ALL NEW 90 MINUTE LATE-NIGHT STRIP FROM

THICKE OF THE NIGHT
Starring Alan Thicke

OVER 75% CLEARED AND 50% SOLD!
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The facts are startling. Experts estimate that almost half of all automobile occupant fatalities and many serious injuries might have been avoided if the people had been wearing seat belts. That’s because most injuries occur when the car stops abruptly and the occupants are thrown against the car’s interior or out of the car. Belts reduce this risk.

Many people say they know the facts, but they still don’t wear belts. Their reasons range all over the lot: seat belts are troublesome to put on, they are uncomfortable, or they wrinkle your clothes. Some people even think getting hurt or killed in a car accident is a question of fate; and, therefore, seat belts don’t matter.

If you’re one of those people who don’t use belts for one reason or another, please think carefully about your motivations. Are your objections to seat belts based on the facts or on rationalizations?

Here are a few of the common rationalizations. Many people say they are afraid of being trapped in a car by a seat belt. In fact, in the vast majority of cases, seat belts protect passengers from severe injuries, allowing them to escape more quickly. Another popular rationalization: you’ll be saved by being thrown clear of the car. Here again, accident data have proved that to be untrue—you are almost always safer inside the car.

Some people use seat belts for highway driving, but rationalize it’s not worth the trouble to buckle up for short trips. The numbers tell a different story: 80% of all automobile accidents causing serious injury or death involve cars traveling under 40 miles per hour. And three quarters of all collisions happen less than 25 miles from the driver’s home.

When you’re the driver, you have the psychological authority to convince all of the passengers that they should wear seat belts. It has been shown that in a car, the driver is considered to be an authority figure. A simple reminder from you may help save someone’s life.

Another common myth: holding a small child in your arms will provide the child with sufficient protection during a crash. The safety experts disagree. They point out that even during a 30 mph collision, a 10-pound child can exert a 300-pound force against the parent’s grip. So please make sure Child Restraint Systems are used for children who aren’t old enough to use regular seat belts.

If you’re an employer, encourage your employees to wear seat belts. At GM, we’ve made it a matter of policy that everyone riding in company-owned vehicles is expected to wear lap and shoulder belts.

We heartily support the program initiated by the National Highway Traffic Safety Administration to encourage the use of seat belts. So please fasten your own belt, and urge your family and friends to follow your example. Even the best driver in the world can’t predict what another driver will do.

This advertisement is part of our continuing effort to give customers useful information about their cars and trucks and the company that builds them.
FALLING AXE □ National Public Radio makes cuts on programming and in news departments to meet budget shortfall. PAGE 50.

DEREG SHOOT-OUT □ Proponents and opponents of S. 66 have their day on Capitol Hill. PAGE 51.

MUST CARRY MUST □ Petition by Turner Broadcasting to drop must carry rules is booed loudly by most commenters in FCC rulemaking. PAGE 53.

PRICE OF FREEDOM □ Case of Dodge City, Kan., radio station could prove to be First Amendment test. PAGE 54.

LETTER OF THE LAW □ Proposal to change call-letter procedures at FCC draws mixed comments, with special reservation for suggestion to have call disputes resolved in court. PAGE 58.

CAREER REFLECTIONS □ FCC Commissioner Anne Jones reviews her four years of helping set telecommunications policy. PAGE 59.

NEW VENUE □ Donahue producer is asking for new trial in parent-child custody case. PAGE 63.

EXTRA UPDATE □ CBS teletext chief reviews progress of network's Extravision service. PAGE 67.

CORRESPONDENT COMEBACK □ The birth of the Cable News Network gave a veteran journalist a chance to reclaim his position among investigative reporters. Daniel Schorr has both reassessed that position and contributed to the respectability of Ted Turner's 24-hour news operation. PAGE 87.

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NOW IN 80 MARKETS, INCLUDING NEW YORK, LOS ANGELES, CHICAGO, SAN FRANCISCO, BOSTON, DALLAS, HOUSTON, PITTSBURGH, MIAMI, MINNEAPOLIS, SEATTLE, ATLANTA, TAMPA AND DENVER!

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 Cossette Production
An advertiser-supported series

MCA TV
relatively

Ioffman

-91 inch
tory page 49)

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tlevision viewership, released
broadcasters' criticism

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JBC
and Arbitron.

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Example
In

White House choice

ith

nest name to surface in speculation as

White House choice to succeed FCC

mission Anne Jones belongs to

one who knows ins and outs of White

house hiring practices. He—and fact that

is man is matter of some surprise—is

niss Patrick, associate director of

residential personnel office. He is lawyer,

-1 years old, described by someone who

ows him as “right”—and has, as one

rea under his jurisdiction, FCC

points.

elping hand

special beneficiaries of NBC-TV’s rise in

day sweeps ratings (see story page 37)

ay be local late-news ratings of NBC

liates. Broadcasters in several markets

ere talking last week about improved

ad-ins NBC affiliates had been-getting

rom programs winding up network prime

me, with indications that spillover was

elping NBC stations’ news at 11 (NYT).

New York, where researchers said

ad-in provided by NBC was up

nd-a-half Nielsen rating points from year

go (and that provided by ABC was down

most four), NBC station ousted ABC’s

rom late-news top spot in both Nielsen

nd Arbitron. In some other markets

ere results were becoming available.

BC stations’ late news similarly showed

ains, and ABC affiliate declines in one or

oth rating services, though rankings

ere not necessarily affected.

Only the beginning

ritisim of National Association of

roadcasters-commissioned survey on

division viewership, released at NAB’s

nual convention in April, has barely

en. Well-received critique of survey’s

ethodology presented by CBS vice

ident for research, David Poltrack, to

ual affiliates convention last week (see

ory page 49) featured only highlights of

uch larger analysis that will be expanded

ther once full survey results have been

leased from NAB.

Example of faulty methodology cited

 CBS critique: In related McHugh-

offman survey taken in 1976-77,

ordinately high number of respondents

ored watching NBC’s Meet the Press,

atively low rated program. In soon-to-

e-released full NAB survey, even higher

umber of respondents—25%—reported

ning into program. That, according to

oltrack, is sign researchers failed to

ructure questions to elicit actual, rather

than imagined, viewing habits.

Ghost service

The Entertainment Channel told

employees at staff meeting last week that

owners have decided to let go all but

alf-dozen who have contracts by end of

June. Skeleton staff remaining numbers

about 25, down from 150 total when TEC

was in full operation. Although action

as said to be evidence that TEC was

paring its own funeral and would not

erected as advertiser-supported

ervice, TEC officials said that

egotiations with other companies for

ossible merger were “ongoing.” TEC

llows exclusive rights to British

roadcasting Corp. prograining for TV

display in this country.

Chance to get ahead

aid to be showing particular interest in

CCC’s decision to increase availability of

mercial FM stations (see page 31) are

bout 1,800 broadcasters currently

icensed for Class A FM’s. Decision to

create new classes of stations, and to

mit certain classes to operate on

annels previously reserved for other

classes, could permit Class A’s to fit in

ower increases where they couldn’t

fore. For example, Class A licensee

oping in community where Class C

ouldn’t fit previously might be able to fit in

lass C1 or C2, Same licensee might

be able to fit in Class B1 where he

ouldn’t previously fit in Class B. Class

B1’s might be particularly attractive since

enna heights for Class B1’s and Class

A’s are about the same.

Another go

United Satellite Communications Inc.’s

plan to offer direct-to-home satellite

roadcasting service this year

roadcasting, Feb. 7) should clear

other hurdle this week when FCC is

pected to deny reconsideration of grant

mitting company to lease transponders

or operation on Canada’s Anik-C2 through

TEC Satellite Corp. Anik-C2, K-band

atellite, is scheduled for launch on space

uttle. Challenger, June 18. Hubbard

casting, which has received direct

roadcast satellite grant, had asked FCC
to rescind USCI grant altogether or to

dition it on understanding that USCI

erred from transmitting direct to

omes.

New ornament

CCC authorization measure may come
nder attack during Energy and Commerce

mittee markup (June 2) after all.

ost members dropped threats to offer

ments to measure after effort to

attach broadcast deregulation to

uthorization bill was abandoned. It now

ems bill’s provision that provides

orporation for Public Broadcasting with

ditional funds is expected to meet

osition from minority members on

mittee, who may attempt to slash

unding increase. CPB board is lobbying

or its own amendment. CPB wants

to change law that changes makeup of board

effective in 1984. Under law, CPB

resident would also assume post as

oard chairman, idea not to board’s liking
t CBS President Edward Pfister’s.

New home for Marti

almer Communications Inc. has reason
to feel easier than it has felt in long time
about protection of 1040 kzh frequency

on which its WHOM(AM) Des Moines, Iowa,

rates. Frequency was originally

en by government for its proposed

adio Marti—broadcasting to Cuba—

ject. But National Telecommunications

formation Administration has

ified Department of Defense that

orization it had been granted, last

ear, for use of 1040 kzh has been

rawn “for any purpose.”

etter to Under Secretary of Defense

olicy Fred C. Ikle, cites

administration’s new Radio Marti bill,

hich appears aimed at limiting AM

roadcasting to Cuba to frequency on

ich Voice of America’s station on

arathon Key, Fla., operates—1180 kzh

o frequency of commercial WHAM(AM)

chester, N.Y.)—or to stations on which

government leases time. Letter also notes

hat DOD in April withdrew request for

ssignment of 1040 kzh to new Navy

artment facility at Saddlebunch Key

roadcasting, May 9). FCC has been

ified of NTIA’s action.
Merger monkeywrench?

The partners in the proposed merger of The Movie Channel and Showtime last week received word from Washington that William Baxter, assistant attorney general in charge of the Justice Department’s antitrust division, has received a recommendation from his staff that the merger should be blocked. A source with one of the companies said the staff had apparently taken the narrow view of what constitutes the marketplace within which the two pay cable services operate. He said the staff had apparently concluded that a merger of the second and third largest pay services in an environment where only a handful of such services now exist would result in an undue concentration of that marketplace.

Executives representing the proposed partners—Viacom International, Warner Brothers, American Express, MCA and Paramount Pictures—are expected to travel to Washington this week to plead their case directly to Baxter. They will argue that the marketplace in which Showtime and The Movie Channel operate should be viewed as one that encompasses the entire television industry and not simply the universe of pay cable services. Under the proposed merger, Viacom, MCA, Paramount and Warner would each own about 22.5% of both the Movie Channel and Showtime, which would remain separate services, and American Express would own the remaining 10%.

No effect

A move by Senate Commerce Committee Chairman Robert Packwood (R-Ore.) to examine subsidizing local phone rates is expected to have little effect on the impending debate and vote on S. 66, scheduled for June 13 and 14. Packwood announced last week he would circulate a draft bill for comments and hold hearings on whether Congress should pass legislation subsidizing rural and residential phone rates. The bill stems from constituent concern over rising rates. Packwood said discussion on subsidization may crop up in the debate on S. 66, but he feels amendments already in the bill deal with Bell operating company concerns.

Canary burgers

National Cable Television Association President Tom Wheeler rebuked AT&T last week for trying to attach an amendment to the cable deregulation bill (S.66) that would not only “stifle competition” from cable in data communications, but from all other telecommunications companies that “offer an alternative to AT&T.”

Speaking at the Washington Metropolitan Cable Club luncheon last Tuesday, Wheeler said the amendment, offered by Senator John Chiles (D-Va.), is an attempt to prevent the “level playing field” in the data transmission market by making all companies offering such services subject to the same state regulations that AT&T is.

AT&T is regulated because of its “overwhelming market dominance,” Wheeler said. “Now the dominant carrier is creatively attempting to spread onto its emerging competition the regulatory structure designed to counter its huge market power.”

“The genius of Bell’s creativity on this matter... is how AT&T has used the minuscule cable competition to amend the Communications Act to require that all competitors to AT&T must live under the same regulations as those designed to constrain the giant,” he said.

In lieu of the Abdnor amendment, Wheeler endorsed the counterproposal sponsored by nine senators, including Communications Subcommittee Chairman Barry Goldwater (R-Ariz.), that would drop the regulation of AT&T in a particular market when it’s proven that AT&T is no longer a dominant carrier there.

California cable critic

The California state legislature has received a 126-page report “on the Consumer and Cable in California” that criticizes both the industry and local government for a wide range of alleged deficiencies in service to viewers. The document, presented to a state budget committee by the California Public Broadcasting Commission, concludes that “service improvements in many systems are needed” although subscribers overall seem quite satisfied with cable programing and rates.

A survey taken by the report’s authors found that 40% of those contacted “had called their cable system for repairs within the past year” and most were satisfied with operator response. A specific service problem, according to the study, is a lack of complete program schedules, especially for local channels.

Other findings from the survey of 352 cable subscribers and more than 150 cable systems included:

- “Cable’s potential for local services needs to be substantially developed and encouraged... The Commission is concerned that in programing, both ethnic minorities and the disabled community are offered little targeted programing by any electronic medium.
- “Consumer interest,” the report concludes, “is frequently inadequately secured due to the combination of imprecise performance standards, inconsistent oversight, and the lack of incremental enforcement steps available to local government.”
- “Franchise fees, the survey found, “accrete to general funds in 96% of all franchisees. Only 9% of franchising bodies devote any part of the franchise fees to community services and 16% devote some part to the cost of regulation.”

CTAM’s search

“In Search of Marketing Excellence” is the theme of this year’s Cable Television Administration and Marketing Society conference, to be held in San Diego, Aug. 7-10. The theme is a take-off on the current non-fiction best seller, “In Search of Excellence,” written by two executives with the management consulting firm, McKinsey & Co., which takes a hard look at the management basics embraced by American businesses. In fact, McKinsey & Co. has been tapped by CTAM to help develop the conference’s opening general session, entitled “The Commitment Begins at the Top.”

Viacom’s Edward Bennett, CTAM conference chairman, said that the conference theme “is designed around the concept of maximizing the net revenue from each home passed.” He said the conference will explore the newest and most effective ways to increase basic penetration and multipay revenues.” Other sessions at the upcoming conference will focus on ways to increase basic penetration, the multipay environment, new revenue opportunities, subscriber retention, remarketing, research, program guides, cable advertising and customer service, training and promotion.

Rated USA

The USA Cable Network, whose viewership levels are now being measured by Nielsen’s Home Video Index, has released its first ratings report, which covers the period from April 11 to April 24. (All figures are applicable to the network’s current subscriber base, or universe of 17.5 million households.) During prime time, 8 p.m. to 11 p.m., Monday through Friday, USA averaged a 2.2 rating or 385,000 households. The USA Daytime...
program block, targeted to women and car-
d from noon to 6 p.m., averaged a 0.6
ning, or 105,000 households. On a weekly
sis (Monday-Sunday, 7 a.m. to 1 a.m.)
A averaged a 1.0 rating, or 175,000
households. The reports USA is now receiv-
ing contain ratings, shares and households
ures, but Nielsen is developing a custom-
with more comprehensive infor-
ion on the network to be available by the

laughs on cable

three months after the launch of WJOK(FM),
a talk-comedy, formatted radio station in
thersburg, Md., comes an all-comedy
ated cable programing venture: Commu-
y Entertainment Network Telecommuni-
cations Station (CENTS), based in Min-
nesota. The exclusively comedy service will
launched Sept. 30 on Westar V. Accord-
to CENTS President Ivan Bonk, pro-
ning will include such "oldies" as "Our
ng" and "Harold Lloyd" plus some former
work fare and later comedy movies; ni-
tiations are still being conducted. CENTS
ll be offered to cable systems as a basic
vice at 60 cents per month per subscri-

Franchise update

Pasadena, Calif., city council has
awed a 15 year franchise for the remain-
unwired portions of the community to
Com Communications, which already
ids franchises for two sections of the city
ging about 5,000 homes. Falcon plans to
build a 500 mhz, 142-channel system for the
46,000-home franchise within 18 months, at
an estimated construction cost of about $16
million.

Development of the 500 mhz capacity sys-
ves on availability of technology,
and a spokesman for the city said the
three-tier, 240-mile system could be scaled
back if the still-unmanufactured two-way
converter proves unworkable. Falcon's only
competitor was Pasadena Communications,
a subsidiary of Pacific Telecom, a regional
utility.

Other franchises that remain unawarded
in southern California include 28,000-home
West Covina, to be decided in June, and the
150,000-home East San Fernando Valley,
placed on hold by the Los Angeles city
council earlier this year, pending further
information from applicants.

Dow-Group W marriage

Dow Jones and Group W plan to announce
that Group W will begin offering the Dow
Jones News and Information Retrieval ser-
vice on some of its cable systems. The inter-
active Dow Jones service enables a sub-
scriber, using a personal computer
interfaced with the cable system, to pick
information, from broad topics to statistics,
from the Dow Jones central computer in
Princeton, N.J.

Dow Jones currently offers two tiers of
financial and general information to sub-
scribers in four cable systems. The basic
tier, priced at $40 per month, includes a
subject search of The Wall Street Journal arti-
cles going back four-and-a-half years; 15-
minute-delayed stock market quotations;
an encyclopedia, world, sports and weather
news; a file of movie reviews, and a home
shopping system. The other tier provides
business and financial information exclu-
sively.

Most of the service's approximately
60,000 subscribers currently use telephone
long lines to tie into the system. Skip Gross-
man, director of business development, In-
formation Services, Dow Jones, said the in-
teractive service, which involves setting up
a computer at each system's headend, is
custom prepared.

Elusive measurements

Cable will shortly "capture demographically
coveted" viewers from the networks but
needs to find the technology to best mea-
sure that audience, according to USA Cable
Network President Kay Koplovitz. She told a
Cambridge, Mass., regional meeting of
Women in Cable, of which she is national
president, that "within five years, the net-
work audience will be heavily skewed to-
ward the rural, poor, elderly and uneducat-
ed" while cable will attract the "young,
educated, affluent and mobile." She thinks
cable may take as much as 25% of the net-
works' day and prime time and 14% of late
evening audiences by decade's end.

The industry, Koplovitz said, must con-
centrate on generating qualitative audience
data—-who watches, for how long and with
how much interest—to go with its ability to
reach well-defined target groups.

WHERE THERE'S SMOKE, THERE'S
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Kiwi Polish Co. □ Campaign for Bloo toilet bowl cleaner will run for two weeks, beginning June 6 and ending June 19. Flight will air in 20 West Coast markets and one Midwest market: Spokane, Yakima, Seattle-Tacoma, all Washington; Portland, Eugene, Medford, all Oregon; Reno; Las Vegas; Salt Lake City; Boise, Idaho; Eureka, Kan.; Chico-Redding, San Francisco-Oakland, Sacramento-Stockton, Monterey-Salinas, Fresno, Santa Barbara, Bakersfield, Los Angeles; Palm Springs, and San Diego, all California, and Cleveland. Eighty percent of spots will air in daytime and 20% in early and late fringe. Target: women, 25-49. Agency: Lewis & Gilman, Philadelphia.

Century Importers □ Campaign for O'Keefe beer began May 23 and will run through June 12, going off-air for two weeks and resuming June 27 and running until July 10. Spots are airing in Baltimore, Washington and Philadelphia, during prime and sports times. Target: men, 18-34. Agency: Ogilvy & Mather, New York.


Gordon's Jewelry □ Campaign will begin next month in 176 markets for varying lengths from three days to four weeks, depending on market. Commercials will run in all dayparts. Target: women, 25 and older. Agency:

New cereal, anyone? Nabisco Brands is introducing new Shredded Wheat Toasted Wheat & Raisins via network television campaign which began last Monday (May 23). Thirty-second commercial urges viewers to "start out in a bright new way with Shredded Wheat Toasted Wheat & Raisins. The only cereal with no added sugar or salt." Spot is being carried in prime time, daytime and in early news segments on all three television networks. McCann-Erickson is agency.

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From comedy to drama, Broadway to Bestsellers, VOLUME III FOR THE 80's has something for everybody!
Six Flags □ Two campaigns for theme park, one targeted at adults, other at children have begun. Adult campaign promotes new theme park ride, Thunder River, a "Colorado rafting experience," with ad theme "Come Ride the Thunder." It began in St. Louis early in May, will run throughout July there and in Columbia-Jefferson City, Mo.; Quincy, Ill.; Hannibal, Mo.; Springfield-Champaign-Decatur, Ill., and Paducah, Ky-Cape Girardeau, Mo.-Harrisburg, Ill. Rollout becomes complete with addition of seven more markets: Peoria, Ill.; Terre Haute, Ind.; Springfield, Mo., Davenport, Iowa-Rock Island-Moline, Ill.-Cedar Rapids, Iowa, Kansas City, Mo. and Chicago. Campaign targeted at children ages 2 to 11, uses same markets (except Kansas City), but thrust of ads presents general ambiance of park from child's eye view, using "Pac Man" video game character and "Shirttails" cartoon characters. Children's flight broke in most markets on Saturday (May 28) and will run into mid-August. Airtimes for TV are: early fringe, prime and late fringe, with children's spots airing during Saturday cartoons and some early fringe; radio: drive times. Agency: Advancers, St. Louis.

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- New York: 630 Third Avenue, 10017.
- Phone: 212-599-2830.
- Kathy Halley, bureau news manager
- Stephen McClellan, assistant editor
- Vincent M. Dilling, senior editor: radio
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Already cleared in 70 markets, including all of the Top 10, covering over 70 per cent of the US. And more to come. Largely early fringe.

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Animation surpassing network quality, made-in-the-USA by Filmation, the “Fat Albert” producers. Intriguing adventures stressing wholesome pro-social values — with children’s programming authority Donald F. Roberts, Ph.D., of Stanford University as educational-psychological consultant.

POWERFUL PRE-SELL!
The show youngsters have been asking for. Based on the Mattel action figures that are No. 1 in sales throughout America — and sweeping the world.

POWERFUL PROMOTION!
The most comprehensive promotion ever for a children’s series!

POWERFUL OPPORTUNITY!
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The Deer Hunter Robert DeNiro, Meryl Streep, Christopher Walken
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Nighthawks Sylvester Stallone, Billy Dee Williams, Lindsay Wagner
Sgt. Pepper's Lonely Hearts Club Band Peter Frampton, George Burns, Steve Martin, Bee Gees
Silence Of The North Ellen Burstyn
Smokey And The Bandit II Burt Reynolds, Sally Field, Jackie Gleason, Dom DeLuise

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This week

May 28-June 2—14th Monteux International Television Symposium and Technical Exhibition, Monteux, Switzerland. Keynote addresses on high-definition television. Information: International Television Symposium, P.O. Box 122, Ch-1820 Monteux, Switzerland. Telephone: (021) 62 32 20 or 61 33 84, until March 12, 1983.

May 30-June 4—25th American Film Festival sponsored by Educational Film Library Association, Rose- sevelt hotel, New York.

June 1—“Update on Antitrust Compliance for Broadcasters,” designed for medium and small market broadcasters, sponsored by National Association of Broadcasters, Sheraton International at O’Hare international Airport, Rosemont, Ill. Information: NAB, (202) 293-3500.

June 1—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: George Back, president, All American Television. On “Special Interests and Special Audiences—What the Networks Can’t and Won’t Broadcast.” Copacabana, New York.


June 3—Sixth annual telecommunication conference sponsored by Federal Bar Association Telecommunication Law Committee. Meeting will focus on access charges and interconnection. Hyatt Regency Capitol Hill, Washington.


June 5—Albany Association of Broadcasters spring convention. Holiday Inn, Schenectady, N.Y.


June 5—Chesapeake AP Broadcasters’ Convenc. Hermitage hotel and Redbloom Country Club, Redbloom Beach, Del.

June 5—Radio-Television News Directors Association region seven meeting with Illinois State University. Bone Student Center, ISU campus, Bloomington, Ill.

June 6—Montana AP Broadcasters’ organization meeting. Park Plaza hotel, Helena, Mont.

June 6—San Diego chapter of National Academy Television Arts and Sciences Emmy awards banquet. Old Globe Theatre, Balboa, Calif.

Also in June


June 6—Chicago chapter of National Academy Television Arts and Sciences Emmy awards banquet. Hyatt Regency, Chicago.


June 7—Seattle chapter of National Academy of Television Arts and Sciences Emmy awards banquet. Sheraton, Seattle.


June 8—Television Advertising Bureau “idearama” for radio salespeople. Marriott Inn, Orlando, Fla.

June 8—Radio Advertising Bureau “idearama” for radio salespeople. Marriott Inn, Orlando, Fla.


June 10—1983 Clio Awards Festival Week, Sheraton Center, New York.


June 8—Oregon Association of Broadcasters spring conference, Inn of the 7th Mountain. Bend, Or.

June 8—National Translator/LPTV Association.
“The very ground is shifting beneath us...”

The technological revolution is shaping our lives, but can we shape technology to make it work for us?

The Communications Workers of America believes we can, and must. Through its innovative Committee on the Future and its television/radio series “Rewiring Your World,” CWA has opened a public dialogue aimed at humanizing the technological revolution.

CWA is the Information Age union representing workers in industries and fields which are changing and growing at a spectacular rate.

CWA is no enemy of change. When telephone service was first automated, CWA members made the new technology work. Now, as then, CWA insists on contracts and work rules that enhance the dignity and satisfaction of the work their members do for you.

Technology may be changing our lives, but CWA is helping make that change productive and humane.

“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*

“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...”

CWA
Communications Workers of America, AFL-CIO
1983 National Convention
June 6-10, Los Angeles
June 8—"Media Arts in Transition" conference sponsored by National Alliance of Media Arts Centers. Walker Art Center, Minneapolis.


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


June 9-11—Upper Midwest Communications Convention. Radisson Plymouth hotel, Minneapolis.

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

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


June 10—Atlanta chapter of National Academy of Television Arts and Sciences Emmy awards banquet. Omni Center, Atlanta.

June 11-14—Telecaster Network of America midyear meeting, including panel discussions on cellular radio and radio common carriers. Westin hotel, Seattle.


June 12—Kansas Association of Broadcasters annual convention. Lawrence Holiday Inn and Hollidome, Lawrence, Kan.

June 12-15—National Cable Television Association annual convention. Speakers include Senator Barry Goldwater (R-Ariz.) and Representative Timothy Wirth (D-Colo.). Astro Hall, Houston.


June 13-17—National Association of Broadcasters board of directors meeting. NAB headquarters, Washington, D.C.

June 13-18—"Television and Society. The Effects of the Medium." workshop sponsored by American Film Institute in cooperation with American University, Directors Guild of America, Sony Video Center and Louis B. Mayer Library, American University, Washington. Information: AFI, P.O. Box 27999, 2021 North Western Avenue, Los Angeles. 90027.


June 14—Radio Advertising Bureau "Idearama" for radio salespeople. Little America, Salt Lake City.

June 14—Radio Advertising Bureau "Idearama" for radio salespeople. Sheraton Inn East, Buffalo, N.Y.

June 14—Radio Advertising Bureau "Idearama" for radio salespeople. Sheraton Century City, Oklahoma City.


June 14-17—National Broadcast Editorial Association annual meeting. Sir Francis Drake hotel, San Francisco.


June 15—National Academy of Television Arts and Sciences annual meeting. Dorchester Hotel, Los Angeles.

June 16—IFPA, "Idearama" for radio salespeople. Hilton Airport Plaza Inn, Kansas City, Mo.


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

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

June 16-18—Montana Broadcasters Association annual convention. Awards banquet and awards banquet. Fairmont Spring Hotel, Missoula, Mont.

June 16-17-18—South Dakota Broadcasters Association annual convention. Ramada Renaissance hotel, Washington, D.C.


June 17-18—Television Bureau of Advertising national sales advisory committee meeting. Montauk Yacht Club, Montauk, N.Y.


June 16—Radio Advertising Bureau "Idearama" for radio salespeople. Sheraton Inn-Airport, Alburquerque, N.M.


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

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

June 16-18—Montana Broadcasters Association annual convention. Awards banquet and awards banquet. Fairmont Springs Hotel, Missoula, Mont.


June 16-17—Women in Cable, Rocky Mountain chapter, personal computer seminar. University of Denver campus, Denver.


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

June 17-July 22—Television Criticism Workshop sponsored by American Film Institute in cooperation with American University, Directors Guild of America, Sony Video Center and Louis B. Mayer Library. Los Angeles. Information: AFI, P.O. Box 27999, 2021 North Western Avenue, Los Angeles, 90027.

June 18—Michigan chapter of National Academy of Television Arts and Sciences Emmy awards banquest. Stouffer's Inn on the Square. Cleveland.

June 18—Columbus Day/Dayton/Cincinnati chapter of National Academy of Television Arts and Sciences Emmy awards banquet. Xavier University, Cincinnati.

June 19-23—International Conference on Communications, sponsored by Institute of Electronic Engineers and Communications Society Conference Room Theme: "Integrating Communication for World Peace and Progress." Sheraton-Boston hotel, Boston.

June 21—Women in Cable second annual "Cab Day" during Television Critics Association summer meeting.
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Twenty five years of refinements by SMC, the only maker of the CAROUSEL have been incorporated in the new MODEL 450 BI-DIRECTIONAL.

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- Compound 525K pinch rollers, used by SMC for the past seven years.
- Status lights on all control switches to indicate basic functions.
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$750 TRADE-IN OFFER*
SMC will allow $750 Trade-in on Model 250 or 350 Carousels against the purchase of each 450 Carousel.

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June 21—Women in Cable, New York chapter, meet-


June 22—Women in Cable, New York chapter, five-

June 26-28—Broadcasting and Na-

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

June 26—Broadcasters Promotion Association/ Broadcast Designers' Association annual seminar. Speakers include Steve Schmetz, senior vice president, NBC; Jack Trout, president of Trout & Reis Advertising, and Peggy Charrén, president. Action for Chil-
deren's Television. Fairmont hotel, New Orleans.

June 26-28—Investigative Reporters and Editors na-
tional conference. Downtown Sheraton, St. Louis.

June 24—Conference on refranchising cable systems: upgrading systems and "negotiating" franchise agreements, co-sponsored by BPS Associates, tele-

June 24-26—"Economics and the News" conference sponsored by Foundation for American Commu-
nications, Inc. and Sigma Delta Tau Foundation, Bristow, Rye, Brook, N.Y. Information: 1627 K Street, N.W., Wash-
ington, 20006: (202) 659-0668.

June 25—National Academy of Television Arts and Sciences, Washington chapter, meeting celebrating chapter's silver anniversary Wax Museum, Wash-
ington.

June 26-29—Florida Association of Broadcasters annual convention. Boca Raton hotel and club. Boca Ra-
ton, Fla.

June 29—Jerrold division of General Instrument Corp. technical seminar. Hillside Holiday Inn, Hillside, Ill.

June 29—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speak-

June 29—"Two Degrees Spacing: Issues and Implica-

July

July 6—Association of Catholic Television and Ra-
dio Syndicates annual meeting, Marriott's Center, Menlo Park, Calif.

July 10-12—"Advances in High Definition Television," sponsored by Institute for Graphic Communication. Holiday Inn, Monterey Bay, Calif.

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

July 11-29—Media Institute for Minorities in coop-
eration with National Association of Broadcasters' second annual mid-summer "institute in Broadcast Man-
gement" for ethnic minorities in broadcasting. University of Southern California, Los Angeles. Informa-
tion: (213) 743-5573.


July 13—National Academy of Television Arts and Sciences, New York chapter, newsroom luncheon. Speaker: Robert Foun-
tain, executive vice president, University States Satellite Broadcasting Co. Copacabana, New York.

July 13-15—Arbitron Television Advisory Council meet-
ing. Oual Lodge, Carmel, Calif.

July 15—Deadline for nominations for historic site des-

ignation for 1984. 75th anniversary year of Society of Professional Journalists, Sigma Delta Chi. Nomina-
tions to include individual or organization nominated, site recommended for marking and reason for designa-

July 15-17—Oklahoma Broadcasters Association an-
nual convention and exhibition. Oklahoman, Oklahoma City.


July 15-18—Women in Cable, Rocky Mountain chap-
ter, personal computer seminar. University of Denver campus, Denver.

July 16-18—Louisiana Association of Broadcasters radio-television management session. Shreveport-Aca-
dian hotel, Lafayette, La.

July 17-20—New York State Broadcasters Associ-
éction executive conference. Grossingers Convention Center, Grossingers, N.Y.


July 18-20—Television Bureau of Advertising/Ster-


July 21-23—Montana Cable Television Association annual meeting, Outlaw Inn, Kalispell, Mont.

July 22-23—Women in Cable, Rocky Mountain chap-
ter, personal computer seminar. University of Denver campus, Denver.

July 24-26—California Broadcasters Association an-
nual membership meeting. Speakers include Senator Barry Goldwater (R-Ariz.) and Representative Al Swift (D-Wash.) on "Broadcast Deregulation—is the Price Spectrum Fees?" Hyatt Del Monte, Monterey, Calif.

July 24-26—Institute for Graphic Communication conference on optical and videotrack systems. Holiday inn, Monterey Bay, Calif.

July 25-Aug. 12—New York University, School of Continuing Education, summer workshop, "Cable Tele-
vision and New Video Technologies." NYU campus, New York, Information: NYU, School of Continuing Edu-
cation, 2 University Place, Room 21, New York, 10003: (212) 598-2371.


July 31—Deadline for entries in 1983 World Hunger Media Awards, sponsored by singer Kenny Rogers and wife, Marianne Rogers, to "encourage, honor and reward those members of the media who have made significant contributions in bringing public attention to the critical issues of world hunger." Information: World Hunger Year. 350 Broadway, New York, N.Y., 10013.

August

Aug. 1—Deadline for applications for Pulitzer Fellow-

Aug. 2-3—"Communications Strategy in the year 1 A.D. (After Divestiture)," sponsored by Yankee Group. Plaza Towers, West Palm Beach, Fla.

Aug. 5-7—Arkansas Broadcasters Association Conven-


Aug. 7-12—World Conference on Community Radio, sponsored by Association des Radiodiffuseurs Communau-
taires du Quebec (ARRQ), University of Mon-
treal. Quebec. Information: ARCO, Case Postale 250, Succursale Delormier, Montreal, H2T 2N5, Canada.

