The only station in the universe to broadcast the moonwalk.

It was an awesome moment when Neil Armstrong took that first step on the moon. Awesome for the world, and awesome for KPRC television to be selected to feed the first pictures of the moonwalk to all major networks.

At KPRC, we're proud of the small part we played in bringing the man on the moon back home again.

But that's what Houston's all about. An expansion of the station that's been there first for over thirty-four years.

KPRC TV

Petry Televisio, Inc., National Representatives, NBC Affiliate.
on strength!

WPIX New York, KHJ-TV Los Angeles, WGN-TV Chicago, KWGN Denver

The top three markets and Denver are sold on the strength of "Lou Grant."

Now, 114 hours of this powerful drama from MTM are available to local stations nationwide for a September 1983 start.

**STRONG IN QUALITY.** Ten Emmy awards (including Outstanding Drama Series, twice!). Peabody and Christopher awards. Plus multiple Golden Globe, Writers Guild of America and Directors Guild of America awards for excellence.

**STRONG IN MASS APPEAL.** An average 19.6 rating and 32 share in its first four prime-time seasons. And a virtual tie with ABC and NBC for first place in the time period.

**STRONG IN YOUNG WOMEN.** An average 520 women 18-49 per 1000 viewing homes over a four-year period when "MASH," by comparison, attracted 510 young women.

**STRONG IN RERUNS.** A Top Ten series during summer reruns (showing syndication potential!) for four years. Rankings as high as fifth place in households and first and second place in young women during some years.

When every rating point means dollars, don't gamble. Make a sure investment in strength.

Lou Grant

VICTORY TELEVISION

AN MTM PRODUCTION

New York (212) 687-1516, Chicago (312) 790-3030, San Francisco (415) 435-9113

The radio industry's hottest new call letters!

HNW&H is the nation's most talked about new radio rep firm. In just 18 months, we've attracted 120 stations in most major markets.

How did we do it? Not by being old school or loaded with red tape, but by daring to be different. We're young, aggressive and achievement-oriented.

We've quickly managed to attract the best people in the business. They're young in their enthusiasm and energy. Each has a major track record of success, and over 50% have "hands on" radio station experience (something unusual in our business).

If you want to increase your share, call the hottest call letters in the industry.

HNWH

HILLIER, NEWMARK, WECHSLER & HOWARD
New York, Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, Philadelphia, St. Louis, San Francisco.
Broadcast deregulation heads for Hill showdown □ Fall prime time schedules set □ Sony story □
Affiliates: a look ahead to NBC, a look back to ABC

AUTUMN OFFERINGS □ NBC and CBS announce their fall lineups. PAGE 31. The head-to-head competition is charted on PAGES 32-33.

RADIO'S VICTORY □ Court of appeals backs FCC radio deregulation order, except for logging abandonment, which is remanded to the commission. PAGE 33.

SIX-GUN SOUND □ Broadcasters and their Hill allies fine tune the Tauke-Tauzin deregulation bill and line up votes for upcoming committee battle. PAGE 35.

AFFILIATE CONFLAB □ Despite continued third-place ratings. NBC affiliates remain patient and supportive of Grant Tinker, believing he is making the right moves. PAGE 37.

LAWYERS WORKING OVERTIME □ More than 100 applications arrive at FCC for 13 broadcast properties of RKO General. PAGE 38.

SONY SPEAKS □ From the ashes of World War II, Sony Corp. rose to become one of the leading equipment suppliers to both the broadcast and consumer market. In this “At Large” with Chairman Akio Morita, Sony's founding father discusses the company's rise to prominence and what it is doing to stay there. PAGE 47. A short course on Sony begins on PAGE 51.

AIRING IT OUT □ Battle over Orion application to enter international record carrier field moves to Senate hearing room. PAGE 58.

KICKS ON S. 66 □ Opponents of cable deregulation bill, AT&T and some major NLC cities, move to block or change legislation. PAGE 56.

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GO FOR IT BROKER □ Despite breaking into the field some 20 years into his professional career, R.C. Crisler has left an indelible mark on station trading, teaching his specialty to colleagues and competitors alike. PAGE 103.

FOR SALE □ Dun & Bradstreet announces all but one of its television stations are up for sale. Net worth is placed near $250 million. PAGE 70.

GIANI SPIT □ Metromedia announces 10-1 stock split at annual shareholder's meeting. PAGE 70.

SPECIAL FEELINGS □ ABC and its affiliates celebrate company's 30th anniversary. Matters of concern include preemptions, overruns, teletext and compensation. PAGE 72. Elton Rule announces he will step down by year's end. PAGE 73. Programing executives review fall prime time schedule. PAGE 74. ABC News and Sports President Roone Arledge previews the upcoming news and sports ledger on PAGES 75-76.

SPLIT SCREEN □ CBS announces it will accept 30-second ads for two unrelated products from the same company. PAGE 80.

FORWARD THINKERS □ AAA media day addresses impact new technologies will have on the old technologies. PAGE 80.

MOVIE SEARCH □ Companies are churning ahead with ad hoc network plans, despite problems of finding suitable movies. PAGE 83.

BROADCASTING REVIVAL □ General economic recovery is among chief reasons for the resurgence in station values. A look at the latest boom in broadcasting appears on PAGE 68.

Affiliates and independents alike are flocking to what promises to be the most lavish, first-run series ever to hit television.

Each week, Salute Hosted by Dick Clark, presents another superstar tribute and a parade of superstar guest performers. It's a great way to reach adult audiences in a weekly hour of outstanding musical entertainment!

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

SALUTE HOSTED BY DICK CLARK!

A Pierre Cosstte Production
An advertiser-supported series
Either way

Push for broadcast deregulation in House may come to head this week (see page 35), and informal canvass by Broadcasting shows vote could be toss-up. Of 42 members of Energy and Commerce Committee, where issue will be faced, 19 are for or leaning toward attachment of deregulation bill to FCC authorization, according to staff members; 14 are with Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) in opposition, six are undecided. Other three could not be reached.

How do members stand on Waxman-Wirth bill that would place five-year moratorium on changes in FCC's network syndication and financial interest rules? All found 18 members in favor, 15 against or leaning that way, six undecided.

Eye on Houston?

Speculation about who wants to buy Don & Bradstreet's Corinthian TV properties, that went on sale last week (see page 70), has the street buzzed with reports that CBS had rights trained on Corinthian pot of gold. (KOU-TV Houston ch. 11, CBS—one property D&B said it will hold little anger before selling. Plus factor often mentioned is Corinthian-CBS long-standing relationship: Five of six Corinthian stations re CBS affiliates and Corinthian founder, John Hay Whitney, and CBS founder, William S. Paley, were legendary friends in brodcasting.

But whoever purchases station must have substantial resources: Price is estimated in $250 million range. Although CBS insider said there is "no reason to speculate" company wants KOU-TV, CBS Chairman and President Howard H. Wyman told analysts earlier this year that sunbelt markets are where CBS "would like to have a presence." Houston is 11th ADI and rowing. CBS-owned KMOX-TV is in St. Louis, 18th.

elegraphed punch?

According to FCC officials, reading between lines of Court of Appeals in Washington decision that affirmed most of FCC's 1981 deregulation of commercial radio (see page 33) reveals at least one disturbing aspect. In broad hint that revised "logging requirement would appear preferable to outright elimination.

court, in opinion written by Judge J. Skelly Wright, took pains to point out that FCC's decision to adopt postcard license renewal form is currently pending before court. "He's holding postcard renewal hostage," one official said. In his concurring statement, however, Judge Robert Bork distanced himself from colleague. "I do not read the opinion as intimating any preconceptions as to the commission's new decision [on logging], nor do I take it to suggest a disposition of any other pending case," Bork said.

Reprise

Blue Nun wine, which had enjoyed eight heady years in radio before dropping medium in 1979, is returning. Its first spot radio campaign in four years is scheduled to begin in mid-June for four weeks in about 35 markets. Comedy team of Ann Meara and Jerry Stiller has been tapped to star again in radio spots. Agency is Cunningham & Walsh, New York. In 1978, last full year on radio. Blue Nun wine spent almost $2.2 million in radio.

Price is wrong

Will spin-off series result from NBC-TV's recent, highly successful presentation of mini-series, "V"? "Can't be afforded," was response from NBC Entertainment President Brandon Tartikoff, who said hour-long weekly series produced on level of mini-series, which was heavy on special effects, would cost network "close to $2 million per episode." NBC is negotiating with Warner Bros. Television for possible sequel to "V" that could air as six-hour mini-series during next November's ratings sweeps.

In other plans in works at NBC, Buffalo Bill, half-hour comedy produced by Stampede Productions, will begin airing this summer replacement series on Wednesday, June 1, at 9:30 p.m., following Facts of Life. If new series, 13 episodes of which have been ordered, is success, summer run is likely to be stopped, according to Tartikoff, so additional episodes can be ordered and scheduled as part of full lineup.

Numbers, please

Though differences between Home Box Office and A.C. Nielsen Co. over number of HBO homes in U.S. seemed to have been reconciled, if not resolved, reports last week said program suppliers were beginning to question subscriber counts of other pay services. Estimates derived from Nielsen sample had indicated HBO was in 6.8 million more homes than HBO's own count showed.

Since subscriber counts figure in prices suppliers get, suppliers want to be sure counts are close to mark. Whether they'll let it rest there in HBO's case remains to be seen, but HBO seemed to have been vindicated last week, though perhaps left-handed, when Nielsen spokesman said that "I have no reason to believe that [HBO's count] is not right."

Downhold

Sign of tightened times: Division and department heads of CBS/Broadcast Group received this memo late last week from CBG President Gene Jankowski: "We are announcing today a freeze on new hires... effective immediately... It is being taken in response to indications of softer than anticipated sales in the second and early third quarters."

NBC sources said there was no freeze there, as such, but that "for some time you've had to go through contortions to get a new position approved." ABC officials were en route from annual affiliates meeting and could not be reached.

More news than music

When dust settles at National Public Radio in wake of proposed budgetary cutbacks (see "In Brief"), only arts and performance offering from network, according to highly placed source, is likely to be two-hour weekday classical program. Reminder of programming menu will center on news and information.

Mutterings

Despite assurances by ABC-TV executives that broadcasting will continue to be network's primary area of commitment, several affiliates polled in Los Angeles last week remained openly skeptical about at least one new venture, recently re-named TeleFirst, overnight home entertainment recording service. One medium-market general manager questioned whether there's sufficient audience outside major cities, and, in light of recent studies suggesting much television viewing is on spur of moment, whether consumers will bother setting up recorders to receive scrambled signals during middle of night. "Even if they do take the trouble to subscribe," he grumbled, "when are they most likely to watch the playback? Prime time... and we'll be cutting our own throats."

Broadcasting May 16 1983 7
Why pay twice?

Senator Dennis DeConcini (D-Ariz.) has introduced a bill that would, in DeConcini's words, "bring equity to the relationship between copyright holders and certain superstation operators and would change the makeup of the Copyright Royalty Tribunal.

The Free Market Copyright Royalty Act of 1983 (S. 1270) would exempt cable systems from paying the higher compulsory licensing fees ordered by the CRC last fall for carrying what the bill calls "national cable broadcast networks"—superstations that pay for national rights to their programming.

"If a broadcast television station has become a national cable broadcast network with a sufficiently large national audience and advertiser base to require payment of equitable copyright licensing fees to program suppliers in direct marketplace negotiations, then the CRT and Congress should recognize and sanction such negotiations," said DeConcini in prepared remarks. "In the presence of such direct licensing practices, there is no need for the supplementary fee imposed by the CRT."

Aside from the payment of national licensing fees, to be classified as a national cable broadcast network a station's national audience would have to be measured regularly by a major rating service and its advertising rates would have to reflect the national audience.

If the bill becomes law, the immediate beneficiary would be Turner Broadcasting System's superstation WTBSTMV Atlanta, which claims to pay national rates for its syndicated programing and which meets the other criteria. TBS President Ted Turner promised such legislation last winter during the Texas Cable Show (Broadcasting, Feb. 7), and TBS sources outlined the bill last month (Broadcasting, April 4).

But Romano Romani, DeConcini's legislative director, said WTBSTMV does not necessarily qualify as a national cable broadcast network. The bill requires each superstation to go before the CRT and prove it meets the criteria. If WTBSTMV fails to do so, he said, cable systems carrying the signal will not win the exemption.

The DeConcini bill was the second bill introduced in as many weeks designed to offset part of the impact of the CRT rate hike. Two weeks ago, Representative Mike Synar (D-Okla.) introduced a bill that would allow all cable systems to carry three distant signals without paying the higher rates (Broadcasting, May 9). Both bills will have a rough go of it. Fritz Attaway of the Motion Picture Association of America, which fought for the CRT rate hike last year, said: "We will vigorously oppose any legislation that seeks to cut back, eliminate or affect the rate revision of the CRT."

New York cable snafu

Just weeks after New York's Department of Franchises was claiming that negotiations with the city's five designated cable franchises were essentially complete, the city and the franchisees gave their support to Western Union and Merrill Lynch permission to provide cable services (entertainment and non-entertainment) to businesses throughout the city with minimal regulation. As a result, at least two of the designated franchi- seas, American Television & Communications and Warner Amex Cable say there is no way their franchise agreements can be finalized if the WU-Merrill Lynch deal is allowed to go through.

The WU-Merrill Lynch deal stems from a planned Teleport to be constructed on 100-acre site on Staten Island, which, according to Warner Amex's Richard Aurelio, was initially conceived as a project to "provide an earth station farm and back-office communications park." However, the city Board of Estimate on April 28 approved a revised plan that would allow the partners to provide data transmission and other cable services throughout the city via a fiberoptics system without a franchise or, Aurelio said, it would be "a kiss good-bye" to the city. "Without any of franchise requirements in place upon the cable companies, namely franchise fee, free channel capacity to the city, access facilities and support, interconnection agreements, etc," the city cut the WU-Merrill Lynch partnership: would be 25% of net proceeds, but only after the partnership has received a 21% cumulative after-tax return on its capital investment.

In light of the proposed WU-Merrill Lynch partnership, Aurelio said, Warner Amex could not sign a franchise agreement unless it was allowed to compete on "a more equitable basis" with the proposed partners ALCM and TCI. Esposito said that given the inclusions between the proposed cable franchises and the WU-Merrill Lynch partners, ALCM would not sign a franchise agreement unless some things were changed.

The evidence

The National Cable Television Association claims to have found the "smoking gun that, according to NCTA President Tom Wheeler, proves the "goal of AT&T and TimeBell operating companies is to shut down potential competition from cable operators through any means possible." The evidence: a letter from Pacific Northwest & Cable Systems Pacific, the cable company serving Portland, Ore. In the letter, which NCTA distributed to the trade press, FN threatened to deny Cablesystems access to its poles and conduits unless Cablesystems stopped providing competing telecommunciation service. This heavy-handed proach, which has as its sole purpose the unfair elimination of competition, should not be of special interest to the Congress as it did not siders S. 66 (the cable deregulation bill Wheeler said. "In its representations to the Congress AT&T has sought to use S. 66 to ther to remove regulation necessary to pre vent anticompetitive abuses or to place restrictions on cable operators."

Congress moves south

There will be a mass migration next month from Capitol Hill to Houston. It will be senators and 22 congressmen on their way to the National Cable Television Association's annual convention at the city's A
INSURANCE SPOKEN HERE...IN PLAIN ENGLISH.

If there's anything you want to know about life and health insurance, talk to us. We'll give you straight answers without the jargon.

At the American Council of Life Insurance and the Health Insurance Association of America, English is not a second language. We've got the facts and figures on all aspects of insurance. And we know how to communicate them. And if you want to know where we stand on any subject, we'll tell you that too. In plain English.

Call us any time.

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Arthur Maier (212) 245-4198 (office); (201) 273-5867 (home)
Alexandra Kubacyzk (212) 245-4199 (office); (201) 964-9463 (home)

In Washington, D.C.:
Walter Busserwitz (202) 862-4064 (office); (301) 770-2910 (home)

We'll give you straight answers on:

- Life expectancy
- Position on legislation
- Pensions, annuities, IRA's
- Demographics, lifestyles
- Social Security
- Corporate public involvement
- Health-care costs
- Life insurance investments

American Council of Life Insurance
and Health Insurance Association of America.

Broadcasting May 16, 1983

Morrison Cafeterias □ Campaign begins on June 8 for six weeks in 60 markets, primarily in Southeast and Midwest. Commercials will run in all dayparts. Target: adults, 25-49. Agency: All Southern Advertising, Mobile, Ala.

Gulf Oil □ Campaign for service station support begins June 13 for four weeks in 23 markets. Spots will run in early fringe, late fringe and on sports programs. Target: men, 18-49. Agency: Young & Rubicam, New York.


SCM Corp. (Glidden paint) □ Campaign begins on June 27 for one week and resumes for one week each in August and September in about 105 markets.

Commercials will run in all dayparts. Target: adults, 25-54. Agency: Melcrum & Fewsmith, Cleveland.

Associated Mills □ Polenex room air purifiers and other products will be advertised on pre-Father's Day campaign starting June 13 for one week in 45 markets. Spots will air in daytime, fringe and news programs. Target: adults 25-50 and older. Agency: Kelly, Scott & Madison, Chicago.


Eckard Drugs □ Campaign for retail chain begins in about 40 markets for two weeks in early June. Spots will be inserted in prime-access and news programs. Target: adults. Agency: W.B. Doner, St. Petersburg, Fla.

ARCO Comfort Products □ Campaign for air conditioners begins on May 30 for 13 weeks in 20 markets and on 36 stations using morning drive and weather programs. Target: adults, 25-54

Associated Press Broadcast Services. Without a doubt.

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.

National spread. In its first use of network television, John Henry, shirtmaker division of Manhattan Industries has made major advertising commitment to ESPN for program sponsorship next fall. For 13 weeks from September through November, John Henry will sponsor 29 programs and run 108 TV spots on ESPN. Total expenditures were said to be in six figures, but company would not be more specific. Highlight of company's involvement will be John Henry Sports Story of the Week each Monday, but in addition, John Henry will be involved in ESPN's coverage of professional tennis and college football. Agency for John Henry is Chalk, Nissen, Hanft, New York.
Fantasy Island is a programmer's dream come true. Now available in hours or half-hours for Fall 1983.
WKBS-TV in Philadelphia has "localized" its news operation with HAWKEYE. And they've done it with a crew that was previously only experienced with film!

The changeover was quick and easy according to Glenn Romsos, Engineering Manager. "We had a hurry-up training program and then our crew hit the streets. The HCR-1 recording camera is easy to operate and our people readily adapted to this new concept in news gathering."

The versatile HAWKEYE HCR-1 recording camera captures local stories which are then programmed in with the station's CNN Headline News.

The station also has a complete HAWKEYE HR-2 studio recording/editing system and final story segments are transferred to a cartridge recorder for airing. It's all part of a new WKBS emphasis on news.

"Far Superior to ¾" Recordings"

"The HAWKEYE ChromaTrak recording format is giving us video far superior to ¾" recordings," reports Romsos. "Picture quality is one of the key reasons why we went with this system. When you compare our news footage with the same story coverage on ¾" by other stations in the city, the difference in quality is incredible."

HAWKEYE is a versatile system. It can be used for news, documentary and production applications. And it can be easily integrated into your present equipment complement. Ask your RCA Representative for all the HAWKEYE facts—camera, recorder, recording camera, complete system. Have HAWKEYE Your Way. RCA, Bldg. 2-2, Camden, NJ 08102.
Network TV climbs. Estimated expenditures of network television for first quarter of 1983 rose by 13.6% to $1,628,602,600, up from $1,433,276,300 in first quarter of 1982. CBS-TV led network pack with $562,421,000, followed closely by ABC-TV $559,150,000, and NBC-TV $507,031,500.

Food and food products led all categories in network TV spending for first quarter with $246,169,900. Other heavy investing classifications were toiletries and toilet goods, $227,282,000; automotive, $179,144,600; proprietary medicines, $177,467,200 and soap, cleaners and polishers, $81,986,000.

### January-March

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<th></th>
<th>1982</th>
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<td>Early morning:</td>
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<td>Mon.-Fri.</td>
<td>$26,026,500</td>
<td>$31,641,400</td>
<td>+21.6</td>
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<td>Daytime:</td>
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<tr>
<td>Mon.-Fri.</td>
<td>280,706,000</td>
<td>294,727,500</td>
<td>+ 5.0</td>
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<td>Sat.-Sun.</td>
<td>182,949,300</td>
<td>199,953,400</td>
<td>+ 9.3</td>
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<td>Early fringe:</td>
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<tr>
<td>Mon.-Fri.</td>
<td>74,480,400</td>
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<td>Sat.-Sun.</td>
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<td>Mon.-Sun.</td>
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<td>856,405,400</td>
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<tr>
<td>Mon.-Sun.</td>
<td>74,588,200</td>
<td>79,301,000</td>
<td>+ 6.3</td>
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<td>Total</td>
<td>$1,433,276,300</td>
<td>$1,628,602,600</td>
<td>+13.6</td>
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### By network

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<tr>
<td>Jan.-March</td>
<td>$559,150,100</td>
<td>$562,421,000</td>
<td>$507,031,500</td>
<td>$1,628,602,600</td>
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Different folks, Pittsburgh Brewing Co. has produced two sets of television commercials for advertising campaigns that break this month for its Iron City and I.C. Light brands. Marsteller Inc., client's agency, said spots for Iron City are designed to appeal to local pride and sense of community that characterizes Pittsburgh. Brand is portrayed as long-time friend, and commercial contains music that is aggressive and chunky. In contrast, I.C. Light features stylized graphic look, special effects and reggae music to emphasize energy of product to its target audience, upscale, sophisticated young adults. Campaign for Iron City begins in Pittsburgh area this week and for I.C. Light next week.

Not guilty. Panel of National Advertising Review Board found that television advertising by Procter & Gamble Co. for its Top Job liquid cleaner was not "not deceptive or falsely disparaging" to American Cyanamid's Pine Sol. NARB supported previous ruling by National Advertising Division of Better Business Bureaus which concluded that superiorly of Top Job, in diluted form, in cleaning greasy spot was substantiated. NAD also found that phrase used in Top Job's commercial, "oil and water just don't mix," indicates that oil emulsifies while Top Job dissolves in water, allowing more contact between active ingredients and greasy dirt, and was "not falsely disparaging to pine oil products."

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Agency: Pittuk Group, San Antonio, Tex.

Braun's Ice Cream Campaign for ice cream begins in June in Dallas, Tulsa, Okla., and Oklahoma City. Thirteen-week flight will air in morning, midday and evening drive. Target: adults, 25-54. In-house agency: Retail Advertising, Oklahoma City.


Schenley Campaign for Real Sangria will begin June 27 for six weeks in 15 to 20 markets. Target: adults, 18-34. Agency: Rosenfeld, Sirotz & Lawson, New York.


### Radio and TV

Adolph Coors Campaign for Coors Premium beer begins in late May in open-ended run. Flight will air in over 100 markets during sports and fringe times. Target: men, 18-34. Agency: Foote Cone & Belding, Chicago.

Pennzoil Campaign for motor oil begins first week in June and will run through Sept. 25. Flight will run three weeks on and three weeks off in 103 markets in late news, fringe and prime time on television and drive times on radio. Target: men, 18-49. Agency: Eisaman Johns & Laws, Houston.

21 Brands Campaign for Folonari red and white wines begins May 23 in 10 TV markets for six weeks and begins June 6 in 10 radio markets also for six weeks. Radio spots will air in all drive times and weekends. TV in news times. Target: adults, 25-49. Agency: Henderson Advertising, Greenville, S.C.

Flav-O-Rich Campaign for ice cream product will begin in late June for three weeks in 23 markets in television with commercials running in prime time, early fringe and daytime. Radio commercials will be carried in 125 markets throughout Southeast. Target: adults, 25-54. Agency: D'Arcy-MacManus & Masius, Atlanta.

Veisicul Chemical Herbicide and pesticide products will be advertised on farm programs for two weeks, starting May 23, in 30 markets on radio and two markets in television. Target: men, 35-54. Agency: Kenrick Advertising, St. Louis.
CAPTURE YOUR MOST WANTED AUDIENCE!

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

POLICE WOMAN. 91 hours. Available now!
This week

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

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


Sept. 8-10—Southern Cable Television Association Exhibit show Georgia World Congress Center, Atlanta. Future shows: Sept. 6-8, 1984 and Aug. 25-27, 1985, both Georgia World Congress Center.


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


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


May 17-18—Ohio Association of Broadcasters sales managers conference. Dublin Stouffer'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; C. Howard Lowe, former ABC vice president, and Tom O'Brien, vice president, Mutual Broadcasting. Dublin Stouffer's, Columbus, Ohio.


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


May 19—Public Relations Society of America, national capital chapter, meeting. Speaker: Zdzislaw Brzezinski, former Assistant to the President for National Security Affairs, and currently with Columbia University and Georgetown University Army-Navy Club, Washington.


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


May 20—Pacific Pioneer Broadcasters Association luncheon, ho ring "The Kings and Queens of TV Commercialism's Sportsman's Lodge, Los Angeles.

Warner Bros. commitment to supply the very best features continues with TV1
Stay Tuned

A professional's guide to the intermedia week (May 16-22)

Network television
- PBS: (check local times) King of America (play) [B.J. Maher], Tuesday, 9:10-10:30 p.m.; The Different Drummer: Blacks in the Military (three-part film), Wednesday, 9-8 p.m., [to air on consecutive Wednesdays]; NBC: Motion 25: Yesterday, Today, Forever (star-studded anniversary special), Monday, 9-11 p.m.; Jacobo Timerman: Prisoner Without A Name, Cell Without A Number (TV movie), Sunday, 9-11 p.m.; ABC: "Death on the Nile" (1978), Monday, 8-11 p.m.; Hollywood's Private Home Movies (entertainment special), Sunday, 8-9 p.m.; Parade of Stars (benefit for the Actors Fund), Sunday, 9-11 p.m.

Cable
- WOR-TV New York: America at the Movies (retrospective of popular, American movies), 8-9 p.m.; WTBS: Ike: The War Years (Eisenhower documentary), Saturday, 1:05-5:05 p.m.; HBO: The Terry Fox Story (original HBO movie), Sunday, 8-10 p.m.

Museum of Broadcasting
- (1 East 53d Street, New York) Writing for Television, seminar with author John Mortimer, Wednesday, 12:15-2 p.m.; British Television: As They Like It, exhibit of more than 40 British programs, now-July 9.

*indicates a premiere episode

May 18

SONY FORMALLY INTRODUCES THE ECM 50-PBW.

Covering the Emmys? The Grammys? The Oscars? Or merely a little tête-à-tête with the President of the United States in front of 40 million people? You'll find the world's most preferred broadcast mic is now even more suited for the occasion. Because the legendary Sony ECM 50 lavaliere mic now comes in an elegant, black satin finish.

Ask your Sony dealer about the ECM 50. It's what all the best-dressed newscasters will be wearing this year.

Sony Communications Products Company, Sony Drive, Park Ridge, New Jersey 07656. © 1983 Sony Corp. of America. Sony is a registered trademark of the Sony Corp.

Errata

"Rep Report" in May 2 issue assigning WOOF-AM-PM Dothan, Ala., from Lotus Representatives to Weiss & Powell was in error. Stations have dropped Lotus, but have no new national rep yet.

WMFD(AM) Wilmington, N.C., is 1 kw full time on 630 kHz, and not daytimer as reported in "Changing Hands," in the April 18 issue.
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.
er George Back, president, All American Television, on "Special Interests and Special Audiences—What the Networks Can't and Won't Broadcast." Copacabana, New York.


ITFS initiative

EDITOR: The current overtheated Instructional Television Fixed Service issue could be defused if the FCC would follow its own Subsidiary Communications Authority and tele-text lead and allow educational institutions, public broadcasters and others now currently qualified to apply for ITFS channels to use their excess spectrum for commercial purposes in support of their educational mission. To make the most efficient use of the spectrum and provide these financially pressed nonprofits a potential source of support, the FCC need only do three things: 1. Add the following phrase to the end of paragraph (a) Part 74.931 of the present rules: ... or the transmission of any other cultural, entertainment, sports or informational material these institutions believe consistent with their overall mission. 2. Delete paragraph (d) of Part 74.931, the section that allows ITFS to be used as point-to-point relays. Forbidding this wasteful use of spectrum and opening up to ITFS licenses the point-to-point use of other microwave frequencies (including those now available for television station studio to transmitter links) will free up hundreds of channels nationwide for possible commercial use by educators and public broadcasters. 3. Make ITFS a hybrid service, part broadcast, part common carrier. As "uncommon carriers," ITFS operators can either program their own channels or lease time to other channels to other programmers, either education entrepreneurs, consortia of institutions or for-profit program suppliers. These three simple steps and the reaffirmation by the FCC that ITFS channels will remain reserved solely for use by educational and public broadcasting entities for instructional and or commercial use as they see fit, will solve the problem fully in the public's best interest. The nonprofits will be able to help support their educational programming and millions of Americans will have an opportunity to receive additional television programs—movies, sports presentations, cultural and informational programs—at reasonable cost. What could be a better goal for wise and prudent spectrum management?—Michael R. Kelley, PhD, director of telecommunications, George Mason University, Fairfax, Va.

In agreement

EDITOR: As one who has been advocating the same cause for several years, I can say only "Amen" to Laurence Steadman ("Monday Memo," May 2). Anybody promoting technology for its own sake ought to take a close look at the profit/loss statements surrounding the Concorde and the Picturephone.—Steven B. Weissman, director, information services analysis, International Resource Development Inc., Norwalk, Conn.

Raising the umbrella

EDITOR: In the early days of radio, there were clear channels, regional channels and local channels. Each had different problems. The National Association of Broadcasters was intended to be 'one big umbrella,' under which each group could serve its best interest, but the NAB could speak as one voice for the entire industry.

As time went by, radio became an electronics industry, including TV (U's & V's), FM, cable, networks, satellites, DBS, etc. There is no question about it, NAB had neglected radio... yet there was more radio than all the others put together! NRBA was organized to serve radio... with more than 1,000 members.

But, the original intent and purpose and problem still exist. Our electronic broadcasting industry should speak with one solid loud voice. Has the time come for NRBA to get under the NAB "umbrella" but retain its radio interest?

NAB has learned its lesson. It should speak with one loud voice for all electronic broadcasting groups... equally. And radio, the bedrock foundation of broadcasting, should always vigorously maintain its identity and purpose. But let's have one big NAB "umbrella" for all.—David W. Palmer, vice president/ general manager, WATHAM-WXTRQFM Athens, Ohio.

On cameras

EDITOR: In an article on the 1983 NAB convention in your April 25th issue, BROADCASTING mentioned "a quick check with NBC" led you to say: "It seems that RCA sent NBC the cameras" (20 RCA Hawkeyes) "as replacements for TK 76 ENG cameras that RCA could no longer make work properly."

The statement as you printed it is incorrect. What is correct is that NBC is trading in 13 TK 76 "C" cameras, which was a limited version of an RCA camera purchased specifically for an aborted use in the 1980 Olympics. All 13 of these cameras are, or could be, in working order and most of them are currently being used in our operations.—Michael J. Sherlock, executive vice president, operations and technical services, NBC, New York.
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.
The FM fallacy of average quarter-hours

FM radio is a monument to average quarter-hour listening. It's "all music all the time," and nearly all music programming generates long listening spells. For media buyers who evaluate radio stations solely upon "average-quarter-hour-listening" levels and derivations of AQH like "shares" and "rating points," most successful FM stations are shoo-ins these days.

For program consultants who have devised methods, techniques and machinations that increase quarter-hour listening, there is a lot of money to be made. Many of these guys employ mirrors and rubber clocks to delude listeners into perceiving that they actually listened five more minutes per hour than they really did. Generously, Arbitron grants 15 minutes listening credit for the five minutes alleged. There is quite an incentive there. It is sort of a "three times reality" phenomenon that media buyers are more willing to accept than a station's "cumulative audience" estimate.

Some new-program consultants are on the scene these days. They advise clients to play at least 35 minutes of continuous music. This, of course, guarantees a station 45 minutes of listening credit in that hour. Playing this Arbitron-authorized and media buyer-endorsed rubber clock gamut is par for the course. But what happens here is that all the commercials and information elements are lumped into the last 25 minutes of the hour. Listeners are inundated and tune out, but what? The media buyer got what was wanted: three quarter-hours worth of listening. And isn't that what average quarter-hour radio is all about? The advertiser got to be part of the information irritation and overload that precipitated eventual tune-out.

Jim Shulke, the genius of beautiful music, was very successful at creating the illusion of "All Music All The Time." That is his copyrighted slogan. It explicitly excludes commercials. This notion made him rich. In the '80's we witness and even applaud broadcasters like Gary Stevens at Doubleday who launches stations with a "commercial free" pledge. His success, and that of others who employ this strategy, is a matter of record.

"Commercial-Free Music Sweeps," "All Music All The Time" and "Commercial-Free" radio have made many media buyers very happy. They have made many broadcasters very successful and many programers and syndicators legendary.

Low-overhead FM's, with high quarter-hour listening levels have really put it to AM stations with "cost efficient" pricing. But, I believe that if you get something cheaply or for nothing it's probably worth what you paid. What we FM broadcasters forget or forsake is our franchise as an advertising medium. Our raison d'etre.

When we employ techniques and methods designed to extend average quarter-hour listening at the expense of having commercials heard, we are conspiring with the ill-conceived and vacuous notions of media people who encourage average quarter effectiveness to usurp the conditions that create commercial effectiveness. We must sell against this folly, or we will inflict great harm to the worthiness and power of our medium... our advertising medium. If the stations that program anhitheletic to commercial effectiveness prevail, the medium itself will succumb.

The programers, syndicators and broadcasters that I seem to be indicting are only responding to the media buyers' requisite. That is good marketing. The media buyers that I seem to be indicting are only responding to the media director's directive: Buy the stations that have the largest average quarter-hour ratings at a lower rate than they need to charge. God bless the poor media buyer; that's a challenging assignment. And, if you agree with me, a perverse one. Who are these media directors and who are the coming from?

Not too long ago, a well-respected "medi person" named Ed Papazian had an article published lamenting that today's FM's are being programmed as AM's were for a couple of glorious decades. There are personality who chatter," sports reports, newscast: weathercasts, a host of other services an features and, God forbid, commercials. E Papazian's lament is disturbing. He makes his living in the advertising business. 1st last thing in the world that he should be advocating is unobtrusive, commercial-free radio. Imagine the poor media buyer who must go to Ed to try to rationalize why he wants to buy station A instead of station B. Station A has full service, attention-getting programming with personalities who sell products. It places commercials even throughout the hour, integrating them in the programming. Station B is a juke box that guarantees listeners commercial-free music sweeps. At the end of the sweep it reminds listeners to tune at the top of the hour for the next sweep. It then goes into a couple of heavy commercial clusters, news, information, etc. Station B has big quarter-hours, but it is cheap. Good luck, Station A.

It is no wonder that for FM broadcasters the temptation is to invalidate our commercial franchise with real or illusory programming techniques and rake in the dough for media buyers who want large quarter-hour sweeps.

On the other hand, the challenge is to program a format that is obtrusive, one that integrates compelling information and entertaining personality involvement into the music environment so that listeners are provoked into an information assimilating mood, and therefore, affected by and affected by the commercials that run adjacent to the nonmusic elements. The challenge is to program a balance that not only attracts music lovers but maintains their allegiance through commercial breaks.

Our job as broadcasters (marketers) is sell the media buyers, the media directors and their clients if necessary, on the real values of good commercial radio and to assume that these values are, in fact, listeners who tune in when commercials are aired.

The temptation is to go cheap and empl simple devices that attract the all-music listener and the all-quarter-hour buyer. The challenge is to invest money and expertise in commercial balance between music entertainment and nonmusical elements in order to attract a listening audience that enjoys the programing and accepts the commercial franchise. It's a cliché to say it, but average quarter-hours, short ones, long ones, don't buy products. We've got clinging dearly to that simple assertion.
"My Favorite Martian" has returned to earth to become an important part of your early fringe and daytime comedy block. Join the promotion minded stations that are blasting-off with this highly promotable show starring Bill Bixby and Ray Walston.

ALREADY SOLD IN

Albany
Albuquerque
Birmingham
Cape Girardeau
Cleveland
Columbus
Denver
Fargo
Green Bay
Greensboro
Hartford
Honolulu
Houston
Jackson
Kansas City
Las Vegas
Memphis
Miami
Norfolk
Phoenix
Portland
Richmond
Sacramento
Spokane
Springfield
St. Cloud

Distributed by Telepictures CORPORATION

In Association with Lee Enterprises
The tradition continues...
The winning combination does it again!

Best-selling book
Based on Colleen McCullough's monumental international best-selling novel about the life of an Australian frontier family.

Top miniseries producers
Created with lavish production values by the successful "Roots" producers, David L. Wolper and Stan Margulies.

Outstanding cast of stars
Presenting the most talented and carefully selected cast of stars ever assembled in the history of television.

Captivating epic saga
Spanning over 50 years, the sweeping 10-hour epic propels the audience from the outback of Australia to the inner chambers of the Vatican.

Huge rating success
Just like "Roots," THE THORN BIRDS attracted record-setting national television audiences on successive nights of the week.

Broad critical acclaim
Reviewers praised the film and every aspect of it—acting, writing, directing, photography, settings, costumes, and music.
THE THORN BIRDS delivered more homes than any miniseries in the history of television.

<table>
<thead>
<tr>
<th>Miniseries</th>
<th>Duration</th>
<th>Network</th>
<th>Avg. Aud. Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>THORN BIRDS</td>
<td>(10 hours, Mar. '83)</td>
<td>ABC</td>
<td>34,900,000</td>
</tr>
<tr>
<td>WINDS OF WAR</td>
<td>(18 hours, Feb. '83)</td>
<td>ABC</td>
<td>32,130,000</td>
</tr>
<tr>
<td>ROOTS</td>
<td>(12 hours, Jan. '77)</td>
<td>ABC</td>
<td>32,000,000</td>
</tr>
</tbody>
</table>

THE THORN BIRDS now ranks as the 2nd highest rated miniseries in the history of television.

<table>
<thead>
<tr>
<th>Miniseries</th>
<th>Duration</th>
<th>Network</th>
<th>Avg. Rating</th>
<th>Avg. Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROOTS</td>
<td>(12 hours, Jan. '77)</td>
<td>ABC</td>
<td>45.0</td>
<td>66</td>
</tr>
<tr>
<td>THORN BIRDS</td>
<td>(10 hours, Mar. '83)</td>
<td>ABC</td>
<td>41.9</td>
<td>59</td>
</tr>
<tr>
<td>WINDS OF WAR</td>
<td>(18 hours, Feb. '83)</td>
<td>ABC</td>
<td>38.6</td>
<td>53</td>
</tr>
</tbody>
</table>

THE THORN BIRDS dominated its time period each of its 4 successive evenings on ABC-TV.

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Duration</th>
<th>Avg. Rating</th>
<th>Avg. Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday (3/27/83)</td>
<td>8-11 pm</td>
<td>(3 hours)</td>
<td>39.5</td>
<td>55</td>
</tr>
<tr>
<td>Monday (3/28/83)</td>
<td>9-11 pm</td>
<td>(2 hours)</td>
<td>42.5</td>
<td>59</td>
</tr>
<tr>
<td>Tuesday (3/29/83)</td>
<td>9-11 pm</td>
<td>(2 hours)</td>
<td>43.2</td>
<td>62</td>
</tr>
<tr>
<td>Wednesday (3/30/83)</td>
<td>8-11 pm</td>
<td>(3 hours)</td>
<td>43.1</td>
<td>62</td>
</tr>
</tbody>
</table>
The "TOP TEN" television audiences of all time!

