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volume 23

motion pictures

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A Warner Communications Company
We're Making A Name For Ourselves!

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

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

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The AMERICA WORKS production team is now on-location from coast-to-coast covering such vital current issues as unemployment, health care, plant closings, housing and job retraining.

FAIR AND BALANCED VIEWS

AMERICA WORKS is a balanced presentation of opposing views—in accord with broadcast standards. And, Henry Geller, former FCC General Counsel brings his experience on fairness issues to our series.

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

STATION RECEIVES 3 MINUTES PLUS COMPENSATION

THE LABOR INSTITUTE OF PUBLIC AFFAIRS
Executive Producer: Larry Kirkman

NOTE: AMERICA WORKS can be identified as Public Affairs programming for FCC logging purposes.
A leader. An innovator. A good friend.
High-definition television colors Montreux landscape □ Cable system trading □ NCTA packs its bags for Houston

ROLLERCOASTER RIDE □ NBC is hoping that momentum of May sweeps will carry into fall schedule. PAGE 35.

GROUP EVALUATION □ Large station group owners plan to meet this week in Washington, to discuss their problems with the NAB. PAGE 36.

ALPINE HDTV □ High-definition television makes an impressive showing at the international television symposium in Montreux, Switzerland. Some problems on standards and in-home screens remain. PAGE 37.

NO WOMAN'S LAND □ New State Department chief for international telecommunications, Diana LadyDougan, is at the center of political crossfire between Capitol Hill and the White House on who should set the country's international communications policy. PAGE 40.

WITNESS RATHER □ Verdict is expected this week in slander trial featuring Los Angeles doctor and 60 Minutes segment. PAGE 41.

FIXED DBS □ FCC goes ahead to direct satellite broadcasters to operate in the K-band. PAGE 42.

CABLE CONFAB □ The National Cable Television Association prepares for its annual convention with Goldwater, Wirth and Fowler scheduled to speak. The big news may be made in Washington and not Houston, however, with the Senate scheduled to vote on cable deregulation. PAGE 49.

A daily agenda appears on PAGE 50. A list of exhibitors begins on PAGE 56.

ROAD HEARING □ House legislation to put repeal of financial interest rules on hold for five years receives airing in Hollywood, with Wirth, Waxman and Leland on hand. PAGE 75.

ANOTHER TURN □ Turner Broadcasting takes issue with commenters who defend retention of must carry rules. PAGE 78.

NTIA SHIFT □ National Telecommunications and Information Administration may shift to new Reagan department of International Trade and Industry. PAGE 79.

AGE-OLD SCUFFLE □ A Rogers cable system and local Bell operating company in Portland, Ore., are in a fight over pole access. PAGE 80.

STRATEGIC BUYING □ Sales of cable systems total $433 million last year, with more emphasis on clustering of systems over far-flung purchases. PAGE 83.

SALES SLOWDOWN □ CBS looks to cut $60 million (about 400 jobs) from its budget to meet declining sales expectations. PAGE 86.

HOLLYWOOD NEGOTIATIONS □ SAG and AFTRA begin meetings with networks on new contract. PAGE 90.

CAPITOL AAF □ American Advertising Federation opens annual convention in Washington next week with Vice President Bush scheduled to keynote. PAGE 92.

LISTEN TO THE MUSIC □ Bonneville Broadcasting System's John Patton has brought that programming syndication firm into the satellite-dominated communications world of the eighties. PAGE 111.
BARNABY JONES - HE COMES ON STRONG...

In fact, he gets better the second time around!

NEW YORK
WCBS-TV. M–F, 4–5 pm.

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OUR 10th YEAR
WORLDVISION ENTERPRISES INC.
The World's Leading Distributor for Independent Television Producers
New York, Los Angeles-Chicago, Atlanta, London, Paris, Tokyo, Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome
A Viacom Company

SOURCE: NS MONTHLY REPORTS
NS NETWORK MARKET WEEKLY REPORTS
\textbf{is forming}

The name of surface to form contender for the seat on FCC comes from the FCC staff-Jackson (Jack) Lee, chairman's assistant with Congress. Lee is the next Nebraskan who became well known in North Carolina as broadcaster. Republican political figure. In early '80s, he owned WPAY (AM) Fayetteville — served president of North Carolina broadcasters association, won election as your of Fayetteville — no small trick for public in that Democratic minority — and later was full-time chairman of Republican party in state. He had commission staff in 1980. Conservative Jesse Helms (R-N.C.), with whom Lee is said to be ideologically compatible, is backing him for FCC post. But at least one other candidate has been king in Senate. Several senators are to have signed letter endorsing Mimi Shuler, chief aide to Senator John H. Stennis (R-Miss.), whose candidacy was closed month ago ("Closed Circuit," p. 2).

\textbf{assionaries}

The brass at National Association of Broadcasters has begun meeting with major station group owners in attempts to end rift that appears to be developing between association and TV groups (see p. 36). Last week Eddie Fritts, NAB president, accompanied by John Miker, executive vice president and general counsel; Erwin Krasnow, general counsel and senior vice president; and Stockmeyer, senior vice president of government relations, went to Cincinnati to call on TCF Broadcasting executives.

Taft president, Dudley Taft, characterized meeting as "good exchange." It said his group was "pleased to discuss openly these issues." And Taft said his group intends to "work within NAB.'"

\textbf{DS's place}

The question of whether to put multipoint distribution service under FCC Mass Media Bureau's jurisdiction, which has been pending since commission for more than a year ("Closed Circuit," Dec. 14, 1981), has been a key issue. At least one time, March, MDS — even in its all-channel form (BROADCASTING, May 13) — will remain under jurisdiction of Common Carrier Bureau. There was also question of whether commission should concern itself, in name of diversity, with identity of programers on multichannel MDS — whether, for example, television broadcasting network should be permitted to offer multichannel MDS programming in market where it owns TV station. Indications are that commission won't move to impose constraints.

\textbf{Flattening curve}

Cable analysts say they detect, if not slowdown, then certainly no acceleration in cable penetration's growth rate in recent months. They say growth normally has been 2%-4% per quarter, and they figure that lately it's been running at low end of that range. Using Nielsen figures putting penetration at 37.2% of U.S. TV homes in February, they estimate it's up to about 38% now.

\textbf{All-star cast}

National Association of Broadcasters joint board meeting June 13-17 will get heavy briefing on NAB's present legislative course. Scheduled to meet with board are Congressmen Tom Tauke (R-Iowa) and Billy Tauzin (D-La.), co-authors of bill to deregulate radio and television; Congressman Al Swift (D-Wash.), whose concept of programing quotas to measure public service has been accepted in principle for television by NAB, and Congressman Thomas Lukken (D-Minn.), author of bill modeled on one Senate adopted to deregulate radio and eliminate comparative renewals for TV (but without Senate's fee for half cost of regulation).

Also to meet with NAB boards are FCC Chairman Mark Fowler, advocate of total deregulation for radio and television, without program quotas, and Diana Lady Dougan, coordinator for international communication and information policy for State Department (whose struggle to stake out her turf is reported in story beginning on page 40 in this issue).

\textbf{On schedule}

Spot television in second quarter is expected to reach industry projections of increase of 9%-11% over last year's quarter. Variations exist from market to market, but generally outlets in West and South fared better than those in Northeast and Midwest. National representatives are expecting 8%-10% rise for third quarter, but some are apprehensive that CBS's large unsold inventory in that period will depress prices.

\textbf{Still at it}

Removal of Thomas O. Enders as assistant secretary of state for interAmerican affairs is not only change in administration personnel intimately concerned with efforts to establish Radio Marti. Enders's top staff person involved in broadcasting to Cuba project, Miles Frechette, is also leaving. In move unrelated to Enders's replacement, Frechette has been named ambassador to Cameroon. His successor has already been picked — Ambassador Robert Ryan, who moves over from Caribbean Basin Initiative. However, appearance of new players — Ambassador Langhorne A. Motley replacing Enders and Ryan taking over from Frechette — is not expected to mean change in administration's drive for Radio Marti.

But change could come in Congress, where both Senate Foreign Relations and House Foreign Affairs Committees have scheduled markups on Wednesday on Radio Marti legislation. House committees may not pose problem for administration, but in Senate committee there will be effort to scrap plans for separate station and assign to Voice of America installation on Marathon Key, in Florida, additional duty of broadcasting kind of Cuba-oriented programing administration says is necessary.

\textbf{Touchy subject}

Nomination of Thomas Ellis to seat on Board for International Broadcasting is proving troublesome. Hearings date for him and Michael Novak, originally scheduled for Feb. 24, was scrubbed and has yet to be rescheduled. Official explanation for delay is crowded calendar of Senate Foreign Relations Committee, but sources at both BBIB and committee say real reason is delicate negotiation on how to handle Ellis nomination. Close adviser of Committee member, conservative Jesse Helms (R-N.C.), Ellis, Raleigh, N.C., lawyer, is opposed by National Association for Advancement of Colored People. One issue expected to come up in hearings is Ellis's former membership on board of Pioneer Fund, tax-exempt foundation that financed controversial research on genetic differences between whites and blacks.
MATV-CATV

A controversy with potentially far-reaching impact has been generated by a New Jersey superior court judge's ruling that satellite master antenna television systems are, in effect, cable systems and subject to state regulation—including regulation as to fair pricing, adequate programming and good mechanical services—on the same basis as cable systems.

Judge Reginald Stanton of the superior court of Essex County made the ruling last month in a suit brought by Suburban Cablevision of East Orange, N.J., said to be the largest cable system in the state, against Earth Satellite Communications Inc., which was planning to offer SMATV service to an apartment complex in East Orange. Judge Stanton held that Earth Satellite must have a certificate of approval from the New Jersey Board of Public Utilities and issued a permanent injunction against its operation without one.

Sidney Sayovitz, attorney for Suburban, said the decision could have importance to SMATV operators not only in New Jersey but throughout the nation, particularly in the asserted right of SMATV companies to set rates without government approval.

But Earth Satellite is not going to let it go there. Mark Tauber, Washington attorney for the company, says Judge Stanton's decision will be appealed to the state supreme court and that, in addition, Earth Satellite has already petitioned the FCC to rule that Earth Satellite needs no state board certificate. The petition asks the FCC to reaffirm that pre-emption.

Earth Satellite's East Orange operation, which had been in noncommercial test operation when the court case arose, closed down last week, pending outcome of the dispute.

Canadian 'specialities'

The Canadian Radio-Television and Telecommunications Commission (CRTC) put a call last month for applications from Canadian-based firms proposing to operate specialty cable programming services such as the sports, news and health specialized cable channels that are prevalent in the U.S. American companies may not apply, but companies in Canada propose such services could utilize American programming. However, content guidelines put forth by the CRTC to determine which proposals get licensed indicate that the majority of Canadian-originated programming proposed will be better. The guidelines for comparing proposals include: the percentage of exhibition time devoted to Canadian-originated programming, the number of Canadian programs acquired for the program service, the number of Canadian programs developed for the proposed service, and the percentage of the total program budget a gross revenue spent on acquisition of Canadian programs. The CRTC has not decided how many services it intends to license, but a spokesman for the commission said, add that the CRTC is "looking for as wide a variety of shows as possible."

Specifically ruled out in the CRTC's criteria for applications are those proposing services of a "general" nature, such as movies or variety specials. Earlier this year, CRTC licensed eight general interest services (including movies for the most part, with a cultural channel), both national and regional, with French, English or multilingual formats.

Last November, the CRTC initiated a study on tiering and universal pay television, the results of which, to be published soon, would probably have an impact on the manner in which the specialty services may be offered to the public, the spokesman said. Subscriber and operator fees and national advertising have not been ruled on, he said, but the CRTC "is not disposed..."
ow local advertising, "given the impact it could have on local broadcasters."

The specialty services would be transmitted to cable operators across Canada via the nik satellites, the spokesman said. The deadline for applications is July 4. It's still too early to determine whether the specialty pro-

amers would have to pay a license fee, though the spokesman indicated that in all likelihood they will, since a fee is required of other operators licensed by the commission (radio and TV broadcasters and the rod-based cable services).

Reports have circulated in Canada that several firms will be applying for licenses for the use of music and health channels, though To-

ronto-based Rogers Cablesystems has been talking with the Turner Broadcasting Sys-

tem about bringing an all-news service to Canada, composed mostly of Cable News Network material with hourly inserts for Canadian news, possibly produced by the TV Television Network.

Cable bill opposition
everal senators have joined forces in opposition to certain provisions in the cable deregulation bill, S. 66, which is up for consider-
tion by the full Senate next week (June 13 and 14). Leading the opposition is Com-

merce Committee member Frank Lauten-

erg (D-N.J.), who voted against the bill in first committee (BROADCASTING, May 16).

auberg was prepared when the meas-

ure first came to the Senate floor in May to mend the bill. Since then, he has enlisted the support of James Exon (D-Nebr.), Rudy schwartz (R-Minn.) and David Durenberg (R-Minn.), who are planning to offer amend-
m ents.

In a "Dear colleague" letter, mailed last week, the four senators explained their dissat isfaction with S. 66 and how they would amend those sections.

According to the bill, rate deregulation would be granted to cable systems in many markets. "We believe that rates—if they are to be deregulated—should be deregulated only in areas where there are viable reasonably competitive alternat-
es to cable for reception of television signals. Consequently, we will propose an amend-

ment that would substantially con-

fine deregulation to those areas," they note.

The letter also stated that the proposed amend-

ments would:

- Insure that judicial review is de novo where a fair and adequate hearing is ot provided by local regulators.
- Retain residual common carrier author-

ity that could be exercised if circum-

stances warranted it.
- Require a minimum portion of channel capacity be made available for access by other groups.
- Empower franchising authorities to re-

uire access by public and educational, s well as governmental users.
- Restore the balance in favor of mutually greed upon contractual duties.

CCI reaction

ian Ritchie, chairman and chief executive officer of Westinghouse Broadcasting and Cable Inc., who has taken responsibility for developing the Consortium for Cable In-

formation, told reporters in New York that the MSO's, equipment suppliers and pro-

grammers have expressed strong support for the consortium. The organization to dis-

seminate information to consumers and op-
erators about cable. Ritchie said that many companies have already committed funds to the project and that some executives have committed themselves to become board members. Details are to be announced at the upcoming National Cable Television As-

sociation convention in Houston next week.

"The cable industry is misunderstood," or not understood at all, said Ritchie, explain-

ing the need for a consortium. He said that consumers often overestimate the cost of cable or are unfamiliar with available serv-

ices and often are unaware that cable passes their homes. He noted that in a sur-

vey of one Group W system, 20% of those polled were unaware their homes were passed by cable.

Fee furor

The National Cable Television Association has opposed an FCC petition by the city of Miami, seeking a waiver of the commission's rules limiting franchise fees.

Under FCC rules, franchise fees are limited to 3% of a system's gross annual revenue, but the commission will grant waivers al-


dowing cities to demand up to 5%, if those requested are properly documented by the city and cable operator.

In its opposition, however, NCTA said while Miami was purporting to seek permis-

sion to assess a fee of 5% to Miami Cablevi-

sion, which holds the Miami franchise, the city's franchise ordinance would actually impose a fee far in excess of that amount.

According to NCTA, the Miami ordi-

nance not only calls for it to collect 5% of the cable system's gross revenue, but also specifies additional fees, including an addi-
tional annual fee of 3% of the system's gross revenue, or $600,000, whichever is greater, for a variety of uses; an annual payment of $300,000 for the city's drug-enforcement ef-

forts, and another one-time payment of $200,000.

"The Miami ordinance exemplifies the burdensome layers of fees and obligations that cable operators are required to offer or accede to in order to win the right to serve a city. Although the commission will not waive its 3% fee ceiling unless the cable operator acquiesces by showing that addi-
tional fees will not unduly interfere with his operations, this is an imperfect safeguard. As a condition to obtaining a franchise, an operator may effectively have no choice but to support or even initiate a waiver request," NCTA said.

"For this reason, NCTA urges the commis-

sion to give close and careful scrutiny to petitions seeking waivers of the franchise fee limitation, even where both the city and the cable operator appear to support such waivers. To allow cities to impose excessive fees and requirements at a time when cable faces growing competition on all sides would impede the growth of cable as a na-
tional telecommunication medium and would disserve the public interest. In the present cases, Miami seeks approval of a package of fees that approximate 10% of gross subscriber revenue. The commission should deny the petition and permit no fees in excess of the limitations set forth in... the rules."
San Francisco: Barnaby Jones—Coming on Strong

KICU-TV M-F, 7-8 pm
#1 in women sign on—sign off
Women up 279% over last year!
Men up 209% over last year!

Business Briefly


Commercials approximately

Jays Foods □ Potato chips will be featured in campaign on radio to begin June 20 for two weeks in 10 Midwestern markets. Flight on television ended in late May in those markets; new radio flight will be supplemented with scheduling of new TV commercials in Chicago only. Radio spots will run in all dayparts. Target: women, 18-49. Marsteller Inc., Chicago.

Union Oil Co. □ Campaign on radio will extend for seven weeks in 16 markets, starting June 10, while TV flight will be in eight of those markets. Target: men, 18-49. Agency: Leo Burnett Co., Chicago.

Texman Sportswear □ Lawman jeans will be advertised on radio in nine markets for eight weeks, and on television in five markets for four weeks, starting in early July. Target: teen-agers, 12-17. Agency: Carlson, Liebowitz & Olshewer, Los Angeles.

Union Carbide □ Energizer battery will be spotlighted in two-to-three-week flight starting in mid-July in 15 to 17 markets. Commercials will appear on all dayparts. Target: men and women, 18-34.

Hormel □ Homeland salami will be advertised for four weeks in 12 markets starting June 20. Commercials will run in daytime periods on weekends. Target: women, 35-49. Agency: BBDO, Minneapolis.

Farmland Foods □ Bacon and ham will be featured in four-week campaign to begin in late June in 11 markets. Commercials will be carried in drive times. Target: women, 25-54. Agency: Barickman Advertising, Kansas City, Mo.

Ponderosa System Inc. □ Restaurant chain will test radio in two markets for one week, starting in early July. Commercials will run on all dayparts. Target: adults, 25-54. Agency: Avrett,


For sunny days. New 30-second commercial for Bain de Soleil suntan lotion was produced on St. Tropez shores to provide European ambience. TV commercial has begun in more than 10 major markets and will run through August. Target: women, 18-49. Supplemeting TV flight will be 30- and 60-second network radio spots. Agency is Advertising to Women, New York.

Sounds beautiful. Pepsi Cola Co., St. Louis, which last year introduced its "no caffeine" advertising for its Seven-Up brand, has launched extensive effort on network television, spot television, cable television and spot radio to spotlight other health issues. Seven-Up's new ads, featuring actor Geoffrey Holder, stress brand contains "no artificial color" and "no artificial flavor" as well as no caffeine. Commercials have begun on three television networks, in 77 spot TV markets, cable television and spot radio. Heavy scheduling will take place through July 4. Unlike "no caffeine" advertising, latest group of TV commercials show competitive products that Seven Up says are "artificially colored" or "artificially flavored." Agency is NW Ayer, New York.
Fantasy Island is a programmer's dream come true. Now available in hours or half-hours for Fall 1983.

FANTASY ISLAND

A Spelling/Goldberg Production in association with

Columbia Pictures Television
A UNIT OF THE SPENCER COMPANY
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A Spelling/Goldberg Production
distributed by Columbia Pictures Television
Comfy quarter. First quarter of 1983 wound up with comfortable increases for both national-regional spot and local television, with former climbing by 10.4% to almost $766 million and latter moving up by 13.6% to almost $520 million.

Estimates released last week by Television Bureau of Advertising, based on compilation by Broadcast Advertisers Reports, show that categories registering largest increases in spot were office equipment, stationery and writing supplies, up 84%; home electronics equipment and musical instruments, up 49%; and apparel, footwear and accessories, up 41%. Top five advertisers in spot TV, according to TVB, were Procter & Gamble, up 83% to $59.5 million; General Mills, up 41% to $20.5 million; PepsiCo, up 49% to $12.3 million; Nissan Motor Corp., U.S.A., up 27% to almost $12.3 million, and Lever Bros., up 15% to $12 million.

BAR data indicate largest percentage gains in local television advertising for first quarter were achieved in following categories: drug stores, up 54% to $10.5 million; appliance stores, up 48% to $14.4 million; builders and real estate agents, up 40% to $10 million; and medical and dental services, up 34% to $8.9 million. According to TVB, leading local television advertisers for first quarter of 1983 were McDonalds, up 8% to $20.4 million; Pillsbury Co., up 64% to $7.7 million; PepsiCo, up 27% to $6.6 million; General Mills, down 6% to $6.3 million, and H&R Block, up 7% to $5.5 million.

Miles down the road. Miles Labs Inc. has shifted all its One-A-Day Adult vitamin advertising from JWT USA, New York, to Thatham-Laird & Kudner, Chicago, consolidating all nationally advertised Miles vitamin brands at latter agency. Brands affected are One-A-Day Essential, Plus Iron, Plus Minerals, with Extra C, Stress Gard, Vitateam, and Enriched Single vitamins with vitamin C, with Zinc, B-Complex with Phosphorus, and E Selenium.

Miles brands, currently assigned to TL&K are: Flintstones and Bugs Bunny children's vitamins, Bactine antiseptic, and Bactine with hydrocortisone.

JWT has had One-A-Day account since 1967. TL&K has been Miles agency since 1969.

In new quarters. Kornhauser & Calene Inc., New York, has moved to new and larger offices at 228 East 45th Street, New York 10017; phone: (212) 490-1313. Three-year-old agency bills about $100 million, of which more than 60% is in broadcast.


**Rep/Report**

WAVI-AM-WDDQ(FM) Dayton: To Eastman Radio from Bernard Howard.

WMKN-TV Memphis: To Settel (no previous rep).

KTKB(AM)-KLKX(FM) Tucson, Ariz.: KXZL(FM) San Antonio, Tex.: KMMS-FM Indio, Calif.: To Torbet Radio from Lotus Representatives.

WCDY(FM) Detroit: To Torbet Radio from CBS FM Spot Sales.


KWEB(FM) Anderson, Calif.: To Weiss & Powell (no previous rep).

KIRP-FM Tacoma, Wash.: To Weiss & Powell from Market 4 Radio.

WGNT(AM) Huntington, W. Va.: To Torbet Radio from McGavren Guild.


WNNR(FM) New York: To Weiss & Powell from Lotus Representatives.


WUTM-TV Winston-Salem, N.C.: WRLH-TV Richmond, Va.: To Settel from Adam Young.

**Political clout.** The American Advertising Federation, Washington, has formed a political action committee to support the candidacy of individuals running for federal office. Howard Bell, president of AAF, said this "is the first time an industry-wide advertising PAC has been developed." A spokesman for AAF said the organization now is in the process of soliciting funds which may be used to make direct contributions to candidates or to finance advertising efforts in support of such candidates.
“The biggest and most pleasant surprise in our survey...consistently the most enterprising, the most alert, the most newsy of the Morning Three, combining good television with good news judgment.” TV Guide 5/21/83

TODAY
Be The First To Know. Weekday Mornings at 7.

NBC News
GALAXY I
GALAXY I

A concept developed out of a commitment to quality and stability for the cable industry.
A collection of the strongest cable programmers, each bringing the finest in programming to subscribers.

With its launch into space, Hughes Galaxy I represents a new milestone in satellite communications. Galaxy I – the standard against which others will be measured.

GALAXY I PROGRAMMERS

Home Box Office, Inc.
Group W Broadcasting Company
Times Mirror Satellite Programming
Viacom International
Turner Broadcasting System
SIN Television Network
C-SPAN

Galaxy I. A promise that has been fulfilled.
A vision that became reality.
Using the phenomenon of X-urban radio

Radio can be used as one of the strongest marketing media for television by using an ad hoc network of X-urban (the portion of metropolitan America outside the central city) and outer cities decentralized radio stations. Radio tune-in advertising campaigns can be developed for television series or specials targeted toward these growing outer areas that markedly increased these programs’ national share, with the commercials scheduled to run on the day preceding the program and on the actual play date.

Concentrating on dispersion rather than on central-city, downtown radio stations is a direct result of the movement of the population from the old city centers to the newer and growing outer cities, and beyond, in the last decade.

One of the best ways to increase a television program’s audience is by radio promotion in every radio county (excluding the center city one) of carefully selected ADI’s. Many radio networks can be created in different configurations to accommodate the nature of the series or TV special.

While this technique is important for TV producer clients, and for the radio stations that carry the commercials, the real impact of radio’s ability to change television ratings lies in what it says about the change in distribution of the population of America.

The Census Bureau tells us that growth in the metropolitan areas has been outside the central cities. While total metropolitan area population of the United States has grown 10.2% from 1970 to 1980, the central city population has increased only 0.2% while the area outside the central cities has gained an enormous 18.2%.

If this were not enough indication that the population is spreading widely, the increase in the population of nonmetropolitan areas has been 15.2% since 1970, the first time since 1820 that the growth in nonmetropolitan areas has outstripped that of metropolitan areas.

A very interesting survey commissioned by the Los Angeles Times and published last July 4, illustrates the attitude of outer city residents toward the inner city. The Times selected Orange county, which, while part of the Los Angeles ADI, is now a separate standard metropolitan statistical area, (in fact, the 17th largest in the country). The Times polled 500 Orange county residents on their attitudes toward the city of Los Angeles and their buying intentions involving L.A. Forty-one percent of these people said, “I try not to go to Los Angeles unless I really have to.” Another 13% said, “I don’t think about Los Angeles at all,” and 10% said, “I really hate Los Angeles.” Thus, 64% have dissociated themselves emotionally, and to a large degree economically, from Los Angeles.

It is interesting to note that only 27% of these people said of Los Angeles: “It’s still a place I enjoy going.” and only 9% stated: “It’s an exciting place.”. In most aspects of their daily lives, these Orange county people have become independent of the central city of their ADI, a pattern becoming common throughout the United States.

In the same survey, Orange county residents revealed that only 2% would buy a major appliance in Los Angeles and only 4% would go there to buy a car. What would they go to Los Angeles for? To use the airport (61%) or attend a live stage production (66%). But 80% would stay in Orange county for a baseball game, and 82% to attend a first-run movie.

The attitude is not indigenous to Orange county. Outer city people are spreading out and creating new, more livable cities at some distance from the old downtown. This population movement is happening around “new” cities like Los Angeles and Dallas-Fort Worth, and “old” cities like New York and Boston.

Hand in hand with this scattering of population, the number of radio stations increased from about 4,000 in 1960 to some 6,500 in 1970. Nearly 9,000 commercial radio stations are now operating in the U.S. It is logical therefore to present a client’s message to this carefully selected and highly receptive and scattered formerly central city audience, not available to the client 15 years ago.

People still speak of the “top 25 market” or “top 50,” yet rarely stop to consider what they mean by this. In 1939, most of the major markets consisted of the city, county, and little else. In the postwar population explosion, the top markets expanded like balloons to neighboring counties, so that the city annexed some of which became part of city economic life as “outer suburbs.”

Then, in the latter part of the 1970’s a new in the 1980’s, when we speak of “top 10” or “top 25” or “top 50” markets are really talking about an aggregation of counties lumped conveniently into an ADI because of the peculiarities of TV transmission and the FCC’s table of allocations, we population spread out widely throughout entire ADI. These counties are related fewer and fewer ways to the central city. We delude ourselves when we view these total TV coverage population units as though they are uniform, cohesive and homogeneous.

They are not. They are no longer sing places but really a collection of regional local entities under the overall title of the country transmission center, named New York, Chicago or Atlanta etc.

The marketer who ignores this decentralization does so at his peril. No longer can I buy big city radio or newspapers and a sume, as was the case in the 1950’s at ‘60’s, that his market is being covered. It is not. To put it most simply: The people have moved away, and are continuing to move away. Advertising on big-city or central-city media only is like giving a highly promote but not lecture. The half may be full, but the start, but it is half empty now. The outer city, people have a different lifestyle and more importantly they now have their own radio and other media. The major retailers may have been the first to recognize this dispersion of the population away from the central city, and have added major outlets in the outer cities and shopping malls miles from their original store locations.

These changes are even more marked when we examine, not the ADI but the SMSA. For example, while the city of San Francisco dropped 5.1% in population from 1970 to 1980, matched by Oakland’s 6.1% decline, the area outside these two cities gained by 17.8% in the same period. While Philadelphia’s center city lost 13.4% in population from 1970 to 1980 the remaining portion of the SMSA gained 17%.

Utilizing the information that these decentralization and dispersed outer cities are a new target audience, we can design a campaign using an ad hoc network of local stations to reach this burgeoning population group. It presents advertisers with a power vehicle for reaching an audience, which in sense, has insulated itself more and more from the central city and central city media.