Aug. 9-10—"Communications Strategy in the Year 1

September

Sept. 7-9—Second annual Great Lakes Cable Con-
ference and Exposition, Sponsor Illinois-Indiana Cable Television Association, Indianapolis Convention and Exposi-
tion Center, Indianapolis. Information: Shirley Watson 618-249-5253.

Sept. 8-10—Southern Cable Television Association Eastern Regional Program George Washington Congress Center, Atlanti-
city 

Sept. 10—Deadline for entries in sixth Tokyo Yoko Festival, sponsored by JVC Co. of Japan. Information: JVC Co. of America. 41 Slater Drive, Elmwood Park N.J., 07407.

Sept. 11-13—Illinois Broadcasters Association annal con-

Sept. 11-13—New Jersey Broadcasters Association 37th annual convention, Golden Nugget casino/hotel Atlantic City, N.J.

Sept. 11-13—Washington State Association of Broad-
casting May 30 1983 22
Not everyone can stay in the sun for sixteen years without suffering burn-out. Yet Donahue has accomplished just that. For years, our show has been the dominant ratings winner in daytime television. And lest you think day is done, get a glimpse of the current rating reports. Among syndicated shows in the top fifty markets, running between 9 a.m. and 3:30 p.m., Donahue ranks number one. Undisputed. In November '82 audience delivery in all categories increased by an average of 4% over November '81. February '83 climbed 4% over Feb. '82 in key demographic areas. More proof Donahue's hold on daytime is still on the rise: from November '82 to February '83, just 4 short months, Donahue showed an 8% increase in total households; a 7% increase in total women and a 4% increase in women 18-49. In every age cell, for both women and men, Donahue has posted gains from 3% to 14%. Best of all, we're enjoying all this daytime dominance without compromising our quality, our ideas, our subject matter. That will be the day.
Warner Bros. commitment to supply the very best features continues with TV1
Already Sold!
WPIX New York
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WPVI-TV Philadelphia
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KRIV-TV Houston
KWGN-TV Denver
KTXL Sacramento
KPTV Portland (Ore.)
KPHO-TV Phoenix
XETV San Diego
WZTV Nashville
WOFL Orlando-Daytona Beach
WGNO-TV New Orleans
WPTY-TV Memphis
WGCT Greensboro
KLRT-TV Little Rock
WAWS-TV Jacksonville
WUHF-TV Rochester (N.Y.)
KGUN-TV Tucson
in the
“Our descendants will see their ancestors as we really were.”

Throughout this ever-changing world, a filmmaker wants a production to last decades into the future. You want audiences fifty or more years from now to see your film as it looked originally.

Eastman color print film 5384/7384 makes it possible with its exceptional color reproduction and retention. It is the color release print film intended to last up to a century—even when stored at normal room temperature (approximately 75 degrees Fahrenheit and 40-percent relative humidity). In fact, when 5384 is carefully stored under recommended conditions (40 degrees Fahrenheit and 40-percent relative humidity), it can last much, much longer.

It is the print film whose color images can look the best and last the longest.

Our new Eastman color print film’s unique color images will last for decades so our descendants will see their ancestors as we really were.

Just say, “Print mine on Eastman film.”

Eastman film. It’s looking better all the time.

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* Eastman Kodak Company, 1983
Podunk speaks out against S.66

The electronic media, already permeated with a wide range of "pat-yourselfs-on-the-back awards," will soon need two more. They will go to a piece of Senate legislation, S.66, a co-production of the National League of Cities and the National Cable Television Association.

To the NLC director, Seattle Mayor Charles Royer, and his production staff, goes the coveted "Judgas," a sparkling silver trophy commemorating the sell-out of the century. On the pretext of "representing" the best interests of small cities, they sold them into slavery at the hands of the profit masters of the large MSO's and agreed to what their own member negotiating committee could not.

To the National Cable Television Association and its president, Thomas E. Wheeler, executive producer of the epic, goes the "Rover," a solid brass replica of a dog biting the hand that feeds it.

In a well-circulated letter from Wheeler to Royer dated Feb. 24, 1983, Wheeler displayed his utter contempt for the smaller cities of America. Referring to the demand of the NLC-member negotiating committee for the right of the cities to mandate some program services, he said:

"NCTA also takes issue with the third renewal standard proposed by NLC. Under this approach, municipalities would quickly develop a "renewal RFP" containing an exhaustive laundry list of "requested" services and facilities. The "reasonableness" clause is of little benefit since any service 'available' in New York or Seattle might be deemed potentially 'available' in Podunk and the cost might be deemed "reasonable" if it did not force the system or its parent company into bankruptcy."

Perhaps it is time to remind Wheeler, et al., that the cable TV industry has its roots firmly planted in Podunk. Not only did Podunk give birth to the CATV industry, it nurtured it for years until the coming of the space age provided it with the ability to become the cable TV industry. Even now, as cable is suffering the growing pains of the eighties, complete with the destructive competition for big-city franchises that will never be profitable, it is the "cash cow" (or as the industry prefers, the "mature") systems that are financing the multimillion-dollar give-away bonanzas for the big cities like New York and Seattle.

And what is Podunk's beleaguered consumer getting in return for his loyalty and his dollars? S. 66—perhaps the most devastating piece of legislation in the history of federal lawmaking. S.66 strips Podunk of all rights when dealing with the cable television industry. While cable TV may not be a monopoly in Gotham City, it is a classic monopoly right here in Podunk. S.66 viciously grabs from the hands of Podunk its right to regulate this monopoly and thus protect its citizens from the predatory pricing tactics of the large MSO's.

Further, what S.66 does not usurp from Podunk by law, it takes away de facto. There's a cute little "Catch-22" written into the bill called de novo review. Unlike standard judicial review of regulatory actions, where a court of competent jurisdiction simply reviews the ruling of a regulatory body and decides if its action was reasonable, de novo review brings the regulators, regulators, their attorneys and the judge together and, starting from square one, the entire action is reviewed. De novo review could easily bankrupt any cash cow city's treasury. No local lawmaker or regulator in his right mind would subject his city to that frightening possibility by angering an incumbent operator. Thus, S.66, while purporting to encourage competition, actually inhibits it in the case of cash cow cities like Podunk.

So with what is Podunk left? Whatever it has on the date of passage of S.66. In most cases this is a 210 mhz, 12-channel, antiquated, tube-driven system that was state-of-the-art in 1965. With some luck and a great deal more money from its citizens' pockets, Podunk might eventually see its system "electronically rebuilt" to 1974 state-of-the-art: 300 mhz with used or hard-me-down equipment from some larger system operated by the MSO. That system will have a 20-to-21 channel capacity and will be heavily weighted with expensive, high-premium service and freebie junk from the satellites, instead of boasting the contemporary quality programing that is currently available from satellites at a very reasonable cost to the MSO parent company.

Contrary to the apparently popular belief of Royer, Wheeler and their cronies in the U.S Senate, Podunk is not populated with hayseeds and rednecks. We have been dealing with monopoly-minded clowns who have believed that for years, and we've always been successful in finding ways around their better mousetraps. We genuinely prefer to have private enterprise provide for our needs. It is because of that preference that we will fight like hell to stop S.66 in its greased tracks.

If, however, S.66 should pass, we will be forced seriously to consider the necessity for the public sector to enter the marketplace as the only viable competition to the cable TV monopolies. And that, just in case you haven't considered it, is a battle the industry is not equipped to win.

We have heard a lot lately about the monopoly power of the cities when negotiating a cable television franchise. That power exists only because it is unreasonable to expect that each citizen of Podunk can successfully negotiate his own personal package of cable services with a monopoly cable TV operator. The cities of Podunkdom, in exercising their control over cable franchises, seek only to protect their citizens from the undue economic exploitation that is invited by S.66.

While there do exist some questions about whether cable television is an essential monopoly, it should be remembered that exactly the same questions were raised by the telephone monopoly in the early part of this century. By the year 2000 there will be no question.

So the next time the NCTA holds one of its "training sessions" in Washington so that its members can get a tax-supported ride to lobby Capitol Hill for the passage of S.66, it would do well to be mindful of the desires of their old friends in Podunk and the financial support they so desperately need from the Podunk cash cows all across America. Should they decide, in spite of that consideration, to move forward with S.66, then they should look over their shoulders. For out here in Podunk we're mad as hell, and we're gonna kick over their cash cow buckets.
60 MARKETS SOLD

ROWAN & MARTIN'S LAUGH-IN

"WE'RE GOING TO Sock IT TO THEM THIS SEPTEMBER, DICK!"
"I'LL DRINK TO THAT!"

"SAY GOODNIGHT DICK!"

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More People To Reach.

Now, the Federal Communication Commission has ruled and new FM classifications are official. Docket 80-90 has just been approved,* clearing the way for hundreds of new FM channel allocations. What does this mean for your area?

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* Docket 80-90 is on May 26 FCC agenda
FCC opens up FM spectrum — wide

Commission creates three new classes of stations, changes separation requirements; will lead to about 1,000 additional outlets

In a move that could lead to the creation of more than 1,000 new commercial FM broadcast stations—about a 30% increase over the approximately 3,600 now in existence—the FCC last week voted 4-1 (with Commissioner James Quello dissenting, and with Stephen Sharp absent and Joseph Fogarty not participating) to approve most of the proposals in its long-pending docket 80-90.‡

In a nutshell, the commission decision created three new classes of stations and permits certain classes of stations to operate on channels previously restricted for other classes, packing more stations into the mix.

FM stations now operate on 100 channels between 88 mhz and 108 mhz. The first 20 are assigned to noncommercial broadcasting. Of the remaining 80, 20 are for use by Class A stations; the remaining 60 are reserved for use by Class B or Class C stations, depending on the geographical location of the station. Class A stations operate in small communities; Class B stations provide coverage to the larger communities in the Northeast (Zone I) and southern California (Zone I-A); Class C stations provide service to the larger communities, and in some cases, sparsely populated areas of the rest of the country (Zone II). Class A stations have a maximum power of 3 kw and a maximum antenna height of 300 feet; Class B stations have a maximum power of 50 kw and a maximum antenna height of 500 feet; Class C stations have a maximum power of 100 kw and a maximum antenna height of 2,000 feet.

In its order, however, the commission amended those rules to permit Class A stations to operate on Class B and C channels; to permit a new, intermediate class of station, Class B1 (maximum power of 25 kw and maximum antenna height of 100 meters [329 feet]), to operate in Zones I and IA; to permit two new classes of stations, Classes C1 (maximum power of 100 kw and a maximum antenna height of 300 meters [984 feet]) and C2 (a maximum power of 50 kw and a maximum antenna height of 150 meters [492 feet]) to operate in Zone II; and to require existing stations to meet their minimum facilities requirements within three years or be reclassified. Also under the commission's order, the FM service rules will be converted to the metric system.

Although docket 80-90 had originally proposed to reduce the protection for Class B stations, the FCC decided not to adopt that proposal.

Commissioner James Quello expressed the only opposition to the plan, contending there had never been more than a "hypothetical" need for the new stations. He also said he thought the new plan would end causing "interference to millions of people out there now receiving service."

In a written statement, Quello also criticized the commission for failing to make public the technical analysis upon which it based its decision. "If the technical material upon which we rely is flawed or unworthy of public scrutiny, the commission is discrediting itself as well as the public."

Although some broadcasters are concerned that the plan could create serious interference for FM stereo reception ("Closed Circuit," May 23), Chairman Mark Fowler said he wasn't convinced that would be the case. He stressed that the proposal would lead to significant increases in service. "Where we can provide new services, I think we're obligated to do so," he said.

The FCC also said the changes specified wouldn't be implemented until some later time—until it has the resources available to process the wave of applications it is expecting to receive.

After the meeting, Martin Blumenthal, assistant chief of the Mass Media Bureau's policy and rules division, said the plan would protect existing stations to the contours described under current rules.

Blumenthal also said that from 40% to 60% of the more than 1,000 new stations would probably be Class A's, and that the commission expected to receive more than 4,000 applications for the new stations. To avoid another low-power television nightmare, the commission, he said, would try to stagger its processing of the applications.

As a point of departure, he said, the bureau would issue an "omnibus" notice of proposed rulemaking, proposing from 500 to 600 amendments to the FM table of assignments on its own initiative, attempting to identify what it thinks will be the most attractive markets first. Blumenthal said that move was designed to prevent parties from filing unnecessary conflicting applications.

At Fowler's request, the bureau also will

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FM's: How far apart?

FCC's new minimum separation requirements

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*TOP OF THE WEEK*
seek comment on whether AM daytimers should get a preference for the new FM’s.

According to Blumenthal, the bureau hoped to have concluded that rulemaking by early November 1984 and then would start accepting FM petitions for the new allotments. The first stations created as a result of the commission’s action probably won’t be ready to go on the air until 1986, he said.

Blumenthal said Galloway has indicated it would provide the commission with around 20 extra personnel positions to handle applications spurred by the commission action.

The commission hasn’t ruled out using lotteries to award grants, and might consider that “if things get bad enough,” he said.

† FCC chairman’s office later maintained that only about 600 new stations would result from commission’s action.

Rather defends ’60 Minutes.’ CBS News anchorman Dan Rather spent much of last week making news rather than reporting it. Rather was in Los Angeles to testify in and observe the $30-million slander trial in which he is one of several defendants against a Los Angeles area physician, Carl Galloway. Galloway is seeking damages from CBS for alleged defamation in a 1979 60 Minutes episode examining accident insurance fraud and in which Rather was the on-camera reporter.

At issue in the case, which some observers fear could jeopardize the ratings and credibility of the popular CBS News program, is whether those involved in the episode’s production demonstrated, as Galloway charges, “reckless disregard for the truth,” in preparing the report. The network’s attorneys claim there was sufficient evidence produced to support a “good faith belief” that Galloway was involved in the insurance fraud scheme.

The doctor was linked by 60 Minutes through a signature found on a phony medical report, which Galloway claims is a forgery.

Rather’s testimony in Los Angeles Superior Court began last Thursday (May 26) with a recital of his background as a reporter and a defense of the investigative practices of 60 Minutes. The newsmen said he felt the investigative approach taken by the program has earned it a deserved reputation for high integrity. He repeated assertions made earlier in a deposition read to the jury May 20, in which Rather claimed Galloway did not respond to several messages left by CBS requesting comment on his involvement.

CBS was expected to finish presenting its witnesses in the case by last Friday and, with final arguments and jury deliberation expected this week.

Rather declined to comment to reporters descending en masse on the courthouse to witness his testimony last week, other than to apologize for his reticence: “My reporting and my testimony are going to speak for me. I hope you’ll understand that.”

FCC approves two, four-channel systems per market, with spectrum reallocated from ITFS service

The prayers of those who think there aren’t enough video distribution mechanisms around were answered by the FCC last week: Multichannel multipoint distribution service was created with a rib removed from the chest of the instructional television fixed service.

Under the FCC order, which was adopted ambivalently after what many observers said was one of the most tortuous, unwieldy commission debates ever (Chairman Mark Fowler gave the measure his full approval, Commissioners James Quello, Anne Jones, and Mimi Dawson concurred, while Henry Riveria, the only other commissioner participating, concurred in part and dissented in part), the commission reallocated eight microwave channels from ITFS for MDS. Those eight channels will be available for two, four-channel MDS systems in each market.

In a decision that tried to provide a little bit of something for everyone, however, the commission also grandfathered all ITFS channels that had either been authorized or applied for as of last Wednesday (May 25). No further ITFS applications will be accepted on the eight channels reallocated to MDS, but ITFS licensees also will be permitted to lease, for profit, “excess capacity” on their channels.

Under the same plan, all prospective applicants for the new multichannel operations will have to compete. To that end, for instance, CBS and Contemporary Communications Corp.’s application to pioneer such a system (Broadcasting, Aug. 9, 1982) was thrown out.

The commission proposed to use lotteries to grant the blocks of channels in contests involving mutually exclusive applicants. (Comments on the proposal will be due 75 days after the FCC order is published in the Federal Register.)

Under the minimal rules adopted, no applicant will be able to grab both four-channel blocks in a particular market. At Rivera’s suggestion, the Common Carrier Bureau also indicated it would consider whether it should demonstrate a concern over the identity of the programer providing the programming service over the common carrier facilities. (One apparently vexing issue raised was whether it would be in the public interest, for example, to permit a television network to offer that multichannel programming service in a market where it owns a TV station, another issue raised was whether the same programer should be permitted to program all eight in the same market.)

Also according to the plan, all applications will be accepted on one day only, 45 days after the order is published in the Federal Register. Potential multichannel operators will even be granted conditional construction permits in markets where prospective channels, through the ITFS grandfathering, are already spoken for. With those conditional construction permits, the operators will be permitted to arrange deals to try to persuade local ITFS operators to give up their channels.

The commission also said it would only issue permits if a permittee gets a statement from each adjacent and co-channel ITFS licensee, permittee or applicant whose transmitter is within 50 miles of the proposed MDS transmitter site, that the proposed MDS operation won’t interfere with the ITFS operation, or, if it does, the ITFS operator will accept that interference.

After the meeting, Kevin Kelley, an attorney for the Common Carrier Bureau, noted that in general, there are already two MDS channels allocated to each of the top-50 markets, while there is generally one channel allocated to the smaller markets. Under the order, that allocation remains unchanged; an incumbent MDS applicant, therefore, could come to control five MDS channels in a market, he said.

Kelley also said the bureau would try to “come up with language” in the order aimed at discouraging cable operators from attempting to warehouse the MDS channels. He said ITFS licensees would have to keep an eye on the channels they have for the purposes they were licensed for, even if they choose to lease them part-time.

Also according to Kelley, applicants for MDS will be required to build and operate their stations before they will be permitted to turn around and sell their licenses.

The commission’s action did represent a compromise of sorts. Under current rules, ITFS is allocated 28 microwave channels. In its 1980 notice of proposed rulemaking, the FCC proposed to reallocate 10 channels to MDS, 10 to operational fixed service, which currently has 3, leaving 11 for ITFS. Under the plan adopted, OFS got no new channels, MDS got 8 and ITFS retained 20.

In a related move, the FCC also proposed to loosen its ITFS rules, lengthening ITFS license terms from five years to 10, permitting ITFS applicants to apply for more than one of the current four-channel groups and authorizing them to set their own standards for signal quality.

In yet another action, the FCC voted to bar entrepreneurs, for two years, from offering video entertainment services on three operational fixed microwave frequencies at 2.5 ghz ("Closed Circuit," May 23). In a 1981 decision, the commission had opened those frequencies to a wide variety of uses. In the wake of the decision, the Private Radio Bureau received more than 1,400 applications, most of which proposed multipoint distribution-like service to hotels and other places. Fred Day, an attorney for the Private Radio Bureau, which argued that the frequencies should be protected for private data services, said it was likely that the applications for video entertainment services will be returned. The FCC Office of Plans and Policy argued for permitting use of the microwave frequencies.
The House settles down to deregulation

Process of finding suitable public interest standards—price broadcasters may have to pay for deregulation—begins before Wirth subcommittee

The National Association of Broadcasters attempts to achieve comprehensive deregulatory legislation in the House of Representatives began to crystallize last week during a hearing before the Telecommunications Subcommittee. It was the first such session held by that body in this Congress and advocates viewed it as a sign that chances for passage of a bill had improved.

The hearing followed weeks of legislative maneuvering by broadcasters and key subcommittee members to bypass the subcommittee's chairman, Tim Wirth (D-Colo.), who previously had insisted on including a spectrum fee in any deregulation package. Their efforts to spur movement of broadcast deregulation came to fruition two weeks ago when Wirth agreed to abandon spectrum fees in return for control over the issue in his subcommittee (Broadcasting, May 23).

Not only has Wirth backed off on fees but Energy and Commerce Committee Chairman John Dingell (D-Mich.) now appears committed to moving a broadcast deregulation package too. And although Wirth retained control of the process, Dingell has conditionally required that the subcommittee report out a bill by Oct. 15. To the broadcasting industry that deadline represents a further commitment.

Quantification of a public interest standard as the quid pro quo for regulatory relief is now the focus of the debate. The concept of quantification has largely been espoused by Representative Al Swift (D-Wash.), whose own bill (H.R.2570) is expected to serve as the framework of any new legislation. Swift was a key player in the revolt against Wirth and will figure prominently in subsequent negotiations. He is, in the view of one NAB official, the “man of the hour.”

Now even more players and interests have jumped aboard, as was evident by those testifying last Tuesday (May 24). At day’s end those things were clear: The concept of quantification is here to stay; Wirth is interested in quantifying a public interest standard for radio as well as TV; the question of children’s programing remains to be answered, and several subcommittee members (Mickey Leland [D-Tex.] and Cardiss Collins [D-Ill.]) are expected to attach some form of equal employment opportunity provisions to the legislation. During the hearing, National Association of Broadcasters President Eddie Fritts agreed to meet with Collins and Leland to discuss their concerns.

The NAB had been negotiating with Swift on a quantification standard, and Fritts took pains to explain the organization’s position on the issue: to be open and receptive to discussing quantification but only as part of a larger deregulatory package. “There has been no discussion—and in our view, there should not be—of percentage guidelines for radio,” Fritts stated.

Wirth, however, wanted to know why NAB was unwilling to accept quantification for radio. Fritts replied that competitive market forces and the growth of new technologies satisfy the need for public interest standards. Wirth then asked Fritts what kind of standards there should be for television. The current FCC programing guidelines would be applicable, Fritts answered. The NAB president remained rigid in his stand on quantification of radio. The FCC’s radio deregulation decision, he argued, concluded “that the vast number of radio outlets and fierce competition among stations made unnecessary the requirements for performance standards.”

Fritts admitted that in any market “somebody’s lapsed.” But, he said, “I don’t know any that exist without local programing—that is the heart and soul of our business.” The former radio broadcaster argued that the broadcasters were not “asking to be alleviated of their responsibilities to their local markets.”

Fritts explained that the percentage standards discussed by broadcasters in their negotiations with Swift were designed as a temporary stopgap measure for television. After a five-year period the FCC, he said, would be free to reduce or eliminate them upon a finding that the video marketplace had developed to the point where the FCC was satisfied that the quantification approach should be modified. “Also, the percentage guidelines were intended as minimum standards in three general areas—local, news and public affairs, and nonentertainment programs. The FCC would be expressly prohibited from adding other categories of programs or otherwise dictating program content or format. Finally, the TV percentage standards were not intended to be used as the measure of evaluating station performances at renewal time, but rather as a continuing public interest obligation which would be administered and enforced on an annual basis,” Fritts told the subcommittee.

He said the NAB has traditionally opposed the quantification of a public interest standard, but it was now willing to discuss it out of “political pragmatism.” Fritts also told Wirth that he agreed with the FCC’s current percentage guidelines for television. (Guidelines for radio were discarded in the FCC’s radio deregulation that was recently affirmed by the appellate court.)

Another principal broadcast witness, however, stated no major objections to quan-
tification for radio. Sirs Kaplan, president of the National Association of Radio Broadcasters, said quantification was accepted reluctantly. "We understand that politics is the art of the possible and that it does not appear possible at this time to secure passage of a bill by this Congress which would completely deregulate radio. Given that premise, we would accept quantification as a compromise, but we want to be clear that the NRB's position is still that total deregulation is the best way to insure the operation of radio stations in the public interest—quantification is a step in the right direction, but is not the answer," Kaplan said that some time ago the NRB proposed deregulation that included quantification, and Wirth asked her to submit those proposals to the subcommittee for the record.

Kaplan asked the subcommittee to take into account the effect of competitive sources when it considers quantification and to insure that the actual quantification limits be established by congressional action and not delegated to the FCC.

The importance of obtaining a quantified standard was stressed by Wirth. "Today's hearing," he noted, "is to look exclusively at the notion of quantification. It should be stressed that this hearing is not intended to focus on whether the existing comparative renewal process, or the renewal of that process by itself, or some other regulatory approach, would be a preferable policy course to follow." He said the subcommittee must determine what should be measured by a quantified standard; how such a standard should be quantified, and how much programming sought under the standard is sufficient to constitute "meritorious" service.

Before the subcommittee will address those questions, however, Wirth wants data on the existing level of broadcaster performance in certain categories of programming. Wirth has already sent data request letters to the NAB and the FCC. "Without such data, it is not possible for the subcommittee to formulate a meaningful quantification standard for what broadcaster programming obligations should be in the future."

In the letters, Wirth asked for a breakdown on the amount of programming by radio and television in 1981-82, in 10 different programing categories, by time periods, market sizes, gross revenues, and station categories, to name a few. Wirth asked that the data be submitted no later than three weeks. According to NAB officials, it's unlikely that they will be able to give Wirth what he wants. FCC Chairman Mark Fowler testified that it will take him two weeks to determine if the commission can deliver the data and then to determine how long it will take to collect it. The FCC was unable to provide some programing data from 1973 through 1980.

Some congressional sources speculate that Wirth's request for such detailed data is a "stall tactic." Others, however, doubt that it is Wirth's motive and feel that there is a commitment to move forward. Moreover, according to congressional sources, Chairman Dingell is prepared to take up the measure if it doesn't move out of subcommittee.

During the hearing Wirth pressed Fowler to move quickly on obtaining the data. In particular he wanted information on the nonentertainment programing, children's and minority-oriented programing. With scolded Fowler for not having the data. "We have an agency which has the best expertise in telecommunications and it can't provide the data to see that the public interest is served," he said.

In addition Wirth insisted that the FCC delay television deregulation until Congress acts. Fowler, however, seemed determined to forge ahead and said he didn't "see anything wrong with asking those questions," and insisted that the time was ripe to look at TV deregulation.

The FCC chairman spoke against quantification. There are significant practical and policy problems with quantitative guidelines, he said. "Policy problems relate to both First Amendment concerns and the risk that such standards may force on the public a diet of programing that conflicts with what it really wants." Fowler warned that "overly aggressive requirements could inhibit emerging new media as they work to provide the public with a greater range of choice."

Aside from these issues, the practical problems relate to definitions, to changing value judgments as to what is good for the public, and procedural and fairness issues about what requirements should be imposed, given the variety of types of facilities and markets involved, Fowler said.

Representative Matthew Rinaldo (R-N.J.), ranking minority member on the subcommittee, voiced reservations about quantification. He said the problem of quantification was one "of quality rather than quantity." And he raised the question of constitutionality. "I fail to see the difference between imposing standards on the broadcast media that you wouldn't dare do to the print media," Rinaldo said.

Swift, however, argued that the FCC does have the authority to require certain programing. "There are lots of ways to skin a cat. We are not going to choose one that violates the First Amendment," Swift said. During the hearing Swift expressed his views on quantification. It became apparent that Swift would push his concept of quantification through a point system, a concept introduced by Swift in the last Congress and soundly rejected by the broadcasting industry.

"The very failure of present regulation to demonstrate that it has accomplished much more than to level a forest worth of paper has become a major factor in the present climate which is simply deregulate it all," Swift said. "Well, there is another alternative. I one remembers that broadcasters have asked for decades—"Just tell us what you want and we'll leave us alone to do it"— and if you recognize that the vague standards of today are virtually unenforceable, it leads you to an other alternative. That alternative is to quantify what exactly that public trust responsibility is. The broadcaster will know what he has to do. The community will know exactly what to expect and in the process we can eliminate massive amounts of pointless regulation and increase the public service effort of broadcasting."

The Washington Democrat noted that public service is not cheap. "No informed person ever said it was. Broadcasting isn't generally a poverty industry either. And I can generally afford to serve its community," he added.

Also testifying on behalf of the concept of quantification was Henry Geller, director of the Washington Center for Public Policy Research. He recommended separating the types of stations, nonnetwork from network, UHF from VHF, in order to quantify the public interest standard. He stressed the need for having two programing categories local and informational. He also advocated quantification for radio. "I believe quantification is a quarter of a century overdue," he said.

Geller also stated the need for looking to see what stations are doing. He claimed that a number of stations were falling below the FCC processing guidelines.

Contrary to Swift and Geller, Representative Tom Tauke (R-Iowa), has serious reservations about quantification. Tauke was an other key player in the move to bypass Wirth. He and Representative Billy Tauke (D-La.) have their own broadcast deregulation measure. They have grants deregulation without any quid pro quo. Tauke told BROADCASTING that was confident a deregulation measure will move out of the full committee. He admitted that the legislation reported out of the subcommittee may not be his preference, but that there will be an opportunity to take it before the full committee. It is in the full committee that opponents of quantification feel they may have a chance to remove it. In the meantime, he said, they will continue to press for more co-sponsors for the Tauke Tauzin bill. Tauke said he is willing to work "together to see if there is a common ground."

Tauke's reservations about quantification are reportedly representative of the minority members on the committee. Wirth, however, holds the majority of votes in the subcommittee. Tauke cited three major problem with quantification. "First, government-imposed requirements that stations broadcast more "community interest" programing inherently intrude upon the broadcaster's First Amendment right of free speech." Programing requirements, he asserted, would be costly to broadcasters and taxpayers. For example, if the government decides that stations should broadcast specified amounts of "public affairs" programing it is also necessary for the government
determine whether it is, in reality, news or entertainment."

Additionally, he argued that it would be extremely difficult to determine if a particular station does a good job in serving the needs and interest of its local community. "At most, the standards measure the quantity of such programing that is broadcast. They cannot measure quality," Tauke suggested. "Tauke suggested that the programing that is broadcast. They cannot measure quality." Tauke suggested that if quantification becomes part of the legislation, the programing categories must be broadly drawn and the enforcement mechanism devised to accompany it into law must be kept simple.

Representative Jim Bates (D-Calif.) stated that he will be focusing in three areas: children's television, violence on TV and the lack of minority participation in the medium. The question of minority participation was central to questions from Collins and Leland to Fowler. Leland, particularly, took a hard line of questioning toward Fowler. "Should the approach on quantification take into account the type of community broadcasters would serve?" asked Fowler. Fowler answered that he did not believe government should mandate programing and that the real decisions should be made in the marketplace. Leland angrily countered that "many segments of our society are left unattended." Before it was over, Leland angrily told Fowler: "You should be ashamed of yourself."

Collins asked why the FCC didn't have any data on minority and children's programing. "If you don't have any information, how do you know if you are underserving the public?" she said.

Pluria Marshall, chairman of the National Black Media Coalition, said his organization was concerned about broadcast deregulation. "We do not want to have TV deregulation shoved down our throats much in the manner radio deregulation was done." He charged that some broadcasters were still refusing to serve their communities. Marshall argued that public television wasn't doing the good job either at meeting the needs of minorities. He charged that the instability of the comparative renewal process was a "manufactured fear" of the broadcasting industry.

Marshall noted that the new technologies were not providing more sources of informational programing and that cable television was not "willing to serve our communities." There has to be a quid pro quo for deregulation, he claimed. Marshall also maintained that broadcasters' EEO record has only improved recently and that there needs to be absolute parity.

Peggy Charren, president of Action for Children's Television, recommended that any quantification standards should specify service to children. Furthermore, Charren said, "the children's programing standard should include a requirement for educational and information programing, just as the adult standard includes a requirement for news and public affairs programing. Second, the children's programing quantification standard, recognizing the marketplace failure that has created the Saturday morning "ghetto," should set requirements for the time of the day and days of the week that children's programing is to be aired."

Karen Jaffe, communications specialist with the National Educational Association, also suggested a quantitative standard for children in TV and radio. She stated the need for an enforcement mechanism that is more than a "postcard." Additionally, Jaffe said, "some form of ascertainment process is also needed to help the broadcaster determine how the needs and interest of the community should be translated into a percentage or point system which is developed."

Will the race be to the Swift?

Washington congressman has emerged as man with the muscle—as well as the key legislative concept—in media hope for deregulation

Al Swift planned it all along. When he reintroduced his H.R. 2370 in March this year—to thunderous silence—he anticipated the day would come when there would be "some genuine pursuit of compromise" for a broadcast deregulation bill. That day came late last month when the coalition looking for a way around Chairman Tim Wirth of the House Telecommunications Subcommittee went to the colleague from Washington and asked him to join its ranks. He did—with the instant result that "quantification" became the key concept around which the Great De-regulation Battle of 1983 would revolve.

In the most optimistic of cases, from Swift's point of view, it could eventually become the law of the land as well. In the process, and at least for the moment, the former broadcaster from Washington has become arguably the most influential House legislator with whom broadcasters must deal. (Short, of course, of John Dingell, chairman of the parent House Energy and Commerce Committee, who might better be described as the most powerful.)

"I always felt that something similar to this situation would have to develop," Swift told BROADCASTING last Wednesday, the day after the Wirth subcommittee held its first hearing on broadcast deregulation in this session of Congress. But there was more than method to Swift's measure: "I also sensed that the climate in Congress was such that there was some reasonable possibility of anything you produce locally—and I'm not counting commercials or what a disk jockey says in introducing something—but any program material you produce, your public service announcements produced locally, any entertainment programs you produce locally are serving that community. So, local serves.

"Secondly, informational serves. If you just have those two categories and you eliminate news and public affairs and religion and all of those other things—just get rid of them—you're then in a position whereby you can give a point system. Let's say we're going to give a point per minute. Let's take 30 a.m. and divide it into 6 a.m., 12 p.m. and 6 p.m. And say a minute of qualifying programing in C time gets a point. If it's informational and local you'd get two points. If it's informational from the network it would get just one point."

Swift's deliberate effort in designing his quantification point system was to keep it simple—an outcome its opponents believe is more to be hoped than realized. But even in his own accounting the beginnings of some complications appear, as when he says that "maybe you should get a point per minute because there was an additional budget that the broadcaster committed to a particular show. So you might be able to get up to five points per minute for a prime time special."

"But the station that doesn't want to go that route, if it wants to go to more programing but put it on at less watched times, it can make that judgment. If it wants to do a high school football game, there are a lot of points there. Football games aren't that cheap, either, and in some markets they might be a terrible audience loser; in some
Intramural warfare. The National Association of Broadcasters and the National Radio Broadcasters Association took off the gloves last week.

It all began when NRBA President Sid Kaplan, in a letter printed in the association's weekly newsletter, leveled charges against the NAB's broadcast deregulation lobbying strategy in recent weeks. "NRBA's long-standing campaign to achieve the full deregulation of radio has been derailed in the U.S. House of Representatives by an ill-advised and short-sighted burst of energy by some members of the House Commerce Committee abducted by NAB," Kaplan wrote. She characterized NAB's lobbying efforts as a "reckless and myopic campaign that seemed to have as its main purpose the embarrassment of House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.). Regardless of whether it achieves its stated goal (of passing a weak version of deregulation legislation), [it] did succeed, very likely, in destroying the best opportunity to fully deregulate radio that generation of broadcasters will ever see."