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Air Date</th>
<th>Network</th>
<th>Average Audiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>MASH (Final episode)</td>
<td>2/28/83</td>
<td>CBS</td>
<td>50,230,000</td>
</tr>
<tr>
<td>2</td>
<td>DALLAS (Who Shot J.R.?)</td>
<td>11/21/80</td>
<td>CBS</td>
<td>41,470,000</td>
</tr>
<tr>
<td>3</td>
<td>SUPER BOWL XVII GAME</td>
<td>1/30/83</td>
<td>NBC</td>
<td>40,480,000</td>
</tr>
<tr>
<td>4</td>
<td>SUPER BOWL XVI GAME</td>
<td>1/24/82</td>
<td>CBS</td>
<td>40,020,000</td>
</tr>
<tr>
<td>5</td>
<td>ROOTS (Part 8)</td>
<td>1/30/77</td>
<td>ABC</td>
<td>36,380,000</td>
</tr>
<tr>
<td>6</td>
<td>THORN BIRDS (Part 3)</td>
<td>3/29/83</td>
<td>ABC</td>
<td>35,990,000</td>
</tr>
<tr>
<td>7</td>
<td>THORN BIRDS (Part 4)</td>
<td>3/30/83</td>
<td>ABC</td>
<td>35,900,000</td>
</tr>
<tr>
<td>8</td>
<td>THORN BIRDS (Part 2)</td>
<td>3/28/83</td>
<td>ABC</td>
<td>35,400,000</td>
</tr>
<tr>
<td>9</td>
<td>SUPER BOWL XIV GAME</td>
<td>1/20/80</td>
<td>CBS</td>
<td>35,330,000</td>
</tr>
<tr>
<td>10</td>
<td>SUPER BOWL XIII GAME</td>
<td>1/21/79</td>
<td>NBC</td>
<td>35,090,000</td>
</tr>
</tbody>
</table>
"THE THORN BIRDS
All that's left now are the Emmys"
—George Makstian, New York Daily News

"Clearly they (Wolper and Margulies) are comfortable with sweeping stories of tragedy and triumph. In this instance, they have brought together a sturdy teleplay, generally faithful to the novel, by Carmen Culver, some uncluttered direction by Daryl Duke, majestic photography by Bill Butler and splendid production designs by Robert MacKichan." —John J. O'Connor, The New York Times

"Chamberlain, one of America's true leading men, is perfect as the ambitious, handsome priest. It isn't hard to understand how this priest could captivate a family and excite the church fathers in Rome." —Ken Hoffman, The Phoenix Gazette

"...The Thorn Birds is a significant contribution to the genre of the TV novel!" —Harriet Van Horne, Newsday

"...The Thorn Birds is unquestionably television of epic proportions." —John Snell, Seattle Post-Intelligencer

"...it's Miss Ward who steals the film, combining uncommon beauty with intelligence. She may be one of the most sensuous actresses of our time."
—Steve Reich, TV Week (Gannett)

"Performances are top-notch, and Barbara Stanwyck's last, impassioned speech may well be remembered as the pinnacle of her career." —US Magazine

"In the masterful hands of the men who developed Roots (executive producer David Wolper and producer Stan Margulies), this adaptation teems with riveting spectacle: simple country fairs and sumptuous dinner parties, rollicking sheep-shearing contests and haunting Vatican ceremonies."
—Newsweek Magazine

"The Thorn Birds is an 'epic' in the original Hollywood meaning of the term." —Bill Donaldson, Tulsa Tribune

"It is wonderfully cast and performed ... and Richard Kiley, farmer Paddy Cleary, (gives) possibly his best performance ever."
—Judy Flander, Syndicated Columnist

"By any standards—movie, TV, miniseries—Thorn Birds is a gem. It is beautifully acted, brilliantly filmed, crisply written. It has moments of sheer eloquence."
—Mike Hughes, Lansing State Journal

"This is one of the best castes ever assembled in one vehicle and they play their roles with depth and care under Daryl Duke's direction."
—Barbara Holspopple, Pittsburgh Press

"There are powerful scenes, startling shots, forceful performance and a brooding sensuality that really is—for a change, on television anyway—broodingly sensuous."
—Tom Shales, Washington Post

"The Thorn Birds is beautifully photographed, powerfully formed and intelligently written."
—Michael Douvan, San Francisco Examiner

"Richard Chamberlain triumphs as the priest..." —Peter Farley, Portland Oregonian

"The Thorn Birds was good literature. This week it also began good drama..." —Editor, The Catholic Free Press

"Then there's Jean Simmons as the cold, forlorn Fiona Cleary... Meggie's mother. This is one of the best roles accomplished actresses has had in a good many years, and she is superb in it."
—The New York Times

"As for Ward... she is stunningly beautiful and commands screen's attention every scene she's on."
—Alan Pergament, Buffalo Evening News

"...one of the most distinct miniseries in television history..."
—Dave Moniaci, Jacksonville Times-Union

"It's Plummer actor of immeasurable taste, whose performance as Paddy Cleary's wife Verchese..."
—Kay Gardneer, New York Daily News

"...a new standard in miniseries quality has been set."
—Carolyn Wyrsch, New Haven Register
"Bryan Brown doesn't have a large role, but he seems so natural, so in command, that his performance may be the movie's best."  
- Steven Reddick,  
Dallas Times Herald

The Thorn Birds is a magnificent and awarding effort and will dominate the thoughts of the American public long after the week is over. It is beautifully adapted from a ravelous, totally romantic novel, brilliantly cast, authentically filmed."  
- Jerry Kupnick,  
Newark Star-Ledger

"Mare Winningham, as Ward's feisty daughter, turns in a must-see performance..."  
- People Magazine

"The Thorn Birds is one of the best of the genre to date...a rare gem."  
- Jimmy Brown, Shreveport Times

"Richard Chamberlain has moments of near-genius as the ambitious Father Ralph de Bricassart."  
- Diane Holloway,  
Austin American Statesman

"I still can't get the themes—musical, spiritual or intellectual—out of my head."  
- Marilyn Preston,  
Chicago Tribune

"...more good performances than in any miniseries since Roots...You expect good work from veterans like...Holliman and you get it."  
- Bob Wisehart,  
Syndicated Columnist

"One of the most startling performances is turned in by Ken Howard, who plays a German who falls in love with Meggie's cynical daughter..."  
- Lynda Hirsch,  
Syndicated Columnist

"The Thorn Birds is a notable artistic achievement."  
- Eric Mink,  
St. Louis Post-Dispatch

"It is almost perfectly cast, intelligently written and acted, beautifully appointed and photographed—in short, it is a painstaking and altogether exceptional production."  
- Jeff Debell,  
Roanoke Times and World News

"Well, it's all over. Wasn't it wonderful? I, for one, didn't want it to end."  
- George Maksian,  
New York Daily News

Rachel Ward has scored a triumph for both Meggie and herself."  
- Fred Rothenberg,  
AP Television Writer

"The Thorn Birds is a magnificent production, lovingly produced and brilliantly acted. It is the rarest of TV events—a consuming love story that probes deeply into the mystery of human relationships. It should hold you spellbound for all 10 hours and leave you emotionally exhausted at the agonizing finale!"  
- Ron Miller,  
San Jose Mercury News

"Laurie, as usual, is a show-stopper. She plays Anne Mueller, the crippled woman Meggie works for after she marries Luke. Laurie is an elegant performer."  
- Mal Vincent,  
Norfolk Virginia-Pilot

"...a compelling novel for television, probably the best viewing 10 hours you'll ever watch. Don't miss it!"  
- Rudi Alexander,  
Paterson Evening News

"She (Sydney Penny) should be declared a national treasure...This child fills the screen with charm and grace while snaring your heart with a shy grin."  
- Bob Stewart,  
San Antonio Light

"It is an ocean of emotion, of love..."  
- Jeff Debell,  
Roanoke Times and World News

"Bryan Brown doesn't have a large role, but he seems so natural, so in command, that his performance may be the movie's best."  
- Steven Reddick,  
Dallas Times Herald

The Thorn Birds is one of those television experiences to be sired like premium wine."  
- Nancy McAlister,  
Jacksonville Journal

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When the man on the right wanted the world to listen, he talked to the man on the left. And the man on the left was ours.

While a fanatic held the rest of the world at bay, nearly six thousand AP Broadcast members came within five feet of him.

Cold, unabashed fear twisted his gut as AP correspondent Steve Komarow eased toward a nervous bomber and what he believed was 1,000 lbs. of explosives.

Just minutes earlier, the news had electrified the crowd of reporters gathered near the Washington Monument: Mayer wanted to talk to a media representative.

A voice—Komarow's—rose over the din. He pleaded that a wire service representative should have a chance at the guy. A police spokesman recognized him, and singled Komarow out.

Why? Was it his reputation? Was it luck? Or was it his tenacity—his determination not to be swallowed by the faceless wall of newspeople, huddled behind the restraining ropes? Each relating the same story, from the same perspective.

It was all of that. And for five hours, it was Komarow who stepped in and out of Norman Mayer's killing zone.

Suddenly, an engine roared. Shots rang out. And Mayer lay dying.

In the end, one reporter—Komarow—had a headline story. The others were left with sidebars. One reporter knew first-hand what made Norman Mayer tick.

One reporter, and nearly six thousand AP radio and television members.

If you're determined to give your listeners a closer look at the newsmakers, contact Glenn Serafin, Associated Press Broadcast Services. (212) 621-1511.

Associated Press Broadcast Services. Without a doubt.
he networks are ready with the first drafts of their fall prime time schedules; tight race predicted; lots of mini-series and films among the offerings

\[ \text{IBC and CBS unveiled their fall prime time neups for the advertising community in New York last week. Strategies revealed by both networks, combined with those outlined in ABC's plans for next season, announced a week earlier (BROADCASTING, May 9), point to the possibility of a more competitive race among the three.} \]

\[ \text{NBC, which finished the recently ended season three rating points behind the other two networks and without a consistently winning lineup on any night of the week, has assembled a Tuesday roster that many observers believe could be a winner, and a Saturday lineup some predict will shake ABC's dominance of that night. CBS, which won 99 out of 29 weeks last season on the strength of its Thursday, Friday and Sunday neups, hopes to add Monday to that list next year, and to experiment with introducing new series late in the fall, after heavy competition during the baseball playoffs, the World Series and the November sweeps has ended. To that end, it surprised many observers by leaving three movie nights—Tuesday, Wednesday and Saturday—in its schedule.} \]

\[ \text{Other surprises included cancellation of BS's Archie Bunker's Place and NBC's one and retention of NBC's critically-acclaimed, but consistently poor ratings:chiever, St. Elsewhere. Both NBC and CBS have heavier commitments to mini-series next year and both claim better-than-average movie packages.} \]

\[ \text{In what NBC Entertainment President Brandon Tartikoff called the "reversal" of a traditional network pattern, NBC plotted more comedy programming than either of the two networks for next season, charting total of 10 half hours in comparison with 50 for ABC and six for CBS. "This is the first time in modern history that NBC has been the network with the most comedies," said Tartikoff, who is hoping a pattern established by CBS in the 1960's and by ABC in the 1970's that "the network that is number one in comedies is number one" will continue.} \]

\[ \text{NBC scheduled nine new programs for fall, including three half-hour comedies and six-hour-long drama series. It retained six movie nights—Sunday and Monday— as a "heavy movie inventory," al-} \]

\[ \text{though, according to Tartikoff, it had "enough in the way of production" to go to six nights of series. "We're primed to go to six nights next year," he said. "I believe that is the future of network television."} \]

\[ \text{On Monday, NBC replaced Little House on the Prairie: A New Beginning, with a new series about the rise of a country music star in Nashville in the 1950's. On Tuesday, it will continue opening the night with A Team, a program Tartikoff said has the "highest Q score (a measure of audience satisfaction) of any show on television." Following it will be Remington Steele and the new MTM Enterprises entry, Bay City Blues.} \]

\[ \text{St. Elsewhere replaces the canceled Quin-} \]

\[ \text{on on Wednesday at 10 p.m., while the rest of that night will line up as it did last fall: Real People, followed by Facts of Life and Family Ties. Tartikoff expressed surprise at CBS's scheduling of a hospital drama, Cutter to Houston, at 8 p.m. Wednesday, a move he said would make Real People "the comedy alternative" in the time period, especially if episodes skewing heavily toward women and younger viewers are plotted for early fall.} \]

\[ \text{On Thursday, NBC will open with half-hour comedies, Gimme a Break and Mama's Family. Following them will be We Got It Made, a new half-hour comedy from Fred Silverman's InterMedia Entertainment about a pair of young male roommates who hire a beautiful young live-in maid. Following that will be Cheers, which Tartikoff noted has gained four share points since moving to the same time period this spring, in front of Hill Street Blues.} \]

\[ \text{Friday's all-new lineup represents NBC's biggest gamble, although a similar move last fall yielded a surprise success in Knight Rider and the relatively successful Remington Steele. In a lineup Tartikoff described as "high concept," NBC will open Friday with Mr. Smith, a half-hour comedy from the producers of the now-eliminated Taxi, about an orangutan with an I.Q. of 256 and the ability to talk, who becomes a consultant to the U.S. government and lives in Washington with a brother who in temperament bears a strong resemblance to former President Jimmy Carter's brother, Billy. Following Mr. Smith will be Jennifer Slept Here, a half-hour comedy—not well received by the advertising community last week—about an adolescent boy who moves with his family to a house in California that is haunted by the glamorous ghost of a dead movie star, who} \]
appears to no one but him. *Manimal*, an hour-long drama about a handsome young professor who uses his ability to change himself into any kind of animal to moonlight at solving crimes, follows *Jennifer* and follows that is a semi-serialized hour-long drama. *For Love and Honor*, which bears a resemblance to the hit movie, "An Officer and a Gentleman." NBC is hoping a weakened *Dukes of Hazard* will provide an opening for Mr. Smith and that *Manimal* will overpower what Tartikoff called "takable" competition from ABC’s Lottery to become second to *Dallas.* CBS is expected to continue winning Friday, however.

*Different Strokes* and *Silver Spoons* will continue opening NBC’s Saturday-night lineup, but they will be followed by *The Rousters,* a new, comedy-adventure series starring Chad Everett as the great-grandson and namesake of Wyatt Earp, who lives with his mother, a cantankerous 85-year-old bounty hunter, and his brother, an "off-the-wall" sidekick who often gets in Wyatt’s way. The *Yellow Rose,* an hour-long series set on a Western ranch follows *The Rousters* and stars Chuck Connors. Edward Albert Jr., Sam Elliott, Cybill Shepherd, Susan Anspack and David Soul. *Silver Spoons* will feature a new character next season—a robot.

A revamped *NBC Monitor,* which Tartikoff said will have a "new tone" and will be "harder edged" than its present version, will be NBC’s entry against 60 Minutes next year. NBC Entertainment had proposed *Pax* for that slot, according to Tartikoff, but *Pax* overruled by the network itself. The *NBC Monitor,* which Tartikoff said may be named before fall, will feature an investigative unit and periodic special reports by "NBC News journalists." A sports magazine produced by Ohlmeyer Communicative and tested this spring failed to capture significant ratings, according to Tartikoff, who said viewers appear to feel they have enough sports on weekends.

Following *Monitor* will be *Knight Rider* an entry CBS senior vice president for entertainment. Harvey Shephard, called his network’s most serious competition that nig Against it on CBS will be *Alice* and *One Life At a Time,* both transplanted from other time periods. Following them will be *The Jeffs,* *Goodnight Beantown* and *Trapper John.*

Monday carries an almost all-new line for CBS, starting with a one-hour come adventure series. *Scarecrow and Mrs. King* about a divorced housewife who become partner to a CIA agent. *M*A*S*H* which will feature *M*A*S*H* character Colonel Potter, Corporal Klinger and Half Malchey working together in a veteran hospital in Hannibal, Mo., follows at 9 p.m. and is followed by *Newhart,* *Navy,* a new serialized drama about the lives of a naval base commander and his three daughters will air at 10 p.m.

On Tuesday and Wednesday, *CBS Crows* precede its movies with one-hour drama *Mississippi* and *Cutter to Houston,* respectively. The former has enjoyed considerable success as a spring limited-run set on Fridays, following *Dallas.* *Cutter Houston* features three young doctors crutied from a Houston hospital to run a hospital in a small Texas town.

CBS’s scheduling of three movie nights for early fall “is an experiment that’s never been tried before,” according to Shepha who maintains it is no longer possible to launch a new, half-hour comedy at o’clock. Series already ordered as possi

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**Charting the competition**

Here is a night-by-night map of the prime time schedules announced by ABC, CBS and NBC for next fall. Together, the networks plan 18 hours of new series programing, six from ABC, four-and-a-half from CBS and seven-and-a-half from NBC. Fourteen of the new shows are hour-long dramas, while eight are half-hour comedies. NBC returned eight shows that premiered last season, ABC, two and CBS, three. The new slogans promoting the fall schedules will be, “That Special Feeling,” for ABC, “We’ve Got The Touch,” from CBS and “Be There,” from NBC.

* indicates new show;
** indicates new time period.

### Sunday

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<tr>
<td>7:00</td>
<td>Rolfe’s Believe It or Not (Easter Columbia)</td>
<td>60 Minutes (CBS News)</td>
<td>NBC Monitor* (NBC News)</td>
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<td>7:30</td>
<td>Hardcastle &amp; McCormick* (Stephen J. Cannell)</td>
<td>Alice** (Warner Bros.)</td>
<td>Knight Rider** (Universal)</td>
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<td>The Jeffersons (Embassy)</td>
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<td>Goodnight Beantown** (B) &amp; (Warner Bros.)</td>
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<td>NBC Sunday Night at the Movies (Various)</td>
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<td>Trapper: John, M.D. (Frank Glickman/Don Brinkley/20th Century-Fox)</td>
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<tr>
<td>10:00</td>
<td>ABC Sunday Night Movie (Various)</td>
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<tr>
<td>8:00</td>
<td>That’s Incredible (Alan Landsburg)</td>
<td>Scaecrow and Mrs. King (Warner Bros.)</td>
<td>Boone* (Lorimar)</td>
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<tr>
<td>8:30</td>
<td>After M<em>A</em>S<em>H</em> (20th Century-Fox)</td>
<td>Happy Days** (Miller/Milks/ Hendersott/ Paramount)</td>
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<td>After M<em>A</em>S<em>H</em> (20th Century-Fox)</td>
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<td>ABC’s Monday Night Football (ABC Sports)</td>
<td>NBC Monday Night At the Movies (Various)</td>
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<td>Navy* (Esther Shapiro/20th Century-Fox)</td>
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<tr>
<td>8:00</td>
<td>Just Our Luck* (Lawrence Goddard Lorimar)</td>
<td>The Mississippi** (Ralph Waite/ Hapelton/Warner Bros.)</td>
<td>The A Team (Stephen J. Cannell)</td>
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<td>Happy Days** (Miller/Milks/ Hendersott/ Paramount)</td>
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<td>Remington Steele (MTM)</td>
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<td>Yes, But I’m Married* (Carsey/ Werner)</td>
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<td>10:00</td>
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<td>CBS Tuesday Night Movie (Various)</td>
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<td>10:30</td>
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<td>Hart to Hart (Spelling/ Goldberg/Rona B)</td>
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<tr>
<td>8:00</td>
<td>The Fall Guy (Lorimar/20th Century-Fox)</td>
<td>Cutter To Houston* (George Schalitter/ M&amp;M/UA)</td>
<td>Real People (George Schalitter/MTM)</td>
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<td>8:30</td>
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<td>Dynasty** (Spelling- Goldberg)</td>
<td>Facts of Life (Embassy)</td>
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<td>Family Ties** (UBU/ Paramount)</td>
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<td>Remington Steele (MTM)</td>
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<td>Bay City Blues* (MTM)</td>
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* broadcasting May 16 1983
placements for one of the movie nights are Ian Alda’s "Four Seasons," Micky Spillane’s "Like associative and Matin Mazzoni, a comedy CBS has had in development since last season.

Thursday and Friday, CBS powerhouses its past season, remain intact, while on Saturday, a new, one-hour adventure series, "Kid's Kids," will make its debut. In it, a group of suburban teenagers use their knowledge of computers and other talents to solve mysteries.

CBS is bolstering its schedule next year with its largest ever commitment to miniseries, totaling more than 30 hours. Scheduled are "Chief's Six" (six hours), starring Charlton Heston. Andy Griffith, Wayne Rogers, Paul Arzino and Victoria Tennant: "George Washington" (eight hours); Robert Kennedy and His Times (six hours); Master Of The Game (four hours) and The Gambler II (four hours) starring Kenny Rogers. Bruce Boxleitner and Linda Evans.

Drama specials planned for CBS next season include John Paul II, starring Albert Nance’s "Demo;" Donald, starring Treat Williams; and "The Lost Movie" of Kathryn Beck, starring Marlo Thomas and Kris Kristofferson: "Rita Hayworth: The Love Goddess," starring Lynne Carter and Tracey Gold; starring George Segal and Shelley Hack.

Made-for-TV movies, which proved to be among the strongest contenders for viewers pay-cable homes, will gradually become distinguishable from theatricals, according to Shepard, because the networks are vesting more in their production and casting. Today’s made-for-TV movie costs about 00,000 more than did most made-fors of two years ago, said Shepard, who said, "The days of low-budget, back-lot made-for TV movies are gone."

Theatrical features on CBS next season, a package the network felt was strong enough to warrant the production of fewer made-fors, will include "Star Wars," "Coal Miner’s Daughter," "Chariots of Fire," "Mommie Dearest," "Atlantic City," "Taps," "Four Seasons" and "Excalibur."

On NBC, mini-series next season will include "Kennedy" (seven hours), starring Martin Sheen. Blair Brown, E.G. Marshall and John Shea: "Princess Daisy" (four hours) featuring Lindsay Wagner, Claudia Cardinale, Stacey Keach, Robert Urich and Ricardo Signo and "Celebrity" (six hours).

Radio dereg gets high sign from Court of Appeals

FCC’s 1981 ruling is upheld, with exception of provision eliminating logging requirements

In a move that appears to bode well for broadcasters, the Court of Appeals in Washington has upheld most of the FCC’s 1981 deregulation of commercial radio.

In an opinion released last week, the court returned to the commission for further consideration only that part of the decision eliminating logging requirements.

Although the court said it had "several reasons," it said it couldn’t say the FCC had overstepped the bounds of either its statutory authority or its administrative discretion in eliminating quantitative guidelines for nonentertainment programming. Formal ascertainment procedures and quantitative guidelines for commercial time—the FCC initiatives were affirmed.

The FCC order was reviewed by a panel comprising Circuit Judges J. Skelly Wright, Robert H. Bork and District Court of Montana Judge Williams J. Jameson.

Whether the decision will be appealed further wasn’t clear last week. Earle K. Moore, counsel to the Office of Communication of the United Church of Christ, which had appealed the decision to the court in the first place, said, for example, it was too early to say. But after a "preliminary" evaluation of the court’s opinion, he thought an appeal "unlikely."

Erwin Krasnow, senior vice president and general counsel of the National Association of Broadcasters, said the decision gave the FCC a "green light" to deregulate TV. Krasnow also said the decision should strengthen NAB’s effort to obtain statutory deregulation in Congress. If the court had refused to uphold the commission order altogether, "some" congressmen might have tried to extract a higher price from broadcasters for statutory deregulation, Krasnow said.

FCC Chairman Mark Fowler, who noted

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Ascertainment action. In another opinion released last week, the Court of Appeals in Washington affirmed the FCC’s 1980 decision exempting small-market commercial radio and TV stations from formal ascertainment requirements. (The exemption applied to stations serving communities with fewer than 10,000 persons outside all standard metropolitan statistical areas.)

After trying out the concept in a three-year test, the commission, noting that exempt stations were doing just as satisfactory a job of providing responsive programing as nonexempt stations, made the exemption permanent in 1980. The National Black Media Coalition challenged the move, contending the commission had failed to “marshal substantial evidence to support its action.” The court, represented by Circuit Judges J. Skelly Wright, Robert H. Bork and Montana District Court Judge William J. Jameson, noted, however, that the experiment had been based on the hypothesis that small-market broadcasters know their communities so well that ascertainment can be achieved without requiring formal reporting and documentation. “Although the evidence offered in support of that hypothesis is not as ‘scientific’ as might be desired, we cannot say the commission erred in its resulting conclusions,” the court said. “The data before the commission indicated that the rate of petitions to deny exempt TV applications was less than half the rate with regard to nonexempt stations.” The court said: “Although the absence of control groups and the failure to analyze pre-experiment data prevent exact statistical conclusions, it does not indicate that the commission acted unreasonably” in its conclusions. The court further noted that the question for radio had already been resolved in its decision on the FCC’s radio deregulation order that he has instructed the staff to pursue a rulemaking looking toward TV deregulation, also said he was “confident” that the commission would be able to answer the court’s “questions” about elimination of the logging requirements.

In the opinion, written by Wright, the court said that despite the “dire intimations” of some of the petitioners seeking review of the commission’s order, the FCC had not “effectively foresworn” all regulation of nonentertainment programing in favor of total reliance on the marketplace. While the commission had “deliberately” redefined the programming responsibilities of radio licensees to provide greater discretion to licensees within the limits of their statutory obligations as public trustees, it still had affirmed that broadcasters were obligated to provide “issue-responsive” programing, the court said. And the commission’s affirmation of this public interest obligation to provide issue-responsive programing is compatible with the Communications Act, its legislative history and subsequent judicial and administrative developments, the court said. “While we appreciate petitioners’ arguments that it would be desirable as a matter of policy for radio licensees to serve a broader range of community needs than simply the need for ‘issue’ information, we cannot conclude as a matter of law that the commission is required to impose a more inclusive programing obligation,” the court said.

The court also said that, despite petitioners’ concerns, perhaps spurred by “misleading and contradictory” statements by the commission in its reconsideration order, the dropping of the nonentertainment programing guidelines didn’t mean the FCC will never look at the quantity of public interest programing in assessing the performance of a renewal applicant. “Common sense alone dictates that if the commission has imposed a public interest obligation on radio licensees to provide programing responsive to community issues, the obligation simply cannot be fulfilled without licensees airing some irreducible minimum amount of broadcast minutes,” the court said. “In short, despite petitioners’ fears and the commission’s misstatements, we view the commission policy in this area as basically unchanged: The commission gives discretion to the licensee in determining the amount of nonentertainment programing and reviews the reasonableness of the exercise of that discretion at renewal time. Quantity of programing remains but one factor in assessing the overall responsiveness of a licensee—a factor that the commission may choose to de-emphasize, but may not ignore altogether.”

While the commission’s elimination of formal ascertainment procedures was also questioned, the court said the FCC’s policy discretion in that area was “quite” broad. “The Communications Act in no way speaks to the procedures by which licensees must identify the major issues confronting their listeners,” the court said. “Under the prior regulatory regime, the commission conducted a two-part inquiry, determining first whether the licensee complied with ascertainment procedures to identify community needs and then determining whether the programing presented to listeners met the ascertainment needs. Under the new system, the commission will rely to a greater extent upon the licensee’s discretion in identifying community issues, but will still have to determine whether the programing presented was in fact responsive to those issues. In our view, the extent of the commission’s review of program content, and hence the degree of intrusiveness into the protected realm of journalistic discretion, remains constant.”

Although the commission’s elimination of its guidelines governing commercial load was challenged as well, the court said that, in the absence of any statutory mandate obligating the commission to oversee commercialization, the court had to give “substantial deference” to such policy judgments. “We admit that we are given pause by the commission’s decision not to consider formal challenges to the possibly blatant commercialization excesses of any individual station,” the court said. “In the past this court has expressed its concern about excessive commercialization—a concern mirrored in the commission’s own long-standing policy against domination of scarce broadcast time by private advertiser interests. The commission may well find that market forces alone will not sufficiently limit over-commercialization. In that event, we trust the commission will be true to its word and revisit this area in a future rulemaking proceeding.”

On the elimination of programing log requirements, however, the court was not so deferential. Under the commission proposal, the court noted, licensees would only be required to place in their public files an annual “issue programs list,” enumerating from five to 10 issues of concern to the community and providing examples of the programs aired in efforts to address those issues. That list would be the only record available in the station file.

According to the court, nothing in the Communications Act compels the commission to retain the programing log requirements. But after “thoroughly” examining that record, the court said it believed the commission failed to give sufficient consideration to the benefits of retaining a “mop fied” form of programing logs as appropriate to the informational needs of the new regulatory scheme established in the other rulemakings proceedings. The court said the FCC’s fundamental problem was its “complete” failure to examine the informational needs created by the revised scheme and the possible ways these needs may be met. The releva question, the court said, was whether the comprehensive logging requirement—one designed, for example, to log information about issues and not categories of programing—might not produce benefits that would outweigh the record-keeping costs, the court said. The court said it had previously made clear the “crucial” right of citizens to participate in the review of a station’s public interest performance at renewal time. “The public has a legitimate interest in participating in the disposition of valuable public licenses, free of charge, to pub trustees,” the court said. “We will not allow this right to be undermined indirectly by the commissioner inadequately explained refusal to require censuses to make available information about their issue-responsive programing. Citizen groups in the past have found the program logs to be essential to obtain the concr information necessary to demonstrate a radio station’s inadequate performance in a particular issue or period. Under the agency’s current rule, a citizen seeking to support a petition to deny based on a station’s inadequate nonentertainment programing would now find very little information of any value in the station’s public file. The issues/programs list would provide only illustrative examples of certain issue-oriented programing; there appears to be no way, short of constant monitoring, to gauge a station’s overall public service performance. Such dearth of information is hardly conducive to encouraging the public participation envisioned by the Congress and by this court essential to the formation of an informed public policy.”
Keeping the pressure on deregulation

JAB is optimistic that it can get long amendment attached to 'CC authorization bill in House

Broadcasters and their congressional allies continued to press for a deregulatory package in the House last week. Most of their time was spent trying to strike a deal among themselves. This week they are likely to have a proposal in hand. Then broadcasters will be faced with the toughest challenge so far to secure a majority of votes in the House. Energy and Commerce Committee Chairman Joe Pittman (D-Tex.) and Transportation and Infrastructure Committee Chairman James Oberstar (D-Minn.) have agreed not to re-regulate radio.

"We have enough votes to pass a deregulation bill," said National Association of Broadcasters President Edward Fritts. "All we need is the FCC willing to deregulate.

The chance that the markup could be delayed indefinitely appears equally likely. Representative Tim Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, is adamantly opposed to the attachment of a deregulation measure to his authorization bill and is determined to stop it. According to Wirth, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) told him, "I will give it up to me, to call it up." Proponents of the broadcast deregulation legislation, however, maintained that Wirth still may not be permitted to delay a markup indefinitely. The Energy and Commerce Committee has already failed to meet its May 15 deadline for passing authorization bills. In addition, they argue that Dingell has not put a stop to their negotiations either.

Two weeks ago the National Association of Broadcasters mounted a lobbying campaign backing several key Telecommunications Subcommittee members, who defined Wirth and began working on their own deregulation package. Congressmen Tom Tauke (R-Iowa) and Al Swift (D-Wash.) and Mike Oxley (R-Ohio), all subcommittee members, joined by Congressmen Billy Tauzin (D-La.), Thomas Luken (D-Ohio), Energy and Commerce Committee members and others, ranking minority member. Energy and Commerce Committee, are leading the negotiations on radio and television deregulation.

Dingell, Swift and Fritts in happier days

Tauke, Tauzin, Swift, Luken and Oxley introduced broadcast deregulation legislation this year (BROADCASTING, May 4). The Tauke-Tauzin bill (H.R. 2370), like the Swift-Oxley bill (H.R. 2873), which is almost identical to the Senate deregulation bill, S. 55, except for its omission of cost-of-regulation fees. S. 55 codifies FCC deregulation of radio, abolishes comparative renewal proceedings and permits the FCC to collect license fees to cover the cost of regulating the telecommunications services it oversees.

The Tauke-Tauzin bill and S. 55 are serving as the foundation for negotiations on the legislation. The measure being drafted would reportedly deregulate radio and television with the same cost of regulation fees.

The conference committee is faced with two tasks: they must satisfy Swift. The coalition is working to include a public interest standard to please Swift as well as Dingell.

Swift remains neutral, according to one source, and is looking "for ways to resolve the impasse while being fair to everybody." Broadcasters view Dingell as a potential ally, and even Swift notes that the negotiations have had the chairman's "blessing." Swift emphasized that Dingell has "not given us his proxy.

There is no doubt that if the NAB is to be successful, Dingell's vote is key. To challenge both Wirth and Dingell, observers say, would be politically suicide. The focus of the negotiations have centered on Swift. Among the proposals advanced as a public interest standard is the adoption in law of the FCC's current television programing guidelines or an instruction to the commission to initiate a rulemaking to establish guidelines. Swift also wants the legislation to include an enforcement mechanism for the guidelines.

Negotiators arrived at an initial compromise and presented it to broadcasters last week. The NAB, Swift explained, took the proposal back to its executive committee, which was meeting in Washington at the time, but did not "buy it all." Swift's proposal reportedly contained percentage programing guidelines that weren't locked in. And that, one broadcaster said, was like "giving the FCC a blank check."

Swift, however, was not discouraged. It is "important to me," he explained, that an effective enforcement standard be established. Late last week the NAB, Swift said, offered a counterproposal. The congressman had not signed off on it either. "Both sides have given a great deal: we are discussing certain things the NAB can't agree to and certain things I feel should not be given away," Swift said.

Basically they are bargaining over quantification of a public interest standard for TV only. "We agreed not to re-regulate radio," Swift said. The proposed measure includes only a general community-interest standard for radio.

The chances for passage remain uncertain. Swift is anxious to make a move. "I do feel that the time might be running out: the time to move may be slipping away," he said.

Numerous counterractics are planned. Since the announcement that a broadcast deregulation amendment might be attached to the FCC authorization bill, others talked about offering their own amendments. Wirth will retaliate by offering amendments that might include a spectrum fee or establish deadlines at the FCC for implementation of new services, such as VHF drops-ins. Another would strengthen the FCC's fairness doctrine.

Congressman Henry Waxman (D-Calif.) is planning to offer the Waxman-Wirth bill (H.R. 2250) to the FCC authorization, if any other amendments are introduced. And so are Mike Synar (D-Okla.) and Tom Broyhill (D-Ind.) who face independent signals without paying fees based on the Copyright Royalty Tribunal's latest hike in compulsory fees. Subcommittee members Cardiss Collins (D-Ill.) and Mickey Leland (D-Tex.) are also poised to offer amendments that would encourage minority participation in the broadcasting industry. If the FCC authorization becomes a "Christmas tree," one broadcaster said, all chances of regulatory relief could be lost.

Wirth, who remains the strongest opponent of the broadcasters' deregulatory push, may have other retaliatory strategies. Early last week he held a subcommittee markup of a bill (H.R. 2953) that increases authorization levels for public broadcasting in 1984, 1985 and 1986. The current FCC authorization bill contains a provisions that provides those increases. During the markup Wirth explained that he was offering that provision as an individual bill to prevent the public broadcasting funds from being caught up in the "FCC authorization controversy." Public broadcasters, however, were unmistakable nervous about the move. They fear that a separate bill could become "veto bait," as one put it.

Opposition to the proposed broadcast deregulation legislation was not limited to...
Wirth. Several consumer groups have entered the picture: Action for Children's Television, the United Church of Christ, Media Access Project, the Telecommunications Research and Action Center, AFL-CIO, and the Consumer Federation of America. They offered a tutorial on the proposed amendment for committee staff members last week. The consumer groups are claiming the deregulation amendment will: devastate minority ownership in broadcasting; permit people unqualified to obtain a new license to buy a station essentially without FCC supervision; permit renewal despite violations of the fairness doctrine, equal time, lowest unit rate and other political broadcast provisions, so long as there is no "serious disregard" of the law, and eliminate application of many anti-trust laws to broadcasting.

In response to those charges the NAB sent a letter to Energy and Commerce members to "set the record straight." NAB's letter strongly states that the association is not seeking to delete the public interest standard. "Broadcasters seek legislation that would eliminate needless paperwork and outdated rules and regulations. Contrary to statements made by our opponents, we do not ask that the public interest standard be deleted. Also, the legislation which we support would not, as some have alleged, provide for automatic renewal of licenses. It moves the public's opportunity to petition the Federal Communications Commission during a renewal application, impair the prospect for minority ownership or dilute the effectiveness of the fairness doctrine and rules governing political broadcasts."

Despite these threats, NAB, Swift and others feel they have the votes to win. If the Waxman-Wirth bill is also offered. NAB says Swift think they have the votes to defeat it.

Wirth says NAB violated good faith understanding

"Let's put it all in a historic context. There have been for a long time a number of members who've been interested in looking creatively—and in the public interest—at the question of broadcast deregulation. One of the most innovative proposals was made by Congressman Swift several years ago [proposing] a clear quantification of what was meant by the public interest. The NAB resisted that very dramatically and the idea disappeared. [Then] the new leadership of the NAB came in under Eddie Fritts [with whom] I spent a good deal of time together, a number of sessions, and both from my perspective and I thought, in good faith, from his perspective, agreed that there were a number of issues that we wanted to work on. together, very carefully. One of those was must carry—something broadcasters have been concerned about with very legitimate reason. And I think that we had done very well, in the public interest, on very clear must carry responsibilities and defining what those were. Second, Radio Marti, a major interest of concern to broadcasters which the broadcasters in the previous administration at the NAB had not been interested in, had not fought, and Leon Marti—who had a bundle of other members—fought that and fought that and fought that on behalf of 230 different radio stations in some 30 odd states. With no help from the NAB, we were able to beat that. When Mr. Fritts came in we agreed it was very important, if that issue came up again, to fight that, and we spent a great deal of time—at the time of the NAB convention—working with the NAB on why I thought that [Radio Marti] was bad public policy, why they for different reasons thought that was bad public policy, and we agreed to fight together on that front and we agreed to work together on the question of long-term deregulation. So there were at least, with Mr. Fritts, three broader areas in which we had agreed to work together. I had thought that some very good faith efforts were being started. And we were going along very well. In those discussions, Mr. Fritts, on the question of fee, pointed out very clearly that he felt that the broadcasters could go much higher on fees than the Senate had gone [in S. 55], that there was obviously a great split within the NAB between many of the radio broadcasters and the NAB on the subject of broad spectrum-use fees, but that there was a question of economic value and that he, Mr. Fritts, was convinced they could go much higher... and that this was an issue that should be worked upon very carefully, worked upon together, and to see if we could work that out.

"Then suddenly, astoundingly, this major lobbying campaign was launched by the NAB, even after all these discussions with the leadership of the NAB, and the item was launched and the NAB did not even have the courtesy of informing us of what they were up to until four days after the whole item had started—not an insignificant period of time and hardly, it seems to me, a good faith approach to either public policy or to relationships between the subcommittee and the NAB, which relationships I thought we had attempted to establish in some significant good faith, working together as I have just described to you in a number of very long and very clear sessions... .

Thus, last Friday morning in Washington, Representative Tim Wirth (D-Colo.) began to explain to Broadcasting editors his perspective on the previous two weeks, during which an effort was made to attach a broadcast deregulation bill co-authored by a member of Wirth's House Telecommunications Subcommittee to an FCC authorization bill scheduled to be taken up by the parent House Commerce Committee. That end-run around Wirth—or effort to "roll" the subcommittee chairman, as one NAB executive put it—threatened to drive a wide wedge between the industry association and the congressmen, as well as between him and some of his own subcommittee members (see story p. 35).

"So we have sitting in front of us clea an abridgement of an agreement to go faith work together [and] an abridgement an agreement to have a clean FCC bill."

Wirth noted that he had spent two and half days in attending the NAB convention in Las Vegas last March, expressly to sh good faith on his part.

Asked whether he felt it would have been possible for him and the subcommittee reach an agreement with the NAB "in go faith" before the legislative maneuvering the last two weeks, Wirth said he had the idea "we were moving in that direction quite rapidly [and] I thought the process was w under way. I sometimes wonder how nai can be."

Asked whether he felt he could work w the NAB in the future, Wirth said the question was hard to answer because he found it hard to know who was running the NAB. Is the the president running the NAB? Are there a bunch of reactionary staff people running the NAB? Or what? I do not know. Are there radio broadcasters involved? Or is it the television stations? Or the networks? Or the dependent? What is the NAB? I suspect the Mr. Packwood was asking that question Las Vegas [when he said the NAB could lobby its way out of a paper bag in the Hot (Broadcasting, April 18)].