Nicholas Gordon has been president of the Keystone Broadcasting System, New York, since 1975. Keystone, founded in 1941, specializes in arranging nonnetwork radio networks. Gordon, a 35-year veteran of radio and TV, 20 of them at NBC, held, among other posts, vice president, NBC Radio Network sales and vice president, Eastern sales, NBC-TV.
60 MARKETS SOLD

ROWAN & MARTIN'S LAUGH-IN

COMING THIS SEPTEMBER

"WE'RE GOING TO SOCK IT TO THEM THIS SEPTEMBER, DICK!"

"I'LL DRINK TO THAT!"

"SAY GOODNIGHT DICK!"
Ninety years ago a good telegraph operator could tap out about 25 words a minute.

It was a miracle.
May 24, 1844.
Samuel F.B. Morse, the proud inventor, sent the world's first telegraph message speeding across a thin strand of wire between Baltimore and Washington: "What Hath God Wrought!"

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

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

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

Moving with the technology of the times is another way communications companies like Store can do their jobs more efficiently every day.

A lot faster than 25 words a minute.
Today, computers can deliver a 300-page report in seconds.

STORER COMMUNICATIONS
Moving with the technology of the times.
This week


June 6—Chicago chapter of National Academy of 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 7—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Jeffrey Raits, vice chairman and chief executive officer, Cable Health Network, on "R! for Ad-Supported Cable Networks." Copacabana, New York.


June 7—Radio Advertising Bureau "idearama" for radio salespeople. Marriott Inn, Orlando, Fla.


June 7-10—1983 Clio Awards Festival Week, Sheraton Center, New York.


June 8-10—CBS Radio affiliates board meeting. New York.

June 8-10—Oregon Association of Broadcasters spring conference, Inn of the 7th Mountain, Bend, Ore.

June 8-11—National Translator/LPTV Association low power television seminar and open house for students of KZBU Sacramento, Minn. Speaker: Minnesota Governor Rudy Perpich. Information: (801) 237-2523.

June 8-11—"Media Arts in Transition" conference sponsored by National Alliance of Media Arts Center. Walker Art Center, Minneapolis.


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


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

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

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


June 11—Atlanta chapter of National Academy of Television Arts and Sciences Emmy awards banquet. Omni Center, Atlanta.

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


Also in June

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

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

June 13-14—"Home Satellite TV Conference and Exposition," sponsored by University of Wisconsin-Extension. Exposition will include outdoor display of satellite dishes. Wisconsin Center, UW-Extension campus.

Madison, Wis. Information: Heather Goldfoot. (608) 262-6512 or (608) 262-9953.

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

June 13-17—"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: ATI, P.O. Box K799, 2021 N Western Avenue, Los Angeles, 90027.


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

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

June 14—Radio Advertising Bureau "idearama" radio salespeople. Sheraton Century City, Oakland City.


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


June 15—Deadline for entries in 26th annual "Cinz awards for documentarists, public service and put affairs, sponsored by Information Film Producers America. Information: Wayne Weiss, IFPA, 750 E. Colorado Boulevard, suite 6, Pasadena, Calif., 91101 (213) 795-7866.


June 15-17—Television Bureau of Advertising natl al sales advisory committee meeting. Montauk Vac Club, Montauk, N.Y.

June 15-17—Indiana Broadcasters Association annual trip to Washington for meetings with state cong ressional association. FCC and National Association Broadcasters, Ramada Renaissance hotel, Wash ington.


June 16—Radio Advertising Bureau "idearama"
WNBC TV IS #1 IN NEWS

LIVE AT FIVE
NEWS 4 NEW YORK AT 6
NBC NIGHTLY NEWS
NEWS 4 NEW YORK AT 11

WNBC-TV IS #1 IN ENTERTAINMENT

PRIME TIME
THE TONIGHT SHOW
DONAHUE
FAMILY FEUD

Source: NSI Overnights—May, '83. Data based on estimates available on request.
Warner Bros. commitment to supply the very best features continues with TV1
Already Sold!

WPIX New York
KCOP Los Angeles
WGN-TV Chicago
WPVI-TV Philadelphia
WSBK-TV Boston
WEWS Cleveland
KTXA-TV Dallas-Ft.Worth
KRIV-TV Houston
WANX-TV Atlanta
KPLR-TV St. Louis
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
KOKH-TV Oklahoma City
WGGT Greensboro
KLRT-TV Little Rock
WAWS-TV Jacksonville
WUHF-TV Rochester (N.Y.)
KGUN-TV Tucson


Sept. 8-10 — Southern Cable Television Association Eastern show Georgia World Congress Center, Atlanta. Future shows: Sept. 8-9, 1984, Aug. 25-27, 1985, both Georgia World Congress Center.


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

June 17-July 22 — "Television Criticism Workshop" sponsored by American Film Institute in cooperation with California Institute of the Arts, Sony Video Center and Louis B. Mayer Library, AFIP campus, Los Angeles. Information: AFI, P.O. Box 270, New Haven, Conn. 06507.

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

June 18-21 — Columbus/Dayton/Cincinnati chapter of National Academy of Television Arts and Sciences Emmy awards banquet. Xavier University, Cincinnati.


June 22 — National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: John Jay Isin, president, WNIT/TV, New York City.


June 22 — Women in Cable, New York chapter, five-part course, "Basics of Cable Television," in conjunction with School of Visual Arts, New York. Information: (212) 889-0000.

June 22 — National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Jonathan Segal, president, WNET/TV, New York City.


June 28-30 — Jerrold division of General Instruments Corp. technical seminar. Hillside Holiday Inn, Hillside, N.J.


July 6-8 — Association of Catholic Television and Radio Directors' annual meeting. Vallobrosa Center, Menlo Park, Calif.


July 10-13 — New York State Broadcasters' executive conference. Gossingers Convention Center, Grosse Point, N.Y.


July 13-17 — Colorado Broadcasters Association summer convention. Wildwood Inn, Snowmass Village, Colo.

July 15 — Deadline for nominations for historic site desig-
Once upon a time, in the land of creative giants, there appeared an extremely red-hot video effects magician called ADO. Now, ADO could flip, tumble and spin with grace and ease. And certain visionary wise men, who saw the potential in such gyrations, hired this video master to create a wondrous tapestry of eye-dazzling three-dimensional video effects. Clients here and abroad were delighted and amused. And everyone lived happily ever after, except for a handful of video troglodytes who were left to live out the rest of their days in a dull, flat and listless universe.

ADO

For details about ADO, the hottest Digital Optics system in the creative universe, call your local Ampex AVSD sales office:
Atlanta 404/451-7112 • Chicago 312/593-6000 • Dallas 214/960-1162 • Los Angeles 213/240-5000
New York / New Jersey 201/825-9600 • San Francisco 408/255-4800 • Washington, D.C. 301/530-8800

AMPEX

Artistic Corporation - One of The Signal Companies
Airport '79 / The Concorde
Alain Delon, Robert Wagner
The Blues Brothers John Belushi, Dan Aykroyd
The Border Jack Nicholson, Valerie Perrine
Bustin' Loose Richard Pryor, Cicely Tyson
Conan The Barbarian Arnold Schwarzenegger
Continental Divide John Belushi, Blair Brown

The Deer Hunter Robert DeNiro, Meryl Streep, Christopher Walken
The Electric Horseman Robert Redford, Jane Fonda
Fast Times At Ridgemont High Jennifer Jason Leigh, Sean Penn
The Four Seasons Alan Alda, Carol Burnett, Jack Weston
The Harlem Globetrotters On Gilligan's Island Bob Denver, Jim Backus, Alan Hale

The Incredible Shrinking Woman Lily Tomlin, Charles Grodin
The Island Michael Caine
It Happened One Christmas Mario Thomas, Wayne Rogers, Orson Welles
Jaws II Roy Scheider, Lorraine Gary
The Jerk Steve Martin, Bernadette Peters
The Last Married Couple in America George Segal, Natalie Wood
Madame X Tuesday Weld, Jeremy Brett
Melvin and Howard Paul LeMat, Jason Robards, Mary Steenburgen
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
cation, July 6-12:

**Network television** □ PBS (check local times) A Salute to American Musical Theater, Wednesday, 8-9 p.m.; Giuliani Concert II, Wednesday, 9-10 p.m.; Tangle, Thursday, 10-11 p.m.; The Closing Door (immigration in the 80s), CBS. **[George Orwell]** 1984, reaired with Walter Cronkite, Thursday, 9-9 p.m.; NBC: The Poxen and Their Artists: The Vatican Collections, Thursday, 10-11 p.m.; ABC: Hunter by Dether (1976), Sunday, 9-11 p.m.

Radio: □ (check local times) ABC FM: Ringo Starr as D.J.* 26-week series of Beatles music with the ex-Beatle as host, Saturdays, one hour in length.

**Cable** □ Arts: Our Town (play) (T Wilder), Tuesday, 9-10:30 p.m.; Rubens (profile of painter), Wednesday, 10-11 p.m.; Bravocast: Fire! The Brenerist Tour, Monday, 10-11 p.m.; The Learning Channel: Ask Washington* (call-in public affairs), Monday, 9-9:30 p.m.; HBO: Campus Comedy (special), Saturday, 10-11 p.m.

**Museum of Broadcasting** □ (1 East 53rd Street, New York) British Television: As They Like It, 1967-1983, display of more than 40 British programs, now-July 9.

*indicates a premiere episode

**August**

Aug. 1—Deadline for applications for Pulman Fellowship Award for Editorial Writers, sponsored by Sigma Delta Chi.

Aug. 5—Arabas Broadcasting Association convention, Carmel hotel, Little Rock, Ark.


Aug. 12—World Conference on Community Radio, sponsored by Association of Radiodiffuseurs Communautaires du Quebec (AROCQ), University of Montreal, Quebec. Information: Paul H. James, 105 St. Helen Street, Quebec H2N 1B6, Canada.


Aug. 23—Montana Cable Television Association annual meeting, Outlaw Inn, Kalispell, Mont.

Aug. 24—Women in Cable, Rocky Mountain chapter, personal computer seminar, University of Denver campus, Denver.

Aug. 28—California Broadcasters Association annual membership meeting. Speakers include Senator Barry Goldwater and Representative Al. Swift (D-Wash.) on "Cable Deregulation—Is the Price Spectrum Fees?" Hyatt De Monte, Monterey, Calif.

Aug. 29—Institute for Graphic Communication conference on optical and videodisk systems. Holiday Inn, Monterey Bay, Calif.


**July 31**—Deadlines 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, NY 10013.

**Editors' Note**

The First Five

Broadcasting

1735 DeSales Street, N.W., Washington 20036. Phone: 202-638-1022.


**EDITORIAL**

Donald V. West, managing editor
Leopold Zedelgen, chief correspondent
Mark K. Miller, senior news editor
Kira Greene, assistant to the managing editor
Kurt Balis, associate editor
David Holenham, Matt Stimp, Kim McAvoy, assistant editors.
John Eggerton, staff writer
Anthony Sanders, systems manager
Susan Dillon, Marjorie Klein, research assistant
Michael McCalla, editorial assistant
Senior Editors: Consultants
Frieder M. Fitzgerald (Washington)
Rocco Famiglietti (New York)

**BROADCASTING/CABLECASTING YEARBOOK**
John Mercurio, manager
Joseph A. Esser, associate manager
Jack Jescheck, assistant editor.

**ADVERTISING**

Gene Edwards, director of sales and marketing
John Andre, sales manager (equipment and engineering)
Doris Kelly, sales manager
Christopher Mosley, classified advertising.

**CIRCULATION**
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Patricia Waldrum, Sandra Jenkins, Debra De Zarr, Joseph Kohlthott, Circirc.

**PRODUCTION**
Harry Stevens, production manager
Don Gallo, production assistant.

**ADMINISTRATION**
David N. Whitley, treasurer/operations
Philippe E. Boucher, controller
Albert Anderson, Irving C. Miller, financial consultant.
Debra Snapp, secretary to the publisher
Wendy J. Liebmann.

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Patricia A. Vance, director.

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Sue Simpson, correspondence editor
Vincent M. Diflino, senior editor, radio
John Lipman, staff writer
Marie Leon, sales assistant

Hollywood: 1600 North Vine Street, 90028.
Phone: 213-463-3148.
Richard Mahler, correspondence
Sandra Klausmair, editorial-advertising assistant.

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Donald V. West, vice president
David N. Whitley, vice president, advertising
Jerome H. Heckman, secretary
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David N. Whitley, vice president
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Phillipe E. Boucher, assistant treasurer

The Fifth Edition

Broadcasting.

Television, Cablecasting.
Eyewitness News 5, 6 & 11 PM.

*Source: May 1983 Arbitron Survey Overnights; WABC-TV 24.2, WNBC-TV 20.7, WCBS-TV 20.1—Total Rating Point Totals, Three Combined Evening Newscasts 5, 6 & 11 P.M. All Data Subject to Qualifications Submitted Upon Request.*
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ARBITRON SYNDICATED
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The Waiting Game

When we signed a long term agreement with Bill Moyes and The Research Group...we started it.
When we began putting our library through Comprehensive Music Testing...we believed in it.
When we delivered our first entirely research-driven tapes to our clients on March 14th...we knew it.
And when the Spring and Fall rating books are examined...we'll prove it.
SRP is today's beautiful music. You'll hear!
Third-place network, which placed second in May sweeps, may be on the way back; all networks are competing it hottest pace in years; larger share to Indies

With the dust hardly settled from the most competitive May sweeps in recent memory, a number of impressions are beginning to emerge. First, although researchers and programming experts will not say it above a cautious whisper, a ratings turnaround predicted for NBC-TV since last fall appears to be finally under way. Second, competition among the three major networks is hotter than it has been in years and, with record amounts of special programming planned for next season, promises to do nothing but get even hotter. And third, independent television continues to carve out a bigger share of the viewing audience, with gains increasing not only in traditionally strong early fringe and late evening dayparts but in prime time as well.

NBC's strong showing in May—up 11%, according to Nielsen's National Television Index, from its ratings performance last year (BROADCASTING, May 30)—came not only from 11 hours of particularly strong special programming (including a four-hour mini-series, V, and a two-hour special on Motown music), but from higher ratings for its regular series programming as well. (The May results: CBS 15.1/26, NBC 14.9/25, ABC 14.7/25 in Nielsen. CBS 15.1/25, NBC 15.0/25, ABC 14.9/25 in Arbitron.) Only 25% of NBC's prime time schedule in May was special programming. Several of its shows, notably Cheers and Remington Steele, are capturing higher ratings now, and did so during May, than they did during most of the regular season when they competed with first-run episodes of such strong CBS contenders as Simon and Simon and Falcon Crest. Although it is not unusual for programs that have had little sampling during the regular season to pick up steam in summer reruns, some advertising agency executives and NBC affiliates believe that the sampling that is going on now could add significantly to NBC's momentum come next fall.

NBC's May strategy included choosing episodes of series that had received the least sampling during the regular season—for example, those that ran against such ratings blockbusters as ABC's Winds of War and CBS's M*A*S*H finale—for rebroadcast during the sweeps. It also included carefully planned promotional campaigns for both series and special programming. NBC Entertainment President Brandon Tartikoff, who said he had predicted V would average a 34 share, called the 40 it actually captured "a testimonial to [NBC Entertainment Senior Vice President Steve] Sohmer's promotion."

Fred Paxton, president of WPSD-TV Paducah, Ky., and chairman of the NBC affiliates advisory board, noted that the network's movie package, which has been weak for years, began to show some of the strength during May that NBC has been predicting it would during meetings with affiliates over the past year. NBC's movies and specials package for next fall is even stronger, according to Tartikoff, and will include a seven-hour mini-series on the life of John F. Kennedy, another mini-series, Princess Diana, and such movies as "Ordinary People" and "Airplane."

NBC affiliates are "elated" over their network's performance in May, according to Paxton, especially because of the upturn in ratings for regular programming. Their prospects for continued upturn in the fall are enhanced, according to NBC Television Network President Pierson Mapes, by a well-received, extremely adaptable promotional campaign, "Be There." Materials for the campaign already have been delivered to affiliates, said Mapes, and the campaign is being adapted by stations for use in promoting network as well as local shows. "We're light years ahead of where we were last year and way ahead of the other two networks," said Mapes.

Although CBS appears to have won the sweeps, (final results won't be known until local market reports have been tabulated), Nielsen's NTV averages show one of the closest races among the three networks in many years. "It was so close, you can't really say one network won and one didn't," said Bob Igel, senior vice president for programming, N W Ayer, New York. Not only did the three-network rating increase by nearly a point over that of last May—as a result of the increased competition—but the level of homes using television jumped to its highest May level in five years, according to George Keramidas, ABC vice president for research. The three networks delivered 5% more homes during May than they did during the same month a year ago, said Keramidas, with combined household delivery averaging 37,400,000, up from 35,780,000 a year ago.

The May sweeps, always the most important for local stations, which rely on their ratings through both third and fourth quarters, may have gained new importance at the network level as a result of this year's increased competition. "Next May, you'll probably see more original series episodes," said Igel. "Next May, you'll see the networks really throwing boulders at one another."

Despite a higher three-network rating and significantly higher HUT levels, the three-network share of audience averaged two points less than it did last May, a fact Keramidas attributes to continued competition from other media. Less of that competition appears to be coming from HBO, however; its average prime time rating was 24% lower this May than a year ago, according to Keramidas, and it suffered decreased ratings in all other dayparts as well.

How well independent stations fared overall won't be known until local ratings are tabulated nationwide, but early indications are that Operation Prime Time's presentation of the highly successful, two-part, mini-series, Blood Feud, and strong performances by some independents' prime time movies may signal new clout within that station category in prime time.

In New York, for example, WPIX-TV's prime time movie averaged a 6 rating/9 share during May, up from the 5/8 it averaged a year ago. Part one of Blood Feud, broadcast outside the sweeps, outperformed network competition in its first prime time showing on WPIX and the station's live coverage of the 100th anniversary celebration for the Brooklyn Bridge averaged an 11/8/18 in prime time.

In Los Angeles, where KTLA-TV's 10 p.m. news overpowered the competition from other independents in the time period,
the newscast averaged a rating point ahead of its performance last May.

With competition among the networks and independent stations at a new high, next fall’s prime time season promises to be far more competitive than it was last year, when CBS finished the November sweeps more than a rating point ahead of second-ranked ABC and the three-network rating was down two points from that of the previous November.

NBC’s performance in May “probably reinforced the belief in many people’s minds that the network is beginning to be on a roll,” said Dean McCarthy, vice president, director of program services at Harrington, Righter and Parsons Inc., New York. “ABC had better watch out.”

Specials, mini-series and movies slated at all three networks for next season are among the strongest in years, according to Igel. “There is more craftsmanship, and more thought in mini-series and made-for-T movies” being readied for next season, said, and there is a lineup of theatrical movies “that will blow us away.”

The networks are “trying to be more competitive with one another and other medi said Igel. “They are trying to stop the erosion.”

But who speaks for the groups?

That will be principal question in Washington this week as Henderson-led meeting talks policy; NAB in middle of it all

A partial answer to the question of whether the National Association of Broadcasters can be all things to all people within its diverse membership may be given this Thursday (May 9) when representatives of major station groups meet in Washington to address that issue.

The meeting was called several weeks ago after an earlier informal gathering in New York of representatives from half a dozen large group owners (Group W, Outlet Co. and Post-Newsweek Stations among them) who concluded that their needs may not be “properly projected” by the NAB (BROADCASTING, May 23). Since then the movement appears to have gained momentum.

One of the principal organizers of the Washington meeting, David Henderson, president of Outlet’s broadcasting division, is predicting a successful and productive outcome. Joel Chaseman, president of Post-Newsweek Stations, is another key organizer of the event.

Many of the larger group owners will already be in Washington this week attending a meeting of the Association of Maximum Service Telecasters on June 8-9, at the Four Seasons hotel. There is no connection, however, between the two meetings, explained Tom Paro, AMST president. The group owners meeting is scheduled to follow on Thursday afternoon at the Four Seasons hotel’s Dumbarton room from 2 to 4 p.m. Henderson explained that the thrust of this special meeting is “to first set forth the issues that may come to the floor in the legislative and regulatory process. Then we have to ask: ‘How do we face them, and do group owners have enough in common to effectively crank out a lobbying effort, or what is the mechanism we use?’”

There could be, Henderson noted, a number of potential outcomes. “We could go back and strike a bargain with NAB, establish our own organization, or do nothing and work through the existing trade associations.” Ultimately, Henderson thinks the group will form an ad hoc committee to continue to examine its concerns. And there is always the possibility, he added, that the group may want to go back and address the NAB with some specific recommendations.

The nature of the station group’s complaints is also expected to be a topic of debate at the NAB joint board meeting the following week (June 13-17). None of the association’s executives were invited to Thursday’s meeting, although several NAB board members reportedly are planning to attend. Among those slated to join the group are: newly elected TV board members Wallace Jorgenson, president of Jefferson-Pilot Broadcasting, Charlotte, N.C., and Peter Kizer, executive vice president of the Evening News Association, Detroit, and current board members Crawford Rice, executive vice president of Gaylord Broadcasting, Dallas, and James Dowdle, president of KPRC, Houston.

Henderson also noted that the FCC’s decision not to accord teletext must-carry status on cable was another set back in Washington. According to on source, the dissatisfaction with NAB surfaced first, not at the NAB convention but at a preceding NATPE regional meeting. That led to a discussion of the forthcoming NAB convention which the executives agreed promised little to satisfy their special interests. When the NAB convention opened with the major presentation of the McHugh & Hoffman study results, the dissatisfaction turned into action. The New York meeting followed.

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Henderson

and chief executive officer, Tribune Broadcasting, Chicago. Kizer plans to attend, but may not be able to due to a conflict. He is, however, interested in what the group has to say and said he has every intention of seeing that the issue is addressed at the NAB board meeting. Rice said he is going just to listen. “I have no plans to advocate one position or another,” he said. NAB President Edward Fritts is a featured speaker at the AMST conference and is expected to address the concerns of the group owners.

Henderson stressed repeatedly that the focus of the special meeting was never intended to be “anti-NAB.” He said, however, that there is a serious concern among group owners that their interests are not always best represented by that organization. He reported hearing strong sentiment among broadcasters for a “recognized voice unfeathered other considerations.”

A number of highly placed NAB executives think the unrest in part reflects dissatisfaction with the networks. But, said Henderson, “Our concerns are not on the industry either.” He did say, however, that it is often on the basis of network conduct, or performance, that the broadcasters have so much trouble with the industry. He anticipated that charges at NAB’s being “dominated by the network” could come up during the meeting.

Originally, the organizers expected about 20 TV executives to attend the meeting, the later revised the count to about 60. Some broadcasters were critical of the rumour movement among group owners, and claimed that attendance will only be high because it precedes AMST meeting. They also contended that many of the broadcasters would go only to satisfy their curiosity. Henderson on the other hand, is convinced that mounting dissatisfaction with the representation in Washington and believes the meeting will put “something into motion.”

Among the legislative and regulatory issues on the agenda: television deregulation and quantification of a public interest standard, teletext, VHF drop-ins, cross-maniple of the franchise process and First Amendment rights. Henderson declined to be more specific about the agenda items.

According to Henderson the rumour movement was spurred by the “mismanagement of the NAB’s TV trends study,” an audience study commissioned by the NAB that turned up some viewer disenchantment. The presentation of partial results at the NAB convention last month precipitated considerable criticism among NAB members (BROADCASTING, May 2). Henderson also noted that the FCC’s decision not to accord teletext must-carry status on cable was another set back in Washington. According to one source, the dissatisfaction with NAB surfaced first, not at the NAB convention but at a preceding NATPE regional meeting. That led to discussion of the forthcoming NAB convention which the executives agreed promised little to satisfy their special interests. When the NAB convention opened with the major presentation of the McHugh & Hoffman study results, the dissatisfaction turned into action. The New York meeting followed.

Broadcasting Jun 8 1983 36
The mood of Montreux: pressing for a world HDTV standard

The proponents of HDTV see the new electronic medium as an alternative to 35 mm film in program production. The use of HDTV, they say, would reduce production costs and give directors more creative flexibility by introducing them to the world of digital video processing and manipulation.

Once the HDTV master is "in the can," it can be transferred to film for theatrical release, dubbed to videocassettes or videodisks for viewing in the home on special HDTV players or downconverted to any of the existing or proposed transmission standards for broadcast to existing sets.

According to some of the proponents, the need for HDTV goes beyond program production. In a technical paper, Takashi Fujjio, one of the developers of the Japanese Broadcasting Corp.'s (NHK) HDTV system, said: "We feel certain that practically all types of video imaging systems necessary to the information society of the future—the transmission of small words and pictures, widescreen teleconferences, photography, printing and electro-cinematography—will come to be created on the basis of the technology of this HDTV." In addition, Ernst Schwarz of the Swiss PIT suggested at the opening session that HDTV could be a boon to surgical medicine, permitting operations to be recorded or transmitted live to other surgeons.

In what amounted to an HDTV manifesto delivered during the opening technical session, George Waters, director general, Radio Televis Eireann, urged universal cooperation on establishing a world production standard. "We should all be resolved to settle for nothing less than a worldwide standard for the electronic format of HDTV," he said. "Some hope has emerged from the establishment last year of a world digital encoding standard for studios. Let us now set about, as a first step, to emulate this achievement. We must all work together to define a world standard for HDTV production."

The centerpiece of the HDTV showcase was the presentation on Sunday (May 29) of six short HDTV features, produced by six different European broadcasting or production organizations. The 90-minute presentation, which included introductory comments from representatives of the participating groups, was organized by CBS and chaired by Joseph Flaherty, vice president, engineering and development, CBS/Broadcast Group. (The entire presentation was recorded—in HDTV, of course—and replayed several times throughout the day.)

For the HDTV features, the producers used the only HDTV system now available—the one built by Sony to the NHK standard. Its parameters: 1,125 scanning lines, component encoding of the luminance and color-difference signals, a five-to-three aspect ratio, a 60-field-per-second scanning rate with two-to-one interlace, a 30 mhz video bandwidth and, finally, stereophonic sound. The features were displayed on two 110-inch Panasonic (Matsushita) CRT video projection systems. The cameras, lenses, pick-up tubes, kinescopes, videotape recorders, monitors and large-screen projectors are in the "advanced prototype stage" said Flaherty. "They are sturdy, rugged and field worthy and about the same size as normal television equipment."

But the HDTV shorts were not intended as a technical demonstration of the Sony equipment, said Flaherty. They were meant instead to "emphasize the creative use of the widescreen HDTV medium and illustrate the subjective impact that such productions will have on our future audiences."

The demonstration comprised a variety of shooting environments and styles. Swiss television presented two numbers from the Montreux Jazz Festival. Austrian television recorded scenes from Mozart's "Magic Flute" opera during the Festival of Salzburg. Shooting in the single-camera film style, the Societe de Francois de Production, a French production company, produced a montage (mostly close-ups of statues) of Parisian
sights. The British Broadcasting Corp. recorded a segment of its series, "Leo," featuring pop singer Leo Sayer on a sound stage. Soviet television recorded two scenes of the performance of "Sleeping Beauty" by the Kirov Ballet in Leningrad. Also using the single-camera method, the Italian RAI with the aid of cinematographer Vittorio Storaro taped a brief harlequin comedy on the streets of Venice.

The pioneer HDTV producers gave the new medium generally rave reviews. Said Claude Nobs of the Montreux Jazz Festival: "I make a plea that a world standard will be agreed upon with lighter and more flexible equipment to help promote HDTV as the first television production medium in the world."

Bertrand LaBrusse of the SFP said the cameramen and technicians who worked on the French feature were enthusiastic about HDTV. "We have been grippee," he said, "by the extraordinary image quality and by the color rendition that is so much better than that seen on normal television."

If films were produced in HDTV, said Henry Yushkavitsof of Soviet television, they could be distributed via satellite to remote regions of the USSR. "Telecine" would be "more economical or, as you capitalists say, more competitive" than today's system of sending thousands of film copies to thousands of theaters. HDTV is "television with new qualities, with new beauty," he said. "Our producer, who videotaped [the ballet], told me that it will be very difficult for him to turn back to the old system and not to wait 100 years to awake the Sleeping Beauty of HDTV. We must pool our efforts together."