The NRBA quickly responded in a letter to all radio broadcasters, who are not NRBA members. It was signed by several members: Board Chairman Bill Stakelin, Radio Board Chairman Martin Beck, Radio Board Vice Chairman Robert Price, and radio board members (and committee chairman) Gary Stevens, William Hansen and Hal Close. They wrote:

"We cannot remain silent any longer. All of us have been concerned about possible divisiveness stemming from radio broadcasters being represented by two potently disparate voices. Since the inception of the National Radio Broadcasters Association, congressional pressures have tried to play off NRBA against the NAB. And then they took their own stabs at the NRBA. "At this hearing, NAB took a very strong stand against applying proposed percentages to radio. We were shocked to hear Sid Kaplan, president of NRBA, testify that they would accept program percentages for radio. To us, this is the final straw that markets it might be very, very good. You begin to see where, particularly with television, it's a set and forget. You tell your program people to figure out a formula you have to follow in order to meet the points."

The mechanics aren't the only considerations in Swift's quantification plan. The first, and most important, is why he wants it in the first place. And the answer:

"I think spectrum fees [the quid pro quo for deregulation proposed by Wirth] are the last nail in the coffin of the public interest standard. Broadcasters aren't going to pay for it twice. They're going to pay for the use of spectrum by serving their communities or they're going to pay for it by putting money in the federal treasury. But they're not going to do both," Swift said.

Nor does he believe that the quantification route is necessarily the cheaper of the two. He recalled his days working as a newsman in the Pacific Northwest, "for a little TV station in a small market" which nevertheless had an annual budget of $200,000 for his department alone. "I don't know of any discussion of that large a spectrum fee for that size market." And, speaking of broadcasters in general, he said: "They've been paying it for over 50 years."

Another important consideration: that Swift's starting point for quantification would be above the performance level now being achieved by most broadcast stations. Nor would he exempt radio from its reach, although he would not insist on adding that medium to the quantification categories in this year's legislation. Neither that nor EEO (equal employment opportunity) considerations need to be dealt with now, Swift believes, "as long as you don't prejudice either side's ability to return to those issues in a separate forum."

Swift's point system idea would not be included in the legislation he proposes: "Once you write something into law it gets hard to change. We leave it to the administrative agency [the FCC] to flesh it out." He also is open to a "sunset" provision that would leave the principle of quantification up to FCC review five or more years out—a review that could decide to eliminate quantification altogether ("on a finding that the public interest is being met in some other way") or, conversely, to increase its quotas.

H.R. 2370 would leave equal time and the fairness doctrine intact (Swift quotes Chairman Dingell as having said he's not going to permit major surgery on those two standards) but would modify the equal time provision to include specials among the program categories exempt from its reach. Swift projects a quiet optimism that, this time, both his plan for quantification and broadcasters' hope for deregulation will make their way together through the congressional maze. Enormous progress has been made in the last several weeks, he believes; there is movement. Chairman Dingell has set an Oct. 15 limit for the Telecommunications Subcommittee's reporting out bill with quantification and without competitive license renewal proceedings for both radio and TV. The chairman's document is a soporific document, presented primarily as a competitive trade organization but spewing its venom over those of us who are fighting on the front line to achieve broadcast deregulation."

The NRBA-NAB debate was not left entirely to broadcasters. Representative Billy Tauzin (D-La.), a key participant in the effort to bypass Wirth and get a deregulation bill through the full Commerce Committee, had his own response to Kaplan's letter. In a letter to Louisiana broadcasters he called the NRBA newsletter "fraught with error and inflammatory verbiage," claimed the object of her message "appears quite obviously to be an attempt to alienate the radio broadcast industry from its natural affiliation with the National Association of Broadcasters in which most radio broadcasters share membership with members of the television broadcast industry." Tauzin stated his views on the events which led up to the hearing, concluding that "we have won a major advance in the effort to produce a deregulation bill for radio and television which avoids spectrum fees and ends the unnecessary comparative license renewal proceedings for both radio and TV."

Swift's plan for quantification, which most radio broadcasters share membership with members of the television broadcast industry, would allow for the upgrading of their services."

To former newsman Swift, this could be the golden moment. "I think the chances of getting some regulation are better now than they have been since I've been in Congress. Everyone can win on this one," he believes. "But the risk for all is increased if there is no now a good faith effort to put something together."

Swift is a believer—among other things in broadcasting. "I believe it provide unique capabilities and unique qualities to the lives of Americans that are not going to be replaced by any other form of technology." It's local and it's free and it's over-the-air and it's all kinds of things. I don't see a future in which the broadcaster will be replaced by anyone else."

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NBC nearly wins the roses in May

CBS ends up in first with NBC second and ABC reduced to third

In a come-from-behind performance that came within fractions of winning it all, NBC finished second to CBS in the May sweeps, with ABC pushed back to a third place position it hasn't occupied in years.

It was the most competitive sweep period in recent memory. NBC's performance was its best since May 1978. And even though ABC finished last, it was within three-tenths of a rating point of first-place CBS (according to Arbitron) and within four-tenths of a point (according to Nielsen).

In the Arbitron sweep period, which ran from April 27 to May 24, CBS received a 15.1/25, NBC a 15.0/25 and ABC a 14.9/25. In the Nielsen sweep period, which ran from April 28 to May 25, CBS received a 15.1/25, NBC a 14.9/25 and ABC a 14.7/25. NBC showed the most improvement over last year's May sweeps, registering a 7% gain in both Nielsen and Arbitron, while CBS showed a 2% gain in Nielsen and a 3% gain in Arbitron. ABC's ratings dropped in both periods, 2% in Nielsen and 3% in Arbitron.

According to tabulations by CBS's research department based on the NTI measurements, it was NBC's special programing that enabled it to emerge from third place in the sweeps standings. NBC aired the greatest amount of prime time regular series programing during the sweeps. About 67.5% of its prime time schedule was composed of regular series (excluding movies), while 56.7% of CBS's prime time schedule during the sweeps was accounted for by regular-series programing, with the comparable figure for ABC being 54.3%. However, NBC's slate of regular series programs performed worst during the sweeps period, with a 13.6 rating, compared with a 15.8 for CBS and 14.8 for ABC.

The three networks combined rating for the sweeps was up by almost a full rating point to 44.9 compared with 44.0 for the May 1982 sweeps, although the combined network share dropped two points, from 78 to 76. U.S. HUT levels were up by more than two full points to 59% this year, from 56.4% a year ago.

From April 25 to May 22, CBS led the network evening news race with a 12.2 rating, compared with 9.8 for NBC and 9.5 for ABC. CBS led in late night (11:30 p.m. to 1:30 a.m.) with a 5.4 rating. NBC had a 5.2 and ABC a 3.8. In early morning, 7-9 a.m., ABC led with a 5.5, compared to NBC's 3.8 and CBS's 3.7.

CBS also pointed out that based on NTI measurements for the sweeps, HBO's prime time ratings averaged a 9.3, down 22% from last May's sweep period when the pay cable service received an 11.9.

Beginning below are abbreviated summaries of the sweep periods in five markets metered by both Arbitron and Nielsen (New York, Philadelphia, San Francisco, Los Angeles and Chicago) as well as Detroit, which is metered by Nielsen only. Expanded reports will appear next week.

**New York**

The local news competition in New York was turned upside down in the May sweep—just as Nielsen reported it. In the Arbitron numbers, somewhat more conventional patterns prevailed.

Nielsen showed WABC-TV's *Eyewitness News*, long regarded as dominant in the market, tumbling from first place at 5, 6 and 11 p.m. a year ago to third at 6 and 11 and second at 5. WNBC-TV's newscasts, running second or third a year ago, moved into the top spot in all three periods.

WNBC-TV's 11 o'clock news with co-anchors Sue Simmons and Chuck Scarborough went from a 10 rating/19 share in May 1982 to 11.9/23 this time. WCBS-TV's 11 o'clock report, anchored by Rolland Smith and Michelle Marsh, went from a third-place 9/18 to a second-place 11/21. WABC-TV's 11 p.m. news, which led with a 13/25 a year ago when Ernie Anastos and Roseann Scamardella were anchoring, fell to 9.1/18 with Tom Snyder and Kaity Tong in the anchor seats.

At 5-6 p.m., the Nielsen's showed the WNBC-TV team of Sue Simmons and Jack Caufferty rising from 5/13 last year to 6/16 this year, while WABC-TV's team of Anastos and Tong dropped to a second-place 5.3/14 from the 6/16 scored when Scamardella and Storm Field were presiding in May 1982. WCBS-TV's team of Smith and Carol Martin held steady in second place with a 5.1/14.

At 6-7 p.m., Nielsen lifted WNBC-TV's Simmons-Scarborough team from 7/16 last year to 7.8/18 and advanced the WCBS-TV newscast, anchored by Jim Jensen, Mark and Marsh, from 7/16 to a close second-place 7.7/17. WABC-TV's newscast, with Roger Grimsby and Bill Beutel, dropped from 9/20 to 7.2/16, said to represent its lowest share in more than a decade.

It was a different tune in the Arbitron report. Arbitron put WABC-TV first at both 5 and 6 p.m. and, though demoting it from last year's number-one spot, showed it a close second to WNBC-TV at 7.

In the Arbitron for the 11 p.m. news, WNBC-TV went from a 9/18 a year ago to 10.3/21 in taking first place, WABC-TV dropped from 11/23 to 9.9/20 and WCBS-TV slipped from 9/19 to 8.5/17. At 5-6 p.m., Arbitron had WABC-TV first with 6.6/17, up from 5/14 a year ago, with WCBS-TV second at 5.4/14 (up from 5/13) and WNBC-TV down to a third place 4.7/12 from last year's first place 5/14. And at 6-7 p.m., WABC-TV retained its year-ago top spot, going from a 7/17 to an 8.0/17, while WCBS-TV held steady with a second place 6.4/14 and WNBC-TV dropped from 6/13 to third place this year at 5.7/13.

**Los Angeles**

In Los Angeles, KABC-TV maintained its dominance in early news programing, but there were indications its leadership may be challenged in prime time access and late news, according to ratings results reported last week by Nielsen and Arbitron. Both services showed KNX(TV) beating KABC-TV in access, with KNBC trailing among the three owned-and-operated stations. Nielsen had...
Philadelphia

In cable-less Philadelphia, where three independents compete against three network affiliates, it's not surprising to find the market utilizing Syfy's "Capricorn: City of Churches" as a national affiliate, WPVI-TV. But the gap, in some dayparts, appears to be narrowing.

In the local afternoon news wars, Arbitron and Nielsen put WPVI-TV first with 13.6/33 and 14/34, respectively, for the 5 to 6 p.m. time period. Arbitron says that's a drop but Nielsen says its an increase over the February sweeps. CBS-owned WCAU-TV, by both accounts, increased its share but lost over one point compared to February. For May, Arbitron reports it earned 8/19, while Nielsen gave it an 8/21. Group W's KYW-TV shrunk to 3.9/9, according to Arbitron, and 3.9/9, according to Nielsen, lost out to Taft Broadcasting's independent WTAF-TV, which scored a 3.9/10 with Scooby Doo from 5 to 5:30 p.m., and a 4.5/11 with "What's Happening' from 5:30 to 6.

All three network stations continue with their third half-hour of local news from 6 to 6:30, while the independents run off network syndicated programming. Arbitron and Nielsen concur that WPVI-TV has the lead, with a 19.9/43 and 16.9/37 respectively. A year ago, Nielsen gave WPVI-TV first place with 18/40 (Philadelphia at that time was not me- tered by Arbitron). For WCAU-TV, Arbitron rates it 7.9/17 and Nielsen 8.1/18, the latter flat over May 1982's 8/18 given by Nielsen. In the February sweeps, Arbitron gave WCAU-TV a 9/15 and Nielsen a 10/17. KYW- TV remains behind with a 2.9/6, according to Arbitron, and a 3.9/9 according to Nielsen, the latter almost even compared to last year's 4/9. In February, Arbitron gave KYW-TV a 6/6:30 slot, and Nielsen measured a 5/ 8.

Independent WPHL-TV from 6-6:30 shows Barney Miller, and Arbitron gave it a 3/7 and Nielsen a 4.9/11. WTAF-TV runs Laverne and Shirley, which scored a 4/9 with Arbitron and a 5.7/13 with Nielsen. Field Enter-prises' wkbs-TV has B.J. Lobo, showing a 2.4/5 from Arbitron and a 3/6 from Nielsen.

After the network news feeds between 6-7 p.m., all three affiliates run syndicated features. WPVI-TV holds first with Tic Tac Dough, station 2/3 for the 7-7:30 slot by Arbitron, and 4.4/30 by Nielsen. Last year, Nielsen in the May sweeps rated Tic Tac Dough a 16/35. Second place goes to WCAU-TV's Entertainment Tonight, which Arbitron rated 7.8/16 and Nielsen 5.8/12.

KYW-TV's Evening Magazine, garnering a 5/4/11 with Arbitron and 4.4/9 with Nielsen. However, KYW-TV narrowly beat wkbs-TV's WKRP in Cincinnati, which scored 4.3/9 by Arbitron and 4.5/9 by Nielsen, and lost to WTAF-TV's first half-hour of M*AS*H, which posted a 7.4/15 by Arbitron and a 7.2/ 15 by Nielsen. In the last May sweeps, M*AS*H hit 9/19, according to Nielsen. In February, Arbitron gave M*AS*H a 12/18 and Nielsen a 10/17. WPHL-TV in the 7:7-7:30 slot features Three's Company, pulling a 4.8 by Arbitron and 7.3/15 by Nielsen.

San Francisco

The battle continues between CBS affiliates KPIX-TV and ABC-owned KGO-TV for the 6 p.m. news period while kpkx-TV emerges as the clear winner for the 11 p.m. newscasts, according to Nielsen and Arbitron.

In Nielsen, KPIX-TV wins the 6-7 p.m. time slot with an average 12 rating/25 share—up from 10/21 last May. KGO-TV tops the same period in Arbitron with a 12/24 but tied KTVU-TV for second place in Nielsen with a 8/17. KTVU-TV airs Three's Company and Laverne & Shirley from 6 to 7.

At 11 p.m., "Late Night with David Letterman" took the time slot with a 10/26 Nielsen and 11/30 Arbitron. KGO-TV was second in both rankings, finishing with an 8/20 (Nielsen)—down from 10/21 last May—and 8/21 (A rbitron)—down from 10/34.

Trailing a distant fourth in 6-7 p.m is NBC affiliate KRON-TV, which finished with a 5/11 (Nielsen) and 4/19 (Arbitron). For 11-11:30 p.m., the station was in a virtual tie for third place with KTVU-TV's reruns of M*AS*H, according to Nielsen, while it jumped from 7/9/12 last May to 6/15 in Arbitron.

What cannot be denied in San Francisco is the growing acceptance of KTVU-TV's "Late Show with David Letterman" time slot which garnered an 8/15 in Nielsen and 7/13 in Arbitron.

In prime time access— 7:30-8—KPIX-TV's "Evening Magazine is the dominant program, according to the latest Nielsen reports, finishing with a 12 rating/22 share. KTVU-TV's "Barney Miller" was second with an 11/20 but KRON-TV's "Entertainment Tonight" series rated at 11/14 (Nielsen) and 9/9 (Arbitron).

Detroit

ABC-owned wxyz-TV continued to lead the news race, with a 10/24 for its 5-6 p.m. report, a 12.0/27 for its 6-7 p.m. report and a 15.6/31 for its late news.

WDIV-TV, the NBC affiliate, and wjbk- TV, the CBS outlet, run their early news hours head to head at 5:30-6:30: wdiv scored a 9.7/22 and wjbk-tv a 3.4/28. In the 11 p.m. news competition wdiv placed second to wxyz-TV, pulling a 12.8/26, while wjbk-tv did 9.0/18. The numbers are from Nielsen, the only meter service in the market. (And since the meter service was started last October, comparable information for the May 1982 sweeps is not available.)

Against the early-evening news block, independent wkbd-tv attracted a 7.5/6 with Wonder Woman at 5-6 p.m., a 7.6/18 with Mark and Mindy at 6-7:30 and a 7.8/17 with Last Man Standing at 6:30-7. Against the late news wkbd-tv pulled a 5.2/13 with Saw ford and Son.

WDIV with Tic Tac Dough took the access period with a 14.5/29, followed by independent wkbd-tv with a 11.4/23 for Three's Company, wxyz-tv with a 9.9/20 for its Peo ple's Court strip and wjbk-tv with a 4.7/5 for PM Magazine.
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Petrol persuasion

The National Radio Marketing Group (NRMG), a sales development committee of the Station Representatives Association, made up of executives from many of the major rep firms, has embarked on a campaign to persuade major petroleum companies to spend more of their ad dollars for marketing gasoline on radio. Roy Lindau, senior vice president, Major Market Radio, and chairman of the NRMG, says that based on data from the Radio Expenditures Reports Inc. (REB), the gasoline and oil industry spent $23.3 million on national spot radio (including nonwired networks) in 1982. The same industry spent approximately $90 million on national spot television sales, according to Broadcast Advertisers Reports (BAR).

The major petroleum companies have been assigned to different members of the NRMG, said Lindau, who is traveling to Houston this week to meet with representatives of Shell, Gulf and Conoco and their respective ad agencies, giving an industry sales presentation that begins by saying: "You don’t need a picture to sell gasoline."

Radio ban battle

Two partners in an East Windsor, N.J., law firm have asked the state’s supreme court to overturn a state action barring them from advertising on radio. Robert A. Felmeiste and Hana M. Isaacs say their First Amendment rights are being violated. Felmeiste and Isaacs began their advertising campaign last December, but ended it after four days when they were served with a complaint by the state’s Division of Ethics and Professional Services threatening them with disciplinary proceedings for "flouting" state rules for lawyers. Those rules specify that paid advertisements "shall be communicated to the public only in print media." When they ended their campaign, Felmeiste and Isaacs appealed the state’s action. The petition to the state’s highest court said it “at the very least” should accelerate the scheduling of oral arguments on their right to advertise on radio.

Eastman’s resignation

Eastman Radio has notified the Station Representatives Association (SRA) of its intention to drop out of the association because of what company Chairman Frank Boyle sees as a "lack of cohesiveness" among the radio membership. Boyle also said the association has been focusing more of its attention on its television members. But he added the Eastman would continue to participate in any industry function or research project that would be "productive" to radio as a whole and in particular rep firms. SRA will now have 26 member rep companies, 14 radio and 12 television.

London calling

London Wavelength, a New York-based distributor of radio programming, has begun to market a new weekly one-hour program called Rock Over London. The show, which is hosted by London radio personality Graham Dene, highlights the top five songs each week in the United Kingdom as well as airing an additional seven to eight selections. London Wavelength, which is also the exclusive distributor of all contemporary BBC music programs in the U.S., says the new program offers listeners a "forecast" of what songs will soon be hits on the American charts. To date, 75 stations have cleared the broadcast including WNEW-FM New York KLIF(FM) Los Angeles and WNFN(FM) Chicago.

Money lane

Where can you go to hear a Beatles song or the radio day or night? KBTL(AM) Houston has just launched a full-time Beatles format with this slogan: "All Beatles, All the Time." The new format has been developed by radio programming consultant Todd Wallace of Phoenix, who plans to syndicate the Beatles Radio format to AM stations in the top 50 markets.

Wallace feels there are three formats the
At all the great beach parties they'll be playing RADIORADIO's "Great American Summer."

Our July 4th weekend special is a new edition of "The Great American Summer"—an enormous hit with more than 200 stations, the press and the public last year. It's a 6-hour beach party of the top summer hits past and present. Plus a look back at festivals like Monterey Pop and Woodstock...plus summer dance hits...plus lots more, produced by the Creative Factor.

This is a July 4th weekend sparkler to start your summer right! And we follow with...

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

LABOR DAY WEEKEND: SUPER CONCERT. We'll light up the sky with the biggest acts in rock history.

NEW YEAR'S WEEKEND: THE GREAT 1's OF '83. The upbeat wrap-up of 1983—three hours of the great hits and artists of the year, plus trivia, fun and surprises.

It's a winning lineup—so don't get left behind. Call Susan Jacobi at (212) 975-6917.
Commonwealth Theatres Holdings, Inc.
a corporation formed by Carl Marks & Co. Inc.,
owned by CM Capital Corporation and
management of Commonwealth Theatres, Inc.

$28,000,000
Bank Financing Agreement
Funds Provided By
Bankers Trust Company
Manufacturers Hanover Trust Company
Security Pacific National Bank

Agent
\[ \text{Bankers Trust Company} \]

Golden West Television Acquisition Co.,
a corporation owned by Kohlberg Kravis Roberts & Co.
and other investors, including management members
of Golden West Television, Inc.

$225,000,000
Bank Financing Agreement
Funds Provided By
Bankers Trust Company
Continental Illinois National Bank
and Trust Company of Chicago
The Bank of New York
Security Pacific National Bank
Wells Fargo Bank, N.A.

Agent
\[ \text{Bankers Trust Company} \]

Birch radio, a Coral Springs, Fla.-based radio
ratings and research firm, has begun
producing monthly trend reports for both agencies and clients, highlighting 12-plus
audience shares for Monday to Sunday, 6 a.m. to midnight. The new service, TrendAmerica, was developed through conversa-
tions with Ron Kaatz, senior vice president
and director of U.S. media resources and
research, J. Walter Thompson USA, accord-
ing to Tom Birch, president of the ratings
company. "Buyers today need very fast, ac-
tionable data that can detect trends without
poring through volumes of information," said Kaatz. JWT and Ogilvy & Mather are the
first two ad agencies to sign for the new
reports.
TrendAmerica is available to client sta-
tions for $500 per year, said Birch. The first
reports were mailed out last week. Birch Ra-
dio currently measures stations in 62 mar-
kets each month.

Western workshop
The San Francisco-based Western Public
Radio will conduct a 10-day radio drama
production workshop Sept. 19-28 as part of
its National Radio Training Project, primar-
ily supported by a grant from the John and
Mary R. Markle Foundation. Instructors for
the workshop, open at no cost to both com-
mmercial and noncommercial radio produc-
ters, include Firesign Theater member David
Osman, Chicago Radio Theater director
Yuri Rasovsky, and Tom Lopez of New
York's ZBS Foundation. Workshop topics
will range from script selection to sound ef-
facts, casting to engineering, music to post-
production techniques. Applications will be
available July 1.

Playback
A new Hollywood-based service that prom-
is to provide radio stations in the top 100
markets with live, on-air interviews with en-
tertainment figures, authors and experts
from a variety of fields makes its debut next
month with a lineup of 109 stations. News-

maker Interviews guarantees opportunities
for 36 personality interviews each month,
according to founder Arthur O. Levine, who
is providing a monthly bulletin to subscrib-
ers that includes a 200-word biography of
each personality, suggested interview
books and contact information. The service
is offered on a nonexclusive basis for $30-
$60, depending on a station's rate card. Per-
sonalities lined up for June interviews in-
clude George Burns, Phyllis Diller, Gary
Crosby and Richard Simms, with Dean
Martin, Chuck Norris and Buck Owens
available in July.
Larry King's a winner
Now he's got a Peabody
to prove it.

When "The Larry King Show" won a 1982 Peabody Award, we were delighted. As host on his nightly interview/talk show for five years, Larry has built a loyal following. His millions of listeners, the 270 Mutual affiliates and many fine advertisers all knew Larry was a winner. Now it's nice to see the industry recognize the important public service he's performing.

All of us at Mutual would like to say, "Congratulations, Larry," for a unique job uniquely done.

Mutual Broadcasting System
CBS: the Contended Broadcasting System

As affiliates gather in L.A. for annual meeting, they are celebrating number-one status in virtually every daypart; only concerns are satellite switch and new split 30 spots

It was being called the quietest CBS affiliates convention in years. Held last Monday through Wednesday at Los Angeles's Century Plaza hotel, the event—the 28th in CBS history—was marked by a mood of contentment and often outright enthusiasm, as the network, in presentation after presentation, demonstrated it had earned higher ratings this past year in almost every daypart and had formulated a strategy for staying competitive both next year and for a number of years to come.

From CBS, the message was clear and summarized in a closing address from CBS/Broadcast Group Executive Vice President James H. Rosenfield: "It takes two to be number one." Last week, "taking two" took on a new meaning that went beyond the network's usual plea that affiliates carry as much of its programming as possible to include a call for stations to lead the way in establishing teletext as a local service and to add more children's and public service programming to the overall mix.

Announcements included a decision that CBS will follow the example of ABC and not expand commercial inventory any further in 1983 and another that the network has chosen a vendor—Scientific-Atlanta—to supply receive stations and some transmission uplinks to be used for satellite transmission of CBS programming to affiliates.

Issues of concern to the affiliates included the new split 30-second commercials the network began airing last Monday on an experimental basis, the cost of the planned switch from land line to satellite transmission and cost-saving measures—including a recently-imposed hiring freeze—at CBS.

Although ABC indicated at its recent affiliates convention it would postpone phase three of a commercial expansion program until after the third quarter of 1983, CBS left its postponement open ended. The network reluctantly followed ABC's lead in implementing phase two of its expansion plan and, according to CBS Television Network President Tony Malara, a decision to further expand will depend on market conditions and a careful study of what expansion might mean to audiences.

Affiliates applauded CBS's decision to put off commercial expansion, but showed apprehension at its announcement about the switch to satellites, which will almost certainly entail a hefty, one-time expense for local stations. Now that a vendor has been chosen, the network can develop a business plan for paying for the switch and to that end, it has scheduled a meeting with the economics committee of the affiliates advisory board on June 10 in New York.

David L. White, vice president for administration, production facilities and engineering at the CBS/Broadcast Group, said CBS has decided receive facilities "should consist of a two-dish configuration, one a 7-meter dish which would be motorized and equipped for automated remote control" and a "fixed smaller installation" for backup. The network plans encryption of its signal as soon as acceptable equipment is available, he said.

The decision of who will pay for receive dishes has not yet been made, but according to the affiliates advisory board chairman, Guy Main, affiliates are all but certain the network plans on "sharing the overall cost of satellite distribution." That means the network is likely to pay for uplinks, the stations for downlinks.

Concern over CBS's experimental acceptance of "corporate multiple product announcements," which advertise two dissimilar products from a single company in a single 30-second slot, was largely put to rest, according to affiliates, at the outset of the convention, when network executives explained the reasoning behind their decision. Many affiliates continue to oppose the new commercials, but the network's explanation that it might be vulnerable to accusations of restraint of trade if it failed to try the new form and that it needs to be flexible in a changing competitive environment, appeared to allay some fears. Antitrust concerns prevented affiliates from deciding collectively how to proceed locally or in pressuring the network to reconsider its decision.

CBS's recently announced hiring freeze spurred recollections among affiliates of a similar move during the 1970's, which, according to Jim Babb, senior vice president, WBT(TV) Charlotte, N.C., and former affiliates board chairman, caused the network to cut back on program development and yield its ratings leadership to ABC. Responding to their concerns, Rosenfield said that CBS is "not going to cut development, or reduce the quality on the screen," but will manage costs where it can, and deliver a better product in the bargain.

As last week's meeting came to a close, CBS appeared on the verge of winning the May local ratings sweeps, but that did not prevent affiliate complaints about generally lower ratings in May, a crucial month for local sales efforts. Both Main and Malara noted what would be "hard to imagine" an affiliates convention without some complaints on May sweeps performance, but Malara and other CBS executives were visibly proud of their network's performance this year when compared to that of last May when it came in second behind ABC.

In addition to significantly-improved news ratings, CBS captured higher-than-ever ratings for its sports programming in 1982-83. According to Neal Pinson, president of CBS Sports, the network earned a 19% ratings advantage over NBC for weekend coverage of NFL football and improved its performance over that of last year in coverage of NCAA basketball, professional golf and NBA basketball.

All told, CBS's story was one of success in its most recent year and that success is reflected in what appears to be confidence among its affiliates. In the words of WBT's Babb: "CBS has the best management team in the business. We appreciate that."

CBS details strategy on fall programming

Shephard reviews new series, specials and made-for-TV movies set for fall airing

Movies, mini-series and specials form an important part of the CBS strategy for prime time victory in 1983-84, according to CBS Entertainment executives, who gave further details on that strategy, outlined previously for advertising executives in New York (Broadcasting, May 23), at a presentation for CBS affiliates in Los Angeles last week. The bottom line, according to Harvey Shephard, senior vice president, CBS Entertainment, is what the network hopes is a schedule that will come out on top in the ratings, despite a strong competitive challenge from...
ABC's prime time lineup, which next season includes both the World Series and winter Olympics.

CBS's decision to go with three movie nights next fall is a "bold, aggressive and innovative" variation on the theme of counterprogramming, which addresses competition "not only on the other two networks but in cable households, on independent stations and on pay channels as well," said CBS Entertainment President Bud Grant. Speculation that the move resulted from disappointing program development is incorrect, said Grant. "Our development program for this season was more successful than we dared hope—and we now have more strong contenders waiting in the wings than ever before."

"We have not abandoned series as the mainstay of our schedule," said Grant. "What we have done is recognize some of the realities that confront us—realities peculiar to this season in particular and to new patterns of viewing in general."

"This fall, we expect to see more than the usual amount of stuntings, specials, two-hour episodes, promotional programming, mini-series and blockbuster theatricals," said Grant. "Add to these the baseball playoffs, World Series and the November sweeps, and you have a climate extremely hostile to the health and well-being of fledgling half-hour situation comedies." While protected time periods with established lead-ins have become essential to the survival of new, half-hour comedies, he said, "movies, have proved themselves to be sturdy contenders against all comers, with the ability to attract respectable and sometimes spectacular audiences without benefit of large lead-in audiences."

"It is no accident that [CBS has] the movie product to implement its plan," said Grant. "Two years ago, when ABC and NBC drastically cut their production of motion pictures for TV, we told you that we were increasing ours, and we believe the results of that commitment is one of our major strengths for next season."

Series waiting in the wings at CBS will have their first shot on the air in December, according to Shephard, when the network will eliminate one movie night and new series can be introduced at a time when they can be promoted much more heavily than would be possible during the fall premiere season.

Reaction to new series screened at the affiliates convention was mixed. Asked if Carter to Houston, a new hospital drama developed for a 9 p.m. slot, would survive in its 8 p.m. slot on Wednesdays, the network's weakest night, Shephard replied that CBS is implementing changes in the series to speed up its pacing and make it more compatible for an 8 p.m. audience.

Variety specials scheduled for next season will feature Barbara Mandrell, Barry Manilow, Lynda Carter, Linda Lavin, Anne Murray, Lily Tomlin, Shirley MacLaine and magician David Copperfield. Comedian Carol Burnett and opera singer Placido Domingo will team up in a special and Johnny Cash will host a Christmas program. Animated children's specials will include one starring Garfield the cat, two based on the Peanuts comic strip and a Snow White Christmas show. The Miss U.S.A., Miss Universe and Junior Miss pageants, the annual Country Music Awards, Tony Awards and the Peoples Choice Awards will round out the specials lineup, along with two Body Human documentaries.

Wyman sees promise in interactive TV

Wyman said he is convinced that "interactive television . . . is going to be a very important part of the life of this country" and said that CBS will be involved in the emerging home information services, anticipating that "there may be a very large market" for them in the future.

Home entertainment through videodisks and videocassettes will be "a solid and important part of the future" for CBS, Wyman noted, through its joint marketing venture with 20th Century-Fox Studios.

Wyman originally intended to discuss details of CBS's partnership with Home Box Office and Columbia Pictures in developing a new motion picture studio, recently christened Tri-Star Pictures, but decided to only mention the new studio in passing. The low profile was apparently in response to potential affiliate criticism of the venture and the fact that the Justice Department has not yet completed an antitrust investigation of the partnership.

"Summarizing activity with other CBS
IN ST. LOUIS, KTVI IS THE #1 NEWS STATION.

St. Louis viewers watch more local news on KTVI than they do on any other station.

SOURCE: ST. LOUIS ARBITRON FEB '83
IN DALLAS, KDFW IS THE #1 NEWS STATION.

Dallas viewers watch more local news on KDFW than they do on any other station.
units, Wyman noted the integration of Ideal Toys into the Toys Division and said its assets would contribute to the development of the video game business CBS is involved in with Bally and Coleco. In the Publishing Group, Wyman noted attempts to “develop new technology-based products such as telecourses and computer-aided instructional materials. We are excited about our new venture with the Children’s Television Workshop in this area,” he said.

Wyman thanked affiliates for their support of CBS’s lobbying for repeal of the FCC financial interest and syndication rules, insisting their repeal “is extremely important to all of us. It deals not only with the potential financial structure of our business, but with our flexibility to secure competitive product from as broad a base of suppliers as possible.” Confessing some initial apprehension about the “rightness” of the network’s position on the financial interest-syndication issue, Wyman said “it is now enormously clear that it is in the public interest to have these rules repealed.”

Although he feels the network-affiliate partnership is currently strong, Wyman reminded his listeners that change continues to be rapid in the broadcasting industry. “I see CBS as a company where entrepreneurial ideas and risk taking must be encouraged and rewarded,” Wyman concluded. “Not to take the reasonable risk may prove to be the greatest risk of all.”

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Jankowski on the value of partnerships

**Networks need to recognize and cultivate relationship with audience as well as affiliates**

The confusion created in the broadcasting industry in recent years by proliferating new technologies has begun to subside, according to CBS/Broadcast Group President Gene Jankowski. And for network television, the path to continued success has become clear. To remain dominant in an expanding video marketplace, he said, broadcasters, both locally and at the network level, must recognize a new kind of partnership with the public, which has a different kind of relationship with television than it does with any other medium or art form.

“The word partnership has taken on a new meaning as our industry has begun to change,” said Jankowski in a speech regarded as one of the high points of last week’s CBS affiliates convention. “What we are operating is not only a partnership between network and stations, but also a larger partnership that reaches into the roots of the communities we serve, large and small,” he said. “In the end, our partnership is a partnership with them, because it depends upon meeting their interests and needs.”