Is he presently involved in any negotiations with the NAB? "Absolutely not." Or his door remain open to the NAB? "At a time," he said. But then he added it "What's unhappy is when your door is open and you sit down and come to various k of agreements, and then they kick you in the knee... . it is bewildering to me. I don't think you can operate in as delicate a political environment as Capitol Hill and the legislative process without being able to have any kind of straightforward understanding with people—at least to the point that you agree disagree. Nobody likes to be caught in sprises and certainly the worst thing in the world is when people abridge agreements that have very delicately been put together over a period of time, which I thought we were doing with the NAB."

Wirth
On eve of annual meeting, stations are looking for ways out of the ratings basement; many seem pleased with direction Tinker is heading

Pick a daypart, just about any daypart, and NBC-TV has a problem with it. If it isn’t dead last, as with daytime and prime time, then its ratings are diminishing, as with long-time staples, Tonight and Today. Saturday morning is the notable exception, where the network currently reigns supreme.

Needless to say there is some concern among affiliates about how NBC intends to address these problems, but there is no indication that the affiliates will be looking to NBC to turn the corner and company at this week’s affiliates meeting in Los Angeles. Indeed, some speculate that the affiliates are reasonably pleased with Tinker’s efforts over the past 18 months or so to turn the network around by committing to quality programming and building from there.

“I don’t see any signs that the affiliates will be on the war path in Los Angeles,” said Fred Paxton, president of WSPD-TV Paducah, Ky., and chairman of the NBC Television Affiliates Association. “Nobody is satisfied,” he added. “We’ve been in third place for a long time. But the affiliates seemed to be pleased that NBC is making progress.”

Jack Harris, a former chairman of the NBC affiliates group, who is now president of Channel Two Television Co., Houston, which operates NBC affiliate KPRC-TV Houston, agreed that there is “no revolt brewing.” The new prime time schedule unveiled last week met with “general approval” by the advertising agency community, he said. Adding that some genuine progress has been made in that daypart.

Daytime is the network’s biggest problem, Harris suggested, “and where the greatest progress needs to be made.” Affiliates are particularly sensitive to their performances in that daypart, which yields the greatest profit margin of any time period. And Harris added that up to now NBC has had a “less convincing story” about the steps being taken to turn around daytime programming.

He suggested that affiliates will be most anxious to hear what Steve Sohmer, NBC Entertainment’s senior vice president, and Brian Frons, its vice president of daytime programs, have to present in the way of a plan to improve that daypart.

As for Carson, Harris sees the problem as one being on the local level. “It does very well against network competition,” he said. But in some markets, Tonight faces syndicated product from competing affiliates that run the regular network programming on a delayed basis. And NBC is “holding the line” on affiliates delaying Carson, but with some pre-emptions as a result, “Carson isn’t losing to network competition,” he said. “It’s losing to our own affiliates trying to beef up their late nights.”

The big news at this year’s meeting may well be NBC’s expected announcement concerning satellite distribution plans for the network. It is reported that NBC has signed an agreement with Comsat General for satellite distribution services, first utilizing Satellite Business System’s Ku-band system, then switching to RCA Americom’s Ku-band system when it gets under way in 1985. Cervini said the Ku-band offers “superior quality when compared to the C-band. He also said that a “full test” of the distribution service would be under way before September, encompassing up to 24 affiliates.

Change in personal attack rules to be considered by FCC

It begins rulemaking to modify or eliminate rules, saying they are misused and possibly violate First Amendment principles

Questioning whether its personal attack and political editorializing rules have enhanced diversity of expression—as they were intended to do—the FCC last week unanimously proposed (with Commissioners Joseph Furgary and Henry Rivera concurring) to repeal or modify them.

The commission’s action came in response to a 1980 petition by the National Association of Broadcasters, which alleged that the rules—based on the fairness doctrine and adopted in 1967—had had the effect of inhibiting debate and discussion (BROADCASTING, Aug. 18, 1980).

The personal attack rule says that “when, during the presentation of views on a controversial issue of public importance, an attack is made on the honesty, character, integrity or like personal qualities of an identified person group,” the personal attack group must be given notice, a transcript and an opportunity to respond. In its petition, NAB contended that the rule deprived broadcasters of the right to express or defend their viewpoints. The FCC noted that broadcasters may be deprived of the right to express their positions by the rule discouraged broadcasters from making personal endorsements.

In its notice of proposed rulemaking, the commission appeared to agree. It said court decisions had increasingly been placing emphasis on the commission’s obligations to give broadcasters editorial discretion, recognizing that actions that gave specific individuals access to a broadcaster’s facilities are important to the general public interest. The commission said, “The rules, however, the FCC noted, grant individual rights of access. It also noted that the political editorialization rule, contrary to commission policy, placed more stringent requirements on a licensee’s own political endorsements than the endorsements of others. Also, it said, because that rule’s right-of-reply obligation discriminates according to the identity of the speaker, it appears to violate First Amendment principles. In short, the commission said, “The rules, without apparent justification, deprive licensees of editorial discretion that is generally favored under the fairness doctrine.

At the meeting, Chairman Mark Fowler said the personal attack rule has “mainly” been used as a “quasi-defamation” action, not for enlightening public debate.

The commission’s proposal on the political editorialization rule, Fowler said, “correctly” notes that the potential for abuse in editorials is no larger than in the news and other programming. “Indeed, it may be less so, considering that it is an open declaration of position rather than subtle propaganda,” he said.

Fowler also said the rules placed a bureaucratic burden on licensees. “The result is that in some communities only newspapers, not broadcasters, wind up endorsing candidates for offices,” he said.

Commissioner Rivera said he had a “problem signing on to the characterization of the case law” in the proposal, but saw no reason to ask comments on the proposals. Furgary said he shared those concerns.

A multitude of players in the running for RKO stations

The Court of Appeals in Washington’s action earlier this year ordering the FCC to open up 13 of RKO General Inc.’s stations to competing applications (BROADCASTING, Feb. 14) has had the expected effect: More than 100 aspiring broadcasters have decided to try their luck, attempting to get a piece of what has been estimated to be a $200-million pie. A partial list of those who filed at the FCC as of the deadline last Thursday (May 12) follows:

WRKO(AM) Boston—Donnie Simpson Enterprises Inc., Silver Spring, Md., Pamela A. Simpson is 100% owner and president; her husband, Donnie Simpson, is program director; WYSH(FM) Washington. Boston Radio Group Inc., Edward R. Redd, Boston, is president and owns 14.29% of voting shares.

Cozzin Communication Corp., Joseph T. Zingale, Gate Mills, Ohio. 49%; comedian Bill Cosby, 51%. Fenway Broadcast Associates Limited Partnership; Sunray Broadcasters Inc. is 10% general partner; Carolyn Ray, Boston, is president and 100% owner of Fenway Stephen E. Powell, Jackson, N.H., also 45% owner of New England Broadcasting Inc., applicant for new FM in Berlin, N.H. First City Communications Inc., which is 85% owned by First Cities Properties Inc. Chester D. Davenport, Silver Spring, Md., is president and 28% owner of First Cities Properties Inc. Boston Broadcasters Ltd. George M. Insinna, Puerto Rico, 50%; and Juan M. Colied. Brookline, Mass., 50%.

WOR(FM) Boston—Donnie Simpson Enterprises Inc. Boston Radio Group Inc. Cozzin Communication Corp. Professional Communications Partners; Atlantic Communications Inc., Norwood, Conn., is general partner, with 73.75%
interest: William B. Murray Jr., Norwood, is president and 100% owner of Atlant- 
ac Nashville Communications Corp.; Kendall Nash, Brooklyn, N.Y., is president 
and owns 100% voting stock; Nash is also licensee of WILD(AM) Boston, Mass. 
Broadcasting Corp.; M. D. DuPont, Snow Hill, N.C., is president and 41% owner of 
Countrywide Broadcasting Limited Partnership; Jack A. Shaw, publisher and 
Clarence E. Dillard, Boston, is 25% general partner. Boston Dyn- 
amic Radio Limited Partnership; Bay State Radio Inc. is 10% general partner; 
Donald Lowery, Boston, is president and 100% owner of Bay State. Stephen E. 
Powell.

WOR(AM) New York—Cozzin Communication Corp. Las Americas Communica- 
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Radio's top 25 national advertisers spent an estimated $422.85 million on the medium last year—up 9.4% from $386.40 million in 1981, according to figures just released by the Radio Advertising Bureau which relies on data compiled by Radio Expenditures Reports Inc. (spot) and Leading National Advertisers Inc. (network). Of the $422.35 million, $298.81 million were national spot dollars (including unwired networks) and $124.04 million were part of network buys.

Topping the list of major radio advertisers in 1982 was Anheuser-Busch with total investments of $43.13 million followed by General Motors ($38.90 million), Jeffrey Martin Inc., a pharmaceutical manufacturer ($32.94 million), Chrysler Corp ($31.30 million) and Ford Motor Co. ($29.56 million).

Anheuser-Busch also emerged as the leading national spot spender for 1982 with ad expenditures of $36.80 million while Jeffrey Martin dominated the network radio category, spending $32.94 million.

Cuban moves

Counsel for WHO(AM) Des Moines, Iowa, has turned up a Voice of America report that Cuban leader Fidel Castro has threatened retaliation in the event the U.S. puts Radio Marti on air. The VOA report, dated Aug. 19, 1982, was among a number of documents the Washington firm of Dow, Lohnes & Albertson obtained from the U.S. Information Agency through a Freedom of Information Act request. The report quotes Castro as saying Cuba will "do something about Radio Marti," which the Reagan administration hopes to establish as a means of breaking what it says is the Castro government's monopoly on news in Cuba. Castro reportedly ruled out direct interference with Radio Marti. Instead, the report quotes him as saying "he would be broadcasting some good Cuban music to Florida, and maybe some news."

Later in the report, "Cuban officials" are quoted as saying that, if Radio Marti is activated, "there will be a radio war across the Florida straits" and that U.S. commercial stations "will be paying the price."

Dereg results

A national survey concerning radio deregulation's effect on news programming conducted by Vernon A. Stone, director of the School of Journalism for Southern Illinois University, for the Radio-Television News Directors Association shows only 1% of the responding 335 stations cutting back on news time and staff. In the area of public affairs, 8% of the respondents had cut back programming and staff, mostly in medium markets (population 50,000-250,000). The survey was conducted in mid-1982.

News flurry

AP Radio will soon embark on a major expansion of its news service. Beginning July 4, the network will offer its 1,100 affiliates 24 additional newscasts each weekday—two per hour throughout the morning and after-
noon drive time periods in all time zones. A new two-minute newscast will be transmitted via Westar III, transponder 1 on the half hour while a one-minute news feed is sent by satellite at 58 minutes past the hour. AP currently offers affiliates five-minute newscasts on the hour, 24 hours a day.

The network also plans to expand its eight Business Buzzer weekly updates with the addition of four 90-second reports to be fed live at 15 minutes past the hour in morning drive (6:15 a.m.-9:15 a.m.). The new reports are being launched primarily to fill a void in morning business news for AP affiliates in the eastern half of the country, according to James Hood, deputy director of broadcast services for AP. All news feeds originate from AP Radio's studios in Washington.

Baseball battle

The major networks have thrown their hats into the ring for the exclusive radio broadcast rights for baseball's All Star, league championship and World Series games CBS's two-year major league contract for a reported $2.5 million ends after this season in the bidding thus far are ABC, CBS and NBC Mutual, with the last two making presentations to Baseball Commissioner Bowie Kuhn last week.

Highway call

The Federal Highway Administration is launching a 60-day experiment in July to test a system that automatically provides drivers with traffic information over their car radios. For the experiment, 75 drivers in the Tampa, Fla. area will have their car radios equipped with special adapters that will enable them to receive traffic information from local authorities in a two-mile area. According to Lyle Saxton, chief, FHWA systems technology division, the adapters will permit users to select the type of traffic information they want to receive—for example, emergency information only, or emergency and travel advisory information. When a bulletin is broadcast, the user's radio will automatically tune to receive it, he said. The broadcasts will be on 45 mhz, using a trans mitter operating at about 10 watts. Saxton said the FCC currently permits similar non-commercial, low-power travel information operations on 530 and 1610 kHz. One drawback is that their require users to tune in manually to receive the information, Saxton said.

Extension

Drake-Chenault Enterprises, a Canoga Park, Calif.-based radio program production and distribution firm, has extended its format
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syndication and consultancy agreement for six stations of the Suburban Radio Group for another three years. The six stations and corresponding Drake-Chenault formats they air are: WCCAM (Belmont, N.C. (Great American Country)); WEGOAM-WPEG(FM) Concord, N.C. (Great American Country and Supersports, respectively); WYNR(AM)-WPWO(FM), Brunswick, Ga. (Great American Country).

Bearcat buy
WSAI Radio, Cincinnati, has signed a three-year contract with the University of Cincinnati Bearcats for football and men’s basketball coverage and coaches’ shows. WSAI will pay $115,000 each year and underwrite a promotion campaign on its AM and FM outlets that will raise the estimated value to $175,000 annually, according to the university. In addition, a radio network is to be set up by the rights holder.

Playback
A new two-and-a-half minute weekday series offering anecdotes and observations on crimes and criminals, past and present, by crime historian Jay Robert Nash is being marketed to stations on a bartered basis by the Highland Park, Ill.-based Public Interest Affiliates. The show, Jay Robert Nash’s Crime Journal, is scheduled to begin airing July 1. Plans call for 30 seconds to be retained by PIA for national spot sale and 30 seconds to be made available to stations for local sale. The series will be customized for each station said PIA president Brad Saul, with Nash doing station promos for the program utilizing call letters or image phrases. To date, 12 stations have agreed to carry the series, according to Saul. Jay Robert Nash’s Crime Journal is being produced for PIA by the Chicago Review Press.

Mutual Broadcasting will offer affiliates two new commentary programs beginning the week of May 30. Representative Guy Vander Jagt (R-Mich.), who will take a conservative point of view, and journalist Roger Wilkins, who will offer a liberal approach, will each be heard for two-and-a-half minutes, Monday through Friday. According to Mutual, the programs will be independently produced, the men will not necessarily be addressing the same subject matter on any given day. The network also plans to launch a weekly half-hour news broadcast, The Week in Review, for airing Saturdays, beginning June 11. The show will replace Public Policy Forum, currently produced for Mutual by the American Enterprise Institute.

Doubeday Broadcasting has signed an agreement with TM Productions of Dallas to produce a new ID package for its seven FM album rock stations. “It’s exciting to hear something that effectively serves the purpose of identifying the station musically without compromising the tastes of discriminating album rock listeners,” says Doubeday Broadcasting President Gary Stevens. TM has made the new “unjingle” jingle package available for nationwide syndication.

CB news
The FCC has voted to stop issuing licenses to citizen band radio operators. The commission said it would still expect CB radio users to become familiar with FCC rules, although the FCC rules would require CB manufacturers to include a copy of those rules with their products. The FCC would retain its authority to fine CB operators who violated the rules.

CPB confirmation
The nomination of Harry O’Connor, O’Connor Services, a Los Angeles-based radio program production company, to the Corporation for Public Broadcasting was confirmed by the Senate. O’Connor will fill out the term on the board that expires March 1, 1984.
Mutual gets a head start on the 1984 Olympic Games with Pre-Olympic Reports. Our team of gold medal Olympic experts will host these unique 5-minute broadcasts daily during afternoon and evening drive starting July 4, 1983. Now sports fans will hear the inside story of America's top Olympic athletes in training. F. Don Miller of the United States Olympic Committee calls Mutual's Pre-Olympic Reports, "The single finest shot in the arm that the amateur athletic movement in this country has ever received."

Next, Mutual moves to the Winter Olympics in Sarajevo, Yugoslavia, with on-site coverage. Over 350 live broadcasts — via satellite February 6-19, 1984.

Then on to Los Angeles where Mutual will cover the action of the Summer Olympics, July 28 - August 12.

Mutual, the one full-service network, leads the way for fans, advertisers and programmers with more sports coverage of all kinds than anyone else. And Mutual's satellite multicasting brings you more live action than ever before. For Olympic coverage that gets the jump on the rest, the answer is Mutual.
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Since 1946, when he joined Masaru Ibuka in incorporating the Tokyo Tsushin Kogyo K.K. (Tokyo Telecommunications Engineering Corp.), Akio Morita has been a guiding light not only to the innovative electronic progress of what came to be known as Sony but to much of the Eastern and Western worlds as well. In this interview with BROADCASTING editors, Sony’s chairman and chief executive resists any temptation to dwell on past accomplishments and keeps his sights on tomorrow.

Sony’s wide-angled visionary

Would you give us Sony’s vision of what the next 20 years may bring?

You know, I always feel we are just standing on the threshold of a new era, so the next 20 years will be an exciting era for the electronics industry. For example, the compact laser disk is now coming into the ordinary home. Laser is regarded as one of the greatest inventions in this century, and also, of course, up to now, lasers have been used in many, many ways, but not really in the ordinary home. Now, especially, the solid state laser is usable by the general public. This is a great innovation, a completely new concept because since Edison invented the phonograph, recording, disk recording, was always accomplished through mechanical vibration, but now it is transistorized.

And take magnetic video recording, with which we have been working for more than a quarter of a century. Now it’s also coming to a new era. There are new materials for high-density recording, digital recording and also a new concept of recording tape.

Are you talking primarily about consumer applications or professional applications?

Not only consumer applications, but the fact that such things are coming to the consumer shows that the technology is really, really utilized. And naturally, for industrial application, we can use more advanced technology. In a broad sense, we are going to a new era of highly integrated circuits, high-density, in a very, very small package. So we announced the Betacam. The Betacam is an ideal camera for news gathering for ENG. Many people want to have such a single package camera—a good camera, combined with a good recorder. And our Betacam has such a high, high quality and a small package, the same weight as an ordinary camera. And now news gathering and electronic production is much easier. Frankly, when we came out, we didn’t think we could take business away from film. But, ENG is now widely used to replace 16 mm film.

And now for consumer use, we are developing a new 8 mm video
machine which utilizes a CCD—charge-coupled device—which is a solid state image device. We can utilize new technology in each section of a device to get a whole machine or equipment of a different nature, a different concept. So that’s why I can say that the next 20 years will be the brightest time for the electronics industry.

Just to refer to one of the areas with which you’re involved, high-definition television. We know that you have a commitment to the development of professional equipment to record high definition to make it possible for the broadcaster to transmit HDTV. But what kind of a commitment are you prepared to make, and how soon, on the receiver end of that industry?

If we talk about the receiver end we have to think of two fields. You know, first a commitment on the high definition for a more professional use. You know, now you have such a wide range of mass communication media. You have cable television and satellite and videocassette, videodisk. So to satisfy or to utilize these media, we need a large amount of software. So the software production business is booming. Not only for entertainment, videodisks will also be utilized for education and training.

Just a few weeks ago, I talked with some high officials of some developing countries, and they admit that the most important measure for their country is education. To provide education for such a large number of people, there are huge cost problems. But through videotape, videocassettes or videodisks, you can distribute the best teacher, immediately, all across the nation. And at the same time, we are combining a small computer with videodisk players, which makes a more effective educational tool.

So to achieve such a goal, the production of software is very, very important. In such a case, it’s important to make production more efficient. But if you want to get real high-definition information, NTSC or PAL or SEAC are not really satisfactory. That’s why we are working on high definition, so high-definition TV will be used mainly for the production side: that’s the first step. Even the production side, I think, if we fulfill optimum production field, that’s a very large amount of necessary equipment.

So on the production side, the high definition camera, high definition video recorder and good tape, will be very, very important. That is the more professional side.

But in the future, I think such a high definition system should go into the home, because now we have teletext or viewfax, you know, information systems. And also many companies already are using satellites to connect the terminal into the master computer—the CPU. So if they have a good connection through satellite, or optical cable, each home, each office, can get any kind of information. Also, unfortunately, we have three different transmission standards all over the world, and through the satellite, the world is shrinking. So we should have the same system all over the world. And if we get satellite or optical fiber we can use a wider band, and then we can get much higher definition video information, which is necessary for the future—not only for entertainment.

So that’s why I always think that now is the time for some international association or international organization to find a standard for a high-definition system, for the whole world. Such discussions should be taking place, either among the industries or among governments. I don’t know which is better, but I feel strongly that international discussion should take place as early as possible.

How soon do you think it might be possible to get high-definition production and receivers into the hands of a large portion of the public? Do you think by the end of this decade, for example, or could it be faster than that?

If demand is generated, the industry can move very fast. Already we are going into production for professional or broadcasting or production use—a year from now probably. And by that time, naturally, we will need monitors, cameras, everything. So we already have the technology, it’s just a matter of mass production. So when the mass production technology and the mass production factory is there, the more important thing is what kind of system should we standardize all over the world.

You recently noted that the ability to place the electron gun underneath the screen, as in the Watchman, by bending the electron beam was an advancement toward an overall true flat screen for high definition. What else are we going to need to see that come about, and how long will it take?

The flat screen, high-definition combination is still distant, because our flat-screen TV is still black and white. Before we go to high definition, we should go with color. Of course, we are working on flat tube color, but that is one step towards a flat-screen system. But we don’t know whether that system can be expanded.

For example, when we invented Trinitron, we showed it to many people, and they said, “Trinitron can never make a big, big TV screen.” But now, using the Trinitron concept, we have the large TV screen—32 inches—which is widely used in TV stations. Our flat TV, Watchman, is really the first step. But we have many, many things to solve and many problems in enlarging the same system.

What about the field of home video? I get the impression that there is a revolution going on in that field right now. You’re selling a great number of videocassette recorders, and yet a lot of people aren’t making a lot of money at it. I have the sense that that’s about to move to the quarter-inch area as well, and I wonder how soon you’re prepared to do that.

As far as the portable 8 mm video movie, we have a consensus among the industry. We have a big group, and almost all of them manufacturers participated, and I think by next spring we will get final format. That is the first step, to have the same cassette used in any kind of manufactured machine.

That small cassette may also use a new tape, and then we can record a high density, and so that is one close target, but it’s too close to me. As the top management, we should think much further ahead. Naturally, the video recorder is an important system for everybody. Just like you are using the tape recorder, the video recorder should be used anywhere. The home video recorder is the first facility which gives the general public a chance to grab TV programs in their hands. Television communication is the strongest mass communication media, but unless you are always in front of a television set, you miss things. Only with a video recorder can you watch the program you want, anytime you want.

That means, you have a time-shift concept. But the time-shift concept makes TV completely different. I watch TV, but I’m usually so busy, because my schedule is so tight, that I cannot catch a good program that I want to see at home. So, my secretary always sets the time clock and records those important programs. And the while I’m riding in the car, I can watch. So that’s how I see through video, the programs which I used to miss completely in the past. But now I can see many, many programs.

People are becoming busier and busier, so they should utilize their time more efficiently. Even if you see an interesting program, it’s very hard for you to stay home to watch, and sometimes there are two or three programs on at the same time that you want to see.

May we divert you just a moment to ask a little bit about your own personal schedule? What are you so busy doing?

That’s a good question. First, of course, I am chief executive officer of Sony, and my job is to get all our operations all over the world moving in the same direction. So my job is to get every operation to understand our policy and philosophy and, sometimes, to plan a new project. I manage our operations, so that’s why I’m spending lots of time traveling. And naturally, as the chief executive officer, I have responsibility to set up a basic philosophy, a basic plan. So I have to spend quite a bit of time at my office. As to the day-to-day business I now have a chief operating officer, Mr. Norio Ohga.

And at the same time, I’m involved in many other things. Because of the Japan-U.S.-Euro-Japan economic trade conflict, I am working as a member of Keidanren, the Japanese Federation of Economic Organizations. I am a chairman of a special committee for industrial cooperation. It’s called the international investment and technological exchange committee. As the chairman of this committee, I have
to spend quite a lot of time in negotiations with each country. I spent two weeks in Europe in negotiations with the European Community and France and England; and we have many official visitors to our Keidanren.

So as the chairman of this committee, especially on international matters, I have to meet these people and conduct the discussion. I'm also on the Pan Am board. I am on the international council of Morgan Guaranty Trust. I also was asked to be a member of the listed company advisory council for the New York Stock Exchange. I am the first non-American adviser because Japanese stock trading on the New York Stock Exchange is very important now. And, also, we have more and more money flow between the United States and Japan. Sony stock was the third most active stock on the New York Stock Exchange last year.

One of the duties listed was described as the obligation to impart philosophy to your company. Can you articulate the Sony philosophy, what distinguishes Sony from other countries?

Of course. At Sony we have tried to be unique and to utilize our technology to the utmost to create new products. We have created many world-class products and Japan-class products like Trinitron. Basically, the utilization of technology is the most important philosophy of our company. At the same time, whenever we come out with a new product, the customer does not have to know how to utilize it, like the concept of time-shifting in video recording. At the beginning, people didn't know how to use the video recorder. Even when we came out with the tape recorder, people did not know how to use it.

Now I don't have to explain since everyone is using a tape recorder. But when we came out with a tape recorder, people thought that it was a toy, just recording your singing.

So whenever we come out with a new product, it's vitally important to transfer the idea to the customer. If this customer is in the industrial field, we need a different kind of marketing. We cannot be just the merchant. The marketing side should have a good knowledge of why we developed the new product and how to educate customer, you see. So your marketing side is vitally important to understanding the basic concept. That's why I spend a great amount of time talking, explaining and training our marketing side. So naturally our philosophy sometimes includes strategy and tactics.

So, communicating on an international basis, I feel, is a top management task.

How and to whom are you marketing the Watchman, for example?

On the technological side, Watchman is very interesting, but as a piece of merchandise, Watchman is a gadget. But there are quite a large number of people who like to have a gadget, all over the world. But in Japan, amazingly, Watchman is widely used by the TV crews when they go out to shoot news. They need an air monitor. And Watchman is very good for that. If they have a Watchman and some incident happens, if they have a relay station, they can see. You could do the same thing, of course, if you carried a TV set around. But Watchman you can carry in your pocket or your bag, and that's a good, cheap air monitor. It's one of those things we didn't expect.

What about the controversy over the half-inch TV cameras, with the built-in recorders?

Of course, it's a pity to have such a controversy. But on the other hand, because of this controversy, or because of the competition, both sides of the technology have advanced so quickly. Even I could not believe in so few years that we can record such a high-density recording with slow motion and stop motion. You know, that's amazing technology. That's why I am always pleased to see how free competition works.

What is the point of half-inch technology when quarter-inch technology is here?

What do you mean?

Why don't you just skip half-inch and go to quarter-inch in professional applications?

I don't know why. He [Neal Vander Dussen of Sony Broadcast] can answer.

Vander Dussen: Even though the technology is advancing very, very rapidly, quarter-inch today isn't good enough to get the kind of performance that stations want, when they have to go through editing and multiple generations. The half-inch is necessary at this point for that quality that's higher than what people want at home—the bandwidths, the signal-to-noise requirements and so on. Someday, certainly, the possibility of quarter-inch satisfying those requirements is realistic. It's not here now.

Will that be someday soon?

Vander Dussen: No, I don't think so. We believe there's going to be a period when half-inch technology will serve a very important new purpose to broadcasters. Both for ENG and for programming as well.

In an "At Large" Broadcasting did with Julie Barnathan [of ABC] and Joe Flaherty [of CBS] on the subject of half-inch, they said that unless the manufacturers get together, they're not going to buy. They're simply not going to buy it. Do you see a breakthrough that would give them compatibility, that would give them the system that they are asking for, as opposed to simply one piece of equipment.

Vander Dussen: We were disappointed that we couldn't get together on a standard. We offered to consider a compromise cassette, and we offered to consider a smaller or a different head-wheel diameter. We changed after the SMPTE committee developed a written set of requirements. We changed our electrical format. We felt that it would be better for the industry if there could be commonality between the suppliers. Unfortunately, however, our competitors [RCA] did not choose to agree even to negotiate in any of those areas, so now I see no practical way that it's going to evolve.

We are therefore showing the broadcasters what products we have, and we're very pleased to find not only interest in terms of planning, but a number of facilities have made the decision to go ahead with our Betacam. As an example, Corinthian Broadcasting made a decision to buy Betacam systems and gave us an order for approximately $5 million for 75 systems for their six stations.

We will start delivering next year. In addition, Gannett has decided to adopt the Betacam system at some of their facilities, and we will be delivering equipment to them. So even though I certainly understand Mr. Flaherty's and Mr. Barnathan's points of view, we've done everything we can, but we feel that we now must go ahead to let the industry have the advantages that the Betacam system offers. So we're actively marketing it, and we're very pleased at the reception that we're being given and the decisions that people are making to go ahead on the equipment that we're proposing.

Morita: (resuming): And in Japan, already NHK is using a 63-camera system, and almost all the commercial networks are already committed to it.

[The following section of the Morita "At Large" took place after he had demonstrated Sony's new industrial-use CCD camera, its new digital optical disk and its Beta HiFi—a stereo version of the Betamax videocassette recorder—to Broadcasting editors].

Would it be accurate to say that this is the forerunner of the CCD cameras for professional use?

It has very high sensitivity and is very sensitive on the infra red. So, you can see invisible light with it.

Who do you think will be the first to put it into practical application? Will you build it into a television camera?

No, actually, we are offering it for industrial use.

Are you beginning to obsolete yourself? Your old cameras, your old tape decks, your old recorders?

That's our business. If we don't do that, our competitor will do it.

As a customer, I think I would buy that unit [the optical disk] before I
bought this unit [the Beta Hi-Fi] because the first is so spectacular in its quality. This one is very good, too, but one wonders.

But, you know, the biggest complaint on the videocassette is that today's movies have such a good sound, and the public has gotten used to the many prerecorded tapes of movie music. That's why they like to have a good sound on the videotape.

Is there anything you can do for the sound on the home receiver?

Actually, our big receiver has a much better sound than others. The transmission is there, but the TV manufacturer doesn't pay too much attention to the sound. That's why we put more emphasis on it.

But you haven't put stereo sound in. I guess you're waiting for a standard?

Yes. In Japan, we already have a stereo sound. In Germany too, but not in this country.

Where do you rank these elements in your system of priorities at Sony?

It is difficult to say which is more important; of course, you know, we have an audio department and a video department. In the audio department a first priority is the disk system. And those who have the compact disk system I am sure will want a much better amplifier, a much better speaker.

Is there a standards problem on the audio disk, the laser disk? Are you likely to run into competition with other manufacturers?

No, there is already an established standard. This system was developed with 30% Sony cooperation, and we joined in with other people. Major record companies and hardware manufacturers have signed licenses. All the major record companies are coming out with the new disk.

Is it the laser that is the secret, or is it the digitalization of the signal?

Digital is a key, but because of digital, we can avoid all the noise for awhile in the system. But these signals need wide-band recording; that's why it is very difficult to record the digital signal with a needle. That's why laser is the only way to record a digital signal.

Can you broadcast this signal?

Yes, yes.

How do you transfer it into analog?

Well, actually, the broadcast signal will be analog; in that machine we have a digital-to-analog converter. That's why you can connect an ordinary amplifier.

Does this give the record industry a whole new lease on life? They can go back and redo all their old songs?

That's right. And all the artists are excited; they are recording their music again on the digital master.

Are you prepared to sell this machine with a guarantee that you're not going to obsolete it next year? My question is half serious. At the pace of change and the pace of evolution in technology, what kind of life expectancy can you hope for a new standard like this?

I think, you know, usually in the past, every 25 years or 20 to 25 years, the record was rehabilitated or changed. Because when I was kid, recordings were mechanical, with no electronics. Then electronic recording came out, and that lasted nearly 20-25 years. Then the long-playing record came out in 1945-46, and that lasted nearly 20 years before it came to stereo, and that's already on the market 20 years.

So, through the next 20 years, that is the age of this disk.

Well, what is the next development that you're going to bring forward?

That is a company secret.

What about your new involvement with computers?

Of course we have a great interest in the computer business, especially the personal or the more widely used computers for home-use or personal use. It is a very competitive business, and still people don't know what the real, real use is. Of course, many people use them for business, but the so-called personal computer, the home use computer, majority of the people are using it just for games. But think we need more development in the software. And there is also the so-called viewdata or teletext system, with a keyboard to be attached to your television. My office has a special machine through which I can access the British teletext system and the Hong Kong teletext system through the telephone. So then at my office, I can get any kind of information from European countries, the United State and Japanese computers. That is a mixture of the personal computer and the television and the telephone. It means the TV screen will be very strong, important terminal for information access.

What advice do you have either for the consumer of electronic products or the professional broadcaster about what to do in the face of technological change, when it's so confusing and it's so expensive to go forward—and so a lot of people just stand still. What do you say to those people?

It's just like our automobile. You know, the automobile also has been developed every year. So if you wait too long a time, you don't get the advantage.

Why is your technology so good?

Because we have concentrated in a very specialized field. We are almost a $5 billion company. But we are not diversified, you know. We concentrate on video, TV and on audio, and almost the same technology—solid state technology or digital technology—all in the same kind of technology can be applied. That's why, being a specialist, we can have a much higher density product.

Do you have greater revenue outside Japan than within Japan? Are you more an international company than a national company?

Yes. Nearly 75% of our business is outside Japan.

Can you put your finger on the one product that got you that reputation that made it possible to build such a business success?

Actually, we originated real, personalized transistor radio and transistorized TV, which made Sony popular all over the world. Since then, we have created many, many new items. Even the Walkman made our name more popular to the younger generation.

Is Watchman a success?

Yes. Now we have a large number of back orders, especially in the United States.

When did your company or when did your perception of the company change from being a relatively small company in Japan to being this international enterprise that you are now?

When I made my first trip abroad, to the United States and Europe in 1953, I came to this country to sign a transistor patent license. But I met with all the manufacturers, dealers in Europe. I visited many competitors. I spent two months visiting many, many companies and industries.

Have you ever stopped traveling since?

I never stop. I think I am the most-travelled flyer in the world. I know that I have already passed four million kilometers—about three million miles? But that was two years ago.

Do you have a vision at all of the electronic future into which these products are going to fit? I'm particularly interested in the future of the television industry, whether it's going to stay largely as it is or is it going to go high definition, whether cable will take over or direct broadcast satellites.

You know the television industry is changing. As I said before, the
television screen can be used for many, many purposes. In the future, either with optical fiber or closed circuit television, you can have possible a communication, so you can make banking through a television screen, so you can transfer your money and you can know how much you have in your account, and you can transfer the money and you can buy things—and all will be displayed on the cathode ray tube.

In the automobile we probably will have a cathode ray tube, a screen, instead of the many meters.

For what purpose?
To simplify driving.
You know, like the cockpit of a 767, where they have CRT instead of too many meters, indicators—whatever is necessary, that indication should come out. In the future, you can have a TV screen in your car and then if you consult something in your car, you have a map and then you know where you are. So while you are driving, that spot is moving on your display, and you will not get lost.

How far away is that?
Not too far, I think.

Will that be a Sony product?
We hope so. We hope so.

Do you envision Sony having a role in the information age?
Yes, because we have such a good display—a very, very good display.
You don’t have to modify it at all?

Of course. We have a finer resolution Trinitron for computer use. It is very good because of the high brightness and the high resolution. You get that good image or good information on this display.

Do you anticipate that there will be widespread electronic publishing with material that is now in newspapers or magazines being put into the home via a television screen?
I have a doubt. Of course, to some extent, through the television system we can deliver the information much faster. But still, people like to read the paper. And also people like to see the fine picture on the magazine. So I don’t think that we will take all the business away from publishing.

Well, what do you think the information age means?
Information age means that there are people who want more facility or more opportunity to get a much wider range of information at their home or office. If you can connect your TV screen to a European or Japanese computer, whenever you write your material, you can get any information from any country, and sources, and you don’t have to search for all that material.
That’s an information age. Everybody can have a good access to a wide range of information from anywhere. And instead of checking all the files, you can get the latest information from anywhere.

Do you see the possibility of achieving a worldwide television system that enables information to be transferred across borders so that you can pick up something from Japan or from Germany?
I hope such a time comes.

What’s standing in the way?
Principally, achieving a worldwide TV standard. And then if we have a new standard, it should be high definition.

Sony’s nearly 40 years of making it better and/or smaller

Japanese electronics innovator, feeling effects of recession, is determined to bounce back with new broadcast and consumer items

Sony was founded May 1946 as the Tokyo Telecommunications Engineering Corp, by Masaru Ibuka and Akio Morita in a bombed-out Tokyo department store several months after the end of World War II.
The two had met during the war, when Morita was a naval lieutenant and Ibuka was a defense contractor. In the beginning, the company had capital totaling $500. First-year sales were less than $7,000 and profits were less than $300. Japan itself was a shambles. Hiroshima and Nagasaki had been totally destroyed by atomic bombs and more than half of Tokyo, the nation’s capital, had been leveled by conventional bombs. The economy had collapsed.

From those humble origins, Sony (from the Latin sonitus, meaning sound) has grown to become a multibillion dollar corporation with operations on six continents.

Perhaps the company’s first technological achievement was the development of a magnetic tape and tape recorder which it introduced to the Japanese market in 1950. In 1955—the first year it introduced a product with the brand name of Sony—the company marketed the first all-transistor radio, and three years later, the first AM/FM transistor radio. Two years after that came the first transistor television set and a year later, in 1961, Sony introduced the first transistorized videotape recorder.

Sony is a relative newcomer among Japan-based consumer and professional electronic companies, Matsushita, JVC, Fuji and Hitachi, for example, were all established before Sony. However, in the years since the company was founded, almost 40 years ago (Sony was not adopted as a corporate title until 1958), it has developed a worldwide reputation for quality that some industry people see as the best thing it has going for it.

As a company that predominantly serves the consumer electronics market, Sony has been particularly hard hit by the current recession, which has been called the worst since the Great Depression. Peter Ito, an electronics company analyst with Drexel Burnham Lambert, says that more than 80% of the company’s business comes from the worldwide consumer sector—a market that, in hard times, has not only cut back drastic-
thecally on spending, but has also avoided such "premium priced" products as Sony's Trinitron line of color television sets.

For the year ending Oct. 31, 1982, Sony reported net sales worldwide totaling more than $4.5 billion, up 6% from the previous year. But net income was down 31.5% to $186.3 million. Operating income was also down, by 23.1%, to $445.5 million. (All 1982 financial figures for Sony expressed in dollar terms have been based by the company on the prevailing exchange rate as of Dec. 14, 1982, of 246 yen for one U.S. dollar.) And in terms of the bottom line, analysts and Sony executives alike agree that 1983 won't be much better, although both Wall Street and the company are calling for a significantly improved 1984. "If you look at our financial performance in 1983," said Kenji Tamiya, president, Sony Corp. of America, "it will not appear to have rebounded from 1982."

For Sony Corp. of America, Tamiya said, "If you analyze in detail all of our operations, 1983 will be better than 1982 in terms of inventory, market share, market position and our relationship with dealers. Revenue should also be higher this year than last year. He said, but the profit picture will largely be determined by the pace of economic recovery.

It's believed that Sony "has experienced more problems during the past 12 months than any other Japanese electronics firm." Part of the company's problem, Tamiya suggests, was its failure to reduce rapidly enough its inventories of videotape recorders in the recessionary climate, whereas Matsushita, for example, took actions earlier to do so. And, he added, Sony's premium prices of 20% to 30% more than competitors' for many of its products did not help its chances of coming out of the recession unscathed.

Tom Henwood, an analyst following the electronics business for First Boston Corp., agrees with Tamiya. "That Sony's current problems appear to be short term. "As the company's inventory problems are resolved," he said, "and as demand picks up, Sony will respond. They have the potential for a big '84 and '85."

In December of 1981, when Sony reorganized into five operating groups (marketing and sales, manufacturing, service, engineering, laboratories and diversified operations), it also created a new marketing company to focus on the broadcasting industry. Neil Vander Dussen, a former RCA Corp. executive, was appointed president of the new company, Sony Broadcast Products, a post he still holds.