Aldo Ricconi, technical director for RAI, praised the HDTV equipment for its ruggedness. The RAI production was shot last January, he said, and the rain, cold, and professional snow "caused no particular problem with the equipment." The director and cameraman, he said, also appreciated the ability of seeing the "picture during and immediately after shooting." That ability pays aesthetic and technical dividends, he said, and permits the disassembling of the set immediately after a take. On the other hand, he said, the producer complained about the lack of fixed lenses used almost exclusively in film production. (The Sony camera has a zoom lens.) To be an effective production tool, he said, HDTV will also require "all of the mixing, special effects and post-production facilities now available for conventional television." Despite the missing components, Ricconi was confident the industry was on the right track. "We are at the beginning of a long trip," he said, "but the first step, which is always the most important, has already been made."

Robert Longman of the BBC and Norbert Wassiczek of Austrian television said their producers were impressed by the five-to-three aspect ratio. Wassiczek said they found it "coincides better" with the large opera stages than does conventional television. The aspect ratio in combination with the improved detail, he said, allows the director to use more "total shots of the stage." That has the effect of reducing the number of cameras needed to televise an opera from six to three.

Although impressed with HDTV, Longman and Wassiczek were also bothered by the low light sensitivity of the Sony HDTV cameras. The low sensitivity, they said, forced their cameramen to keep the camera apertures opened wide, which, in turn, reduced the depth of field and made focusing difficult.

Following the Sunday presentation, the HDTV equipment used for the show was moved to the ballroom of the Montreux-Palace hotel, where it became part of a dazzling mini-exhibition of HDTV hardware based on the NHK standard. Inside the darkened ballroom, a variety of videotaped HDTV programming, including the features shot for the presentation, and live feeds, emanating from Ikegami and Sony cameras on the ballroom stage, were displayed on several neighborhood theaters, but they are destined to get even bigger. According to Waters, the Japanese plan to erect a 16-foot by 26-foot screen for an HDTV display at their Science and Technology Exhibition in Tsukuba City in 1983.

With one exception, the monitors in all ballrooms were made by Japanese firms. The exception was Barco Industries. According to its CTO, Marcel Koechlin, the firm's JX 7653 monitor employs the same widescreen Matsushita picture tube as the Ikegami monitor and the same circuitry: Barco's line of CDCT data display terminals.

The videotape recorders used to produce the HDTV programing and present the various demonstrations were Sony Type C, one-inch machines modified to accept the widebandwidth of HDTV signals. But Sony is not the only one making HDTV recorders. In its booth on the main exhibit floor, Panasonic demonstrated a Bosch Type B one-inch machine that had been enhanced to record HDTV. According to a technician in its booth, the Bosch machine has been speeded up to help it capture the HDTV signal. Consequently, it said, a conventional 90-minute reel can only record 60 minutes of HDTV programing.

Cost, dispersion demonstrations and the general enthusiasm for HDTV, some broadcasters and receiver manufacturers felt the industry should not be pushing a standard that is not broadcastable and not compatible with existing television sets. They felt the industry would be better off improving the existing television systems with better signal processing in the studio and in receiver and developing so-called "enhanced" television transmission standards. As a substitute for the existing TV standards in satellite broadcasting, such standards would markedly improve picture quality, while preserving some compatibility (field rate, scanning lines and aspect ratio) with existing receivers.

Examples of both types of "advanced television system" were demonstrated at the symposium. In a private room on the exhibit floor, Philips demonstrated to small groups its "Hi-Fi Zen" prototype PAL receiver. The set virtually eliminates a number of picture impairment. The system eliminates large-area flicker, doubling the field rate to 100 fields per second and reduces noise, cross color and cross-luminance with a series of filters. As demonstrated, the receiver works well on still pictures, but falls apart on pictures with movement. The doubling of the field rate causes moving objects to jitter and the filter cause smearing. To compensate for the negative side effects, Philips has added "moving image decontouring" that sees the movement in the picture and takes steps to counteract the ill effects. "The problem of processing moving scenes," Philips added, "has not been solved and work is still in progress."

The "enhanced" television standard that everyone was talking about was C-MAC which was developed by Britain's Independent Broadcasting Authority and which is the verge of being adopted as the transmission standard for HDTV.
Deja vu in Montreux

Equipment exhibit largely a rerun of NAB, but tailored to PAL and SECAM; up to 20,000 potential customers roam the aisles; cable has high visibility, component recording on the upswing.

The technical exhibition of last week's international television symposium in Montreux, Switzerland, was in many respects a small PAL-SECAM version of the National Association of Broadcasters convention held last April in Las Vegas.

Many of the 225 companies (from 18 countries) that showed their wares in the cramped confines of the Montreux convention center were present in the Las Vegas Convention Center. The equipment built to the 525-line NTSC standard used in the United States, as they did in Las Vegas, the manufacturers filled their booths with equipment built to the PAL or SECAM standards used throughout Europe. And as at the NAB, there was no lack of potential customers. In addition to the more than 2,000 persons who had registered for the symposium, (a series of technical sessions were also scheduled in Montreux) the 7,500 persons who toured the floor as guests of exhibitors. If they are correct, then total attendance for the symposium and exhibition was between 25,000 and 30,000, counting the 7,500 exhibitor personnel.

The one big difference between Montreux and NAB was the presence of cable equipment at the former. As was made clear at the two days of technical sessions devoted to cable, it is boom time for European cable operators, including U.S. mainstays such as RCA Cablevision Systems and Jerrold, were in Montreux to make sure they were a part of the boom. Robert J. Venner, director, international sales, RCA Cablevision, said, the increasing interest in cable among Europeans is reflected in his division's European sales. It did $500,000, three years ago, he said, and expects to hit $3 million this year. He also commented that the European cable operator is more sophisticated than his American counterpart. The Europeans are building systems that can make money, he said, not uneconomic ones that were promised to win cable franchises.

The battle among makers of incompatible half-inch and quarter-inch videocassette recorders continued in Montreux. (The small format recorders are the key to recording cameras, which combine camera and recorder into one compact, lightweight unit.) RCA, Panasonic and Ampex showed their half-inch M format recording camera system. Sony and Thompson-CSF demonstrated their Betacam units and Bosch and Hitachi showed their incompatible quarter-inch systems. Unlike the proponents of the M format and Betacam systems, Hitachi and Bosch are committed to reaching a compromise on a quarter-inch standard. Phillips announced at the show that it will adopt a Bosch format (or, presumably, whatever emerges from the standardization effort).

As part of its marketing effort, Sony released a breakdown of the number of Betacam recording cameras and replay/edit units that have been sold or "firmly ordered." Of the 794 recording cameras sold or ordered, 500 have gone on sale in Japan; 154, to the U.S. and 34, to Canada. Of the 698 replay/edit units, 450 have gone or will go to Japan; 125, to the U.S. and 43, to Canada.

All the new small formats are component recorders. That is, they record the luminance and color difference signals emanating from the camera before they are encoded into a composite NTSC, PAL or SECAM signal. A component analog transmission scheme has also been proposed for direct broadcast systems that can make money, in Europe (and would probably be proposed for DBS service in the U.S.). The component systems eliminate many of the picture anomalies associated with composite encoding. Picking up on the trend toward analog components, the Grass Valley Group demonstrated an experimental mixer (the XCS-1) that is capable of handling red-green-blue signals directly from cameras or luminance and color difference signals from COM equipment.

Before analog component equipment completely replaces composite equipment in the TV studio, digital component technology may emerge to dominate the studio equipment marketplace. Although component digital technology is, by all counts, still a few years away, Sony demonstrated at Montreux, as it did at the NAB, a component digital VTR, based on the world digital studio standard. High-definition television (HDTV) equipment was scattered throughout the exhibit floor (see story, page 37). One of the reasons movie producers are interested in HDTV as an alternative to film, is the prospect of using computers and digital technology to enhance, modify and manipulate the video images. Such a capability, albeit on an existing TV standard, was demonstrated in the Quamtel booth. Quamtel set up a million dollar production studio capable of playing all kinds of tricks with video.

The broadcast division of RCA introduced European and Asian broadcasters at Montreux to its new solid state CCD camera prototype, which was well received by U.S. broadcasters at the NAB. In the prototype, three small rectangular charged coupled devices (CCD) filled with tens of thousands of light sensitive elements, have replaced the pick up tube. An image focused on the surface is converted to an electrical signal and passed along to the output of the camera.

As demonstrated to the trade press at Montreux, the camera exhibited no highlight burn or "comet tailing" and its dynamic resolution was superior to the two-thirds inch tube camera with which it was being compared under a wide range of lighting conditions. What's more, according to Dennis Waywood, division vice president, broadcast video systems, the signal to noise ratio is "far superior to anything achieved with tube cameras."
Arguments over which agency has last word on communications in government flare up between Commerce and State Departments

With many in Congress and the telecommunications industry urging the establishment of a "focal point" in government for the development and implementation of communications policy, it could be thought that the administration's move in that direction would produce applause. Instead, it has breathed new life into another Washington turf fight.

Some Senate staffers and Commerce Department officials accuse the State Department and the House Foreign Affairs Committee of a maneuver to "upgrade," as one critic put it, the State Department's function of coordinating international telecommunications and information policy. They also see it as a move to pre-empt a plan for policymaking contained in a bill introduced by Senator Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee.

State Department officials and their allies on Capitol Hill insist the department's coordinating machinery is at issue does not represent a change in State Department authority. Besides, they say, President Reagan endorses the steps being taken—and they have the White House and State Department press releases to back up that assertion.

Caught in the crossfire is Diana Lady Dougan, of Salt Lake City, the former board member of the Corporation for Public Broadcasting. She was sworn in last month as the State Department's coordinator for international communication and information policy and whom the President has accorded the personal rank of ambassador. But the dispute goes beyond her.

The current battle was touched off two weeks ago when the House Foreign Affairs Committee reported its State Department authorization bill (H.R. 2915) to the floor. They want to take over the whole executive branch," said one outraged official of the Commerce Department's National Telecommunications and Information Administration, after reading a section of the bill dealing with communications policymaking. ("Communications" is a term broader than, and includes, "telecommunications.")

The section, which has no parallel in the authorization measure approved by the Senate Foreign Relations Committee, calls on the Secretary of State to assign to the under secretary responsibility to direct "the formulation and coordination of executive branch policy in international communications and information policy." The under secretary, acting for the secretary, would also "determine U.S. positions and the 'conduct' of U.S. participation in negotiations with foreign governments and in international bodies, coordinate with other agencies, including the FCC, and chair the Senior Interagency Group on International Communications and Information Policy, which is composed of representatives of 14 agencies and departments concerned with those matters. The accompanying committee report notes that the under secretary for security assistance, science and technology has been exercising those responsibilities "for approximately two years."

The section also provides for the establishment of the coordinator's office, and specifies that the person filling the post would act on the under secretary's behalf in discharging many of the duties involving communications and information policymaking, as well as in maintaining liaison with State Department offices and other executive branch agencies concerned with those matters and with Congress and the private sector, and would chair interagency meetings and supervise the activities of the SIG.

Giving all of that some kind of official imprimatur was an exchange of letters between Representative Dante Fascell (D-Fla.), chairman of the committee's subcommittee on International Operations, and Secretary of State George P. Shultz, that were printed in the report. Fascell has long maintained the government lacks efficient machinery for developing and implementing international communications policy, and it was at least in partial response to his urging that State created the coordinator's post. In his letter, he said the purpose of the coordinator's office would be "to draw government and private sector participants together for information exchange and action, to act as a clearinghouse and, most important, to guide, oversee and control the decision making in this area." Shultz, in reply, said, "With the establishment of the [coordinator's office], we shall be able to provide an appropriate leadership focus with the department and the executive branch as a whole."

To some, the role being described in the bill and the report appears to run counter to the section of the Goldwater bill that provides the senator's answer to the question of how the government's machinery for international telecommunications and information policymaking should be strengthened. The bill would establish an Office of Special Representative in the executive office of the President whose occupant would have a cabinet rank, serve as chief representative of the U.S. at international meetings and advise the President and Congress on international telecommunications matters. A special representative would also chair International Telecommunications and Information Task Force that would be a "principal coordinating body" for developing U.S. telecommunications policies.

And contributing to the suspicion of effort to present the Congress with a fait accompli is the coordinator's job description as prepared by the State Department. In view of some Senate committee staffers, it last ambitious in scope than the job described in the bill and report. It says the coordinator exercises "oversight and coordination of the work of bureaus and offices in the department," "maintains liaison" with bureaus in the department and with other government agencies, including the FCC, and the private Goldwater, and "supervises the work of the Interagency Group on International Communications and Information Policy and coordinates the activities of interagency task forces and committees."

One committee staff member said the person coordinating the positions of all agencies should be "responsible to the President." It noted that the Commerce and Defense Departments, as well as the FCC and NASA, are among the agencies involved. The State Department's coordinator's office, he said, should confine itself to coordinating activities within the department and between the department and other agencies.

At Commerce, whose secretary, Malcolm Baldridge, has expressed the view that Commerce should play the lead role in coordinating the government's activities in international telecommunications policymaking (BROADCASTING, March 28), the reaction the House Committee's staff report was described as "hostile." In the past, one official said, State's coordinating activities we directed to internal operations. "Now they're taking over the whole executive branch." "No one objects to a State Department role," he said. "But we don't want to entrust the commercial interests of the high tech industry to the State Department."

The same official described the section as the authorization bill and in the accompanying report describing State's responsibilities in international telecommunications policy making as "a clever bureaucratic move." He said it is customary for the assignment of responsibilities to executive departments be made by the President through executive orders.

But a House Foreign Affairs Committee aide and a State Department official last week maintained the bill would not change anything. The committee staffer said the bill is designed to "codify" changes already
The language describing the under secretary's duties in communications and information was, in fact, taken from the "Foreign Affairs Manual"—the State Department's table of organization—of December 1981. The same document provided for the office of coordinator. NTIA officials cited the views of President Reagan. The President's view of the matter was expressed in two press releases concerning the appointment of Dougan. The first, issued by the White House, on April 15, said, "Mrs. Dougan will exercise overall coordinating responsibility within the federal community for policy formulation and oversight. She will also have major responsibilities for working with senior officials of foreign governments and international organizations." The second, issued by the State Department four days later, contained identical language, and added, "The President, in making the announcement," said, "the creation of this new coordinator position within the Department of State establishes a much needed focal point for the exercise of leadership in the development of international communication and information policy within the federal government.

Dougan, meanwhile, is attempting to make headway in a job no one has held previously. She feels she is making progress. She has set executive branch machinery in motion for a review of international communications satellite service, which includes the questions raised by the Orion Satellite Corp.'s application for a trans-Atlantic service that worries the International Telecommu- nications Satellite Organization. She has begun what she says will be a series of broadly based bilateral talks with foreign governments on telecommunications matters; the first, with the United Kingdom, was held last month. She helped organize a meeting of Western nations in advance of an administrative council meeting of the International Telecommunication Union that, she said, proved helpful to those countries in dealing with a number of issues at the council meeting. ("As developing countries look for areas of commonality and agreement in the international arena," she said, "it's important we identify areas of agreement and consolidation to strengthen our own position.")

As for the conflict over the manner in which the government's machinery for developing international communications and information policy is developed, Dougan said she will leave to others the job of rearranging "the boxes"—though she believes the Galloway bill provides for a special representative in the White House is "unnecessary; we're doing administratively what they're attempting to do legislatively." "This whole business of organizational structure has become a cottage industry in Washington," she said. Her concern, she said, is substance.

Dougan made one other contribution to the debate over the manner in which the boxes are to be arranged. "The administration, recognizing the need for a conscious decision it did not want to re-create an Office of Telecommunications Policy”—the predecessor to the National Telecommunications and Information Administration, which was located in the executive office of the President—which is why they, the White House, asked me to take on this responsibility with an office in the State Department, instead of the White House or some other federal agency." That, she said, is the basis on which she is proceeding.

But Dougan indicated the State Department would be sensitive to the feelings of those with whom it will deal in developing policy if for no other reason than that it needs them. "Notwithstanding the amorphousness of the term 'coordinator,' it makes sense," she said. "There are too many valued and disparate interests that will always be players. Setting her up as a 'czar' might be attractive 'bureaucratically,' she said, but not practical. The issues confronting the coordinator's office, 'are increasingly complex. So you have to draw on all the resources and expertise that we have in the federal government in a coordinated fashion. And they're not as deep as we'd like them to be.'

Dougan regards talk of a "turf fight" as unfortunate, perhaps inaccurate. "We don't consider it a turf fight," she said. "We want the participation of all related agencies. I consider the Department of Commerce's role in IRAC [Interagency Radio Advisory Committee] and economic and trade matters very important and valuable." Then, in what could have been a criticism as well as an invitation, she said, "We'd love them to contribute more." But, she added, "it has to be factored in with other policy considerations."

And that, she contends, is the State Department's responsibility.

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CBS-Galloway suit winds down in Los Angeles

Anchorman Rather testifies; verdict expected this week

Final arguments were under way late last week in the $30-million slander trial involving charges against CBS News, network anchorman Dan Rather, and 60 Minutes producer Stephen Glauber. The Los Angeles Superior Court trial, which began last month, stems from defamation charges filed by Lynwood, Calif., physician Carl A. Galloway, who claims he was falsely implicated in a medical insurance claim story that aired in December 1979, on the CBS News program 60 Minutes. The jury's verdict in the case is expected this week. Rather completed three days of testimony last Tuesday (May 31) and returned to his nightly anchoring duties on The CBS Evening News from network studios in Los Angeles Wednesday night.

During his final day on the witness stand, Rather insisted that he had sufficient evidence to support a good faith belief that Galloway had signed a phony medical report used in the broadcast to suggest the doctor's complicity in the operation of a Los Angeles clinic allegedly used as a front for the fraudulent collection of insurance benefits. Galloway insists the signature was a forgery and that the defendants exhibited a reckless disregard for the truth in their reporting.

"I never doubted that he [Galloway] signed the report from the first time I saw it," Rather testified. Although a handwriting expert called by Galloway's attorney, Bruce Friedman, testified that the signature in question was a forgery, Rather said he felt "there was no reason" to submit the document to a handwriting expert before the broadcast because he "never had any doubt that it was a phony report and that it was signed by Dr. Galloway." Rather also testified that he and producer Glauber had made three telephone calls to
Galloway in an attempt to discuss his alleged involvement in the clinic's insurance reporting procedures. "Nobody called back," Rather said, repeating his earlier belief that the calls would have been returned if Galloway did not have something to hide. Galloway has testified that he never received the telephone messages.

Rather also said he believed Galloway had an office in the clinic under investigation, even though the doctor has claimed he ended his association with the operation several months before the CBS probe began. The newsmen later described the completed 60 Minutes segment as a "homerun ball," summing up his opinion this way: "If it looks like a duck, walks like a duck, quacks like a duck, you've got a duck."

Portions of Rather's testimony were carried live by the Cable News Network, one of many news-gathering organizations giving heavy coverage to the trial during the anchorman's appearance. The ranks of reporters in the 46-seat courtroom thinned dramatically on Wednesday, even though Rather sat in on the trial during the morning session. Following Rather's five hours of testimony on Tuesday, Montenette Johnson told the court she had been assured by a private investigator working on the case for CBS that a filmed interview was confidential. But portions of the exchange, during which Johnson implicated Galloway, were in the 60 Minutes segment. Johnson testified that she had been assured by the episode's producer that he was merely "taking a survey about people involved in phony accidents" and that the conversation with the investigator would be kept private.

After the final witness appeared on Wednesday, Judge Jack W. Swink denied Friedman's motion seeking punitive damages in the case. Under California law, punitive damages can be awarded only if a plaintiff can prove that a broadcaster acted in actual "hated or ill will." The jury's decision will be based solely on Galloway's request for compensatory damages as a result of Swink's ruling.

In a move reported to be generated by the trial's publicity, the Los Angeles Herald Examiner said last Thursday the state's Medi- cal Examination Board would soon begin its own investigation of Galloway.

An investigator for the Los Angeles district attorney's office testified last week that his office had conducted a four-year probe of the clinic where Galloway worked and concluded that it was "operating in a suspicious manner."

The ever-closer approach of DBS

FCC approves use of fixed service band for direct-to-home broadcasts; three users already in line

Direct-to-home satellite broadcasting on K-band, fixed-service satellites (11.7-12.2 ghz) was given a bright green light last week. In a pair of actions, the FCC amended its rules to make clear it is permitting direct-to-home broadcasting on K-band satellites; at the same time, it refused to reconsider its 1982 decision permitting United Satellite Communications Inc. to launch a K-band, direct-to-home satellite broadcasting operation this year ("Closed Circuit," May 30).

The decisions also appear to clear the way for Comsat's Satellite Television Corp. and Inter-American Satellite Television, which have announced similar plans (BROADCASTING, May 23), to realize their ambitions. In amending its rules, the commission noted that the final acts of the 1979 World Administrative Radio Conference had permitted direct-to-home broadcasting on fixed-service satellites. Although it also noted that the United States had opposed such use at the conference, technical advances since then warranted a change of mind. (FCC officials, for example, said that while the U.S. had originally felt that direct-to-home broadcasting wouldn't be feasible with fixed-service satellites, now, with advance in satellite and earth station technology, it appears that it is.)

After the meeting, William Torak, deputy chief, spectrum management division, FCC Office of Science and Technology, said the commission's decision should not affect the United States' negotiating position at the Regional Administrative Radio Conference to direct broadcast satellites this month, when countries will be asked to support or attempt to divvy up spectrum and orbital slots for DBS service in the 12.2-12.7 ghz band.

One of the U.S.'s arguments at that conference will be that it already has eight applicants waiting in the wings to provide DBS service in the 12.2-12.7 ghz band. Some suggest, however, that permitting direct-to-home broadcasting over fixed-service satellites could blunt any argument based on the United States' need for DFS service in the 12.2-12.7 spectrum and orbital slots.

After the meeting, however, Torak disagreed. DBS, which will use a special breed of high-powered satellites, is "a different animal altogether," he said. At least someone those who want to offer direct-to-home service over K-band satellites are only proposing to do that because they can't offer those over DBS satellites right now, and they plan to move their operations over to DBS satellites once that does happen. Torak believes that the U.S. decision was well-thought-out and taken carefully. According to its script, USCI is planning to start offering a satellite broadcasting service this fall (BROADCASTING, Feb. 7), leasing five transponders on Canada's Anik-C2, which is scheduled for launch this month, through GTE Satellite Corp.

Hubbard Broadcasting, one of the eight companies that has received a DFS grant, asked the commission to reconsider its approval of USCI's plans, rescind the grant altogether or condition it on the understanding that USCI be barred from transmitting directly to homes. In its petition, Hubbard, among other things, said USCI's proposal should have been treated as a DBS application and that USCI had not demonstrated the technical adequacy of its proposal.

The FCC, however, in an unanimous decision (with Commissioner Henry Rivera concurring, and Commissioners Joseph Fogarty and Mimi Weyforth Dawson not participating), said Hubbard hadn't raised any arguments warranting reconsideration and that there was no public interest reason to deny the authorization or restrict the services that could be offered.

After the meeting, Rivera said he was concerned about what impact the commission's decision would have on the RARC negotiations, but declined to elaborate.

RKO Odyssey

The FCC last week directed an administrative law judge to hold further hearings on RKO General Inc.'s renewal application for K-W TV Los Angeles and a competing application by Fidelity Television Inc. Among other things, the ALJ was directed to investigate whether RKO, in light of its disqualification as licensee of WNAK-TV Boston, was qualified to remain the licensee of K-W TV, whether RKO had filed false and misleading financial statements in an attempt to deceive the commission, and whether RKO has been lacking in candor in details provided to the commission about Internal Revenue Service investigations. In 1980, the FCC denied RKO renewal for WNAK-TV WOR-TV New York and K-W TV. On appeal, the Court of Appeals in Washington affirmed that part of the decision denying renewal to WNAK-TV but sent back for further consideration that part denying renewal to WOR-TV and K-W TV (BROADCASTING, Dec. 7, 1981). In its decision, the court agreed that RKO had demonstrated "an egregious lack of candor" in withholding evidence in the context of the WNAK-TV proceeding. But since other issues in the case didn't warrant denial of renewal, and the lack of candor issue had arisen in the context of the WNAK-TV case, and that happened after the commission had conditioned the Los Angeles and New York renewals on the outcome of the Boston case—the court rejected the commission's conclusion that it was compelled to disqualify RKO as the licensee of K-W TV and WOR-TV.

Sprint buy

GTE Corp. received conditional approval from the FCC of its acquisition of Southern Pacific Communication Co. and Southern Pacific Satellite Co. SPCC's principal offering is Sprint, a long-distance telephone service. SPSC has been authorized to provide domestic satellite service and is scheduled to launch two satellites next year. Under the conditions of the approval, GTE must operate SPCC and SPSC separately from its local telephone operations. It has also agreed to provide competing long-distance providers with equal access to its local telephone facilities. Under terms of the acquisition, GTE is paying Southern Pacific Co., SPCC's and SPSC's parent, about $737 million and will assume about $100 million in SPSC's and SPSC's debts.
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Mixed bag

The Senate Commerce Committee has requested comments on a proposed measure (S 880) that would extend broadcast hours for daytime AM radio stations to two hours before sunrise and two hours after sunset as long as interference with existing stations is avoided. The bill was introduced in March by Senator Larry Pressler (R-S.D.) and would also eliminate or modify FCC regulations applying to those stations when they file for a new license or for extension of broadcast hours. The FCC has also initiated a rulemaking on the issue and proposes to increase operating hours for daytime only stations from 6 a.m. to sunrise and, after sunset, to 6 p.m. According to current FCC regulations these stations can only broadcast from sunrise to sunset.

A few comments have trickled in so far, among them a letter from National Association of Broadcasters President Edward Fritts. "In 1979, the NAB radio board adopted a resolution calling for the expansion of the hours of operation of daytime only stations where this could be accomplished without significantly diminishing the service provided by other classes of stations. To the extent that S. 880 would help further these goals, NAB lends its full support," Fritts wrote. He also said the association supports a provision in the measure that would grant preferences to daytime only licenses seeking fulltime authority and would eliminate the 'diversification' demerits that 'disadvantages existing daytime only licensees seeking new station authorizations.'

"Moreover, we concur with the provisions in S. 880 which would eliminate section 73.37 (e) of the commission's rules. This rule arbitrarily has prevented daytime only stations from filing for full-time authority in many parts of the country." Fritts suggested that any legislation adopted should give specific directions to the FCC to develop a plan for implementation.

ABC, however, was not so supportive of the bill. Instead, the network endorsed the FCC's proposal. In its comments, ABC noted that according to engineering studies there would be some interference problems between 5:30 p.m. and 6 p.m.

"S. 880 does not provide adequate guidance for the determination of undue interference to full-time operations and would apparently eliminate any protection for skywave, as opposed to groundwave, service." ABC said.

"ABC is convinced that expanded operating hours for daytime only stations can be authorized while providing reasonably adequate protection for fulltime stations. ABC believes this should be the goal of legislation and commission rule changes. Any temptation to adopt solutions that use 'blanket authorization' at the expense of service to the public should be resisted.'

AM accords

The U.S. and Canada have reached a tentative understanding on most of the areas to be included in a new agreement on AM broadcasting to replace the North American Regional Broadcast Agreement, from which Canada has withdrawn. The new agreement and a technical index to it are being developed in connection with efforts of two countries to resolve the incompatibilities between U.S. and Canadian AM assignation of frequency allocations, and that rulemaking isn't expected to be issued until October or November. No meaningful searches can be carried out until that time, when interested parties can suggest counterpart proposals to the commission's. The report and order on the omnibus rulemaking, which will let people know what the pattern of allotments will be, probably won't be adopted until well into 1984.

Historic gathering. An unusual radio occurrence—representatives of the major networks gathered together—took place at J. Walter Thompson U.S.A. in New York to give agency officials an update on the medium. The event was part of the "alternative to network television" seminars organized by JWT. Present at the seminar were (l-r): Robert Mouny, executive vice president, NBC Radio; Art Kriemel, vice president, sales, Mutual Radio Network; Edward F. McLaughlin, president, ABC Radio Networks; Richard J. Kostyla, senior vice president and media director, J. Walter Thompson, who served as moderator at the seminar; George R. Edwards, National Black Network; Thomas F. Burchill, president, RKo Radio Networks, and Richard M. Brescia, senior vice president, CBS Radio Networks.

Still a way to go. The FCC's action in docket 80-90 (Broadcasting, May 30), which could lead to the creation of more than 1,000 new commercial FM stations, has generated considerable interest and consulting engineers report they are already receiving an avalanche of inquiries. Responsible engineers, however, are advising clients that requests for engineering services are premature. The commission, for starters, isn't planning to accept petitions for new stations until after it completes its omnibus rulemaking proposing amendments to the FM table of allocations, and that rulemaking isn't expected to be issued until October or November. No meaningful searches can be carried out until that time, when interested parties can suggest counterpart proposals to the commission's. The report and order on the omnibus rulemaking, which will let people know what the pattern of allotments will be, probably won't be adopted until well into 1984.