Viewers have stayed with television since its creation because they have recognized it as a medium “designed for them,” said Jankowski. Apart from the written contracts between stations and networks, broadcasters “have an unwritten contract with...the people to seek out and develop programming that touches on the things we share most...the need to know what is happening...and the need to find collective release through art and entertainment.”

Television’s detractors often blame it for not being elite enough, said Jankowski, but what they fail to acknowledge is that television “isn’t elite at all.” TV is “not designed for the few; it is designed for the many,” he said, “that is designed not for ‘rare tastes;’ but for ‘shared tastes’ and is not exclusive, but inclusive.

Because television is based on economics, it cuts across age, sex, race, income, geography and a host of other boundaries as no other medium ever has, said Jankowski, and consequently, the public has come to “identify with the entire medium” in a way it does not with other communication forms.

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CBS’s Dominus predicts healthy sales in 83-84

**Sales vice president tells affiliates that Olympics and elections will contribute to increase; reports little interest so far in split 30’s**

Terming their use “a bad business practice,” the vice president of sales for CBS-TV, Jerome Dominus, told network affiliates in Los Angeles last Tuesday (May 24) CBS will stand firm in its policy of not granting demographic guarantees to upfront advertisers. He said that CBS sees use of such guarantees “as an inequity in the broadcast industry,” arguing that they are too narrowly defined and are used in a “one-sided” manner to the broadcasters’ disadvantage. In contrast to NBC, which is promoting its premium sale of upscale demographics, CBS has insisted advertisers buy total household and audience numbers.

On another controversial issue, Dominus reported “underwhelming” interest in the network’s recent offering of multiproduct 30-second commercials. “So far,” he said, “there has been absolutely no great outpouring of interest, no rush to get specific interpretations of what our policies will or will not permit, and only one request by an agency for a sample of an accepted commercial under the experimental guidelines.”

Dominus said the peacetime concern over the recently reported 45% decline in first-quarter operating profits of the CBS/Broadcast Group to $24.4 million from the first quarter of 1982. The decline in sales has led to a freeze on hiring in the broadcast division (BROADCASTING, May 16) and contributed to the eight consecutive quarters of declining CBS Inc. profits from continuing operations (the division contributes more than

Broadcasting May 30 1983 48
Major cable powers, are performing below 1982 levels in their respective universes,” citing a 21% decline for HBO in prime time and a 6% drop for WTBS during prime time, according to CBS statistics.

Poltrack conceded that increasing cable popularity will have an impact on the broadcast networks, but argued that “the impact of both competitive proliferation and program popularity is slowing.”

In a direct response to the recently published National Association of Broadcasters-sponsored McHugh-Hoffman viewer satisfaction study (BROADCASTING, April 18), Poltrack compared findings from that research with the results of unpublished research conducted for CBS by Gary Steiner and Robert Bower in 1960, 1970 and 1980.

The Steiner-Bower studies found the percentage of respondents who feel television is getting worse all the time grew from 24% in 1960 to 50% in 1980, while those who feel it is getting better all the time fell from 49% to 31% during the same period. Personal satisfaction with television also dropped from 1960 to 1980, according to the CBS research. On the other hand, Steiner and Bower found improvement in audience attitudes toward television as an overall source of entertainment, news, public service and education. In 1960, CBS found those surveyed labeling programs “extremely enjoyable” 44% of the time, with that figure climbing to 51% in 1970 and 54% in 1980. “This trend,” said Poltrack, “held true for every educational level.

“We are now faced with an apparent contradiction: People seem to be less satisfied with the television medium in general, yet they, at the same time, seem to be more satisfied with the programs they themselves watch,” Poltrack pointed out.

He speculated that researchers may be measuring the “socially desirable response” to some questions about television, resulting in overstated viewer dissatisfaction with the medium.

Poltrack blamed “guilt” about watching too much television and the plethora of programming choices as additional factors resulting in the higher measurements of viewer dissatisfaction, with the number of new options leading to more opportunities for negative reactions.

Sauer says libel suits aren’t affecting CBS News operations

A highly publicized libel suit against 60 MINUTES and its former correspondent, Dan Rather, “has not rocked CBS News,” said Van Gordon Sauter, president of that division of the CBS/Broadcast Group, who responded during a presentation to CBS affiliates to press accounts of the trial currently under way in Los Angeles. In his annual report to the affiliates, Sauter also announced that two new weekly news series, On the Road with Charles Kuralt and Our Times with Bill Moyers, will run for 10 weeks this summer on Tuesdays from 8 p.m. to 9 p.m.

Sauter took issue with coverage of the trial that has appeared in the Los Angeles Times, saying that, so far, “the CBS News position has not appeared at all.” CBS News “has never lost a libel suit and never settled one out of court,” he said. “We will emerge [from the current controversy] unscathed.”

On the Road and Our Times will be given a special premiere date and time period—Sunday, June 26, at 8-9 p.m.—so that the programs may receive the broad exposure made possible by a lead-in from 60 Minutes. Whether the network will continue the series after that 10-week run is known, according to Sauter, who said that regardless of whether the series become permanent, CBS News will have added to its library “10 hours of outstanding programming.”

Reception among affiliates to both programs, but especially to On the Road, was enthusiastic. Kuralt, who appeared live at the presentation to help screen segments of the new show and who announced he had helped to write its theme song, received one of the longest ovations given by affiliates during the three-day convention.

The best news for affiliates from CBS News came in reports of increased ratings. The CBS Evening News gained three share points in 1982-83 at the expense of the NBC Nightly News, said Sauter. It now holds a 25% advantage over ABC’s World News Tonight and a 29% advantage over the NBC Nightly News.

At the same time, the CBS Morning News is now neck and neck with NBC’s Today Show (BROADCASTING, May 16) and Nightwatch, CBS’s four-hour late night news program, experienced a 36% ratings increase during April.

CBS slates four-pronged ad campaign

“We’ve got the touch!” That promotional theme will be promoted by a four-pronged fall season campaign strategy outlined to CBS affiliates last Wednesday (May 25) by Morton J. Pollack, vice president of advertising and promotion for CBS Entertainment.

According to Pollack, the CBS promotional tack will allow affiliates to “take a
Arts programming, news hit by cuts in NPR budget

National Public Radio board members and the new management transition team told the network's 281 stations through a system-wide satellite interconnection last Tuesday (May 24) that $12 million from the $17.65 million fiscal 1984 budget (BROADCASTING, May 23) has been allocated for all programming departments. NPR's two news magazines, All Things Considered and Morning Edition, will remain intact but with a budget of $4.5 million, down from its original $5.3 million.

The reduced news budget will cause 20 staffers and seven reporters (two from Washington and five from the field) to be laid off, according to Barbara Cohen, vice president of news and information. The average reporter files 10 stories per month at four-and-a-half minutes each, Cohen said. "We will be less able to cover hard, breaking news stories," she added.

For arts programming, the 1984 budget figure is $400,000, a 79% reduction from this year's $1.875 million. The department staff will be reduced to six or seven, and will be reduced to acquiring and re-packaging programs for distribution. But John Bos, director of performance programming, noted that 26-week series of both the Pittsburgh and St. Louis Symphony Orchestras will air as scheduled in August, along with four, 13-week music series, most of which are produced by NPR. Bos also said a "reduced version" of NPR Playhouse may appear. Jazz Alive, which will end its current run by Oct. 1, will need special corporate underwriting to continue.

Other departments receiving cutbacks include: specialized audience programming combined with the print handicapped service, reduced from $650,000 to $400,000; the satellite program development fund (money set aside for independent producers to create shows distributed over NPR's satellite system), reduced from $850,000 to $600,000; engineering, reduced from $2.8 million to $1.8 million, and the public information office, reduced from $1.2 million to $500,000.

Ron Bornstein, acting chief operating officer, promised a three-year "recycling program" to retire NPR's current budget deficit, estimated at about $5.8 million. But he cautioned that the exact shortfall figure won't be known until the completion of an audit by Cooper & Lybrand, Washington.

NPR management executives asked member stations to help the network by giving it $1.6 million in community service grants, which stations receive directly from the Corporation of Public Broadcasting, for the next fiscal year and any "successing fiscal periods that may be necessary." Clyde Robinson, NPR senior vice president, said that if a station's annual budget is $420,000, the money "forgone" each year would be $6,100. "Stations will have to show us support; otherwise this organization will shut down," Bornstein warned.

B&B study sees pay cable as goldmine

It finds basic cable less attractive; sees possibility of ads on premium channels

Benton & Bowles, New York, released last week the findings of a second study on new television technologies in which pay cable television emerges as a bright beacon and basic cable services in less luminous dimensions.

The study is a sequel to one conducted in 1981 and titled: "The New TV Technologies: The View from the Viewer." It focuses on basic cable, pay cable, videodisc recorders, videodisk players, video games and interactive TV. The survey was conducted by mail among members of the Benton & Bowles Consumer Panel and was completed last January among 2,735 persons, a response rate of 81%.

Benton & Bowles noted that while basic cable penetration is approaching 40%, the medium is growing largely because of increased availability rather than higher subscription penetration where it is available.

Alice Goldberg, senior vice president and director of research for B&B, told a news conference in New York that the 58% subscription rate in 1983 is "not very different" from the 55% rate in 1981. She said this "surprised" B&B officials who believed that the "incredible amount of publicity" about cable would have had a stronger influence on people.

Goldberg said that nonsubscribers cite cost and acceptable over-the-air television reception as reasons for not subscribing, but added that research indicated that program content is a growing concern. Goldberg offered two suggestions: Basic cable must provide program diversity utilizing more channels, better sports coverage and more movies, and should direct sales efforts more heavily toward measuring "why it should buy cable.

The study's pay cable results were discussed by Phil Guarascio, senior VP and director of media management for B&B. He focused on pay cable, which he called "one of the driving forces in subscriber growth.

Guarascio said the survey indicates, however, that "all is not smooth sailing" for pay cable services and cited the high rate of "churning," with about 21% of current or previous basic cable subscribers canceling at least one pay cable subscription for reasons other than a change in residence. He said the main reasons seem to be "excessive repeats and excessive costs."

Guarascio held out a solution to the "churning" problem. He noted that the research continued to indicate that pay cable with commercials is still "a compelling opportunity." He reported that 65% of today's respondents who are already pay cable subscribers said they would "buy interested" or "somewhat interested" in reducing costs of their service via commercials.

"As cost pressures mount on the pay cable services and as cable penetrates the lower and lower-middle-income neighborhoods in America's better cities," Guarascio continued, "it's hard for us to imagine that this option will not be presented. The main questions are when and where and how."

Turning to VCR, Guarascio said that penetration is up, satisfaction is high and the machines are being used in the average homes five hours a week. But he voiced the view that VCR growth may peak sooner than expected.

Guarascio said the study points to increasing interest in interactive television as they relate to banking and home shopping service and on-request reference material. But despite this heightened interest, he added, substantial resistance toward two-way television still persists at the 1981 levels.

The outlook toward videodisks seems even bleaker. Guarascio said the research shows that although awareness is high, interest in videodisks is still "very low," with 85% of respondents saying "probably or definitely would not buy a player versus the 84% no-buy level in 1981."

leadership position that makes us number one without our having to say it, involve the American people, show CBS stars... and be able to promote specific shows.

The campaign will hinge on four promos developed for the network by Ogilvy & Mather, set to begin airing in July.

"Each commercial focuses on one of the three basic areas of American life," Pollack explained. "[They are] work, play and love. And the fourth commercial is a delightful combination of the first three."

Pollack said the campaign "is optimistic about the future of America—and CBS." He added that the commercials will attempt to convey "why our stars have been adopted into most American families."

The music and graphics package has been licensed by CBS to Sheryl Gold Communications and is designed to localize tie-ins to the network campaign.

For sale. Ted Turner, who five months ago made visible overtures to all three of the networks plus Time Inc., Gannett and Metromedia, to sell or merge his entertainment conglomerate (BROADCASTING, Feb. 28), issued a statement last week saying the Turner Broadcasting System would continue to operate as an independent company. Turner reported that TBS had earnings of $2 million for the first quarter of this year, or 10 cents per share, compared with a loss of $5.3 million for the same period in 1982. TBS revenues in the first quarter were $44.5 million, a 57% increase from the same quarter a year ago. It was the company's third consecutive quarterly profit. Until the third quarter of 1982, TBS reported a loss every quarter since it launched its Cable News Network in 1980. Turner said that "while these discussions were conceptually wide-ranging and demonstrated long-range possibilities for enhancing our operating structure, we have concluded that the interests of our shareholders are best served by continuing on our current course." TBS said that this profitable quarter also helped to reduce the company's net-worth deficit from $17.5 million to $15.5 million at the end of 1982.

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Guarascio said the survey indicates, however, that "all is not smooth sailing" for pay cable services and cited the high rate of "churning," with about 21% of current or previous basic cable subscribers canceling at least one pay cable subscription for reasons other than a change in residence. He said the main reasons seem to be "excessive repeats and excessive costs."

Guarascio held out a solution to the "churning" problem. He noted that the research continued to indicate that pay cable with commercials is still "a compelling opportunity." He reported that 65% of today's respondents who are already pay cable subscribers said they would "buy interested" or "somewhat interested" in reducing costs of their service via commercials.

"As cost pressures mount on the pay cable services and as cable penetrates the lower and lower-middle-income neighborhoods in America's better cities," Guarascio continued, "it's hard for us to imagine that this option will not be presented. The main questions are when and where and how."

Turning to VCR, Guarascio said that penetration is up, satisfaction is high and the machines are being used in the average homes five hours a week. But he voiced the view that VCR growth may peak sooner than expected.

Guarascio said the study points to increasing interest in interactive television as they relate to banking and home shopping service and on-request reference material. But despite this heightened interest, he added, substantial resistance toward two-way television still persists at the 1981 levels.

The outlook toward videodisks seems even bleaker. Guarascio said the research shows that although awareness is high, interest in videodisks is still "very low," with 85% of respondents saying "probably or definitely would not buy a player versus the 84% no-buy level in 1981."

leadership position that makes us number one without our having to say it, involve the American people, show CBS stars... and be able to promote specific shows.

The campaign will hinge on four promos developed for the network by Ogilvy & Mather, set to begin airing in July.

"Each commercial focuses on one of the three basic areas of American life," Pollack explained. "[They are] work, play and love. And the fourth commercial is a delightful combination of the first three."

Pollack said the campaign "is optimistic about the future of America—and CBS." He added that the commercials will attempt to convey "why our stars have been adopted into most American families."

The music and graphics package has been licensed by CBS to Sheryl Gold Communications and is designed to localize tie-ins to the network campaign.

For sale. Ted Turner, who five months ago made visible overtures to all three of the networks plus Time Inc., Gannett and Metromedia, to sell or merge his entertainment conglomerate (BROADCASTING, Feb. 28), issued a statement last week saying the Turner Broadcasting System would continue to operate as an independent company. Turner reported that TBS had earnings of $2 million for the first quarter of this year, or 10 cents per share, compared with a loss of $5.3 million for the same period in 1982. TBS revenues in the first quarter were $44.5 million, a 57% increase from the same quarter a year ago. It was the company's third consecutive quarterly profit. Until the third quarter of 1982, TBS reported a loss every quarter since it launched its Cable News Network in 1980. Turner said that "while these discussions were conceptually wide-ranging and demonstrated long-range possibilities for enhancing our operating structure, we have concluded that the interests of our shareholders are best served by continuing on our current course." TBS said that this profitable quarter also helped to reduce the company's net-worth deficit from $17.5 million to $15.5 million at the end of 1982.
House takes up cable debate

The controversy surrounding the Senate cable deregulation bill, S.66, surfaced in the House last week during a hearing before the House Telecommunications Subcommittee. It was the first hearing on cable television legislation in the 98th Congress held by the subcommittee. Representatives from the cable television industry and the National Cable Television Association and the NLC that serves as the measure’s framework. After two days of testimony, it became clear that cable deregulation legislation would also affect the House.

Moreover, it was evident that dissident members of the NLC would continue to fight NCTA compromise. In addition to the interests of AT&T and the Bell operating companies, which impeded the bill’s progress in the Senate, are evidence again in the House. A vote on the bill in the Senate is scheduled June 14. Several amendments reflecting the concerns of AT&T are circulating and debate on the bill is expected to be lengthy (Broadcasting, May 23).

Members of the House subcommittee were eager to delve into the cable issues. Chairman Tim Wirth (D-Colo.) has stated that S.66 will not serve as the basis of cable deregulation legislation reported from his subcommittee. He has also indicated a strong interest in preserving leased access channels. “First, legislation must insure an environment in which the cable industry can flourish, so that the American public is assured of receiving the many benefits that cable can provide if allowed to fulfill its potential,” Wirth said at the outset of the hearing. “Second, federal cable legislation should incorporate the goal of assuring the American public of the widest possible diversity of programming and information sources.”

Wirth’s position on this issue poses some serious problems for the cable industry and will likely be a primary focus of discussion in any legislation. The subject of leased access channels did surface during last week’s hearing and Wirth asked NCTA President Thomas Wheeler if the compromise wouldn’t preclude cities from requiring universal passby. Wheeler maintained that would not be the case.

The concerns of AT&T and the BOC’s rep into the hearing. Representative Matthew Rinaldo (R-N.J.), ranking minority member on the subcommittee, spoke on behalf of the common carriers. He stated strong objections to legislation that would “restrict one industry and not another when they are both providing the same services.” AT&T is asking Congress to provide equal regulation for cable and telephone companies that provide similar services. In the Senate Bell complained that S.66 permits cable companies to provide common carrier services, such as data and voice transmissions, without state or federal regulation, with which telephone companies must operate. Senate Commerce Committee Chairman Bob Packwood (R-Ore.) and Senators Barry Goldwater (R-Ariz.) and Ernest Hollings (D-S.C.) drafted an amendment to assure AT&T’s concerns but failed to gain AT&T’s support.

Rinaldo argued with Wheeler and said that the issue was a matter of equity. “Don’t you think it is unfair to impose regulatory burdens on telephone companies when cable is deregulated?” Rinaldo asked. “No,” replied Wheeler. He maintained that fewer than 1% of all cable systems are providing data communications competition to AT&T. Wheeler insisted that cable poses no competitive threat to telephone companies. “You don’t build the same cage for a gorilla as you do for a canary,” he said. The NCTA president charged that AT&T was really trying to make S.66 the “Bell Bill of 1983.” Wheeler sounded the same charges earlier last week during a Washington Metropolitan Cable Club luncheon (see story, page 8).

But Rinaldo reasserted the need for cable and telephone companies to operate under the same ground rules.

“If there is a gorilla operating in the Senate it has to be the cable companies,” said New York City Mayor Edward Koch. Koch was one of two city officials testifying on

(First Word)
behalf of the NLC members that are dissatisfied with the NLC-NCTA compromise. The compromise basically curtails state and local authority to regulate cable television. It 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 refusing franchise renewal. The compromise would also place a 5% ceiling on franchise fees and prohibit competing franchise applicants.

Koch noted that he was advocating a position taken by the U.S. Conference of Mayors, which lately has been representing the concerns of the unhappy NLC faction. He said cities needed to retain their authority over rate regulation and the franchise renewal process. There should be third-party access, he said, "Not only is relief, in the form of deregulation, unneeded, but such an action would eliminate many potential business uses for cable, immediately raise subscriber rates, and eventually freeze out of this technological revolution millions of Americans, especially the poor and disadvantaged, whom the cable companies would find inconvenient and less profitable to serve," Koch said.

"Cities have historically cooperated with the cable industry to insure its economic growth and vitality. This has been accomplished without subordinating the interests of the public. That sounds to me like a goal worth continuing, with the industry, consumers, and their cities all benefiting," Koch said. Fort Worth Mayor Bob Bolen joined Koch to argue against the compromise. Both urged the subcommittee to study the issues cautiously. Bolen maintained that the problems can be solved on the local level. He cited specific shortfalls in S.66 concerning rate regulation, franchise renewal provisions and retroactivity. Bolen noted that if any cable legislation is passed by the subcommittee it should include grandfathering of existing franchises.

But Bob Martinez, mayor of Tampa, Fla., spoke in favor of the compromise. "As with any compromise, there are those who are not satisfied with the outcome," said Martinez. "Taken as a package, however, I believe that the compromise provides adequate authority to insure that a community's needs for cable services are met." Martinez is a member of the NLC board which approved the compromise in March.

NCTA and NLC stuck behind their agreement. NLC President Charles Royer, mayor of Seattle, and NCTA President Wheeler described the elements of the compromise. Royer testified that the agreement provides "a solid basis for establishment of national cable policy." It is the NLC's belief, he added, "that clarification of state and local authority is necessary in order to preserve municipal authority over cable. Without clear federal policy, the authority of municipalities could be eliminated or reduced by the courts and the state public utility commissions." Wheeler and Royer agreed that both parties gained and lost ground in the compromise. Wheeler cited the agreements on rate regulation as "the kinds of trade-offs and kinds of balances reflected in the compromise."

Royer said the NLC backed the entire agreement. He suggested, however, that the subcommittee should explore the options of establishing consumer protection requirements. He also noted that because of the division among NLC members, the compromise will go before the NLC board in July for another vote. "We don't know what will happen then," Royer said.

Representative Al Swift (D-Wash.) expressed an interest in the access provision of S.66. Royer and Wheeler explained that, according to S.66, a franchising authority may mandate the set-aside of system capacity for governmental access users. Other access requirements would be determined in the franchising process between the franchising authority and the cable operator.

Swift also asked about the compromise's automatic franchise renewal provision. Royer told Swift NLC was satisfied with that provision. He noted that it was fair and a better method than litigating in court every time. Swift, like Rinaldo, raised the question of AT&T and its concerns. Wheeler again criticized the common carrier. "In reality," Wheeler charged, "the telephone companies are hiding behind the big lie of increased local rates." And he accused AT&T of attempting to strip away from cities the authority to regulate cable and transfer it to the state public utilities commissions.

Senator Frank Lautenberg (D-N.J.), a leading opponent of S.66 in the Senate, testified during the hearing on several aspects of the legislation. Lautenberg argued that the "cable operator should not be shielded from competition nor relieved of contractual duties freely accepted. And a franchising authority should not be unduly hampered from taking action, if, after a fair proceeding, it decides to deny renewal." He demanded "fair rules of the game in the franchising process." The New Jersey senator, who is considering offering several amendments to S.66, also asserted that "I see no compelling public policy reason for giving a cable operator total control over the content of information going out over his system. Nor should the matter be left to the give and take of franchise negotiations. Diversity of view is a national interest, and minimum standards for access in this area would promote that interest."

Lautenberg also stressed a need to protect consumers from the "monopoly power of cable systems." In rural areas, in particular, he maintained, "people rely on cable television simply to get clear reception of television signals." Signals that they cannot easily receive over the air. In those areas, he argued, "cable operates as a utility, and should be subject to fair regulation that protects consumers from the exercise of monopoly power."

There were others who voiced skepticism about the NCTA-NLC compromise. Representative Robert Matsui (D-Calif.) testified that adequate safeguards must be included in any legislation to insure that the terms of the franchise are upheld. He cited the example of the franchising process in Sacramento Calif., a city in his district. "The county received four highly innovative and competitive proposals and selected one company with whom to negotiate a final contract," he said. "That contract would have contractual-ly bound the company to its bid and prescribed penalties for non-compliance. The company in the end chose not to accept the contract with Sacramento county, admitting on several occasions that various parts of its proposal were over bid."

Matsui said. The California Democrat was additionally concerned that cities retain their authority over rate regulation. "Rate regulation is also used as an enforcement tool. Again, the record does not show that cities have misused their authority in this area. Rate regulation for those cable services that are not otherwise available can assure franchise compliance and fair treatment for those subscribers who have no alternative technology by which to receive these services." On behalf of the Sacramento Cable Commission Matsui said there were other reasons for federal intervention. Matsui said the FCC ought to
industry; the National Cable Television Association, for example, decided not to get involved. The petition gathered dust at the commission until TBS, contending that enough had changed over the past several years to warrant the commission's taking another look, filed a petition for expedited consideration two months ago (BROADCASTING, March 28).

Again the response from the cable industry was lackluster (NCTA again chose not to comment).

But broadcasters filed in force. The National Association of Broadcasters urged the commission to deny Turner relief, contending that the purveyor of three cable services—the Cable News Network, CNN Headline News and superstation WSB (TV) Atlanta—had failed to provide any valid public-interest justification for issuing a rulemaking. "The must-carry rules serve the time-honored public interest-purposes repeatedly and recently recognized by the commission and the courts, and their importance increases with cable penetration and the authorization of new video services," NAB said.

NBC said that while TBS argued that deletion of the FCC's distant-signal and syndicated exclusivity rules—and First Amendment considerations—compelled the commission to speed up its consideration of TBS's petition, NBC thought that reasoning was flawed.

"NBC believes that deletion of the distant-signal and syndicated exclusivity rules has no substantive relationship to continuance of the must-carry rules, and that TBS has not shown a relationship. Deletion of these rules means that cable systems may import as many out-of-market signals (and programs) as they wish. But deletion of these rules does not decrease the fundamental underpinning of the 'must-carry' rules, which is to allow local stations to serve the local markets they are licensed to serve."

ABC said that while TBS also argued that the Copyright Royalty Tribunal's recent decision raising rates for the carriage of certain distant signals provided another reason to review the need for the rules, that's not an argument ABC buys.

The CRT decision, ABC said, has no relationship to the must-carry rules. "It was a decision designed, in small part, to redress the unfair competition that exists between the cable industry and the broadcast industry," ABC said. "In 1980 (the last year for which the CRT has distributed royalties) the cable industry paid about $26 million for all of the TV programming that it used, programming for which the free TV industry paid about $3 billion. Even with the slight increase in royalties decided upon by the CRT, this unfair competitive situation remains. The CRT decision provides absolutely no basis upon which the commission could, or should reconsider its must-carry rules."

Metromedia Inc. said that all of Turner's arguments proceeded from a "fundamental mischaracterization" of the must-carry rules. "Turner complains that direct broadcast satellite and low-power television services are not subject to must-carry requirements..."
Turner conveniently fails to mention that DBS and LPTV must purchase all of their programs and may not rely upon a governmentally bestowed compulsory license. And a cable system that chose to purchase all of its programming and did not rely upon compulsory licensed broadcast programs would not be subject to must-carry requirements.

There is no inequity. Exhibitors who voluntarily avail themselves of a compulsory license are subject to must-carry. Those who purchase their program rights are not.

The creators of a number of the comments to the commission's proposal said the retention of the must-carry rules is essential to the economic survival of the smaller independent stations that serve the less populous TV markets, because even a small audience loss can have "catastrophic" effect on the viability of those stations. "Rescission of the must-carry rules would, in practical effect, all but foreclose the introduction of new UHF stations in yet-unexplored or underserved communities, inasmuch as they can do without the support of access to a substantial percentage of the potential viewers who are a new station's lifeblood," the association said.

The Association of Maximum Service Telecasters said the policy bases for the must-carry rules—furthering the goals of the commission's allocation plan and providing local TV service to the entire country—are as valid today as they were when the rules were implemented. "Permitting cable systems to omit local signals would significantly injure local stations. Among other adverse consequences, this would reduce the quantity and quality of broadcast service relied on by those substantial segments of the public that do not wish to or cannot afford to subscribe to cable."

The National Association of Public Television Stations said the single point TBS made about public broadcasting is "fraught with error. "TBS contends that in situations where more than one public TV station is carried by the cable system under the must-carry rules, the programming is duplicated and therefore localism is not promoted. To the contrary, in cities with more than one public TV station, much of the programming on each station is unique to that station alone."

The National Religious Broadcasters also opposed the Turner petition. "Contrary to the suggestion in TBS's petition... it is precisely stations which, like religious stations, appeal to identifiable audience needs that offer substantial amounts of noncom- mercial programming, likely would lose access to their audiences if the must-carry rules were repealed."

On the cable side, Black Entertainment Television said that the commission, as a first step, should at least take prompt action on its pending proceeding examining saturated cable systems to excise rules compelling operators of saturated systems to carry signals that are not truly local, or are duplicative of other signals carried on the system.

"The commission's must-carry rules restrict the First Amendment rights of cable operators to choose the program services their systems will carry," BET said. The commission is obligated to re-examine the intuitive premises underlying these rules, particularly in light of dramatic changes that have occurred in the program supply market over the past decade. Moreover, regardless of whether re-examination of the must-carry rules will justify their continued existence in some form on the basis of imputed harm to local broadcast stations, there can be no color of validity to a regulatory regime that denies access for diverse cable program services while compelling carriage of broadcast signals that are not local and that often duplicate other signals carried on a cable system."

Fairbanks also noted that what it called the "unfairness" of the rules in their application to medium-sized cable operators located in several TV markets. It noted that its system serving Delray Beach, Gulfstream, Ocean Ridge and Palm Beach county, all Florida, was required to carry 10 broadcast signals on its 12 VHF channels. Since the cable operator didn't think it could successfully market its cable service for a basic rate of $9 per month—given that it could offer subscribers little more than they were already able to receive free over the air—it had no choice but to expand.

To do that, it said, it had to use mid- and super-band channels and provide free to each of its 10,000 subscribers a converter unit, and those converters cost $150,000, it said.

Fairbanks said the must-carry rules seemed particularly unnecessary in its case since all of the broadcast signals it is forced to carry cover its communities with at least a Grade B, and in most cases a Grade A, contour.

The "simple" solution would be to permit the marketplace to choose the "correct" balance of over-the-air and off-cable transmission, it said.

If the rules were repealed, it said, cable operators would be able to offer subscribers an "inexpensive" switch that would allow them to switch from cable to reception from an inside antenna. "Where signal strength is adequate to receive the station off-the-air on an indoor antenna, subscribers will not want the station duplicated on the cable. Where an inside antenna does not provide reliable reception, subscriber demand for the station will force the operator to carry the station over its cable," it said.

Fairbanks also noted that under the rules it is currently carrying three ABC affiliates, two CBS affiliates and two NBC affiliates, resulting in its carrying duplicated programming.

"The must-carry rules give established broadcasters an unearned competitive advantage over newer forms of broadcast and nonbroadcast programming," Fairbanks said.

"They have deprived Fairbanks of the opportunity to offer the kind of signals its subscribers demand, and have reduced its potential to little more than television repeater service. The commission has recently refused to protect local broadcasters from competition from LPTV, STV, MDS SMATV and other new technologies. It should no longer shelter them from the competition of cable operators."

A spokesman for NCTA said that when it came time to file "substantive" comments at the FCC on the must-carry rules, the NCTA board would decide what to do. "But our long-standing opposition to the must-carry rules is clear," he said.

Shoot-out in Dodge City

Kansas radio station, KTTL(FM), airs attacks on Jews, blacks, other minorities, inciting challenge to its license and spurring First Amendment debate

From time to time, a broadcaster comes along whose programming is so outrageous as to test not only the patience and tolerance of listeners but the limits of the protection afforded by the First Amendment. There have been blatant appeals to anti-Semitism and to racism, and heavy doses of right-wing fun (BROADCASTING, Sept. 12), but never has there been such an invitation for reply now, there is KTTL(FM) Dodge City, Kan., a name that evokes memories of the frontier violence the station is accused of attempting to foment.

KTTL, a country and western station, is owned and run by Nellie Babbs and her husband, Charlie. Nellie, as she is referred to in the area, is pleasant and courteous in her conversation, if sometimes hard to follow when she explains her views and her reasons for not paying property taxes. Charlie, the station's engineer, leaves discussions of the station's problems to Nellie. To some, they might appear the typical mom and pop image of local ownership. But because of the station's broadcasts of venomous attacks on Jews, blacks, Hispanics, Indians and others (BROADCASTING, May 9, 1st seq.), they represent some the dark side of that image.

The programming has generated two petitions to deny the station's license, which expires on June 1, and a competing application for the station's frequency, 93.9 mhz, filed by local residents. The station's recent notoriety has even figured in arguments of those who oppose efforts in Congress to deregulate broadcasting. Samuel A. Simon, executive director of Telecommunications Research & Action Center, has written to every member of the House Commerce Committee to point out that the Tauke/Tauzin bill (H.R. 2382), which would eliminate the existing comparative-renewal procedure, would frustrate the efforts of Dodge City residents to replace the current owners of the station with new ones "more likely to fulfill the public trustee obligations of a broadcaster..."

The impact of the KTTL story on congressional deliberations on deregulation is not likely to be great, however. Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, in an interview earlier this month, described the KTTL situation as "a disgrace to the country and to the National Association of Broadcasters. But the matter did not loom large in the hearings he held on broadcast deregulation last week. And Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce

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Committee and a principal backer of the radio deregulation bill (S. 55) that has already passed the Senate, sent word through an aide that he regarded the controversy over KTTL as of relatively small moment.

And, on the basis of the changes regarding programing, the most, communications lawyers and FCC officials indicate the agency would not be expected to act against the station. They say Section 326—the no-censorship provision—of the Communications Act, the First Amendment and past cases would probably protect KTTL.

The broadcasts causing the concern were the taped remarks of two men described as paramilitary evangelists associated with a group called Posse Comitatus, which, the attorney general of Kansas, Robert T. Stephan, described as a group of anarchists who have developed an ideology in which the Constitution is interpreted in terms of what they say is “God’s law.” They are also tax protesters, and are said to have conducted guerilla training exercises in Kansas and Missouri. Indeed, the Babbses began broadcasting the tapes last June after meeting the two men—William P. Gale and James Wickstrom—at one of the sessions, in Weskin, Kan. The meeting was billed as an “ecological” session of farmers, but Stephan said the ecological aim was “to clean up this land.”

The broadcasts, which continued every night until February, when the material was exhausted, shook the town that had known, first hand, of the exploits of Wyatt Earp and Bat Masterson.

“If the Jews even fool around with us, or try to harm us in any way, every rabbi in L.A. will die within 24 hours.” Gale said in one of the broadcasts. “Let them start.” he added. “We’ve got the address and license number and the name of every Anti-Defamation League leader in this area and areas all over the United States.”