Video production equipment has been, and will continue to be, the dominant part of Sony Broadcast Products, although Sony recently acquired a company called MCI, which specializes in professional audio equipment. On the video side, it's Sony's line of Betacam half-inch ENG/EFP equipment that has attracted the most attention over the past two years, largely due to the fierce battle that Sony has been engaged in with Matsushita, which developed the "M" format half-inch ENG/EFP camera-recorder, as to which should be the standard for the broadcast industry.

Attempts by the Society of Motion Picture and Television Engineers to develop a compromise standard to make the two lines of equipment compatible fell through and, as a result, many broadcasters have resisted going with either format.

In fact, there has been some talk about leapfrogging the half-inch standard altogether in favor of a quarter-inch format, now being developed by two companies—Bosch-Fernseh and Hitachi. And although their respective systems are incompatible, both have indicated a willingness to compromise to come up with a standard. ABC has gone on record in favor of the quarter-inch standard over the half-inch.

Vander Dussen argues, however, that "there is no way today with the technologies that are currently available that quarter-inch can achieve the quality that is given by half-inch equipment."

Although the argument has been made that half-inch quality is not essential for news broadcasts, Vander Dussen counters that "most of the users want their equipment for broad applications. The line between ENG and EFP is not clearly defined, and even though half-inch equipment today is slightly larger, the quality it can achieve allows for a far greater use. The utility executive also asserts that "many broadcasters believe that ENG is deserving of the best quality that's practicable."

Perhaps speaking from the adversary position one would expect from a marketer of the half-inch Beta format, Vander Dussen goes so far as to say that quarter-inch will probably be made obsolete before it ever gets off the ground—by the recently announced "H" format. "That's essentially a standard that's developed for the consumer market. "In the years to come," he explains, "if broadcasters want a standard that's smaller than half-inch, having one that utilizes tape that is the same size as that used by consumers will have advantages."

Sony recognizes, continues Vander Dussen, that some broadcasters are interested in a format smaller than the half-inch equipment, "and say they are willing to sacrifice quality to use the smaller size. We think however, that most people will still require a quality that can only be provided by half-inch."

"As to ABC's position, he adds that the network, for one reason anyway, wants quarter-inch because they ship equipment around the world and they want equipment that's as small and light as possible. But most stations and groups of stations don't have that same requirement."

In terms of sales, Vander Dussen believes that Sony "is substantially ahead" of Matsushita and its allies as far as sales of half-inch field equipment is concerned. "My guess is that our share of the half-inch market now is over 80%." He added that sales for Sony Broadcast Products were up 15% in 1982 and "our growth is continuing on that level in 1983."

Sony Broadcast spent "in excess of $1 million" at this year's NAB according to Vander Dussen. "We wanted to have an environment there where broadcasters could really see the products and understand what the equipment is capable of, and allow them the space necessary to use the equipment and compare what we're proposing." He also indicated that the investment was well worth it in terms of the traffic at NAB and the number of passersby that "expressed an interest in our products."

Sony showed its line of high-definition and digital television equipment at NAB, said Vander Dussen, essentially to show broadcasters what the technology is capable of. "We want to talk to broadcasters earlier in the designing cycle for the benefit of their opinions, to avoid some of the problems that have existed in the past in developing standards."

As to high definition, Vander Dussen said that initially "we believe that HDTV should be used for master program production where that final product can then be converted to whatever distribution standard is appropriate. The technical capability is here now," he said, for both digital and high definition television, and may be applied before 1990.

Sony Communications Co., an SCA subsidiary headed by Koichi Tsunoda, and from which both the Consumer Products and Broadcast Products companies were spun off, currently houses several divisions: industrial video, microcomputers, office products, data products and professional audio. "We concentrate on corporate communications systems," says Tsunoda. "Our customers care more about the service we provide, whereas the broadcast customer sees the product essentially as a hardware item."

The video division is the largest, he adds,
PART 1 - Sun., May 1 25.4 rating

PART 2 - Mon., May 2 27.0 rating* 

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"... offers exciting staged action, an engaging diversity of characterizations and persuasive effects."
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"Technically excellent... and the idea of the gigantic disks hanging over the cities as constant reminders of the presence of invaders look strikingly ominous."
— Tone, Daily Variety

"... thrilling, thought-provoking, and paced like a motor race.
"What separates 'V' from average TV sci-fi is that it is more than an eye-popping adventure.
"... rousingli satisfying viewing... visual effects are well beyond the TV norm."
— Tom Shales, Washington Post

"Right at the top we know that 'V' isn't just another flogging at science fiction... "
"... the rise of the Nazis done as a cautionary science-fiction fable. For television, this is probably a first."
— John Corry, New York Times

"Throughout, the special effects are as convincing as they are riveting... "
... it's Kenneth Johnson who deserves chief credits... "
"It stands as a monument not only to his ingenuity but also to his generalship, for this is an enormous production even by movie-movie standards...
... an unusually ambitious and compelling TV venture."
— Peter Bunzel, Los Angeles Herald Examiner

"... A dazzling science-fiction two-parter for once translates into exciting special effects on the screen. This is no sci-fi ripoff... but an intelligent, imaginative, engrossing four-hour drama...
"... thought-provoking, sometimes shocking..."
— Kay Gardella, N.Y. Daily News

"... interesting, suspenseful, highly watchable.
... 'V' has the stylized look of those '50s science-fiction films...
"As pure entertainment... 'V' is a... doozy with romance, lots of action and a tingly score...
"It has epic heroes in Marc Singer and Faye Grant... it has swell heavies, and it is thoughtul enough to involve viewers on more than one level."
— Howard Rosenberg, Los Angeles Times

"... Kenneth Johnson's ambitious and fascinating "V:... an imaginative first-class thriller of substance and social significance."
— Judith Crist, TV Guide

"V" Starring MARC SINGER  FAYE GRANT  Production Designer CHARLES R. DAVIS  Producer CHUCK BOWMAN
Written and Directed by KENNETH JOHNSON  Executive Producer KENNETH JOHNSON  Art Director GARY LEE  Special Effects TOM RYBA, JOSEPH GOSS, TOM TUKUNAGA  Matteist MATTHEW J. YURICICH  Miniatures GREGORY JEIN  Special Optical Effects DREAM QUEST IMAGES, COAST, PACIFIC TITLE  A KENNETH JOHNSON PRODUCTION in association with WARNER BROS. TELEVISION A Warner Communications Company

*Source: A.C. Nielsen Company
“simply because it’s been around the longest.” The office products division is the second largest, while the others are relatively new additions and account for minimal business.

Sony’s relatively late arrival on the consumer-electronics scene in Japan has perhaps forced the company to look a little harder for business in foreign markets, where it generated almost 75% of its sales last year. “That’s very unusual in Japan,” said Ito. And it doesn’t appear to be a trend that will reverse itself soon. Last year, for the first time in 10 years, domestic sales were down, by 7.2% to about $1.1 billion. Foreign sales were up 11.4% to almost $3.4 billion.

Sales in the U.S. accounted for 28.8% of Sony’s total net sales, or about $1.3 billion, in 1982, up 15.5%. About $1 billion of that was generated by Sony Consumer Products Co., a subsidiary of Sony Corp. of America, with the rest distributed among SCA’s other marketing subsidiaries. They include Sony Communications Products, which serves the industrial sector with an array of audio/video systems as well as office and data products; Sony Broadcast Products Co., which was spun off from Communications Products in late 1981 to market studio and ENG/EFP equipment to the broadcasting industry, and Sony Tape Sales Co., which is responsible for the sale of audio and video tape to the U.S. consumer market.

Sales in Europe (accounting for almost 24% of the total) increased by 24.2% to almost $1.1 billion last year. Sales in foreign markets other than the U.S. and Europe were down 3.9%, totaling almost $992 million.

A breakdown of worldwide sales by product category for 1982 reveals that video equipment and tape sales were up almost 31% to more than $1.9 billion. Audio equipment sales were down 16% to about $1.03 billion, and sales of television sets were down about 4% to slightly more than $1 billion. Sales of other products, including dictating and word processing machines, language labs and Sony’s SMC-70 microcomputer, were up 9% to about $502 million.

Over the course of the next several years Sony hopes to achieve a less lopsided consumer-to-nonconsumer sales ratio so that at least 30% of its total sales are accounted for in the nonconsumer area. SCA President Tamiya notes that that is a company goal instituted “several years ago” by Sony Chairman Morita. And eventually, he adds, the company would like to generate roughly equal sales in its consumer and nonconsumer markets, “but we don’t have a timetable at this point [for doing that] because the consumer market is not shrinking and we don’t want to sacrifice that market. It’s not our objective to achieve that 50-50 ratio by defusing our consumer business. [In other words] the nonconsumer business must pace, perhaps double or triple or even higher to try to close the gap.” Quantifying the task that lays ahead, Tamiya notes that Sony’s consumer business has grown from three-fold since 1978, while sales to the nonconsumer sector have grown perhaps 20% to 25% in the same period.

Drexel Burnham Lambert’s Ito believes the goal of 30% nonconsumer sales is achievable. “Their sales base is so small [in the nonconsumer market] that they should be able to do it.” Ito said Sony is trying to get its consumer-to-nonconsumer sales ratio on a par with most of the other Japanese electronics companies.

The yen weakened substantially in 1982, and continued to weaken this year as well, and now that should provide a boost to the profit margins of Japanese companies. But those gains, he added, were offset by the “fierce” price competition among companies so that nobody gained.

Nevertheless, analysts agree that Sony has a number of strong attributes, including a reputation for quality, an established worldwide distribution system and, as Ito puts it, “tremendous capability and very good technology.”

A major weakness, however, is that with sales ratio that is skewed more heavily toward the consumer and foreign market than compared with other major Japanese electronics firms, Sony’s bottom line is much more sensitive to the vagaries of the worldwide economy. Another point that analysts make is that even though Sony has decent reputation both at home and abroad, its image is not what it used to be. “They don’t have the proprietary products they used to possess, with the exception of the Mavica video still cameras,” said Ito. In t 1960’s, he added, Sony was responsible for miniaturizing the consumer electronics business with an assortment of tape recorder radios and other products. And in 1975 Sony was first out of the starting gate with a home video recording system called Betamax. B eight years later, estimates are that Sony has only 30% of the VCR market. “The weakness is not in the technology,” says Ito. “The cartridge is smaller [than Matsushita’s VHS format] and the image is fine.” Matsushita has simply outmarketed Sony on the VCR front, he concludes.

First Boston’s Henwood adds that in the past, Sony has been a “big new-product company and thus a big swing-in-earner company. But that’s changing so that the company is becoming more of an economy-sensitiv company.” Like Ito, he sees the primary reason behind that shift as being that Sony “is coming up with products and ideas not of the mainstream.” Also, he notes, “it need to standardize has had a distinct [neg
London Weekend TV International’s

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Japan-based companies have not generated
emerging from
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impressive
impact
A
which heard oral arguments earlier
violation
holding that Sony could, be
and Universal Pictures. Sony won the first
use was
player, introduced
Trinitron line.

As Henwood sees it, Sony's biggest
strengths are "it's name and distribution sys-
tem." And its breadth of product offerings,
his, "enables the company to market systems instead of just products."

In 1968, in what Ito described as Sony's
"biggest gamble," but which turned out to be
a "tremendous success," the company mar-
teted the first of its line of Trinitron color
television sets. The Trinitron technology uti-
lizes a one-gun picture tube, which Sony
claims provides more accurate beam align-
ment, and just one lens, for sharper focus.
Most other television sets use a three-gun
picture tube with three lenses. In 1973 the
National Academy of Television Arts and
Sciences awarded Sony an Emmy for the
Trinitron line.

The company also received an Emmy for
its U-matic three-quarter-inch videocassette
player, introduced in 1971. The first Beta-
max videocassette recorder for consumer
use was introduced in 1975, and the follow-
ing year, Sony was slapped with a lawsuit for
copyright infringement by Walt Disney Co.
and Universal Pictures. Sony won the first
round, on the district court level. In 1979,
but the U.S. Court of Appeals for the Ninth
Circuit reversed the decision two years later,
holding that Sony could be held liable and in
violation of copyright laws. The case was
remanded back to the lower court. Mean-
while, Sony appealed to the Supreme Court
which heard oral arguments earlier this year.
A Supreme Court decision is expected any
time.

Kenji Tamiya describes the consumer pro-
ducts company as the "backbone" of Sony's
American subsidiary—a first among equals,
perhaps, of all the companies that he is re-
ponsible for as president of Sony Corp. of
America.

Joseph Lagore, president of Sony Con-
sumer Products Co., is the executive charg-
ed with the responsibility of insuring that
SCA's backbone regains a healthy posi-
ture. Through the latter part of months, sales
for the consumer products company have
improved somewhat, Lagore maintains, a
possible indicator that the company may be
emerging from the "very difficult time" it
found itself confronted with during 1982.
"We were caught in a dilemma," Lagore ex-
plains, "particularly with our Trinitron pro-
duct, the flagship of our product lines." The
Trinitron line is priced at a "premium" he
notes, as high as 40% more than other brand-
television receivers. In a deep reces-
sion, "that can be a very meaningful differ-
ence in the consumer's mind," he adds. "We
think that there were a significant number of
potential Sony customers out there who just
walked away because they simply could not
afford it." To counter that trend, the com-
pany has recently introduced several Trini-
tron models that are priced a little more in
line with competitive models, but still 15% or
20% higher. Price competition (and ero-
sion) has been "extremely severe" over the
past year or more, says Lagore. But even so,
"we just can't get down and dirty with the
price of Trinitron [sets] because they are
more expensive to build. It's a matter of how
much premium..."

Lagore's company also handles the mar-
ket of the compact digital disk player—
jointly developed by Sony and the Holland-
based Philips Corp.—to the U.S. consumer
market. The player was introduced to the
Japanese market last fall and to the Ameri-
can market in March. It retails for about
$900. Lagore suggests that the player and
disk. To complement the new Betamax
sound, Sony will also manufacture stereo
video clips, comparable to the clips that re-
cord companies supply to Music Television
for promotional purposes. They will cost
about $16 for the Beta format and $20 for the
competing VHS format.

Lagore is hopeful that Beta Hi-Fi will be-
come a mass-marketable product by 1990,
when the price is projected to be in the $300-
$400 range.

Betamax is a one-piece camera-recorder
(half-inch) for home use that Sony exhibited
at this year's winter Consumer Electronics
Show in Las Vegas. The unit does not have
playback or television recording capabili-
ties, but is designed to record home movies
on cassettes for playback on any standard
Betamax machine. The Betamovie unit
weighs a little more than five pounds and has
a maximum recording time of three hours
and 20 minutes.

Consumer and professional electronics
products compose the bulk of Sony's re-
sources and attention, but the company is
also involved in a number of diversified bu-
inesses through wholly-owned subsidiaries
or ventures with other companies. Sony Cre-
ative Products, for example, was established
in 1978 to cultivate a cosmetics line and
other products, such as greeting cards and
stationery for the Japan market. Sony Enter-
prise Co., established in 1966, operates lan-
guage schools and travel agencies. In 1962
Sony Chemicals was formed to produce ad-
hesives and other related products. Sony
Magnescale manufactures and markets mea-
suring instruments. Sony Trading Corp.
handles import sales for more than 100 foreign
companies.

CBS/Sony is the largest record manufac-
turer in Japan. Formed in 1968 with CBS
Inc., it was Sony's first step in the joint ven-
turing arena, which occurred only after a
loosening up of governmental restrictions
against foreign capital investment in Japan.
Several weeks ago CBS/Sony announced
that, subject to the approval of the Japanese
government, a newly formed subsidiary will
purchase a CBS-owned plant in Terre Haute,
Ind., which will be ready to manufacture
compact digital disks by 1984. CBS/Sony is
already manufacturing compact disks in Ja-
pan and will continue to do so until the Ter-
re Haute plant is operational.

Other joint ventures include Sony Pruden-
tial Life Insurance Co. (insurance), Sony
Tektronix Corp. (measuring instruments and
graphic terminals), Sony-Eveready Inc.
(batteries), and Sony/Wilson Inc., which
markets video equipment with which the
user can analyze his golf or tennis swing.

Like most companies, Sony has had its
ups and downs and is currently emerging
from one of the toughest periods in its 37-
year history. Yet one would be hard pressed
to argue that the company's rise to the top
of a trillion of world electronics market
professions has been anything less than impresive and dramatic.
And with the company's work in such areas as digital television technology, high defin-
ition and other frontiers other the highest
company executives know about, Sony's fu-
ture as a leading electronics company seems assured.

Broadcasting May 16 1983 50
There are cities and companies, unions and political parties in this country that are like dinosaurs waiting for the weather to change. The weather is not going to change. The very ground is shifting beneath us.
—John Naisbitt, *Megatrends*

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"Those who anticipate the new era will be a quantum leap ahead of those who hold on to the past," writes John Naisbitt in *Megatrends*. "If we can learn to make uncertainty our friend, we can achieve much more..."

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Orion-Intelsat battle goes before Hill

Move to allow competition into international record carrier field debated in front of Senate subcommittee

The battle over whether to permit private companies to compete with Intelsat in the international satellite communications business moved last week to Capitol Hill and the hearing rooms of the Senate Communications Subcommittee.

In testimony on international telecommunications deregulation legislation (S. 999), representatives of Intelsat and the Communications Satellite Corp., the U.S. partner in Intelsat, condemned provisions of the bill that would open the door to potential competitors.

Their was far from an academic exercise. Orion Satellite Corp., an entrepreneurial venture with backers in the U.S. and Europe, in an application submitted to the FCC on March 11, proposed a two-satellite system that would link users on both sides of the Atlantic Ocean in direct competition with Intelsat's lucrative transatlantic service. Orion Executive Vice President Christopher Vizas, in his testimony, defended the concept of international satellite competition, in general, and the Orion proposal, in particular.

In the Communications Satellite Act of 1962, the U.S. established Comsat with a mandate to establish a worldwide satellite communications system. Comsat fulfilled its mission, guiding the creation of Intelsat, an organization of 109 member countries, that owns and operates 16 satellites and provides two-thirds of the world's overseas communications, including almost all overseas television.

The Satellite Act permits competing international satellite systems only if they are "required to meet unique governmental needs or otherwise required in the national interest." A provision of S. 999, introduced last month by Subcommittee Chairman Barry Goldwater (R-Ariz.), amends the act to permit, in addition, systems that "will otherwise serve the public interest, convenience and necessity."

The amendment to the Satellite Act, said Joseph Charyk, president and chief executive officer of Comsat, "is a major change in U.S. policy and one which could have disastrous consequences." In considering the regulation on international telecommunications, he said, it is important to distinguish between services and facilities. "We believe that, while increased competition in the provision of services will benefit the user," he said, "the establishment of alternative international satellite transmission facilities would lead to the dissolution of the Intelsat system and would adversely affect both the quality and cost of communications services for the U.S. users, as well as raise serious questions in international deliberations on the allocation of frequencies and orbital slots."

Permitting competing systems, he said, would also run counter to the Intelsat agreement, to which the U.S. is a party. That agreement permits competing systems, he said, only if they are technically compatible with the Intelsat system and only if they will not "cause significant economic harm to the global system."

And Santiago Astrain, director general of Intelsat, testified that Intelsat member countries, meeting four weeks ago in Bangkok, Thailand, adopted a resolution that asserted that there would be significant economic harm. "The establishment of one or more competitive satellite systems diverting international transoceanic or other heavy-route traffic from the Intelsat system," the resolution said, "would have a fundamental impact on the viability of the single, global commercial telecommunications satellite system, and would entail serious financial consequences for all Intelsat users."

Astrain added that systems serving the heavy traffic routes "would constitute inequitable competition," which would result in higher costs for users in developed and developing countries. The proliferation of competing systems, he said, would aggravate the problems of finding orbital slots and "equitable access" to the slots by all countries.

Richard R. Colino, a communications consultant and the Comsat nominee to be the next director general of Intelsat, underscored the remarks of Charyk and Astrain by listing some of the "negative" effects of competition to Intelsat: "Efficiencies in the use of the geostationary orbital arc and frequency spectrum would be diminished; economies of scale and operational benefits deriving from the Intelsat system would undoubtedly be affected adversely. Financial benefits derived by all users, members and nonmembers alike, would be diminished as Intelsat would have to increase its charges to balance the loss of revenue received or anticipated and as a result of less efficient use of the Intelsat satellites. Intelsat members would see their investments in the space segment, soon to exceed $2.3 billion, potentially jeopardized."

Orion's Vizas tried to downplay the impact of Orion's system on Intelsat, saying it would "complement" the Intelsat system. Unlike Intelsat, he said, Orion will provide private facilities for private use. "Orion's satellites will be user-owned," he said. "Capacity will be used by transponder owners to meet their own, often unique, communications needs."

Contradicting Charyk, Vizas said Orion's proposal does not involve a major change in communications policy. "Our proposal does: no more than acknowledge the basic distinction between facilities that are privately owned and used for private purposes and those that are used to provide common carrier service."

In Vizas's view, the new language of S. 999 "does not create a new standard" for the authorization of non-Intelsat systems. "Instead, we see the amendment simply augmenting and clarifying the 'national interest standard already embodied in [the Satellite Act],'" he said. The FCC, he noted, invoked the existing standard to justify its decision to allow domestic systems to provide service between the U.S. and Canada and Mexico.

The FCC revealed some of its thinking of the issue during the hearings. Willard L. DeMory, assistant chief, international common carrier bureau, said the FCC welcomes the amendment to the Satellite Act. "While we view this amendment as clarifying Congress's original intent that additional satellite systems could be authorized by the commission if they are in the public interest, we would be pleased to have Congress give us a clear policy direction in this area."

The debate over potential competition to Intelsat is not the only controversial provision of the wide-ranging bill. Sixteen witness appeared before the subcommittee and while all professed to be in favor of the bill as a whole, virtually all questioned one or more of its parts.

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with marketplace competition wherever possible. "Marketplace competition will result in technological innovation, operating efficiencies, and availability of a wide variety of telecommunications technologies that are now, or may become, available in the future," the bill's "statement of policy" says: "and will promote the equitable and efficient use of such technologies to provide international telecommunications services."

Although some international carriers would continue to be regulated after the enactment of the bill, the FCC would gradually deregulate those carriers as they became subject to effective competition. S. 999 would also lift restrictions on the resale and shared use of international telecommunications services. Carriers, subject to regulation, would be required to provide interconnection with any other carrier or private system and base their charges on their system costs.

S. 999 would also establish a new ambassador-level office, Office of Special Representative in the Office of the President, to be the chief representative of the U.S. in international meetings and to advise the President and Congress on international telecommunications matters. The Special Representative would also chair another creation of S. 999, the International Telecommunications and Information Task Force. Comprising representatives of federal agencies and departments, the task force would be the "principal coordinating body" for developing U.S. telecommunications policies. An industry-wide advisory committee would advise the task force.

The bill contains several amendments to the Satellite Act. Aside from permitting competition to Intelsat, they would lift rules governing the makeup of the Comsat board and Comsat's capital financing and permit authorized noncarriers to own earth stations to access the Intelsat system.

Finally, the bill empowers the President to make plans to insure adequate telecommunications for national defense or in times of national emergency.

All of the witnesses endorsed the marketplace philosophy of the bill. "We at the [FCC]," said FCC Chairman Mark Fowler, who could have been speaking for several of the witnesses, "are firm in our belief that a policy of competition will extend to the international market the same benefits that the policy has already extended to domestic users. We are particularly pleased that S. 999 is a bill which incorporates the philosophy of international competition, recognizes the differences between the international and domestic markets—and gives the commission specific tools and general flexibility that it needs to persuade the overseas entities to accept our policy initiatives."

The international telecommunications market is currently dominated by Comsat and AT&T, and some of the witnesses, representatives of other carriers, felt they needed protection from them. "The reduction and elimination of unnecessary regulation will, indeed, encourage market entry and foster competition," said V. Orville Wright, president and chief operating officer, MCI Communications Corp. "However, the premature deregulation of dominant carriers is likely to have the opposite effect." AT&T and Comsat, he said, could engage in cross-subsidization and predatory pricing and defeat the pro-competitive goals of the bill. One safeguard he proposed was to decide the question of regulation on a carrier-by-carrier basis, rather than one a service-by-service basis. That way, he said, a carrier that controls 99% of a service could not escape regulation.

To insure against the continued dominance of AT&T and Comsat, said Howard A. White, executive vice president and general counsel, ITT, S. 999 should be revised to make it "absolutely clear" that all carriers own international cable and satellite systems and that Comsat cannot use its relationship with Intelsat to its competitive advantage. White called Comsat a "serious bottleneck," noting it will be many years before the Osirion system would challenge the Intelsat monopoly even if the FCC gives it the go-ahead. He also suggested that Comsat is abusing its monopoly by charging carriers twice what they pay Intelsat for satellite circuits. Comsat should not be allowed to retain its monopoly and expand into competitive markets, he said.

Eugene F. Murphy, chairman, RCA Global Communications Inc., said RCA believes "that uncontrolled expansion into the international market by monopoly-based carriers, such as AT&T and Comsat, would not promote the pro-competitive goals of S. 999. Safeguards are necessary to assure that those monopoly carriers do not inhibit competitive opportunities, keep out smaller entrants and thereby reduce service options available to the public." Comsat should not be allowed to be both wholesaler (providing Intelsat services to other carriers) and retailer (providing services directly to the user), he said. But if any legislation allows it, he said, it must also allow other carriers to compete on "relatively equal footing." That means Comsat should establish a separate subsidiary for its retail activities, he said, and all carriers should have access to the Intelsat system on the same terms as Comsat.

Perhaps anticipating such criticism, Comsat's Charyk tried to allay the concerns of the other carriers, announcing during his testimony that he would present "a new 'international business practices' for Comsat in the competitive marketplace.

Under the plan, he said, Comsat's World Systems Division (WSD), which handles Intelsat traffic, "would undergo a transition to a wholesale supplier role in a deregulated earth station marketplace. Our retail carrier customers would have increasing options regarding the amount and types of services they choose to purchase from the wholesale supplier. WSD would also offer new services to meet marketplace demand, he said, and lease space segments only so that retail carriers could own their own earth stations. The WSD's rates would be adjusted gradually, he said, to reflect the costs of the service. Finally, he said, Comsat would set up a separate subsidiary to offer services directly to the public. The subsidiary would have, he said, "both marketplace and regulatory safeguards to protect against potential anticompetitive practices."

AT&T was troubled by the bill's provision regarding interconnection. According to Richard B. Nichols, vice president—overseas, Long Lines, several practical considerations should be addressed before S. 999 becomes law. For one thing, he said, the bill envisages the interconnection of the domestic networks of other carriers with the international network of AT&T. "We can assume that numerous technical issues will probably need to be addressed" before such interconnection is possible, he said. Because of the practical problems, he said, "the bill should recognize that the commission needs reasonable flexibility in implementing the requirements [its provisions]—not only as to timing, but also as to any problems that may legitimately preclude absolute equality." He also suggested that a "just and reasonable" standard rather than "cost" be used to determine interconnect charges.

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Appeals court backs FCC in sponsor case

Broadcasters aren't required to make lengthy investigation into who is behind sponsorship of political ads, court says

Under FCC rules, broadcasters are required to identify the sponsors of paid political advertisements; they're also required to make a "reasonably diligent" effort to learn who the true sponsor of the ad is when they have reason to believe it is someone other than the apparent sponsor. But, according to a decision released by the Court of Appeals in Washington last week, that doesn't mean they have to conduct full-blown investigations to determine an ad's true sponsor.

The case at hand stems from 1980, when California voters were contemplating Proposition 10, which would have required separate smoking areas in many enclosed places. The ads in question, which were aimed at defeating the proposition, were sponsored by Californians Against Regulatoy Excess (CARE), and used the stations that ran the ads identified CARE as the sponsor.

A representative of another political action committee, Yes on 10, which supported the proposition, wrote to all California stations, asserting that the tobacco industry was sponsoring CARE's ad campaign. He also claimed the stations were required under FCC rules to "discover" that sponsorship and disclose it to the public. The letter, however, didn't document those allegations.

After receiving no response, the representative wrote the stations again, warning that Yes on 10 would bring legal action against any station that didn't comply with its request.

CARE, however, wrote each licensee a letter of its own, claiming that CARE was not an agent of the tobacco industry, even though it acknowledged that various tobacco companies had contributed to its campaign. CARE also dismissed Yes on 10's threats of legal action as "diversionary tactics," and, apparently, none of the licensees stoped identifying the ads as paid for by CARE.

Yes on 10 then requested a declaratory ruling from the FCC. It alleged that the tobacco industry was the principal behind CARE's campaign, and claimed the California licensees had failed to satisfy their sponsorship identification obligations.

The FCC's Maas found, however, that the FCC wasn't justified in concluding that the stations had met their obligations under the rules. Although broadcasters were required to make a "reasonably diligent" effort to identify the sponsor, that didn't make the broadcaster the insurer of a sponsor's representations, the bureau said. The full FCC affirmed the bureau's decision.

Although Yes on 10 representatives insisted commission rules required the "exertion of every effort" by licensees to identify the real sponsors of paid broadcast material, the FCC disagreed. A licensee confronted with undocumented allegations and an undocumented rebuttal may safely accept the apparent sponsor's representations that he is the real party in interest, the FCC said. In its decision, the Court of Appeals agreed with the FCC.

According to the court, if Congress had intended to require broadcasters to investigate conflicting representations of the party involved here, it had not made that explicit in the Communications Act or in legislative history.

To the contrary, the court said, there are good reasons why the court shouldn't read any larger obligation into the statute or rules.

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difficulties that harassing the many stations, sponsors seek, that certain industry was unsupported allegations that two short letters from a ‘sponsor,’ 'receives.”

Under the facts of the case at hand—that is, with the licensees having before them two short letters from Yes on 15 that made unsupported allegations that the tobacco industry was the true sponsor of the advertisements, and CARE's replies that it was the real sponsor—the court said, it seemed “doubtful” that the commission could have ruled differently than it did. “There may be cases where a challenger makes so strong a circumstantial case that someone other than the named sponsor is the real sponsor that licensees, in the exercise of reasonable diligence, would have to inform the named sponsor that they could not broadcast the message without naming another party. But that case is not before us today,” the court said.

More obstacles placed in way of S. 66
Cable deregulation bill is being opposed by some dissident cities of NLC and AT&T; Judiciary Committee will hold hearing

Several roadblocks were placed before the cable deregulation bill, S. 66, last week. The Senate Judiciary Committee has entered the scene and announced it will hold a hearing, April 18. The committee's chairman, Senator Strom Thurmond (R-S.C.), wants to review the measure for antitrust implications. In addition, dissident members of the National League of Cities are circulating their own amendments to the bill throughout the Senate. On another front, AT&T was objecting to a new amendment ostensibly offered on its behalf.

Despite the detour to the Judiciary Committee, the bill's supporters remain confident it will reach the floor. Commerce Committee Chairman Bob Packwood (R-Ore.), Senate Barry Goldwater (R-Ariz.), the bill's author and Senate Commerce Committee's Daniel Inouye (D-Hawaii) and Slade Gorton (R-Wash.), all Commerce Committee members, launched their own campaign to mark shall support for the measure. Last week they sent a "dear colleague" letter summarizing S. 66 and urging members to back it. Their letter also includes an explanation of a new amendment to the bill that is intended to address AT&T concerns. The amendment was drafted by Packwood and Hollings.

AT&T, during the bill's markup, asked the committee to provide equal regulation for cable and telephone companies in the provision of similar services. Bell operating companies complained that S.66 permits cable companies to provide common carrier services, such as data and voice transmissions without state or federal or state regulation with which telephone companies must deal. The Packwood-Hollings amendment deal with that problem, but not in a way to AT&T's liking. Senator Strom Thurmond (S.C.) was determined to kill the bill. AT&T spokesman denied that the company was out to wreck the legislation. He said the AT&T "is not trying to keep the cable companies from doing anything." AT&T opposes the measure because it "puts the Bell operating companies in a straightjacket and give cable companies a magic carpet ride."

According to the committee's explanation, the amendment would offer no immediate regulatory relief for BOC's. It would allow deregulation of telephone companies providing local data services when there is "genuine competition." The explanation said: "If, for example, the telephone companies believe such competition exists today they are able to petition for deregulation of the bill becomes law." The amendment would permit states to require cable operators to file an "informational tariff" when they provide local data services. "This tariff will include information on rates and conditions of service and will go into effect when the cable operator specifies. States can enforce these tariffs by requiring cable operators to follow these tariff until new ones are filed." The tariff scheme was devised to let states determine whether competitive data services are being provided.

The National Cable Television Association has mixed feelings about the AT&T amendment. Executive Vice President James Mooney. The association doesn't oppose it, he said, but "we are holding our nose." NCTA also continues its efforts to gain support for the bill. The measure passed by a wide margin in the Commerce Committee and NCTA feels it will be difficult to defeat. The association also believes AT&T and the BOC's are working to kill the measure.

The bill primarily would curtail state and local authority to regulate cable television. The measure also grants cable systems full control over the rates they charge subscribers for basic service in large markets. Calls for timely consideration of a cable system's renewal application and establishes a renewal test that prevents cities from arbitrarily re...

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fusing franchise renewal. The NLC and NCTA both support the measure, which reflects the newest compromise reached by the two parties. S. 66 was passed by the Senate Commerce Committee (15-2) last month (Broadcasting, April 15).

It is the bill’s renewal provision that has stirred up concerns about antitrust violations. The NLC, which is scheduled to testify at the Thurmond hearing, raised the issue with the committee. An NLC spokesman said the league fears the renewal provision, which bars cities from competing for advertising revenue, may violate antitrust laws. The spokesman agreed the Judiciary Committee’s review of the measure will affect the bill’s progress and insisted that NLC is still backing the legislation.

Meanwhile the dissident NLC coalition, whose numbers keep increasing, and AT&T continued to make headway in gaining congressional support. Senators James Abdnor (R-S.D.), Mark Andrews (R-N.D.) and Rudy Boschwitz (R-Minn.), are among the oldest legislators to register doubts about the bill. The Abdnor group sent a letter to Senate Majority Leader Howard Baker (R-Tenn.) asking to be consulted before the bill is scheduled.

**NBMC files against Dodge City FM**

It petitions to deny station’s renewal on grounds of ‘group libel’ against minorities in progranming KRTL aired

The National Black Media Coalition has petitioned the FCC to deny the renewal of Cattle County Broadcasting for KRTL-FM Dodge City, Kan., alleging that the station had broadcast “ coarse and hostile” programming attacking “blacks, Hispanics, native Americans and particularly Jews.”

In its petition (Broadcasting, May 9), NBMC said the broadcasts—which at times, “alleged, urged listeners to kill local Jews—constituted group libel and violated the fairness doctrine. The licensee, said NBMC may have demonstrated “such weak or nonexistent control over the station as to disqualify itself for renewal.”

At issue in the complaint are a series of broadcasts NBMC alleges were aired last July and August. The broadcasts featured Rev. William P. Gale, who, according to the petition, made a series of disparaging ethnic comments, some tinged with violent undertones, and who seemed to think posses would be formed to set things right. “We got a bunch of empty skulls in Washington, D.C.,” Gale is quoted as saying. “They’re going to get filled up or blasted—one or the other very soon. You’re either going to get back to the Constitution of the United States in your government or officials are going to hang by the neck until they’re lead—as examples to those who don’t,” he is quoted as saying. “If the Jews even look around with us, or try to harm us in any way, very rabbi in L.A. will die within 24 hours,” he is also quoted as saying.

According to an Abdnor aide, the letter reflected, “in a nutshell the concerns of the Bell system.” The senators, the aide said, cited several reasons why the bill troubled them. They feared that local telephone rates may increase because of an erosion of the Bell’s revenue base due to competition from cable companies, and that the loss of local telephone service for rural areas might be at stake, the aide said. In addition, the aide noted, they felt it was unfair to regulate one entity and not another.

While the telephone companies interests dominated the letter, the dissident NLC members’ problems with S. 66 were cited. The letter stressed the importance of insuring that cable companies provide adequate service at fair price.

The coalition of cities dissatisfied with the measure would amend the bill so that cities retain their authority over rate regulation, the franchise renewal process and third-party access. They want to grandfather existing contracts and contracts being negotiated with selected applications. And they want minimum federal jurisdiction over cable. Another amendment would permit cities and cable operators to negotiate the purchase price of the system if there is a material breach of contract.

**Judge throws out NCPAC suit against 17 broadcasters**

The National Conservative Political Action Committee’s $5-million suit against eight congressmen and 17 broadcasters—over an alleged conspiracy to prevent broadcasts of its commercials (Broadcasting, Jan. 4, 1982)—has been thrown out of court.

NCPAC, rebuffed in attempts to buy time for ads critical of the voting records of liberal members of Congress in 1981, first asked the FCC to force the broadcasters to accept the ads, requesting a ruling that it enjoyed an “affirmative, promptly enforceable right of reasonable access” to stations similar to that granted candidates for federal office. The commission, however, turned NCPAC down twice, contending there is no private right of access to broadcast stations.

In a complaint at District Court for Washington, NCPAC alleged that the congressmen had violated NCPAC’s rights of freedom of speech and to equal protection under the laws by “influencing” the broadcast stations to “refuse NCPAC’s advertisements, and thereby preventing those stations from making independent judgments concerning the broadcast of such advertisements without interfering with the right to broadcast free speech.” NCPAC also alleged that both the broadcasters and the politicians had violated the law in conspiring to prevent NCPAC from being able to speak its piece.

District Judge Joyce Hens Green, however, found NCPAC’s arguments to be unconvincing. “Plaintiffs seek a guarantee that broadcasters be insulated from external information when making their editorial decisions as to what programs they will agree to broadcast for consideration. This would remove reason from discretion and create choice in a vacuum. The result would deny broadcasters their journalistic and intellectual freedom by censoring and/or constricting the information they may receive and rely upon in choosing what they will publish over the airwaves. Moreover, inasmuch as the relief sought by plaintiffs would infringe upon the First Amendment right of persons to communicate their views to broadcasters, it likewise would stifle the concomitant right of the broadcasters to listen to that speech,” she said.
Lower interests rates, lifting of anti-trafficking rules, diminished cable threat contribute to rosie picture.

In the past five months a number of economic factors have suddenly fused to send a jolt of excitement through on-the-air broadcasting. Station trading already is approaching the $1-billion mark for the first half of 1983 alone. Lower interest rates and a gradual recovery of the economy—although often used to explain this year's surge in station trading—do not tell the whole story. What it boils down to, broadcasting industry leaders and the financial community report, is a resurgence in the business of broadcasting.

Dissenters are there to be heard. But media analysts and the banking community have perceived that the cable threat to the television broadcast audience has not come to pass and, moreover, becomes more unlikely with the passing of each quarter. As one broadcaster put it: "This giant that we are frightened of suddenly turned out to be a mouse."

The mistaken identity between giant and mouse was also touched upon by Don Perris, president of Scripps-Howard Broadcasting, which is also in cable. The "world of business has discounted the shock of cable TV," Perris said, "and realizes that broadcasting stations are here to stay." Perris also believes that cable will get a greater share of advertising in the future, but also foresees a "very secure place for the classic station business." Perris said he accepts the high prices sellers are asking as an indicator of the vitality of the business. Scripps-Howard, which owns six TV's, is looking for one more UHF "to fill out our hand: We're going to pay dearly for it, but it's worth it," he explained.

Bob Bennett, president of Metromedia Broadcasting and Production, believes one reason station trading has hit such a frenzy can be traced to promises cable has failed to keep. Bennett, who was general manager and a principal in WCBS-TV Boston before Metromedia acquired it for $220 million in 1982, said that although cable offers a multitude of choice, if does not offer choice programming. Bennett, who is careful to note he does not dismiss cable and thinks it's only a matter of time before it "makes it," explained the frequently predicted loss of over-the-air TV viewers to cable has not occurred because "the only thing anybody wants to watch on cable is movies and sporting events."