Co-op shop

USAds, a company in Amarillo, Tex., says there are more than $2 billion in unused co-op advertising funds for radio, and it has begun selling its services to help radio stations tap that source. Radio stations that buy the service pay for a continuously updated database of co-op programs offered by manufacturers. According to President Robert Manley, the service will, using a retailer's product list, "generate the co-op plans available to the retailer/advertiser." He says that because manufacturers are constantly revising their co-op programs, published directories are out of date.

USAds will also write, for the $400 monthly fee (for most stations in most markets) plus a "reports fee to cover the production and mailing costs," appropriate spot copy, "a letter requesting prior approval to the manufacturer from the retailer, a letter checklist documenting claims to the money and will help the retailer find out the fastest and easiest way to get the money." Manley says most of USAds, 42 member stations
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(212) 887-5636.
Independents unite

Three nonprofit, independent radio programming organizations have reached a joint venture forming USAudio, "designed to provide program distribution, promotion and marketing support services to both station-based and independent radio producers."

The coalition will deliver programs to both commercial and noncommercial stations by both satellite and tape.

"Our purpose is to clearly get more innovation and creativity on the airwaves," explained Michael Toms, executive director of Audio Independents, a San Francisco-based service and support organization that is partnered with Eastern Public Radio and the Longhorn Radio Network in creating USAudio.

The three partners already market and distribute programing to more than 1,500 radio stations, and those activities will continue, although some programs currently distributed under one service might be melded into USAudio in the future. Instead, a primary goal of the partnership is to promote programs that have heretofore not had access to a national audience. Costs of USAudio services will be borne by the producer. Participating stations will not pay an affiliation fee and there will not be an exclusivity requirement for affiliates.

The new service will use Westar IV through the public radio satellite system, with Longhorn providing uplinking and tape distribution services from its offices in Austin, Tex. Eastern Public Radio, a consortium of 145 public radio outlets, will coordinate satellite scheduling services and provide program promotion and marketing assistance to station-based producers. Audio Independents will provide promotion and marketing support services to independent radio producers. A cost list for specific services will be available shortly. Initial programing from USAudio is expected to become available within 60 to 90 days. Information: Audio Independents, 1232 Market Street, 105, San Francisco, 94102.

Five-year figuring

Arbitron Ratings is exploring the computer software needed to make available five-year demographic divisions (i.e. 25-29) for its AID system used by radio broadcasters. The suggestion came from Arbitron's radio advisory council during its meeting in Hot Springs, Va., last month. Arbitron will also survey its subscribers this summer to determine whether stations want to change to the new metro definitions to be announced by the Office of Management and Budget in July. Company officials, however, say no change in metros will be implemented before the latter part of 1984. Arbitron plans to give the council a status report on both projects during the next meeting—Aug. 15-18.

New sounds

WLXFM (Baltimore, currently programing Bonneville's beautiful music, will soon be come the fifth major market station to air Mike Joseph's Hot Hits format. According to station general manager, Michael Vinc, the format, which usually consists of all new contemporary music, will be tailored to the needs of the market and may include some oldies. Station management, which is hiring a new announcing staff under the guidance of Joseph, expects to have the new format on the air in time for the fall Arbitron book with a promotion budget in excess of $500,000. WLXFM is owned by Abell Communications which owns five other radio properties along with WMAR-TV Baltimore.

KLAK(AM) Lakewood, Colo. (Denver), has changed its format from oldies to "a cross between MOR and adult contemporary," skewed heavily to a 25-54 male demographic. The station has also expanded its sports and sports/talk programming in the morning (6:30-8:30 a.m.) and afternoon (3-7 p.m.), plus Air Force Academy football and basketball and Kansas City Royals baseball.
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NCTA mobilizes for good news in Houston

At least some of it from Washington, if Senate comes through on S. 66; pre-registration up 25% over 1982; leadership adopts theme of Cable: The Competitive Choice

Next week's National Cable Television Association convention in Houston (June 12-14) promises to be both lively (beginning with a 43-screen multimedia display in a 650-seat-high, hexagon-shaped room) and tense considering that the Senate is scheduled to debate and vote on the cable deregulation bill [S. 66] in the middle of it all.

The timing of that vote (on Tuesday, June 14) will necessitate the mid-convention return to Washington of the association's president, Tom Wheeler; its executive vice president, James Mooney, and the NCTA government relations staff, which will return on Sunday night. Hours before the convention begins. It may also mean that one of the scheduled speakers, Senator Barry Goldwater (R-Ariz.), who authored S. 66, may have to deliver his Tuesday luncheon address by satellite from Washington. Those remaining behind in Houston will have to depend on NCTA to keep them informed of events in Washington, while the business of the annual meeting carries on.

This year's convention, the association's 32d and expected to be the cable industry's largest, will take place in a city that has been called the U.S. capital of contemporary architecture. Thirty-four hotels will house those attending the convention, which will be centered in the Astrohall. There will be some 300 speakers (including 31 members of Congress), 48 sessions. 28 hours of exhibit viewing and 400 companies exhibiting cable programming and hardware and occupying 200,000 square feet of exhibit space.

Although the exhibit hall does not officially open until Monday (June 13), conventioners will be allowed a sneak preview on Sunday afternoon (from 2 to 6:30 p.m.).

The opening general session on Monday, which will take place in the hexagon-shaped center room in Astrohall, will introduce this year's convention theme, "Cable: The Competitive Choice," via a multimedia production using slides, three video beams and multichannel sound. The theme, according to Wheeler, is based on two major challenges: that of "getting to the marketplace" and, once there, that of telling consumers that cable is the "better mousetrap," the "competitive choice."

Convention Chairman Monroe Rifkin, president of Rifkin & Associates, Denver, will welcome the delegates (whose total numbers NCTA declined to estimate). The association did say that, as of last week, pre-registration was at 10,000, up 25% over last year's total at a comparable time when the convention was in Las Vegas (final attendance there was 16,545).

Following Rifkin will be addresses by NCTA Board Chairman John Saeman, vice chairman and chief executive officer of Daniels & Associates, Denver; Representative Mickey Leland (D-Tex.), and Wheeler. The entire production, multimedia effects, speeches and all, will be compressed into 90 minutes.

In addition to the opening general session, there will also be a general session on Tuesday, and one on Wednesday. Tuesday's will be prefaced by an address from FCC Chairman Mark Fowler. The session, titled "Marketing Magic: Cable's Consumer Power Expands," will feature results of a market segmentation study commissioned by NCTA and conducted by Opinion Research Corp. of 4,200 consumers in 14 urban and nonurban markets. Copies of the complete two-volume study, which concerns "creative solutions to cable marketing problems," will be on sale at the convention ($400 for members, $600 for nonmembers). Moderator will be Trygve Myhren, chairman and chief executive officer, American Television & Communications Corp., based in Englewood, Colo.

Wednesday's general session, "Programming: Sources and Revenue," will be fashioned after a talk show, featuring syndicated talk show host Charlie Rose, who will draw the audience into a discussion on who pays for cable programming, who provides programming and who should control the product. Panelists will be Allen Gilliland, president, Gill Cable, San Jose, Calif.; William Grimes, president, ESPN, Bristol, Conn.; Herb Granath, president, ABC Video Enterprises, New York; Burton Stanier, president, Group W Cable, New York; and Frank Biondi, president, Home Box Office, New York.

Luncheon speakers during the convention are Representative Tim Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, on Monday, and Goldwater on Tuesday.

Sessions, 20 "breakout" and 10 "eyeopeners," are broken down by category: en-
hanced services, marketing, operations, programming, public policy and technical. Public policy sessions will include discussions on deregulation, copyright, must carry and franchise renewal; technical sessions on signal leakage, fiber optics and scrambling; programming sessions on pay per view, children’s television and trends in cable viewing.

operations sessions on cable opportunities around the globe, cable financing and unions in cable; marketing sessions on market research, ad sales and audience promotion, and enhanced services on addressability and theft of service.

The convention concludes Wednesday evening with a dinner dance featuring composer-entertainer Burt Bacharach and lyricist-singer Carole Bayer Sager. The association’s awards for “significant contribution to cable television and to improvement of communications” will be presented during this final ceremony.

Next year’s NCTA convention is scheduled for June 3-6 in Las Vegas.

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NCTA’s day by day activities in Houston

Registration for the NCTA convention will be open from 9 a.m. to 6:30 p.m., Sunday June 12; 8 a.m.-6 p.m., Monday, June 13, Tuesday June 14, and Wednesday, June 15. The exhibit hall will be open from 2 to 6:30 p.m. Sunday 11 a.m.-6 p.m. on Monday and 9:30 a.m.-6 p.m. on Tuesday and Wednesday. A welcoming reception will be held Sunday evening, June 12, from 5 to 6:30 p.m. in the Astorhall.

Monday, June 13


Luncheon. Noon-1:30 p.m. Astrovillage ballroom. Speaker: Representative Timothy Wirth (D-Colo.), chairman, House Telecommunications Subcommittee.


Eight concurrent breakout sessions. 2:30-4 p.m. Wired World: Cable Opportunities Around the World. Room 100. Moderator: Sidney Topol, Scientific-Atlanta. Panels: Patrick Whitten, Communications and Information Technology Research; Bruce Fireman, Charterhouse Japhet PLC; Claus Detjen, Anstalt fuer Kabelkommunikation; Bernard Schreiner, Mission Interministerielle for Development Reseau Cable.


Must-Carry: How Heavy is the Burden? Ballroom A. Moderator: Han Greenberg, Cable Communications of Iowa. Panels: Senator Robe Kasten (R-Wis.), Representatives Michael DeWine (R-Ohio), Henry Hyc (R-Ill.), Carlos Moorhead (R-Calif.), and Willilis Lilley, CBS. Reactor: Arthur Hill, Cable Television Business.


Tuesday, June 14

Five concurrent eyewear sessions. 8:30-9:30 a.m. Reach Out and Touch Someone: Alternative Sources of Financing. Room 118. Moderator: Keith Cunningham, Prime Cable Corp. Panels: Julian Brodsky, Comcast Corp.; Bill Kingery, Daniels & Associates; Kenneth Anderson, Com bined Cable Corp.

Cable Deregulation: Clearing the Path. Ballroom A. Moderator: John Evans, Arlington (Va.) Telecommunications. Panels: Randy Nichols FCC; Christopher Courson, Senate Communications Subcommittee coun-
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Control Data Corporation, a major force in information services, products, and financial services. A company with 56,000 employees in 47 countries, and revenues of over $4 billion.

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ADR, a major force in software, the company that in 1965 was the first to market software nationally, giving birth to an industry. Today, ADR has annual operating revenues exceeding $68 million, with over 900 employees in 40 countries. Maintaining its leadership among independent software companies, ADR has installed over 15,000 products around the world. Now this expertise and experience is being brought to MAGNICOM SYSTEMS to give you the most advanced products on the market.

STORER COMMUNICATIONS
Storer Communications, a major force in broadcast, cable and related industries, with over $400 million in revenues and seven stations in its Broadcast Division. Storer's knowledge of the cable industry is being brought to MAGNICOM SYSTEMS to give you the most practical, most usable, most understandable systems anywhere.

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Now, as MAGNICOM SYSTEMS, these major forces are bringing you the choice you've wanted. Don't wait. Find out what MAGNICOM SYSTEMS can do to help you.

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(In Connecticut, call 203-622-2400.)
Or write: Magnicom Systems, 600 West Putnam Avenue, Greenwich, CT 06830.
At 11 AM this morning, the Rolling Stones played to an empty house. At 2 PM, Nolan Ryan pitched a no hitter to no one, and at 3, the day’s news fell on deaf ears. No doubt you need 24 hours of sports, news, weather and music. But now what you need is 24 hours of audience. You’ve always called them subscribers. But a subscriber who isn’t part of an audience isn’t happy. And an unhappy subscriber is a potential disconnect.

At USA, we’ve solved this basic problem. We’ve programmed every single moment of the day to appeal to the audience that’s home at the time. Like Daytime for women. We start the morning with shows like “Alive and Well” to exercise the body and follow with “Sonya” to exercise the mind. Then mornings and afternoons after school, we feature “Calliope” and “Cartoon Express” expressly for kids.

And in prime time, we offer prime sports for men. We have exclusives on NHL hockey and Major League Baseball. All live.

Then late at night we have cult entertainment on “Night Flight” and rock and roll night club acts on USA “Hot Spots” for teens—as well as for teens at heart. That way, no matter what the time, we give you an audience that’s changing with it. It’s an idea that’s made the USA Cable Network the one network that’s getting a sitting ovation. And a family audience that’s applauding your programming is a family that’ll keep on subscribing. Then of course, the more people you have who are happy with cable, the more new people you can sign up.

So if you think you’re ready to add a 24 hour audience to your cable schedule, call us. But please, don’t rush into a decision. Take 24 hours and think about it.
Exhibitors listing

The following is a list of NCTA exhibitors showcasing their wares in the Astrotball in Houston. An asterisk indicates a product new to the market this year.

A.C. Nielsen Co. 1618
1290 Avenue of the Americas, New York 10104

Accu-Weather 4015
619 W. College Ave., Suite College, Pa. 16801
Weather text and graphics for cable, teletext, videotext and electronic publishing. Staff: Joel Myers, Evan Myers, Walter Gilbride, Barry Myers, John King, Maria Myers.

Acme Ladders 2006
Box 26593, Houston 77207

ACSN, The Learning Channel 3411
1200 New Hampshire Ave., Washington 20001

Adda Corp. 3606,07
130 Knowles Dr., Los Gatos, Calif. 95030
Still store and retrieval system, graphics, dual channel time base corrector and synchronizer, digital effects system, frame synchronizer/TBC. Staff: Jon Tieschner, Harry Gladwin, Emerson Ray, Duane Tuttie, Gary Youngs, Sheila Ross, Walter Wedemuller.

Adrian Steel 3033,34
906 James St., Adrian, Mich. 49221
Service van interior equipment and ladder racks. Staff: Mark Hassel.

ADT Security Systems 1504
One World Trade Center, New York 10048

Aegis Systems 4322
3736 N. High St., Columbus, Ohio 43214


Allied Steel & Tractor 3624
5800 Harper Rd., Solon, Ohio 44139
Underground piercing tool—Hole-Hog. Staff: Greg Smith, Tom Murphy, Mike Camp.

Alpha Technologies 3022,23
1305 Fraser St., D-6, Bellingham, Wash. 98226

Altec Industries 1403
Box 10264, Birmingham, Ala. 35202
Vans with aerial lfts. Staff: Harry House, Doug Finch.

AM Cable TV Industries 2104
Box 505, Quakertown, Pa. 18951
Full turnkey construction services, aerial and underground, 450 mhz directional taps, of-premise addressability service. Staff: Mac Quarshi, Lee Zemmick, Bill Ross, Bob Ford, Joe Cadile, Dennis Annelii, Tom Burke, Ben Benefield, Leo Borin, Jerry Evans.

American Bell 2508
22 Curtland St., New York 10007

American Spliceco 2409
Box 3367, Morehead City, N.C. 28557
Cable construction services. Staff: Mike Brakefield, Skinner Chalk, Don King, Doug Gilchrist, Eric Herbert, Mike Thompson, Mike Callahan, Tom Fennin.

Amerexel Electronic Corp. 1043
Providence Pike, Statesville, R.I. 02876

Andersen Laboratories 1041
1280 Blue Hills Ave., Bloomfield, Conn. 06002


Gala dinner and Ace awards presentation. 8 p.m. Grand ballroom. Entertainment: Bert Bacharach & Carol Bayer Sager.

Andrew Corp. 3010,11
10500 W. 133d St., Orland Park, Ill. 60462

Anixter Communications 2401
4711 Golf Rd., Skokie, Ill. 60076

Antenna Technology Corp. 2602,03
8711 E. Pineapple Peak Rd., Scottsdale, Ariz. 85255

Aritech Corp. 2626-28
25 Newbury St., Framingham, Mass. 01701
Burglar and fire alarm equipment and systems. Staff: David Cohen, Jim Synk, Albert Janjigian, Charles Darsh, John Paderson, Sid Smith.

Armex Cable TV Hardware 2014
Cable connectors. Staff: Stephen Milich, Leslie Day.

Army Reserve 3625
 Pentagon, Rm. 3E384, Washington 20310
Public service announcements. Staff: Fran Rhodes, Gene Sexton, Elizabeth Graves.

Arrowhead Enterprises 2638
Anderson Ave., New Milford, Conn. 06776

Associated Plastics 2002,03
18140 Euclid St., Fountain Valley, Calif. 92708

Associated Press 2304
50 Rockefeller Pl., New York 10020
AP NewsCable. Staff: Roy Steinfort, Greg Groce, Don Bliowiak, Steve Crowley, John Willis, Jack Pace, John Strachan, Tom Rizzo, John Schweitzer.

Astoria Corp. 4111,4206
2200 Parken, Hammond, Mo. 63401

Augat CATV Group/Broadband Engineering/ LRC Electronics/ Vitek 3302
Box 111, Horseheads, N.Y. 14845
Amplifiers, upgrade modification, replacement components, repair service, dual sealed F connector quantum reach and cable flex connectors, addressable tap systems, descrambler/traps, RF leakage detectors, pay TV security traps. Staff: Ken Wood, Keith McIntosh, John McQuaid, Colleen Boudreau, Dave Chavez, Bill Ellis, Chuck Wise, Peggy Isaacson, Peggy Sharp, Debbie Sheldon, Jeanne Trivison, Jane Kranich, E.B. Duval, Carl Rodney, Glen

Broadcasting Jun 6 1983 58
In a single bloody moment, seven shots were taken. Six were Hinckley's, one was ours.

Nearly six thousand AP member radio and television stations sizzled with first news of the Reagan assassination attempt.

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His colleague, Mike Putzel, meanwhile, was dictating what was to become the 1981 story of the year. Just 53 seconds after the first syllable of gunfire rang out.

If they had been a less skilled news team, they might have muffed the facts. It would be easy in the chaos.

If they had worked for anyone other than AP, they probably wouldn't have been anywhere near Reagan that day. And they'd have had to settle for second-hand information.

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**Automation Technologies** 4326,28

1550 N. 105th E. Ave., Tulsa, Okla. 74116


**Avantek** 2407

481 Cottonwood Dr., Milpitas, Calif. 95035

Earth stations, low level sweep for midband split systems, digital signal level meters, cable fault locators, LNAs, LNCS, line splitters and drivers and other TVRO accessories. Staff: Phil Halamandians, Anne Monson, Dave Slinger, George Sears, Rich Davis, Jerry McCoy, Jeff Thomson, Bob Corraio, Bill Reardon, John Mali, Billy Emerly, Art Ford, Steve Schoen, Eric Landry.

**Belden** 3304

2200 HWY. 27 South, Richmond, Ind. 47374

Staff: Phil Pennington, Len Ceboi, Paul Miller, Steve Groves, Ed Cheney, Dave Berg, Kanda Kelly, Ken Rueth, Bill Donahoe, Mike Mullury.

**Bell & Howell** 3204

6800 McCormick Rd., Chicago 60645

Fully-automated mail handling equipment for cable industry. Staff: Jack Padick, Brian Bill, Bill Weeks, Ruth Johnson, Mike Chepols, Bob Bell, Bill Brandon, Del Stroud, Ken Morgan, Ed Navarro.

**Beston Electronics** 2404

1313 S. 169 Hwy., Olathe, Kan. 66061

Character generator: message center, weather information. Staff: Barry Kenyon, Bob Barnes, Rod Herring, Jim Shaw, Marvin Douglass.

**Biddle Instruments** 1614

510 Township Line Rd., Blue Bell, Pa. 19422


**Black Entertainment Television** 2509

1650 31st., NW, Washington 20009

BET programming. Staff: John Martino, Bart Graf, Reg Graf, Kathy Petersen, Mark Amy Morin, Art Hobson.

**Blonder-Tongue Laboratories** 3404

One Duke Brook Rd., Old Bridge, N.J. 08857

Headend signal processing equipment, modular, low noise amplifiers, professional antennas and support systems for stocking cable distributors. Staff: Isaac Blonder, Martin Siskel, Dan Altieri, Glenn Stawicki, George Buhue, George Freeman, Andrew Ryblicki, Martin Egberts, Jim Fitzpatrick, Walter Joswick.

**Brad Cable Electronics** 3008,09

1023 State St., Box 739, Schenectady, N.Y. 12301

Staff: Ben Rhodes, Bob Price, Ben Price.

**Broadcasting** 1308

1735 DeSales St., NW, Washington 20036

**Budco** 2029

4910 E. Admiral Pl., Tulsa, Okla. 74115

**Burnup & Sims** 2203

1333 S. University Dr., Plantation, Fla. 33324

Total management system. Staff: Michael Goldwire, Gene Struhl.

**Business Systems** 1109

2720 Wade Hampton Blvd., Greenville, S.C. 29615

**C & C Cable TV Enterprises** 3628

1707 Rt. 130 South, Burlington, N.J. 08010

Cable sales, construction and installation, both aerial and underground. Staff: David Chiock, James Chiock, Richard Chiocki.

**C-2 Utility Contractors** 3615,16

Box 663, Eugene, Ore. 97440

**C-COR Electronics** 2301

60 Cable Rd., State College, Pa. 16801


**C. Itoh & Co.** 4207,09

270 Park Ave., New York 10017

**CATV Services** 3509

3270 Seldum Ct., Fremont, Calif. 94539

**CATV Subscribers Services** 1619,20

108 State St., Suite 102. Greensboro, N.C. 27408

Contract services including mapping/design, construction, door-to-door sales/marketing, installation, turnkey packages and special support services. Staff: Raymond Gattielli, Josephine Gattielli, T. Rocky Orrell, Fred Robertson, Jerry Haisman, Penny Martin.

**CATV Telex** 1002

10616 St. Xavier, St. Louis 63074

**CBN Cable Network** 1205

CBN Center, Virginia Beach, Va. 23463

Family-oriented 24-hour network. Staff: Raymond Gattielli, T. Rocky Orrell, Fred Robertson, Jerry Haisman, Penny Martin.

**CCS Cable** 2306

5707 W. Buckingham Rd., Phoenix 85034

Staff: Duane Crist, Dick MacMillan, Bill Terrill, Ron Scott, Bob Peckurl, Sherry Reed.

**CWY Electronics** 2008,09

405 N. Earl Ave., Box 4519, Lafayette, Ind. 47904

**Cable Com** 2203

6440 Hillandale Dr., Box 756, Lithonia, Ga. 30058

Designs, engineers, constructs and installs of cable systems. Staff: Billy Jones, Dean Hill.

**Cable Communications Media** 1014,15

203 E. Broad St., Bethlehem, Pa. 18018

Program guides. Staff: Carl Kehle, Russ Funkhouser, Larry Rosenberg, David Levin.

**Cable Graphic Sciences** 4342

7095 N. Clovis Ave., Clovis, Calif. 93612

**Cable Health Network** 21C

1211 Avenue of the Americas, New York 10036


**Cable Power** 1021-2

14860 NE 69th St., Redmond, Wash. 98052


**Cable Product News** 200

Box 2772, Palm Springs, Calif. 92263

Staff: Steve Tolin, John Stone.

**Cable Security Systems** 4311,1

Box 2066, 621 Sagle Rd., Auburn, Ala. 36830

**Cable Services** 130

2113 Marydale Ave., Williamsport, Pa. 17701

Staff: John B. Roskowski, George Ferguson, Harry Wahl, John M. Roskowski.

**Cable-Text Instruments** 361

4132 Billy Mitchell Rd., Addison, Tex. 75001

**Cable TV Supply Co.** 310

5933 Bowcraft St., Las Angeles 90016

**Cable & STV Collection Services** 410

1365 Welhrord. Des Plaines, III. 60016

Collection services. Staff: John Martino, Bart Graf, Reg Graf, Kathy Petersen, Mary Amy Morin, Art Hobson.

**CableBus Systems** 110

7869 S.W. Nimbus Ave., Beaverton, Ore. 97005

Security systems for residential and commercial use with use of common terminals and monitoring equipment. Staff: Pat Robison, Patrick Dennis, Kar Hoffman, Charles Sleeper, Dave Green.

**CableData** 320C

3200 Arden Way, Sacramento, Calif. 95825


**Cablefacts** 4211,23,25,4216,18,2C

Box 11908, Lexington, Ky. 40576

**Cablenet Development Corp.** 2405

797 Glenn Ave., Wheeling, Ill. 60090

Staff: George Steiger, Mikia Bubalo, Mike Kern, Doug Knopf, Harold Wright, Evel Hoskins, Jerry Sandusky, Ken Skinner, Jay Bobrowich.

**Cadco** 3602,03

2706 National Cr., Garland, Tex. 75041

**Cambrian Compust** 410,02,4

249 Cedar, Sudbury, Ont. P3B 1MB

**Capscan Cable** 2203

Halls Mill Rd., Box 36, Adelphi, N.J. 07710

Coaxial cable, aluminum trunk and feeder. Staff: Virgil Faulkner, Kevin Lynch, Jay Sampels.

**Carion** 1031

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Staff: Dave Crawford, Jim Crocker.

Control Video Corp. 1035, 36 1640 Dell Ave., Campbell, Calif. 95008
Saber—builds spot rels automatically*, multi-ple VTR editor with touch CRT control, sequencer with automatic satellite spot inserter. Staff: Mike Goddard, DeWitt Smith, Bruce Raddatz.

Craig Starview Systems 3308 Rte. 3, Box 103G, Pocohontas, Ark. 72455

Crowm Divisions 2403 315 Gasche St., Wooster, Ohio 44691
Cable van interior installer and maintenance van*. Staff: John Davin, Joe Boughner, Don Daye, Jim Scott.

Daniels & Associates 2500 2930 E. Third Ave., Denver 80206

Datapoint Corp. 1038, 39 8410 Datapoint Dr., S-10, San Antonio, Tex. 78284
Automatic call distributor. Staff: Glen Bowie, Jan Stolper, Dee Persutto, Nancy Walker, Ray Owens, Buddy West, Larry Johnson, Kent Nutt.

Datum 3619 1363 S. State College Blvd., Anaheim, Calif. 92806

Defensive Security 2639, 40 10999 Shady Trail, Dallas 75220

Delcom Corp. 1105 6019 S. 66th East Ave., Tulsa, Okla. 74145

Deloite Haskins & Sells 2614, 15 28 State St., Boston 02109
Financial forecasting and planning model for CATV operators, cable financing services. Staff: Jay LaMarche, Margaret Mulley, Mario Umama, Joseph Abely.

Delta Benco Cascade 2505 124 Belfield Rd., Reddell, Ont. M9W 1G1
Line extenders, trunk amplifiers, apartment am-plifiers, intelligent taps, cable products. Staff: Dennis Alha, Dave Fear, Don Stirling, Phil All- man, Ken Jones, Don Altschon, Willi Tack.

Dexcel 2413 2285 Martin Ave., Santa Clara, Calif. 95050
LNA's, LNC's, LNB's home and commercial receivers plus TVRO accessories. Staff: Art Kawai, Fred Graham, Mimi Cook, Verney Brown, Yozo Saloda, Cliff Kelley, Linda Nelson.

Diamond Communication Products 3604 500 North Ave., Garwood, N.J. 07027
Drop installation hardware, fiberglass flush mount and above ground pedestals. Staff: Frank Pepe, Jim Russell, Tony Di Pace, Paul Mili-azzo, Gene Coll, Gerry Sarp, Tony Dipple.

Digital Equipment Corp. 1204 Continental Blvd., Merrimack, N.H. 03054
Cable information management systems, IVIS—interactive video information system*. Staff: Bob Cohen, Dick Falt, Joan Gleeson, Lee Katz, Dick Rose.

Digital Video Systems 3507 716 Gordon Baker Rd., Willowdale, Ont. M2H 3B4

Di-Tech 1010, 11 48 Jefryn Blvd., Deer Park, N.Y. 11729
Audio/video routing switches, seven-day com-puter controller, commercial insertion equip-ment, audio/video pulse distributor amplifiers, video detectors. Staff: Tony Bollentino, George Petrilak, Joe Perullo.

Disney Channel 3401 411 W. Alamada Ave., Burbank, Calif. 91505
Pay programing service. Staff: Jim Jmirro, Art Reynolds, Bob Caird, Peggy Christian-son, Oliver de Courson, Ron Mitizker.

Ditch Witch 2501 Box 66, Perry, Okla. 73077
Staff: Paul Rogers, Gene Goley, Steve Cockrell, Tom Ormand.