In another broadcast, he said, “the law of posse comitatus” provides for the death by hanging, at high noon, of government officials “who violate their oath of office.” Gale also provided these instructions: The hanging is to occur in the most populated section of town, and the body is to remain hanging until sundown “as example to those who would ever lift hand against [us].”

And in another, he said, “You’re God’s battle axe... they’re going to cleanse this land and they’re going to cleanse it just the way it was cleansed in symbolism—with blood, because that’s the way God said it was going to be. He’s going to cleanse this land. And, isn’t that going to be fun? So, keep your ammunition dry...”

To Nellie, such programing served her audience well. “The farmers here would be unhappy if we were closed down,” she said last week. “I go to their meetings and share their feelings.” Then she said, of the farmers, “They have been persecuted as I have been.”

But to the National Black Media Coalition and the three local residents who participated in filing one of the petitions to deny, the programing is “coarse and hostile.” Still, the commission has renewed the licenses of other stations that have broadcast “coarse and hostile” programing, even if not on the same level as that offered by KTTL.

In June 1966, the commission, on a 6-1 vote, renewed the license of KTVM(AM) Inglewood, Calif., over the protest of the Anti-Defamation League of B’nai B’rith. It had charged the station with broadcasting a series of commentaries that were anti-Semitic; the commentator, Richard Cotten, equated Judaism with Socialism and Socialism with Communism, and attacked officials of the ADL. “If there is to be speech,” the commission said, in renewing the license, “it must be free for speech that we abhor and hate as well as for speech that we find tolerable or congenial.” And the U.S. Court of Appeals, in an opinion written by then-Circuit Judge Warren E. Burger, affirmed that decision (BROADCASTING, Oct. 7, 1968).

The chief of the FCC’s Mass Media Bureau, Laurence E. Harris, cited the commission’s KTVM decision in responding to a letter from Kansas attorney general Stephan. The state official had sent Harris transcripts of some of the KTTL programs, which had been provided by the Jewish Community Relations Bureau of Kansas City. (The same source provided the transcripts for the petitions to deny renewal.) And Stephan indicated his sense of frustration when he wrote, in his covering letter, “It is unfortunate that the First Amendment protects a radio station that plays tapes advocating violence and racial prejudice.”

There have been several other cases over the years that indicate the difficulty of attempting to strip a station of a license because of controversial programing. The fundamentalist preacher Dr. Carl McIntire blamed the fairness doctrine for the commission’s decision in 1972 to deny renewal of the licenses for WXUR-AM-FM Media, Pa., which had been owned by the seminary he operated. And it was a factor in the commission’s decision. But so was a charge of misrepresentation to the commission. And, on appeal, that was the only charge on which all three judges on the panel agreed denial was warranted. Only one affirmed on the fairness doctrine issue as well.

(Nellie Babbs appears confident she is complying with the fairness doctrine. She says she offers everyone who calls to complain about the programming five minutes of rebuttal time. And she says two persons have taken her up on the offer—a black man, Rodney Clear, and a white Catholic woman, a Mrs. Kaiser.)

Some in Dodge City suggest that the “clear and present danger” test for hurling the First Amendment barrier could be met in the KTTL case. But that is not an easy test to meet, either. In August 1972, television stations in Georgia were reluctant to carry the political spots of J.B. Stoner, an avowed racist seeking the Democratic senatorial nomination on the ground they raised the danger of incitement to violent action. “The main reason why niggers want integration is because niggers want our white women,” Stoner said in one spot. But the commission said the stations must accept the advertising, as required by the Communications Act’s ban
on censorship of political candidates. "There does not appear to be that clear and present danger of imminent violence which might warrant interfering with speech which does not contain any direct incitement to violence," the commission said, in response to a complaint from the National Association for the Advancement of Colored People (BROADCASTING, Aug. 7, 1972).

There was the WLBT (TV) case, however. In June 1969, the U.S. Court of Appeals overturned a ruling by the FCC that in a highly unusual action, bypassed a conventional remand order and directed the commission to strip the Jackson, Miss., station of its license. However, the court, in an opinion that was also written by then-Judge Burger—his last before moving up to the Supreme Court—was concerned not so much with the content of programing as with what it considered the station's failure to serve the needs and interests of the substantial black population in Jackson (BROADCASTING, June 30, 1969).

(The opinion was written, also, in the heat of Burger's anger over the manner in which the commission had conducted the renewal proceedings—he suggested that the commission had been overly solicitous of the licensee and indifferent if not hostile to the group that had petitioned for denial of the license renewal, the United Church of Christ and several Jackson residents.)

According to both the renewal of the Babbses' license, KTTL was aware of the problems the First Amendment would pose for an assault on the programing-content issue. James M. Weitzman, counsel for Community Services Broadcasting Inc., which is seeking to supplant the Babbses as licensee, said the character issue might be raised in a motion he expects to file in connection with the application. He said it would involve "the activities of the station and the licensee.

One possible matter is the Babbses' refusal to pay property tax. They have refused to pay since 1981, unless, as Nellie told the attorney for Gray county when he contacted her about the matter, "the country goes back to the gold standard." Like other believers in the law of comitatus, she contends the Constitution mandates gold and silver as the country's legal tender, and has submitted a note offering to pay in those metals. Curt Campbell, the county attorney, said he would not sit at a return to the gold standard, then obtained a court order attaching the payments due the station for advertising.

"There were three years of back taxes—about $8,500 in all—and I have six months to go," Campbell said last week.

That last six months may be hard to make up. All but one of the station's advertisers—a local bank—have left the station. Nellie says the station continues to operate through the dough notes of the listeners. "People have paid my light bill, people have paid my phone bill," she said last week.

A possible alternative to the petitions to deny and the competing application for moving the Babbses from ownership of the station is its sale. On May 4, two days before stories broke in the press on the petition to deny renewal of the license of the Dodge City station that has attacked Jews and blacks and others, the Babbses had signed a contract to sell the station to a Garden City, Kan., attorney, Van Smith—for $450,000, according to one source. Smith, who had owned KBUF-AM-FM Garden City for two years in the late 1970's, said he had heard KTTL was for sale, and was able to reach an agreement. "I wanted to get back into the business," he said.

Whether he will or not as principal owner of KTTL remains to be seen. Unless the contesting application and the petition to deny are withdrawn, sale would be blocked. And on the present licensing status at KTTL, the Babbses have no license to assign. Last week, Smith's Washington attorney was attempting to work out satisfactory solutions to those problems. (The Babbses do not have counsel. Nellie suggests that is a matter of conviction. "If you assign rights to someone, you're giving them up," she says. However, the Babbses once had a Washington counsel; the firm is now seeking to collect several thousand dollars in unpaid legal bills.)

Whatever the outcome, the KTTL case will be remembered for its ironies. If the purchase agreement had been signed a little earlier and publicized, it might have headed off the competing application and the petitions to deny, particularly since the participants in those actions were said to fear retribution from the Babbses' supporters. "We want to force Babbs off the air and put local people in control," Weitzman says. Then there is the specter of a locally owned and managed station—regarded in FCC mythology as the ideal vehicle for serving the public interest—scaring the daylights out of many of its listeners with what they regard as calls to violence. And, finally, there is the fact that the Babbses won their permit to put the station on the air, in December 1978, only after a competing applicant, a group owner, dropped out of the contest. The competitor had been Seward County Broadcasting Co., which already owned an AM in Dodge City, KEDD. Seward County's owner: former presidential candidate Alf M. Landon.

FCC asked to require stricter accounting of those who help fill out applications

The Telecommunications Research and Action Center (TRAC) has asked the FCC to launch a rulemaking aimed at requiring any person who helps to prepare a broadcast application "or other submission to the commission for remuneration" be brought under the commission's disciplinary authority.

In a petition for the rulemaking filed at the FCC, TRAC said its "most immediate concern" is "to protect the public interest as the public interest"—and the public interest, TRAC believes that a serious problem exists with respect to these consultants in that a number of them may be engaged in unethical practices to the substantial detriment of the applicant and to the integrity of the commission's licensing procedures," TRAC said.

In its petition, TRAC said many of the so-called UPTV consultants are engaged in conduct that would be unethical for any professional, including the representation of multiple clients on applications for the same or conflicting frequencies; preparation of applications for clients and then filing their own applications for identical frequencies, and disclosing information about a client to other clients with competing interests.

TRAC also asked the commission to amend its rules to require any party appearing before the FCC on another's behalf to disclose whether representation is for remuneration or in return for a promise of some value of.

Orion seeks to calm fears over satellite plan

Company's executive vice president, in letter to State Department, claims U.S.-to-Europe proposal won't conflict with Intelsat

The Orion Satellite Corp.'s application for FCC authority to establish a private communications satellite link between the U.S. and Europe has been a cause of considerable concern to the leadership of the International Telecommunications Satellite Organization.

Its director general has said Orion would confront Intelsat with "direct and destructive competition" (BROADCASTING, April 18). So last week, Orion sought to ease those concerns, stressing a vision of private, user-owned communications facilities, as opposed to Intelsat's corporate, sell-and-sell mission.

Christopher J. Vizas II, executive vice president of Orion, last week wrote to Deputy Secretary of State Kenneth W. Dam to respond to the letter Intelsat's director general, Santiago Astrain, wrote in April to express concern about the impact he saw Orion having on Intelsat and its members. And Vizas, as did Astrain, sent copies to the 109 members of Intelsat.

Vizas said Astrain's letter "mischaracterizes what Orion has asked permission from the FCC to do . . . [and] exhibits critical misunderstanding of U.S. law and policy, the economics of telecommunications and the objectives and underlying rationale of the Orion Satellite Corp."

Vizas's principal contention is that Astrain was wrong in assenting that Orion would offer public telecommunications services that would compete with Intelsat's. Orion, Vizas says, proposes "to build, sell and then provide the support for private, user-owned communications facilities." He notes that there is a long history of such facilities in the U.S. and adds, they "in no way detract from or diminish the public network and services, as the director general asserts Orion's private facilities would." Vizas also points the Orion proposal as one likely to produce economic benefits for countries in which the Orion
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BROADCASTERS URGED FCC TO CHANGE CALL-Letter RULES, BUT NOT TOO MUCH

In comments to commission, liberalization is urged, but not if all disputes get sent to court to be resolved.

The FCC's current rules for handling broadcast call-sign assignments may benefit from some modifications, but the commission shouldn't try to get all the way out of the business of handling call-sign disputes, according to broadcasters in comments filed at the FCC last week.

In a notice of proposed rulemaking released earlier this month, the FCC proposed a variety of changes in its call-sign assignment rules, including the abandonment of its oversight. Under that plan, broadcasters would seek relief over call-sign disputes in the courts. But that's not a route broadcasters are eager to explore.

The National Association of Broadcasters recommended streamlining the current rules instead, changing the commission's standard for denying call-sign requests. Under the current rules, NAB noted, the FCC requires a party protesting a call-sign assignment to demonstrate only that the sign would result in a "significant likelihood of public confusion." As the commission itself had proposed, that standard could be changed to require the demonstration of a "clear and convincing likelihood of public confusion," NAB said.

But the NAB opposed an FCC proposal to stop requiring an applicant to notify broadcasters within 35 miles of community of license. (The commission suggested that issuance of a public notice on the matter was notice enough.) "The issuance of a notice by an agency in Washington—a notice that would not be sent to interested broadcast stations—is an inadequate substitute for the kind of specific notice currently given to stations that might be injured by another licensee's use of a particular set of call letters," NAB said.

NAB approved of proposals to drop sections of the rules prohibiting broadcasters from using some calls altogether and requiring calls to be in good taste. "There does not appear to be any compelling public interest reason for not allowing the assignment of call letters using the initials of the President, a living former President, the United States of America or any of its agencies or departments," NAB said. "Regarding the assignment of call letters in 'good taste,' it is NAB's view that a broadcaster choosing questionable call letters would have serious problems in gaining acceptance from advertisers and from members of the public. Thus, it does not appear that the commission need play any role in this area."

The National Radio Broadcasters Association said the FCC should retain its current procedures to consider and resolve objections to call-sign assignments before those requests are granted. "Because the use and promotion of call letters frequently involve a substantial investment in stationery, jingles and printed promotional materials, a broadcaster seeking a new or changed call sign needs to know before he makes an investment in the materials that are necessary for the use and promotion of the call sign that its right to use the call sign will not be challenged. Under the commission's proposal, not only would a broadcaster not have a means of knowing in advance its right to use a particular call sign was secure, but a broadcaster could be intimidated from using a desired call-letter combination that it would be clearly entitled to use under the commission's existing policies by the threat of protracted and costly court litigation."

NRBA, however, supported the commission's proposal to eliminate a section of the rules designed to prevent "trafficking" in call signs. "The NRBA agrees with the commission that the practice of brokers and licensees relating to the relinquishment and reassignment of call signs are in no way contrary to the public interest."

ABC recommended that the commission adopt its proposal stating that it would refuse to consider calls letters that has not been "a clear and convincing likelihood of public confusion." At the same time, ABC said, the commission should make clear that, in the absence of the most unusual circumstances, it would not consider objections from a station in one service against the assignment of call letters in another service. Also, ABC said, the commission should make clear that, in the absence of the most unusual circumstances, it won't entertain call-letter objections unless at least two of the last three were the same.

CBS said it agreed that the commission should continue resolving call-sign disputes. It also said it agreed with all of the commission's remaining proposals except the one that would delete the notice requirement. "CBS respectfully recommends that the commission retain the requirement that a station applying for a new call sign serve notice on the broadcast stations within 35 miles of the applicant's city of license. This requirement is essential to prevent broadcasters most interested in the application will learn of it and be in a position to exercise their rights to protect their stations against a confusingly similar call sign. The need for serving notice (other than through the daily commission releases) on area broadcasters is all the more acute if the commission shortens the time period for filing objections as the notice also proposes."

Cosmos Broadcasting Corp. urged the FCC to eliminate its current restriction on licensees' use of conforming call signs, "at least to the extent that it precludes conforming call signs by commonly owned stations licensed to widely separated communities and in different broadcast services, since no confusion to the listening or viewing public as to station location or community would result."

Susquehanna Broadcasting Corp. asked the FCC to adopt its proposal to eliminate the section of the rules prohibiting reassignment of call letters in the same community within 180 days of relinquishment. "Whatever the purpose of this rule might have been when it was adopted by the commission, it does, indeed, serve a useful purpose in the marketplace in which broadcast stations compete. That marketplace is heavily influenced by the rating services, because market rankings determine advertiser acceptance," it said. "If the 180-day rule is not retained, and call letters can immediately be shifted to another station in the same market or community, audiences could very well be credited to the wrong station to its benefit and to the detriment of the station relinquishing the call letters."

Arbitron Ratings Co. said the FCC should retain its restrictions on conforming call signs and reassignment of relinquished call letters to keep listener confusion to a minimum. "If call-letter confusion is permitted to create confusion in ratings, it is the listeners, as well as stations and advertisers, who will be the losers," Arbitron said. "This is so because ratings are the basic tools used by stations to determine what kinds of programing will best serve the interests of the public."

Continental OK. The FCC has clarified its authorization to Direct Broadcast Satellite Corp. to operate a direct broadcast satellite system to make clear that the system, in its initial phase, has the capability of serving the entire continental United States. In its order released Dec. 3, 1982, the FCC had granted DBSC authority to operate the system but had mischaracterized DBSC's proposal, stating that DBSC had proposed initially to serve only the Eastern section of the country.
Anne Jones ponders her four years

Commissioner, during her last week on the job, recounts some highlights and disappointments

For FCC Commissioner Anne P. Jones, last week was a time for reflecting on past commission accomplishments and for focusing on things still to be done. After four years, it was her last “full week on the commission.”

And in a luncheon speech before the task force of the National Coalition of Black Lawyers, she did both.

Jones spoke with satisfaction of her participation in the regulatory reform undertaken by the commission, most of it in the form of deregulation, and of the need for much more, though in terms of the commission’s processes. And although a lawyer, Jones expressed herself in the un-laylike—i.e., unvarnished—prose that has become something of a trademark.

“It is insane,” she said, “that radio and television licensing proceedings should drag on for years, or even decades, as they frequently have and still do.” A regulatory structure that permits or requires overcharging of some telephone customers to subsidize others when those being overcharged can desert the telephone system for “cheaper alternatives,” she said, is “equally crazy.”

Such plain talk reflects the independence and integrity observers spotted in Jones, a Republican from Boston, when she joined the commission in April 1979, after leaving a still-new job as general counsel of the Federal Home Loan Bank Board. For she quickly demonstrated she was not in Democratic Chairman Charlie Ferris’s pocket, even if her former classmate at Boston College Law School had recommended her for the job. Ferris’s Republican successor, Mark Fowler, can also testify to her independence.

Last week, at the last commission meeting Jones would attend, Fowler did. “You always tried to struggle with the issues and speak your piece,” he said. (Her determination to master the issues never left her, even on that final meeting day. She arose at 5:30 a.m. to complete her review of the agenda.)

Jones did not take the lead on many issues at the commission. That was not her way. In Commissioner Mimi Dawson’s view, Jones, in her determination to speak her piece, served another function: “She was the conscience of the commission.”

Jones had joined the commission at a time when the pace of regulatory reform was accelerating. She was there for Computer Inquiry 2, which permits AT&T to enter the competitive marketplace; for the deregulation of cable television, radio and subscription television, and for the telephone access charge proceeding, which she considers “the most important regulatory action by the commission” during her service.

All this, she said (although she hasn’t changed her mind that the telephone access charge decision, aimed at enabling the telephone industry to escape “the debilitating effects of irrational pricing structure,” is flawed.) But she seemed more concerned about what she said was the commission’s need to improve its efficiency.

The cellular radio proceeding was her principal exhibit. A technology available for a decade and capable of meeting a demonstrated need, she said, was kept from the public while the commission “struggled to create an acceptable regulatory structure for it.” It’s too bad, she said, the cost to the country in terms of lost productivity by those who could have used the service and of the 10-year head start given Japan and others in the technology could not be estimated. If it could, she said, “the figures might shock us into the realization that regulatory reform is a pressing need—not a second priority.”

Reforming procedures to drain such regulatory swamps was not the only assignment Jones bequeathed those who remain on the job. She mentioned, also, “establishment of a more rational and efficient method of allocating spectrum, identifying what, if any, regulation of telephony is appropriate to the post [AT&T]-divestiture world, and keeping an eye on cable as it progresses toward a fully wired nation.”

There was one bit of unfinished business she mentioned—and one that was of particular interest to her audience—the further lowering of barriers to entry and, where necessary, affirmative encouragement of wider participation in the telecommunications industry.

Jones noted that she was admittedly “reborn” on the issue; originally, she had been skeptical of the means by which the commission was seeking to facilitate greater participation in the industry by “underrepresented groups.” She supports those means now, she said, because “it is right and fair” and because “it is essential to our economic well being.”

The questions with which she was peppered following her remarks made it clear the black lawyers in Washington believe the commission is at fault in its own equal employment opportunity procedures. And Jones did not disagree. “I think the commission has to reach out and find minority applicants.” More than that, she placed the burden of responsibility for action on Fowler—“a leader must have a moral position”—and said that in time, the commission will be “embarrassed” into action.

Jones, whose tour at the commission ends tomorrow (May 31), is completing 15 years of government service.

She has no immediate plans for the future. But with the removal of the demands of her job at the commission, she will have time to take a breath and review the very active hiding for her services. There has been a heavy stream of calls and letters on that matter. She might also find time to reflect on a comment she made in an interview with Broadcasting in October 1978, after the White House announced she was President Carter’s choice to succeed Margita White: “I’m sure that people think I’ll be the woman commissioner. Those who don’t know me.”

They do now.
KOA(AM)-KOAQ(FM) Denver □ Sold by General Electric Broadcasting Co. to A.H. Belo Corp. for $22 million (“In Brief,” April 11). 
Sellar is New York-based subsidiary of General Electric Corp., group owner of three AM’s, five FM’s and three TV’s and owner of 13 cable systems. GE has put up all eight radio stations and two of its TV’s for sale (BROADCASTING, Nov. 22, 1982). It recently sold wrgbtv Schenectady, N.Y., for $35 million (BROADCASTING, May 2). Buyer, based in Dallas, owns one AM, one FM and three TV’s and is owner of cable system in Clarksville, Tenn., and publisher of The Dallas Morning News. It has announced termination of discussions with Gaylord Broadcasting Co. to purchase wvueTV New Orleans because parties could not reach definitive purchase agreement. KOA is on 850 kHz with 50 kw full time. KOAQ is on 103.5 mhz with 100 kw and antenna 1,045 feet above average terrain.

WSCR(AM) Hamden, Conn.; WPLR(FM) New Haven, Conn., and WHLY(FM) Leesburg, Fla. □ Sold by General Communicorp Inc. to Southern Broadcasting Group Inc. for $7,274,000. Seller is owned by Robert G. Herpe, president. He has no other broadcast interests. Buyer is principally owned by Peter H. Starr, president, and brother, Michael F. Starr. Starr brothers are former principals, with William F. Buckley, author and columnist, in Starr Broadcasting Group, of four AM’s, four FM’s and four TV’s which was merged into Shamrock Broadcasting Co. in 1979. Merger was approved by FCC after Starrs and Buckley settled suit filed by Securities and Exchange Commission. SEC had charged fraudulent manipulation of Starr stock. Wscr(AM) is daytimer on 1220 khz with 1 kw. Wplr is on 99.1 mhz with 10 kw and antenna 950 feet above average terrain. WHly is on 106.7 mhz with 100 kw and antenna 928 feet above average terrain.

WCME(FM) Rochester, N.Y. □ Sold by Community Music Service Inc. to Stoner Broadcasting System Inc. for $4.2 million. Seller, group owner based in Laconia, N.H., is owned by Sconnix Group Broadcasting Inc. It is headed by Scott R. McQueen, president, and owns three AM’s and four FM’s. Buyer is owned by Des Moines, Iowa, and is principally owned by Thomas H. Stoner, chairman (69.1%). It also owns five AM’s and six FM’s. WCme is on 96.5 mhz with 20 kw and antenna 457 feet above average terrain.

WGH-AM-FM Newport News, Va. □ Sold by Hampton Roads Broadcasting Corp. to COMMCOR Inc. for $3.2 million. Seller, based in Norfolk, Va., is subsidiary of The Daily Press Inc.; William R. Van Buren Jr. is president and Raymond B. Botton is chairman. It has no other broadcast interests. Buyer, based in Dayton, Ohio, is headed by J.R. Minor, chairman. It has no other broadcast interests. Wgh is on 1310 khz with 5 kw full time. WGH-FM is on 97.3 mhz with 74 kw and antenna 400 feet above average terrain. Broker: Blackburn & Co.

WXJY(FM) Menomonee Falls, Wis. □ Sold by Darrel Peters Productions Inc. to H. Stewart Corbett Jr. and others for $2 million. Seller is owned by Darrel Peters, who owns Wsxf(FM) Arlington Heights, Ill. Buyer is owned by H. Stewart Corbett Jr., Fred DeMatteis and Al Rogers. Corbett and DeMatteis are former owner of WHRR(FM) Hilton Head, S.C., and Rogers is former vice president and general manager of Wbhr. WXJy is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain.

KEPT(FM) Shreveport, La. □ Sold by Good News Broadcasting to Triple J. Communications for $1.85 million. Seller, based in Yukon, Okla., is owned by Gary L. Acker and W.E. Moore (50% each). Acker also owns Kwas(AM) Amarillo, Kkol(AM) El Paso and Kpas(FM) Kabins, all Texas; Wroaj(AM) Jacksonvile, Fla.; KriZF(AM) Roswell, N.M., and 50% of Klfj(AM) Springfield, Mo. He is also applicant for new FM at Wichita Falls, Tex. Moore also has interest in Wtnn(AM) Millington, Tenn. Buyer is owned by John N. Thomas, John R.L. Vaughan Jr., and Johnny L. Woolley (one-third each). They have oil and gas business at Longview, Tex., and no other broadcast interests. Kept is on 96.5 mhz with 100 kw and antenna 275 feet above average terrain.

Kkis(AM) Pittsburg, Calif., and Kdfm(FM) Walnut Creek, Calif. □ Sold by Schofield Broadcasting Co. Inc. to Harry and James Chabin for $1.7 million including $100,000 noncompete agreement. Seller is headed by Phillip Hoffman, president, who has no other broadcast interests. Buyer is owned by Chabin brothers (50% each). James Chabin is former Western marketing manager, CBS-owned TV stations. Harry Chabin is president of Arvada, Colo.-based drilling company. They have no other broadcast interests. Kkis is on 990 khz with 5 kw full time. Kdfm is on 92.1 mhz with 3 kw and antenna 89 feet above average terrain. Broker: William A. Elinre Inc.

Kdso(FM) Fremont, Calif. □ Sold by Spanish Metro to Leon A. Crosby for $1.5 million. Seller is owned by Robert L. Williams (85%) and James E. Coyle (15%). They also own Kctyj(FM)-Kray(FM) Salinas, Calif. Buyer also owns waf(tv) Johnstown, Pa., and has interest in new UHF TV at Richardson, Tex. Kdos is on 104.9 mhz with 3 kw and antenna 115 feet above average terrain.

Wwow(FM) Tallahassee, Fla. □ Sold by AmaRAD Co. to Kelly Communications Inc. for $1.47 million. Seller is owned by Maurice Negrin and George Jacobson. Negrin is also principal in Wmoj(FM) Alpharetta, Ga. Jacobson has no other broadcast interests. Buyer is principally owned by Jim McCruden. It also owns Wqdp(AM) Lakeland, Fla.; kjez(FM) Popular Bluff, Mo., and Ktgriam(FM)-Kcmq(FM) Columbia, Mo. Wowd is on

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ciates.

IKF(FM) Garden Grove, Calif. e Eighty percent sold by Orange Broadcasting Corp.
on Ned Lewis Family Trust and others to ries Communications Inc. for $1.4 mil-

ion. Seller is Ned Lewis, Victor K. Hardin, and Richard I. Gay (8%). They have no other broadcast interests. Buyer is owned by Arthur Astor, resident and owner of other 20% of sta-

tion's stock. Astor is among applicants for a General's KHHM-TH(FM) Los Angeles. He promises to dis-

ist himself of KIFK if he were to win KHHM-KTH(FM) contest. He has also

ought, subject to FCC approval. TIM-AM-

San Rafael, Calif. (see below). KIFK is a

94.3 mhz with 3 kw and antenna 245 feet

cove average terrain.

TIM-AM-FM San Rafael, Calif. e Sold by latt Communications Inc. to Marin Broad-

casting Co. for $1.2 million. Seller is owned by oal Platt, president and general man-

ger, and 10 other stockholders. They have 3 other broadcast interests. Buyer is owned by Arthur Astor, who is also buying IKF(FM) Garden Grove, Calif. (see above). TIM is daytimer on 1510 kHz with 1 kw. TIM-FM is on 100.9 mhz with 2.2 kw and antenna 300 feet above average terrain. roker: William A. Elinne Inc.

'HMP-AM-FM Northampton, Mass. e Sold by ione Valley Broadcasting to Northamp-

on Broadcasting Corp. for $1.2 million. Seller is owned by brothers, Charles W. and

eter L. DeRose, who have no other broadcast interests. Buyer, based in Middletown, 

Y., is owned by Robert F.X. Sillerman and ruce Morrow, who also own two AM's, vo FM's and one TV. WHMP is on 1400 kHz with 1 kw day and 250 kw night. WHMP-FM is a


/MOA-AM-FM Marietta, Ohio e Seeks assi-

nent of license from WMOA Inc. to Employe owned Broadcasting Corp. for $820,000, lus $180,000 noncompete agreement. Seller is owned by Ray H. Rosenblum, presi-

dent. He has no other broadcast interests. Buyer is principally owned by Carl Clevis, resident (51%). It also owns WIRAM (Marietta, Ohio) and part

er of WXCI-FM, London, Ohio. To comply with FCC duopoly rules, EOB will spin off WMOA-AM to Washington Technical College (see “For the Record,” page 71). WMOA-AM is on 1490 kHz with 1 kw day and 250 kw night. WMOA-FM is on 94.3 mhz with 3 kw and antenna 200 feet above average terrain.

/KDKD-AM-FM Clinton, Mo. e Sold by Clinton Broadcasting Co. Inc. to Clinton Radio Co. for $255,000, plus $300,000 noncompete greement. Seller is owned by Randle Boe-

en and wife, Joan, who have also bought, subject to FCC approval, KFOM-AM. Buyer is owned by John Lockton II (94%), his wife, Cheryl A., and Thomas V. Van Dyke (3% each). John Lockton is a native of Chippewa Village, Kan., insurance agent; Cheryl Lockton is housewife. Van Dyke is a Kansas City, Mo., attorney. KDKD-FM is day-

timer on 1280 kHz with 1 kw. Broker: Ralph E. Meador.

KXLR(AM) North Little Rock, Ark. e Sold by Shamrock Broadcasting Inc. to KEQZ Limited Partnership for $500,000. Seller, based in Hollywood, Calif., is headed by Roy E. Dis-

ney. Buyer is owned by general partner Rob-

cert Understein and group of eight limited partners including Washington communications attorneys Jason Shrinky, Bruce Eisen and James Weitzman. They are principals in KIELAM-KEQZ(FM) Jacksonville, Ark.; WKX-AM-WW(FM) Winchester, Va; KXLR-FM on 1150 kHz with 5 kw day and 1 kw night.

KRZ(AM) Waco, Tex. e Sold by KW Communica-

tions Inc. to P.R. V. Broadcasting Co. for $450,000 cash. Seller is principally owned by Stuart W. Klein, president. It has no other broadcast interests. Buyer is owned by Cindy Parks Vardeman, president, and her sis-

ter, Lynn Parks Rollins (50% each), who own real estate in Waco, Tex. They have no other broadcast interests. KRZI is on 1580 kHz with 1 kw day and 500 kw night.

WQZQ(FM) Moxoyck, N.C. e Sold by Chesape-

ake Communications Inc. to Southland Communications Inc. for $425,000. Seller is owned by Clyde E. Griffith, who has no other broadcast interests. Buyer is owned by Jim Hunt, his wife, Lynn, and Klaus Raab. Jim Hunt is co-owner at WEREAM (Plainfield, N.J., and Lynn Hunt is former saleswoman at WKER-AM) N.J. Raab is assistant vice president for steel company in Wayne, N.J. They have no other broadcast interests. WQZQ is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Regg-

ie Martin & Associates.

KBOQ(FM) Marina, Calif. e Sold by Marina Broadcasting Corp. to Glen E. Thompson and others for $1,000, plus assumption of $400,000 debt and additional consulting fee. Seller is owned by Clintell Porter, who has no other broadcast interests. Buyer is owned by Glenn E. Thompson, Laura Ellen Hop-

per, Leo Kesselman, Joe Thompson and Mega Porter, who is separated from Clintell Porter. Glen Thompson owns 52.5% of KRCQ(AM) Indio, Calif.; Kesselman and Hopper have interest in permittee for KTRT(FM) Beaverton, Ore.; Joe Thompson is station manager of KBOQ, and Vega Porter is bookkeeper there. KBOQ is on 92.7 mhz with 900 w and antenna 570 feet above average terrain.

KKDI-AM-FM Sheridan, Ark. e Sold by Cliff Packer Enterprises Inc. to Golden Eagle Communications for $350,000. Seller is owned by Cliff Packer and his wife, Elva. They have no other broadcast interests. Buyer is Texas general partnership, principally owned by Phillip T. Zeni. He also owns KSZN(AM) Pampa, Tex. KDDI is a 250 kw day-

timer. KKDI-FM is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Norman Fischer & Co.

KISO(AM) Medford, Ore. e Sold by CBF Broad-

casting Inc. to Ray Johnson for
$325,000. **Seller** is principally owned by John Ferris, who has no other broadcast interests. **Buyer** is owned by Ray Johnson, who also owns KTM(TF) Medford and KTVZ(TV) Bend, Ore. **KISS** is daytimer on 860 kw with 1 kw. *Broker: William A. Exline.*

**WFCB(FM) Chillicothe, Ohio** sold to Terins Enterprises to Wyandot Radio Corp. for $285,000. **Seller** is owned by Ronald Fewster and Burrel Adkins. Adkins is general manager of WFCB. Sellers have no other broadcast interests. **Buyer** is owned by David L. Smith, president (60%) and wife, Annette (40%). David Smith has interest in WFOB-AM-FM Fostoria, Ohio, and cable system in Bowling Green, Ohio. **WFCB** is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain.

**KZMK(FM) Bisbee, Ariz.** sold to Copper Valley Broadcasters Inc. to Ed Bording for $283,800. **Seller** is owned by Morin Scott Jr. (63.5%), George E. Worth (28.6%) and Palmer Stewart (7.9%). Last two also have minority interest in application for new FM at Carson City, Nev. Scott has no other broadcast interests. **Buyer** is Tucson, Ariz., lawyer, who has no other broadcast interests. **KZMK** is on 92.1 mhz with 50 w and antenna 207 feet above average terrain.

**WBFJ(AM) Winston-Salem, N.C.** sold to Beacon Broadcasting Inc. to WBFJ Radio of Winston-Salem for $281,000. **Seller** is owned by Quality Media Corp., headed by William J. Kitchen, president. It also owns WMCQ(AM) Chattanooga, and is applicant for new TV at Corpus Christi, Tex. **Buyer** is owned by Philip T. Watson, Winston-Salem accountant. He has no other broadcast interests. **WBFJ** is daytimer on 1550 kw with 1 kw.

**KIVE(FM) Glendale, Mont.** sold to Christ- tian Enterprises Inc. to Bigbom Broadcasting Inc. for $225,000, including $50,000 noncompete agreement. **Seller** is owned by Harold Erickson, L.E. Wood, Alvin House, Alvin Odenbach and Vern Phillips, who also owns KGLE(AM) Glendale; KGVW(AM) Belgrade, and KURL(AM) Billings, all Mont. **Buyer** is equally owned by brothers Roger S., John H. and Jeffrey Smither Werner, and Michael D. Waggoner. Roger Werner is local sales manager at KHSV-TV Minneapolis; John Werner is general manager and Waggoner is sales manager at KSRI(AM)-KJJO(AM) Minneapolis. **KIVE** is on 96.5 mhz with 100 kw and antenna 30 feet above average terrain.