Explains Bennett: "Cable was going to have a really giant effect on free TV viewing. I think that [TV station owners] finally woke up to the fact that it hasn't happened in the last year. In defense of the prices some TV stations command in the market today, Bennett said: "I think a lot of those guys who sat and worried about their stations suddenly not having value, or losing value, saw with John Kluge's [Metromedia chairman and president] purchase of WCBS-TV—and that was a crazy number a year and half ago [when it was announced]—we have something here that's of some value ... Owners started to see the value of that oil well pumping there for them, and I think they got a better appreciation for it."

Bennett added that, given the roughly 10-times-pretax-earnings multiple often applied to set a TV station's market price, the Kluge price was not out of line. "Even with the most dramatic aspects of cable's inroads," agreed Capital Cities Communications Chairman Thomas Murphy, "the fractionalization of advertiser-supported TV that has come from cable has had its impact, and broadcasting is still a very viable business." Murphy, whose company is also in the cable business, believes broadcasting went through the last recession "almost unscathed" because "it moves merchandize better than most other advertising media."

Daniel L. Ritchie, chairman of Westinghouse Broadcasting & Cable Inc., says cable and broadcasting are both hot. Ritchie notes that in San Francisco, where Westinghouse owns KPIX(TV) and a co-located cable system (although, to comply with FCC rules, it's in the process of divesting the cable system, which it acquired with the big MSO, Teleprompter), "the station is doing far better than it ever did and the cable system is doing very well too." Ritchie believes commercial TV "should remain the mass medium," adding that "pay cable doesn't take away advertising revenues."

Not all broadcasters are as positive as Bennett, Murphy and Ritchie. One who wonders what it all means is Gary Stevens, president of Doubleday Broadcasting, which owns 8 radio stations. Reflecting on station trading activity as a sign of the health of the industry, Stevens observed: "The dollar volume is somewhat distorted." Stevens believes that broadcasters have burst loose after years of being hostage to tight money and mediocre facilities for sale. "There are some big properties moving, which on an underlying basis may be unhealthy because what it may be saying is that some of the big guys are willing to part with stuff that heretofore hasn't been on the market . . . ." Steven said. "It's demonstrating that because there has been a limited amount of quality facilities for sale, people are willing to pay extraordinary dollars because this may be an unprecedented opportunity to acquire those businesses."

As more properties come on the market broadcasters note, the prices go up, motivating others to sell their stations. Michael Eskridge, president of NBC Radio, has bee leading that network's recent efforts to acquire another radio station. He thinks the decline in interest rates, the decision of large group owners like General Electric Field Communications, Ziff-Davis and CC rhinthin Broadcasting to sell their station portfolios and the FCC's lifting of it's anti-trafficking rule have all contributed to the recent mania. Eskridge is "surprised occasionally by the odd deal," but he doesn't see anything unusual about today's market. He thinks, in part, it's a matter of psychology: "It's like the housing market," he explains: "It always seems that the going rates are ridiculous as compared to yesterday's star dards." The finance-minded Eskridge note that "prices are high, although it's a solid market on both sides, neither a seller's market or a buyer's market."

"Broadcasting's stability was another reason cited to explain the hefty prices some stations fetch. "In the last couple of years you saw people wondering which way the business was going," related Jim Dowdle, president of Tribune Broadcasting Co., a cable MSO, who believes the confusion was aggravated by the profusion of new services eithers planned or introduced into the market. Along with lower interest rates. Dowdle said, "the number-one factor would be confidence in over-the-air broadcasting for the long haul!" which has spurred static trading. Dowdle observes that "most people have come to the conclusion that the advertising business is not going to be win take-all." He sees the advertising pie continuing to be divided in its current portion "for many years to come." He believes it
"sizzle" of cable has cooled.

Broadcasters are not the only people taking notice. The conspicuousness of bankers at last month's convention of the National Association of Broadcasters was the subject of talk. One established broker reported that over half of the visitors to his firm's suite were bankers flushing with money and promoting the idea of buying broadcasting. Another, a senior vice president at a New York money center involved in communications lending for 15 years. He likened the NAB convention this year to a banker's conference. But the presence of bankers is a sign, not he cause, of a perceived resurgence in broadcasting.

Another flip on the screen, brokers and insurers observe, is the larger presence regional banks are taking in lending money to groups or individuals who want to buy broadcast properties. Time was, they remember, when loans to broadcasters were viewed with apprehension by all but the most secure—richest—banks. The fear was based on broadcasting being a cash-flow business that cannot rely on assets to generate capital.

Cincinnati broker Ted Hepburn points to general recovery of the economy as the principal cause behind the recent loosening of money that has become available to lenders. As the economy picks up steam, Hepburn said, lenders become willing to take risks they were unwilling to take a year ago. Phone calls from new lenders introducing themselves out of the blue are also up, he noted, "but they all say they want good track records."

Barry Lewis, vice president of corporate development at Katz Communications in New York, has detected two trends. One is he rise in the number of nonbroadcasters entering the marketplace for the first time. The other is the increasing use of limited partnerships and leveraged buy-out deals to buy major TV stations or groups of stations. Two recent cases which support the latter, Lewis explained, are Ziff-Davis Broadcasting buying out of four of its TV's for $56 million. "I can remember when you never thought of Ziff Corp. as a diversified company like the TV network. But Martin Pompadur, and a group of limited partners. Also, Lewis added, the $245-million purchase of independent KTLA (TV) Los Angeles by Kohlberg, Kravis & Roberts—a New York firm specializing in taking public companies private through leveraged buyouts—"is another sign of the times. The limited partnerships in both cases were offered to the public, which gobbled them up quickly," Lewis said. Although new, the leveraged buy-out vehicle—using someone else's money to buy control of a business—"is largely an "untapped source" to fund the acquisition of broadcast properties, Lewi believes.

While brokers hesitate to relate any increased value in broadcasting to problems—real or unreal—in the cable business media analysts Dennis Leibowitz agrees with Bennett and Murphy that fears about fractionalization have abated. "People are feeling more comfortable owning TV stations" again, said Leibowitz, although he added that it is tied to the gradual improvement of the economy and declining interest rates. Leibowitz also noted that broadcasters have borrowed an old cable industry secret—the limited partnership—to help them finance acquisitions.

Industry analyst and appraiser Paul Kagen, Carmel, Calif., sees a combination of coincidences that has set rolling an "enthusiasm that was not there a year ago." He lists interest rates, the economic recovery, the recall of the FCC's multiple ownership rules, a receding fear of cable and 1984—the year of Olympics and political elections—all coming together to produce a "mammoth outpouring" in trading. "The demise of CBS Cable and the slowness of advertiser-supported revenues has not hurt the cable industry," Kagen said, "as much as it has helped restore confidence in broadcasting." He observed that the multiple ownership limits few years have floated between seven and 10 times cash flow, are now "somewhat increasing, but not getting out of hand."

Bankers are not reporting that the smart money is deserting cable for broadcasting, although some note a falling off in demand for cable loans because much of the franchise financing is now in place. And the finace community players are reporting more money is available than capital coming to the table for conventional broadcasters—reflecting a new attitude. David Croll, managing general partner in TA Associates in Boston, said "banks have loosened up and really stepped in and started loaning money to radio" entrepreneurs. Although TA Associates has a strong background in raising venture capital for cable, Croll said that his firm has, in the last six months, raised nearly a quarter-billion dollars in "fresh venture capital money," and that there are "a strong desire to apply a good hunk of that capital to experienced radio management" people who want to buy stations. "We're bullish now that we see the economy getting into shape," he added.

A confirmed bull in radio ranks is John Baylis, president of Charter Broadcasting and owner of KSMAM (AM), KSNI (FM) Santa Maria, Calif. Baylis, who has overseen Charter's withdrawal from broadcasting over the past year, believes now is an excellent time to invest in broadcast properties. Baylis argued that the multiples being applied to radio properties currently are too high, although there is "a fair line of logic in TV." In the market himself for radio properties (BROADCASTING, May 2), Baylis admitted: "It's much more difficult to establish any kind of barometer for radio than it is for TV" Baylis reported he's seeing owners asking 10 times cash flow for radio properties on the block, which he considers inflated.

Brokers say the multiples to determine a station's asking price have not significantly changed, but most admit to a definite "firming" lately. Howard Stark, a broker who exclusively works on major-market transactions, said "prices have firmed" and related it to supply and demand. He noted that most network-affiliated TV stations in the major markets are in the hands of the large group owners and are "not for resale." He said the established group owners are buying larger stations not to turn a quick profit by turning around and selling them again, but to invest in them for their steady cash flow. Stark matter-of-factly explained that a VHF network affiliate in a major market is an "unbeatable combination" and each year fewer become available. He related that one client was willing to spend $250 million for that "unbeatable combination" but the hoped-for seller he approached declined the offer. One factor working against the big-game buyer, Stark explained, is that owners don't want to sell themselves out of business.

Another broker who thinks there are fewer stations for sale but more people looking to buy them is Frank Kali, Tucson, Ariz. He observed, on the average, multiples in the range of 10 times cash flow for TV, eight to 10 times for stand-alone FM's and six times for stand-alone AM's. "Broadcast properties in general are undervalued," Kali said. "I'm not at all surprised at some of these high prices."

Barry Dickstein, a partner in the investment firm Hartstone Dickstein of Hartford, Conn., said that he has seen a rise in smaller financial institutions and regional banks that want to loan money for broadcast station acquisitions. "The buying activity has picked up. What we're seeing in the last six months are a number of banks starting new communications departments... Regional banks are starting broadcast divisions and broadcast lending activities for the first time. They're looking desperately for seasoned broadcast loan officers to staff these departments," Baylis agrees: "There's a lot of folks getting into the act now on a regional basis. I think the small broadcaster has opened the eyes of some state banks on a local basis.

Why did it take 50 years for regional banks to discover broadcasting? Most report it's the lending institutions' aversion to loaning money to a business that has few fixed, hard assets. Dickstein had a simpler answer. He thinks that "broadcasters don't communicate with their banks. All they do is complain about how they [the banks] don't understand them. But they never sit down to teach banks broadcasting, teach them the business."

One regional bank that is trying to learn
Corinthian stations go on the block

Dun & Bradstreet decide to sell five TV's now, with sixth to go later: value estimated at $250 million

Following the recent decisions of Ziff-Davis, Field Communications and General Electric, another major group owner has decided to bow out of broadcasting. Last week the Dun & Bradstreet Corp. announced it was putting five of its Corinthian Broadcasting TV stations up for sale, with the sixth—KHOU-TV Houston—to be sold "at a later date."

In explaining the move, Dun & Bradstreet Chairman Harrington Drake said in a prepared statement that "the long-term interests of Dun & Bradstreet will best be served by redeploying these assets into the mainstream of the business services and information industry."

Dun & Bradstreet acquired the TV stations—except WVEC-TV Hampton-Norfolk, Va.—when it merged with Corinthian in 1971 in an exchange of stock valued at $137 million. The merger, valued at $134 million when it was first announced in December 1969, was opposed and went before the FCC which approved it in a 4-3 decision.

Broker estimates put the value of the Corinthian properties, excluding KHOU-TV at around $250 million, with WISH-TV Indianapolis valued at the highest (around $75 million), and WANE-TV Fort Wayne, Ind., the lowest (around $10 million). A Dun & Bradstreet spokesman said it was holding off selling KHOU-TV because of cash flow and tax considerations and also because the station is appreciating in value and the company wants to "gain some feel for the market" before disposing of its most valuable property. Broker estimates put KHOU-TV's worth alone equal to the other Corinthian stations combined. Dun & Bradstreet said it hoped "most" of the deals will close in 1984, and that KHOU-TV would be gone by then too.

The Corinthian stations are: KOVT-TV Tulsa, Okla. (ch. 6, CBS); WANE-TV Fort Wayne (ch. 15, CBS); KXTV(Sacramento, Calif. (ch. 10, CBS); WISH-TV Indianapolis (ch. 8, CBS); KHOU-TV Houston (ch. 11, CBS), and WVEC-TV Hampton-Norfolk, Va. (ch. 13, ABC). Goldman Sachs & Co., the New York investment banking firm, is handling inquiries.

Metromedia finally does it

Board of directors OK's 10-for-1 stock split as issue closes at $550

Metromedia, as expected, announced at its annual shareholder's meeting in New York last week that the board of directors approved a 10-for-one split of its common stock (it currently has about 2.9 million shares outstanding).

The board of directors also agreed to raise the quarterly dividend on a pre-split basis from $1.75 per share to $1.90 per share, thus resulting in a new annual dividend rate of $7.60 per year on the unsplitted stock, or 76 cents per year on the split stock. The higher dividend will be payable Aug. 15 to stockholders of record July 15.

Metromedia's stock, which closed at $550 per share the day of the stockholder's meeting, is the highest priced issue on the New York Stock Exchange. In January 1982, it traded as low as $155 per share.

John W. Kluge, Metromedia chairman and president, told the stockholders that "Metromedia attained excellent results in 1982." He pointed to Metromedia's 20% advance in revenues in 1982 over 1981, its 18% increase in operating income, an 8% rise in earnings per share, and a 40% gain in dividends, as evidence.

"In the current quarter," Kluge reported, "TV advertising demand is strong." He said that the newly formed TeleCommunications Division, which encompasses cellular radio and paging systems, "contributed to both revenue and profits as a result of healthy paging unit sales, as well as an improvement in the product mix to more sophisticated paging units." Added Kluge: These trends continued to be experienced in 1983's second quarter.

Dun & Bradstreet's action meant the closing of the company-owned national representative firm, Corinthian Television Sale D&B has named Harrington, Righter & Parsons, New York, as representative for KHOU TV Houston, KOVT(TV) Tulsa, Okla., or KXTV(Sacramento, Calif., and Peti Television as representative of wish-TV (4) in Chicago, WTAE, Fort Wayne, Ind., and WVEC-TV Hampton-Norfolk, Va.

According to sources in the company about 56 employees are expected to lose the jobs at CTS, the national representative firm, and another 17 from Corinthian Broadcasting headquarters in New York. Also expected to go are the 27 employees of the production staff in New York, who produce Afternoon, an afternoon strip appearing on the Corinthian stations. Another 20 employees including talent and production staff associated with Afternoon at the individual stations, also are expected to be affected. It was believed a few of the staffers might be absorbed by the various Corinthian stations and some of the CTS employees by the firm appointed to represent the stations. Pen broke Cable, the Virginia and North Carolina cable systems that Dun & Bradstreet acquired when it bought WVEC-TV Hampton-Norfolk, Va., is expected to divest with the station.

Affiliated news. Boston-based Affiliated Publications, publisher of Boston Globe, group owner of five AMs and five FMs, and part owner of MSC, reported net earnings of $15,785,000 on broadcast revenue of $250,444,000 in 1982, 11% and 9.9% increases, respectively, against 1981 figures of $14,199,000 and $236,073,000. Net earnings per share were up 10.4% to $2.02 from $1.83 per share in 1981. Broadcast revenue was $14,765,000 and accounted for 8% of total revenue.
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**PROGRNNING**

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<th>% Net Change in Week</th>
<th>P/E Ratio</th>
<th>Market Capitalization Ratio</th>
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**ELECTRONICS/MANUFACTURING**

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**SERVICE**

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<th>P/E Ratio</th>
<th>Market Capitalization Ratio</th>
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**CABLE**

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<th>P/E Ratio</th>
<th>Market Capitalization Ratio</th>
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**STANDARD & POOR'S 400 INDUSTRIAL AVERAGE**

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</table>

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 split 3 for 2. + Stock traded at less than 12.5 cents. **** Stock inactive due to limited bidding.
ABC and its affiliates celebrate ‘That Special Feeling’

Network preaches of joy of cooperation; affiliates agree, with some reservations

For the 800 representatives of ABC’s 214 affiliates who gathered in Los Angeles’s Century Plaza hotel for the annual affiliates meeting last week on the occasion of the company’s 30th anniversary, the message drummed home by network officials was simple: We’re in this together, the need is mutual and the network, for its part, will not abandon its present system of program distribution for the seductive lure of new technologies. Fine, the affiliates said, in effect. But there are other, immediate matters of concern.

Affiliates’ use of the vertical blanking interval to transmit teletext signals during network feeds, for instance. Not without network consent, ABC said. Or more generous treatment by the network in return for the time the affiliates make available for its programming. Or fewer overruns of prime time programming, perhaps.

Of all the prickly issues the affiliates presented, in a meeting with network officials on Wednesday morning and later in what was described as an occasionally tense session involving only the affiliates’ board and top ABC brass, the affiliates emerged with a partial success on one and an outright winner on another. ABC agreed to postpone the scheduled implementation in September of the third and final phase of the program to increase its commercial time. A decision on whether to proceed will be made in time for the first quarter next year. And it announced plans to buy three more episodes of Dynasty next year, to extend its first-run episodes into the May sweeps period.

The company’s commitment to the present system of networking was expressed by Frederick S. Pierce, president and chief operating officer of ABC Inc., in terms easy to understand: “Over the next five years, ABC’s total investment for its television network service... will probably be at least $10 billion.” And what seemed a significant portion of that budget was on stage at the Shubert Theater, across the street from the hotel on Monday night, when the network trotted out many of the members of the casts of the programs with which it will do battle with CBS and NBC in the rating wars ahead.

The stars, from Dynasty’s John Forsythe and Linda Evans to General Hospital’s John Beradino and Leslie Charleson, were not the only device used by ABC to give the affiliates and their spouses a sense of involvement. There was the playing of the network’s new theme song, “That Special Feeling,” which has been recorded by Broadway and recording star Maureen McGovern. She did the song at the Shubert on Monday night, and then the affiliates were subjected to a heavy dose of the number—with its reference to “spending time together in a special way”—as ABC unfolded its promotional campaign for the 1983-84 season.

As for the promotional spots, Roy Polevoi, vice president for on-air promotion, ABC Entertainment, described them as constituting a campaign “human in scale, honestly emotional, grounded in reality and centered around everyday people in everyday situations.”

That was the show business part of the meeting. As for the business part, Elton H. Rule, vice chairman of ABC Inc.; Pierce; James E. Duffy, president of the ABC Television Network, and John C. Severino, president of ABC Television, were unrelenting in pressuring the partnership theme.

Rule, in the same speech in which he announced his retirement (see page 73), told the affiliates at a closed meeting that there are two certainties on which the ABC Television Network is planning for the future: The first is the growth of television advertising. No matter what takes place in the arena of new technology, advertisers will have available only one medium that is live, visual, home, free and available to everyone—television. The other certainty is that regardless of technology, audiences respond to programming.

Pierce, who will replace Rule as the corporation’s number-two officer, behind Chairman Leonard H. Goldenson, was even more explicit. “Our most important corporate commitment is to support and maintain the ABC Television Network as the most exciting and viable medium of news, information, sports and entertainment in the world,” Pierce said. Then he added: “Broadcasting is our major business, and foremost is our television network. Our long-range objective is not only to prepare for the future in every sound way that we can, but primarily to protect and strengthen the present system broadcasting.”

Duffy picked up the same theme. He said the power of television to attract audience across all dayparts—and therefore its prominence as a sales and marketing medium—is continuously affirmed, and “the vitality of news and information on television is demonstrated time and time again. The trend he said, “add up to a clear conclusion—that network television will remain the dominant medium of communication and advertising... through 1990 and beyond, as far as anyone can reasonably expect.”

For his part, Severino suggested the network-affiliate relationship was a two-way street and expressed the network’s concern about preemptions of its programs. “Every time an affiliate preempts a program it isn’t an urgent local priority,” he said. “Our entire system is weakened and that network affiliate becomes a local independent. Audiences are arbitrarily cut off from national programming, and that programing is undermined by its loss of reach. In turn, the network is weakened—and, ultimately, its profit.” (The affiliate) are as well.”

No one doubted the sincerity of the network rhetoric. Affiliates may even have found the pull of “That Special Feeling” they heard so much about. But affiliates in private conversations as well as in their meetings, 1
Rule to step down by year's end

ABC's vice chairman will retire after nearly 30 years; he will stay on board of directors

Elton Rule, who was ABC long before ABC was cool, but who played a major role in making it cool, will retire as vice chairman of the company at the end of the year. His decision to retire was not entirely unexpected; he had been easing himself out of his responsibilities over the last three years. Still, his announcement, at a closed session at the ABC affiliates meeting, in Los Angeles last week, that the time had come for him...
“to start writing chapter two,” came as a surprise and produced an emotional break in discussions of network compensation and programming.

“I have accomplished what I set out to do—for ABC and myself,” said Rule, now 69, who became part of the ABC organization in 1953, when the fledgling operation bought KABC-TV Los Angeles, of which he was sales manager. “It seems to be that this is the right time to leave. ABC is in excellent condition. It has an exciting future ahead of it, and that future is in very able hands.”

The mantle, if not the title, passes to Frederick S. Pierce, who has been with the company since 1956 and who is now president and chief operating officer of ABC Inc. He was elected to that post in January, after having served as executive vice president since April 1979. He is now second in the company to Leonard Goldenson, the chairman and chief executive officer. Rule said Pierce, 50, was his “personal choice,” as well as Goldenson’s to take over as head of the management team.

Thomopoulos runs down fall offerings and strategies

ABC put the best face on its prime time viewing statistics last week, advising affiliates that the network was “number one among adults 18-49 during the recently completed prime time television season, delivering one million more viewers of this demographic than CBS and 1.5 million more than NBC,” according to George Keramidas, vice president, television research, ABC Marketing and Research Services.

Keramidas claimed ABC dominated the other networks among the 18-49 group every night except Thursday and Friday, which are being substantially restructured during the 1983-84 season. The executive said that, “in head-to-head competition throughout the week, ABC was first among young adult viewers in 28 half hours, while CBS was first in 11 and NBC first in five.”

ABC, according to Keramidas, could take partial credit for an increase of nearly two points in homes using television and a three-network rating increase of six-tenths of a point during the second half of the 1982-83 season as compared to the same period a year previously. He contended ABC’s The Winds of War and Thorn Birds were “largely responsible” for the resurgence in network viewing.

Acknowledging that CBS won the prime time season by half a rating point over ABC, Keramidas claimed ABC was first in household ratings from 6 a.m. to 2 a.m. throughout the broadcast day.

ABC Entertainment President Anthony D. Thomopoulos, agreeing that mini-series programming “infuses prime time television with great excitement and tremendous viewer interest,” insisted that “the love affair between the American public and our medium” is nourished by regular series programming. To that end, he said ABC will attempt to bolster series programs on the three nights it regards as weakest in its schedule: Thursday, Friday and, to a lesser extent, Tuesday.

There were no changes from the lineup announced a week earlier in New York (Broadcasting, May 9), and Lew Erlicht, ABC Entertainment’s senior vice president for prime time, repeated rationales given to the advertising community earlier. The new series are evenly divided: four are half-hour comedies and four are one-hour dramas:

- Sunday: Ripley’s Believe It Or Not returns at 7 p.m., termed “very durable” by Erlicht followed by a new one-hour “action adventure drama,” Hardcastle and McCormick, with Brian Keith starring as a judge who enlists the help of an ex-con in tracking down criminals set free on legal technicalities. At 9 p.m., the network’s programs move, which will also replace football on Monday nights beginning in January.
- Monday: “A strong evening that returns intact,” reports Erlicht, beginning at p.m. with That’s Incredible followed by Monday Night Football at 9 p.m.
- Tuesday: The night begins with a new half-hour comedy, Just Our Luck, about “glit-talking, high-living genie” whose services are offered to a California weather man. Happy Days moves to 8:30 p.m., its slot vacated by the canceled comedy La Terme de la Faim. “In the year ahead,” explained Erlicht, “‘The Fonz’ will be ever present, but in a new job. Joanie and Chachi return to the Cunningham household— asymptotic split picks.” Three’s Company returns at 9 p.m., followed by a new comedy Yes, But I’m Married, starring Madelin Kahn “as a housewife facing a not-uncommon midlife crisis.” The series is based on the long-running British series, Hart to Hart, completes the evening in its 10 to 11 p.m. slot.
- Wednesday: Although he described as ABC’s “strongest night of the week this season,” Erlicht will nevertheless do some fine-tuning, introducing a new one-hour drama, Motel at 10 p.m. The series is based on Arthur Hailey’s novel and co-stars Bette Midler and James Brolin. The move bumps Dynasty, which Erlicht labeled “the number one program in television for reaching young women” to the 9-10 p.m. period. The night opens, as it did this season, with the hour-long action/adventure series, The Fall Guy.
- Thursday: A “major revision” has taken in place, with only the news magazine 20/20 returning from the 1982-83 season (from 10 to 11 p.m.). An ensemble cast is used during the hour-long drama.
Arledge reports on ABC News

He promises increased emphasis on accuracy and viewer trust; defends decision to expand 'Nightline' by another 30 minutes

Roone Arledge, already president of ABC Sports, also took over as president of ABC News six years ago, casting before him what many perceived to be the long shadow of a showman. But in his appearance before the ABC television affiliates last week, Arledge appeared the responsible journalist, concerned about "arrogance" of some news organizations that he feels is in part at least responsible for the rising tide of damage awards. Arledge summed it up: "Legitimacy is the bedrock of our business." And he indicated that ABC would do all it could to helpShape's efforts in that direction.

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May 1983
ABC holding fast to daytime

It announces two new shows to lineup; it will offer three new Saturday programs; specials include 'Preview on the Love Boat' to kick off new season prime time offerings

ABC programing executives apparently have adopted an "If it's not broken, why fix it?" attitude in approaching the 1983-84 daytime schedule, as evidenced last week when ABC Entertainment's vice president of daytime programs, Jackie Smith, disclosed only two additions to the lineup. The network will pick up off-prime time reruns of Too Close for Comfort to begin the daypart at 11 a.m. (NYT), followed by a new serial, Loving, at 11:30.

Loving, created by Agnes Nixon, will be launched with a two-hour, prime time premiere on Sunday, June 26. Weekday episodes of the program will begin June 27. (Too Close for Comfort will also debut June 27.) The remaining four-and-a-half hours of the daytime network feed remain the same as last season.

Sy Amlen, an ABC Entertainment vice president, told the affiliates that during the first quarter of 1983, "ABC's 7.5 household rating was once again the highest for daytime programing among network daytime schedules."

Amlen claimed the 3.8 million women aged 18-49 reported viewing ABC daytime during the first quarter is almost as many as the audiences of CBS and NBC combined. "Among women 25-54," he said, "ABC enjoys a 29% advantage over CBS, and delivers twice the number of NBC viewers."

Among women under 50, Amlen contends ABC has four of the five highest-rated shows: General Hospital, All My Children One Life to Live, and Ryan's Hope.

ABC also claimed first-place ratings at times. (among women 2-11 and 6-11) in children's programming during the fourth quarter of 1982. The entertainment division's vice president for children's program, Squi Rushnell, unveiled three new Saturday morning half-hour series, all animated: The Little Littles, The Mouschich and Rubik, The Amazing Cube.

The Little will air between 10:30 and a.m. NYT, while The Mouschichis and Rubik will be incorporated into the Little Ka and The Richie Rich Show (8:30-9:30 a.m.) at The Pac-Man Rubik Cube Hour (9:30-10:15 a.m.), respectively.

Three new short-form series join ABC's Saturday morning lineup are: Med udo, bilingual (English/Spanish) three- and a-half minute educational features; Zack All Trades, segments aimed at increasing job skills knowledge among inner-city youth; and Cap'n G.O. Readmeore, a cartoon character promoting reading, developed by a cartoon with the Library of Congress. Rushnell said other original programs will be seen during the network's continuing series of Afterschool Specials and seven prime time specials, including a two-hour animated adaptation of "The Wind in the Willows."

The balance of the children's slate remain the same as last season, as does early morning programing.

Richard L. Levine, vice president, program developement, in a press release last week, said results from the first quarter of 1983 give Good Morning America its 10th consecutive quarter of total house hold ratings victories. He said that throughout last year, GMA has averaged a 5.7 rating, "68% better than The CBS Morning News and 36% higher than NBC's Today Show."

Levine termed GMA's current lead the largest it's ever held over its two competitors. He said it delivered twice as many young adult viewers (aged 18-49) as d CBS and 50% more than NBC's Today Show.

ABC will kick off its new programing season with a Preview on the Love Boat, featuring stars of new and returning shows. A new date for the special was announced.

Arledge previews Olympic coverage

Network sports president lists events for 1984, including USFL, political conventions and campaigns

Roone Arledge, president of ABC Sports, as well as president of ABC News, is not only given to understatement. Yet no one in the audience of some 800 at the ABC Television Network Affiliates meeting in Los Angeles last week was inclined to challenge his statement that, for ABC, the coming year "will be the most exciting in the history of television in news and sports. Or that coverage of the summer Olympic Games in Los Angeles next year will...with the games being spon...all over Southern California..."
with "the most difficult lash-up [problem] in the history of television."

But clearly it is the 1984 Olympics for which ABC Sports is gearing up—the Winter games, in Sarajevo, Yugoslavia, and summer games in Los Angeles—for which ABC has paid $316 million for the television rights. "We're way ahead in our planning," Arledge said. "We could go tomorrow in Sarajevo if Barnathan gave the word." ABC is scheduling 65 hours of the winter games, most of it in prime time, and 185 hours of coverage of the summer games over a period of 18 days. "It will be," Arledge said, unafraid, as always, to go for the bold, "the biggest event in the history of television."

And by anyone's standard, Arledge and the ABC News and Sports divisions will have their hands full next year—the winter games followed by the presidential primaries, the Democratic national convention, in San Francisco, the summer games ("the most difficult lash-up in the history of television"), then in Dallas, in heat of summer, the Republican National Convention, and the presidential election campaigns. Said Arledge, "Julie Barnathan makes it all possible."

Mankiewicz officially leaves NPR presidency

One day after arrival of interim chief operating officer, head of NPR since 1977 formally steps down; his career plans uncertain

With the arrival of Ronald Bornstein as acting chief operating officer, Frank Mankiewicz last Tuesday (May 10) formally resigned, effective immediately, as president of National Public Radio. However, Mankiewicz said he will remain with the financially troubled network in a consulting capacity through the end of July.

The Mankiewicz announcement came just 24 hours after Bornstein, director of the telecommunications division of the University of Wisconsin and general manager of its WHA-AM-TV Madison, Wis., outlets, assumed his new position with NPR, which will be on a part-time interim basis through

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Broadcasting May 16 1983 77
Oct. 1. Bornstein was recently appointed by the NPR board to help solve the network’s economic woes after it discovered an additional $3 million budget shortfall in early April while taking steps to fix an initial $2.775 million deficit.

Mankiewicz said he waited until Bornstein came on board before making his departure official. The move, however, changes the scenario put forth by Mankiewicz a month ago when he first announced his intention to eventually leave NPR but said he would retain the title of president and chief executive officer and work with Bornstein to see “through the financial crisis” (Broadcasting, April 25).

NPR board chairman Myron Jones, who has said Mankiewicz was not forced out, worked expeditiously last week to appoint a search committee for the selection of a new public radio president. Chairing the committee is Maurice Mitchell, former NPR board chairman and current director of the Washington program in communications policy studies for the Annenberg Schools of Communications. Other members of the committee are Cathleen Douglas, an attorney with the Washington-based law firm of Leva, Haws, Syington, Martin & Oppenheimer; George Klingler, general manager, WSIU(Radio)KUSI(FM) Iowa City; Steve Meuche, general manager, WKAR-AM-FM East Lansing, Mich.; Midge Ramsey, vice president and station manager, WPBH(FM) Middlefield, Conn., and Jones. Where does Mankiewicz, head of NPR since 1977, former press secretary for the late Senator Robert Kennedy and presidential campaign manager for George McGovern, go from here? He says he probably won’t re-enter politics but hopes to stay in the broadcasting industry or have a law practice related to it. And he has not ruled out a possible candidate for baseball commissioner if a new one is appointed, he says still interested.

**Changing Hands**

**PROPOSED**

KCBQ-AM-FM San Diego Sold by Chambliss, Inc. to Infinity Broadcasting for $8.5 million, including $750,000 for noncompete agreement (“Closed Circuit,” Jan. 31). Seller is wholly owned subsidiary of The Charter Co., publicly traded Jacksonville, Fla.-based oil and insurance conglomerate which recently sold, subject to FCC approval, KIOI(FM) San Francisco (Broadcasting, May 2). KCBQ-AM-FM sale will conclude Charter’s divestiture of its radio station group. Buyer, based in New York, is headed by Michael A. Wiener, chairman, and Gerald Curris, president. It also owns one AM and five FM’s. It has received FCC approval and buy KXYZ(AM) Houston (see below). KCBQ is on 1170 kHz with 50 kw day and 5 kw night. KCBQ-FM is on 105.3 mhz with 29 kw and antenna 620 feet above average terrain. Broker: Blackburn & Co. Inc.

WCMF(FM) Rochester, N.Y. Sold by Scon- nix Group Broadcasting Inc. to Stoner Broadcasting System Inc. for $5.1 million.

**Seller** is East Moline, Ill.-based group owning three AM’s and five FM’s, headed by Scott R. McQueen, president. **Buyer** is De Moines, Iowa-based group owning five AM’s and six FM’s, headed by Thomas H. Stower, chairman. WCMF is on 96.5 mhz with 20 kw and antenna 457 feet above average terrain. Broker: Cecil L. Richards Inc.

**KTXS-TV Sweetwater, Tex.** Sold by Prim Inc. to Catclaw Communications Co. for $3.5 million. **Seller** is headed by Charles Woods, chairman. It also owns KLKR-FM Lubbock. **Buyer** is owned by W.M. Moore Jr., president. Moore is Abeinie Tex., advertising executive, who has no other broadcast interests. KTXS-TV is ABC affiliate on channel 12 with 257 kw visual 25.7 kw aural and antenna 1,400 feet above average terrain.

**WCOJ(AM) Coatesville, Pa.** Sold by Ches ter County Broadcasting Co. to Lenfe- Chester Inc. for $1.8 million. **Seller** is equally owned by William S. Haipen and Loui N. Seltzer, who also own cable TV system in Chester county, Pa. **Buyer** is principally owned by H.F. Lenfest, president. He also owns cable systems in Lebanon, Phoenixville, Pottstown and Quakertown, all Penn sylvania. WCOJ is on 1420 kw with 5 kw full time.

**WHAT(AM) Philadelphia** Sold by Bank Broadcasting Co. Inc. to Howard Sander Communications for $1 million cash. **Seller** is owned by estate of William Banks. It also owns WWDB(FM), which is also up for sale. **Buyer** is principally owned by Howard Sanders, president. It also owns WYCB(AM) Washington. WHAT is on 1340 kHz with 1 kw daytime and 250 w night. Broker: Willia. B. Schatz Jr.

**WEAM(AM) Arlington, Va.** Sold by WEA Radio Inc. to Cardinal Broadcast Association for $1 million. **Seller** is owned by Thom family of Asheville, N.C. They also own WCOG(AM) Greensboro and WKL(AM) Wilming ton, both North Carolina, and recently sold cable system at Asheville (“In Brief,” April 18). **Buyer** is owned by principals of WHFS Bethesda, Md., including Genera Manager Jacob Einstein; his son, David program director, and Philip Margolius president. WHFS was recently sold to Outle Co. for $2.1 million (Broadcasting, Jan. 10). **WEAM** is on 1390 kHz with 5 kw full time. Broker: Cecil L. Richards Inc.

**WFOM(AM) Marietta, Ga.** Sold by Woolf Inc. to Agape Communications Inc. for $482,500. **Seller** is equally owned by Lloyd G. Crowe and Sylva M. Landress. They have no other broadcast interests. **Buyer** is

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5/16/83
larietta, Ga.-based group of 13 stockholders, each owning 7.7%, and headed by ily L. Askew, president. Crowe will stay n as vice president and retain minority wnership interest. Buyer has no other broadcast interests. WFM is on 1230 kHz ith 1 kw day and 250 w night.

BCL(AM) Shreveport, La. Sold by Results Unlimited Inc. to John David Crow and others for assumption of estimated $220,000 in eqts. Sellers are David W. Moore, Jean H. ore and Patsy B. Albin. They have no other broadcast interests. Buyers are John David Crow (25%), G. Randy Awleye III (25%), is father, George R. Awleye Jr. (30%), Michael D. Willis and James E. Nicholas 10% each). Crow. George Awleye III and Nichols also own majority interest in FTSAM Texarkana, Tex. George Awleye r. is Shreveport geologist and Willis is Shreveport-based realtor. KBCL is daylight n 1220 kHz with 250 w.

VIS(AM) Charlotte, N.C. Sold by Metrom a Broadcasting Corp. to George H. Buck $441,000. Seller is owned by Consolidated Theaters Inc., headed by Sam W. raver Jr., president. It has no other broadcast interests. Buyer also wins WCOS-AM-FM Columbia, S.C.; WYZAM-Atlanta: WMGYI Montgomery, Ala.; WPTF-FM Lo velleville, Tenn.; WCLSAM Columbus, Ga., and WSAYAM Salem, Va. He is selling WVNNAM Charlotte (see “For the Record, age 85”). WST is on 1240 kHz with 1 kw day nd 250 w night. Broker: Stan Raymond & Associates Inc.

RKK(AM)-KQSW(FM) Rock Springs, Wyo. Old by Media West Inc. to The Thicket broadcasting Co. of Wyoming Inc. for 325,000. Seller is owned by estate of Ar old H. Morck. It has no other broadcast interests. Buyer is owned by Richard Beau hamp, chairman (80%). Henry A. Kane nd Adam G. Polack (10% each). They also own KTLY-AM-FM Tyler, Tex. KKKk is n 1360 kHz with 1 kw day and 500 w night. KQSW is on 96.5 mhz with 100 kw and an mna 1,680 feet above average terrain.

WHV(AM) Hillsville, Va. Sold by Hillsville alax Broadcasting Co. to Magnum Commun ications Inc. for $210,000, including oncompete agreement. Seller is headed by obert H. Hilker, president. It also has int erest in WCGC(AM) Belmont, WSWMAM Valle e, and WEGKAM-WPEGHFM Concord, all north Carolina: WJHJAM Christiansburg and /VVVAM Blacksburg, both Virginia, and /YRJAM-WPQJFM Brunswick, Ga. Buyer: owned by Howard E. Espravnik (78%) nd Juy A. Bough (22%). Espravnik is part me announcer at WAKEAM Valparaiso, nd. Bough is sports director at WFUMFM Washington, Ind. WHV is on 1400 kHz with kw day and 250 w night.

Other proposed station sales include: SARIFM Salem, Ark.; KNYOAM Independence, Calif.; WWCAM Gary, Ind. BROADCASTING, May 2); KY1BFM Spring rove, Minn.; WELZAM Belzoni, Miss.; YRJAM Charlotte, N.C.; WPAMFM Phila philia (BROADCASTING, May 9); W2PARAM Yorktown, S.C.; KNCHAM Boerne, Tex., BROADCASTING, May 9), and KNNAM

Sinton (Corpus Christi), Tex. (BROADCASTING, May 9) (see “For the Record,” page 85).

WYTV(AM) Shbaughtown, Ohio Sold by Adams Russell Co to Benedek Broadcasting Corp. for $9 million. Seller is publicly traded. Waltham, Mass.-based electronics manufacturer and cable MOS. Buyer is owned by A. Richard Benedek and Robert L. Dudley (50% each). Benedek is principal owner of WPAP-AM-FM Parkersburg, W. Va. Dudley owns 24.5% each of KLBKTV and KXTS FM Sweetwater, both Texas. The latter has been sold, subject to FCC approval (see above). Benedek and Dudley are also principals in group that bought WAUIFM Scranton, Pa. (BROADCASTING, Oct. 11, 1982). WYTV is ABC affiliate on channel 33 with 91.2 kw visual, 182 kw aural and antenna 557 feet above average terrain.

KAYC(AM)-KAYF(AM) Beaumont, Tex. Sold by Texas Coast Broadcasters Inc. to Long Pride Broadcasting Co. for $1.75 million plus noncompete convenant of $250,000. Seller is owned by David H. Morris, pres ident, who also owns KNUZAM-KWUF(AM) Houston. Buyer is owned by Charley Pride (51%), Jim Long (36%), Rolly Lastelick (10%) and H. Roger Dodson (4%). Pride is country and western singer; Long is pres ident and owner of First-Com Broadcast Serv ices. Dallas-based radio programer and syndicater; Lastelick is Dallas-based attorne ney. and Dodson is president and general manager of KOAMAM-KEYN-FM Wichita. Kan., which are owned by Pride. Long and Lastelick. KAYC is on 1450 kHz with 1 kw daytime and 250 w night. KAYF is on 97.5 mhz with 50 kw and antenna 320 feet above average terrain.