Dow Jones & Co. 3107 Box 300, Princeton, N.J. 08540
Dow Jones Stickney, Don Runyon, Frank Nini, Mary McCly, Robert Hollis.

Drop Shop 3617, 18 Box 284, Roselle, N.J. 07203
Drop materials, cordless drills, apartment boxes, splitters, cable marking devices, house amplifiers, block converters, quad-shield pro-ducts and tools, indoor/outdoor wire molding, grounding materials. Staff: David Wank, Lewis Lubel, Daniel Parson.

Dunhill Personnel Systems 4110 6401 Carmel Rd., Suite 107, Charlotte, N.C. 28211
Professional recruiters. Staff: Bill Gregory, Ralph Knoer, Mike Wein, Don Pergal, Donna Cowen, Margie Stark, Carl Gist.

Durnell Engineering 4215, 7, 4319, 21 Hvy. 4, South, Emmetsburg, Iowa 50536

Eagle Contronics 1304 4522 Warehouse Rd., Clay, N.Y. 13041
Set-top converters*, modems*, super traps, de-coding filters, transformers, splitters, directional taps, programmable and addressable de-scramblers. Staff: Alan Devendorf, Ken Kenne-dy, Joe Ostuni, Chet Sy, Joe Checca, Jack Davis, Bill Lyon, Joe Mastroianni, Bob Dupre, John Tekah, Tom Quirk, Peter Swanson, Steve Juliano.

Eastern Microwave 340 Box 4872, 3 Northern Concourse, Syracuse, N.Y. 13221

EEG Enterprises 101 1 Rome St., Farmingdale, N.Y. 11735
Parental control devices, vertical interval digit encoding and decoding, closed captioning an-text, teletext video data bridge", VBI communi-cations and control systems. Staff: Ed Murph, Bill Posner, Mike Doller.

Elephant Industries 3001 3626, N. Ft. Myers, Fla. 33903

Elvis Tower Co. 3012, 1 3560 N.W. 10th Ave., Fort Lauderdale, Fla. 33303
Turnkey projects, communications towers CATV towers, earth stations. Staff: William Ellis Harold Blakley, Carolyn Douglas.

EMCEE Broadcast Products 161 C 8861 68, White Haven, Pa. 18661
10 watt solid state MDS transmitter*. 20 watt MDS transmitter. 100 watt MDS amplifier, multi-channel MDS transmitters. Staff: Jim DeSte-fano, Mike Rossa.

English Enterprises 3306 Box 302, Norcross, Ga. 30091

Equifax Services 2028 1600 Peachtree St., N.W., Atlanta 30303
Converter recovery service, manpower ser-vices, business information service. Staff: Sally Burt, Steven Saunders, James Brannan, Martha Geisser.

ESPN 1201 ESPN Pl., Bristol, Conn. 06010
Sports programming network. Staff: Stuart Evey, Bill Grimes, Scott Connal, Roger Werner, Al Wieder, Roger Williams, Jim Ballard, Chip Harwood, Charlie Mills, Mike Nickerson, Shirley Pohn-Saiko, Bill Schweizer, Sharon Sidelko, Joan Wright, Mark Noon, Bruce Blair, Mike Presbrey, Bob McCarthy, Ronni Faust, Bill Ketcham, Mary Herne, Marilyn MacDonald, Julia Barfield, Dave Ogren, Steve Bornstein, Phil Shiffman, Denny Crimmings, Bill Ryan.

Eternal Word Television Network 1406 5817 Old Leeds Rd., Birmingham, Ala. 35210
Catholic cable network. Staff: Ginny Dominick, Matt Scalici, Ginger Scalici, Chris Harrington, M. Raphael, M. Angelica.

Falcone International 2043 404 Clay St., Marietta, Ga. 30060

Financial News Network 3206 2525 Ocean Park Blvd., Santa Monica, Calif. 90405

Fire Burglary Instruments 2633 50 Engineers Rd., Hauppauge, N.Y. 11788

First Data Resources 4225, 27, 4329, 31 7301 Pacific St., Omaha 68114

Broadcasting Jun 6 1983 64
Silling and management system. Staff: Bob Asterson, Lee Kuhn, Neal Hansen, Tony Holzapfel, Roger Battazzi, Tom Baber, Dick Abramson, Jay Oxton, Chris Boone, Jeff Bane, Rich Griewel, Rusty Rau.

Firstmark Financial Corp. 2618
10 E. Washington St., Indianapolis 46204

Fort Worth Tower 3405
1801 E. Loop 802 S., Fort Worth 76112

Two floors, earth stations and prefabricated equipment buildings. Staff: Tommy Moore, Betty Moore. Carl Moore, Fred Moore, Cheryl Moore, Alinda Moore, Roy Moore, Deanne Moore.

Fortel 2026, 7049 Peachtree Industrial Blvd., Norcross, Ga. 30092


GalaVision 3408
250 Park Ave., New York 10177

Spanish programming. Staff: Fred Landman, Andrew Goldman, Starrrett Berry, John Figueroa, John Ruiz, Josie Podesia.

GamoCo Industries 3402
19 Walnut Ave., Clark, N.J. 07066

Addressable taps, termo-lk security subscriber taps, 500 mhz taps. Staff: George Baureis, Monique Baureis, Carmine Amatucci, Fred Whiting, Marlon Carver, Robert Maes, Jill Howe, Mitch Eskevitch, John Eichstaedt, Susan Yue, Lee Tony, Taylor.

Games Network 2101
Box 36319, Los Angeles 90036


Gardinier Communications 2203
3605 Security St., Garland, Tex. 75042

Receiver*, modulators*, earth stations, TVRO package, headend and switching equipment. Staff: Jim Harris, Bob Kuopos, John Strong, Charlie Anderson.

General Cable CATV 2100
Box 700, One Woodbridge Ctr., Woodbridge, N.J. 07095

General Electric 3205
One College Blvd., Portsmouth, Va. 23705


General Instrument/Jerrod 1200, 1101,02
2200 Byberry Rd., Hatboro, Pa. 19040

Signal security, impulse pay-per-view convert-

Gilbert Engineering 3000-3
Box 23189, Phoenix 85063


Gill Management Services 1302
2050 Bering Dr., San Jose, Calif. 95131

Globe Battery 1017
5757 N. Green Bas Ave., Milwaukee 33201

Gelcell and stationary batteries for cable standby power. Staff: Dick Scavaci, Fred Gruler, Tom Ruhmann, Bob Scrima.

Grass Valley Group 1606,7
Box 1114, Grass Valley, Calif. 95945

Production and routing switchers, fiber optics, borderline keyer system, video processing system, dual sync system, slave sync generator, sync generator changeover switch, phase meter. Staff: Dennis Shelton, Roger Hale, Pete Petanos, Keith Reynolds, Craig Birkmaier, Randy Hood, Dennis Brunnenmeyer.

Great Plains TV Library 4338
1800 N. Third St., Lincoln, Neb. 68583

Group W Satellite 2400
Box 10210, 41 Harbor Pl., Stamford, Conn. 06904


GTE Products 3202
1790 Lee Trevino, Suite 600, El Paso 79936

HA Solutec 3631
4360 Diberville, Montreal, Que. H2W 2L8

Mini automated broadcasting system for commercials insert*, impulse noise reducer*, co-channel filter*. Staff: Ernest Grondin, Giles Forlin.

Hall's Safety Equipment 1613
Box 230, Grove City, Pa. 15127

Staff: Jack Hall, Bonnie Hall.

Hamlin USA 2105
13610 First Ave., South, Seattle 98168


Harris Corp. 1202

1301 Woody Burke Rd., Melbourne, Fla. 32901


Hearst/ABC Video 3700
555 Fifth Ave., New York 10017

Daytime, ARTS programing services. Staff: Kathryn Creech, Karen Tardy, Paula Armel, Carrie Kealy, John Cronopulos, Mary Alice Dwyer, Marc Chalom, Sy Lesser, Brian Litman, Shelley Blaine, Shannon Such, Janet Saville.

Henkels & McCoy 4140
Jolly Rd., Blue Bell, Pa. 19422

HITech Enterprises 4232
10 Glenville Rd., Greenwich, Conn. 06830

Home Box Office/Cinemax 3800
1271 Avenue of the Americas, New York 10020

Variety programing services. Staff: Frank Biondi, Tony Cox, Michael Fuchs, Bill Hooks, Peter Frame, Tom Oliver, John Billock, Larry Carlson, Matt Blank.

Home Theater Network 2308
465 Congress St., Portland, Me. 04101

Family programing service. Staff: Marcia Babb, Duncan Harvey Scott Heffner, Sheila Iosty, Peter Kendrick, Ray Morough, Kathy Peterson, Monica Schaaf, John Schramm, Jerry Smith, Milt Underwood.

Hotronic 2017
1210 S. Bascom Ave., Suite 128. San Jose, Calif. 95128

TBC/frame synchronizer with freeze frame, field and remote control. Staff: Andy Ho, Linda Lo. Frank Yue, David Chang, Lambert Li.

Hughes Aircraft Co. 2103
Box 2999, Torrance, Calif. 90509


Ben Hughes Communications Products 2611,12
304 Boston Post Rd., Box AS, Old Saybrook, Conn. 06475

Carpet cutter and drill guide*, hex crimp tool, full preparation stripping/coring tool. cable flex and dielectric tools. Staff: Diane Hughes, Jean Hughes, Jennifer Bardsley.

Huntington National Bank 4324
17 S. High St., Columbus, Ohio 43216

Financial services. Staff: John Quarrier, K. Ben Bendre.

IBM 1512
2101 Corporate Blvd., N.W., Boca Raton, Fla. 33432

On-line customer service systems, personal computers, audio distribution system. Staff: Len Clarke, Art Wald, Sterling Cass, Denny Sullivan, Virginia Minor, Dave Hodes, Larry Ohlman, Al Dielenbach.

Ikegami 2406

Broadcasting Jun 6 1983
Hand tools and Hughes.

Tier traps, control traps, pedestals, converters, multitas and passive equipment.

Multi-channel link system, AM and FM microwave equipment, pole-mounted or fixed configurations, full line of microwave components.


Aerial cable construction and installation tools, multiple cable blocks and ground rod driving tools, mapping services and new/rebuild construction services.

Staff: Richard Jackson, Hazel Kenney, Charlie Castiliano, John Jackson.

Financial services including brokerage and investment banking.

Staff: Lester Kamin, Hazel Arnold.

One World Trade Center, New York 10048

Dual mode 444 mhz base band converter, other addressable converters*.

Staff: H. Takido, Ken Ogiso, "Terry King.

JVC

41 Slater Dr., Elmwood Park, N.J. 07407

Color cameras, videocassette recorders/players, editors, color monitors/receivers and accessories.

Staff: Lester Kamin & Co.

2020 N. Loop W. Suite 111, Houston 77018

Stereo processors for cable programming services.

Staff: Lectro Products

650 Athens Dr., Athens, Ga. 30601

Standby power supplies, standby head-end supplies, total management system.

Staff: Leitch Video of Commerce

2031, 32

825K Greenbrier Cr., Chesapeake, Va. 23320

Digital television scrambler/descrambler with multi-audio", vertical interval processor and vertical interval delenter/adder", audio video switcher", television sync pulse generators and test signal generators, video processing and distribution amplifiers.

Staff: Leomco Tool Corp.

Box 330A, R.D. #2, Cogan Station, Pa. 17728

Mechanical tool, equipment and material designers and manufacturer of cable products.

Staff: Lindsay Specialty Products

50 Mary St., West, Lindsay, Ont. K9V 4S7

Trunk amplifiers, line extenders, mini trunks, passives, multi-taps, apartment house amplifiers, CATV antennas.

Staff: Linear Electronics

347 S. Glasgow Ave., Inglewood, Calif. 90301

Pendant transmitter.

Staff: Lynx Inc.

Box 813, Acton, Mass. 01720

3M Center, 225-25-05, St. Paul 55144

Staff: M/A COM MVS

32 Third Ave., Burlington, Mass. 01803

Satellite and point-to-point FM microwave pro-
ducts, satellite receiving equipment, microwave community access news systems*.

Staff: J. Duke Brown, George Bell, Randy Young, Jim Bunker, Eric van der Kaay, Linda Stein, Don Siciard, Gary Atkin, Gary Deane, Al Gillingham.

M/A COM Commscope

1300, 1400

1005 Second Ave., N.W., Scary, N.C. 28603


M/A Com Prodelin

40 Box, 468, Newton, M.C. 09868

Satellite antenna systems.

Staff: Larry Nelson, Harry Matthews, Bruce Lyon, Rand Raybon.

Magnavox CATV Systems

1502

100 Fairgrounds Dr., Manlius, N.Y. 13104

440 mhz amplifiers, trunk and line extenders, passives, converters, converters/descramblers, headend equipment", series taps", addressable converters", status monitor-
ing.


Mai Communications

3506

141 Shree Ave., Barrington, N.J. 08007

Turnkey construction, engineering, converter repair, post-engineering design, survey, consulting, strand mapping, research and development.

Malarkey-Taylor Associates

2300

1301 Pennsylvania Ave., N.W., Suite 200, Washington 20004

Telecommunications consultants.


Marketing Displays

4320

24450 Indiplex Cr., Box 576, Framingham Hills Mich. 48018

Masterack

1108

905 Memorial Dr., SE, Atlanta 30316

Staff: Ron Cripe, Mark Hickman, Don Walling, Don McNew.

MCI Telecommunications

2107

2000 M St., N.W., Washington 20036

Media America Entertainment

1424

1206, New Hartford, N.Y. 13413

MetroData

1509

1190 Barnett Ave., Concord, Calif. 94520

Character generators.

Staff: James Baumsheard, Math Kurger, Steve Frye, Charles Baum.

Metrormedia Producers Corp.

1506

5 TV Place, Needham, Mass. 02192

Variety, sit-coms, games shows, animated series, music shows, puppet shows, documentaries and Telefeatures.

Staff: Howard Finkeinstein, Deborah Burke.

Metrotech Corp.

2610

670 National Ave., Mountain View, Calif. 94043

Micro Constructors

1020
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Microdyne equipment is designed to the highest achievable standards of reliability and we are very successful in meeting these standards. But even Microdyne products fail on occasion. So we provide our customers with this assurance.

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Microdyne Corp.
Box 7213, 491 Oak Rd., Ocala, Fla. 32672
Downconverter and receiver*, earth stations, modulator, multiple satellite feed system. Staff: David Alvarez, Earl Currier, John Geifer, Tom Mac-Allister, Diane Giancante.

Microtime
1205, 26
1205 Blue Hills Ave., Bloomfield, Conn. 06002
Digital video processing equipment, time base correctors*, frame synchronizers*, local ad inserter and VTR machine controller. Staff: John Kissell, Dan Soile, Steve Krant, Dave Everett, Frank Logan, Robert Wickland, Norman Pinette.

Midwest Corp. 4235, 37, 39, 41, 43, 45
One Sperti Dr., Edgewood, Ky. 41017
Mobile TV production unit, cable hardware and electronic equipment. Staff: Roy Williams, Joe Mack, John Loughmiller, Pete Rightmire.

Miralite
1505
1331 E. Gertrude Pl., Santa Ana, Calif. 92705

Modern Satellite Network
2021, 22
5000 Park St., North St. Petersburg, Fla. 33709

Moose Products
2637
Box 2904, 1510 Tae Blvd., SE. Hickory, N.C. 28601
Home security equipment*. Staff: Gene Piraino, Kent Barnes.

Motorola Comm. & Electronics
1033, 34
1301 E. Algonquin Rd., Schaumburg, Ill. 60196

Motorola Semiconductors
1510
725 S. Madison Dr., Tempe, Ariz. 85261

Mycro-Tek
1306
820 W. Second, Wichita, Kan. 67203
Video display information systems including character generation with graphics font, text and classified ad management and billing. Staff: Terry Borchers, Dennis Roberts, Dave Walker, Bob Petlitz, Mark Harton, Murray Browne.

Nabu Manufacturing Corp.
2204
1051 Baxter Rd., Ottawa, Ont. K2C 3P2

National Cable Radio Network
4013, 14
1116 N. Hudson St., Arlington, Va. 22201

National Council of Churches
4011
U.S. Catholic Conference
Rm. 860, 475 Riverside Dr., New York 10115

Information and software on church groups in cable. Staff: Rev. Dave Pomeroy, Rev. Fred Erickson, Rev. Roy Lloyd, Philip Arnold, Rev. Bert Akers, Kathy Haueisen, Jim Haueisen.

National Guardian Corp.
2033
Box 1776, Edgewood, Md. 21040
Home security products.

NBC Enterprises
30 Rockefeller Pl., New York 10020
Movies, series, news and documentaries, children's, classic and cultural programs. Staff: Weston Elliot, Richard McHugh, Charles Coleman, Rick Traum.

NCS Industries
3031, 32
2225 E. Wingate Rd., Willow Grove, Pa. 19090
Staff: Dick Grasso, Jerry Quinn, Bruce Furman, Ted Mayo, Jeff O'Brien.

Neptune Water Meter
4126, 28, 30
904 Ginter Ave., Tallahassee, Ala. 32376

Network Communications
4132
Box 128, Traverse City, Mich. 49685

New Day Marketing
3021
Box 320, Newbury Park, Calif. 91320
Staff: Jan James, Don James.

Newton Electronics
3620
2218 Old Middlefield Way, Mountain View, Calif. 94043
TVRO test equipment* and receiver circuits*, microwave video/audio signal generator. Staff: John Sover, George Wilde.

Norpak Corp.
4219, 21, 23, 25
100 East Way, Kanata, Ont. K2L 2P4
Teletext hardware including encoders, decoders and information providers. Staff: Leo Lax, John Smirle, Bob Fitzgerald, Anne Mackague.

North Supply Co.
1049, 2632
600 Industrial Pkwy., Industrial Airport, Kus. 66031
Security equipment, cable products including pedestals and headend equipment. Staff: Jay Housh, Brian Richardson, Bill Winslow, A.G. Keeseecker.

Northern CATV Sales
1617
Box 6729, Syracuse, N.Y. 13217

Fred A. Nudd Corp.
3030
1743 Rte. 104, Box 475, Ontario, N.Y. 14519
Towers with leg drain*, and antenna mounting features*, accessories and services. Staff: Nick Nudd, Carolyn Beisiegel.

Oak Communications Systems
2201
16935 W. Bernardo Dr., Rancho Bernardo, Calif. 92127

Octagon-Scientific
2411

98

Broadcasting Jun 6 1983
68
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
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<tr>
<td>Omega Sales</td>
<td>1027</td>
<td>3830 Haskell Ave., Van Nuys, Calif. 91406</td>
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<td>Opinion Research Corp.</td>
<td>2016</td>
<td>N. Harrison St., Princeton, N.J. 08540</td>
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<td>Parallex</td>
<td>2414</td>
<td>Box 12339, Winston-Salem, N.C. 27107</td>
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<td>Phasecom Corp.</td>
<td>2507</td>
<td>841 Chestnut St., Philadelphia 19107</td>
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<td>Pico Products</td>
<td>2504</td>
<td>1001 Vine St., Liverpool, N.Y. 13088</td>
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<td>Pioneer Communications</td>
<td>1500</td>
<td>2200 Dividend Dr., Columbus, Ohio 43228</td>
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<td>Pleasure Channel</td>
<td>4138</td>
<td>1888 Century Park East, Suite 1106, Los Angeles 90067</td>
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<td>Poleine Corp.</td>
<td>3406</td>
<td>20 Antin Pl., Bronx 10462</td>
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<td>Portac</td>
<td>1024</td>
<td>108 Aero Camino, Goleta, Calif. 93117</td>
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<tr>
<td>Power &amp; Telephone Supply Co.</td>
<td>4116,18</td>
<td>Box 79265, Houston 77279</td>
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<td>Powervision</td>
<td>2004,05</td>
<td>1240 Blue Gem, Anaheim, Calif. 92806</td>
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<td>Production Products Corp.</td>
<td>2044</td>
<td>133 W. Seneca St., Manlius, N.Y. 13104</td>
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<tr>
<td>Project Packaging</td>
<td>3608,09</td>
<td>880 Briarcliff Ave., Point Pleasant Beach, N.J. 08742</td>
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<td>Proped</td>
<td>2011</td>
<td>Box 154, Sicklerville, N.J. 08081</td>
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<td>PTL Satellite Network</td>
<td>1401</td>
<td>Charlotte, N.C. 28279</td>
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400 College
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RCA
Satellite-delivered programing. Statt:
Mike Weinblatt, John Sie, Greg Nathanson,
Robert Catlin, Jack Heim, John Burns, Sue Denison,
Carl Sambus, Dick Sullivan, Rick Howe, Ron
Bernard, Stephen Wm. Schulte, Jim Miller, Peter
Chernin, Mike Clark, Caroline Winstone, Tom Furr,
Earle Marsh, Jim Van de Velde, Jim English, Leon
Tenerbruso.

Sargent CATV Services
28th & Liberty Ave., Pittsburgh 15230
Satcom/Orrox
1756 Junction Ave., San Jose, Calif. 95112
Satellite Syndicated Systems
Box 45684. Tulsa, Okla. 74147
Keyfax, SPN. Staff: Ed Taylor, Selman Kremer
Dick Smith, Bill Rasmussen, Phyllis Vettors. Mark
Solow, Terri Johnson, Gary Stanton, Sarine
Klaver, Karia Mumma, Cherilyn Hampton.

Scientific-Atlanta
Box 105027. Atlanta 30348
Earth stations, headend electronics, distribution
equipment, coaxial cable, addressable set-top
terminals, broadband data modems. CATV se-
curity and mini-cable systems, 4.6-meter anten-
a with dual beam feed*. Staff: Sidney Topol,
Del Bohof, Jay Levergood, John Bacon, Jerry
Copeilan, Patricia Rooney. Solomon Webb, Pat
Miller, Bob Schack, Don Meyer, Fred Wilkenloh.
Jim Hart, Dudley Johnson, Alex Best. Tina May-
lan.

Security Equipment Industry Association
2634, 35
2665 30th St., Suite III. Santa Monica, Calif. 90405
National trade association of manufacturers and
Distributors of security products. Staff: Donna
Gentry, Connie Cole.

Seeburg Music Library
5706 New Chapel Hill Rd., Raleigh, N.C. 27607

Select TV
2108
4755 Alta Rd., Marina del Rey, Calif. 90291
Movie and entertainment programing service,
adult tier, addressable scrambling system*. Staff:
Rene Au, Ken Karpman, Lee Kirbach, Rhonda
Riger.

Showtime
3501
1633 Broadway, New York 10019
Satellite-delivered programing. Statt:
Mike Weinblatt, John Sie, Greg Nathanson,
Robert Catlin, Jack Heim, John Burns, Sue Denison,
Carl Sambus, Dick Sullivan, Rick Howe, Ron
Bernard, Stephen Wm. Schulte, Jim Miller, Peter
Chernin, Mike Clark, Caroline Winstone, Tom Furr,
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Signal Vision
3019, 20
22732-8 Granite Way, Laguna Hills, Calif. 92653

Silent Knight Security Systems
2629
1700 Freeway Blvd. North. Minneapolis 55430

SIN Television Network
3408
250 Park Ave., New York 10177
Spanish-language programing. Staff: Bill Stiles,
Susan Catapano.

Solarvisión
4332
3003 Reynolds. Dallas 75223

Standard Communications
2606, 07
Box 45684. Tulsa, Okla. 74145

Starview Systems
3308
Rt.3, Box 103G, Pocahontas. Ark. 72455
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Station Business Systems 2502
600 W. Putnam Ave., Greenwich, Conn. 06830

Strand Century 2620,21
Box 9004, Rancho Dominguez, Calif. 90224
Lighting fixtures and controls for studio lighting. Staff: Susan Dandridge, Russ McMamilt, Archie Fletcher, Tom Folsom.

Supra Products 3018
Box 3167, Salem, Ore. 97302
Title lock for pedestals and apartment boxes, locking wallplate, key safes. Staff: Don Boyce, John Howells, Elie Goward.

Synchronous Communications 1110
1701 Fortune Dr., Suite O, San Jose, Calif. 95131
Frequency agile headend converters. TV IF modulator*. Staff: Vincent Boreili, Donald Wyckoff.

Tailford Associated Cable Group 4340
1300 Indianwood Cc., Maumee, Ohio 43537

TCS Cable 2412
6420 Richmond Ave., Suite 540, Houston 77057
Staff: Bobby Payne, Dick Behr, Scott Stevens, Dale Bennett, Manual Martinez, Roger Little, Robert Carroll, Sandra Spence, Sherry Gearer, Laurie Hutchelson.

Telecrafter Corp. 2302
Box 30635, Billings, Mont. 59107
Manufacturer and marketer of cable markers, control padlock and seal and security control home boxes plus system audits, marketing, trapping, installations, computer assisted tele-text local news and information service. Staff: A. Clinton Ober, Peter Mangone, Bill Brazeal, Ernest Tarlen, Dorit Herman, Bruce Nassau, Thomas Moe, Joseph DeCarlo, Tim Reilly, Bob Madsen, Mike Glaser, Guy Larson, George Bulkock, Mark Freter.

Teleculture 4008
420 Lexington Ave., Suite 1745, New York 10017

Telesfrance USA 2503
Box 45684, Tulsa, Okla. 74145

Telemoine Co. 2309
888 Seventh Ave., New York 10106

Television Technology 3622
5970 W. 60th Ave., Arvada, Colo. 80003
LPTV transmitters and information. Staff: Charles Halle, Bo Pearce.

Tele-Wire Supply Corp. 2600, 01
7 Michael Ave., East Farmingdale, N.Y. 11735

Teipar 3610
4132 Bill Mitchell Rd., Addison, Tex. 75001
Character text generators. Staff: Fred Dupuy, Kevin Murphy, Bill Conrad.

Telstar 3105
8500 Wilshire Blvd., Suite 815, Beverly Hills, Calif. 90211

T.E.S.T. Inc. 1305

16130 Stagg St., Van Nuys, Calif. 91409

Texscan Corp. 3203
3102 N. 29th Ave., Phoenix 85061
Distribution equipment, cable test equipment, character generators, stand-by power supplies, remote addressable converters, set-top converters, distribution lines, multiple channel MDS, 6-channel headend, dual stand-by power supply, great level security system, 5000 mhz test meter, baseband descrambling set-top converter. Staff: Carl Pehlke, Jim Luksch, Raleigh Stelle, Bob Palle, Bert Henscheid, Peter Brady, Chuck King, Ed Kirk, Susan Coady, Rob Shviot, Tony Luksch, Eric Van Hulle, Tom Holdt, Larry Fox, Ron Oberlot, Lew Dumbauf, Dennis Gourley, Ann Newman, Gary Hoffman, Alan Whitlock, Ron Adamson, Dan O'Connor, Kirk Hollingsworth, Bob Daniels, Paul Wilson, Dick Taylor, Gerald Goldman, Bick Remmy, Gail Bonnard, Jan Pappas.

Time Manufacturing 4229,31, 4333, 35
7601 Imperial Dr., Waco, Tex. 76710

Times Fiber Communications 3500
Box 384, Wallingford, Conn. 06492

Tocom 1303
Box 47066, Dallas 75247

Toner Cable Equipment 1103
969 Horsham Rd., Horsham, Pa. 19044

Touche Ross & Co. 1045,46
225 Peachtree St., Atlanta 30343
Management consulting services. Staff: Danny Corbett, Roger Pease, Joe Kraemer, Ed Ruzinsky.

Trans USA Corp. 3025
79 Joanna Ct., E. Brunswick, N.J. 08816
Drop materials and construction hardware, 7, 14, and 40 channel block converter. Staff: Joe Liau, Joe Chang, Bob Du.

Trinity Broadcasting Network 3410
Box A, Santa Ana, Calif. 92701
Staff: Stan Holton, Frank Prainilo, Suzanne Wilson.

Triple Crown Electronics 3600,01
4560 Fieldgate Dr., Mississauga, Ont. L4W 3W6

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News item October 24, 1978: Serge Bergen, P.E., filed a petition with FCC to allow Class A FM facilities to be assigned to class B and class C channels.

News item February 28, 1980: FCC issued a Notice of Proposed Rule-making to allow Class A facilities on Class B and Class C channels and to create two new classes of stations: B1 and C1 (Docket 80-90).

News item May 7, 1983: FCC adopts new FM rules and creates three new classes of stations: B1, C1 and C2 and adopts metric system for FM assignments in Docket 80-90.