**KCRJ-FM Cottonwood, Ariz.** sold to Verde Valley Broadcasting Inc. to Central Broadcast- ing Co. for $222,130. **Seller** is owned by James C. Sell and Dee Riddell Harris. They have no other broadcast interests. **Buyer** is owned by Ralph J. Carlson, president (59%); his sons, R. Steve and Brent J. (18% each); Alan D. Hague (15%), and David B. Castro (16%). Ralph and Steve Carlson also have interest in KRSP-AM-FM Salt Lake City and, with Hague, interest in KRCJ(AM) Elko, Nev. **Castor** is manager of KZZF(AM) Flagstaff, Ariz. Brent Carlson is salesman at KRSP-AM-FM Salt Lake City. **KCRJ** is on 95.9 mhz with 3 kw.

**WRMJ(FM) Aledo, Ill.** sold to Coleman Broadcasting Co. to Western Illinois Broad- casting Inc. for $150,000, plus $50,000 noncompete agreement. **Seller** is owned by Roger H. Coleman, president (70%), and wife, Marilyn (30%). They also own WRAM(AM) Monmouth, Ill. **Buyer** is owned by 15 Mercer county, Ill., businessmen, headed by William H. Longley, president. It has no other broadcast interests. **WRMJ** is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain.

**KZMS(FM) Gilmer, Texas** sold to a group headed by Henry Scribner of Wills Point, Texas, for $225,000. **Seller** is owned by John C. and Maxine Scribner (60%); Alan R. James (20%); and Jeffrey James (20%). **Buyer** is a group headed by William H. Scribner, president (60%); J.L. and Terese Mitchell (20%); and Alan J. Cox (20%). **KZMS** is on 96.3 mhz with 2 kw and antenna 200 feet above average terrain.

**WHBS(FM) Holiday, Fla.** sold to Holiday Broadcasting Systems Inc. to Variety Broad- casting Corp. for $800,000. **Seller** is owned by Lowell W. Paxson, president and major stockholder, who is also president and principal owner of WWQT(AM) Dunedin, Fla., which has been sold to Bay Area Communications Inc. (see “For the Record,” page 72). **Buyer** is owned by Gary S. Hess, president (25%), Sylvan Taplinger (25%), Michael and Dorothy Spector and their daughters, Roslyn Spooner and Ann Lief (12.5% each), who are also buying WWQT. **Taplinger** is former executive vice president of SIR Communications; Michael Spector is Florida-based record retailer. Hess has 25% interest in applicant for new FM’s at Middleton, Md., and San Angelo, Tex. **WHBS** is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain.

**KGW(AM) Stockton, Calif.** sold to Best Ra- dio Inc. to Central Valley Communications for $718,000. **Seller** is headed by Jack L. Siegel, president, who has interest in KNTF(FM) Ontario and KCKC(AM) San Ber- nardino, both California. It has sold KGWF(FM) Tracy, Calif. (see below). **Buyer** is wholly owned subsidiary of Home News Publishing Co., headed by William M. Boyd, chairman, who has interest in WKPT(AM)-WTFM(FM)-WKPT-TV Kingsport, Tenn.; WVEU(TV) Naples, Fla.; WINE(A) WRIK(FM) Brookfield, Conn.; WSN(GA) Trontion, Conn.; New Brunswick, N.J. **Home News** three cable systems, and is ap- plicant for new TV’s at Kannapolis, N.C. and Christiansted, Virgin Islands. **KGW** is a 1230 kw with 1 kw full time.

**WILE-AM-FM Cambridge, Ohio** sold to Cloverleaf Broadcasting Corp. to Grant H. fley for $700,000. **Seller** is owned by Wi- liam R. Coffey, James G. Granitas and N. cholas Theodosopoulos (one-third each) Coffey is general manager at WILE-AM-FM Granitas is Cambridge attorney, and The- dosopoulos is Cambridge accountant. T. also have CP for new AM at Troy, Ohio. **Buyer** owns Cambridge-based recording stu- dio and produces programs on local CAT system on leased channel. He has no other broadcast interests. **WILE** is daytimer c. 1270 kw with 1 kw. **WILE-FM** is on 96.7 ml with 1.3 kw and antenna 420 feet above average terrain.

**KGWF(FM) Tracy, Calif.** sold to Be Broad- casting Inc. to Central Valley Com- munications Inc. for $500,000. **Seller** is headed by J. L. Siegel, president, who has also sold KGWM(AM) Stockton, Calif. (see above). **Buyer** is wholly owned subsidiary of Hon- News Publishing Co., which is also buyer of **KGW**. **KGWF** is on 100.9 mhz with 3 kw an antenna 350 feet above average terrain.

**KBHFL(FM) Lincoln, Neb.** sold to Sound Ex- perience Broadcasting Co. to Radio Group Inc. for $500,000. **Seller** is group of seven shareholders, including David Benwar Glenn Cox and Marion L. McBryde, who are managing directors. Benwar owns Da- las-based PRISM Productions, TV produc- tion company. Cox and McBryde have no other broadcast interests. **Buyer** is owned by Sam (Sherwood) Sabeau and son, Tim (Ke- ly) Sabeau. Sam Sabeau is vice presi- dent and general manager of Metromedia **KNOW(AM) Denver.** Tim Sabeau is form vice president, prograining, of Heftf Broadcasting in Chicago. **KBHL** is on 95. mhz with 3 kw and antenna 115 feet above average terrain.

New trial sought by Multimedia in Donahue case
Producer says $5.9-million award to woman whose son was kidnapped by father was result of 'prejudice'; claims talk show host acted in accord with journalistic standards

The producer of Donahue is seeking a new trial of the charges that Phil Donahue was guilty of violating "the parent-child relationship" and of "outrageous conduct" when he permitted a guest on two of his programs instead of helping a mother recover her abducted child. A U.S. district court in Denver two weeks ago concluded that the conduct merited payment of damages to the mother of $5.9 million—an amount that attorneys for the producer, in asserting a new trial, said "is excessive and clearly the result of passion and prejudice."

The attorneys for Multimedia Program Productions Inc., Thomas B. Kelley and Frank R. Kennedy, also argue that the court had excluded evidence concerning journalistic standards that was relevant to issues in the case. They said "eminently qualified experts" had been prepared to testify that Donahue had acted in accord with journalistic standards that had been developed "in the public interest."

The request for a new trial was filed with the court in Denver on Monday, less than a week after the 6-year-old boy in the case was recovered, in Tulsa, Okla., and returned to his mother, Willow Lynne Cramlet, who lives in Arvada, Colo. (BROADCASTING, May 23). That development was cited as "newly discovered evidence" warranting a new trial as well, in another motion, as a reason for relief from the judgment.

The case grows out of a piece Donahue did, in two segments, for the Today show, in April 1980, on parents who kidnap their children. Wayne R. Anderson appeared in the segments to discuss the reasons he had abducted his son, Eland, then 3, who had been living with his mother, from whom Anderson was divorced.

Anderson, who was being sought by authorities on charges of violating the custody award to the mother, had contacted Donahue's staff and offered to participate in the program on the condition he appear in disguise and under an assumed name. Anderson also asked that someone take care of his boy, with whom he would be traveling, during the taping. Donahue agreed to the terms; his secretary took care of the boy, at Donahue's office at WGN-TV Chicago, while the father was being interviewed across town, at the NBC studios.

Despite the disguise, Cramlet recognized her ex-husband and notified authorities in Colorado, who called Donahue to ask for assistance in finding Anderson. Donahue staff members said they did not know whereabouts—he had dealt with them by telephone or through his mother. When Cramlet called, they said all information regarding guests was confidential.

Her response was to bring a suit that resulted in two trials. In the first, her principal allegations were that Donahue had not cooperated with the Colorado authorities. That trial ended in a hung jury—according to one unconfirmed report, the six-member jury divided, 5-1, in favor of Donahue. In the second trial, she contended that Donahue's failure to turn the boy over to authorities when he was in his custody—instead of returning...
him to the father at the end of the interview—made the production company liable for "outrageous conduct" and provided evidence of a "conspiracy" with Anderson to interfere with the "parent-child relationship." The jury awarded her $1.7 million in actual damages and $4.2 million in punitive damages.

Donahue has maintained that he felt that, as a journalist, he was obligated to keep his promise to Anderson. Last week, he said, "I didn't do anything to impede or enhance the work of the police—I'm a reporter." What's more, for the allegation he should have turned the boy over to the authorities, he said, "I'd go to jail myself before making a moral judgment like that—presuming I'd know what's best for that family."

The counsel for Cramlet, Gregg Fasing, said that although the defense "tried to use the First Amendment, this is tortious conduct—a civil wrong—for which a plaintiff can collect compensatory and punitive damages. The fact that they [acted as they did] just to get an interview doesn't mean anything. The law doesn't permit it."

Multimedia Program Productions' motion for a new trial says the case "involved the highly emotional circumstances of a mother who had been separated from her son at the hands of the boy's father," and adds that the only conduct claimed to be the basis for an award of damages was the defendant's employee's caring for the child for "a few hours" and then permitting the father to take the child with him. The $5.9-million judgment, the motion says, "is grossly excessive and clearly the result of passion and prejudice on the part of the jury."

Donahue's effort to invoke the traditions and ethics of journalism did not avail him much. Three media organizations—the National Association of Broadcasters, the Radio-Television News Directors Association and the Reporters Committee for Freedom of the Press—had filed a joint brief in advance of the first trial supporting the defense's request for a summary judgment, which was denied. And although testimony under which Donahue said he was operating was admitted in the first trial, it was excluded in the second.

The motion for a new trial said such testimony would have shown that "ethical principles and standards in journalism...have been developed in the public interest and would have demonstrated how the public interest is served by relationships such as that which existed between the defendant and Wayne R. Anderson for purposes of receiving information from him." And the evidence regarding those standards, the motion says, are relevant to all of the issues raised in the case—the "intent" of Donahue, whether the conduct was "reckless" and if it had been "outrageous," that is, "utterly intolerable in a civilized community."

The recovery of the boy—as the result of any investment on the part of the station—Silent Radio has placed the "electronic billboards" in more than 200 locations and reports "extremely positive interest on the part of both advertisers and consumers."

**War memorial**

Tonight, Monday (May 30), the PBS public affairs show, *Frontline*, is scheduled to air an independently produced documentary, *Vietnam Memorial*. The film, by Washington-based filmmakers Steve York and Foster Wiley, was shot on location last Veteran's Day (November 11, 1962), at the dedication of the Vietnam War Memorial in Washington.

**Olympic effort**

The Los Angeles Olympic Organizing Committee has sold the 1984 Olympic television broadcasting rights for Canada to the Canadian Broadcasting Corp. for $3 million and for Latin America, including Mexico, to the Latin American Broadcasting Organization for $2.15 million. The LAOOC also recently sold broadcast rights to Africa, exclusive of South Africa, for $200,000. Negotiations are pending with China, the USSR, most Arab states, and the Caribbean Broadcasting Union for rights to televise the games.

**Executive sessions**

Blue Box Productions, the TV studio facilities segment of American Express Co.'s communications services unit, has started a new service: Executive training in such potential communications problem areas as being interviewed by the news media, making speeches, conducting presentations and running meetings. Blue Box, at 125 Broad Street, in New York's Wall Street area,
How incredible?

Jan Landsburg Productions, producer of ABC-TV's That's Incredible, has announced a second annual "Most Incredible That's Incredible Story" scholarship program, where high school students have a chance to win a $2,500 college scholarship or an idea broadcast on the show. According to the company, the scholarship idea was developed by school teachers who have integrated the program into their curriculum. In addition, the winning school will receive a $500 cash prize.
BROADCASTING

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* Last week's quote should have read 520 not 445.

*Broadcasting with other major interests

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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 calculated company registered net loss. *** Stock split, Deficit = Stock traded at less than 1/2 cents. **** Stock inactive due to limited bidding.
Electric and RCA, said Crane, while those expecting to do so by late 1984 are Honeywell, Magnavox and Zenith.

To offer a locally originated teletext service in concert with Extravision, as WBT(TV) has decided to do, a broadcaster must purchase a small computer and multiplexer, costing from $125,000 to $150,000, and hire "a very modest staff," said Crane. A more elaborate service with on-line, real-time updates, would require an investment of "over $250,000 plus a larger staff."

A local teletext service can allow a station to offer classified ads, graphic portrayals of local traffic conditions, airline flight arrivals and up-to-the-minute information about entertainment available in the market, said Crane. A station can supplement local newscasts with background reports and sidebars and local advertisements with details on sales and specials. Nationally, Extravision offers news, weather, financial information and sports along with special features including information from the Dow Jones news wire and a gossip column from Hollywood.

**New videotext partners:**

**Times Mirror and Post; Knight-Ridder and Newhouse**

Four media companies have entered into two separate joint venture agreements in the electronic publishing field. The Washington Post Co. announced that it has signed an agreement with Videotex America to explore videotext service opportunities in the Washington area. (Videotex America is a joint venture between Times Mirror, Los Angeles, and Infomart, a Toronto-based database company.)

And Knight-Ridder Newspapers has lined up another partner to share market data from its videotext experiment in southern Florida—Newhouse Newspapers.

The Times Mirror Post agreement calls for TM to share results of its market research test in southern California, scheduled to be launched in the second quarter of next year. "The Post wants to learn all it can about videotex in its infancy," Washington Post Co. President Donald Graham said. "We believe there may be substantial demands for this service in the future and we want to be ready to provide it," he said.

Although most of Washington is not cabled, a company spokesman said videotex could be made available through phone lines. Subscribers could access data through home terminals, either leased or bought.

Times Mirror has concluded a preliminary test in southern California and found videotext is viable and desired. The new commercial venture will be called Gateway. Videotex America also has struck deals with the Arizona Republic/Phoenix Gazette, Minneapolis Star & Tribune, Florida Times-Union/Jacksonville Journal, Sacramento Bee and San Francisco Chronicle.

Knight-Ridder has tested videotext in southern Florida. Results from there will be the basis for future ventures between K-R and Newhouse. If all goes well, the two companies anticipate videotext ventures in New Orleans, Cleveland, Portland, Ore. and Newark, N.J., cities where Newhouse owns newspapers. The papers involved include the Times-Picayune/States-Item, the Oregonian, the Plain Dealer and the Star-Ledger, respectively.

The Newhouse agreement adds another major entity with which Knight-Ridder will share information from its Viewtron experiment in Coral Gables, Fla., set for its initial consumer marketing phase in September. The Viewtron experiment is a venture between Knight-Ridder and AT&T, which is supplying the test's hardware.

K-R also has agreements with Affiliated Publications (Boston Globe), Capital Cities Communications (Kansas City Star/Time), and (Fort Worth Star-Telegram), the Seattle Times Co. (Seattle Times) and Abell Publishing (Baltimore Sun).
As compiled by BROADCASTING, May 16 through May 20, and based on filings, authorizations and other FCC actions.


New stations

AM Applications

* Unalaska, Alaska—Denali Broadcasting Co., Inc. seeks 281.63 kHz, 5 kw, DA-2, 2 kHz, 1 kw, 900 U.S.-A., N.W. Address: 5194 East Tudor Road, Anchorage, Alaska 99507. Principal is John Lindauer, general, who also has 49.1% interest in KVAK(AM) Valdez, Alaska. Filed May 11.

* Beverly Hills, Calif.—Cozzin Communications Corp. seeks facilities of KHJ(AM) Los Angeles; 930 kHz, 5 kw, DA-11, Address: 2924 Chargin Boulevard, Pepper Pike, Ohio 44122. Principal is owned by Bill Cosby (51%) and Joseph T. Zingle, president (49%). They also are applicants for facilities of RKO General Inc.'s stations at Boston; New York; Bethesda, Md.; Washington; Ft. Lauderdale, Fla.; Chicago; Memphis, and Los Angeles (see below). They will divest one AM or one FM upon approval of this application. Filed May 11.

* Ft. Lauderdale, Fla.—Howard L. Green Inc. (85%) and Martha Lorena Alfaro (15%) and Martha Lorena Alfaro, president (10%) and Martha Lorena Alfaro, director, who also has 49.1% interest in KVAK(AM) Valdez, Alaska. Filed May 11.

* Woodbine, Calif.—South Jersey Radio Inc. seeks facilities of KHJ(AM) Los Angeles; 930 kHz, 5 kw, 900 U.S.-A., N.W. Address: 15 Shore Road, Linwood, N.J. 08221. Principals: Howard L. Green and Donald M. Simmons (50% each). They also own WOND(AM) Pleasantsville and WGMG(AM) Atlantic City, both New Jersey; WENY(AM)—WELZ(FM); WENY-TV Elmira, N.Y., and are applicants for facilities of RKO General Inc.'s stations at Boston; New York; Bethesda, Md.; Washington; Ft. Lauderdale, Fla.; Chicago; Memphis, and Los Angeles (see below). They will divest one AM or one FM upon approval of this application. Filed May 11.

* Richmond, Calif.—Cozzin Communication Corp. seeks facilities of KFRC(AM) San Francisco; 610 kHz, 5 kw, DA-11, Address: 2924 Chargin Boulevard, Pepper Pike, Ohio 44122. Principal is owned by Bill Cosby (51%) and Joseph T. Zingle, president (49%), who also are applicants for facilities of RKO General Inc.'s stations at Boston; New York; Bethesda, Md.; Washington; Ft. Lauderdale, Fla.; Chicago; Memphis, and Los Angeles (see below). Filed May 12.

* San Francisco—Bryan Benware seeks facilities of KFRC(AM) San Francisco; 610 kHz, 5 kw, DA-11, Address: 2924 Chargin Boulevard, Pepper Pike, Ohio 44122. Principal is owned by Howard L. Green and Donald M. Simmons (50% each). They also are applicants for facilities of RKO General Inc.'s stations at Boston; New York; Bethesda, Md.; Washington; Ft. Lauderdale, Fla.; Chicago; Memphis, and Los Angeles (see below). Filed May 12.

* San Francisco—N.T. Media Co. seeks facilities of KFRC(AM) San Francisco; 610 kHz, 5 kw, Address: 15 Shore Rd., Linwood, N.J. 08221. Principals: Howard L. Green and Donald M. Simmons (50% each). They also are applicants for facilities of RKO General Inc.'s stations at Boston; New York; Bethesda, Md.; Washington; Ft. Lauderdale, Fla.; Chicago; Memphis, and Los Angeles (see below). Filed May 12.

* San Francisco—KTRU(AM) seeks facilities of KFRC(AM) San Francisco; 610 kHz, 5 kw, DA-11, Address: 2924 Chargin Boulevard, Pepper Pike, Ohio 44122. Principal is owned by Howard L. Green and Donald M. Simmons (50% each). They also are applicants for facilities of RKO General Inc.'s stations at Boston; New York; Bethesda, Md.; Washington; Ft. Lauderdale, Fla.; Chicago; Memphis, and Los Angeles (see below). Filed May 12.

* Los Angeles—Stephen E. Powell seeks facilities of KHJ(AM) Los Angeles; 930 kHz, 5 kw, DA-11, Address: 2924 Chargin Boulevard, Pepper Pike, Ohio 44122. Principal is owned by Howard L. Green (40%), Amy L. Luther (20%), and Martha Lorena Alfaro (40%), who also are applicants for facilities of RKO General Inc.'s stations at Boston; New York; Bethesda, Md.; Washington; Ft. Lauderdale, Fla.; Chicago; Memphis, and Los Angeles (see above). Filed May 12.

* Los Angeles—Vallejo Radio seeks facilities of KHJ(AM) Los Angeles; 930 kHz, 5 kw, DA-11, Address: 4072 Township Avenue, Simi Valley, Calif. 90031. Principal is owned by Manuel A. Cabanas, who has 9% for new AM at Simi Valley, which he will divest himself of upon approval of this application. Filed May 12.

* Pleno Beach, Calif.—Adelman Communications seeks 1200 kw, 5 kw, DA-0, 1 kw, 900 U.S.-A., Address: 37639 Chung, Palmdale, Calif. 93550. Principal also is applicant for low-power TV at Palmdale, Calif. Filed May 12.

* Bethesda, Md.—First City Communications Inc. seeks facilities of KFRC(AM) San Francisco; 610 kHz, 5 kw, DA-11, Address: 2924 Chargin Boulevard, Pepper Pike, Ohio 44122. Principal is owned by Howard L. Green and Donald M. Simmons (50% each). They also are applicants for facilities of RKO General Inc.'s stations at Boston; New York; Bethesda, Md.; Washington; Ft. Lauderdale, Fla.; Chicago; Memphis, and Los Angeles (see above). Filed May 12.

* Bethesda, Md.—Potomac Broadcasting Corp. seeks facilities of WGMS(AM) Bethesda; 570 kHz, 5 kw, DA-11, Address: 7000 Wyndale Street, N.W., Washington D.C. 20015. Principal is headed by Joseph C. McLaughlin president, and Charlene A. Woody (29%). It also is applicant for WGMS-FM Washington. Filed May 12.

* Bethesda, Md.—South Jersey Radio Inc. seeks facilities of WGMS(AM) Bethesda; 570 kHz, 5 kw, DA-11, Address: 15 Shore Road, Linwood, N.J. 08221. Principal is owned by Howard L. Green and Donald M. Simmons (50% each). They also are applicants for facilities of RKO General Inc.'s stations at Boston; New York; Bethesda, Md.; Washington; Ft. Lauderdale, Fla.; Chicago; Memphis, and Los Angeles (see above). Filed May 12.

* Bethesda, Md.—TNR Broadcasting Group Inc. seeks facilities of WGMS(AM) Bethesda; 570 kHz, 5 kw, DA-11, Address: 15 Shore Road, Linwood, N.J. 08221. Principal is owned by Howard L. Green and Donald M. Simmons (50% each). They also are applicants for facilities of RKO General Inc.'s stations at Boston; New York; Bethesda, Md.; Washington; Ft. Lauderdale, Fla.; Chicago; Memphis, and Los Angeles (see above). Filed May 12.

* Bethesda, Md.—Washington Metropolitan Broadcasters Inc. seeks facilities of WGMS(AM) Bethesda; 570 kHz, 5 kw, DA-11, Address: 15 Shore Road, Linwood, N.J. 08221. Principal is owned by Howard L. Green and Donald M. Simmons (50% each). They also are applicants for facilities of RKO General Inc.'s stations at Boston; New York; Bethesda, Md.; Washington; Ft. Lauderdale, Fla.; Chicago; Memphis, and Los Angeles (see above). Filed May 12.

* Bethesda, Md.—Washington Metropolitan Broadcasters Inc. seeks facilities of WGMS(AM) Bethesda; 570 kHz, 5 kw, DA-11, Address: 15 Shore Road, Linwood, N.J. 08221. Principal is owned by Howard L. Green and Donald M. Simmons (50% each). They also are applicants for facilities of RKO General Inc.'s stations at Boston; New York; Bethesda, Md.; Washington; Ft. Lauderdale, Fla.; Chicago; Memphis, and Los Angeles (see above). Filed May 12.

* Bethesda, Md.—Washington Metropolitan Broadcasters Inc. seeks facilities of WGMS(AM) Bethesda; 570 kHz, 5 kw, DA-11, Address: 15 Shore Road, Linwood, N.J. 08221. Principal is owned by Howard L. Green and Donald M. Simmons (50% each). They also are applicants for facilities of RKO General Inc.'s stations at Boston; New York; Bethesda, Md.; Washington; Ft. Lauderdale, Fla.; Chicago; Memphis, and Los Angeles (see above). Filed May 12.

* Bethesda, Md.—Washington Metropolitan Broadcasters Inc. seeks facilities of WGMS(AM) Bethesda; 570 kHz, 5 kw, DA-11, Address: 15 Shore Road, Linwood, N.J. 08221. Principal is owned by Howard L. Green and Donald M. Simmons (50% each). They also are applicants for facilities of RKO General Inc.'s stations at Boston; New York; Bethesda, Md.; Washington; Ft. Lauderdale, Fla.; Chicago; Memphis, and Los Angeles (see above). Filed May 12.

* Bethesda, Md.—Washington Metropolitan Broadcasters Inc. seeks facilities of WGMS(AM) Bethesda; 570 kHz, 5 kw, DA-11, Address: 15 Shore Road, Linwood, N.J. 08221. Principal is owned by Howard L. Green and Donald M. Simmons (50% each). They also are applicants for facilities of RKO General Inc.'s stations at Boston; New York; Bethesda, Md.; Washington; Ft. Lauderdale, Fla.; Chicago; Memphis, and Los Angeles (see above). Filed May 12.

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* Bethesda, Md.—Washington Metropolitan Broadcasters Inc. seeks facilities of WGMS(AM) Bethesda; 570 kHz, 5 kw, DA-11, Address: 15 Shore Road, Linwood, N.J. 08221. Principal is owned by Howard L. Green and Donald M. Simmons (50% each). They also are applicants for facilities of RKO General Inc.'s stations at Boston; New York; Bethesda, Md.; Washington; Ft. Lauderdale, Fla.; Chicago; Memphis, and Los Angeles (see above). Filed May 12.
Radio station owners and operators:
Is your national rep more interested in building your station's sales or its own size?
We're one radio representative with one name and one aim: to sell advertising for your station. Call us. You'll get our immediate and undivided attention.

Attention...
Boston—Chili 213 FM Radio seeks facilities of WYHM(FM) Chicago; 103.5 mhz; 4.3 kw; HAAT: 1,140 ft.; Address: 2926 51st Avenue, Chicago, Ill. 60640. Principal is owned by Wal-Mart Stores Inc. (50%), Kegler M. Bridges and Robert B. Bolding (30% each). The latter two have no other broadcast interests. Filed May 12.

Chicago—First City Communications Inc. seeks facilities of WYHY(FM) Chicago; 103.5 mhz; 4.3 kw; HAAT: 1,140 ft.; Address: 2926 51st Avenue, Chicago, Ill. 60640. Principal is owned by Wal-Mart Stores Inc. (50%), Kegler M. Bridges and Robert B. Bolding (30% each). The latter two have no other broadcast interests. Filed May 12.

Chicago—KQLM Radio Co. seeks facilities of WYHY(FM) Chicago; 103.5 mhz; 4.3 kw; HAAT: 1,140 ft.; Address: 2926 51st Avenue, Chicago, Ill. 60640. Principal is owned by Wal-Mart Stores Inc. (50%), Kegler M. Bridges and Robert B. Bolding (30% each). The latter two have no other broadcast interests. Filed May 12.

Chicago—Robert Passino seeks facilities of WYHY(FM) Chicago; 103.5 mhz; 4.3 kw; HAAT: 1,140 ft.; Address: 5858 N. Western Avenue, Chicago, Ill. 60640. Principal is owned by D-I Management Inc. (50%), Letisha G. Moniz (20%) and Dorothy M. Finley (30%). The latter two have no other broadcast interests. Filed May 12.

Chicago—CityStar Broadcasting Corp. seeks facilities of WYHY(FM) Chicago; 103.5 mhz; 4.3 kw; HAAT: 1,140 ft.; Address: 1020 Lawrence Avenue, Chicago, Ill. 60640. Principal is owned by D-I Management Inc. (50%), Letisha G. Moniz (20%) and Dorothy M. Finley (30%). The latter two have no other broadcast interests. Filed May 12.

Boston—Cox Television Co. seeks facilities of WYHM(FM) Chicago; 103.5 mhz; 4.3 kw; HAAT: 1,140 ft.; Address: 2926 51st Avenue, Chicago, Ill. 60640. Principal is owned by Wal-Mart Stores Inc. (50%), Kegler M. Bridges and Robert B. Bolding (30% each). The latter two have no other broadcast interests. Filed May 12.

Boston—Western Broadcasting Corp. seeks facilities of WYHM(FM) Chicago; 103.5 mhz; 4.3 kw; HAAT: 1,140 ft.; Address: 2926 51st Avenue, Chicago, Ill. 60640. Principal is owned by Wal-Mart Stores Inc. (50%), Kegler M. Bridges and Robert B. Bolding (30% each). The latter two have no other broadcast interests. Filed May 12.

Boston—First City Communications Inc. seeks facilities of WYHM(FM) Chicago; 103.5 mhz; 4.3 kw; HAAT: 1,140 ft.; Address: 1020 Lawrence Avenue, Chicago, Ill. 60640. Principal is owned by D-I Management Inc. (50%), Letisha G. Moniz (20%) and Dorothy M. Finley (30%). The latter two have no other broadcast interests. Filed May 12.

Boston—KQLM Radio Co. seeks facilities of WYHY(FM) Chicago; 103.5 mhz; 4.3 kw; HAAT: 1,140 ft.; Address: 5858 N. Western Avenue, Chicago, Ill. 60640. Principal is owned by D-I Management Inc. (50%), Letisha G. Moniz (20%) and Dorothy M. Finley (30%). The latter two have no other broadcast interests. Filed May 12.
M'S BROADCASTING, recently sold to Shamrock Broadcasting Co., of Oklahoma City, has announced an offer to buy KCWE(FM) in Kansas City, Missouri. The offer is for $1 million in cash plus $50,000 in stock. The offer is subject to approval by the Federal Communications Commission.

The offer is for the purchase of a 50% interest in KCWE(FM), a 100-watt AM station in Kansas City. The offer includes the sale of the station's license and all related assets. The offer also includes the purchase of the station's building and transmitter.

The offer is subject to approval by the Federal Communications Commission. If approved, the sale is expected to close in the fourth quarter of this year.
RADIO

HELP WANTED MANAGEMENT

General manager. Experienced, strong sales, hun- gry, inquisitive, forward thinking, group-owned AM-FM combo. Mid-Atlantic, end of the rainbow locale. Replace retiring GM. Excellent benefits/fringe, stability. Reference, salary history to Box W-77, EOE.

Sales-oriented group seeking future sales man- agers. Aggressive, detail oriented, hard working reps can earn 20% commissions for our AM or FM, EOE. M/F. Send resume to: KUDK, Box 6340, Tyler, TX 75711.

Sales-oriented general manager wanted for at- tractive two-year-old operation in growing market of over 20,000. Major university with additional 7,000 population. Excellent salary, vehicle furnished, and top benefit plan, including pension. Community-oriented leader will be our first choice. Send resume, salary require- ments, sales performance and references to: Dave Laustsen, Vice President, Dakota North Plains Corporation. Box 910, Volga, SD 57071.

HELP WANTED SALES

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

Young, progressive company needs self-motivated salesperson. Resort area with unlimited potentil. Send resume to KVIN, Box 419, Vinilla, OK 74301.


Bi-lingual A/E needed for Hispanic station. Only ex- perience’s need apply. Send complete resume to David Armstrong, KEYH, 3130 Southwest Freeway, Suite 501, Houston, TX 77039. No phone calls, EOE.

If you can produce sales results without a boss breathing down your neck, we’ll show you how you can earn over 50 thousand dollars a year and still have time to develop your tennis game. Call Bob Manley, 806-372-2329. Travel required within your state.

“Here’s a rate card. Don’t come back until you’ve sold something.” If that’s been the extent of your sales training to date, we offer an entry-level position with the opportunity to train in a professional and suppor- tive environment. We’ll do everything possible to in- sure your success and supply you with the tools for career advancement. In return, we’ll demand long hours of hard work, extraordinary dedication and ex- ceptional performance. Equal opportunity employer. WHAP Box 621, Howepl, VA 23860.

Account executive, experienced, proven track record to sell music of your life format for WECK-AM in Buffalo, NY. Earning potential for heavy weight in the $30s and more. Send resume, billing history and references to: Mr. Stephen H. Rail, 2900 Genesee Street, Buffalo, NY 14225. EOE.

HELP WANTED ANNUCERS

Fastest growing suburban NYC AC needs ex- perience personally for expanding staff. Top Island signal. Tape & resume to WALK FM/AM, PO Box 230, Patchogue, NY 11772, EOE.

WHGO, the New York area's jazz station, has an im- mediate opening for a 5 to 10AM jazz information an- nouncer. The successful applicant will have a wide knowledge of jazz, and an ability to handle some news/talk/weather/information duties. Send a resume and audition tape to Al Pryor, Program Director, WHGO-FM, PO Box 8, Newark, NJ 07101.

Top-rated contemporary FM station in Midwest market seeking top notch announcers with good pro- duction skills for future full time openings. Experience with automation systems a plus! Resume, references, and salary requirements only to Box W-155.

We’re looking for the best talent in America. A very rare opening in a major market. Salary and benefits are commensurate. Send tape and resume to: PO Box 33003, Washington, DC 20033. All inquiries will be kept confidential.

Creative professional announcer for Sunbelt area at one of America's great radio stations. Excellent benefit/working conditions. Prefer at least 5 years experience in top 50 markets. Smooth delivery for adult radio station. Send resume only to Box W-167, EOE.

Small market modern country radio station looking for experienced disc jockey. Good company benefits. Send resume, three tapes/tapes and resume to: PO Box 33410, Cypress Gardens, FL 33880. Equal opportunity employer, M/F.

Mature-experienced, announcer-production, early morning, North Alabama power FM, contemporary beautiful, CBS, Tape and resume to: Allen Moore, WASA, Rt. 1, Lacey's Spring, VA 24574.

WSRS, one of New England’s top adult music sta- tions, seeks tapes & resumes from those interested in future announcer/production and announce/news positions as they may occur. Beautiful-easy listening format. Tapes & resumes to Box 961, West Side Sta- tion, Worcester, MA 01602 EEO.

WGUL-AM, a MOYL station, has immediate open- ing for experienced professional to do air shift, pro- duction, and remotes. Applicants should be creative, promotion-oriented, and have an appreciation for com- munity involvement and public service. Salary commensurate with experience and tape and resume to: Les Forster, WGUL, 7212 US Highway 19, New Port Richey, FL 34652. Equal opportunity employer.

HELP WANTED TECHNICAL


Growing NC-based company has an opportunity for an energetic chief engineer to take charge of and maintain AM/FM facilities. Salary commensur- ate with experience. Send resume and salary require- ments to Tommy Walker, Box AJ, Jacksonville, NC 28540. 919-455-5300.