KXYZ(AM) Houston Sold by Slater Broadcast ing Co. to 13 Radio Corp. for $1.5 million. Seller is owned by Manning Slater, president. It has no other broadcast interests. Buyer is owned by Infinity Broadcasting Corp., which also bought KCBQ-AM-FM San Diego (see above). KXYZ is on 1320 kHz with 5 kw full time.

Other approved station sales include: WENCAM-WQSMFM Fayetteville, N.C.; WLCR-FM Southport, N.C.; and K2EUUFM Victoria, Tex. (see “For the Record,” page 85).

CABLE

Cable systems serving Shelby and Henry counties, Ky. Sold by Shelby Cable TV Inc. and Henry Cable TV Inc. to Cencom of Kentucky for $2 million cash. Seller is headed by Edward Evanoff, president. It has no other broadcast interests. Buyer is partnership celled by Cencom Cable Associates, headed by Bob Brooks, chairman and president. It recently acquired four new sys tems in eastern Missouri, three of which are under construction. Shelby and Henry sys tems have 2,000 subscribers and pass about 7,000 homes. Broker: Lester Kamin & Co.

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CBS becomes second network to accept split 30-second ads

Following NBC-TV's decision last month, CBS announces it, too, will allow commercials for two unrelated products made by same company within 30-second ad space, but both networks stress they are not selling 15-second commercials

CBS-TV has joined NBC-TV in agreeing, experimentally, to accept split 30-second commercials for two unrelated products of a single company (“In Brief,” May 9), but it was not clear last week how widely—or how quickly—advertisers would employ the new form.

If they are no quicker to place the new “corporate multiple product commercials” on CBS than they have been on NBC, there will be no immediate rush. A spokesman for NBC, which disclosed its new experimental policy more than a month ago (BROADCASTING, April 11), said last week, “We have had no takers.”

Among differences between the CBS and NBC plans, however, there is one that could make CBS’s plan more attractive to advertisers: Where NBC said it would impose a surcharge on such commercials, reportedly amounting to about 20%, CBS said it would accept them at the same rates it charges for straight 30’s.

In addition, CBS has accepted one commercial after production changes brought it into compliance with its new guidelines. It was for two products of Alberto-Culver, the advertiser at whose behest both NBC and CBS developed their new plans. But NBC officials said Alberto-Culver did not follow through with a buy from them, and CBS officials said they were not entirely clear as to where the matter stood in its case.

No other such commercials have been submitted, CBS officials reported.

All three TV networks have long accepted 30-second commercials for different products of the same company, provided that in each case the products are related and the production integrated so that it appears to be a single commercial. Alberto-Culver’s argument to CBS and NBC—and to ABC as well—was that it is a relatively small company that sometimes needs to advertise unrelated products, but under conventional policy could not do so without producing and buying time for two separate 30’s.

ABC officials said they have accepted from Alberto-Culver a commercial for two related products but with different settings and different female voices for the two segments. But, they said, they have not accepted commercials advertising unrelated products.

Both NBC and CBS officials emphasized that in their new approaches they were not selling 15-second commercials. In fact, neither specifies the length of the different product segments—only that they add up to 30 seconds.

Both also say they will schedule the new commercials in ways to minimize or avoid the appearance of clutter: not scheduling them within 120-second commercial pods, for example, since those normally carry four messages (30’s), but would have five if one of the new forms were let in. CBS will, in fact, admit one of the new commercials into a 120-second pod in its overnight Nightwatch program, but otherwise both NBC and CBS say they would schedule them only in 90-second and 60-second pods and no more than one to a pod.

CBS’s new guidelines are contained in memo from the CBS/Broadcast Group standards and practices department.

The new commercials must contain audio identification of the advertiser at the opening, such as “Here are two fine products from . . . ,” or between the two product segments, such as “Also from . . . ,” and must also be a video identification of the corporate name or logo at the bridge between the two product segments.

Not only may the products be unrelated to the memo said, but “the voice, setting, background and continuity of the two segments may be dissimilar.”

None of the corporate multiple-producer commercials, the memo said, may be scheduled within children’s programs.

4A’s focuses on the future

Association’s annual Media Day looks at influence of new technologies, how networks will evolve and advertising’s role in the upcoming media mix

The impact that new electronic communications forms will have on media strategies, delivery of news, network television programming and TV program sponsorship, came under scrutiny at the American Association of Advertising Agencies’ annual Media Day in New York.

The all-day event, which attracted some 250 media and programing specialists to the Grand Hyatt hotel on May 5, featured discussions of network television’s rising costs, competition among print and broadcast journalism and prospects for reprogramming the networks.

The tenor of a speech by John O’Toole, chairman of Foote, Cone & Belding, New York, was sounded in its title, “Network Television: The OPEC of Media.” He contended that network TV prices have outstripped the rate of inflation and promises to continue, and suggested that advertisers test alternative media.

He said advertisers are paying more on network television but “are getting less” as audiences shrink and clutter increases with insertion of additional spots. He urged advertisers and agencies to consider alternatives “with an unprecedented fervor,” list other possibilities including magazines and newspapers, radio, outdoor, syndication and cable television.

William E. Ross, chief operating office of Talitha-Laird & Kudner, Chicago, criticized the environment (programming or editorial content) in which commercials or advertising placements appear. He reported that people have said consistently that they like the commercials better than the programs they are in, and added: “If you consider that 60% of the commercials are an insult to your intelligence, that’s got to give you something feeling for what the programming is like.”

Ross blamed not only television but also radio, magazines and newspapers for providing an environment for advertisements. He added that media often blame advertisers for this shortcoming but Ross insisted: “All the advertisers ever ask us to provide them is value received for money spent, and if we can convince them that the is a better way to showcase their product, better environment for this advertising to appear in, they would be the first to embrace enthusiastically.”

William E. Phillips, chairman and chief executive officer of Ogilvy & Mather, New York, stressed that the media specialist play an increasingly important role as society and media choices become more pluralistic and splintered. He said the media
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<td>Tioga Cablevision of Wisconsin, Inc./</td>
<td>Wells River Cablevision, Inc. Cable TV Construction</td>
</tr>
<tr>
<td>$715,000</td>
<td>Tele-Media Company of West Virginia</td>
<td>Cable TV Construction</td>
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<tr>
<td>$675,000</td>
<td>Bonney Lake Cable, Inc.</td>
<td>Cable TV Construction</td>
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<tr>
<td>$640,000</td>
<td>Master Television Associates</td>
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<tr>
<td>$600,000</td>
<td>Dickinson Broadcasting Corporation, Inc.</td>
<td>Radio Station/Television Station Refinance and Acquisition</td>
</tr>
<tr>
<td>$500,000</td>
<td>Multivision Northwest, Inc.</td>
<td>Cable TV Construction</td>
</tr>
<tr>
<td>$500,000</td>
<td>Scottsboro Cable TV, Inc.</td>
<td>Cable TV Construction</td>
</tr>
<tr>
<td>$450,000</td>
<td>Ronette Communications Corporation</td>
<td>Radio Station Capital Improvements</td>
</tr>
<tr>
<td>$425,000</td>
<td>Canton-LaGrange Cablevision, Inc.</td>
<td>Cable TV Construction</td>
</tr>
<tr>
<td>$421,000</td>
<td>Tele Max Cable TV, Inc.</td>
<td>Cable TV Construction</td>
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</table>
partment must be equipped to cope with “the changing mosaic” as it affects costs and effectiveness of advertising.

Phillips suggested that media officials become better grounded in sales and research and their media plans be more qualitatively targeted. He added that in the future, media plans must be devised to consider both conventional network TV and perhaps cable TV and other media as part of a full communications approach.

During a panel discussion on “Which Medium Will Dominate News Delivery in the 1990’s?” the speakers avoided picking a winner but agreed that each of the various news media would find its niche in the communications spectrum.

James Farley, vice president of NBC Radio News, said radio will continue to be a leading news medium.

Van Gordon Sauter, president of CBS News, repeated an earlier assertion that there is “an undue reliance on television news as a primary source” but nevertheless maintained that TV’s role is not likely to diminish. He said television provides “a dazzling window on the world” and he envisions “no threat” from other media, but said competition will come from affiliated stations and from independent stations, which counterprogram news with syndicated shows.

He said the challenges facing network television news relate to finance as product costs escalate and to “a shallow talent pool,” which, he said, must be developed. He said the credibility of TV news is sound now, but emphasized that this quality must be reinforced.

Bill Scott, president of the Satellite News Channel, voiced the view that cable TV will find a niche for itself in the news spectrum along with other media, but said it must be perceived by the audience as accurate, fair and honest. He said SNC is attempting to create an identity of its own and one of the steps it has taken is to provide local and regional news.

William Broyles, editor-in-chief of Newsweek, maintained that newswEEKLYs will flourish in the years ahead because they provide a dimension that often is lacking in other media—an understanding of what is happening and why it is happening. He said magazines are a convenience to readers in that they can be read, put aside and re-read.

John Quinn, senior vice president and chief news executive of Gannett Newspapers, said that “each voice will find its place” and expressed the view that “all the media will get their acts together in a complementary, yet competitive, way.” He said the public knows what it wants and will decide which combination of services to select.

What’s in store for the TV networks? Panelists discuss future ‘reprograming’

It was a toss-up in New York as advertising executives—from agencies and the media—listened to their colleagues on the other side of the fence debate the merits of reprograming the networks at the 4A’s Media Day. The bait was thrown out by Les Brown, editor of CHannels magazine, who asked: “What’s wrong with network programing?”

One answer, and the strongest condemnation of network programing, came from a former network president—Fred Silverman. The most vigorous defense found an unlikely ally in John Jay Iselin, president of the Educational Broadcasting Corp., licensee of noncommercial WNET(TV) New York.

Silverman charged that not one of the networks has come up with a fresh programing concept in the last five years. Iselin said the networks were doing a “good job” in programing for the mass audience. “In every culture there has to be an equivalent of the Saturday Evening Post,” Iselin said in defense of the networks.

Kay Koplovitz, president of the advertiser-supported cable service, USA Network, said the networks are retreating from entertainment programing and “aggressively moving towards what they do best—news and sports.” She cited more news and information programing creeping into the prime time schedule as evidence.

Rising costs and declining circulation at the networks also are beginning to scare off advertisers. remarked Merrill Grant, president of Grant Reeves Entertainment, a New York-based production company and program supplier. One way to beat the rising costs, Grant suggested, is to utilize “creative financing” vehicles like co-productions among program suppliers. “Reprogramming the networks is not a valid concept,” Grant explained because the other media, like cable and pay-per-view, are not yet legitimate threats.

The problem facing all three commercial networks, Silverman said, is that they are bogged down with old programing formulas. “The same concepts get recycled” and “programers overlook new kinds of talent,” he said. Silverman cited Hill Street Blues, which he said combines the best elements of both comedy and drama. He said a new form of entertainment that needs to be exploited. Silverman also said that the morning entertainment and wake-up shows are examples of programs that are beginning to break the mold.

Grant said that viewer defection from network TV is not due to the quality of programs, but to increasing alternatives provided by other delivery systems. Moreover, he added, with the average production costs of a made-for-TV movie now more than $2 million and commercial spots priced accordingly, advertisers must “use the medium in more effective ways.” Grant said advertisers must speak up and let the networks know their needs are not being met.

Iselin exclaimed that it was “really preposterous what we’re talking about... the public is smarter than we are.” He said that ratings don’t tell all and that just because program garners an audience of 50 million viewers—according to the ratings—doesn’t mean 50 million viewers are paying attention.

Grant and Silverman pointed out that circulation reigns supreme and that network “can’t tailor-make programs for the mass audience.” Reminded Silverman: “Advertisers are first and foremost looking for circulation.” However, Silverman ventured that large audiences will soon be reached and reached often, without using the conventional networks. Ad hoc networks will evolve with increasing frequency and success, he predicted. As an example, Silverman noted that of the roughly 100 station that have agreed to take on his Intermed Corp.’s Thicke of the Night, one-third a network affiliates. Silverman explained that ad hoc networks are also economical because they don’t have huge staffs and administration to support. Silverman also volunteered that daytime television, from 10 a.m. to 4:30 p.m., will be the “next area of encroachment” for ad hoc networks.

AAAA meets in West Virginia

Annual convention mixes business and recreation; Malcolm Forbes, Robert Kasten scheduled to speak

Top executives of the nation’s leading advertising agencies will be looking for ways to sharpen their skills and perceptions this week as the American Association of Advertising Agencies holds its annual meeting at its customary site, the Greenbrier in Whi Sulphur Springs, W.Va.

More than 800 members, spouses and guests are expected. The meeting opens Wednesday evening and continues through noon Saturday.

After an opening-night reception, the convention gets down to business at 9 a.m. Thursday. Leading off will be a closed business meeting, for elections, and a treasurer report by Hal Donofrio of Richardson Myers & Donofrio, Baltimore. Then there will be an open session, with reports by John S. Bowen, president and chief executive of Benton & Bowles, New York, chairman of the AAAA, and Leonard S. Matthew, president of the association. Capping the session will be a briefing on national and world affairs by a panel of CBS News correspondents.

Friday morning begins with four conclu-
convosations about a once-a-week or once-month prime time entertainment network at would air on a fixed lineup of stations -- ith independent and network affiliates -- e still active, according to company representatives involved, at least one of whom sees a self-imposed deadline of two months om now on whether to go ahead with such project. Sources involved in the discussions report a variety of conflicts currently 'eventing final commitment to a network, e most pressing of which appears to be a nick of suitable movies. Metromedia Inc., which announced at the arch NATPE International Conference that it was trying to sign affiliates for its proposed once-a-month movie network BROADCASTING, March 28), has encountered unexpected interest from stations affiliated with the major networks, according Paul Rich, vice president, worldwide les. Metromedia Producers Corp. Affiliates in "half-a-dozen" markets have asked to include without knowing what movies the network plans to offer, said Rich, while affiliates in another "10 to 12" markets have asked for the right to be considered once the network lineup is announced.

Metromedia has not yet formally agreed to participate in its network, said Rich, although it has verbal agreements with independents in markets where "affiliat- interest has been exhausted." That movie lineup will probably include made-for-TV movies on the life of Polish Solidarity leader Lech Walesa, which Metromedia has agreed to produce in association with Britain's TV South (BROADCAST- G, May 2).

Randy Reiss, president of domestic television production and distribution at Paramount Television, said he is trying to line up commitments from stations in the top three markets and from major advertisers before asking an effort to sign stations all over the country or line up programming for a once-a-week, three-hour block of prime time programming, anchored by a movie and including a one-hour program that could vary from drama to variety specials. Paramount is talking with both Metromedia and a consortium of stations owned by Tribune Broadcasting Co., Taft Broadcasting, Gaylord Broadcasting and Chris Craft Industries, said Reiss, and there is "still interest on all parts."

The Paramount proposal, first proposed by Paramount Television President Rich Frank at the annual Association of Independent Television Stations convention in January, would allocate at least 60% (and possibly more) of available advertising time in each three-hour block for national sales, according to Frank, with the rest left for local sales by stations. That compares with a 60-40 barter split being proposed by Metromedia and a 50-50 split under discussion among leaders of the Tribune-Taft-Gaylord-Chris Craft consortium.

The big problem facing proposals for a fourth network, according to several key players, is a real shortage of affordable mov- ies that would generate sufficient ratings for advertiser interest. Paramount is looking into entering "a joint venture that would pur- chase programs from many sources," said Reiss, while Metromedia is proposing a line- up of about half theatrical and half made-for- TV features.

Another problem, not unrelated to the first, is that movie studios are hesitating to license properties to these proposed net- works. According to Jim C. Dowdle, pres- ident of Tribune Broadcasting Co., the proposed occasional networks represent an unknown quantity to the studios, each of which is bargaining for the best deal from

Part two of its science-fiction mini-series, V., and an increasingly strong Tuesday-night lineup put NBC-TV at the top of the national ratings pile for the first full week (Monday- Sunday May 2-8) of the local rating sweeps by A.C. Nielsen and the Arbitron Co.

According to Nielsen's National Television Index, NBC averaged a 15.5 rating/26.2 share for the week, barely topping ABC-TV's 15.4/26.2 but breathing past CBS-TV's 14.6/ 24.7.

Despite a weak lead-in from the now-cancelled series, Love Sidney (13.2/22), and a rerun episode of Family Ties (15.7/24), V (27/40) pulled NBC's Monday-night average to 22.8/34.6. ABC averaged a 14.5/22.5 for the night, with a lineup that included the movie, Legs (13.2/20), while CBS averaged a 14.3/21.7 with its series lineup, which included rerun episodes of MA'SH (15.6/23) and Archie Bunker's Place (12/20).

On Tuesday, original episodes of A Team (20.9/34) and Remington Steele (18.6/29) combined for a lead-in that gave a rerun episode of St. Elsewhere (16/28) the highest rating and share that series has achieved since its premiere. NBC averaged an 18.5/ 30.4 for the night, while ABC finished with a

by Donald R. Keough, president and chief operating officer of Coca-Cola Co., and from the practitioner's viewpoint by Carl Ally, chairman of Ally & Gargano. New York. Finally, Keith Reinhardt, chairman and chief executive of Needham, Harper & Steers/USA, New York, and Sid Woloshin, president of Sid Woloshin Productions, also New York, will concentrate on another aspect of creativity in a session on "Say It With Metromedia." The annual reception and dinner will be held Friday night with Alan King providing the entertainment.

Programming

Fourth networks making progress

ick of movies is causing some play in setting up new groups

ich Adizes of the Adizes Institute for Managerial and Organization Research at Santa Monica, Calif.

Friday's general session, at 11 a.m., will hear addresses by Malcolm S. Forbes Sr., chairman and editor-in-chief of Forbes Inc., and Senator Robert W. Kasten Jr. (R-Wis.). On both Thursday and Friday afternoons, the sharpening-of-skills process will continue on golf courses and tennis courts.

The wind-up business session will, as usual, be held Saturday morning and focus on creativity. There'll be a look at the creative product from the client's point of view vs.

Ratings Roundup

<table>
<thead>
<tr>
<th>Network</th>
<th>Show</th>
<th>Avg. Rating/Share</th>
</tr>
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<tbody>
<tr>
<td>1.</td>
<td>NBC Monday Night Movie, Part 2</td>
<td>27.0/40</td>
</tr>
<tr>
<td>2.</td>
<td>Dallas</td>
<td>24.4/39</td>
</tr>
<tr>
<td>3.</td>
<td>A Team</td>
<td>20.9/34</td>
</tr>
<tr>
<td>5.</td>
<td>Facts of Life</td>
<td>20.2/32</td>
</tr>
<tr>
<td>6.</td>
<td>Love Boat</td>
<td>20.0/35</td>
</tr>
<tr>
<td>7.</td>
<td>60 Minutes</td>
<td>19.6/40</td>
</tr>
<tr>
<td>8.</td>
<td>Hart to Hart</td>
<td>19.2/33</td>
</tr>
<tr>
<td>9.</td>
<td>Three's Company</td>
<td>19.3/30</td>
</tr>
<tr>
<td>10.</td>
<td>Remington Steele</td>
<td>18.6/29</td>
</tr>
<tr>
<td>11.</td>
<td>9 to 5</td>
<td>18.3/28</td>
</tr>
<tr>
<td>14.</td>
<td>Magnum, P.I.</td>
<td>18.0/31</td>
</tr>
<tr>
<td>15.</td>
<td>Hill Street Blues</td>
<td>18.0/31</td>
</tr>
<tr>
<td>16.</td>
<td>Bottle-Network Stars</td>
<td>17.9/29</td>
</tr>
<tr>
<td>17.</td>
<td>Mississippi</td>
<td>17.8/31</td>
</tr>
<tr>
<td>18.</td>
<td>The Incredible</td>
<td>17.2/28</td>
</tr>
<tr>
<td>19.</td>
<td>Full House</td>
<td>17.0/30</td>
</tr>
<tr>
<td>20.</td>
<td>One Day at a Time</td>
<td>16.9/26</td>
</tr>
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</table>

The Final Five

<table>
<thead>
<tr>
<th>Network</th>
<th>Show</th>
<th>Avg. Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>63.</td>
<td>Zorro and Son</td>
<td>8.4/15</td>
</tr>
<tr>
<td>64.</td>
<td>Morton</td>
<td>8.3/16</td>
</tr>
<tr>
<td>65.</td>
<td>Berenstain Bears Special</td>
<td>7.9/16</td>
</tr>
<tr>
<td>66.</td>
<td>Wizards and Warriors</td>
<td>7.1/14</td>
</tr>
<tr>
<td>67.</td>
<td>Sunday Funnies</td>
<td>6.7/14</td>
</tr>
</tbody>
</table>
Embassy activity. While talk of the creation of new, occasional prime time networks continues, a quarterly, advertiser-supported movie network announced in March by Embassy Telecommunications inc. signed stations in New York and Boston last week, bringing its lineup to about 30 stations, according to company president, Gary Lieberthal. *Embassy Night at the Movies,* which will begin with a broadcast of "Escape From New York" during next November's local ratings sweeps, has added Tribune Broadcasting Co.'s 

**KTLA-TV** Los Angeles, Embassy also has signed a number of stations in markets below the top 20, according to Lieberthal, and in the top 20 markets (other than the four already signed), it is entertaining bids from a number of competing stations. "We’re going very slowly," said Lieberthal.

Lieberthal would not reveal which advertisers have expressed interest in the Embassy network, which does not require broadcasts in prime time. Here also, Embassy is "moving slowly" and will not establish rates for "Escape from New York" until it knows what the conventional networks will charge for movies aired during the same quarter.

Tribune topics

Tribune Entertainment has entered into agreements to develop a four-hour mini-series and a two-hour movie for television syndication. The mini-series will be based on the true story of Corinella Connolly, a 19th-century woman of nobility who left her marriage to become a nun and, after rising through the hierarchy to a position of power within the church, became the center of international controversy when she rejected her husband’s efforts to try to force her to return to married life. Tribune’s partners in the project, which will be shot in the U.S., the United Kingdom and Rome, are Britain’s HTV Ltd. and D.L. Taffner Ltd. The new movie, to be produced by Dave Bell Associates of Hollywood, will tell the story of Nadia Comaneci, Romanian gymnastics star of the 1976 Olympics. *Scarred Straight* is among previous projects of Dave Bell Associates.

Also in the works at Tribune Entertainment: Gary Deeb, former television and radio critic for the Chicago Sun Times, is being screen tested for a TV series similar to Tribune’s highly successful *At the Movies,* that would offer criticism of upcoming TV fare, including programs offered on cable and other alternative media. According to company President Sheldon Cooper, Tribune has not yet decided whether to go ahead with the project.

2 time

CBS-owned *WCAV-TV* New York will air its own production for prime access time five nights a week, starting next fall. It’s on the Town— the 2 representing the station’s channel assignment as well as program hosts Adrienne Maizler and Lloyd Kramer— will expand from Friday and Saturday-night appearances to Monday through Friday, replacing the *Muppet Show* on Mondays through Thursdays. Bobbee Carson, *WCAV-TV*‘s director of broadcasting, who announced the changes, said the *Muppets* may replace 2 on the Town on Saturdays at 7:30 p.m. but that no firm decision has been made.

"We are very excited about the challenge of programing a locally produced show five times a week in access," Carson said.

The program explores the New York area, pointing up unusual life styles and events. Though the announcements have been made, *WCAV-TV*‘s access time competition on the other network-owned stations is expected to keep on doing what it’s doing: *Family Feud* stripped Monday through Friday on NBC-owned *WNBC-TV* and *Entertainment Tonight* similarly stripped on ABC’s *WABC-TV.* Both have been running substantially ahead of the *Muppets* in the ratings.

New ‘Essence’

*Essence,* a half-hour weekly magazine for upscale black viewers, premiered May 5 on *WPX-TV* New York at 10:30 a.m. A joint project of WPX Inc. and Essence Communications Inc., both New York, *Essence* is meant to go beyond the purview of the 13-year-old magazine of the same name upon which it is based, by borrowing as well as contributing to the projects, Susan J. Taylor, editor-in-chief of *Essence* magazine, will host the new program, which, in its early installments, features interviews with actress/choreographer Debbie Allen of the NBC-TV series, *Fame,* actor Howard Rollins, fashion model Peggy Dul- lap, Atralia Shabazz, daughter of Malcolm X, and activist Kwame Toure (Stokely Car- michael). In addition to celebrity interviews, the show will feature a weekly discussion of controversial issues and regular segments on cooking and exercise.

At a reception announcing the new show in New York last Monday (May 2), Leavitt J. Pope, president of WPX Inc., called *Essence,* "an opportunity for national syndication." In addition to its regular run at 10:30 a.m. on Thursdays, *Essence* will be given an early morning run the same day, to test its reach among working viewers, as well as several other runs over the weekend. The show is similar to *Essence* magazine, which, since its creation in 1969, has increased its circulation from 50,000 to 700,000.

**Generosity**

The television broadcast of *Hollywood: A Gift of Laughter,* which aired on ABC-TV last year, has proved profitable for several educational and research organizations. T. Motion Picture Association of America to the proceeds from the broadcast and donated $946,000 to eight organizations.

The Academy of Motion Picture Arts and Sciences, American Film Institute, California Institute of the Arts Film School, Motif Pictures and Television Fund, New York University, University of Southern California Film School. Each received $124,500 and Columbia University received $74,500.

In the marketplace

Family, the off-network series of 86 hour offered by Lexington Broadcast Services the NATPE International conference March, has cleared stations in 71 markets covering 70% of U.S. households. It began airing in September. The lineup for the Columbia Pictures-produced program includ- ed on WPX-TV New York, *KTLA-TV* Los Angeles and *WGN-TV* Chicago. *Morning Stretch,* *KPIX* San Francisco’s half-hour daily exercise program hosted by Joanie Greggans, has cleared 83 stations, including nine in the top 10 markets.

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**TELECASTINGS**

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New stations

A applications

Eureka, Calif.—Eureeka Broadcasting Co. seeks 1200 kHz, 25 kW, 1 kW, Address: 100 Rubidex Road, tos, Calif. 95501, Principals: Stephen R. Little (two- dts) and Julie Hohn (three), They have no other broad- adcast interests. Filed May 2.

Placerville, Calif.—Placerville Radio Broadcasters seek 1180 kHz, 50 kW, 1 kW, Address: 7120 Calice et, Diamond Springs, Calif. 95619, Principals: Kathleen Knotts (18%), and Perry Atkinson (25%), They have no other broadcast interests. Filed May 2.

Rocklin, Calif.—J &K Broadcasters seeks 1210 kHz, 10 -5, 5 kW, Address: 613 South La Grange Road, La ange, Calif. 110525, Principals: Robert A. Jones and Patricia A. Jones, They also have interests in WQJM (AM) mahuw, WSRQ (AM) Barbaroo, W. Is, and WCMQ (AM) Gonzalez, Calif. Jones also has interests in new AM's, Kraz also has interest in three new AM's, Ed May 2.

Soquel, Calif.—Soquel Broadcasting Co. seeks 1200 kHz, 25 w, 1 kW, Address: 100 Rubidex Road, Ap., Calif. 95501, Principal is owned by Stephen R. Little J Julie Hohn, who also are applicants for new AM at reka. Calif. (see above). Filed May 2.

Brookport. Ill.—Samuel K. Strattever seeks 750 kHz, 0kW, 1 kW, Address: Route 3, Metropolitan, Ill. 62960, Prin- cipal also has CP for new FM at Metropolis, Ill. Filed April 21.

Vine Grove, Ky.—Enka-Candler Communications seeks 1 kHz, 1 kW, Address: Route 2, Box 45, Vine Grove, c 40175, Principals: Fred Michael Wix (75%), his son, 3 Wix Jr., (15%) and John W Smith Sr. (10%), They have other broadcast interests. Filed April 28.

New Washoe City, Nev.—Radio 1200 seeks 1200 kHz, 1 kW, 1 kW, Address: 4610 Briarwood Drive, Sacra- mento, Calif. 95821, Principals: Marvin Clipp and Carl J. eil (50% each). Clipp has interest in application for new 4 at Seaside, Calif. and with Auel has interest in KNCO- FM Grass Valley, Calif. CP for new FM at Holville, slf., and five new AM's, Auel also has interest in KENQW- MP Paradise, Calif. Filed May 2.

Virginia City, Nev.—All Country Music Broadcasters eksi 1150 kHz, 5 kW, Address: 544 Wilson Bridge Drive, c 1, Oxon Hill, Md. 20745, Principals: Nancy South- wyck, Thomas J. Johnson and Delores G. Butler (one-third ch), Southwyck has interest in application for new FM at uffton, S.C., and with Loudon has interest in KNCO- FM Grass Valley, Calif. CP for new FM at Holville, slf., and five new AM's, Auel also has interest in KENQW- MP Paradise, Calif. Filed May 2.

Huntsville, Tex.—Broadcast Communications Inc. eksi 800 kHz, 1 kW, Address: 3120 Montgomery Road, antsville, Tex. 77346, Principals: Jack B. Nicholas, Jack aney (45% each) and J.D. Dickenson (10%). They have no her broadcast interests. Filed May 2.

M applications

Fairbanks, Alaska—Borealis Broadcasting Inc. seeks 98.1 MHz, 25 kW, HAAT: minus 6 ft, Address: 1100 Cush- man, Fairbanks 99701, Principal is headed by Bill Walley, who also owns KEAR (AM) Fairbanks. Filed April 29.

Spenard, Alaska—Dan Mahoney seeks 103.1 MHz, 3 kW; HAAT: 390 ft, Address: 8 Arlington Street, Auburn, Mass. 01501, Principal has no other broadcast interests. Filed April 29.

Plantation Key, Fla.—John T. Galanes seeks 103.1 MHz, 3 kW, HAAT: 290 ft, Address: 205 Casa Solana, Key West, Fla. 33040, Principal is also 46.5% owner of WYMI-FM (Engle Pine Key, Fla., and principal applicant for new FM at Christiansted, St. Croix, Virgin Islands. Filed April 22.

Honoolu—Island Broadcasters Ltd. seeks 98.5 MHz, 100 kW, Address: minus 37 ft, Address: 1100 Savers Federal Credit Union Ave, Miami 40605, Principal: Johnson Publishing Co., Inc., which is owned by John H. Johnson (70%) and wife, Eunice W. (30%). They also own WLOU (AM) Louisville, Ky., and WPCI (FM) Chicago, which, upon approval of this application, it would divest itself of. Filed April 29.

Chicago—Johnson Communications Inc. seeks use of facilities of WYFJ (FM) Chicago on 103.5 MHz, 4.3 kW, HAAT: minus 31 ft, Address: 220 South Michigan Ave, Chic- ago 60605, Principal: Johnson Publishing Co., Inc., which is owned by John H. Johnson (70%) and wife, Eunice W. (30%), They also own WLOU (AM) Louisville, Ky., and WPCI (FM) Chicago, which, upon approval of this application, it would divest itself of. Filed April 29.

Chicago—South Shore Community Communication seeks 88.1 MHz, 100 kW, HAAT: 60 foot, Address: 7401 S. Yates, Chicago, They also have interests in new AM's, of Island Broadcasting Corp., general partner, (5%), Latter is owned by Rich- ard Mays, Principal seeks 103.1 MHz (BROADCASTING, May 2), which will be disapproved upon success of this application. Filed April 25.

Nashville, Ga.—Tift Area Radio Inc. seeks 93.3 MHz, 350 kW, HAAT: 800 ft, Address: 104 E. Seventh Street, Tif- ton, Ga. 31794, Principal is owned by William G. Brown, president, Albert M. Croff, C. Earl and Island (31.6%), and Allen Tiffen and (5.2%), They also own WTIF- (AM) Tifton. Ga. Filed April 25.

Dodge City, Kan.—Community Service Broadcasting seeks 89.9 MHz, 100 kW, HAAT: 506 ft, Address: 100 Mil- lard Plaza North, Dodge City 67801, Principal is group of stockholders, headed by Hiawatha B. Hildred, president, It has no other broadcast interests. Filed May 2.

Truth or Consequences, N.M.—Sierra Industries Ltd. seeks 91.7 MHz, HAAT: 2,664 ft, Address: 1200 Date. Truth or Consequences 87901, Principal is owned by Sierra Industries Inc., general partner (33.3%), headed by William Grindell, president, and six limited partners. None has other broadcast interests, Filed April 22.

New York—Magnum Media Corp. seeks to use facilities of WRKs-FM New York on 98.7 MHz, 5.4 kW horiz., 3.8 kw vert., HAAT: 1,220 ft, Address: 784 Columbus Ave. #15K, New York 10025, Principal is owned by Jack H. Dowdy (39.7%) and eight others. They have no other broadcast interests. Filed April 27.

Alpine, Tex.—Stephen Nye Barton seeks 92.7 MHz, 3 kW, HAAT: 300 ft, Address: 2 Charlestowne Court, Charles- ton, S.C. 29401, Principal is also applicant for new FM's (see above). Filed May 2.

Hobblebown, Tex.—William Jackson Pennington III seeks 101.7 MHz, 3 kW, HAAT: 300 ft, Address: 912 Beres- ford Court, Mount Pleasant, S.C. 29464, Principal is also applicant for new FM's (see above). Filed May 2.

Junction, Tex.—William Jackson Pennington III seeks 93.5 MHz, 3 kW, HAAT: 300 ft, Address: 912 Beresford Court, Mount Pleasant, S.C. 29464. Principal is also appli- cant for three new FM's (see above). Filed May 2.

San Saba, Tex.—Stephen Nye Barton seeks 96.7 MHz, 3 kW, HAAT: 300 ft, Address: 2 Charlestowne Court, Charles- ton, S.C. 29401. Principal is also applicant for four new FM's (see above). Filed May 2.

Shamrock, Tex.—Stephen Nye Barton seeks 92.7 MHz, 3 kW, HAAT: 300 ft, Address: 2 Charlestowne Court, Charles- ton, S.C. 29401. Principal is also applicant for four new FM's (see above). Filed May 2.

Kanab, Utah—Jack H. Jensen seeks 101.1 MHz, 99 kW, HAAT: 471 ft, Address: Box 1250 Willcox, Ariz. 85643, Principal is applicant for KIILLAM Willcox, Ariz., and has no other broadcast interests. Filed April 22.

St. Johnbux, Vt.—Northern Vermont Broadcasters seeks 105.5 MHz, 860 w, HAAT: 524 ft, Address: 3 Parker Ave, St. Johnsbux 05189. Principal is owned by Kathleen P. Brown, who has no other broadcast interests. Filed April 27.

TV applications

High Springs, Fla.—High Springs Television Inc. seeks chs. 53; ERP: 173.8 kw vis., 17.4 kw aur., HAAT: 425 ft, at, bright above ground: 380 ft. Address: 4313 N 6.5th Terrace, Gainesville, Fla. 32606. Principal is equally owned by Rebecca Evans, Gerald H. Stein and Carol Hennes (one- third each). They have no other broadcast interests. Filed April 27.
atlantic research corp.
jansky & bailey
telecommunications consulting
member afcc
5100 dorado avenue
alexandria, virginia 22314
(703) 642-4184

Edward F. Lorentz & Associates
Consulting Radio Engineers
1334 G St. N.W. Suite 500
Washington, D.C. 20005
(202) 347-1319
Member AFCE

A.D. Ring & Associates
Consulting Radio Engineers
Suite 500
1140 Nineteenth St. N.W.
Washington, D.C. 20036
(202) 223-6700
Member AFCE

Lohnes & Culver
Consulting Engineers
1156 15th St. N.W. Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCE

A. Earl Cullum, Jr.
Consulting Engineers
Inwood Post Office Box 7004
Dallas, Texas 75209
(214) 631-8360
Member AFCE

David Steel & Associates Inc.
David Steel, Sr., P.E.
PO Box 230
Main St. & Melvin Ave.
Queenstown, Maryland 21658
Member AFCE
(301) 827-8725

Andrus & Associates, Inc.
Alvin H. Andrus, P.E.
351 Scott Drive
Silver Spring, Maryland 20904
(301) 384-5374
Member AFCE

John B. Heffelfinger
9233 Ward Parkway, Suite 285
816-444-7010
Kansas City, Missouri 64114

E. Harold Munn, Jr.,
& Associates, Inc.
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

John F.X. Browne
& Associates, Inc.
Consulting Engineers
525 Woodward Avenue
Bloomfield Hills, Michigan 48013
(313) 644-2240
Member AFCE

Lawrence L. Morton, E.E.
& Associates
Consulting Telecommunications Engineers
AM, FM, IV, LPTV, CATV, MDS, STL,
Cellular, Field Engineering, Computerized
Channel Searches
21671 Superior Lane
Lake Forest, California 92630
(714) 899-6013

Ralph E. Evans Assocs.
Consulting Telecommunications Engineers
AM FM TV CATV LPTV
216 N. Green Bay Rd.
Thiensville, Wisconsin 53092
Phone: (414) 242-6000
Member AFCE

Mclanathan & Assoc., Inc.
Consulting Engineers
Applications & Field Engineering
Radio Television
PO Box 760
Portland, Oregon 97207
Member AFCE
TW 1913 610-664-6112
Phone 503/246-8800

Edm & Associates, Inc.
Broadcast Engineering
1735 DeSales St. N.W.
Washington, D.C. 20036
For availability
Phone: (202) 638-1022

Contact
Broadcasting Magazine
1735 DeSales St. N.W.
Washington, D.C. 20036

Lechman, Colligan, & Johnson
Telecommunications Consultants
Applications - Field Engineers
2033 M Street, N.W., Suite 702
Washington, D.C. 20036
(202) 775-0067
KSAR(FM) Salem. Ark. (95.9 mhz. 2.5 kW. HAAT: 320 ft.)—Seeks assignment of license from Salem Broadcasting Co. of Mountain Home, Ark., for $5,000. has no other broadcast interests.

KKVO-QM(AM) Independence. Calif. (600 khz. 1 kw.-D.)—Seeks control of license from KVO-K (50% interest). Principal is Lamont Hester, president.

WCGO(AM) Covington. Tenn. (1440 kw.-D.)—Seeks control of license from WCGO-AM/WMOR for $10,000. has no other broadcast interests.

WIV(M) Mt. Clemens. Mich. (470 khz. 1 kw.-D.)—Seeks assignment of license from WJBE-FM for $10,000. has no other broadcast interests.

KBQZ-WM(AM) Okeechobee. Fla. (1510 khz. 1 kw.-D.)—Seeks assignment of license from WJBP(AM) for $15,000. has no other broadcast interests.

KWRO(AM) Scranton. Pa. (620 khz. 1 kw.-D.)—Seeks assignment of license from WKOQ(AM) for $10,000. has no other broadcast interests.

KXFW(AM) Medford. Ore. (1580 khz. 5 kw.-D.)—Seeks assignment of license from WRKX(AM) for $3,000. has no other broadcast interests.

WJUX(AM) Edison. N.J. (1560 khz. 5 kw.-D.)—Seeks assignment of license from WJUX(AM). has no other broadcast interests.

KXCV(AM) Chico. Calif. (1450 khz. 5 kw.-D.)—Seeks assignment of license from KXCV(AM). has no other broadcast interests.

WJW(C) Columbus. Ohio (1510 kw.-D.)—Seeks assignment of license from WKYS(FM) for $10,000. has no other broadcast interests.

WQV-UHF(AM) Roanoke. Va. (1340 khz. 1 kw.-D.)—Seeks assignment of license from WQV(AM). has no other broadcast interests.

KBGD(AM) Canton. Ohio (1250 kw.-D.)—Seeks assignment of license from WKBG(AM). has no other broadcast interests.

WJRS(AM) Lebanon. Tenn. (1240 kw.-D.)—Seeks assignment of license from WJRS(AM). has no other broadcast interests.