We wish to extend our appreciation to all communications attorneys, broadcasters, prospective applicants and interested persons for their continuing assistance, suggestions and efforts which culminated in the adoption of the proposed Rules. The Government gave us more than we initially asked for.

The new Rules will enable some existing stations to upgrade their facilities and will permit areas and groups, previously excluded, to pursue high grade facilities in the FM band, rather than in the overcrowded AM band.

As Commissioner Henry M. Rivera stated: "The public interest is well served by this decision and of itself ..."
Wirth hearing goes Hollywood

Telcomsubcom hears witnesses from networks, TV stations, independents, production houses on Waxman plan to stop repeal of FCC's financial interest and network syndication regulations

In an effort, as Representative Henry A. Waxman (D-Calif.) put it, to "hear from the people who live with the [financial interest and network syndication] rules on a daily basis," three members of the House Telecommunications Subcommittee journeyed to Los Angeles last Wednesday (June 1) to hear testimony from network executives, television station executives, advertisers, independent producers and other members of the creative community regarding Waxman's proposal, H.R. 2250, to preclude FCC repeal of the rules until at least 1988. The hearing took place at the Museum of Science and Industry in Los Angeles.

"The rules don't need an FCC reparman to fix what is already working smoothly," Waxman declared. "We in Congress have no choice but to act decisively to save the rules." He said "a consensus [in Congress] is slowly emerging that the FCC must be stopped. Last year my bill had no co-sponsors; but this year's bill already boasts almost 100 co-sponsors."

Much of Wednesday's testimony was only indirectly related to the proposed legislation or to the merits of the financial interest and network syndication rule. There will be testimony as usual the next morning" if the rules are repealed. Insistent actor and independent producer Sidney Poitier, who led a phalanx of black actors in criticizing the performance of studios, networks and independent production companies. The five-member panel took the position that neither repeal nor retention of the rules would result in better treatment of minorities by television and instead called for a "full-scale" congressional investigation of the industry's hiring and programming practices vis-a-vis minorities.

The unhappy witnesses received a sympathetic response from Representative Mickey Leland (D-Tex.), who termed lack of minority participation in the entertainment industry "a very critical problem" and said he will report back to Poitier and the others on their request for an investigation. Representative Timothy Wirth (D-Colo.), the subcommittee chairman, said he and Leland agreed that there was no need for another study of the problem but that their request would be considered within the context of the subcommittee's overall strategy.

Leland, a co-sponsor of the Waxman bill, made clear his feeling that any discussion of the proposed repeal of the financial interest and syndication rules must include debate over participation of minorities in the broad-casting industry. "Both the networks and production companies have abrogated their responsibilities" concerning hiring and portrayal of minorities, Leland contended in his opening statement. Their "record is and has been abysmal."

Leland described current roles for blacks as "merely updates of the old Hollywood characterizations of the happy, shuffling darkies, mammiss, pickaninnies and native guides." When an NBC executive contended that the off-screen appearances of "Mr. T," a popular black character of the network's "A Team" series, are pro-social, Leland replied: "On screen he's a buffoon. Stepin Fetchit [also] probably talked to young kids and told them to do their homework."

An aide to the congressman said it is "very, very unclear" when and if minority hiring might be addressed by the subcommittee but indicated "it definitely will get attention from us."

Earlier, testimony was offered by representatives of CBS and NBC, both supporting repeal of the rules. Corydon B. Dunham, executive vice president and general counsel of NBC, labeled H.R. 2250 "anticompetitive" and insisted it would neither maximize competition nor promote diversity of program sources as its sponsors claim.

Instead, according to Dunham, Waxman's bill "would continue to limit diversity as the rules have done for the past decade" and "further concentration in the major studios which has increased under the rules. Third, it would continue restraints against the development of small independent producers, including minority producers." In addition, he predicted, the bill would put "free television" at a competitive disadvantage against pay TV and "strip the FCC of its authority to act in the public interest and would compel the commission to maintain rules that favor the major producers, rather than to permit competition benefiting the public at large." Dunham said new, minority producers need the "higher-risk" investment and financial support networks can provide and doubted such support could be obtained from non-network producers "who obviously are not interested in fostering competition against themselves from new independent production houses."

In a statement representing the CBS/ENTERoRISES/BARNABY JONES/COMING ON STRONG/KMOX-TV M-F, 4-5 pm. 8 rating 24% share women 25-54 up 59% over last year.
Broadcast Group, the division's vice president of policy and planning. Roger Colloff, repeated the network's view "that repeal of the financial interest and syndication rules would help increase both quality and diversity of television programing." Colloff echoed Dunham's contention that repeal would help the networks to compete on a more even footing with new video technologies and pump money into program development and production.

Colloff cited the CBS-TV series M*A*S*H to bolster his denial that the networks would "warehouse" programs, effectively keeping popular series out of circulation in order to maintain high prices and product control.

"In its original network license for the show in 1971, Fox Studios (M*A*S*H's producer) retained all of the syndication rights," Colloff recalled. "There was no syndication rule that prevented CBS from acquiring those rights. Rather, Fox would not give them up, and CBS acceded to this demand. CBS did acquire a 25% share of the off-network profits from this series. But in 1975, CBS had to give up that 25% profit share as the price for Fox's production of additional original episodes. Thus, without the protection of the rules in question, Fox and many local television stations to which M*A*S*H was syndicated, were able to share in the enormous success of the program." CBS did not make a specific recommendation concerning H.R. 2250.

Appearing in a later panel, ABC Entertainment President Anthony D. Thomopoulos restated his network's reasons for seeking repeal of the rules, noting ABC "would have no objection" to regulatory action designed to alleviate fears "that networks as syndicators might 'warehouse' programs or otherwise discriminate against independent television stations . . . even though we believe such a course is unnecessary."

Thomopoulos also maintained that the current rules put the networks at a competitive disadvantage and that they have not fostered a truly competitive environment. "The syndication and financial interest rules are protectionist in character, and we understand why established producers and syndicators would like to continue to enjoy the protected status which these regulations provide," he continued. "But that does not mean the rules serve the public interest. Quite the contrary, protectionist regulations such as these distort the marketplace process and cheat the economy of the very efficiencies which a free market provides."

Wirth made his position on the matter clear in his opening statement, saying he strongly believes the rules "continue to play a vital role in protecting the public interest." He insisted that the current regulations promote and encourage competition while helping to provide viewers with a wide diversity of programing sources.

"It is true that the video marketplace is becoming increasingly competitive. At some point in the future the networks, which today clearly remain dominant as program buyers and distributors, may no longer occupy such positions of dominance, and repeal of these rules may then be justified. However, in my judgment the time for repeal of these rules is clearly not now," said Wirth.

Wirth feels the rules have also fostered development of independent stations and expressed concern that their repeal "might well give the networks the ability to undermine the growing competitive strength of the independent stations by manipulating their ability to obtain off-network shows."

In a separate interview, Wirth told Broadcasting he feels the "public interest is at the heart of the debate over the financial interest and syndication rules, and asserted his subcommittee is exercising its proper authority in considering legislation that would prevent the FCC from proceeding with its current rulemaking proposal. "We are not beholden to any timetable of the FCC," said Wirth. "The FCC is a creature of the U.S. Congress. The FCC is not the sole arbiter of what the public interest is." The chairman did not indicate when further hearings on H.R. 2250 might be scheduled or when action on the proposal might be taken by the subcommittee as a whole and neither did Waxman in his statements during the session.

The public interest question was addressed directly by Jack Valenti, president of the Motion Picture Association of America, who testified that the public would not be served by repeal of the rules. "H.R. 2250 is a sane answer to a bizarre reach by the network..." Valenti argued. "Hold the rule in place. Let the marketplace give its signal ever there comes a time for a change."

As Valenti sees it, if the current rules are repealed, "the three networks will totally absolutely, completely dominate all television programing in prime time and fringe time. No sane observer of the real world of television suggests otherwise." The real target of the networks, he continued, is independent television stations. "The networks, Valenti said, "recoil under the skillful barrage of counterprogramming broadcast by independent stations."

That theme was picked up by Anthony B. Cassara, president of Golden West Broadcasters, who said independent stations are likely to suffer if the rules are repealed. "The competition...the networks...are fear is not the new technology," Cassara proclaimed. "I is independent television. But make them take. No mortal blow will be dealt this three headed Goliath by independent stations pelting it with off-network programing. Despite the fact that they do not enjoy the same dominance they once had, the networks are still stronger than anything else in sight and are likely to remain so for some time to come." Because of the potential erosion of strength among independent stations, Cassara insisted, repeal of the rules is not in the public interest.

In testimony representing the Association of National Advertisers, Robert Funkhauser, vice president of advertising and public relations for the Los Angeles-based Carnation Co., emphasized the ANA's opposition to repeal of the rules, indicating such action is "clearly premature" and would risk further concentration of the television advertising market at a time when competition is just beginning to emerge. The ANA position is that repeal would make television advertising less effective, less efficient and more costly.

Specific support for H.R. 2250 was offered by Naomi Gurian, executive director of the Writers Guild of America-West, representing more than 6,000 professional writers. "Quite frankly," she said, "we are frightened by the FCC's headlong rush to repeal their own recently won adopted rules. A simple moratorium, during which time we can rationally assess changes occurring in this industry, will harm no one. FCC repeal of the rules, however, will devastate the..."
members of my guild from both a financial and creative point of view.

Support for H.R. 2250 was also voiced by Joseph Waz Jr., special counsel for the Washington-based Committee Against Network Monopoly, an ad hoc coalition of 37 special interest groups "organized in conjunction with the creative community and independent broadcasters." Waz speculated that repeal of the rules "would undercut the networks' only significant competitors and suffocate the video marketplace in its infancy," and termed such action "anticompetitive and anticonsumer.

"When a regulatory agency ignores its statutory mandate, congressional action may be compelled," he continued. "Federal communications policy should not abandon the public interest to economic Darwinism, but should instead nurture competition and diversity in media. These rules contribute to that goal."

Prominent among the independent production companies represented in the hearing was MTM Productions, headed until July 1981, by Grant Tinker, now chairman of NBC and strongly in favor of repeal. MTM President Arthur Price told the subcommittee members he strongly favors passage of Waxman's bill "so that independent production companies like MTM can survive and thrive, and new production companies can be born to provide the networks and the American public with high quality and diverse programing." Price used his company's Hill Street Blues to counter two "myths" fostered by the networks—that networks are unable to share in the profits of a successful show and that they pay the full cost of television production.

Although he conceded that Hill Street Blues, because of its popularity, generates unusually high revenues for the network, Price said the series yielded $1.4 million deficit for MTM this season alone, while bringing NBC a profit in excess of $20 million for the season. Price based his conclusions on a $800,000-per-episode license fee and costs for production (to MTM) of about $865,000 per episode. He said NBC charged $125,000 for each of 12 30-second ads placed on the program.

"Ultimately, the consumer is the big loser if H.R. 2250 is not enacted and the rules are repealed," said Price. He estimated that it would take a minimum of 100 episodes to make Hill Street Blues a viable commodity in the syndication market and so far only 57 episodes have been filmed "bringing the total current deficit on this series after three seasons to $3,230,000." Using another example from MTM's past, Price recalled that "CBS demanded and obtained 100% of all distribution and syndication rights in perpetuity and throughout the world as a "nonnegotiable condition" for putting The Mary Tyler Moore Show on CBS-TV in 1969, prior to the current rules. He predicted that such conditions would be attached to programs in the future if the regulations are rescinded.

The networks had one unlikely ally in the person of David Ochoa, president of Buenavision Cable Co. of Los Angeles and an independent producer. Ochoa called for repeal of the rules, arguing that it would serve the goals of minority production and syndication.

With repeal, according to Ochoa, minorities and women will have "increased opportunity to deal directly with the networks, who are also public licensees of television stations. Then and only then, will we have the necessary leverage to make sure that some prime time and syndicated programing includes Hispanic themes and can be produced by Hispanic companies.

"The leverage? Each network owns stations in major metropolitan areas," Ochoa pointed out, where a large percentage of Hispanics and other minorities live. He suggested that those viewers would be able to bring pressure to bear on the network-owned stations in those communities, along with the networks themselves, if programs that better serve their needs were not produced in the future. He predicted that network participation in syndication profits "will add incentive to the networks to give added consideration to Hispanic-produced programing."

At least half of Wednesday's hearing was given over to a discussion of the alleged failure of the entertainment industry, including the networks, to meet the needs of minorities. Sidney Poitier, who operates Ver-
Turner defends must carry position

TBS files reply comments, taking issue with earlier broadcaster comments on repeal of must carry rules

Those opposed to re-examining the need for the FCC's must carry rules have "widely missed the mark," and the commission should at least consider modifying the rules. That was the word from Turner Broadcasting System, defending its most recent call for repeal of the must carry rules in reply comments at the FCC.

Turner's call for repeal had been panned by broadcasters in comments the week before (BROADCASTING, May 30). But in its reply comments, Turner said those broadcasters had missed the point. "They fundamentally misconstrue the reality that the must carry rules inhibit, rather than serve, First Amendment interest of viewers and programmers," Turner said.

Turner contended, for example, that elimination of the rules would not deprive viewers of access to off-air broadcast programming.

Even if all local stations aren't carried by cable, an optional requirement that cable operators install A/B switches—used to switch from cable to off-air reception with having to disconnect the cable or reconnect the TV set's antenna—would result in a substantial increase in localism and diversity, Turner said.

"More channels would be available for national specialized programming services via cable. In combination, this would lead to a net gain in First Amendment access of viewers both to diverse and to locally directed speech. The First Amendment rights of both viewers and programmers would thus be substantially enhanced, by increasing the number of people(s) who can view," Turner said.

(In a cover letter, Turner said parties in the proceeding had "misconstrued" the nature of the A/B switches, and included a model, available at Radio Shack for $4.95, with its comments, and sent others to the commissioners.)

Although several parties suggested that the must carry rules are legally intertwined with the cable compulsory license, Turner said that wasn't the case. "The 1976 Copyright Act's compulsory license for all broadcast signals, including local signals, is based on the premises that cable carriage of local signals does not threaten the existing market for copyright owners' program rights and that individual licensing for any signal would be unduly burdensome.

"Surely the noncarriage of these signals would not raise copyright implications, since no copyright owners' rights could conceivably be violated. The compulsory license collects royalties only for nonnetwork distant signal carriage. Under the terms of the act, no FCC changes in the must carry rules will have any effect whatsoever on the rates charged under the act.

"Even if the must carry rules were deemed to have some theoretical relationship to copyright law [which TBS cannot now dis- cern], it is well established that the commission is fully empowered to deal with issue of communications policy and to leave it to Congress the resolution of copyright problems," Turner said.

According to Turner, the commenting par- ties also failed to consider that an FCC rule making could look at options short of total elimination of the rules or substitution of an optional A/B switch requirement, including shifting the burden to a local station desiring cable carriage to demonstrate that economic harm leading to total loss of service would result from noncarriage; permitting a cable system to delete duplicative programming; modifying the compensatory license fees for transmission of "unreasonably viewed" test to allow cable systems to delete duplicative programming; requiring the carriage of only one of each of the network affili- ates in a market; permitting systems of 12 channels or fewer to escape the rules grasp altogether; placing limits, using a slid- ing scale based on a system's channel capac- ity, on the percentage of channels that must be dedicated to must carry signals, and placing net weekly circulation limits on the signals a cable system must carry.

"TBS would prefer complete elimination of the must carry rules, and believes that under the First Amendment, the Fifth Amendment, and sound principles of communications policy the commission has an obligation to do so. TBS believes, however, that the commission at a minimum has an affirmative obligation... to begin a rule- making to determine whether there are less restrictive alternatives that would accomplish the commission's stated goal of preserving local broadcasting through the must carry rules."

Minimum power draws mixed comments

The FCC's proposal to eliminate its require- ment that TV stations operate with an aural power of no less than 10% of their peak visual power has drawn mixed reviews, with broadcasters arrays on opposing sides.

In comments filed at the FCC, the National Association of Broadcasters said it was opposed to the proposal—at least for the time being. "There exists no recent body of scientifically valid study on the overall impact of reducing, or eliminating, the present lower limit on permissible aural power," NAB said. "The impact on the potential increased susceptibility of TV receivers and cable TV receiver equipment to interference problems cannot, therefore, be determined conclusively. While there may be occasions where it is appropriate to rely upon the licensee (and hence, the 'marketplace') to determine the impact of a change in broadcast operations, this approach fails when applied to a long-standing technical standard heavily relied upon by the industry."

CBS urged the commission to consider this proposal along with docket 83-114, in which the FCC proposes to review the need for retaining existing technical require-
TV aural power requirements would benefit all TV licensees by permitting them to adjust their aural power to levels that would not create any interference in TV receivers or cable system receivers but would save thousands of dollars annually in electric costs.

A group of licensees, including Forward Communications Corp., Group One Broadcasting Co. and Wilson Communications Inc., agreed that the commission may be sure that every TV licensee has the incentive, without regulation, to provide a satisfactory aural signal. The TV licensee should also have the discretion to operate its aural transmitter on a basis of maximum economic efficiency. Elimination of the minimum power requirement will provide that discretion and no threat to the continued provision of an adequate aural signal.

NTIA shift proposed

Reagan announces reorganization plan to move telecommunications agency out of Commerce and into new Department of International Trade and Industry

The National Telecommunications and Information Administration, which is the President's principal adviser on telecommunications matters, may be getting a new bureaucratic home. NTIA, now located in the Department of Commerce and run by an assistant secretary of commerce for communications and information, would be one of the department's units to be shifted into a new Department of International Trade and Industry, under a reorganization plan President Reagan last week asked Congress to approve.

Under the plan, which has been urged by Senator William V. Roth Jr. (R-Del.) for the past five years, trade functions of the Department of Commerce will be consolidated with the trade negotiation duties of the U.S. Trade Representatives office into the new cabinet-level department.

U.S. Trade Representative William Brock and Commerce Secretary Malcolm Baldridge, whose jobs would be combined in the new department, and Roth announced the reorganization plans in a briefing for reporters at the White House. Reagan, in a statement read by Presidential Counselor Edwin Meese III, said the need for the reorganization stems from the increasing importance of international trade to the U.S. economy.

With telecommunications a growing element of international trade, the proposed shift of NTIA to the new department was to be expected. But it was not immediately clear last week how much, if at all, the change would affect NTIA's functions.

Brock, Baldridge and Roth, in their joint statement, said the new department is designed to recognize "the important link between international trade and domestic industry activities as American businesses compete more and more in the world marketplace." They also said the new department "will be lean in size, permitting the aggressive development of new trade opportunities."

SIN licenses up for hearing

SIN National Spanish Television Network and Spanish International Communications Corp. have already been subjected to an informal, three-year FCC investigation. But in the wake of FCC's action designating SICC licenses for hearing ("In Brief," May 30), their troubles, with those licenses now in jeopardy, may just be beginning.

The FCC action, approved in closed session, designated for hearing the renewals of five SICC television stations. and five more of its translators.

At the same time, the FCC designated for hearing the renewal of Bahia de San Francisco Co. for KTDF(TV) San Francisco. Bahia is licensed to a corporation controlled by SICC principals.

Another corporation controlled by SICC principals, Seven Hills Television Co., licensee of KTV(TV) Phoenix, was ordered to submit its renewal application within 30 days of release of the FCC's order. According to the commission, that renewal application will be designated for hearing with the others, as will Seven Hills' renewal for a translator station in Tucson, Ariz.

After a two-year investigation into the relationship of SIN, which is 75% owned by Televisa—a Mexican company with extensive broadcast interests—and SICC, the FCC staff last year privately recommended that the companies restructure their ownership, severing ties to avoid the likelihood of SICC renewals being designated for hearing (Broadcasting, Aug. 23, 1982). The companies declined.

In an official release, the FCC said the staff had concluded that there were "serious questions" about the applicants' qualifications to remain licensees. In designating the applications for hearing, the commission said it wanted to determine whether SICC, Seven Hills or Bahia is controlled by aliens or their representatives, whether network agreements between SIN and SICC, permitting SIN to control local commercial ad rates charged by SICC stations, violated commission rules; whether the public interest would be served by continuing a waiver that permits SIN to represent its affiliates in the sale of national spot advertising time, and whether SICC, Seven Hills and Bahia are qualified to remain FCC licensees.

Rene Anselmo is 25% owner of SIN and 24% owner of SICC (and president of each). The Emilio Azcarraga family, which owns Televisa, owns 20% of SICC, the legal maximum for foreign ownership. SIN control of SICC would be illegal since more than 20% of SIN's stock is held by Mexican interests.

Designated for hearing were SIN's licenses for KWMX(TV) San Antonio, Tex.; KMEX-TV Los Angeles, WXVT(TV) Paterson, N.J.; WTV(TV) Miami, and KPTV(TV) Hanford-Fresno, Calif.
Pole battle in Portland

BOC refuses to let cable system use facilities, claiming it offers competing services

A cable television system and a local Bell operating company are engaged in a dispute over whether the telephone company legally can allow the cable system to use the company’s poles, conduits and ducts—to provide a competitive service. They have taken their arguments in the case to different forums.

The dispute arose after Cablesystems Pacific was awarded a franchise by Portland, Ore., to provide closed data services and then, in April 1981, reached an agreement under which Pacific Northwest Bell Telephone Co. was to grant access to the company’s facilities. On the basis of the franchise and the agreement with PNB, Cablesystems said it spent $2 million in constructing the facilities.

But on April 25, PNB said it would no longer honor its agreement because it had been advised that Cablesystems is providing “telecommunications facilities utility services... which are the functional equivalent of those provided by PNB” under tariffs filed with the state Public Utility Commissioner. In a letter to Cablesystems, PNB said it believes such service in areas it serves to be in violation of a state law prohibiting any other entity from offering “utility service in or into an allocated territory.”

PNB has requested that the Oregon PUC investigate the matter. It does not seek to avoid competition from Cablesystems, PNB said. Rather, it seeks “only to be treated equally with its competitors in the provision of functionally equivalent services.”

Cablesystems contends that the provision of closed data services—two-way, point-to-point and point-to-multipoint—does not constitute “utility service” under state law according to two Oregon attorney general opinions it cited. Cablesystems says PNB failure to honor their contract would cause to violate its franchise with the city as well as its contracts with federal and state agencies and private concerns it has promised to serve.

Cablesystems has taken its case to Multnomah County Court, asking for a declaratory judgment that the services involved are not subject to state regulation and that a refusal by PNB to grant access to its poles, conduits and ducts would be a breach of their contract. Cablesystems also ask damages, including renewal of lost revenue and of the investment already made, provided under Oregon law.

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CHANGING HANDS

PROPOSED

KEZO(FM) Omaha Sold by Meredith Corp. to Albimar Omaha Ltd. for $2.95 million, plus $450,000 noncompete agreement. Seller, based in Des Moines, Iowa, is publicly traded publisher and station group owner.

James Conley is president of broadcasters group. It owns three AMs, three FM’s and five TV’s. It has also sold, subject to FCC approval, WOW(AM) Omaha (see below)

Buyer, based in Boston, is principally owned by Bertram M. Lee and E.W. (Skip) Finle Jr., president. Lee has interest in WNEW-TT Boston. Finley, former president of Sheridan Broadcasting Network, has interest in WOL(AM) Washington. KEZO is on 92.3 mhz with 100 kw and antenna 1,210 feet above average terrain. Broker: Robert O. Mahiman Inc.

WOW(AM) Omaha Sold by Meredith Corp to Omaha Great Empire Broadcasting Inc for $1.9 million. Seller has also sold, subject to FCC approval, KEZO(FM) (see above)

Buyer is headed by E. Mike Lynch, president. It also owns KYNN(AM-FM) Omaha, but will spin off KYNN(AM) to Albimar Omaha Ltd. (see below). It also owns KFDI(AM)-FM Wichita, Kan.; KKKH(AM)-KROK(FM) Shreveport, La.; KTTS(AM-FM) Springfield, Mo., and KBRQ(AM-FM) Denver. It is also applicant for new AM at Council Bluffs, Iowa. WOW is on 590 khz with 5 kw full time.

WTGI(FM) Hammond, La. Sold by TANG Broadcasting Inc. to WTGI Inc. for $1.7 million. Seller, based in Hammond, La., is owned by Ron Strother, president (65%) and Donald Lobell (35%). It has no other broadcast interests. Buyer is principally owned by Peter H. Starr, president, and brother, Michael F. Starr, who recently bought, subject to FCC approval, WSRX(AM) Hammond and WPLR(FM) New Haven, both Connecticut, and WLY(AM) Leesburg, Fla. (BROADCASTING, May 30). Starr brothers are former principals, with William F. Buckley, author and columnist, in Starr Broadcasting Group, which was merged into Shamrock Broadcasting Co. in 1979. WTG is on 103.3 mhz with 100 kw and antenna 500 feet above average terrain.

WKQE(AM)-WBGM(FM) Tallahassee, Fla. Sold by Black Mountain Broadcasting Inc. to WBNQ Inc. for $2.5 million. Seller was formed by two investors. Buyer is owned by Collins Broadcasting Group, which is owned by a management group and itself owns East Alabama Broadcasting Co., Mobile, Ala. (BROADCASTING, June 13)
Women's gains. While the percentage of women employed in broadcast news operations has increased substantially over the past several years, the percentage of minorities similarly employed has either remained the same—or dropped—over the same period, according to a survey published in the Radio-Television News Directors Association's Communicator. According to the survey, nonminority women made up 26% of the commercial television news force in mid-1982, up from 21% in 1979. Nonminority women were 27% of the total news workforce in radio in 1982, up from 22% in 1979. Minority women were 25% of the total news workforce in TV in 1982, same as 1979. Minority women held 4% of the radio news jobs in 1982, same as 1979. Minority men were 9% of the TV news workforce in 1982, a drop of 1% from 1979. Minority men in the radio news workforce was 6% in 1982, same as 1979.

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81
KMIO-AM-FM Merkel, Tex. □ Sold by Big Country Broadcasting Co. to B&D Broadcasting Inc. for $295,000. **Seller** is equally owned by Ted C. Connell and Gaylon W. Christie. They also own KOOV(FM) Copperas Cove, Tex. **Buyer** is owned by Raymond E. Ditmore, president (51%), and Bill J. Starks (49%). Ditmore is station manager of KMIO-AM-FM and Starks is program director. KMIO is daytimer on 1500 kHz with 250 w. KMIO-FM is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain.

WRNB(AM) New Bern, N.C. □ Sold by WRNB Inc. to We Care Ministries Inc. for $250,000. **Seller** is subsidiary of Interstate Communications Corp., principally owned by Brent Hill, president (80%). It also owns WAZZ(FM) New Bern, N.C. **Buyer** is non-profit organization comprising members of New Bern Assembly of God church, headed by Burt C. Wright, president. It has no other broadcast interests. WRNB is on 1490 kHz with 1 kw day and 250 w night.

WBZT(AM) Waynesboro, Pa. □ Sold by Tri-State Broadcasting to Raystay Co. for $250,000. **Seller** is owned by Michael S. Ameligh, who has no other broadcast interests. He bought station from Raystay in 1980 for $350,000 (BROADCASTING, Jan. 28, 1980). **Buyer** is principally owned by George E. Gardner, president (50.1%). It also owns cable systems in Pennsylvania. Gardner also personally owns cable systems in Pennsylvania and Maryland and is applicant for new FM at Fort Lauderdale, Fla.

WBZT is daytimer on 1130 kHz with 1 kw.

KNEB(FM) Nowata, Okla. □ Sold by Dwig Carver to Special Services Radio Co. for $250,000. **Seller** has no other broadcast interests. **Buyer** is owned by Morris L. Rettenmund, president (90%) and his father-in-law, Lowell D. Dehn (10%). Reed is former account executive at KQOW(FM) Pittsburg, Kan.; Dennen is Wichita, Kan., investor. They have no other broadcast interests. KNEB is on 94.3 mhz with 3 kw and antenna 114 feet above average terrain.

□ Other proposed station sales include KUKI(AM) Wickenburg, Ariz.; WADP-FM Clarksdale, Miss., and WBL(AM) Berli, N.H.

**APPROVED**

WSIL-TV Harrisburg, Ill., and KPOB-TV Poplar Bluff, Mo. □ Sold by WSIL Holding Co. Inc. to Mel Wheeler Inc. for $6.6 million. **Seller** is principally owned by John Kirb, who has no other broadcast interests. **Buyer** is owned by Mel Wheeler, who also owns KSRDFM Seward, Neb.: KDN(AM) Denton, Tex.; WSCL(AM)-WSLQ(FM) Roanoke, Va. and KNGC(FM) Gainesville, Tex. **Seller** has ABC affiliation on channel 3 with 100 kw visual, 20 kw audio and antenna 880 feet above average terrain. **Buyer** is satellite of WSIL-TV on channel 15 with 15.1 kw visual, 1.5 kw audio and antenna 620 feet above average terrain.