Anxious to move up? If you're an experienced radio engineer who's paid his dues in a small or medium market and think you have the expertise to join a com- petent and innovative staff at a major market leader, here's a chance! Tell us what you know and what you've done. Send resume, you keep your resume/automat- ion, STL, remote control, digital, satellite, etc. Include salary desired. Engineering, WBEN, 2077 Elmwood Avenue, Buffalo, NY 14207 EOE.

Chief engineer/announcer for AM/FM in upper Midwest. Excellent benefits, Salary: $20K+. We re- quire an experienced, hard working individual with experience in directional arrays. Resume only in confidence to Box W-159.

Communications engineer for Southeastern Louisiana University. See ad listing under "Telecasting/Help Wanted Technical" in this issue of Broadcasting.
SITUATIONS WANTED MANAGEMENT

Continued

35 year pioneer seeks general manager's job. Looking for grow in size, if you're looking toward retiring. After 6 PM, Call 912-723-5229, or write Box W-181.

Experienced general manager seeks new challenge in small to medium SE market. Strong sales, programming & promotional abilities, plus complete appreciation for P&L. Robert E. Powell, 1181 Spanish Point Dr, Beaufort, SC 29902. 803-524-8138, after 6PM.

One manager seeks country FM PD position, West Coast. Write Box W-183.

SITUATIONS WANTED ANNOUNCERS


Can wear 2 hats. 9 years computer operator, now a trained broadcaster with writing skills. All markets. Salary negotiable. Guy Hamilton, 212-784-7484.

Radio news announcer with sportscasting experience just wasting away! Looking for full-time sportscaster position. PBP experience, two years' production experience, 2 years interview experience with commercial stations. Almost 3 full years in radio. Want to stay in New England region. Call Mark Merril after 2 pm weekdays or anytime week-ends, 872-5279 for tape & resume.

Country or oldies format. Announcer with 7 years' experience seeking East Coast or Ohio medium market. BA, family man. Presently employed. Live formats only. Write Box W-130.

I've reached a plateau. Small market radio professional seeks job, preferably in Florida. I have done it all, 3 yr. experience, 2 in the Sunshine State. Dedicated, serious. 904-766-7577.

Creative Writer/Female Broadcaster, DJ, interview, talks/news. First opportunity now wanted. Tape, Adrian. 210-773-3492.

Experienced programmer looking to settle in Florida. Excellent track record, PD, MD or drive time air personality position sought. Country, A/C or radio. Write Box W-162.


Sincere, creative, mature announcer/engineteer Graduate of broadcasting school is seeking fulltime entry level position. I have practical hands on training. I have earned FCC general and SBE certification, willing to relocate. William Hall, 5917 Willywood, Rocklin, CA 95677. 916-624-7458.

An arrogant ego-maniac I'm not. An experienced, number one rated medium market announcer I am. Currently morning man, assistant PD, music director for contemporary country powerhouse. Seeking medium, major market programming and/or announcer position. Proven, stable background in all phases of broadcasting. Reply Box W-166.

Mature family man, ten years' experience, all phases, including management, Disciplined, Don Fregeau, PO. Box 432, Dextor, MI 48134 314-624-7260.

Announcer/sportscaster. Seven years' experience, know rock format. Southern Rockies, West Coast leave message. 303-651-3079.

Veteran Personality jock—one to one communicating. Rock or country format. Prefer Western states 763-458-7406.

College degree and experience including 50,000 watt market and 150,000 watt market, seeking MOR or country format, small or medium market. Prefer NorthWest, but will consider anywhere. No automation. Tape and resume upon request. Rich, 509-326-2354.


"Person who says 'I can't be done', should not inter-rupt personality position. I have excellent broadcasters who understand radio is a business—ex-celent announcers, producers, salespeople and engineers—both radio and TV. Hire our people. The Radio School, 1462 Del Paso Blvd, Sacramento, CA 95815. 916-920-2090.


SITUATIONS WANTED NEWS

Six years sport pro seeking station committed to community involvement. Strong PBP, innovative reporting. Will consider news comedy. Write Box W-87.

10-year sports enthusiast. Football, basketball, baseball PBP. Superb sports reports. Ready to hustle for your station. Mike now, 414-744-1428. Tape and resume upon request.

Experienced NCAA football and basketball play by play man seeks SD/PB position. Contact Pat Foss, 912-537-9716.

College grad looking for position as talk show host/newscaster. Great delivery, witty and a skilled ad libber. News talk format would be perfect. Steve. 212-336-6835.

I love sports! 8 months' experience reporting—school station, etc. Seeking a PD position. Send resume, 763-477-1157.

News director looking for position in larger market. 620-956-9414.

Attention Oklahoma/Texas: award-winning news director, with sales background & 20 years' broadcast experience, is looking for permanent roots in small or medium market. I need good live sale & benefits. I offer talent & loyalty. Mike Troy, 405-226-4505.

Experienced NCAA football and basketball play by play man seeks SD/PB position. Contact Dave Waguanam, 412-274-7278.

Sports director looks to move up. PBP experience, fresh and colorful approach; will consider sports-news combo. 210-763-5587, after 4.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

CHR/hot tracks program, Bobby Christian, 8 yrs. as PD/OM at WXXK (WHXK), WMET, KXKK (KPKE), KUPD. 16 years in radio. 10 years' experience in audience/market research. Excellent track record. Top stops. 303-635-8279.

Family man with ten years broadcasting and seven years management experience seeking station PD/OM position. Excellent new equipment. Super opportunity for station and personal growth. Must have broadcast management experience. be ambitious and willing to work hard to obtain personal goals. Send resume, including salary requirements, or programming position. Solid background with success in inside management and numbers. Stable, intelligent and conscientious. Phone 801-776-2887, evenings.

TELEVISION

HELP WANTED MANAGEMENT

General manager, Immediate opportunity in SouthWest. Strong Hispanic influence, only independent in market. Excellent program line-up with good and growing ratings. All new equipment. Super opportunity for station and personal growth. Must have broadcast management experience. be ambitious and willing to work hard to obtain personal goals. Send resume, including salary requirements, or programming position. Cristo Rey Corporation, c/o Ditchfield, Watson & Williams, Inc. PO. Box 7533, San Jose, CA 95150.

Network director for full ENG, 12-person operation in tropical Guam. Most widely known award winning news team in western Pacific. Daily satellite feed and business news. 6 & 10 PM, journalism degree preferred, on-air experience required. Salary open, Outstanding benefits. Send resume and air tape to Jerry Staggs, GM, Guam Cable TV, 530 West O'Brien Drive, Agana, GU 96910.

General manager—seeking experienced manager with strong sales background and ability to maintain cost control for group owned UHF station in small northeast market. Please reply Box W-153.

Traffic manager—VHF network affiliate, major group ownership in SE seeking applications. Candidates should have strong management skills and experience on basis of Columbus systems. Send resume and salary history/requirements to Box W-146, EOE.

Television general manager—group-owned network affiliate in Southeast market seeking experienced broadcasters seeking new position. Financial sales and interpersonal skills essential as well as a proven record of performance. Prefer professional broadcaster with stable background interested in long-term commitment. Send resume to Box W-156.

National sales manager. Tampa-St. Petersburg, Florida and Miami, WTVJ. A proven sales executive with wide sales background (3-5 years). Individual should have leadership ability and be a good educator and motivator. Interested individuals should forward resumes to GMS, WTGQ-TV, PO. Box 20144, St. Petersburg, FL 33742. No phone calls. A division of Hubbard Broadcasting. An equal opportunity employer, M/F.

Business manager—upper Midwest network affiliate. Accounting degree and 2 plus years hands-on experience. Resume and professional references to Box W-172.

KTHI-television in Fargo, North Dakota is seeking a motivator with a proven record in television sales or management. Great opportunity to grow with aggressive station. Send resume and salary requirements to Greg Holde, KTHI-TV, PO. Box 1878, Fargo, ND 58107-1878.

HELP WANTED SALES

Need aggressive, stable local salesperson for Southeastern ABC affiliate (market rank 50-75). Excellent opportunity for person with creative professional approach. Station has excellent local track. Jumpers need not apply, EOE. Resume to Box W-32.


General sales manager. UHF independent is looking for an energetic and result-oriented person to develop a winning sales department. The person we're looking for is energetic, creative, has leadership ability, wins sales and sales experience selling independents. We are a station with a great future. Forward resume to General Manager, WLRE-TV, PO. Box 26, Green Bay, WI 54305. An EOE.

KTRK-TV, ABC Houston, seeks an experienced sales professional with competitive broadcast sales experience. Must have thorough knowledge of advertising/marketing, a record of superior performance, and the highest personal and professional standards. This is a beginning position. Contact Mr. Winfred Frazier, Local/Regional Sales Manager, 713-663-4517. KTRK-TV, PO. Box 12, Houston, TX 77005.

Experienced television sales person needed. No orders taken apply. If you know the business and can sell, this may be just the place for you. Reply Box W-189, EOE.

HELP WANTED TECHNICAL

Maintenance engineer: minimum 2 years' experience in repair and maintaining Sony EFP/ENG equipment, Sony 1" and associated terminal equipment. Modern PTV facility in Nashville. Send resume and salary requirements to Chief Engineer, WDCN-8, PO. Box 120609, Nashville, TN 37212.

Maintenance technician—KCR-A/SACRAMENTO seeks a maintenance technician for our production/post production facility. Applicants must have experience with 1" type C video tape equipment, as well as familiarity with the operation of synchronizers and terminal equipment. Proper FCC documentation required. Union position. Apply to: Don Duncan, Chief Engineer, KCR-A-TV, 310 Tenth Street, Sacramento, CA 95817, (916) 797-3274, EOE, M/F.
HELP WANTED TECHNICAL CONTINUED

Engineer: major East coast production facility needs engineer with working knowledge of controlroom systems, location and studio production. Must trouble shoot and repair the latest state-of-the-art television production equipment. Send resumes and salary requirements to: Paul Wilkinson, 3707 Maiden Avenue, Baltimore, MD 21211.

Communications engineer to coordinate installation of brand-new 1st video production center, serves as chief operator of university's public radio station, repair and maintain broadcast communications equipment. Small university town close to New Orleans and Baton Rouge. Salary: $30,000, plus liberal fringe benefits. Bachelor's degree and television engineering experience required. Send resume and references to: Dr. James V. Paluzzi, Director of Broadcasting, Southeastern Louisiana University, Box 347, Hammond, LA 70402 AAW/EOE.

HELP WANTED NEWS

Weathercaster, 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.

Experienced news director for top 25 Northeastern market. Direct resume only to Box W-127. Equal opportunity employer.

Assignment editors/Knowledge of Pacific Northwest and 2 years' broadcast experience a must. Looking for aggressive and dedicated news journalist. Send resume to Mike Guglielmi, KOMO-TV, 100 4th Avenue North, Seattle, WA 98109. No telephone inquiries please. EOE.

You can break into the top 10 markets! Major market openings for reporters, anchors, producers now working in small/medium markets. Send resume to: Peter's Ideal Video Services, 930 Granite Court, Martinez, CA 94553.

Metereologist—for one of the Midwest's fastest-growing news departments. Work with the best computer graphics system, Nalax, Goes, etc., as weekend talent and back-up to one of America's best TV meteorologists. Medium market, network affiliate. Resume only to Box W-158.

Sportscaster—fulltime for weekday features and weekend anchoring. Minimum two years' broadcast experience preferred. Strong writing and video tape editing skills necessary Send resume, tape, and salary requirement to: Paul Jenks, News Director, WSTM-TV, 1030 James Street, Syracuse, NY 13203. WSTM-TV is an Equal Opportunity Employer.

News anchor/reporter for No. 1 news station in market. Great recreation area. Latest equipment—spot and studio controls. Experienced only, send resume and tape to News Director, KIFI-TV, Box 2148, Idaho Falls, ID 83401 EEO station.

Producer/Reporter—for award winning statewide public TV network. Cover state legislature daily, produce issue-oriented reports/documentaries. BA in broadcast journalism/maSS communications, plus three years' related experience. Salary $19,923, minimum. Send resume by June 30 to Paul E. Fehr, News Director, University Television, Box 83111, Lincoln, NE 68503 AA/EEO.

Executive news producer, for GPM and to supervise 11PM; responsibility for special programs, scripts, graphics and overall look. Contact Tom Bigler, WBRE-TV, 62 S. Franklin St., Wilkes-Barre, PA 18773.

News anchor for quality, well-equipped news operation. Tired of the rat race? Settle in the Ozarks! Send resume and references to: Bill Devlin, WAVE-TV, 125 S. Main St., Mountain Home, AR 72653. Equipment: Anchor: list and tape. Resume only to: Keith Fry, KHBS-TV, PO. Box 4150, Fort Smith, AR 72914, EOE.

Anchors: male and female anchors for Southeastern market. Looking for bright, experienced, upbeat anchors for daily newscasts. Must have minimum 3 years' experience as anchors, as well as general assignment reporting. Resume only to Box W-177, EOE.

HELP WANTED PROGRAMMING, PRODUCTION & OTHERS

Promotion manager. San Diego, California. Fastest growing independent station in America's clean city. Looking for creative, hands-on promotion person who can be tops in a promotion minded station and city. Only the experienced professional with a minimum of five years' experience need apply. Send resume and samples of work to: Personnel Director, KUSI-TV, PO. Box 11985, San Diego, CA 92111. No phone calls. EOE.

PM Magazine creative writer/story-producer needed for No. 1 rated show. Send tape and resume to Program Manager, WMHT-TV, Greensboro, NC 27452.

Operations manager. WUHF independent station seeks production assistant. Applicants should have confidence to plan, motivate, organize. Experienced in post production, good technical background, producer skills for live TV. Send resume and salary requirements to: Personnel Director, WUHF-TV, P.O. Box 70695, Gainesville, FL 32617.

Film director for ABC affiliate in south Florida. Experience in news, programming, and production preferred. Send resume and salary requirements to: Personnel Director, WPEC-TV, Fairfield Drive, West Palm Beach, FL 33407 EOE. MF.

Co-host. KOMO-TV, Seattle. Award winning, locally produced magazine show seeking co-host to join current team. Excellent programming, anchoring experience preferred. Strong news & feature writing & reporting skills required. Send audition tape and resume to Personnel Department, KOMO-TV, 100 4th Ave. No., Seattle, WA 98101, ABC-TV network affiliate. No telephone inquiries, please. EOE.

Art director. Major market group owned station looking for the best there is. Prior art management and production experience required. Must have working knowledge of Chrysler IV, DVE, color graphics system. Must work well with people and understand deadlines and priorities. Design, advertising and computer background helpful. This is a top management position. The successful candidate will have a track record of excellence, leadership, and strong design and art direction skills. Excellent opportunity in both television and radio. For further information, contact: Personnel Director, PO. Box 402, Milwaukee, WI 53201, An equal opportunity employer.

Director/producers. Southwest Florida NBC affiliate seeks highly creative individual with 2 years' experience in producing, directing and editorial and promotional productions to join creative sales and operations team. Equal opportunity employer. Send resume, tape and salary requirements only to Box W-176. EOE.

Field producer/reporter for sophisticated public affairs program, weekly airing on the Minneapolis/St. Paul BC station (Channel 2). We're looking for a very creative journalist to join a national and international award winning team. Experience in producing, writing and directing field pieces, ranging from hard issues to lighter features. On air ability not required, but interest and ability to handle the irony of life a necessity. If you've tired of being forced to do the ordinary, this is an extraordinary opportunity to grow and do outstanding work. Salary $16,500 - $23,000. Videotape must be included with your application. Apply to: Dianne Hinkle, Producer, KCTC-TV, 1640 Como Ave., St. Paul, MN 55108. An EEO/Affirmative Action employer.

Prominent Chicago production company desiring sales management position for Penna. TV station. Write Box W-54.

GM/GSM. Experience in all areas of management in clustering start up & station relocation, salary and benefits. Proven record in increasing sales, ratings & recruiting achievement. Leader seeks successful teamwork & delivers improved bottom line. Depending on location, salary minimum is $30,000. EEO/AA interested in GSM. Write Box T-134.

Production/operations manager experienced in news, programming, and production preferred. Send resume to: Head of Recruitment, Billboard Radio, 14th St. & 9th Ave., New York, NY 10011. Contact Mr. Smith for details.

SITUATIONS WANTED TECHNICAL

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 in clustering start up & station relocation, salary and benefits. Proven record in increasing sales, ratings & recruiting achievement. Leader seeks successful teamwork & delivers improved bottom line. Depending on location, salary minimum is $30,000. EEO/AA interested in GSM. Write Box T-134.

Production/operations manager experienced in news, programming, and production preferred. Send resume to: Head of Recruitment, Billboard Radio, 14th St. & 9th Ave., New York, NY 10011. Contact Mr. Smith for details.

SITUATIONS WANTED


Chief engineer. I have built UHF and VHF transmitters, studio complex and STL. I establish maintenance procedures and record keeping methods. My depar- tments are happy. Write Box W-145.
HELP WANTED MANAGEMENT
Marketing representative wanted for a small but growing firm and video design and production company. Must have a marketing representative, not a general sales representative. Opinions are positive. Two years' minimum experience required in marketing a production company. Send resumes to Ron Hilesme, RSVP, Inc., 1728 Cherry St., Phila., PA 19103.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS
Major furniture retailer seeks on-camera talent and/or radio voice talent. Please send demo cassettes of previous work (will be returned), to: L. Krinsky, 7561 N.W. 16th Street, No. 2411, Plantation, FL 33313.

HELP WANTED INSTRUCTION
Washington University, Communication Arts: associate professor/instructor of telecommunications, tenure-track position, Ph.D. in broadcasting or related field. Application deadline, with some university level teaching experience. Ph.D. required for associate professor rank. ABD will be considered for instructor rank. Substantial teaching/professional experience required for associate rank. Responsibilities will include teaching undergraduate courses in TV and radio production, advanced broadcast production courses, TV directing, writing, electronic news gathering techniques, portable video format, and introduction to radio/TV. Salary is competitive at all ranks. Starting date is earliest in 1983. A complete application includes a professional resume, an academic transcript, and three references. Send to: Dr. Paul Saltie, Dean, College of Arts and Sciences; and Acting Chairman, Department of Communication Arts, Washington University, Toppeka, KS 66621. Application deadline extended until June 20, 1983, or until suitable applicant is identified. Washington University of Toppeka is an equal opportunity affirmative action employer.

Administrative/instructor position in telecommunications. The department of telecommunications, Indiana University, anticipates one new position at the assistant professor level, beginning July 1, 1983. Salary: $20,000 or more, depending upon qualifications, for 12 months. Qualifications: (1) M.A. or M.S. or equivalent thereof. (2) Two or more years college teaching experience and production experience. (3) Ability to supervise radio and television studio and field equipment; schedule use, maintenance and assist with decisions on purchasing new equipment; and teach production/production courses. This person will supervise our production studios and teach these small-enrollment courses per semester and two courses in the summer. This position is a non-tenure-track position. Applications should include (1) a description of previous teaching experiences and future teaching interest, (2) a description of previous telecommunications production/production experience, and (3) three letters of recommendation submitted directly by reference or from recognized placement services. Please send your application, to: Mr. C. Johnson, Chairman, Department of Telecommunications, Indiana University, Bloomington, IN 47405. Indiana University is an equal opportunity affirmative action employer.

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FOR SALE EQUIPMENT CONTINUED

Complete UHF television station transmitting plant. Modern 30 KW transmitter complete with good klystrons, 30 KW RCA Filterplexer, 12.5 KW standby transmitter complete with spare finals, 475 transmission line and Cetec Omni-directional antenna, rated at 35 KW. All equipment presently on air and in excellent condition. Available late July. Contact L.R. Evans, WLRE-TV, PO Box 26, Green Bay, WI 54305. 414—437-2826.

Gates 10kw FM, SCA, stereo, spare tube. wide band interface. excellent. $25.000. 618—498-3154.


Ampex recorders. AG440-4, AG440-2, AG440-1 and 351 trade-ins priced to sell today. We are an Ampex dealer. Northwest, Inc., 800—547-2252.

Transmitters antennas-towers. Call us for great prices on new & used equipment. Quick delivery. Several used items in stock; best deals on new equipment. Bill Kitchen, Quality Media Corp., 404—324-1271.

New TV startups—let Quality Media show you how to save a fortune when building a new TV station. Bill Kitchen, Quality Media Corp., 404—324-1271.

Studio equipment—cameras, VTRs, film chains, thousands of items available. Best deals on new & used. Bill Kitchen, Quality Media Corp., 404—324-1271.

Ikegami HL-77, Canon 10-100 mm lens, AG Supply, excellent. $10.000 or B/O. US Video, 212—473-6947.

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

Chyron III—character generator. JVC editing system (1) CP 8200 (used), (1) CP 5500 (used). 406—422-3500.

For sale: 3/18 rigid transmission line. $55.00 per twenty foot section. or best offer. Call 913—232-1840.


COMEDY

Free Sample of radio's most popular humor service. (Request on station letterhead.) O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

Proven radio comedy! Guaranteed! Free sample! Write on station letterhead to: Contemporary Comedy, 5804-B Twinline, Dallas, TX 75227.


RADIO PROGRAMMING


CONSULTANTS

Overtake competition. Major-market radio pro can help. Give your auditing tape a thorough test. before it hits the street. Two-week service. Send tape and fifteen dollar check to Tapeshop, Box 52801, Houston, TX 77052.
Help Wanted Technical
Continued

AUDIOVISUAL MANAGEMENT & TECHNICAL POSITIONS

Army branch of Armed Forces Radio & Television Service (AFRTS) manages radio & TV networks in West Germany, Italy, Republic of Korea, Panama & The Marshall Islands. Candidates will be working in the Arlington, VA office of Army Broadcasting Service. Occasional travel required. Familiarity with AM, FM & TV broadcast equipment required. Experience with STL & ENG helpful. Military or civilian experience at an AFRTS outlet would be beneficial.

Position one: Audiovisual systems management specialist. GS 1001-11. $24,508-$31,861. Job requirements include: experience as a maintenance/planning broadcast engineer for a radio-TV broadcasting facility; knowledge in developing equipment requirements & engineering radio-TV systems for broadcast facilities; ability to plan & conduct technical seminars on broadcast engineering requirements; ability to research & write technical specifications.

Position two: Audiovisual equipment specialist. GS 1670-11. $24,508-$31,861. Job requirements include: knowledge of technical maintenance & logistic procurement operations in support of radio-TV broadcast facilities; knowledge of Govt. contracting & procurement regulations applicable to the procurement of nonstandard commercial radio & TV equipment & repair parts; ability to plan & conduct maintenance logistical seminars.

Contact
MARY ANNE SMITH
DEPT. OF ARMY PERSONNEL & EMPLOYMENT SERVICE
WASHINGTON, DC 20310
202-697-4213.

Help Wanted Programing, Production, Others

PROJECT MANAGER

Decisive, self-motivated. Minimum 8 years' experience in all areas of TV production. Capable of estimating production budgets. Skilled in assisting and directing positive, creative, production meetings. Must be able to develop creative expertise. If you feel you'd be a good fit, send resume and salary history to:

Christian Broadcasting Network
Personnel Dept., Box RB
CBN Center
Virginia Beach, VA 23463

Equal opportunity employer, M/F/H

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Help Wanted News

ASSISTANT NEWS DIRECTOR

Top 30 group broadcaster offering generous pay and benefits. We are looking for an individual with the qualifications to someday advance into our top news management position. The right candidate will have an extensive background in news reporting, newscast production and display strong people oriented management skills. If you are a smaller market news director or executive producer looking for an excellent advancement opportunity, this could be what you were waiting for! An equal employment opportunity employer. Interested candidates send resume to:

Box W-133

Help Wanted News
Continued

WDIV/DETROIT

NEWS PRODUCER/WRV, the Post Newsweek station in Detroit, is looking for an exceptional person to produce newscasts. The person we seek is an excellent journalist, a leader and motivator, creative, and well versed in all aspects of the technology. This is NOT a job for a novice or a lackey. If you've had 3 years television news producing experience, and understand what it takes to orchestrate all elements of a newscast, please send resume and tape to:

Mark Effron, Executive News Producer
WDIV
550 West Lafayette Blvd
Detroit, Michigan 48231

We are an equal opportunity employer.

NOT JUST ANY TV NEWS PRODUCER

will fit into our award-winning TV news department. We're looking for the success-oriented professional who knows news inside & out, & can combine highly developed creative expertise & leadership talents with solid news judgment. We're a progressive, California, independent VHF station, with a leadership reputation in news coverage & with modern technical resources. If you possess the ability to work under minimal supervision & be flexible & spontaneous in building a newscast, we'd like to talk with you. For further information on our excellent salary & benefits program & to arrange a convenient interview please forward your resume & salary requirements to:

TV NEWS DIRECTOR
PO Box 1856
L.A., CA 90028
EOE, M/F/H/V

Situations Wanted Management

PRESIDENT—CEO

Television-radio-CATV. National/international level. Top credentials/achievements. Write Box W-170.

Miscellaneous

"THE STORY OF BARNEY CLARK"

AMERICAN HOSPINET
Manager of Network Services

American Hospinet, the satellite video teleconferencing network of American Hospital Supply Corporation, has an opening for a manager of network services. With annual sales of nearly $3 billion, AHSC is the leading manufacturer and distributor of health care products.

Located at the executive offices in the Chicago suburb of Evanston, Illinois, this position reports directly to the Director of American Hospinet. The position offers highly competitive compensation plus top corporate benefits.

As part of the Hospinet team, you will be responsible for scheduling the operation of the corporate video teleconference network. Serving 19 sites across the country, Hospinet will provide interactive videoconferencing and video outreach to the company’s 35,000 employees.

A background in traffic management is required, with experience in satellite network operations a plus.

Evanston is a pleasant Chicago suburb located on the shores of Lake Michigan. The home of Northwestern University, it is conveniently located for access to the sports and cultural events of Chicago, as well as the recreational opportunities of Lake Michigan, northern Illinois and Wisconsin.

For immediate and confidential consideration, please send resume to:

PW Vaal
American Hospital Supply Corporation
Executive Offices
One American Plaza
Evanston, IL U.S.A. 60201

We are an equal opportunity employer.

For Sale Equipment

FOR SALE
Beautiful 40' remote truck

Features 4 Ikegami HK-357 hard cameras with computer set-ups. HL-79A hand held with CCU and Triax, 3 Sony 1100, 1-inch slo-mos, Chyron IV 2 channel graphics, Grass Valley 1600-3F switcher, Yamaha PM-1000 audio board, Adda still store, Quantel synchronizer, Grass Valley router, RTS intercom, Kenworth tractor.

The truck is 3 years old and in excellent condition.

Call or write for more information:

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MARK VIDEO ENTERPRISES
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Livonia, MI 48150
313-427-5250 or 425-9600

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Radio Programming

GET EXTRA HOLIDAY DOLLARS
with our exclusive safety sales campaigns.
Was $999.95
Now $799.95

with our exclusive safety sales campaigns. Unlike any other, using your sales staff or our proven outside local sales recruitment. Distinctive, pre-recorded announcements, with B.G. music for sponsor ID; scripts; selling guide; other aids. July 4th is next, followed by back-to-school, Halloween, and others. For demo and details, contact Lewis Coleman, 803-353-1126, or write:

AUDIO DEVELOPMENT SERVICES
5317 Raindrop Lane
Amarillo, TX 79110

One Massachusetts station grossed over $25000 using one of our 589 campaigns!

For Sale Equipment Continued

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ARE YOU LOOKING?
Beginner or experienced professional—are you tired of trying to find the job to fit your announcing, programming or management skills? Now you can send one audition tape and one resume to one source for the position that you’ve always wanted. Our telemarketing equipment has direct contact with over 6000 radio stations plus advertising agencies around the country. For details, contact: Ready Talent, 813-749-0726.

RADIO JOB PLACEMENT
DJ’s, news, programmers, sales, management—If you’re ready to move up, NBTC can help. National, the nation’s leading radio placement service, places personnel in all size markets from coast to coast. For confidential details, including registration form, enclosing 1 dollar postage & handling to: NATIONAL BROADCAST TALENT COORDINATORS, Dept. B, PO Box 20551, Birmingham, AL 35210. 205-822-0144.

10,000 RADIO JOBS
10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newscasters, program directors, small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list. Special bonus: 6 consecutive weeks only $14.85—you save $91! AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.
Public Notice

Applications for cable television license. Belchertown, Massachusetts. The Town of Belchertown will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 5:00 p.m. June 27, 1983. Applications must be filed on the Massachusetts CATV Commission Form 100 and must be accompanied by a $100 non-refundable filing fee, payable to the Town of Belchertown. A copy of the application shall also be filed with the Massachusetts CATV Commission. All applications received will be available for public inspections in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed. Board of Selectmen, Town of Belchertown, 2 Jabish Street, Belchertown, MA 01007.

Wanted To Buy Stations

ATTENTION: FM BROADCASTERS!

We have people waiting to lease your SCA channel now. We will get you the highest possible rates and most favorable terms for the use of your SCA. Call today:

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Flagship Communications Inc.
11916 Glen Valley Rd.
Brecksville, OH 44141
216-526-6017

PRIVATE INVESTOR

wants to purchase class B or class C FM station in top 50 markets. All replies kept confidential. Principals only. Write Box W-165.

For Sale Stations

For Sale Stations Continued

[Table of stations and prices]

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!

[Contact information]

Milton Q. Ford & Associates
5050 Poplar Ave., Suite 816
Memphis, TN 38157

For Sale

• CLASS C FM/PROF/TERMS/SE
• AM/FM/TURNAROUND/700 DN/SW
• AM/FM/PROF/2 MIL DOWN/SE
• CLASS C FM/TURN/CASH/SE
• AM ONE STA MKT/300DN/SE
• CLASS A FM/PROF/TERMS/SE
• AM MAJOR MKT NWS/TLK/SE
• AM/PROFITABLE/MED/CENTRAL

Donald K. Clark, Inc.
P.O. Box 1065
Merritt Island, FL 32952
Tel. 305-459-0101

SUNBELT CLASS C

Newly equipped, underdeveloped 100,000 watt FM in New Mexico. Priced less than 2 times gross. Generous seller financing. Ideal for owner-operator. Principals only. Send personal and financial qualifications with first inquiry. Reply Box W-140.

CLASS B-FM/NORTHEAST

This class B FM and 1,000 watt AM affiliate are priced at 6 times cash flow. $1,900,000, on a cash only sale. Principals only. Write Box W-151.

Chapman Associates®
nationalwide mergers & acquisitions

FOR SALE

[Table of stations and prices]

For Sale Stations

[Table of stations and prices]
For Sale Stations Continued

$305,000

N. Carolina daytimer. Large market. Absentee owner. Principals only. Write Box W-164.

NATIONWIDE MEDIA BROKERS

We have buyers. We need listings.

505 Monticello Ave.
Salisbury, MD 21801
301-543-1222

WALKER MEDIA & MANAGEMENT INC.

Midwest AM-FM. Good real estate—very profitable. $2.0 million—terms.

John F. Hurlbut
PO. Box 1845
Holmes Beach, FL 33509
813-778-3617

MAJOR MARKET

Over $300,000 cash flow. Rating proof-recession proof. Asking 10 X cash flow. Excellent terms if well qualified; better deal if cash. Brokers preferred—quick sale. Write to Box W-169.

H.B. La Rue, Media Broker

FRIDAY TV. CATE. APPRAISALS

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JAMAR RICE CO.

Media Brokerage & Appraisals
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Southeastern resort market! Combination AM/FM facility with real estate and exceptional potential. $1.2 million, on negotiable terms.

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BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., NW, Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment MUST accompany ALL orders.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (NO telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box 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 forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85c per word, 15 weekly minimum. Situations Wanted (personal ads): 50c per word, $7.50 weekly minimum. All other classifications: 95c per word, $15 weekly minimum. Blind box numbers: $3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: $40 per inch. All other classifications: $70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word Count: Count each abbreviation, initial, single figure or group of figures 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.
Summary of broadcasting as of March 31, 1983

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*Includes off-air licenses*
Media

Larry Rhodes, VP and general manager, Meredith Corp.'s WTVH-TV Syracuse, N.Y., joins Meredith’s KSEE-TV Fresno, Calif., in same capacity. John DeRoche, general sales manager. Meredith’s KCMO-TV Kansas City, Mo., succeeds Rhodes.

H. Irwin Levy, chairman. Communications & Cable Inc., West Palm Beach, Fla.-based MSO, assumes additional post of president, succeeding John Rains, resigned.

Robert Hippler, general sales manager, WHBC-AM-FM Canton, Ohio, joins WNYN(AM) there as president and general manager.

Scott Vaughan, VP and general manager, KGUN-TV Tuscon, Ariz., joins KTVV(TV) Colorado Springs in same capacity.

John Schmuhl, president and general manager, Warner Amex’s Qube system, Columbus, Ohio, joins Tribune-United of Montgomery County, Md., as VP and general manager.

Vickie Street, program director, KSTU-TV Salt Lake City, named general manager.

Ronald Gilbert, VP and general manager, WSTC(AM)-WYRS(FM) Stamford, Conn., joins WVN(AM) Naugatuck, Conn., in same capacity.

Peter Robinson, VP, cable investments, American Television & Communications, Denver, joins Manhattan Cable TV, New York, as senior VP.

Tom Bonner, VP and director of broadcasting, KARK-TV Little Rock, Ark., named executive VP.

Jonathan Pinch, general manager, WMGR(FM) Milwaukee, joins WMSG(FM) Clearwater, Fla., in same capacity.

Bob Campbell, operations director, WAPE(AM) Jacksonville, Fla., named VP and general manager, succeeding Ric Marcellan, resigned.

David Herman, VP, general sales manager, KOB-TV Albuquerque, N.M., named VP and station manager.

Richard Moore, director of national productions, noncommercial KTCA-TV and KTCL-TV, both Minneapolis-St. Paul, named president and general manager of both stations.

Larry James, air personality, WXAX(M) Mobile, Ala., named operations manager.

Dee Waneta Pete, administrative assistant and business manager, WDCG(FM) Durham, N.C., assumes additional responsibilities as operations manager for WDCI(AM)-WDCG(FM) Durham.