WZCT(H) Newton. Ky. (1230 kw.-D.)—Seeks assignment of license from WZCT(AM). has no other broadcast interests.

WYME(AM) Miami. Fla. (1310 khz. 2 kw.-D.)—Seeks assignment of license from WYME(AM). has no other broadcast interests.
**RADIO**

**HELP WANTED MANAGEMENT**

Opportunity of a lifetime. For career-minded broadcaster, 25-year operation—2 station market. Excellent visibility. If you have grown from air to sales and want to expand your experience, let us communicate with this group owner of 6 stations in eastern FL. Send full particulars to Box W-49.

adio group looking for general manager. East coast major market. Must have sales background and a bottom line oriented. Please send resume to Box F-53.

xcellent opportunity for skilled professional with good sales record, innovative ideas and strong sales organizational abilities. Must be profit-motivated. End resume direct to WGEZ, PO. Box 416, Beloit, WI 53511.

erenal manager. Experienced, strong sales, hungrily Top rated, separately staffed, group-owned M-FM combo. Mid-Atlantic, end of the rainbow. Replace retiring GM. Excellent benefits, ability. Resume, references, salary history to Box J-77. EOE.

egal and administrative vice-president to assist general manager. Requires gal experience in general corporate and FCC matters. Business orientation a must. MBA a plus. Compensation commensurate with experience and ability. Send resume and any requirements to Entercom, New Baia Plaza, Suite 225, Bala Cynwyd, PA 19004. EOE.


HELP WANTED SALES

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

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

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

'professional, experienced sales executive for both Florida AM & FM. Send resume to Box W-46. EOE.

erenal sales manager. Adult contemporary format. Resume to General Manager, WRML, Box 280, Ortaage, PA 15946.

HELP WANTED ANNONCERS

Vanted: creative pro for rare opening—morning 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/working conditions. Tapes no resumes to Rick Alan West, Box 7-46, Tulsa, OK 4101. No phone calls. We are an equal opportunity employer.

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

Experienced announcer needed now. Production creativity a must. No stars wanted, just personable team player to execute proven format. Tape and resume to Rick Singler, Goodoyk 107, Box 9217, Canton, OH 44711.

Staff needed, mid summer. South Florida small market FM accepting applications for country music DJs, sales, copywriting & production. Experience preferred. Excellent opportunity for ambitious persons. Tape, resume, references, salary requirements to Robby Castellanos, Box 1702, Clewiston, FL 33440. EOE. MF.


Aggressive new group radio needs morning drive talk format host. Some MOR music involved. Perfect place for individual looking for growth with great organization. Beautiful ocean resort area. Replies to Matt Sedota, WGSN, North Myrtle Beach, SC 29582. EOE.


Morning drive—WKDO/Evansville, Indiana, has immediate opening. Adult contemporary approach with community involvement and production. Good salary and benefits for the right person. Complete T & R to Gabe Hobbs. WKDO, Box 418, Henderson KY 42420. EOE.

HELP WANTED TECHNICAL

KRKK/KGSW-FM will soon have opening for chief engineer. 5 KW-1KW DA live AM, 100KW automated FM, FCC record keeping essential. Must have good engineering. Excellent benefit package. Resume and salary requirements to Lewis Owens, Technical Director, WLAP AM/FM, Box 2128, Rock Springs, WY 82901. EOE/F.

Engineer. FCC general class or higher license. Minimum 1-2 yrs experience. All phases broadcast engineer. Excellent benefit package. Resume and salary requirements to Lewis Owens, Technical Director, WLAP AM/FM, Box 11670, Lexington, KY 40577. 606-293-0563. EOE.

Chief engineer. Indiana combo. Excellent opportunity for assistant looking to advance. Know audio production. Send resume and references to Box W-102.

Chief engineer, SE Minnesota MPR full-power FM and ancillary facilities. Creative problem-solver with high technical standards to handle all engineering responsibilities. Budgeting, Maintenance, FCC compliance, design and construction, records and recording, FCC 1st class or equivalent knowledge of theory/application. Salary competitive. Open until filled. Resume references to Claudia Daly Manager, KLE, 735 Marquette Bank Building, Rochester, MN 55901. EEO/AA.

HELP WANTED NEWS

News director: prefer degree plus two years experience. Young station needs hard worker with management ability. Paul Fink, 703-261-6113. EOE.

WRNL/WRL/Virgina News Network, a Capitol Broadcasting Company, Inc., property is seeking experienced radio news journalists for expanding operation. Minimum two years background in radio news required, to become part of a state-of-the-art broadcast news department. We are looking for highly motivated self-starters, with top-notch writing and communicating skills. Tape/resumes to Tyler Cox, PO Box 9665, Richmond, VA 23228, EOE.


Anchor/reporter for heavily committed news station. Tapes and resumes to Wayne Hendrik, WDBO, 58 S. Ivanhoe, Orlando, FL 32804. Equal opportunity affirmative action employer.

News director. Organized with experience in news. Resume, tape and present salary to WCSS, Amsterdam, NY 12010.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

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

South Florida full time production—need experienced, creative professional to produce great radio commercials. High compensation for that outstanding person. Send resume, tape and availability date to WPBR, 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 Kindel, Vice President and General Manager. PO Box 740, Orlando, FL 32802 EOE/F.

Regional FM with heavy appeal to 25+ audience seeking innovative program director. We're an up and coming station in the heart of the Rockies, looking for someone to match our momentum with (or for) their own. We offer a competitive salary benefits and an unparalleled opportunity. What we ask of applicants is a resume, and tape, references. Send them to PO. Box 16620, Colorado Springs, CO 80935.

SITUATIONS WANTED MANAGEMENT

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

High performing general manager who's been in the winning side of the last 10 years. Wars managing, MFMF. Specializing in creative sales and profit development ability Organizational and basic management skills. A successful dedicated professional with all the tools. Looking for a challenging opportunity. Write Box W-67.


Positive results guaranteed. GM experienced in sales, programming, operations, engineering and management. References will confirm my professionalism, integrity and dedication. Christian, thrives, married, one child. Ready for long term commitment in Ohio or adjoining states, all markets. Randy Swing, 703-743-4371.

General manager, total broadcaster 21 years' experience. Bottom-line, people-oriented, motivator because I've done it all. Street-fighting sales, programming & promotion background adds up to total results. This is you, you can react to. You will not be disappointed. Write Box W-89.

Is profit your problem? Young, enthusiastic, hard working, cream of the crop general manager with a great track record will solve your problem. All markets considered. Write Box W-99.

Your own general sales mgr: to generate nati. sales in NY area. Top level executive experience mgmt. sales & rating research with entree to broadcast active agencies. Box W-113.

See last page of Classified Section for rates, closing dates, box numbers and other details.
SITUATIONS WANTED MANAGEMENT CONTINUED


Consistent winner. Three years ago our AM-FM was losing money. Current sales are 2 times national average; profit 25 times average. Results oriented manager, excellent people skills. Expert in market analysis, positioning, strategy development. Diverse experience in markets up to 600,000. Documented accomplishments. Image conscious, community active, impeccable references. Write Box W-117.

Dedicated professional with exceptional performance, seeks opportunity in major and medium markets, various formats. Substantial re-building experience, excellent administrator, strong sales management. Finest credentials. Currently employed. Carefully seeking long term association with quality organization. Write Box W-119.


SITUATIONS WANTED SALES

Proven sales, Mature, assertive, reliable. Prefer West/Southwest, but will relocate anywhere. Tapes, resume upon request. Neal Webster, 409 Elm Avenue, Dumas, TX 79029, 806-935-5292, evenings.

Successful GSM in medium market looking for OE opportunity with growth potential with heads-up major market operation. Determined, aggressive, professional, business degree. Consistent record of success. Write Box W-116.

SITUATIONS WANTED ANNONCERS

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


If you need a hard working announcer with a great personality, an excellent radio voice, who’s reliable and honest, I’m the guy you want. I’ve got three months of experience, and I’m ready to make a professional quality tape. Please return write for resume and training—will relocate. Call Paul, 414-257-3390 from 9 AM to 5 PM; after 5 PM, call 414-453-4548 or 414-543-8683.

Experienced talk show host-producer available immediately. Relocate anywhere! Bruce, 216–732-8383.


Gold 24k commercial delivery—great knowledge of MOR, jazz, sports, current events. Copywriting that sells. 3rd, responsible, mature. Former DJ wants weekend spot with personality Jersey shore station. Phone Emile Favaro, 212-590-3704-6 days; 212-588-1623 nights.


Talented, versatile small market PD or medium market announcer available. Call Dan, 313–725-1764. Able to start immediately.

Hardworking, dependable, conscientious announcer seeking position in the Rocky Mountain area. 4 years’ small market experience. 801-486-1198.

Call the published writer! News/talk/DJ. Ask you and you shall receive tape! Crystal. 201–773-3492.

Experienced female. Terrific interviewer. Available immediately. Write Box W-100.

Wisconsin, Illinois, northwest Indiana. Talented professional, creative, bright, personable, wants to join your staff. Charlene, 414–774-6370.

Attention: California, Nevada, Arizona. Veteran air personality compatible with rock or country. Moving West in May. 703–483-7406.

Combo man. First ticket, will travel. 15 years. An excellent maintenance man & DJ available now. 913–892-7574.

Need your ratings improved? I’m a dynamic DJ who takes his job seriously. Call Jerry, 312-797-4900 (ext. 510 or 602). Julio Antonio Suarez, Jr.

Experience + degree + talent + maturity = seeking! Small market PD or medium asl. All formats. Write Box W-115.


10 years’ experience. Prefer country. All formats considered. Considered, Automation. Excellent references! Mike, 904—255-6950.

Professional female. Experienced music director, quality production, and one season of girl’s high school BBP; wants advancement to larger market. All offers considered. Call after 6 PM, leave message, 615—893-5479.


Two-year med. market pro currently employed in A/C format seeking position on East Coast, preferably AOR format. Tape and resume available upon request. Write Box W-120.

SITUATIONS WANTED TECHNICAL

11-year pro seeks stable chief engineer position, medium within 150 miles NYC. Write Box W-112.

Audio technicians available from NPR. National Public Radio’s recent RIF included several highly skilled broadcasting/recording technicians. All are competent and trained at NPR to its exacting technical standards; they were hired only after stringent examination, from nationwide recruiting campaigns. All are experienced in all areas of broadcast audio and network technical operations, currently employed in news production. Save yourself recruitment search time and training—make NPR’s loss your gain. Call Jonathan Harmon, 202–822-2587.

SITUATIONS WANTED NEWS

Experienced NCAA football and basketball play by play man seeks SD/PB position. Contact Pat Foss, 912–537-9716.

Newscaster with experience, drive and initiative seeks first professional opportunity. Midwest/East preferred. Call Larry, 313–732-1262.

Sports, PBP position desired by an aggressive, hungry announcer. If you want the best, call Tom. 212–776-0175.

Six year sports pro seeking station committed to community involvement. Strong PBP innovative reporting. Will consider news combo. Write Box W-87.


Young, aggressive news pro with 13 years’ radio experience. Currently MC for new challenges and rewards. Seeks position with medium or large radio market station. Pleasant conversational voice, good writing skills and broad news-sports background. If you want someone who knows how to get the news, I’m your man. Single and will relocate. Write Box W-121.


Experienced in news and public affairs, some talent management experience. Looking for position station committed to news. Now in metro NYC. Write Box W-124.

SITUATIONS WANTED PROGRAMMING PRODUCTION, OTHERS

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

C/HR/Hot tracks programmer. Bobby Christian, years as SOGM/stand-up (WHKX, WMT, KIKN, KPUS, WPYI). 16 years in radio, 10 years’ experience in audience/market research. Excellent track record Top references. 612–795-8296.

America’s premiere contemporary programmer available. Major & medium market success story as heard on 150 stations worldwide. U.S. Patent Pending. Call for new CHR format. Hot 100 markets only. Write B-86.

Dependable P/D/morning drive announcer w/5+ years experience seeks jock and/or PD position in medium major market. Prefer Northeast/Midwest; will consider all offers. Write Box W-96.


5 years on air at legendary ACs, seek return to Mi west AC or country PD. Call for resume, then call r references. Collect: 612-379-0382.


TELEVISION

HELP WANTED MANAGEMENT

General manager search extended. General manager wanted for public TV radio station in Bethel, a Community licensee committed to local product with emphasis on programming. Excellent opportunity for an experienced manager with strong marketing and administrative skills ready to move into 21,000 subscibtion cable system operation. Programming opportunities and rewards. Salary and renumeration package commensurate with experience. Applications: 701 Que Anne Rd., Baltimore, MD 21207.

5 years on air at legendary ACs, seek return to Mi west AC or country PD. Call for resume, then call. Reference: Collect: 612-379-0382.

HELP WANTED TECHNICAL

Director of Engineering, Southern market. Gulf Coast/Southwest studio and transmitter. Medium equipment. Knowledgeable FCC matters. Send resume and salary requirements to Box T-121, Strictly confidential.

Director of Engineering, Hawaii VHF network affiliate and production center looking for person with prior TV experience, must have hands-on and strong management skills. Full responsibility for all technical personnel scheduling, facilities, operations, engineering budgets and production. Resume and references to: KVTU, 1290 Ala Moana, Honolulu. HI 96814. An EOE.

Chief Engineer. Group owned VHF CBS affiliate in the sunny South. Our current chief has decided to retire after 35 years with the company. We offer an attractive facility, stability, good pay and benefits. We require an administrator who can plan and supervise. We would prefer a degree or suitable experience. Send resume and references to Personnel, KTVU, 1290 Ala Moana, Honolulu, HI 96814. An EOE.

Engineers—KRMZ-TV, public television in Mile High Denver, seeks three engineers with license, experience, motivation. Contact: 303-892-6866 for details. Send resume, two professional references, letter of application. Deadline: May 20, 1983, to: Donald D. Johnson, General Manager, KRMZ-TV, 1261 Glenarm Place, Denver, CO 80204. EEO/AFA, M/F.

Maintenance engineer position available in central California coast network affiliated VHF. Candidate should have FCC approval and should be experienced with two years' television broadcast maintenance experience. Electronic school or equivalent technical training preferred. Send resume, letter of interest in position to KHTV, 1100 Cathedral Ave., Sacramento, CA 95825.

Engineer sought by full service audio video facility in Miami. Responsibilities are maintenance and operation of VTR's all formats, multitrack audio recorders, synchronizers, consoles, Telecine, Videola, and cameras. Send resume and salary requirements only to Box W-76.

Maintenance engineer-CBS affiliate seeks engineer to maintain studio and ENG equipment. Must possess FCC and have a valid license. Must have strong administrative background and ability to train personnel. Send resume to Al Richards, KTUU-TV, PO Box 7220, Reno, NV 89510. KTUU-TV is an equal opportunity employer.

Middle market community public television station seeking director of engineering to oversee technical facilities; state-of-the-art remote and multi-studio production facilities; equipment, etc. Must have FCC license, satellite receive terminal. Director prepares, administers department budget; plans, implements facility expansions; maintains technical standards and FCC compliance; oversees operations, maintenance and staff through chief engineer and other engineering supervisors. Resume should show progressive responsibility in television engineering. Ability to manage personnel essential. Salary commensurate with experience. Send resume to Personnel, KCPT-Channel 19, 125 East 31st Street, Kansas City, MO 64108.

Assistant Chief Engineer, Opportunity for fast growth to chief. Must have sound technical and people skills. Midwest, medium market, modern facility, great staff. Send resume to Box W-114.

Television maintenance engineer. For the experienced, qualified maintenance engineer that would prefer a tropical beach location, we would like to talk to you about excellent employee benefits. Send resume to the Personnel Department, WHRQ-TV, 5200 Hamilton Ave., Norwalk, CT. Attention: Jack Beck or Keith Massie for details, if interested, 804-489-9476.

HELP WANTED NEWS


TV anchor. Midwest medium market looking for anchor for early and late news. Should be mature, experienced journalist. Send resume only to Box W-21 EOE.

News director. NBC affiliate in very competitive market seeks news director with 2-5 years' experience for twenty-member news team. Must have strong administrative background and complete understanding of overall station operations and inter-departmental relations. Reply to General Manager, Al Bramstedt, Jr., KITU, Box 10-2880, Anchorage, AK 99510. 907-275-5607.

Farm person. KTIC is looking for someone who knows agriculture news inside and out to host our farm-oriented noon show. Prior farm broadcasting experience is a must. Send resume to: Wayne Ludkey, News Director, 601 1st Avenue SW, Rochester, MN 55901. EOE.

Seasoned TV journalist for specialized daily report. Must have a passion for TV with ideas and possess with good on-air skills. Major Eastern market. EOE. Resume only to Box W-64.

Top rated news & production station is looking for director with commercial, remote experience capable of directing 6 & 11 newscast. Send resume and salary requirements to Box 3487, Knoxville, TN 37917. Attn: Program Director.

News director. Energetic, experienced news director with firm commitment to news and with strong leadership abilities. Submit resume with salary requirements to Box W-221, 6720 Old-Utah Hwy., Almod Odle, Gurnee, IL 60031. EOE.

News director wanted. WSAV-TV, Savannah, GA, wants smart, aggressive, experienced news leaders. Newly affiliated with ABC-TV, we are committed with staff size and experience to excellence in news. Send complete resume and salary requirements to Tom Matthews, VP WSAV-TV, PO Box 2429, Savannah, GA 31402. EOE.

News director—WSOC-TV, Charlotte, NC. Looking for highly experienced news professional to manage 55-person staff. Strong executive & production experience, completion at this Cox Communications, Inc. station. Respond directly to PO Box 34665, Charlotte, NC 28234, c/o Greg Stone, Vice President and General Manager. An equal opportunity employer. M/F.

WSAV-TV has an opening for a reporter/photographer. Experience and college degree required. Must have knowledge of ENG equipment. Send tape, resume and dollars needed to Box 2429, Savannah, GA 31402. EOE.

Group owned stations in local Mid-South markets looking for qualified local sales. People possible. Openings for anchors, reporters, sports people. Excellent benefits, good pay, growing company with room to move, Send resume only to Box W-84. We are an EOE, M/F. M,F.

Newscaster, noon and a.m., Monday-Friday. Medium market, East. Send resume and videotape cassette to: News Director, WOWK-TV, 625 Fourth Avenue, Huntington, WV 25701. Equal opportunity employer.

Investigative reporter. We are looking for an aggressive, well-rounded reporter to help establish a new investigative unit. Must have minimum two years experience in investigative reporting. Produces feature and series. Must be available immediately. Send complete resume only and salary requirements in first letter to Box W-91. EOE.

Sports reporter. Opening in Sunbelt 100-115 market station. Resume and salary needed only to Box W-105. EOE.

Sports director/anchor who can write, shoot and edit tape for small market ABC affiliate. Send resume and broadcast and production experience to WTV, 677 Rapid City, SD 57709.

Weatherperson, with on-air experience needed. Send resume and broadcast and production experience to WTV, 677 Rapid City, SD 57709.
HELP WANTED NEWS CONTINUED

News director for public radio/TV station in Bethel, Alaska. Station committed to local production with emphasis on bilingual/bicultural programming in English and Russian. Some also in Russian. Also produces material on the area for state and national audiences. Qualifications: 2 years' broadcast journalism experience, strong writing and on-air performance and delivery; experience in interethnic setting helpful. Salary: $25,000+, DOE. Submit resume, audition tape and writing samples to: Corey Flintoff, Public Affairs Director, KYUK, Box 468, Bethel, AK 99959. Position open until filled.

News anchor-producer: award-winning CBS affiliate in 109th market seeks strong anchor who can write, produce, and deliver the best newscast in the market. Present anchor moving to top 20 market. Our station is rapidly growing and has a bright future. Send tape and resume to: Jack Keefe, WITF-TV, Box 123, Rockford, IL 61105. EOE.

News photojournalist. KTVT, CBS affiliate in Oklahoma City is currently accepting resumes and tapes from photojournalists. Experience in all aspects of ENG photography and 3/4" editing to NPPA standards is a must. Creativity combined with hustle is required. Requires: a high school diploma or equivalent plus on-the-job training experience. No resumes considered without tapes. Send resume and videotape to: Billye Gavitli, KTVT, PO Box 14159, Oklahoma City, OK 73113. EOE-M-F.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Promotion manager. San Diego, California. Fastest growing independent station in America's finest city, looking for creative, hands-on promotion person who can be tops in a promotion minded station and city. Only the highest calibre individual with a minimum of five years' experience should apply. Send complete information and samples of work to: Personnel Director, KUSI-TV, PO Box 11985, San Diego, CA 92111. No phone calls. An EOE.

Executive producer. To design and implement local program ideas for not-for-profit public television network for Vermont. Essential experience includes extensive producer credits, supervision of other producers, budget management, and project direction. Salary range: $17,210-$28,040. Apply by May 31, 1983, to Margery Herring, Assistant General Manager for Programming, Vermont ETHN, Ethan Allen Avenue, Windonk, VT 05040. An equal opportunity employer. M/F.

Research in the sun. Florida network affiliate needs an experienced producer for special events and programs. Have an excellent research and acquisition system. Must be able to field, interpret, write, and present stories and programming research projects. Salary open. EOE. Write Box W-63.

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 and access to Miami 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.

Photographer/editor for Indianapolis afternoon show live-taped. Must have 3-5 years' exp. shooting and editing with live microwave feeds. Also need exp. with live microwave breadsticks and field directing. Prefer knowledge of writing/producing stories. Send tape and resume to: Robin Sester, WISH-TV, PO. Box 7088, Indy, IN 46207.

Promotion manager needed: small market. William Summell station with major market competition seeks creative, motivated, and organized individual with strong concept, copywriting, and 3/4" editing skills. Successful news promotion must! Not entry- level demand resumes only. To Box W-77.

PM Magazine creative writer/story-producer needed for No. 1 rated show. Send tape and resume to: Program Manager, WFMY-TV, Greensboro, NC 27420.

Production manager with successful track record in 100+ market. Responsibilities: managing and master control operations. Must be creative, well-organized, and an excellent motivator of people. Send resume to Box W-89. EOE. M/F.

Segment producer. Top 5 West Coast TV station looking for segment producer for local magazine feature show. 3-5 years' field production experience necessary. Send resume only to Box W-85. Equal opportunity employer.

Art/creative director. Florida independent needs an all around art director to develop and carry through graphic completion. Knowledge of television graphics, print, photography, and illustration required. Must be creative, self-motivated, and salary requirement is $32,000-$36,000. Apply WFTQ-TV, 365 105th Terrace N.E., St. Petersburg, FL 33702. Hubbard Broadcasting, Inc., is an equal opportunity employer, M/F.

Producer-regional sports network is looking for an individual with a minimum of 5 years' management of production personnel. Must be knowledgeable of microwave broadcasts and carry through graphic completion. Knowledge of network programming. EOE. Send resume and tapes to Ken Haines, Raycom, Inc., 21001 Roxford Road, Suite 320, Charlotte, NC 28211.

Producer. Major market station looking for experienced producer for live daytime information show. Minimum two years' experience as associate producer from a major market or producer on similar show in comparable market. Will consider full producer from smaller market. Must have radio and television background, as well as EFP experience. Must be highly motivated, organized, creative individual who knows how to get the most out of staff. Resume only to Box W-103. EOE.

Television producer/director. Need creative, highly organized producer/director background, accent on performing arts programs, promotion and educational series. Must see a project through, start to finish. Videotaping, location and studio lighting, "first" and "last" day procedures required. Must have knowledge of EFP essential. Only experienced professionals with track record and tape to prove need apply. Send resume, tape and note specifying your responsibilities on each demo example to: Executive Producer, The Denver Center for the Performing Arts, 1245 Champa Street, Denver, CO 80204. Absolutely no phone calls. M/F.

Producer/writer-wine country television needs a hot commercial producer/writer. Impress me, Resume and 5 typed scripts (nos call to) c/o KTVY TV50, 287 S. Dakota, 533 Mendocino Ave., Santa Rosa, CA. 95402.

Co-hosts. We're a top station in a top market and we're looking for two people to co-host a newly formatted lifestyle show. The successful candidate will not only carry through graphic completion. Knowledge of network programming. EOE. Send resume and tapes to Ken Haines, Raycom, Inc., 21001 Roxford Road, Suite 320, Charlotte, NC 28211.

Opportunities for creative writer/producer with a flair for unusual. Good organizer, personable and motivator. Work with sales, promotion and public service departments. Resume only to Box W-107. EOE.

Operations director, Busy independent television production company in Northeast seeks an aggressive, experienced, senior level, production manager as a potential candidate for an executive position in production planning, scheduling, and personnel recruitment. Strong organizational skills needed along with the energy to be a leader Willingness to travel. Please send resume and salary history to Box W-108.

Public affairs producers for weekly magazine series. Responsibilities include supervising support staff, generating program ideas, producing other programs assigned. $14-$16 per hour. Contact: Program Director, WSWP-TV, PO Box AH, Beckley, WV 25801. EOE.

Producer/director. Television production company in mid-Atlantic region seeks a creative, highly organized, individual to develop, produce, and direct television programming for health subjects. Must have several years of field production, writing, and editing, along with verifiable broadcast credits. Travel required. Send letter, salary history and resume only to Box W-109.

Promotion wizard—sparkle, sizzle and pizzaz every need. On-air, print, publicity, community phases of promotion. A challenge—not for beginners. If you're that good, promote yourself with a letter at resume only to Box W-110. EOE.

SITUATIONS WANTED MANAGEMENT

Local sales manager in radio seeks supervisory and motivation position for Penna. TV station. Write Box W-54.

GM/GSM. Experience in all areas of management including start up & station relocation, heavy sales emphasis, personnel management, and recruiting various. Leadership creates success teamwork & delivers improved bottom line. Dependable on station & management opportunities in GSM GM. Write Box T-134.

SITUATIONS WANTED SALES


Mature account executive with international experience in advertising, TV time sales and cable syndication seeks a demanding but rewarding position where above average commission is a given. Salary $40K to $50K. 305-387-2668.

Top-notch experienced TV and radio salesperson with R-T degree from Southern Ill. Univ. seeks TV radio sales position in major market. Geographically flexible. Let's talk benefits for you! (On Kamrow, PO Box 60085, Chi., 60660. 312 274-1762.

SITUATIONS WANTED TECHNICAL

Director of Engineering. Extensive major market construction and operations experience. Seeks long-term opportunity with well-managed group station. Write Box W-44.

Electronic tech. First ticket. 15 years' experience. Want work as TV engineer. 913-652-7574.

Two television engineers (M-F), experience operations, promotion and installation; seeks challenging technical positions. Quality work, Fair licenses, 417-866-8031.

SITUATIONS WANTED NEWS

Versatile sports director currently employed in TV 100 market seeks move to a major market. Experience in studio and studio production to coordinate 250-300 events/year. Send resume and tapes to Ken Haines, Raycom, Inc., 21001 Roxford Road, Suite 320, Charlotte, NC 28211.

Producer—hard-working, dedicated, professional 100s market seeks opportunity in quality news organization. 408-649-3805.


Meteorologist—proven weather forecaster with considerable television experience, including climateaky. Egan to explain the weather and its effects on your viewing. For tape resume, contact John Schmit, 312 775-4942.

Experienced professional seeks reporter/anchor position with station committed to news. Write B-94.


Versatile sportscaster, 25, five years' sports desire for top 75 market as reporter/anchor. Any location. Must have known presence. Send resume and auditions to: Robin Sester, WISH-TV, PO. Box 7088, Indy, IN 46207.


Experienced minority female—anxious to relocate West Coast or New England. R. F. Polley. 611 S. Sedgefield Drive, Norfolk, VA 23513. 804—855-243.
CABLE
HELP WANTED MANAGEMENT

ble TV corporate manager (Chicago suburbs) I north central regional manager (Minnesota). 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 intreting financial statements, along with persuasive skills in negotiating with city councils. One individual will be directing the corporate marketing activities for all cable systems, as well as assisting the IED in franchising and regulation matters. This position will lead to a vice presidency position. The other individual to be selected will be the north central regional manager, responsible for the states of Wisconsin, Illinois, and Iowa. Home base will be Chicago, but travel is expected. About 50 miles north of the city. 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 fields, with previous experience. The position will be based in Chicago. The individual should have experience in delivering financial statements, along with persuasive skills in negotiating with city councils. This position will lead to sales and marketing and abilities in interpreting financial statements, along with persuasive skills in negotiating with city councils. The position will lead to a vice presidency position. The salary range will be $40,000 to $50,000, plus benefits.

Assistant professor: two faculty positions available at the University of Nevada-Reno. The department of journalism at the University of Nevada-Reno is seeking outstanding media professionals who want to teach for a semester or two years, and who do their own writing and research, and then return to their respective worlds, to be replaced by others like them. For the 1983-84 school year, we would like to find professionals in: editing, reporting, public relations, production, radio or TV broadcasting. We want men and women with a minimum of five years' experience and a Bachelor's degree, ideally we would like to find a man and a woman who can use a university atmosphere to provide what we need: a modicum of security, good research and support facilities, a sense of community with others of like heart and soul, and intellectual stimulation from some fine students who want to learn. Full-time or half-time contracts will be for a semester or two years, and may be renewable. Salary, competitive, based on qualifications and experience. Send applications by July 15, 1983 to: Robert Blair Kaiser, Chairman, Department of Journalism, University of Nevada-Reno, Reno NV 89557. The University of Nevada is an Equal Opportunity Employer.

Broadcasting faculty. One-year temporary position to teach broadcast production, regulation, history, and the latest technology, and society courses. Must have general broadcasting background and university teaching experience. Available Fall, 1983. Apply by May 15, 1983 to: George Rogers, Chairman, School of Communication, Southern Illinois University, Edwardsville, IL 62026.

Media professionals wanted. Take a year off and teach! The department of journalism at the University of Nevada-Reno is seeking outstanding media professionals who want to teach for a semester or two years, and who do their own writing and research, and then return to their respective worlds, to be replaced by others like them. For the 1983-84 school year, we would like to find professionals in: editing, reporting, public relations, production, radio or TV broadcasting. We want men and women with a minimum of five years' experience and a Bachelor's degree, ideally we would like to find a man and a woman who can use a university atmosphere to provide what we need: a modicum of security, good research and support facilities, a sense of community with others of like heart and soul, and intellectual stimulation from some fine students who want to learn. Full-time or half-time contracts will be for a semester or two years, and may be renewable. Salary, competitive, based on qualifications and experience. Send applications by July 15, 1983 to: Robert Blair Kaiser, Chairman, Department of Journalism, University of Nevada-Reno, Reno NV 89557. The University of Nevada is an Equal Opportunity Employer.

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WANTED TO BUY EQUIPMENT

WANTED 250, 500, 1000, and 5000 watt AM-FM broadcast transmitters. Get Good, Q 3113, 3114, 3115. 415-723-2101.

Western Electric tubes, mixers, consoles, amps, telephone, microphones, tweeters, drivers, horns, studio viewfinders, etc. Wanted, competitive prices. Send applications. Q 3113, 3114, 3115. 415-723-2101.
Help Wanted News

SAN FRANCISCO NEWS DIRECTOR
KNEW Oakland/San Francisco, looking for major market news director to work on-air and manage a well-established, AFTRA-represented news department. Ability to teach 1980s news skills and direct people, a must. Tape and resumes only (no calls) to Jim Wood, Operations Manager, KNEW, PO Box 919, Oakland, CA 94604. EOE/MF.

Help Wanted Programing, Production, Others

TARZAN OR JANE WANTED!
Somewhere out there in the radio jungle is a person who eats, sleeps and breathes creative production wanting to swing from bigger vines! We're on the prowl for a hard-on production/copywriter who can do it all for our top rated AM/FM combo in the Sunbelt. Do your career a favor by sending a tape with representative production, scripts, resume, and other pertinent information to PO Box 171144, Arlington, TX 76017, EOE.

Help Wanted Programing, Production, Others

AMBITIOUS, RELIABLE, CREATIVE
Just what your station needs. Female seeking full-time entry position in radio. Four years' small market experience in announcing, engineering, news, production. BS degree in communications. Available immediately! Anxious to relocate. Resume, tape, references. Write Box W-111.

Help Wanted News

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., Trenton, NJ 08625. NO PHONE CALLS, PLEASE.

Help Wanted Technical

EJ PHOTOGRAPHER
Must have 3 to 5 years' experience working in a news operation. This person must know how to edit 3/4 inch tape and do live shots from a microwave van. Send tape to: Kathleen D. Lynch to Assistant News Director Operations, WJLA-TV, 4481 Connecticut Ave., NW, Washington, DC 20008. Equal opportunity employer.

Help Wanted News Continued

REPORTER
Challenging opportunity for small or medium market reporter to work in No. 1 and No. 5 markets. Initiative and creative production skills essential for packaging issue-oriented reports. Minimum two years' experience, EOE. Send resume and cassette (hard news and mini-docs) to Kathleen D. Lynch, Executive Producer, New Jersey Nightly News, 1573 Parkside Ave., CN 777, Trenton, NJ 08625. NO PHONE CALLS, PLEASE.

Help Wanted Sales

RADIO SALES
Major New England AM/FM combo needs an aggressive, creative, proves leader for top list. Minimum three years' experience. We're looking for management in next year. Get in on the ground floor of a major group. Top pay for top producers. Minorities and females encouraged to apply. Send resume and salary in confidence to Personnel, PO Box 969, Providence, RI 02901-0969. EOE.

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 Announcers

LIFETIME DREAM
To live in Austin, Texas, one of America's great cities. To work at KHFI (K-98), a great radio station with dynamic numbers. You will be replacing our outstanding morning personality. If you are warm, humorous, topical, with strong ad-libs and one-to-one personality, you could be the person we are looking for. The position is open after this rating sweep (mid-June). K-98 is CHR. Send T&R to Roger Garrett, 1219 W. 6th, Austin, TX 78703. EOE.

ATTENTION: EARLY DEADLINE NOTICE
Due to holiday Monday, May 30, the deadline for classified advertising for the June 8 issue will be:
FRIDAY, MAY 27

Writer/Producer

Major market network-owned TV station has a news position available in our investigative unit dealing with viewer mail. Requires 3-5 years investigative writing and producing experience. Send resume with salary history to:
Box W-106.
equal opportunity employer mw/f/h/v

METEOROLOGIST
WANTED: A meteorologist with the unique ability to look at the sky and make an accurate forecast. Good pay, good working conditions, lots of excitement and challenge. Applications kept confidential. Send resumes only to box W-123. Equal opportunity employer.

TWO ASSISTANT CHIEF ENGINEER
candidates for new 2.5 MW UHF station in Connecticut. Applicants must have recent equipment installation experience, together with extensive hands-on background—one in studio and remote systems, the other in UHF transmitters and microwave systems. Rapid promotion to chief engineer possible. Please send resumes, salary requirements and educational information to: Bridgeway Communications, 59 Cavalry Road, Westport, CT 06880.

THIS PUBLICATION IS AVAILABLE IN MICROFORM
University Microfilms International
300 North Zeeb Road, Dept. PR, Ann Arbor, MI 48106

Broadcasting May 16 1983
MAINTENANCE ENGINEER

WFSB, a Post-Newsweek station, has an immediate opening for a Maintenance Engineer whose chief responsibilities will be the satisfactory operation and repair of digital, computer, RF, video switching and ENG equipment. Experience in TV broadcasting plus FCC License required.

Resumes should be sent to: Susan Paulauskas
WFSB, 3 Constitution Plaza
Hartford, CT 06115

ENGINEERING SUPERVISOR

For transmitter and studio maintenance, 5 years' experience. Openings in Dallas and Houston. Join fast growing chain. You will be given authority and support to build a successful operation. $30,000. Call or write Ed Reid, Director of Engineering, 1712 E. Randol Mill Rd., Arlington, TX 76011-617 - 265-2100.

TECHNICAL MAINTENANCE MAINTENANCE ENGINEERS

Group W Satellite Communications, a division of Westinghouse Broadcasting and Cable, is a dynamic leader in the cable industry. Our operations and technical services department currently has openings for technical maintenance engineers in our new facility. Experience with Sony and Ampex state-of-the-art equipment, as well as a strong broadcast maintenance background, is a must. We offer competitive starting salaries and generous benefits. For more information, send resume to: Manager of Technical Maintenance, Group W Satellite Communications, 41 Harbor Plaza Drive, Stamford, CT 06904. An equal opportunity employer, M/F.

Help Wanted Technical

Help Wanted Programing, Production, Others

CABLE

Help Wanted Technical

MANAGER OF PRODUCTION ENGINEERING

Mile Hi Cablevision, an exciting fast-paced leader in the cable television industry has a career opportunity available for an exceptional individual who will be responsible for the maintenance of production related audio/visual equipment (broadcasting and industrial) in our studios and mobile facilities. This chief engineer position will be closely involved with the design, installation, monitoring and maintenance of production equipment, alpha numeric and video test services and neighborhood production centers. The candidate selected will have demonstrated video production skills in addition to 4 to 6 years' experience in a directly related field. An FCC class II engineer's license, excellent management, communication and organizational skills (to include budget planning) essential. Cable TV knowledge highly desirable. We offer a salary commensurate with qualifications, in addition to an attractive compensation and benefits package. Applications should be received no later than June 10th to be considered. Please submit your resume with salary history to:

Ms. Shirley Perrin
Personnel Coordinator
MILE HI CABLEVISION
1355 S. Colorado Blvd., Suite 400
Denver, CO 80222
EOE, M/FHV

ALLIED FIELDS

Help Wanted Technical

SATELLITE TECHNICIAN

Each station operations and maintenance technician to work in major Chicago area teleport. Excellent benefits with progressive, growing telecommunications company. Send resume of work experience and salary history to: Midwestern Relay Co., P.O. Box 661, Milwaukee, WI 53201.

Help Wanted Sales

NATIONAL CO-OP DIRECT MAIL FRANCHISE

Territories available to qualified individuals or corporations. Protected territories. No competition as we have only 4 color coupons on quality enamel trucks. Repeat sales. Cash business. NO INVESTMENT FOR FRAN.

Chase. For details write or call Ron Stewart, Treasure-Pan Inc., 1226 29th St. N., St. Petersburg, Florida 33713 - Toll Free 800-331-8996

Help Wanted Instruction

NAB FACULTY RESEARCH INTERNSHIP

Faculty internship for summer. Responsibility for specific policy research projects. Background in policy and economics desirable. Stipend included. Submit resume and letter of application to Bernadette McGurk, National Association of Broadcasters, 1771 N Street, NW, Washington, DC 20036, by June 1, 1983.
One 150’ free-standing, tapered steel tower with 24’ base leg spacing (11/2 years old) built by Swager Tower Corporation. Excellent microwave or communications tower. May be purchased as is currently standing in Northeast Indianapolis, Indiana, $20K. Arrangements can be made with local contractor for reinstallation.

Contact Ted Swanson, Director of Engineering, Indianapolis Cablevision Company, 5330 East 65th Street, Indianapolis, Indiana. Phone 317/355-2225 or 317/849-8305.

**OPPORTUNITY!**

- The Right Sales-Minded Purchaser Can Gross $1,000,000 Or More In 1985 On This Class “C” FM, Full-Time AM Combo In Unique Small/Medium Southern Market.
- **$700,000 Cash Down Required.**

Call 901/767-7980
In Complete Confidence!