WHMA-TV Anniston, Ala. □ Sold by Annistic Broadcasting Co. to Jacksonville State University Communications Foundation Inc. for $2.9 million. **Seller** is owned by six stockholders, headed by Malcolm B. Street, president. It also owns WHMA-AM-FM Anniston. **Buyer** is non-profit corporation operated by board of directors: Theron E. Montgomery Jr., Charles C. Rower, Jack Hopper and James A. Reaves, who have no other broadcast interests. Foundation is organized to receive and administer funds for scientific educational and charitable purposes. Jacksonville State University, which owns non-commercial WLJS-FM Jacksonville, Ala. **Seller** is CBS affiliate on channel 4 with 724 kw visual, 93.3 kw audio and antenna 880 feet above average terrain.

KFTN(AM)-KTMP(FM) Provo-Spanish Fork Utah □ Sold by Mountain States Broadcasting Corp. to Polo Broadcasting Corp. for $1.2 million. **Seller** is principally owned by Delores Lacy and with Caren, who also owns KXQK-FM Durango, Colo. **Buyer** is owned by Peter Scheurmeier, president (20%), Davi Forier (49%) and others. Scheurmeier is British citizen who owns broadcast consultation firm, and Forier is former director of sales at KHJ(AM) Los Angeles. Neither has other broadcast interests. KFTN is on 1400 kw with 1 kw day and 250 w night. KTMP is 106.3 mhz with 200 w and antenna 920 feet above average terrain.

□ Other approved station sales include KJFW-TV Sitka, Alaska; KMPE(FM) Emmett, Idaho; KGQ(A) St. Anthony, Idaho; KLNT(AM)-KNJY(FM) Clinton, Iowa (BROADCASTING, March 28); KRW(AM) Many, La.; KABG(FM) Cambridge, Minn., and KDJ(AM) Willmar, Minn.
Cable trading settling down after burst of buying

30's are concentrating on quiring properties near their listing systems rather than asking far-flung purchases; 82 sales topped $433 million
e salad days of cable system trading are over. Today, seasoned multiple system operators are buying cable systems with surgical precision. No more are major MSO's looking to pick up systems in every nook and cranny of the country. MSO's now say they prefer to buy and swap systems near where they already hold a franchise in order to cluster their interests.

Brokers and cable company executives on the front line of system trading report activity up after the slump of 1982, when more in one major brokerage house reported it inacted less than half the dollar volume it had in 1981. Now that interest rates have declined, brokers report prices for cable systems are firming once again, although the average multiples have not returned to their heady 1981 levels of 11 times cash flow.

Unlike the business of broadcast station trading—where recent years have seen an average of 600 stations change hands annually for close to $1 billion—the world of cable system trading is inhabited—and controlled—by a handful of familiar names. Principal among them is Denver-based Daniels & Associates, a cable brokerage, finance and investment banking firm. Also a major presence is Communications Equity Associates, a 10-year-old Tampa, Fla.-based firm offering services similar to Daniels’s.

Cable trading in 1982—not its best year—totaled more than $433 million, based on major announced transactions. In that year, Daniels & Associates reports it clinched 33 deals totaling $243.9 million, down substantially from the $590-million worth of transactions it handled in 1981. CEA, on the other hand, reports it brokered between $140 million and $150 million of deals in 1982.

Together, Daniels and CEA accounted for more than 80% of last year's recorded dollar volume. Their share could be less, however, because many deals are private transactions between parties and are not made public.

Daniel's has seven brokers who are involved in system trading exclusively. Others in the 103-member firm oversee the company’s investment banking service and cable operations (Daniels also is a 228,000-subscriber MSO). Broker Hugh McCulloh said he has “not compiled data yet for 1983, but I can tell you the pricing of cable systems has bottomed out and is starting to firm. We are telling our clients: ‘Now is the time to buy.’”

McCulloh reports that 1983 got off to a good start when Daniels arranged the $270 million to $280 million purchase by Tele-Communications Inc. of MSO and TV group owner Liberty Communications. TCI, the number-one ranked MSO with 2,138,000 subscribers, will grow by another 250,000 basic subscribers after it completes its acquisition of Liberty. The deal includes $182 million for Liberty’s stock, assumption of about $60 million in debt, plus a tax recapture and depreciation. TCI is acknowledged to be the biggest spender in the system acquisition arena over the past 18 months. In 1982, TCI bought 19,500-basic-subscriber Kingston

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CINCINNATI, OHIO
the beginning of an upswing.” Ewen observed that, in the face of lower interest rates, cable system prices have “come down from their peaks of about a year ago.” At the market’s peak, Ewen estimated systems were selling at an average of $1,000 per subscriber — a price level that he’d like to use.

One trend Ewen said he has noticed is the increase in limited partnership groups putting together to buy cable systems. Ewen explains that limited partnerships are popular because “investors can fully utilize the tax advantages.” But Ewen cautions that the limited partnership vehicle may have an inflationary effect. “The return looked for by the investors in these limited partnerships funds,” he said, “is a combination of tax benefits and return on investment. Consequently, their return on investment needs and demands are somewhat lower than a non-taxed sheltered investment. As a result, it’s perceived that a limited partnership group can pay a higher price for a property.”

Nor do sellers report a problem with divesting systems. Westinghouse Broadcasting and Cable was under an FCC mandate to sell 12 cable systems it acquired in its merger with Teleprompter because they overlapped with the stations it owned. Marvin Shapiro, senior vice president at Westinghouse, reported that Group W Cable chose to auction its systems off to prospective bidders rather than go out and hunt for buyers. “For every system we had several bids,” he said, “but how solid they all would have been I don’t know.” All the systems were divested without problem, he said. Westinghouse also is seeking to expand through the careful acquisition of existing systems. “The whole thrust of our acquisition process,” Shapiro explained, “is to consolidate.” Another consideration, he adds, is to look for systems that promise the “greatest growth with the least amount of new capital investment.” Recent deals to buy systems between Seattle and Tacoma, Wash., and in Temple Terrace, Fla.—near other Group W systems—are examples of Groups W’s clustering efforts, Shapiro pointed out.

One executive vice president with a top 10 MSO reported his company, after several years of aggressively purchasing systems, is at this time “not actively in the market.” Instead, attention is being directed toward completing its obligations on existing franchises. “I think some of the glow is off,” said of major system acquisitions. “Pricing generally are getting more realistic.”

Outside of TCI which in the past year added 320,700 subscribers by acquiring 145,400 by stocking new customers, most of the major MSO’s lucrative purchases in 1982, if any, Tim Nel an executive vice president with Bos-based Continental Cablevision, reports that, except for a 7,500-basic-subscriber system it picked up in St. Louis county, the company prefers to grow by w reflecting its own franchises. He explained that 95% of the company’s subscriber growth come through franchise expansion, not through acquisitions. “The real is simply that for a very long time it was expensive to build your own system than to purchase it, because you were going in receiving that license initially and were paying a premium for that right.” Nel said that the number-one factor Continental considers when looking to buy an existing system is its geographical location. Some the advantages to clustering, he explains are greater efficiency in system operational and property management plus the fact that “changes in technology are easier to introduce.”

United Cable, Denver, also has not purchased any systems in more than a year. Joseph Bruning, United’s vice president of corporate development, explained that “we were heavily involved in franchising and the pre on systems did not give us the return we were looking for. [It] was too high.” United is concentrating on clumping together its systems, Bruning said. “We are looking to look at a lot of the other strategic other MSO’s are looking at.” But United not shutting the door completely to full acquisitions. Said Bruning: “We’re starting to look at systems right now and the price seem to be softening a bit.”

Storer Communications, MSO and owner of seven TV stations, has also temporar abandoned buying existing cable systems and instead is focusing on expanding its present franchises. It also is trying to close systems. To that end, it swapped a 2,9 basic subscriber system it owned in Glen dale, Ill., with a roughly equivalent system owned by Metrovision in Newport, Ky., far from where it had other cable interests. Storer added 132,000 basic subscribers on the past year to reach a total of 1,247,0 the company reports. “We do not plan a further acquisitions,” said Ken Bagge, president of Storer’s cable division, who added nothing is absolute. “We building out the franchises we presently have and are consolidating systems generally,” said. And when it comes to adding new systems, Bagwell pointed out, Storer wants to grow and cluster. “We have several if we’re looking at and are discussing with other operators,” he explained.

However, although cable companies are talking about swapping systems with other companies, few are actually doing it, ac cording to Rick Michaels, chairman of Com munications Equity Associates. “Trades are fairly rare,” he noted, “not only from a bus ness point of view where the two part frequently say: ‘My baby’s prettier than yours,’” but also you have additional tax a
<table>
<thead>
<tr>
<th>Exchange and Company</th>
<th>Closing Wed, Jun 1</th>
<th>Closing Wed, May 25</th>
<th>Net Change in Week</th>
<th>Percent Change in Week</th>
<th>Market Capitalization (000,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BROADCASTING</td>
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<td>ABC</td>
<td>60</td>
<td>6/5/8</td>
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<td>5/12</td>
<td>+5/4</td>
<td>-3.34</td>
<td>30/33</td>
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<td>Gross Telecasting</td>
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<td>5/8</td>
<td>-3/4</td>
<td>-3.91</td>
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<td>LBN</td>
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<td>4/1</td>
<td>+3/4</td>
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<td>5/11</td>
<td>-18/2</td>
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<td>Gulf United</td>
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<td>+3/4</td>
<td>+1.60</td>
<td>17/65</td>
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<td>TFI</td>
<td>51</td>
<td>52/2</td>
<td>-1/4</td>
<td>-2.38</td>
<td>14/465</td>
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<tr>
<td>United Television</td>
<td>12</td>
<td>12/5</td>
<td>+5/8</td>
<td>+1.99</td>
<td>16/157</td>
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**BROADCASTING WITH OTHER MAJOR INTERESTS**

- Adams-Russell
- A.H. Belo
- American Family
- Associated Commun.
- John Blair
- Charter Co.
- Chris-Craft
- Crowes
- Dun & Bradstreet
- Fairchild
- Gannett Co.
- General Tire
- Gray Commun.
- Gulf United
- Harte-Hanks
- Insilco Corp.
- Jefferson-Pilot
- Joseph Consolidation
- Knight-Ridder
- Lee Enterprises
- Liberty
- McGraw-Hill
- Media General
- Meredith
- Multimedia
- New York Times Co.
- Pan American
- Rollins
- Schering-Plough
- Signal Co.
- Singleton
- Tech Operations
- Times Mirror Co.
- Turner Bcast.
- Washington Post
- Wometco

<table>
<thead>
<tr>
<th>Exchange and Company</th>
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<td>O Barris Indus.</td>
<td>6</td>
<td>5/8</td>
<td>+1/2</td>
<td>-7.01</td>
<td>74/36</td>
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<td>N Coca-Cola</td>
<td>52</td>
<td>5/8</td>
<td>-1/2</td>
<td>-0.23</td>
<td>13/7,109</td>
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<tr>
<td>N Disney</td>
<td>75</td>
<td>7/12</td>
<td>+1/2</td>
<td>+0.67</td>
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<tr>
<td>N Colgate-Jenseen</td>
<td>48</td>
<td>5/12</td>
<td>+5/4</td>
<td>+3.54</td>
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<td>O Four Star</td>
<td>11</td>
<td>13</td>
<td>-2</td>
<td>-15.38</td>
<td>12/9</td>
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<td>N Getty Oil Corp.</td>
<td>36</td>
<td>5/8</td>
<td>-1/4</td>
<td>-0.37</td>
<td>8/5,282</td>
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<td>N Gulf + Western</td>
<td>28</td>
<td>25/8</td>
<td>+2/3</td>
<td>+9.26</td>
<td>23/1,518</td>
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<tr>
<td>N Lorimar</td>
<td>75</td>
<td>5/12</td>
<td>+1/2</td>
<td>+3.15</td>
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<td>5/12</td>
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<td>N Orion</td>
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<td>-3/4</td>
<td>-1.42</td>
<td>12/230</td>
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<td>-1/2</td>
<td>-0.82</td>
<td>11/267</td>
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<td>N Telepictures</td>
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<td>4/1</td>
<td>+1/4</td>
<td>+1.31</td>
<td>21/35</td>
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<td>N Video Corp. Amer.</td>
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<td>9/8</td>
<td>-7/8</td>
<td>-8.66</td>
<td>21/15</td>
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<td>N Warner</td>
<td>30</td>
<td>30/8</td>
<td>-1/4</td>
<td>-0.92</td>
<td>12/1,925</td>
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<tr>
<td>N A Whater</td>
<td>33</td>
<td>33/4</td>
<td>-1/4</td>
<td>-0.75</td>
<td>7/4</td>
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</tbody>
</table>

**ELECTRONICS/MANUFACTURING**

- O AEL
- O BBSO Inc.
- O Comsat
- O Drake Dane Bernbach
- O Footco & Belding
- O Grey Advertising
- O Intertube Corp.
- O JW Group
- O MCI Communications
- O Moviola
- O N.C. Nielsen
- O Ogilvy & Mather
- O Teleman
- O TPC Communications
- O Unilet Video
- O Western Union

**SERVICE**

- O BDOS Inc.
- O CompuServe
- O Connext
- O Doyle Dane Bernbach
- O Foote & Belding
- O Grey Advertising
- O Intertube Corp.
- O JW Group
- O MCI Communications
- O Moviola
- O N.C. Nielsen
- O Ogilvy & Mather
- O Teleman
- O TPC Communications
- O Unilet Video
- O Western Union

**STOCK INDEX**

<table>
<thead>
<tr>
<th>Cable</th>
<th>1/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acton Corp.</td>
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<td>Burnup &amp; Sims</td>
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<td>Comcast</td>
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<tr>
<td>General Instrument</td>
<td>7/10</td>
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<td>Heritage Comm.</td>
<td>5/8</td>
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<td>Rogers Cable Systems</td>
<td>5/10</td>
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<td>Telem-Comms</td>
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<td>Time Inc.</td>
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<td>Tocom</td>
<td>7/10</td>
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<tr>
<td>Viacom</td>
<td>2/2</td>
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</table>

**Notes:** A-American Stock Exchange, N-New York, O-Some over the counter (bid price shown), supplied by SmeasonAmerican Express, Washington P/E ratios are based on estimated new-year earnings as published by Standard & Poors. If no estimate is available, figures for last 12 reporting months are used. Earnings figures are exclusive of extraordinary gain or loss whenever possible. Footnotes: *Stock did not trade on given day, price shown is last traded price, d-Delietic.
CBS to trim by about 400

Budget problems due to high inventory force Broadcast Group to cut costs by up to $60 million

The dimensions of the cutbacks ordered by the CBS/Broadcast Group in the wake of sharply lowered second- and possibly third-quarter expectations (BROADCASTING, May 23) were beginning to become apparent last week.

CBG officials said they expect the group's payroll to be down by about 400 jobs—somewhat fewer than that, actually—by the end of the year. They said this can be accomplished without layoffs, through attrition and normal "float," the seasonal fluctuations that send employment up during production months and down when production is complete.

They also said they had told CBS divisors to come up with targeted budget cuts in the next few weeks. They would not say how much reduction they had called for—and the figures vary from one division to another. Wall Street sources suggested the cuts would probably average out to about 3%, which would mean pruned projecting 1983 costs by about $60 million.

James Rosenfield, CBS executive vice president, assured CBS-TV affiliates at their convention two weeks ago that the company had no intention of reducing program development or of lowering "the quality on the screen," but would manage costs as best it can and "deliver a better product in the bargain" (BROADCASTING, May 30).

In the same vein, CBS President Gen. Jankowski said last week that "obviously costs are going up this year (over 1982) but we want to be prudent about it." Accordingly, he said, the CBG divisions have been asked to take a new look at their current budgets and come in with recommendations.

"We just want to make sure that our revenues grow more than our costs do," Jankowski said.

The group currently employs about 8,500 people, but the number varies seasonally. Officials said about 800 jobs are lost each year through attrition or layoffs. With the hiring freeze imposed last month could easily account for 400 jobs by the end of the year without layoffs. There was talk that the freeze might be lifted late this summer, but Jankowski said no decision had been reached on that possibility.

The hiring freeze and subsequent reorganization have been blamed by CBG officials on their misreading of the national economy. They say they expected a gener cure, but well before the second quarter of 1983 and accordingly held inventory out of the up-front market to the belief that it would command higher prices in the second- and third-quarter scatter market. When a strong scatter market failed to develop, they were left with more inventory to sell than either ABC or NBC and, instead of being able to raise its prices were forced to cut them.

With June still up in the second quarter it will be another month before there will be a line on how the Broadcast Group—CBS Inc., which gets 52% of its revenues and 87% of its operating profits—are faring. In the first quarter, the group's operating profit dropped to $24.4 million, 45.6% below the first quarter of 1982, with the decline blamed on higher network TV costs, especially those associated with the new NCAA basketball tournament. The fact that in the third quarter of 1982 CBS had both the Super Bowl, which was on NBC this year, and the NCAA basketball championship, which was on CBS last year, was again on CBS but in the second quarter. For CBS Inc., the first quarter produced a 12% drop in income from continuing operations, to $17.8 million though net income was up 13% on a 6% increase in revenues (BROADCASTING, April 18).
LIN on the rise. LIN Broadcasting Corp. reported that profits for first-quarter 1983 increased 28% to $3,942,000 on 19% higher revenue of $20,652,000 against first-quarter 1982. Earnings per share increased to 36 cents over 29 cents for same quarter in 1982. LIN predicted second-quarter 1983 profits would be "far greater." LIN further said that broadcast orders for second quarter of this year are ahead of last year's, but at lower rate of increase than first quarter.

Multimedia up. Multimedia Inc. posted 17% increase in profits for first quarter of this year to $5,732,000 on 18% higher combined revenues of $56,337,000, over same period year before. Of combined revenues, 44.7% came from broadcasting, 34.1% from newspapers, and 21.2% from cable.

H-H redemption. Harte-Hanks Communications Inc. has called for redemption on June 13, 1983, all of its outstanding 8% convertible subordinated debentures due July 15, 2005. Harte-Hanks also said debentures could be converted into common stock at rate of 28.17 shares of common stock for each $1,000 of debentures. In connection with redemption, Harte-Hanks said it filed with Securities and Exchange Commission registration for 985,000 shares of common stock, maximum number of shares issuable upon conversion of debentures. At shareholders meeting four days before announcement, shareholders approved increase in number of outstanding shares from 25 million to 35 million. Board of directors also declared dividend of 25 cents per share payable June 17 to shareholders of record June 1.

Telepictures up. Telepictures Corp. reported first-quarter 1983 earnings increased 35% to $554,800 on almost doubled revenue of $9,640,300 compared to same period year before. Telepictures said principal factor responsible for increase was relicensing of first-run TV series, *The People's Court*, which accounted for 47% of total revenue for first quarter.

New venture. Metromedia has entered long distance telephone service business by purchasing capital stock of Long Distance Services Inc. San Antonio, Tex.-based company that provides long distance service from 39 cities in Texas. Consideration was $30 million cash plus contingent payments of 20% of after tax income of Long Distance Services for each of five years following closing.

FCB drops. Foote, Cone & Belding Communications Inc. reported 56.7% lower profits in first quarter of this year on slightly lower revenue as compared to same period year before. Profits for first quarter were $603,000, or 21 cents per share, down from 1982's first-quarter profit of $1,392,000, or 50 cents per share. Revenues declined less than 1% to $41,240,000. U.S. volume increased 9%, FCB said, but non-U.S. revenues declined 20%.

CBS dividend. CBS declared cash dividend of 70 cents per share on common stock, payable June 12 to shareholders of record May 25, and dividend of 25 cents per share on preference stock, payable June 30 to shareholders of record May 25.

DDB drop. Doyle Dane Bernbach International Inc. reported earnings decline of 30% on both earnings per share and net income in 1982. Net income was $7,646,000 last year compared to $11,002,000 in 1981. Earnings per share were $1.33 in 1982 against $1.92 year before. Revenue was up 5.8%, however, to $175,876,000 from $166,241,000. DDB said earnings drop was due to recession-induced decline of recruitment advertising, higher tax rates and devaluation of Mexican peso.

Four Star fortunes. Wall Street apparently likes looks of Four Star International Inc., production and syndication company based in Northridge, Calif. Company's stock, traded over-the-counter, has almost doubled in price in past month from 6½ on May 4, to 11½ last Wednesday (June 1); this, after three-for-two split in March. Company officials and floor traders at exchange say there is no unusual news. Four Star has only 84,000 shares outstanding and 800 shareholders. Company chairman, David B. Charnay, and president, Henry H. Kyle, each own 30% of stock. Kyle, Dallas attorney with banking and real estate interests, was appointed president last Sept. 16. Company has since reactivated offices, offices, dormant for four years, at Warner's Hollywood studios. Chairman Charnay says company will soon announce "a network deal," Four Star was founded in 1955 by actors Dick Powell, Charles Boyer, Rosalind Russell and Joel McCrea—thus name. After Russell and McCrea left, David Niven joined as third partner and company supplied networks with such shows as *Dick Powell Theater, Burke's Law* and *The Big Valley*, which it currently syndicates. Company in March acquired distribution rights to package of films and series, including *Flipper* and *Gentle Ben*.
New deal

Members of the American Federation of Television and Radio Artists and the Screen Actors Guild have ratified, by a 98% favorable vote, a jointly negotiated nonbroadcast/industrial contract which calls for a 5% increase in scale (retroactive to Feb. 1, 1983) and an additional 22% increase on Aug. 1 for union work on industrial and educational programs. For the first time, the new agreement provides separate rates for use of such programing on basic and pay cable. It also increases pension and welfare contributions by employers from 9% to 10%.

Representatives of the two unions begin negotiations today with the Alliance of Motion Picture and Television Producers on a new television industry contract (see page 90).

Skin switch

SelectTV has dropped a previously announced plan to air adult programing on its Los Angeles subscription television operation provided by the Penthouse Television Network in favor of a PTN competitor, Playboy Enterprises. SelectTV will begin airing The Playboy Showcase, a three-hour weekly program block produced by Playboy, on its Los Angeles outlet, kwhyc(TV) on June 22 and on July 1 in the other cities in its affiliated network. The adult program block will air Friday nights from 10:30 p.m. to 1 a.m. local time. The agreement replaced an existing arrangement under which ON TV, a rival Los Angeles STV operation, offered the magazine program, Playboy On The Air. SelectTV has affiliates in 31 cities, including Dallas, Philadelphia, Milwaukee and Denver.

Vietnam revisited

Producers of the first, major American television documentary series on the Vietnam War, Vietnam: A Television History, have completed the task of paring the 13-part program down from more than 203,000 feet of stock footage taken from more than 65 international archives and hundreds of original interviews.

Richard Ellison, executive producer of the series, said the series "might contribute to a better factual understanding of what happened and therefore to some resolution of the gulf that still divide many of us about the war." The series began airing in Great Britain this spring and will premiere on the Public Broadcasting Service next fall. Ellison said 59 scholars and journalists acted as consultants on the programs, which will have an off-camera narrator, and that transcribed filmed interviews filled 16 bound volumes totaling 5,000 pages. Major funding was from the National Endowment for the Humanities, with production assistance from Central Independent Television of London and France's Antenne-2.

Satellite behind bars

The correctional facility at St. Cloud, Minn., is looking to switch electronic media programers. It currently receives cable service from Soror Communications Inc., but that company wants to raise its monthly charge from $500 to $750. Consequently, the inmates have decided to entertain bids from satellite television companies. Bidders are treating the prison, for proposal purposes, a a hotel with 70% capacity.

Group W update

Group W Productions has cleared more than 70% of the country for the September premiere of its first-run animated strip, He Man and the Masters of the Universe, produced b its Filmation subsidiary as a co-venture with Mattel Toys. A total of 65 half-hours are being produced for seven runs each, with most stations scheduling the series in late fringe.

Group W broke into network programing last April with Dream House on NBC and is developing two movies-for-television for CBS. GWP president and chief executive of ficer, Edwin Vane, confirmed that another NATPE-introduced series, Help Wanted "has been scrubbed," primarily because sta tion managers felt it would have made ligh of the serious problem of unemployment in their communities. He said Rader, daily medical information strip, is "50-50 as a fall 1983 launch."

Among stations clearing He Man for the fall are KCOPTV (Los Angeles), WNEW(TV) New York and KFEL(TV) Chicago. The series is offered on a straight barter basis with stations receiving four commercial minutes and Group W and Mattel sharing the remaining two. One national sponsor, Colesco, has purchased a one 52-second spot for a 52-week run. The series has also been sold in eight countries, including Italy, Argentina, Great Britain and Australia.

There goes Johnny

The Commercial Bank of California, pur chased by an investment group headed by NBC TV talk show host Johnny Carson in 1978, was closed by the Federal Deposit Ins urance Corp. late last month, becoming the fifth California bank to fail this year. The federal agency has authorized transfer of the bank's accounts to the First Credit Bank of Blythe, also based in southern California. Carson held an 8% interest in the bank at the time of its demise, after acquiring it five years ago with attorney Henry Bushkin and several members of Bushkin's Los Angeles law firm. Both Bushkin and Carson resigned as directors of the bank, originally named the Garden State Bank, last year. Bushkin sold all his stock and Carson substantially reduced his investment in the bank during the past several years.

Twin towers

Undaunted by federal funding cutbacks for public television, the Central Virginia Edu cational Television Corp., licensee of wvvt, Goldvein, and wcve, Richmond, is building a new station: wvnc Fairfax. Because wvnc's tower in northern Virginia will have a greater coverage area than wvvt, it will air...
Glass under the ocean

T&T made its bid to build and lay beneath the Atlantic Ocean the world's first transoceanic fiber optics link (TAT-8) for a consortium of telecommunications companies. According to T&T, the consortium will evaluate the T&T bid and competing proposals from British and French companies and announce in November which firm or firms will be awarded contracts. The cost of the link will be between $314 million and $452 million.

AT&T proposed to install a digital, two-way system, capable of simultaneously transmitting 40,000 telephone conversations, four times the capacity of the newest coaxial cable, which comes on line this July. According to AT&T, the glass fibers would be manufactured by AT&T's Western Electric subsidiary and made into underwater cable by Simplex Wire and Cable Co., Newington, N.H. Western Electric would also supply the underwater repeaters and other electronic equipment.

AT&T tested its fiber optics system last September. From its cable ship, the C.S. Long Lines, it lowered an 11-mile section of cable 18,000 feet beneath the ocean surface and sent signals to the ocean floor and back.

Dealing in the UK

Racial-Oak Ltd., the joint venture of Oak Industries and Racial Electronics PLC of England, has received a $4.75-million order from British Telecom for a supply of Sigma 440 addressable converter/descramblers. Deliveries are expected to begin in early 1984. According to Oak, British Telecom plans to build turnkey addressable cable system that will be operated by cable entrepreneurs. Oak also said the contract is the first for cable equipment awarded by British Telecom since the British government published its "white paper" endorsing the creation of cable systems throughout the country (Broadcasting, May 9).

Surrogate manufacturer

Singer Broadcast Products, Cherry Hill, N.J., has awarded a contract to Dayton T. Brown Inc. to manufacture and test Singer's line of AM and FM transmitters. The transmitters are being assembled at Brown's plant in Bohemia, N.Y.

Dual-channel HDTV

A U.S. study group of the International Consultative Radio Committee (CCIR) has proposed a plan for broadcasting high-definition television over direct broadcast satellites. And according to the plan, which has been submitted for discussion at the CCIR interim meeting in Geneva next fall, HDTV could be compatible with enhanced 525-line television, which some direct broadcast satellite operators are expected to use instead of NTSC.

(HDTV is characterized by a doubling of resolution, improved color rendition, wide-screen aspect ratio and stereophonic sound. Enhanced 525-line television preserves the scanning format and aspect ratio of NTSC, but has a different signal structure that improves picture quality.)

The proposed channel bandwidth for direct broadcast satellites serving North America is 24 mhz. That's wide enough for enhanced 525-line signals, but far too narrow for HDTV. The study group therefore proposed broadcasting an enhanced 525-line signal and a supplementary 525-line signal that could be combined to produce HDTV. Consumers with standard DBS receivers would pick up the enhanced 525-line signals, while consumers with the HDTV receivers would pick up both signals and see a 1,050-line HDTV picture with a five-to-three aspect ratio. "Standard quality and high-definition television satellite broadcasts can coexist to the advantage of the viewing public," the study group concluded, "if each system is designed with the needs of the other systems in mind."