F. Dayton Chapin, VP, investment services, investment banking division, Daniels & Associates, Denver, named VP, acquisitions, corporate development department.


Raymond Rajewski, VP, general manager, WGR-TV Buffalo, N.Y. (Taft station recently traded to General Cinema Corp. for WCIY-TV Miami), named VP, business affairs, television, for Taft Broadcasting, Cincinnati.

Robert Rees Davis, director of radio research, WCCO-FM Minneapolis-St. Paul, named manager of corporate research for parent, Midwest Communications.

Wayne Bearor, business manager, WGAN-AM-FM-TV Portland, Me., named director of data systems for parent, Guy Gannett Broadcasting Services there.

George Miles, station manager, WBZ-TV Boston, joins National Public Radio, Washington, as special assistant for finance and administration.

Shirley Carroll, from North American Biological Inc., Miami, joins noncommercial WPBT(TV) there as controller.

Marketing

Richard O'Brien, executive VP, management representative, Grey Advertising, New York, joins Dancer Fitzgerald Sample there as executive VP, management director.

Janet Keeler and Howard Stone, management supervisors, N W Ayer, New York, named senior VP's.

Carol Dyches, copy supervisor. Ensslin & Hall Advertising, Tampa, Fla., named VP, associate creative director.

Marilee Jacobi, from Smith Badofsky & Raffel, Chicago, joins Tatham, Laird & Kudner there as art director. Cheryl Balan and Sue Ellen Bohac, research analysts, TL&K, Chicago, named account research managers.

Anne Sinclair, senior art director, Wyse Advertising, New York, joins Foote, Cone & Belding/Honig, San Francisco, as art director.

Richard Landesman, research manager. Eastman Radio, New York, joins CBS Radio then as manager. research.

Gary Andon, VP, Dallas: Dan Prodanovich VP, Los Angeles, and David MacAllister, St. Louis, Eastman Radio, elected to board of directors.


Appointments, The Marschalk Co., New York: Leslie Green, VP, account supervisor to associate director, new products group; PJ Berezney and Dan Rank, media supervisors to media group heads; Pat Mccloskey, Rober Meeker and Robert Rose, senior media planners, to media supervisors; Ann Cleveland and Marc Seldman, media planners, to senior media planners, and Kathy Katemopoulos budget coordinator, to media assistant.

Karen Schmidtke, VP, branch manager. MMT Sales, Dallas, named to same position, Los Angeles office. Mike Brooks, account executive. Dallas, succeeds Schmidtke.

Jan Lori Silver, executive VP and controller, Jan Kelly Creative Services, producer of radio and television commercials, Chicago, named president and chief executive officer.

Regina Hiyamoto, manager, television and video advertising and promotional services, domestic and international distribution, Paramount Television, Los Angeles, joins Westgate/World Information Service, television commercial producer there, as VP, television and video services.

Terry Kozikuski, from Thomas Cadillac, Tulsa, Okla., joins Green Country Advertising there as media director.

Guyanne Hines, from Corinthian Television Sales. New York, joins Harrington, Righter & Parsons, Dallas, as account executive.

Carol Cannon, public relations account coordinator, The Marketing Group, advertising agency, Dallas, named account executive.


Greg Shelby, local sales manager, KSTU(TV) Salt Lake City, named general sales manager.
One down. Notables gathered at the Decatur House in Washington May 24 to celebrate the first anniversary of NBC-owned WRC-TV's public affairs program, McLaughlin Group. Pictured at reception are (l-r): John McLaughlin, moderator and panelist; Vice President George Bush, and Patrick Buchanan, syndicated columnist and panelist.

Arnie Rosenthal, executive VP, Telefrance, USA, New York, joins Financial News Network there as VP, marketing and affiliates.

Appointments, United Press International:
Malcolm (Mike) Hughes, general executive, metropolitan New York area, to VP and general manager, international division; Arthur Tsang, from Hong Kong headquarters, to manager, newly opened Bangkok operation; Mathis Chazanov, Moscow bureau, named bureau manager, succeeding Walter Wisniewski, resigned, and Esteban Morales, field engineer, San Juan, to communications manager there.

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Mark McNulty, anchor, Tennessee Radio Network, Memphis, joins WVEE(AM) there as assistant news director and anchor.


Lynette Taylor, anchor-reporter, KVBC(AM) Las Vegas, joins KNOE-TV Monroe, La., in same capacity.

Susan Kidd, from KT(YV) St. Louis, joins WRC-TV Washington as weekend co-anchor, succeeding Pat Lawson, who will be reassigned to reporting and other duties. Joseph Johns, from WSCC-TV Charlotte, N.C., joins WRC-TV as reporter.

John Pertzborn, from WA2W-TV Wausau, Wis., joins WBAY-TV Green Bay, Wis., as reporter.

Technology

Vito Brugliera, manager, value engineering, Zenith Radio Corp., Glenview, Ill., named director of marketing and product planning, cable television, subscription TV and communications products division. George R.J. Green, from Rogers Cablesystems, London, Ont., joins Zenith as manager, applications engineering, cable television products.

Tom Soulsby, VP, Comcimo Construction Co., Austin, Tex., named director of marketing, Splice-Comm, joint venture between Comcimo and Spliceco Inc. for construction of cable television systems.

Dave Friedley, executive VP and general manager, Grass Valley Group, Grass Valley, Calif., named VP and general manager, communications division, Tektronix, Beaverton, Ore., parent of GVG. Dan Wright, production systems division manager, GVG, succeeds Friedley.

Stephan Dufala, national sales manager, dedicated network systems. GTE Telenet, Vienna, Va., joins Local Digital Distribution, subsidiary of M/A-Com Inc., Rockville, Md., as VP, marketing. LDD produces high speed data transmission systems.

Allied Fields

Dave Milner, VP and general manager, WDAE(AM) Tampa-St. Petersburg, Fla., appointed to national affiliate board of ABC Radio Information Network.


Richard Dudley, chairman of board and chief executive officer, Forward Communications, Wausau, Wis., to receive honorary degree of doctor of humane letters, Wheeling College, Wheeling, W.Va., for “his continued service in the field of radio and television and community involvement.”

Trudi Cowian, VP, agency account executive, A.C. Nielsen, Northbrook, Ill., joins Birch Radio, Coral Springs, Fla., as national advertiser-agency sales manager. Fern Bratten, from KSFO(AM) San Francisco, joins Birch Radio as Southeast advertiser-agency sales representative.

Deaths

Bernice (Tudy) Judis, 83, former general manager. WNEW(AM) New York, died of heart attack May 25 at North Beach hospital, Fort Lauderdale, Fla. She joined station in 1934 as station manager and within year was named general manager, post she held until 1954, when she left to operate, with her husband, late Ira Herbert, sales manager for WNEW, radio stations in Birmingham, Ala., and Atlanta. During her tenure at WNEW she introduced Martin Block, whose Mace Believe Balbrow made him among radio's first disk jockeys, and Milkman Matinee, all-night program, which was among first of that genre. She is credited with helping build strong independent station in face of powerful network competition.


Blair was born in Chicago in 1899. Following high school, he attended the University of Wisconsin, but left after two years to start his career in the merchandising department of Montgomery Ward. After stints in the advertising department of the Chicago American, and with the General Outdoor Advertising Co., he moved to J. Walter Thompson where he was put in charge of new business development, Pacific Coast, in the San Francisco office. Within a year, the new business Blair had obtained more than doubled Coast billings. He left Thompson in 1929, and soon after made his first contact with radio, in transcription and time placement sales with MacGregor & Sollie, San Francisco.

John Blair & Co. was among the first representative firms when early in 1933, with capital borrowed against his life insurance policy. Blair, along with Humbolt J. Greig, founded Greig, Blair & Co., San Francisco, a local partnership for exclusive radio station representation, with KWAM Los Angeles as its first client. Following initial success with that station, and at xkks's urging, a national company was formed, Greig, Blair & Spight, with the addition of Lindsey Spight, who had been instrumental in NBC's first spot sales efforts in its Pacific division, and the addition of New York and Chicago offices. Blair acquired majority interest in the firm in 1935, and incorporated as John Blair & Co. By 1937, a fourth office was added, and by the early 1940's, that number had grown to eight. In 1948, Blair expanded into station representation with wtv-y Richmond, Va., as its first client. Today, Blair's broadcast representation division (it also has marketing and printing interests) represents 120 television and 196 radio stations served by 19 sales offices. In addition, the company owns three television and four radio stations, and has announced its proposed acquisition of five more station properties.

Harry Smart, board chairman and chief executive officer of John Blair Television, was the company's first television salesmen when he joined the firm in 1949. He recalls Blair as "a good businessman and teacher" and adds that perhaps Blair's greatest asset was that he had a "gut feeling" about hiring employees, and "his instinct was invariably right." Blair retired as chairman of the board in 1966, but remained a director, with the title of honorary chairman, until his retirement from the board in 1976. Blair had resided in Naples, Fla., since 1966, pursuing his passions for golf, sailing and conservation. Blair was a past president of the Station Representatives Association, which he helped found, and was a contributing force in the creation of The Radio Advertising Bureau and The Television Bureau of Advertising. Jack Fritz, Blair's president and chief executive officer, says of John Blair: "Where others saw obstacles, he saw opportunity. But above all, John was a strong leader who gave everyone who worked for him a sense of dignity and intense pride in the organization we all helped him build. "Blair is survived by his wife, Dorothy, and brother, Edward.

David J. Shruttieff, 62, VP and general manager, WSTM-TV Syracuse, N.Y., died of heart attack May 18 at Community General Hospital, Syracuse. He is survived by his wife, Virginia.

R.J. (Bob) Bennett, 66, former station manager at WAVE(AM) Baltimore, WSAIW (AM) and WREJ(AM) Annapolis and WISI(AM) Glen Burnie, Md., died of injuries sustained in auto accident May 16, in Baltimore. He is survived by his wife, Anita, and six children.

George Bruns, 69, composer of music for Walt Disney Studios Zorro, Wonderful World of Color and later-remamed Wonderful World of Disney television series, including song "B. K. of the Mickey Mouse Club," and music director for Mickey Mouse Club, died of heart attack May 23 at Portland (Or.) hospital. He is survived by his wife, Dorothy, and six children.

Kate Black, 63, legislative executive, American Association of Advertising Agencies, Washington, died of heart attack May 12 in her home in Washington.

Alfred Kleist, 79, retired engineer, FC Washington, died of pneumonia May 15 in his home in Phoenix. He is survived by his wife, Ruth.
Cable News Network:

Schorr thing

Before the Cable News Network had purchased its first camera, before it had signed up its first cable affiliate, before it had scored its first hit, Ted Turner’s ambitious and unprecedented venture had a measure of credibility. That credibility was Daniel Schorr.

Schorr, who was hired an hour before Turner laid out his plans for CNN at a press conference at the National Cable Television Association convention in May 1979 and more than a year before the service made its debut, was a 5-year news (and a 23-year CBS News) veteran with a reputation as a probing reporter and an unwavering defender of the First Amendment. His was a name Turner needed to ameliorate the skepticism that was sure to greet CNN in the journalistic and advertising communities.

But if CNN needed Schorr, it was also true that Schorr needed CNN. In some ways, Schorr was reborn on June 1, 1980, the day CNN went on the air. It allowed him to put behind him the controversy that had ended his career at CBS and gave him a new medium through which to practice his life-long trade of gathering and reporting the news. And after three years on the job, the reincarnated Schorr, CNN senior correspondent, seems to be enjoying his new life. “I have more freedom than I’ve ever had in my career,” the 66-year-old says, sure of the success of his modest office in CNN’s Washington Bureau. “It is more likely that they will call up and say: What are you planning to do today? than call up and suggest that I do something. They defer to my age, seniority and experience a lot.”

Schorr’s problems at CBS (as detailed in his 1977 book, “Clearing the Air”) began in 1964 when he reported on the eve of the Republican national convention in San Francisco that Arizona Senator Barry Goldwater, whom the convention would ultimately nominate for President, planned a post-convention trip to West Germany where he would “link up” with right-wing elements. As Schorr later learned, his story (and Goldwater’s violent reaction) embarrassed CBS Chairman William Paley, who was in San Francisco at the time and who was then active in Republican politics.

Schorr’s problems mounted in 1974, when he criticized CBS News’ handling of Nixon’s resignation, and culminated in 1976 when the House voted not to release a House Intelligence Committee report on the activities of the Central Intelligence Agency. Prior to the vote, Schorr had obtained a copy of the report and had summarized some of its findings on the air. After the vote, he urged CBS to publish the report as a “First Amendment demonstration,” but the network rejected the idea. Feeling that the report “belonged to the public,” Schorr gave it anonymously to the Village Voice, which promptly published it. Schorr exacerbated his situation at CBS by permitting CBS executives to believe on the day of publication that reporter Lesley Stahl had slipped the copy to the New York paper.

The next day, Schorr admitted his responsibility and he soon found himself at the center of a storm of controversy. CBS affiliates called for his immediate dismissal, and Congress began contempt proceedings. Not wanting to fire Schorr while he was being investigated by Congress, CBS struck a deal with Schorr by which he would resign as soon as he was cleared of the contempt charges. That came in the fall of 1977, soon after he had eloquently defended himself and the First Amendment in testimony before the House Ethics Committee. Following the performance, CBS seemed willing to take Schorr back, but he no longer wanted back.

There was a sense of “fatal inevitability” about his deteriorating situation and ultimate departure from CBS, he says now. “There is no animus. I feel everybody was acting as they had to. I did what I had to do as a reporter and they did what they had to do to protect an important institution.”

Two roads diverged before Schorr after he left CBS. “If you are willing to lean in the direction of exploiting notoriety, you can do quite well. You can become and remain a controversial figure,” he says. “There is a big market for that [he gave 73 lectures in the first year after leaving CBS], but it is not reconcilable with what I had done all my life, which was being a reporter. Perhaps more investigative than most, perhaps more probing than most.” To get back on the right road, Schorr says, he had to shoulder his controversial image. Recalling battles with Presidents Nixon and Ford, the CIA and eventually CBS and the rest of the broadcast industry, Schorr says in 1977 he “was known more as an enemy than as a reporter. I had to wend my way back.”

Although ABC and NBC would not touch him, Schorr stayed close to his trade. After writing his book and teaching journalism briefly at the University of California at Berkeley, he began reporting regularly for National Public Radio (he still does one commentary a week for the network) and the Independent Television News Association and wrote a “not immensely successful” column for the Des Moines Register and Tribune syndicate. “They wanted a very controversial column,” he says. They didn’t understand that “I was a journalist and did not write highly opinionated things.”

Schorr says he had “strong reservations” about CNN at the start, even as he sat next to Turner at the 1979 NCTA press conference, but adds that the skepticism dissipated long ago. “I am one of those who have to admit that they have succeeded beyond what I thought they could do.” He is still, however, full of criticism of the network, which he is reluctant to share. “My bosses... don’t like me to do a lot of public criticism,” he says. Nonetheless, he says he would like “to see more perfection in style and language. We have a lot of very young people and not all of them (write) professionally or as thoughtfully as I would like.” He also believes CNN should supplement its fast-breaking news with “more thoughtful sit-back-and-look-at journal-

One of the allegations in “Clearing the Air” was that undue influence was exercised by Paley and other CBS corporate executives on the network’s news judgments. So although Schorr is keeping attuned to such pressure, he claims that Turner, who, for his own economic good, is extremely active in lobbying Congress, is not guilty of it. “He has not been a problem in Washington,” he says, “and he has not been a problem for any of the news executives.” Schorr also says he makes a conscious effort not to become involved in Turner’s lobbying forays. He says he has made it a point to turn down invitations to social functions whose purpose is to sell a Turner opinion on Capitol Hill. Turner “would like every now and then to dangle this watch fob of an ugly correspondent,” he says.

CNN and Schorr are good for each other. Each has profited from their four-year relationship. For Schorr, it provided the vehicle for returning full time to the medium he “really loves.” And nowhere is that love more apparent than on his Saturday afternoon show, Washington Dialogue, during which he talks with viewers who call in from around the country. “I have the feeling of being a teacher,” he says. “They raise questions and I try to bring all my experience to bear to explain how it works and what it is all about. When that half hour is over, everybody sees me beaming. I am very happy.”
House Appropriations Committee adopted annual appropriations measure (H.R. 3134) last week, which includes funds for Federal Trade Commission and FCC for fiscal 1984. FCC received $86.9 million for FY 1984, up from $66.2 million recommended by administration. FTC appropriation for FY 1984 was $65.1 million, $5.6 million increase over administration proposal.

National Public Radio announced 84 staff cutbacks last Friday afternoon, including resignation of Barbara Cohen, vice president of news and information, who will join NBC News as Washington manager for political coverage. Network is facing serious financial problems and 35% reduction in 1984 fiscal budget (see story, page 50).

FCC has granted RKO General Inc. waiver of rules permitting it to maintain studio of WOR-TV in New York for 15 months after commission's decision granting RKO license to move to Secaucus, N.J., becomes final. At same time, FCC declined to stay its reallocation decision. Multi-State Communications Inc., long-time competitor for WOR-TV facilities, had requested stay pending court review.

MGM/UA Television is lining up television stations to carry syndicated barter basis one-hour Fame series, which has been canceled by NBC-TV after two seasons on air. MGM/UA said Metro Television has agreed to carry series on its television stations and SCS&O Inc. will sell all five minutes of national advertising to its clients (stations will retain other five minutes). MGM/UA added that other stations have cleared series and announcement of additional stations will be made within next few weeks. MGM/UA intends to retain financial and artistic control of series but is seeking foreign co-production agreements with England's BBC and Italy's RAI. Spokesman said it is "virtually certain" MGM will proceed with plans to produce 24 original hours, with 24 repeats.

Oak Media Corp. will provide pay-television programing for 55,000 subscribers of HEN Inc. STV systems in Minneapolis and Cincinnati, under terms of an agreement reached by San Diego-based pay-TV operator and HEN, subsidiary of United Cable Television Corp. Twenty-four-hour satellite-delivered service will be transmitted by both services beginning June 1.

Hail to the chief. Robert S. Powers, FCC acting chief scientist since Oct. 1, 1982, has been named chief scientist, effective June 2. Powers, who received a Ph.d. in physical chemistry from the University of Wisconsin in 1960, has worked at the commission since 1975. He was senior scientist in the former Cable Television Bureau from 1975 until 1979, when he became a member of the Office of Science and Technology's technical planning staff. Since then, he has served as chief of OST's research and analysis division and as deputy chief scientist.

In an interview last week, Powers told Broadcasting one of the most important items before his shop is finding spectrum for the microwave users that will be displaced by the direct broadcast satellite service. That docket is especially important, he said, since in it OST is also reviewing the way it licenses microwave spectrum. Having proposed to license that by the technical characteristics of the use it's put to, instead of by type of service, as it does now. Topping his personal agenda, he said, will be attempting to accommodate the increasing demands for spectrum.

Change of venue. A meeting of NATPE associate members convened last week in New York where a heated debate took place concerning the intention of several big-name TV program syndicators not to exhibit on the floor of the 1984 NATPE convention to be held at San Francisco's Moscone Center. Three years ago, the NATPE leadership said that all members participating in the group's annual convention would be required to rent booth space beginning with the 1984 show. However, MCA has given NATPE notice that it will not exhibit on the floor. MCA will instead establish a suite at the Fairmont hotel, some 15 blocks from Moscone Center. And a number of other syndicators have also reserved suites at the Fairmont—including 20th Century-Fox Television, Paramount Television, Columbia Pictures Television, SFM, Westworld Television, Cluster Television, Jim Victory, D.L. Taffner, MGM/UA, Televista, FSI and ASI Market Research—but have not officially ruled out exhibiting on the convention floor as well. Beverly Partridge, president of Cinema Shares International Television, emerged as the leader of a group of medium and smaller syndicators at the meeting calling for the expulsion of those companies that refuse to comply with the NATPE rules and exhibit on the floor. Partridge said those taking suites at the Fairmont labeled at last week's meeting as "the defectors," were "by design" attempting to diminish traffic on the exhibit floor. "They would love to show their product all by themselves," she said. However, at last week's meeting, Stan Marinoff, director of broadcast operations at WSN-TV Milwaukee, and this year's NATPE president, said expulsion "would do more harm than good." He also said that companies doing business in suites could still get listed in the official NATPE exhibitor's guide by banding together and renting a small booth on the exhibit floor. MCA's Carl Russell explained that his company had informed NATPE "from the start" that it preferred the suite environment to the exhibit floor. "We've always felt that NATPE is not a selling organization," said Russell. He added that MCA uses the convention as an opportunity "to create good will and hospitality," for which suites are better suited.

Field hearing is scheduled June 1 in Los Angeles by House Telecommunications Subcommittee on Waxman-Wirth bill (H.R. 22) that would prohibit any change to FCC's network syndication financial interest rules. Hearing to be held at Museum of Science and Industry includes: executive, Sidney Potter, Jack Valenti, president, Motion Picture Association of America; Anthony Thorpe, president, ABC Entertainment. Roger Colloff, vice president, policy and planning, CBS Broadcast Group; Cory Dunne, NBC executive vice president and general counsel.

NBC News's investigative team of Brian Ross and Ira Silverman moving to ABC—apparently. Although neither they nor ABC announced anything, NBC News President Reuven Frank issued statement Friday saying that through their agent and by personal confirmation they had agreed to new four-year contract with NBC on May 17 that "by all practices of the industry" was a "final complete arrangement." But nine days later—last Thursday—that said they'd changed their minds, Frank said, and were going ABC. "We are disappointed," Frank said, "not only in what he penned, but in the way it was done." Ross and Silverman have been working as NBC team since January 1976. Among their credits: Breaking Story of government's ABC Investigation on Nightly News in February 1980. ABC News spokesman said Frank that ABC News officials had been "talking with" Ross and Silverman but that "there is nothing final between them and us at this time."

Times Mirror Co. executives told shareholders at annual meeting Los Angeles last week that startup costs of new cable system were depressing profits, but they didn't expect drag to affect company's overall 1983 profit picture. Although cable revenue increased, reported Times Mirror President Robert Erburu, "the operating gains will not be reflected in the company's net
ignated nish nses -at sting e.

Erbru added: "We will incur sizable losses, without any sitting tax benefits, in several of our joint venture systems and will affect our earnings for the balance of the year." Erbru also company is poised to meet its goal of one million basic sub-

scribers by beginning of 1984 as well as 750,000 pay subscri-

-as at end of 1982 Times Mirror reported it had close to 800,000 c subscribers.

s of seven stations owned or controlled by Spanish Interna-

tional Communications Corp. and its principals were put in jeopardy

week by FCC, following investigation into allegations SICC is er-alien—that is, Mexican—control. Allegations were made by nish Radio Broadcasters Association, which also charged that 3 had misrepresented facts to commission regarding owner-

-ship of earth stations. After two-year investigation into relationship

nish International Network, which is 75% owned by Mexi-

-co, Televisa, and SICC, commission staff recommended that

panies sever ties to avoid likelihood of SICC renewals being

granted, cause for hearing (BROADCASTING, Aug. 23, 1982). Companies

lined.

let Co. announced its first-quarter profits increased 40% to

$11,000, or 59 cents per share, as compared to $1,951,000, or 42
to share payable year ago. First-quarter revenue for 1983 was

103, compared to $20,175,000 last year. Bruce G. Sundlin,

et president, reported at annual shareholder’s meeting the last

that Outlet’s board of directors approved Rockefeller Center’s

$332 million offer to buy company. Sundlin said he anticipi-

- ed definitive agreement to be drawn up in June, with FCC

ication to follow in July and proxy statement calling for share-

ers’ meeting to be mailed in August.

-teen years after owners of WUKI, Cullman, Ala., filed what

said was strike application, U.S. Court of Appeals in Wash-

Within reach. The U.S. and Canada are said to be getting “closer

nd closer” to resolving differences regarding the respective

possesses they have developed for presentation at the five-

week conference of Western Hemisphere nations, beginning in Geo-

va on June 13, on developing a plan for direct broadcast

satellite use of the 12 ghz band. “We’re so close,” said the FCC’s

faltmann Schaefer, vice chairman of the U.S. delegation, “we’re

ously considering marriage.”

mbassador Abbott Washburn, who will head the U.S. dele-

-ation, and Edward DuCharme, general coordinator of the

adian delegation, were not quite as blissful following a day

half of talks in Washington, last week. But they both

essed progress had been made and expressed optimism re-

arding eventual agreement.

At issue is the question of how the U.S. can satisfy its need

r eight orbital slots, Canada’s for six, Mexico’s for two and

ance’s one, to serve two islands it owns off the east coast

d Canada, in a manner acceptable to those countries and com-

ible with the needs of all others in the hemisphere. That,

DuCharme said, would be the “magic plan.”

U.S. and Canadian officials chipped each others plans at the

eting last week, and experts discussed the technical parame-

on which they are based. Those provide the basis for

aining disagreement. Officials say they will continue study-

ng the respective plans and keep in touch by telephone. They

to reach final agreement before the start of the conference.

chafer said the U.S. feels confident its plan would satisfy

-requirements of all 30-odd countries in the region. However,

aid it requires some “refining.” What is essential, he said, is

 development of a “uniform set of parameters.”

Despite the expressions of optimism, there is an awareness

hat failure to close the gap between the U.S. and Canada could

ue serious problems at the conference. And even if the U.S

anada reach agreement, requests by other countries of

ny change in the parameters on which the plan is based could

, granted, cause it to unravel.

TV council. FCC Commissioner Mimi Weyforth Dawson last

week received a briefing on children’s television from about 40

children from the University of the District of Columbia’s Early

childhood Learning Center. No clear consensus emerged, but

ewson said she was considering having the children file no-

ices of the meeting, as a class project, in the commission’s

ending children’s television docket to comply with FCC ex-

parte rules.

on May 20 affirmed commission’s ruling—issued in 1977—

that Hudson C. Millar Jr. and James Jordan Bullard had indeed

- engaged in strike conduct. Review Board, in decision commission

ade made final, had found that Millar and Bullard had instigated

omation of Sumiton Broadcasting Co. and its application for new AM

on 1540 kHz at Sumiton for purpose of blocking application of

ull Music Broadcasting Co. for frequency at nearby Cullman.

ull Music’s station would have competed with WJDL. Millar

nd Bullard contended that application of strike policy was con-

ary to public interest in their case since they brought what

turned out to be winning applicant to commission’s attention.

ever, court—in aspect of decision that disappointed commis-

ion officials—declined to rule on validity of strike policy. It said

question had not been raised before commission.

In its ongoing attempt to stem affiliate dissatisfaction with perfor-

mance of Today, NBC has undertaken yet another study of that

rogram. Project is just getting under way and will start with focus

roups to determine how viewers perceive show. Results of focus

roups will determine methodology for rest of study, which, when

ate, will be presented to news management for evaluation in

aking possible changes.

United Video, common carrier for superstition WGN-TV Chicago, is

launching drive to gain support for House copyright bill (H.R. 2902).

Firm has sent out information kit to cable companies which in-

clude news release, newspaper ad, information flier and checklist

be used in planning campaign. Bill would permit all cable sys-

tems, regardless of size, to carry three distant independent signals

without paying fees based on Copyright Royalty Tribunal’s 3.75%

rate hike (BROADCASTING, May 9).

James W. O’Neill, president of Blairat, New York subsidiary of

John Blair & Co. satellite communications venture that was dis-

continued last January, named to new post of chairman and chief

ector of Quantoplex, broadcast and market research

division of Blair. William A. Morris, president of Quantoplex, contin-

ues in that post.

Ron Castell, senior vice president, marketing, Group W Satellite

munications, is leaving GWSC at end of June to join Comsat’s

BS subsidiary, Satellite Television Corp., in same capacity.

Benjamin Hooks, former FCC commissioner, was reinstated as ex-

cutive director of National Association for the Advancement of

ored People after eight-day suspension by NAACP Chairman, Margaret Bush Wilson.
The real thing

The discord between the National Association of Broadcasters and the National Radio Broadcasters Association has progressed well beyond the "Dear Eddie" and "Dear Sis" stage when it was first put on display in a discussion of rival radio conferences (Broadcasting, April 11). To call the situation open warfare is no exaggeration.

It started last week with an open letter to radio broadcasters in the May 23 Monday Morning Memo issued weekly by the NRBA. In the letter, Harriet A. (Sis) Kaplan, principal in WAYS-(AM)-WROQ(FM) Charlotte, N.C., and president of the NRBA, declared that the NAB had "de-railed" the NRBA's "long-standing campaign to achieve the full deregulation of radio." The quantification of program standards now attached to legislation with the NAB's connivance, she said, "is likely to prove a retrogression into the control of program content by the FCC and a balm to would-be regulators."

The next day Kaplan appeared as a witness before the House Telecommunications Subcommittee and, to the surprise of readers of her letter, accepted quantification for radio "as a compromise." At the same hearing, Eddie Fritts, president of the NAB, accepted the principle of quantification for television deregulation but not for radio.

On the day after that, a letter was sent to "Dear Fellow Radio Broadcasters" by the chairman of the NAB board, the NAB radio board and principal NAB radio committees. "We were shocked to hear Sis Kaplan ... testify that they [the NRBA] would accept program percentages for radio," the letter read. "To us, this is the final straw." The letter noted that Kaplan's open letter on May 23 had omitted mention of the NRBA's willingness to accept a spectrum fee, called by other names, as a quid pro quo for radio deregulation. The NAB chairmen asserted that the NAB had consistently opposed a spectrum fee, the implication being that the NAB had saved radio deregulation at no quid pro quo whatever, noting that attention had been diverted to a quantification for television as the price of relief.

As is reported elsewhere in this issue, radio members of both the NAB and NRBA are beginning to choose sides. The signs of escalation in the warfare are everywhere.

Nor is the divisiveness confined to radio. As was reported earlier (Broadcasting, May 23), major television station groups have scheduled a meeting in Washington on June 9 to discuss what to do about the representation of their peculiar interests. Their richness will hardly be relieved by the NAB's testimony that radio competition is extensive enough to justify radio's escape from program standards and the NAB's implication that the television marketplace isn't ripe yet for deregulation on the radio scale.

Not much has been heard publicly from the television networks, but it is no secret that they see trouble ahead on the NAB's present course. They are especially worried by the prospect that the concept of quantification will be enlarged to include standards for minority employment and representation in programming. Their keen-eared representatives were there last week to hear Congressman Mickey Leland (D-Tex.), a vociferous spokesman for blacks, refer repeatedly not to equal opportunity but to "compensatory" opportunity.

There is no doubt that the NAB management has substantially improved the acceptance of the organization by some members of the House Telecommunications Subcommittee and the parent Energy and Commerce Committee. It is equally apparent that it has antagonized others, including the subcommittee chairman who recaptured control of broadcast deregulation despite the best efforts to outflank him by dissident subcommittee members and the NAB.

At this point there is no way to predict what will be left of the legislation or the broadcasters when the legislative meatgrinder has done its work. The trick for the broadcasters now is not to lose control of the meatgrinder.

Goodbye please

Believers in the First Amendment have to swallow hard when people like Nellie and Charlie Babbes come along. The Babbeses have let their KTTL(FM) Dodge City, Kan., be used for hatemongering on a psychopathic scale. They are objects of petitions to deny the license renewal of their station and of a competing application for its facility. Whether insensitive or sympathetic to the ethnic and racial abuse they aired, and there are signs of both conditions, they deserve the trouble they're in.

That said, it must be added that the record that has emerged so far fails to disqualify them from the protection of the First Amendment. Absent other disqualifying transgressions that have yet to come to light, they should be allowed to sell their station and get out of the business, fast.

So far official Washington has appraised the KTTL case for what it is: an aberration. Before the case acquires larger status, it ought to be closed.

Memorials

The news of John Blair's death summons up a legion of images of the men and women who strode boldly into the era of electronic media when it and they were young together. There were no paths for them to follow—and, come to think of it, few rules for them to break. For those with the entrepreneurial spirit—and John Blair was in their first rank—the times could not have been more compatible.

John Blair & Co. reported revenue of $321 million last year. That was six times the billings of the whole broadcasting industry in the year the company was founded. The company is still acquisition-minded. It bought WKQ-TV San Juan, P.R., last month for $55 million cash.

Those who have followed in the footsteps of John Blair and his fellow ventures, while continuing to pioneer on their own, might well take a moment to reflect upon the sturdiness of the foundations that were bequeathed to future generations of the Fifth Estate.

"The cable guys got into a fight with the electric guys."

Drawn for Broadcasting by Jack Schmidt
EXPOSING TOWING RIPOFFS

Having an auto accident is serious enough, but if the driver's car is vandalized when it is supposed to be impounded for its protection, something is very wrong.

Yet some former employees of the towing firm contracted by the city of Denver admitted to KBTV, the Gannett television station there, that they often towed cars to the contractor's lot—at added expense to the owners—where they systematically stole personal belongings, parts and even gasoline.

KBTV investigated and aired videotape of tow-truck drivers stealing from impounded cars and siphoning gasoline. The station disclosed that the towing company frequently overcharged and double-billed the city.

KBTV advised Denver accident victims of their right to demand their cars be towed at a low fixed rate to the city impoundment lot. And officials responded by tightening controls, launching their own investigation, ending the towing contract and preparing to solicit bids for a new one.

Investigative reporting to help the public is a regular part of news programming at the seven television stations of Gannett. And, in Denver, the reporting by KBTV is helping remove a ripoff that has cost unlucky accident victims many thousands of dollars.

Gannett Television Stations

KPNX-TV Phoenix
KHTV Denver
WXIA-TV Atlanta
WPTA-TV Fort Wayne
WLKY-TV Louisville
WICN-TV Minneapolis-St. Paul
KOCO-TV Oklahoma City
A MILESTONE IN MICROWAVE TECHNOLOGY

With the advent of our new line of frequency-agile ENG/EJ central receivers, STL/ICR transmitters, and portable transmitters and receivers, Nurad offers the broadcaster complete microwave systems capability.

The leader in microwave systems has just redefined the performance standards. Combining Nurad's renowned quality and dependability with state-of-the-art design innovations, they represent a milestone in microwave technology.

At Nurad, we take pride in offering the finest and being the leader.