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MEDIA BROKERS/APPRASIER

5050 Poplar Ave. • Suite B16 Memphis, TN 38157

**WALKER MEDIA & MANAGEMENT, INC.**

Brokers-Consultants-Appraisers

William L. Walker John F. Hurlbut
President Vice President
PO Box 2264 PO Box 1845
Arlington, VA Holmes Beach, FL
22202 33509
703—521-4777 813—778-3617

**BILL - DAVID ASSOCIATES**

BROKERS - CONSULTANTS

303—636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

**MINORITY BROADCASTER**

seeks to buy first radio station. Can handle up to $500,000, FM only. No more than 2x gross billing. Full details first letter. FCC offers tax certificates on sales to minorities. Write Box W-97.
For Sale Stations Continued

Media Investment Analysts & Brokers
Bob Marshall, President

Southwestern Class A FM located in top 100 metro market. Excellent coverage with 600 foot tower. $600,000 on negotiable terms, including favorable assumption of up to $250,000.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-842-5251
809 Corey Creek • El Paso, Texas 79912 915-581-1038

The Politics of Broadcast Regulation

by Erwin G. Krasnow, Lawrence D. Longley, Herbert A. Terry

Completely revised to take into account dramatic changes in the field, such as increased competition from cable television and innovations involving satellite transmission and the regulatory climate. Political, economic, and technological changes are described and analyzed. Looking at broadcast regulation from a public policy perspective, the book is organized in two parts. Part One traces the evolution of broadcast regulation and shows how regulations and broadcasting policy are determined by the FCC, the broadcast industry, citizen groups, the courts, the executive branch, and Congress. Part Two provides five case studies of broadcast regulatory policies. A closing section gives a broad overview of broadcast regulation, relating the analytical and theoretical material in Part One to the specific facts brought to light in the case studies of Part Two. 304 Pages, annotated bibliography, index, $8.95 (paper).

Broadcasting Book Division
1735 DeSales Street, NW
Washington, DC 20036

Please send me _____ copy (copies) of The Politics of Broadcast Regulation, Third Edition. My payment in the amount of $____ is enclosed. (Payment must accompany order.)

Name__________________________
Firm___________________________
Address________________________
City________________ State____ Zip_____

For Fast Action Use
BROADCASTING's
Classified Advertising

CONSTRUCTION PERMIT
South Bend/Mishawaka, Indiana. Full-time AM at 910 mhz and 1 kw. Call or write Charles S. Hayes, 1634 E. Jefferson, South Bend, IN 46617. 219-259-0080.
For Sale Stations Continued

Wilkins and Associates
Media Brokers

MD AM $400,000 25%
IA FM $325,000 30%
GA AM $25,000 downpayment
MS AM $35,000 downpayment
AZ AM $35,000 downpayment
TN FM $35,000 downpayment
KY FM $35,000 downpayment
PA AM $25,000 downpayment
NY AM $25,000 downpayment
VA AM $25,000 downpayment
IA AM $25,000 downpayment
MN AM/FM $25,000 downpayment
SC AM $30,000 downpayment

P. O. Box 1714
Spartanburg, SC 29304 803/585-4638

H.B. La Rue, Media Broker

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104
415/434-1750

East Coast:
500 East 77th Street, Suite 1903, New York, NY 10021
212/288-0737

H.B. La Rue, Media Broker

FULLTIME AM
Sunbelt medium market. All news format with tremendous potential,
$600,000. $100,000 down and excellent terms to qualified buyer. Bill
Kitchen, 404-324-1271.

ATTENTION: EARLY DEADLINE NOTICE

Due to holiday Monday, May 30, the deadline for classified advertising for the
June 6 issue will be:

FRIDAY, MAY 27

BROADCASTING’S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this sec-
tion should be sent to: BROADCASTING, Classified Department, 1735
DeSales St., NW, Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment MUST
accompany ALL orders.

When placing an ad, indicate the EXACT category desired: Television, Radio,
Cable or Allied Fields; Help Wanted or Situations Wanted; Management,
Sales, News, etc. If this information is omitted, we will determine the appropri-
ate category according to the copy. NO make goods will be run if all informa-
tion 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 adver-
tisement.

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 num-
ber), c/o BROADCASTING, 1735 DeSales St., NW, Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes,
transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box
numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not for-
wardable, & are returned to the sender.

Publisher reserves the right to alter classified to conform to the provi-
sions of Title VII of the Civil Rights Act of 1964, as amended. Publisher
reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85c per
word, $15 weekly minimum. Situations Wanted (personal ads): 50c per word,
$7.50 weekly minimum. All other classifications: 95c per word, $15 weekly
minimum. Blind box numbers: $3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments),
per issue: Situations Wanted: $40 per inch. All other classifications: $70 per
inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising
require display space. Agency commission only on display space.

Word Count: Count each abbreviation, initial, single figure or group of figures
or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as
one word each. Phone number including area code or zip code counts as one
word each.

Please send me additional information.

University Microfilms
International
300 North Zeeb Road
Ann Arbor, MI 48106
U.S.A.
18 Bedford Row
Dept. P.R.
London, WC1R 4EJ
England

Name ________
Institution ________
Street ________
City ________
State ________ Zip ________

Broadcasting May 16 1983

98
Ken Elkins, VP and chief executive, Pulitzer Broadcasting, St. Louis, named VP, broadcast, and member of board of directors, parent Pulitzer Publishing Co.

David Martin, VP and general manager for WMAQ (AM) Chicago, joins station WLW (AM) WSKSF (FM) Cincinnati, VP, general manager.

nos Brown III, station manager, Broadcast Enterprises National Inc.'s WTLF (FM) Indianola, joins co-owned WIAS (AM) Pittsburgh's WP and general manager.

ian Byrnes, president and chief operating officer, Gillett Communications, and general manager of Gillett's WSMV (TV) Nashville, ins Channel Communications Inc., Spring Hill, Tenn., as president of new firm, which seeking broadcast properties.

onard Hart, station manager, WNYR (AM)-EZOF (FM) Rochester, N.Y., named VP, general manager.

chard Cohn, VP and general sales manager, WX (FM) Denton, Tex., named VP and general manager.

orton Cohn, general manager, WTVK (TV) Miami, elected VP of parent, Wometco Enterprises.

er Moore, general sales manager, KCBQ -4 FM San Diego, named general manager.

Gregory Van Camp, general manager, WXYZ-TV Morgantown, W.Va., resigns.

le Hammond, program director, WPAY (FM) Portsmouth, Ohio, named general manager, WPAY -FM there.

le Smiley, general manager, Mack Sanders' WNOX (AM) Knoxville, Tenn., named neral manager of Sanders' WNKZ (AM) adison, Tenn., and co-owned WJKZ (FM) ankin, Tenn. Bobby Bohn, general man- ger, Sanders' WNKX (FM) Clinton, Tenn., as- mes additional duties as manager of WNOX, ceeding Smiley.

er Leone, managing news editor, KXTV (TV) Los Angeles, joins WOR-TV Secaucus, N.J., as VP, station manager.

ew Bentley, program director, KWLO (AM)-MW (FM) Waterloo, Iowa, joins WHO (AM) WYOT, Ohio, as operations manager.

eph Arico, from CIT Financial Corp., FW York, joins NBC there as director, tax minimization. Joan Oury, administrator, merchandising, NBC Enterprises, New York, named manager, merchandising.


N. Franklin Smith, office manager, Media General's Tampa Tribune, Tampa, Fla., named controller for Media General Cable of Fairfax (Va.).

Joseph Costello Ill, president, Gulf South Broadcasters, Metairie, La., elected chairman of executive committee of ABC Radio Network affiliates board.

John Dew, VP and chief operating officer, KRBE -AM-FM Houston, elected to board of directors of parent, GCC Communications.


Valerie Marshall, sales operations assistant, WABC (AM) New York, named supervisor of computer services. succeeding Lenora Fields (see "News and Public Affairs" below).

Steve Sevner, from The Chicago Tribune, Chicago, joins The Weather Channel, Atlanta, as affiliate sales manager.

Carla Lauffer, affiliate representative, Group W Satellite Communications, Stamford, Conn., named manager, national accounts. Midwest division.

Sandra Baron, assistant secretary, Educational Broadcasting Corp., New York, joins NBC there as general attorney, law department.

Eunice Lewis, district supervisor, affiliate relations, CBS -TV, New York, named district manager, affiliate relations.

Carolyn Kimpton, computer operations manager, WNYR (AM)-EZOF (FM) Rochester, N.Y., named business manager.

**Marketing**

Ken Konecnik, group creative director and partner, Tatham, Laird & Kudner, Chicago, joins Campbell-Ewald there as senior VP, associate creative director.

VP's elected senior VP's, Doyle Dane Bernbach, New York: Watson (Jay) James, Sy Collins, Stephen A.

Dick Rogers, VP, director of field marketing. Taco Bell. Dallas, joins Needham, Harper & Steers, Phoenix, as senior VP and general manager of newly opened office.

Aaron M. Cohen, VP, national sales, NBC Television Network, New York, joins Grey Advertising there as VP, general manager.

Jeff Millman, associate creative director, Van Sant Dugdale, Baltimore, joins W.B. Doner there as VP, creative supervisor. Diane Richard- son, from Center for Energy Studies, University of Texas, Austin, joins W.B. Doner as information specialist.


Philip Baynes, VP, account manager, Ken Schmidt Co., Milwaukee, joins Creamer Inc., New York, as senior VP, management supervisor.

Appointments. The Marshalk Co., New York: Glenda Ruby, consultant, to VP, management supervisor; Barbara Eden, from Shulton Inc., New York, to sales promotion supervisor; Cheryl Hall, from Cole & Weber, Portland, Ore., to art director; Eileen Kear-

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Alan Mandel, VP, network sales, SyndiRep, Boston, joins Warner Amex Cable Communications as advertising sales manager, for Medford and Lynn, both Massachusetts, systems. He will be based in Medford.

Carolee Capossela, senior copywriter, Geer, DuBois Inc., New York, named senior VP.

Robert Michaels, corporate development officer, Domain Communications, Wheaton, Ill., joins Phoenix Marketing Group, advertising agency, Glen Ellyn, Ill., as VP.

Janice Frettoloso, assistant media planner, Kenyon & Eckhardt, New York, named media planner.

Marsha Powers, from Ketchum Advertising, Pittsburgh, joins Skirboll & Garber there as director of sales promotion.

Peter Mackey, from Pinne. Garvin & Hock, San Francisco, joins corporate advertising group, Dancer Fitzgerald Sample there, as account executive.


Steve Phelan, from Beecham Products, Pittsburgh, Pa., joins W.B. Doner, Detroit, as account executive.


Lori Shecter, research and sales director, UTV Cable Network, New York, joins Petry Television there as manager, research services.

Robert Coppinger, executive VP, Bernard Howard & Co., New York, joins Seltel there as VP, sales development.


Robert Calandrucio, director of internal re-source administration, Vitt Media International, New York, named executive director, broadcast buying unit.

Ileen Brown, account executive, TeleRep, Chicago, named sales manager, Houston office.

John DeSimone, director of sports sales, Cable Networks Inc., cable advertising and marketing firm, New York, to newly created position of general sales manager.

Mark Stacey, sales manager, KLUV(FM) Dallas, joins Blair Radio there as account executive.

Mark Bernstein, account executive, WGS(MAM) Huntington, N.Y., joins Pro Radio there in same capacity.

Appointed account executives, Katz Television Continental: Tom Barrett, national sales manager, WLOS-TV Greenville, S.C., to Atlanta office; John Callari, from Seltel, New York, to olympic sales team, New York, and Phillip Stimpson, sales associate, New York, to bronze team there. Hyla Kelly, from KTXA(TV) Fort Worth, joins Katz Independent Television there as account executive.

Mary Conrad, account executive, Needham, Harper & Steers/USA, Chicago, named account supervisor.

Linda Scutari, from Avery-Knodel, New York, joins Blair Television there as account executive.

Cliff Snyder, from Bonnville International Corp.'s Torbet Radio, Detroit, joins Bonnville's KSL-TV Salt Lake City as retail sales manager.

Larry Glazer, sales manager, independent team, Seltel, Chicago, joins Katz Independent Television Sales there as account executive. Stanton Jones, from Peters, Griffin, Woodward, New York, and Terry Dreher, from Arbitron, San Francisco, join Katz Television Continental, San Francisco, as account executives.

Jo-Ann Balzarini, account executive. Seltel, New York, joins Petry Television there in same capacity.

Stephen Kim Mahall, from WMJ(FM) Cleveland, joins Blair Television there as account executive. Paula Bayer, from Corinthian Television, Chicago, joins Blair Television there as account executive.

Daniel Farris, from Trout & Ries, New York, joins NH&S/Issues and Images there as account executive.

Barbara Kelley, from Bloom Agency, Dallas, joins Torbet Radio there as account executive.

Craig Koppmann, account executive. KYW-TV Philadelphia, joins Group W Television Sales, Los Angeles, in same capacity.

Heide Askew, VP. Benton & Bowles, Houston, joins Selcom Radio, Dallas, as account executive.

Robert Calvert, from KCBJ-TV Columbia, Mo., joins NTV Network, Kearney, Neb., as national sales manager.

David Peters, account supervisor, Chuck Ruhr Advertising, Minneapolis, named account group head.

Michael Eigner, general sales manager, KTLA-TV Los Angeles, named VP.

Jack Sabelia, sales manager, KDKA(AM) Pittsburgh, named KOAX(FM) Dallas as general sales manager.

Joe Mahan, general sales manager, KTVH, Wichita, Kan., joins WOLO-TV Columb S.C., in same capacity.

Leslie Gray Jr., sales manager, WBZ(AM) Boston, joined WFNX(FM) Lynn, Mass., as gene sales manager.

Pat Barranger, from Arbitron, Washington, joins WDVM-TV there as research director.

Jack Moys, executive VP, director and gen al manager, Evans/Pacific, advertising agency, Portland, Ore., joins KXL-AM-FM there marketing director.

John Rowland, account executive. KREM-Spokane, Wash., named sales manager.

Joanne Messerly, sales management assistant, WTCN-TV Minneapolis-St. Paul, narr retail sales specialist.

Bob Stegner, local sales manager, WTVN-Columbus, Ohio, resigns.

Terence Bryan Dunning, account executive CBS-owned KMOV-TV St. Louis, joins CI Television Stations National Sales, Chicaq in same capacity.

Programing

George Hankoff, executive VP, WW Entertainment (divisi of World North Corp.), New York, named president. Hankoff has held previous executive positions with MGM Television, Screen Gen Westhousing Bros casting and Metrondia Producers Corp.


Mayo Stuntz Jr., director, program development, WASEC, named VP, business development.

Robert Allen Cohen, VP, television. Jan Films, New York, joins Almi Television Productions there as VP.

Paula Levenback and Wendy Riche, exec...
producers, Who Will Love My Children, Circle Films, Los Angeles. Join University Television there as producers and writers for comedy and dramatic series and motion pictures for television.

Joe Carson, from American Medical International, Atlanta, joins Showtime there as assistant regional director.

Kenn Helfand, associate director, worldwide sales, ABC Pictures International, New York, named director, worldwide theatricals and distribution.

Leone, member, station relations department, Narwood Productions, New York, named manager, station relations.

Lewis, staff producer, Corporation for Enrichment and Learning, New York, named operations manager.

Strasser, national sales manager, A New York, joins Viacom Enterprises as Northeast division manager. Dennis Berson, South central division manager, wcm, Atlanta, named central East division manager, Chicago.

McConaghey, from Varian Associates, Sunnyvale, Calif., joins NPR Ventures, national Public Radio's for-profit subsidiary, shington, as VP and general manager.

Fuller, graphic artist, Barry & Enright Productions, Los Angeles, named graphic designer.

Putnam, regional sales representative, United Artists Classics, New York, named assistant national sales manager.

Hall, associate producer, The Great Outdoors, United Stations, New York, named producer.

Mason, production director, WABC(AM)-FM, New York, named program-production director.

Britton, production director, WLUP(FM) Chicago, joins WLS-FM there as production director.

Ewing, executive producer, noncommercial WTVS(TV) Detroit, named director of production.

Owen, music director and assistant program director, KKKK(AM) Denton, Tex., named program director.

Danner, manager of music research, UHF(AM) San Francisco, joins WHN(AM) New York, as marketing and music director.

Oliver, executive director, Black Filmmakers Foundation, New York, joins noncommercial WNYC(TV) there as program manager.

Reyes, air personality, KTSW(AM-FM) San Antonio, Tex., named production manager.

Maldonado, executive producer, WIVT(TV) Detroit, named program development manager. Sherry Burns, senior producer, Sonja, succeeds Maldonado.

Damron, from WCHS(AM) Charleston, W. Va., joins WKAQ(AM)-WQBK(AM) there as producer.

Rylko, from KFMB(TV) San Diego, joins Christian Broadcasting Network, Virginia Beach, Va., as reporter and occasional co-host for 700 Club.

Louis, from Satellite Music Network, joins WDVM(TV) Washington as staff announcer.

Everett, from division of facilities planning, University of Tennessee, Knoxville, Tenn., joins noncommercial WUAL-FM Tuscaloosa, Ala., as program director.

Leita, from WSAZ(TV) Huntington, W.Va., joins WTHI(TV) Terre Haute, Ind., as producer and host, Midday Show.

Casey, from WTIG(AM) Massillon, Ohio, joins WTAJ(TV) Altoona, Pa., as weather anchor and Good Morning host.

News and Public Affairs


Lippoff, executive news producer, WJBK(TV) Detroit, named news director.

Hersholt, news director, KJRI(TV) Seattle, joins KVJG(AM) there in same capacity.

Pat McCarthy, news director, WQAD(TV) Moline, Ill., joins KMBC(TV) Kansas City, Mo., in same capacity.

Carden, news producer, WPFT(TV) Raleigh-Durham, N.C., named news director.

Glennon, chief photographer, assumes additional responsibilities as assignment editor.

Keith Edwards, anchor, KIRO-TV Colorado Springs, assumes additional duties as news director.

Walter Prince, assignment editor, WRAL-TV Raleigh-Durham, N.C., joins WPVI(TV) Philadelphia as night assignment editor. Phyllis Burke, from WSOCTV Charlotte, N.C., joins WPVI(TV) as correspondent.

Max Utisler, chairman, broadcast department, University of Missouri School of Journalism, Columbia, Mo., and assistant news director, KOMU-TV Columbia, joins KSOU(TV) St. Louis as assistant news director.

Jeff Baillon, reporter, KMPSTV Minneapolis-St. Paul, named assistant news director.

Arthur Garland, manager of public affairs, WBKB(TV) Schenectady, N.Y., retires May 20, after 37 years with station.

Lenora Fields, supervisor of computer services, WABC(AM) New York, named director of community affairs.

Trish Michaels, anchor-reporter, WBHH(TV) Fort Myers, Fla., joins WTVI(TV) Jacksonville, Fla., in same capacity. Audrey Barnes, reporter, WBOC(TV) Salisbury, Md., joins WTVI in same capacity.


Candace Gibson, from KMIR(TV) Palm Springs, Calif., joins WMMB(TV) Panama City, Fla., as 5 and 10 p.m. anchor.

John Marler, from Bonneville Broadcasting's KIRO(TV) Seattle, joins Bonneville's KSEA(AM) there as anchor.

Pam Saulsbys, reporter, WTIV(TV) Miami, named weekend co-anchor.

Matt Mixon, production manager, WBZ-TV

Anchors away. Frank Reynolds, Washington anchor for ABC World News Tonight, will return to that post in "four to six weeks," according to ABC News President Roone Arledge, in response to numerous queries the network has received. Reynolds, who is battling a case of viral hepatitis, has not appeared on the broadcast since April 13. David Brinkley, host of ABC's Sunday-morning public affairs program, This Week with David Brinkley, will continue to fill in for Reynolds until his return. Ted Koppel, anchor of ABC News's Nightline, returned to work last Monday (May 9) from a bout with viral pneumonia that had sidelined him since April 27.

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Boston, joins WNEV-TV there as executive producer, public affairs programming.

Beth Blackstock, anchor-reporter, KTVT(TV) Fort Worth, joins WBBR-TV Knoxville, Tenn., as assignment editor.

Mary Stewart, weekday anchor, WOI-TV Des Moines, Iowa, joins WTLV(TV) Jacksonville, Fla., ... weekday anchor-weekday reporter.

Dave Gilbert, from WNBC-TV New York, joins WXYZ-TV Detroit as reporter.

Steve Gasque, anchor-reporter, WPCQ-TV Charlotte, N.C., joins WAR-TV Providence, R.I., as reporter.

Pamela Davis, from WVR-TV Charlottesville, Va., joins WCMI-TV Columbus, Ohio, as reporter.

Christopher Nance, from KSM(TV) Monterey, Calif., joins KPIX-TV San Francisco as weekend anchor weather.

Zoa Bashline, reporter-photographer, WLYH-TV Lancaster, Pa., joins WGAL-TV there as reporter. Rob Dixon, from KETV(TV) Omaha, joins WGAL-TV as meteorologist.

Technology

James W. Barnes, president, electronics division, Cohu, San Diego, elected president and chief executive officer and named to board of directors, succeeding William S. Ivans, retired.

Peter Vronin, senior customer service representative, Western Union International, New York, joins Telecommunications Associates, satellite communications engineering firm, New York, as director of project planning.

Roger Pavane, from Reuters, New York, joins Telecommunications Associates as manager of operations and sales.

Frank Accarrino, manager, news-gathering, NBC-TV's WNBC-TV New York, named network news technical manager for NBC-TV's Today Show.

Steven Winters, sales manager, Pyramid Film and Video, Santa Monica, Calif., named director of sales and special projects.

Karyn Chalmers, from WRAL-TV Raleigh-Durham, N.C., joins WPCQ-TV Charlotte, N.C., as studio and electronic graphics operator.

Mike Pepper, recent graduate, University of North Carolina. Chapel Hill, joins Video Taping Services as manager of its new Charlotte, N.C., office. Kevin Banks, technical manager, named assistant office manager.

Al Johnson, assistant manager, customer service, Catel division, United Scientific Corp., Santa Clara, Calif., named cable FM sales specialist.

Bob Santini, sales manager, Anixter, Los Angeles, named to same post with Anixter's Chicago distribution facility.

Ralph McClelland, studio and maintenance supervisor, WSBK-TV Boston, joins WTVN(TV) Burlington, Vt., as chief engineer.

Nick Freeman, head of KIRO Video, in-house production subsidiary of KIRO-TV Seattle, named head of station's newly created department of technical operations and production services.

John Koch, engineer, WYFR Owosso, Fla. (international shortwave radio station), named project engineer.

Dennis Maddox, systems application engineer, EMCEE Broadcast Products, White Haven, N.Y., joins noncommercial WCFE-TV Plattsburgh, N.Y., as chief engineer.

Promotion and PR

Charla Hewitt, director of operations and marketing services, Turner Program Services, Atlanta, named to head newly created public relations office.

Kenneth Leler, director of government affairs, Warner Amex Cable Communications, New York, named VP, community relations.

Hollis Palmer, director of advertising and promotion, Mutual Broadcasting System, Washington, named VP.

Kathleen Bracken, from Columbia Pictures Television, Los Angeles, joins Telepictures there as director of creative services.


James Vodak, VP, general manager, Cox Cable, Omaha, joins Centel Corp., Chicago, as director of corporate communications.

Katy Baetz, promotion manager, WLKY-TV Louisville, Ky., joins WJIB-TV Detroit as on-air production manager, advertising and creative services.

Suzanne Horowitz, from WRKO(AM) Boston, joins WZBF(AM) Fort Pierce, Fla., as promotion director.

Allied Fields


Frank Stanton, president emeritus, CBS, pointed by President Reagan to Presidem Committee on Arts and Humanities, was former director of Lincoln Center.

Robert E. Lee, former chairman and CEO RKO General, serves as consultant. B.A./M. named VP, research and development.

Walter Kornikle, special correspondent, CBS News, given the Marine Scholarship Fu Semper Fidelis award at ceremonies at the Plaza Hotel, Los Angeles. Award represents recognition of his "professional excellence and lasting contributions to journalism."


Walter Kingsley, head of own real estate consulting firm, Los Angeles, joins Amer Films Institute there as special consultant.

Hubert J. DeLynn, vice chairman and CEO operating RKO General. New York named Man of the Year by Veterans Bed Network. Network is charitable organization that provides television and music programs to veterans in 162 hospitals across country.

Patricia Dignam, business development partner representative, A.C. Nielsen, New York, named client service representative Nielsen Station Index there.


Bernard Redmont, acting dean. Boston U's School of Public Communicat named dean.

Deaths

Vaughn Taylor, 72, character actor who appeared regularly in early years of television including Playhouse 90, NBC Dramatic sater, and Johnny Jupiter children's progr died of cerebral hemorrhage April 26 at dars-Sinai medical center, Los Angeles.
C. Crisler: guiding hand station sales

his own estimate, Richard C. Crisler has sketched between 300 and 400 broadcasting stations in his lifetime. Given the roughly 800 commercial radio and television stations on the air today, this translates to about 4 to 5% of the station universe that has inged hands with Crisler's assistance. For an who didn't get into the business until was approaching middle age, it is quite a ord.

The son of a Cincinnati surgeon, Crisler and fresh out of Yale—went to New York landed a job with Guaranty Trust Co. It was in 1929, "that period when every-thing went to Wall Street." Crisler arrived in spring. The stock market crashed that and, but Crisler survived the job cuts pended and Crisler's employ New York for a year and in Cincinnati for more. After that, he served with a Cincinnat insurance agency before joining Richard's, a Cincinnati and Cleveland estment banking firm, in 1935. It was ile Crisler was at Field Richards that he meered the use of debenture issues for the plex Commercial Appeal and the ushmore newspapers. "Prior to that time, one ever thought of senior debt issues in newspaper business," he explains.

Crisler didn't broker his first station until was 45. After the second World War (the aed as a captain in the Army Air Corps) isker became president and a principal in a venture called Transit Radio. Founded Crisler's childhood friend, the late Hul r Tait Jr. (who also founded Taft Broad- anding), Transit Radio was set up to provide fledgling service—FM radio—with a adaptive audience—a phrase, Crisler notes he pride, coined at Transit Radio.

As president and chief salesman, Crisler versed the country and successfully in- lded 10,000 crystal-controlled FM radio civers in public transit buses that were ed to one particular FM station in each et. At its zenith, Transit Radio was op- ning on public buses in 22 cities. Al- hough Crisler reports the service was ex- mely popular among bus riders, the company was sued by a Washington attorney alamed Transit Radio was an invasion of Privacy when bus riders who didn't want listened were forced to.

The case eventually went to the Supremeourt, which decided 7-to-1 in Transit Ra- do's favor. By that time, however, expan- to have been stymied and advertiser de- and, passenger levels and stockholder interest had dwindled—the last group be- use "they were beginning to be more occu- ed with television," Crisler says. Transit idio's owners, however, included blue chip companies like Taft Broadcasting, RKO general, Baltimore Sun, Houston Post, St.


Louis Times-Star, Trenton Times and broadcasters Ben Strouse, former owner of WWDC (AM) Washington, and Bill O'Neil, former owner of WJAWI Cleveland. "All of these people had new FM stations and didn't know what to do with them," Crisler says, explaining, in part, why Transit Radio was launched.

After Transit Radio's owners abandoned the project, Crisler bought the company's stock and debentures, changed its name to R.C. Crisler & Co. and "entered the brokerage field." As the well-traveled president of Transit Radio, "I had made a lot of friends in the broadcasting business," he explained. He also was urging into brokering by Bill O'Neil, who was seeking a buyer for his other station, WIGA (AM) Bridgeport, Conn. Crisler recalls: "He just said: 'Sell it.' So I did—in about three days (for $200,000). Then I was in business."

For Crisler, "in business" has meant playing important roles in the shaping and growth of Taft Broadcasting. Storer Communications, RKO General Broadcasting, Metromedia, Combined Communications and scores of lesser station groups.

Crisler was instrumental in the early days of Taft Broadcasting, when Hubert Taft Jr. persuaded his father, owner of the Cincinnati Star, to expand in broadcasting. Crisler negotiated Taft's purchase of WVTV-TV Columbus, Ohio (1953: $1.5 million); WVRBC-
Procter & Gamble, nation's largest advertiser, has made "the largest single sponsorship buy for one season in TV syndication history," according to Lexington Broadcast Services President Robert L. Turner. P&G, Turner said, has bought $15 million worth of national spots in LBS properties for 1983-84. Turner made announcement during speech to New York chapter of National Academy of Television Arts and Sciences. Speech featured another shot in arm for advertiser syndication with announcement of formation of new trade organization, tentatively called National Organization of Advertiser Supported Programs, to promote use of barter medium. More news surfaced last week that P&G is stepping up its participation in advertiser syndication. MCA TV announced Friday (May 13) that P&G has taken "significant position" in three of its bitter series—Salute, Switch and Hardy Boys/Nancy Drew Mystery at reported investment of more than $5 million. Last week it was reported that P&G had become major advertiser in Thickey of the Night syndicated strip (Closed Circuit, May 9).

John Blair & Co. split its common stock 2-for-1 and increased quarterly cash dividend from 12.5 cents to 14 cents per share on common stock outstanding after split. Split increases total outstanding shares from 3,930,000 to 7,860,000. Split and dividends are payable June 22, 1983, to shareholders of record June 3, 1983.

Question of financial and other terms under which networks will telecast college football this fall was left hanging last week, after U.S. Court of Appeals for 10th Circuit, in Denver, affirmed lower court decision that way NCAA apportions television rights to those games violates antitrust law. Appeals court had stayed lower court's order, but barring further court action, nation's colleges would be free to negotiate their own television contracts with networks. Case was brought by two universities—Georgia and Oklahoma—which held that rule giving National Collegiate Athletic Association exclusive right to sell television rights to college football games to networks is, per se, price fixing. ABC and CBS are in second year of four-year contracts, under which each network may televise 36 games on regional or national basis each year. Networks have paid $131,750,000 apiece for those rights. On Friday, day after three-judge panel issued decision on 2-1 vote, NCAA was not prepared to say what action it would take. David E. Cawood, NCAA football television program director, said opinion would be reviewed over weekend to determine "the best options available." But he said that NCAA continues to believe "television protection and limitations are necessary for the welfare of intercollegiate football" and that it will continue its efforts "to maintain the validity" of NCAA plan previously adopted. One of winn court case, Vinnie Dooley, Georgia's football coach, exprehope existing NCAA contract will remain in force next fall. "C wise," he said, "I'm afraid it would create chaotic situation co this late..

NBC announced last Friday (May 13) that it will buy WBFM-B from General Electric Broadcasting for a price reported to be $5.5 million. The station, which programs Bonneville's bea music format, will be NBC's ninth radio property (it owns AM and FM stations). The last week NBC announced it was dropping WBFM-AM and NBC was in 1957 when it bought WJS-AM-FM Pittsburgh $725,000 from Pittsburgh Radio Supply House Inc. NBC sold two stations in 1972. General Electric, which is in the process of of its eight radio stations and two of its three TV outlets, is left with only KFOG(AM) San Francisco on the market. The Be deal is contingent on approval by NBC's board of directors.

Proposed budgetary figures for fiscal 1984 (which begins C set by new management team at National Public Radio last calls for deep cuts across board with network's news and inf program budgeting, consisting primarily of All Things Co and Morning Edition, experiencing biggest blow—down current $5.1 million level to $3.3 million. Word of budget cu for NPR's two most popular shows alarmed many station mi of NPR affiliates and prompted telegram from John Beck, m of WNYC-AM-FM-TV New York, and Peter Low, manager o gramming for stations, to NPR last Wednesday saying sig reduction in the quality of these programs would devastating blow to WNYC which we will oppose by all means i disposal. According to Ron Bornstein, new acting chief oper officer for NPR, management's plan is first to establish wo proposal for fiscal 1984 budget, with NPR making final dec. Action on current $3 million budget shortfall discovered last r is awaiting results of audit by Washington-based accounting of Coopers & Lybrand, which is due June 10 (Broadcasting, 2), Bornstein said.

NBC last week asked FCC to take "remedial action" against cable systems, Athena Cablevision of Corpus Christi, Tex., U Video Cablevision of St. Louis, and Cox Cable of New York Inc., allegedly "knowingly and willfully" intercepting satellite feed Super Bowl coverage and showing feed, without NBC's per sion, to subscribers (Broadcasting, Feb. 7). NBC noted that had been clean—i.e., it contained no commercials but was interspersed with conversations of NBC technicians and announ NBC said alleged piracy violated Communications Act and c commission to issue notices of apparent liability to offende.

What was described as "wide-ranging arrangement" on minority pi government and community service at RKO General's three TV radio stations was announced Friday by RKO and National E Media Coalition. Key provisions were said to be: creation of NBMCS Scholarship Fund providing $25,000 annually for mi
da in Washington. Alan Alda (center), Hollywood producer and star of M*A*S*H, met with Congressmen Tim Wirth (D-Colo.) and Henry Waxman (D-Calif.), last week to talk about the FCC's financial interest and syndication rules. Alda specifically came to Washington to lobby against the FCC's proposed fee making to repeal the rules, and he went on the stump for R. 250, introduced by Waxman and Wirth, which would allow a five-year moratorium on any changes to the FCC's rules. Alda had a full day agendage breaking, developing standards for the Energy and Commerce Committee, meetings with FCC commissioners Mimi Dawson, James Quello and Henry Rivers; lunch with the House Arts Caucus, an afternoon meeting with committee chairman John Dingell (D-Mich.), and a reception sponsored by Wirth, Waxman and Representative Carlos Moor- saad (R-Calif.).

ments in communications; RKO to increase public service pro- viding for minority organization on its station and work with the FCC to identify and recruit blacks for management, professional, technical and sales positions at its station. RKO, to conduct meetings with NBMC to keep station executives informed of programing an EEO issues of special sensitivity to blacks to meet regularly with NBMC to review RKO's performance in native action and program services.

her STV operation will bite dust. This time, Preview Subscription TV Inc., owned by Time Inc. and leased over WJCL-TV Cleveland 31, announced it would cease operations Aug. 31.

will introduce two half-hour summer news series on Sunday, Aug. 16, following 60 Minutes—On the Road with Charles Kuralt and Times with Bill Moyers, which will feature major stories each week followed by short, unrelated commentary. On the Road is a native producer, Russ Bensley), will be sponsored in large part by General Motors. The show will be held in part by the Times. The show will run through the summer on Tuesdays beginning at 8 p.m. through Aug. 16.

ures that light up screens of TV sets of tomorrow will be vastly different to those of today. That was promise of Advanced Television Systems Committee, which held first meeting last Friday at headquarters in Washington. Invitation to attend meeting was extended to all interested in developing standards for television systems, and more than 100 responded with their interest. Calling ATSC "the right committee, at the right time, for the right people," its newly named executive director, Rich- ture, urged prompt action in setting standards—domestic and international. Otherwise, he said, there will be "a proliferation of standards that will be largely incompatible." ATSC is to develop standards for "improved NTSC" systems, which sent "evolutionary" improvements over current system; "end 525-line" systems, which retain NTSC's scanning format aspect ratio, but have different "signal format" and high- definition television systems (HDTV) characterized by doubling of ution, improved color rendition, wide-screen aspect ratio and ophonic sound. Two- and-a-half-hour meeting moved briskly presentation by ATSC Chairman and former FCC Chairman E. William Henry and representatives of Joint Committee for Inter-Society Coordination, which organized group.

Senate Judiciary hearing on antitrust implications of cable deregulation bill. S. 66, scheduled for today, May 16. (see story, page 66), has been canceled. Committee Chairman Strom Thurmond (R-SC) was concerned that bill's renewal provision violated antitrust law. Late last week, however, the bill's author, Senator Barry Goldwater (R-Ariz.), apparently assured Thurmond's concerns, and two have reached agreement on amendment for bill. FCC Chairman Mark Fowler also sent letter last week to Commerce Committee Chairman Bob Packwood (R-Ore.) stating his support for proposed AT&T amendments to S. 66.

With New Year still more than seven months away, ABC has reportedly sold 90% of availabilities for both its Winter and Summer Olympics coverage. Advertisers meeting with network in Los Angeles were told last week.

Deputy Secretary of Commerce Guy Fiske has resigned in midst of investigations by Justice Department and congressional subcommittee regarding his possible conflict of interest in connection with Reagan administration's proposed sale of government's land and weather satellites to private sector. Fiske, whose resignation was effective Saturday, has denied impropriety. Investigations were touched off by Fiske's disclosure he has been under consider- ation for high-level post at Communications Satellite Corp., which has been lobbying hard for government sale of satellites. Fiske, in testimony prepared for congressional appearance that was canceled in view of Justice's investigation, said he had discussed possible employment with Comsat, with Joseph Charyk, president of company, on four occasions and with professional recruiter "about 10 times" last year. During most of those occasions, Fiske said, he was still with Department of Energy, as undersecretary. His fourth meeting with Charyk—"a mistake," he said—came after he joined Commerce, last June.

Charles Jones, general manager, WSHZ-AM Sarasota, Fla., is latest National Association of Broadcasters radio board member officially to enter race for board chairmanship. Jones said he had been considering running for some time. His opponents include Walter May, WIPK (AM-WHHR FM) Pikesville, Ky., and Ted Snider, KARN (AM) Little Rock, Ark.

Racqueleurs. The winners of CBS's annual Washington tennis tournament, held last week, with their trophies (back row, I-r): Representative Thomas Biley (R-Va.); Mark Johnson, CBS Inc.; Representative John McKernan Jr. (R-Me.); Randy Nichols, FCC; James Bayless Jr., Commerce Department, and Sandy Kimball, FCC. Kneeling (I-r): David Markey, National Telecommunications and Information Administration, and Neal Pilsen. CBS Sports.
At last

The FCC finally got around last week to a rulemaking that the National Association of Broadcasters proposed in the summer of 1980: to repeal or modify the commission’s personal attack and political editorializing rules. No two rules on the commission’s books are more deserving of repeal. The hope will be that the commission reaches that conclusion by a faster track than it followed in initiating action. It was the commission’s adoption of the personal attack rule that gave us the Supreme Court’s Red Lion decision which is still invoked to emphasize the second-class citizenship that broadcasters endure. In other circumstances the rule could have led to the emancipation of broadcasters. Indeed.

EMANCIPATION OF BROADCASTERS. Indeed

It was the commission’s adoption of the personal attack rule that gave us the Supreme Court’s Red Lion decision which is still invoked to emphasize the second-class citizenship that broadcasters endure. In other circumstances the rule could have led to the emancipation of broadcasters. Indeed.

At last, Congress, having the TV networks on the hill, beget the rulemaking to which the networks themselves, the shiny promise of pilots and plot lines tends to fade. more often than not, as the new season unwinds on the home screen. Picking winners is a chancy business.

We think it safe to say, however, from what we have seen of the new prime time plans, that the three networks are going at the 1983-84 season with as much gusto and competitive spirit as they have shown in recent memory. As usual, they are offering a raft of new series and are shuffling their programs around to take advantage of weaknesses that they detect in the competition. Nothing new about that, but no letup, either. There also will be more mini-series—which provided some of the brightest hours of the past season—and the movie lineup strikes us as unusually strong in terms of both theatrical features and the increasingly popular (and expensive) made-for-TV movie projects. There seems to be something for just about everyone. as there should be. and next year there’ll be the Olympics to put more spice into the mix.

Viewers of course will cast the only votes that count. Thanks to all the competition, they are also the only ones who can safely be called winners ahead of time.

Make work

As was to be expected, a hundred and more applications have been filed for the RKO General stations that the FCC put up for grabs, at the direction of an appellate court that never hesitates to tell the FCC how to go about its administrative business. As was remarked on this page when the FCC did the court’s bidding, the only certain winners in the contests now started will be the lawyers “whose profession has already made a killing in the endless RKO cases at the FCC.”

And they said deregulation would depress the law business.

Next

The FCC’s radio deregulation that the appellate court upheld in most details last week was evaluated on this page at the time of its adoption as probably as much deregulation as the commission could decree under the existing Communications Act. That judgment was confirmed by the tenor of last week’s court opinion. Still it is deregulation that has proved meaningful. It has saved broadcasters time and money and no discernible decrease in their service to the public. Indeed the deregulated radio system is flourishing. With its radio decision affirmed by the court, the FCC is free now to tackle the deregulation of television.

There remains a possibility that deregulation on a larger scale may be obtained through legislation, and broadcasters would be ill advised to diminish their efforts toward that end. But the outcome on the Hill is speculative. While the legislative process goes on, the FCC must be encouraged to begin the rulemaking that would lead to television deregulation.

The court’s affirmation of its radio deregulation of 1981 gives the FCC the cue and should give it the nerve to initiate the television deregulation of 1983.

Overall, I’m not happy with the show, but I love seeing my name at the end.”

Drawn for Broadcasting by Jack Schmidt
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