducing commercial time in children's programing, one of the code's many uses as an instrument of government regulation before the government discovered it was also an instrument for the collaborative limitation of advertising inventory and therefore a violation of the antitrust laws.

Charren never tires. She is back with the demand for rules to make the commercial television system perform a function that is inherently unnatural. Commercial television is a mass medium of entertainment, information and news, in which the provision of kindergarten services doesn't fit. Perhaps this FCC will have the nerve to say that Mrs. Charren needs a new act.

"They want to know when they'll get cable."
Australia, the land down under, has a great TV network called the Nine Network. Films, series, shows and specials; big television in Australia is on Nine.
Increasing demand for compact, functional production facilities has led to the introduction of the new Ward-Beck 820401 Audio Console.

The design has been given a graphic and functional appearance in order to accommodate its numerous features. With a network of audio processors, the audio console provides a complete system to meet the needs of even the most complex recording environment.

Audio to go!