Name change

New York-based Satori Productions has changed its corporate name to Satori Entertainment Corp. Satori distributes motion pictures to pay TV and home video markets, develops motion picture projects, distributes theatrical films, and markets broadcast TV programs.

Headliners

FCC Chairman Mark S. Fowler has accepted an invitation from the International Radio and Television Society to open its 1983-84 season with a luncheon address on Sept. 21 at New York's Waldorf Astoria hotel. The annual event, which traditionally gathers up to 75 of the industry's top leaders on a huge dias, has missed having the incumbent FCC chairman open its fall season only a few times in its history. On Wednesday (June 8), CBS correspondent Charles Kuralt will receive the IRITS's Broadcaster of the Year Award at the organization's closing luncheon for the season.

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Networks, actors to negotiate

SAG, AFTRA and producers working on new three-year pact; both sides optimistic that strike can be averted

Negotiators for the three television networks and the Screen Actors Guild and the American Federation of Television and Radio Artists open their first discussions in Los Angeles tomorrow (June 7) on a new three-year contract to replace one that expires on June 30.

The mood seems more conciliatory and low-keyed than it was in the summer of 1980 when a 10-week strike shut down production at Hollywood studios over the key issue of payment for programming sold to the pay television and home video markets. In mid-May the unions submitted their new contract demands and management offered counter-proposals. The emphasis by labor is on improvements in the old contract rather than on breaking new ground.

The negotiations are being conducted for the industry by the television networks and the Alliance of Motion Picture and Television Producers (AMPTP), which represents major and independent producers. In their initial demands, the unions asked for a 33% increase in minimum compensation rates and improvements in pension and welfare contributions. In the sensitive area of product made for pay television, SAG and AFTRA asked that performer compensation be boosted from the present 4.5% to 6% of the worldwide distributor’s gross.

Another union proposal centered on parity between the SAG and AFTRA contracts since the two organizations are taking steps to merge. Changes include raising SAG pension and welfare ceilings and adjusting AFTRA provisions on overtime pay, work span and other conditions to match terms of both contracts.

Other issues the unions consider critical are affirmative action and safety. The unions are asking the industry to help create a joint select committee to deal with the qualifications for performing stunt work and coordinating stunts. In the affirmative action area, the unions are calling upon the industry to “break its traditional hiring practices” by increasing employment for the disabled and members of ethnic minority groups.

The unions also are seeking increases in payment to performers for re-runs in network prime time and for foreign use of programming.

Management’s proposals did not touch upon compensation issues. The industry asked for modifications in rules applying to working conditions and asked for clearer provisions dealing with “excerpting,” referring to the use of filmed scenes in program promotion or old scenes used in a new program.

The negotiations center primarily on prime time programs. For AFTRA, they are restricted to prime time dramatic programs. For SAG, the discussions cover the entire spectrum, but AFTRA agreements apply to the overwhelming proportion of daytime offerings. A separate agreement between AFTRA and the TV networks for daytime and other areas has been negotiated and now awaits ratification by union members.

The prospects for labor peace between the unions and the TV networks appear bright this summer. Management sources indicated that the union appears to be “low-keyed” and “moderate” in its approach, but added there are still serious issues to be resolved. One network executive noted that Ed Asner, president of SAG, struck a conciliatory tone during his remarks at the opening of the negotiations last month. He quoted Asner as saying that the well-being of the performer is tied to the health of the industry. In a message to members shortly thereafter, Asner said “our proposals reflect what we truly believe to be moderate and uninflammatory goals.” He added the union is seeking improvements in the contract “with the hope of making the lives of our members a little bit better, while still allowing the producers to turn a profit.”

ABC sets summer replacements

Network will experiment with five prime time fill-ins

ABC-TV has scheduled five new prime time series for limited runs this summer. ABC Entertainment President Anthony Themosopoulos said the move is meant not only to test new concepts but also “to challenge the increased competition for network viewers during the summer.”

The 1/2 Hour Comedy Hour, a variety program from Chris Beard Productions/Greiff/Dore Co. in association with the Dick Clark Co., will begin airing Tuesday, July 5, from 8 to 8:30 p.m. Each episode features a guest comedian, according to ABC, plus a regular cast including John Moschitta, Barry Diamond, Vic Dunlop, Jan Hooks, Rod Hall and his puppet Emu, Peter Isackson, Victoria Jackson and John Paragon.

On Wednesday, July 7, The Hamptons will premiere from 9 to 10 p.m. Produced by Gloria Monty Productions in association with Comworld Productions, it centers on two wealthy families and their weekend retreat on Long Island and stars Michael Goodwin, Leigh Taylor-Young, Bibi Besch and John Riley.

Eye on Hollywood, a half-hour produced by ABC-owned and operated KABC-TV Los Angeles, will offer information about fashion

Ratings Roundup

For the second time in the last month, NBC-TV led the other two networks in the weekly prime time ratings race, averaging a 14.8 rating/26 share for the week ending Sunday, May 29, and finishing one rating and one share point ahead of CBS-TV (13.8/25) and two rating points ahead of ABC-TV (12.8/23). NBC captured Monday, Tuesday, Thursday and Friday while CBS took Wednesday and Saturday and ABC won Saturday.

According to A.C. Nielsen’s National Television Index, NBC’s momentum began with a three-hour Happy Birthday Tribute to Bob Hope (23.9/38), which outpowered CBS’s Monday-night series lineup (14/22.6), consisting mainly of reruns and ABC’s rerun of the made-for-TV movie, Jacqueline Bouvier Kennedy (11.5/18). On Tuesday, a rerun of the Clint Eastwood movie, “The Enforcer” (17.6/29), preceded by a rerun episode of A Team (17.7/32) gave NBC an average 3.3 point lead over second-ranked CBS, which averaged 14.3/23.8 for a special, Movie Blockbusters of All Times (11.8/21) and the movie, Cradle Will Fall (15.5/25). ABC averaged 13.8/22.9 on Tuesday with a series lineup heavy on rerun episodes.

The Final 20

1. Bob Hope Special
   NBC 23.9/38
2. 60 Minutes
   CBS 18.9/39
3. Magnum, P.I.
   CBS 18.8/35
4. Alice
   CBS 18.8/33
5. Hill Street Blues
   NBC 18.8/33
6. Judge
   CBS 18.3/33
7. A Team
   NBC 17.7/32
8. NBC Movie of the Week--
   The Enforcer
   NBC 17.6/29
9. Cheers
   NBC 17.4/29
10. Three’s Company
    ABC 17.3/28
11. Trapper John, M.D.
    CBS 17.0/30
12. NBC Movie of the Week--
    Sound of Music
    NBC 16.5/30
13. 20/20
    ABC 16.3/29
14. One Day At A Time
    CBS 15.8/24
15. CBS Tuesday Night Movie--
    The Cradle Will Fall
    CBS 15.5/25
16. 9 To 5
    ABC 15.4/24
17. Fantasy Island
    ABC 15.1/31
18. M*A*S*H
    CBS 15.1/23
19. Love Boat
    ABC 14.9/29
20. Facts of Life
    NBC 14.9/26

The Final Five

59. One Night Stand
    CBS 7.6/16
60. Celebrate America (9:30 p.m.)
    NBC 6.9/13
61. Big Bird in China
    NBC 6.4/13
62. Celebrate America (10 p.m.)
    NBC 5.9/12
63. Celebrate America (10:30 p.m.)
    NBC 5.8/12
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- UNIQUELY DIFFERENT because special arrangements have been made for you at seven of Miami Beach's leading hotels.

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The show is from Can't Sing Can't Dance Productions in association with Columbia Pictures Television.

Two Marriages (formerly titled Best of Friends), will premiere in a 90-minute special on Tuesday, Aug. 30, at 9:30 p.m. and begin airing in its regular time period, 9-10 p.m., on Wednesday, Aug. 31. From Lorimar Productions, it contrasts the life styles of a traditional family and one created from secc marriages, according to ABC, and will star Michael Murphy, Janet Eilber, Karen Csion, Tom Matson, C. Thomas Howell and Louanne (her full name).

In other news of summer programating NBC-TV began airing reruns of its 1979 police drama, Eischeid., on Friday (June 3) 10 p.m. NYT.

# Advertising & Marketing

## AAF to muster forces in Washington

Among speakers at association's annual convention are Bush, Neuhar, Ritchie and Koppel

More than 500 delegates from the advertising community are expected in Washington next weekend for the annual convention of the American Advertising Federation.

It will be the 1983 convention of the 78-year-old AAF, with most of the activity at the Hyatt-Regency hotel on the edge of Capitol Hill.

A major portion of the June 11-15 agenda will deal with social, economic and technological changes in advertising and how these changes affect advertisers, the media and educational programs.

Insight on the government's role will be provided by Vice President George Bush, keynote speaker at the Monday (June 13) morning opening session on public policy issues. Aside from addressing international and national topics, the Vice President is expected to discuss private sector initiatives and the importance of the advertising industry's support. He will be followed at the podium by Gerald Greenwald, vice chairman of Chrysler Corp.

Another serving of federal input is on the Monday luncheon menu when Federal Trade Commission Chairman James C. Miller III will speak.

Media perspectives will come from other speakers that include Allen H. Neuhar, chairman and president of Gannett Co., appearing at the Sunday (June 12) luncheon, and from Daniel L. Ritchie, chairman, Westinghouse Broadcasting & Cable, discussing "Emerging Broadcast Technologies" at the Tuesday (June 14) morning general session. Also on the agenda for the last-named session, devoted to state of the art, is Allen G. Rossenstein, chairman of BBDO, speaking on "The More Creative the Ad, the Harder It Works."

Ted Koppel, anchor of ABC News's Nightline, will address the Tuesday luncheon.

AAF Chairman David Keith, vice president, corporate communications, Houston Natural Gas, will give his chairman's report Sunday morning when AAF President Howard H. Bell also is to deliver a state of the federation address.

The first two days of the AAF convention will primarily be involved with the national student advertising competition and business meetings of various groups and organizations within the AAF.

Workshops and presentation of the annual Addy awards fill out the AAF Washington agenda. A social highlight will be "An Evening in Georgetown," a Sunday night reception/buffet hosted by Westinghouse Broadcasting & Cable, and with entertainment by the Nashville Network's Bill Anderson and The Po' Folks.

Co-chairmen for the convention are Elizabeth Harrington, vice president of Quaker Oats Co., Chicago, and Earle Palmer Brown, chairman, Earle Palmer Brown & Associates, Bethesda, Md.

## DDB predicts ad spending

Agency sees $73.8 billion ad volume this year; TV should hit $15.7 billion, radio $4.8 billion, cable up 48% to $375 million

Advertising expenditures should total $73.8 billion this year, a 9.7% increase over 1982, according to Mike Drexler, executive vice president and director of media and programming at Doyle Dane Bernbach Inc., New York. Introducing this year's DDB study on media trends, Drexler told analysts and the news media in New York that TV, which accounts for 21.3%, or $15.7 billion, of the projected total advertising expenditures, is the only medium other than direct mail to have shown consistent growth since 1970.

Newspapers, although estimated to receive the largest share of advertising expenditures at 27.1%, have been steadily losing ground since 1970, the study reported.

National advertising expenditures are expected to reach $42.4 billion, DDB projected, with TV advertising for 27.7% of that figure and direct mail 27.3%. Television's lead is helped, Drexler explained, by increased advertising placed by new products and services such as office equipment, overnight delivery services, video games, banking and financial services, travel and beer.

But advertising placed by home appliances and furnishings, gasoline and insurance companies is declining, he said.

Among the total TV advertising expenses, the networks' share is expected to rise 44%, with national spot accounting for 36% and local advertising 26%-percentages that have held steady since 1980. DDB said that Prime time network rates are expected to increase 12%, while spot TV should rise 11% and daytime network 9%. Drexler noted that DDB is estimating that network increases will fall below the 15% to 20% earlier reports projected.

For cable TV advertising expenditure DDB projected a 48% increase this year to $375 million, with advertiser-placed cable networks accounting for 8% and spot advertisements picking up the balance. Drexler noted that principal nation cable advertisers are General Foods, Gen Miles, General Motors, Anheuser-Busch, Procter & Gamble, Time Inc., Americ, Home Products, Kellogg, Toyota and Bris Myers.

DDB projected 1983 radio advertising expenditure to increase to $4.8 billion, with its share of total advertising expenditure slipping for the second consecutive year to 6.6%, down from 7% in 1975. Of the $4.8 million radio total, DDB said, 74% is generated from local advertising, while network spot accounted for 26%. DDB estimated that network radio rates would climb 11% and spot will rise 8%, generating cost-per-thousand increases of 10% and 7% respectively.

In print, DDB projected magazine advertising expenditures in 1983 to exceed $4 billion, an increase of 9% over 1982. Though magazines' share of total advertising expenditures declined from 6% to 5.8% in 1982, it is expected to remain stable this year, Drexler said. In newspapers, DDB projected a decline while increasing 9% to $2 billion this year, has been growing at a decline rate since 1970, DDB noted.

Drexler said that DDB is estimating that average newsstand price of a magazine this year will hit $4 by 1990. Newspaper advertising also will increase 9% to more than $20 billion this year, DDB projected, but its over share of total advertising dollars will drop 27.1% from 30% in 1975. Drexler added that the decline is principally due to a dip in classified advertising and reduced expenses from the alcohol and appliance categories.
New stations

M applications

Los Angeles—Very Broadcasting Inc. seeks facilities of KFBR(AM) Los Angeles: 930 kHz, 5 kw, UA-N, Address: 16385 Bajios Road, Encino, Calif. 91348. Principal is a group of 24 stockholders, headed by Margaret N. Daniels, president. They have interest in new FM at Los Angeles (see below). File May 12.

San Francisco—Gold Coast Broadcasting Inc. seeks facilities of KFRC(AM) San Francisco: 610 kHz, 5 kw, U.S. Address: 770 Fifth Street, San Francisco, Calif. 94103. Principal is a group of 15 shareholders, headed by lerry M. Mestre Jr., president. They also are applicants for new TV stations. Filed May 12.

Los Angeles—Women in Broadcasting Corp., seeks facilities of KFRC(AM) San Francisco: 610 kHz, 5 kw, U.S. Address: One Kaiser Place, Room 407, Oakland, Calif. 94612. Principal is a group of 15 shareholders, headed by lerry M. Mestre Jr., president. They also are applicants for new TV stations. Filed May 12.

Boston—Boston Radio Group Inc. seeks facilities of WRKO(AM) Boston: 680 kHz, 50 kw, UA-2, Address: 40 clayter Street, Boston, Mass. 02121. Principal is owned by Edward R. Redd, president (14.29%), and six others. It is also applicant for new FM station. Filed May 12.

Boston—Donnie Simpson Enterprises Inc. seeks facilities of WRKO(AM) Boston: 680 kHz, 50 kw, UA-2, Address: 40 clayter Street, Boston, Mass. 02121. Principal is owned by Pamela A. Simpson, president, who is also applicant for new FM at Chicago and Boston. Filed May 12.

Boston—First City Communications Inc. seeks facilities of WRKO(AM) Boston: 680 kHz, 50 kw, UA-2, Address: 101 fifth Street, N.W., Suite 800, Washington, D.C. 20004. Principal is owned by First Cities Properties Inc., 85%). headed by Chester C. Davenport, president, and Larry D. Monroe Jr. It is also applicant for new FM station, five new AM stations (see below) and 14 low-power TV stations. Filed May 12.

M applications

Hampton, Va.—Hampton Broadcasters seeks 107.1 kHz, 3 kw, HAAT: 300 feet. Address: 304 South Main Street, Hampton, Va. 23669. Principal is owned by James D. Lewis, James F. Reinhart (40%) and Alfred B. Pickworth, who also have interest in applicant for new FM at Mountain Home, Ark. Filed May 20.


Claypool, Ark.—Radio Today-Gala Radio seeks 93.5 kHz, 5 kw, HAAT: minus 1.2 mi. Address: 317 South Cronodalo Blvd., Clifton, Ark. 72833. Principal is owned by C.R. Crisler, who is also owner of KACH(AM) Green- wood, Ark. It is also applicant for new FM at Halls ville- Centennial, Mo., and Lordsburg, N.M. Filed May 17.

Kingman, Ariz.—West Broadcasting Systems Inc. seeks 100.1 MHz, 500 kw, HAAT: 757 mi. Address: 2530 Long view, Kingman, Ariz. 86401. Principal is owned by Bruce D. Magan (96%), Gerald J. Yellville, president, and Lowell T. Patton (25.5%) each. None have other broadcasting interests. Filed May 23.

Hampton, Va.—CSS Broadcasting Inc. seeks 107.1 MHz, 3 kw, HAAT: 300 feet, Address: 923 Hillbottom Street, El Dorado, Ark. 71730. Principal is equally owned by Tark A. Carroll, Pete Simms and David B. Smith Sr. It has no other broadcast interests. Filed May 19.

Pine Bluff, Ark.—Joseph F. Appling seeks 99.3 MHz, 3 kw, HAAT: 194 ft. Address: Rt. 9 Box 1144, Pine Bluff 71603. Principal is owned by Joseph Frank Appling. He has no other broadcast interests. Filed May 20.

Pine Bluff, Ark.—KCLA Inc. seeks 99.3 MHz, 3 kw, HAAT: 163 ft. Address: 3601 Apple, Pine Bluff 71606-1601. Principal is owned by Jesse L. Blacher (37.5%), E. Horley Cox Jr. (37.5%) and Johnnie K. Kill (25%). They own KCLA(AM) Pine Bluff, Hill also owns KITS(FM)-KTKC(FM) Springhill, La. Filed May 16.

Pine Bluff, Ark.—Jefferson County Broadcasting seeks 99.3 MHz, 3 kw, HAAT: 147.5 ft. Address: 650 North Broadway Street, Jacksonville, Tex. 75756. Principal is owned by G. E. Grinter, who is also applicant for 10 low-power TV's, three new FM stations and one new AM station. Filed May 19.

Yellville, Ark.—Adams Broadcasting Co. seeks 97.7 MHz, 2.45 kw, HAAT: 328 ft. Address: 1115 Main St. Yellville, Ark. 72687. Principal is equally owned by John C. Adams Jr., his brother, Donald, and their sister-in-law, Jackie N. Jefferson. They also own KCTT(AM) Yellville. Filed May 13.

Calexico, Calif.—Caliform Bilingune Inc. seeks 88.7 MHz, 3 kw, HAAT: 271 ft. Address: 1044 Fulton Main Street 620, Fresno, Calif. 93720. Principal is a nonprofit corporation, headed by Hugo Moralez, executive director. It also owns KSJU(AM) Fresno. Filed May 20.

Los Angeles—Future Broadcasting Inc. seeks facilities of KFTR(AM) Los Angeles: 101.1 MHz, 54 kw, HAAT: 2,800 ft. Address: 1636 Broadway Road, Enco, Calif. 91436. Principal is a group of 24 stockholders, headed by Margaret N. Daniels, president. It also has interest in new AM at Los Angeles (see above). Filed May 12.

Los Angeles—Schiffman, Bluestein and Magan seek facilities of KFTT(AM) Los Angeles: 101.1 MHz, 54 kw, HAAT: 2,800 ft. Address: 1001 Baja Road, Enco, Calif. 91436. Principal is owned by George W. Kimble, his brother, Russell C. Fox, and Alan Gery, George Kimble, Fox and Gery have interest in WERF(AM) Haughton and WSBW(AM) Steronton, both Pennsylvania. With Russell

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Radio Welch

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Radio Welch

Radio Welch

Radio Welch

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Radio Welch

Radio Welch

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Radio Welch

Radio Welch

Radio Welch

Radio Welch
Washington—Ming Broadcasting Ltd. seeks facilities of WQMS-FM/Washington. 103.5 mhz., 47 kw; HAAT: 1051 ft. Address: 7000 Wyndale North, N.W. Washington, D.C. 20003. Principal is owned by Kenneth H. H. Davis, president. It is also applicant for new FM stations WJYJ-FM and WJXY-FM. They have no other broadcast interests. Filed May 2.

Washington—Ponoma Broadcasting Corp. seeks facilities of WGMS-Washington. 103.5 mhz., 47 kw; HAAT: 1004 ft. Address: 7000 Wyndale North, N.W. Washington, D.C. 20003. Principal is owned by James B. Davis, president. They have no other broadcast interests. Filed May 2.

Washington—Schiffman, Blaustein and Magan seeks facilities of WMGM-Washington. 103.5 mhz., 47 kw; HAAT: 1004 ft. Address: 7000 Wyndale North, N.W. Washington, D.C. 20003. Principal is owned by Steven Mitchell, president. It is also applicant for new FM stations WJYJ-FM and WJXY-FM. They have no other broadcast interests. Filed May 2.

Washington—Stephen Powell seeks facilities of WGMS-FM/Washington. 103.5 mhz., 47 kw; HAAT: 1051 ft. Address: 7000 Wyndale North, Box 1569, N.w. Washington, D.C. 20003. Principal is owned by Martin Powell, president. They have no other broadcast interests. Filed May 2.

Washington—TNR Broadcasting Group seeks facilities of WGMS-FM/Washington. 103.5 mhz., 47 kw; HAAT: 1051 ft. Address: 1220 19th Street, N.W., Room 200, Washington, D.C. 20009. Principal is owned by Martin Powell, president. It is also applicant for new FM stations WJYJ-FM and WJXY-FM. They have no other broadcast interests. Filed May 2.

Rock Springs, Wyo.—Fair Broadcasting seeks 95.1 mhz., 93.8 kw, HAAT: 1,635 ft.; Address: P.O. Box 2026, Rock Springs, Wyo. 82901. Principal is owned by J.R. Jones, president. It is also applicant for new FM station 95.1 mhz. in Star Valley. They have no other broadcast interests. Filed May 2.

Augusta, Ga.—Media General Inc. seeks ch. 34; ERP: 1,110 kw, HAAT: 1,110 ft.; Address: P.O. Box 2812, Augusta, Ga. 30910. Principal is owned by Robert Huff, president. They have no other broadcast interests. Filed May 2.

Kokomo, Ind.—Metro Program Network Inc. seeks ch. 27; ERP: 2,188 kw; Address: 218 W. Hurst Ave., Kokomo, Ind. 46901. Principal is owned by Gerald Fitzgerald, president. He is also applicant for two new TV’s in Cedar Rapids and Ames, both Iowa, and Kokomo, Ind. Filed May 6.

Kokomo, Ind.—Metro Program Network Inc. seeks ch. 27; ERP: 2,188 kw; Address: 218 W. Hurst Ave., Kokomo, Ind. 46901. Principal is owned by Gerald Fitzgerald, president. He is also applicant for two new TV’s in Cedar Rapids and Ames, both Iowa, and Kokomo, Ind. Filed May 6.

Kokomo, Ind.—Metro Program Network Inc. seeks ch. 27; ERP: 2,188 kw; Address: 218 W. Hurst Ave., Kokomo, Ind. 46901. Principal is owned by Gerald Fitzgerald, president. He is also applicant for two new TV’s in Cedar Rapids and Ames, both Iowa, and Kokomo, Ind. Filed May 6.

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Broadcasting Jun 8 1983 95
**AM actions**


- **Brownsville, Tex.**—Inter-America Communications of Brownsville, Inc. application dismissed for 840 kHz, 2.5 kw-U. Address: 844 Central Blvd. N.W., 1000, Brownsville 78520. (BP-810904A). Action May 13.

**FM actions**

- **Naknek, Alaska**—Bay Broadcasting Inc. granted 100.9 mhz, 3 kw, HAAT: 300 feet. Address: P.O. Box 111, Naknek 99633. Principals: Curtis A. Nastegard, Jewel M. Nastegard and Jim Phelps. Curtis Nastegard is Naknek publisher. Phelps is director of public works, Bristol Bay borough. Naknek has no other broadcast interests. (FM-820706A). Action April 27.

**Ownership changes**

**Applications**

- **KUUK (AM)**—Wickenburg, Ariz. (1250 kHz, 5 kw—FM)—Seeks assignment of license from Shobom Broadcasting Inc. to Wickenburg Broadcasting Inc. for $105,000. Seller owned by Lee Shobom, president. It also own KEWJAM (KBBCFM) Lake Havasu City, Ariz. and i new applicant for LICM at Lahaina, Hawaii. Wickenburg Ariz., is also in Becker for new station at Lahaina. Fred T. Fairbanks and wife, Karen (50% jointly) and J. Elden Turnidge and wife, Mary E. (50% jointly). Richard Fairbanks is not-in-law of J. Elden Turnidge. They have no other broadcast interests.

- **KBLU (AM)**—Yuma, Ariz. (560 kHz, 1 kw—FM)—Seeks assignment of license from Critics Broadcasting Corp to Sun Country Broadcasting Inc. for $98,000. Seller i owned by Dale E. Palme (79.5%) and Jerald L. Evans (20.5%). Palmer is majority owner of WYSA. Also in Yuma is KBAX. Both Texas. Evans is selling all but 2.5% of his 100% interests in KTIT(FM) Yuma to Palmer (see below). Filed May 19.

- **KTTF (FM)**—Yuma, Ariz. (95.1 mhz, 25 kw—HAAT: 7t ft.)—Seeks assignment of license from PurP Broadcasting Inc. to Sun Country Broadcasting Inc. for $35,000. Seller is owned by James L. Evans, president, who will retain minority interest. Buyer is Dale E. Palme. Palmer and Evans also have bought, subject to FCC approval. KBLU (AM) Yuma (see above). Filed May 19.

- **WPLP (AM)**—Pinellas Park, Fla. (570 kHz—FM—DA)—Seeks assignment of license from David Gorman, trustee, to Dan Johnson Corp. for over $1 million. Seller is court appointed trustee. Buyer is Dan in Pinellas Park, Fla. (300). Buyer is owned by Dan L. Johnson, president, and his father, Elwyn. It is reacquiring station after International Broadcasters Inc. to it which sold station, went bankrupt. Johnson is 25% owner of WXXL and has interest in CP for TV at Lakeland. Elwyn Johnson has no other broadcast interests. Filed May 25.

- **WKEQ (FM)**—WBQ (FM) Tallahassee, Fla. (1410 kHz 5 kw—FM 98.9 mhz, 100 kw, HAAT: 320 ft.—FM—Seeks assignment of license from Capital Broadcasting Co. to Sun Country Broadcasting Inc. for $567,500. Seller is owned by James E. Baker, president. Buyer is John E. South, president, who owns WAOA (AM) Opelika. WFLR (FM) Auburn and WBCA (AM) WWSM (FM) Bay Minette, all Alabama. WOQA (AM) Cedar Mountain, N.C. Buyer is owned by Glenn Baker Jr., president and six others (14.296% each). Smith is Bremen, Ga., attorney. Buyers have no other broadcast interests. Filed May 23.

- **WTG (AM)**—Hammond, La. (103.3 mhz, 100 kw—HAAT: 500 ft.)—Seeks assignment of license from Faulkner Radio Inc. to Commercial Media Inc. for $475,000. Seller is owned by James H. Johnson, president. Buyer is own own WAOA (AM) Opelika. WFLR (FM) Auburn and WBCA (AM) WWSM (FM) Bay Minette, all Alabama. WOQA (AM) Cedar Mountain, N.C. Buyer is owned by Glenn Baker Jr., president and six others (14.296% each). Smith is Bremen, Ga., attorney. Buyers have no other broadcast interests. Filed May 23.

- **WTGH (FM)**—Hammond, La. (103.3 mhz, 100 kw—HAAT: 500 ft.)—Seeks assignment of license from TANGI Broadcasting Inc. to WTGI Inc for $175 million. Seller, based in Hammond, La., is owned by Ron Strother, president (65%), and Donald Lohboll (35%). It has no other broadcast interests. Buyer is principally owned by Peter H. cable, president, and brother, Michael F. Strother, who recently bought, subject to FCC approval, WSSR (FM) Hamden and WLF (FM) New Haven, both Comcast. It is also in WLPM (FM) Leesburg, Fla. (Broadcasting, May 30). Strother brothers are former principles, with William F. Buckley, author and columnist, in Hamden Broadcasting Group, which was merged into Shoremark Broadcasting Co. in 1979. Filed May 25.

- **WAIF (FM)** Clarksville, Miss. (106.3 mhz, 3 kw—FM 332 ft.)—Seeks assignment license from Delta Media Ltd. to Radio Cleveland, Inc. for $185,000. Seller is primarily owned by Catherine Hayley Saltminder, chairwoman. It has no other broadcast interests. Buyer is owned by J.R. Denton Sr. (12.9%) and eight other stockholders. It also owns WCLD-AM-FM Cleveland, Miss. Filed May 23.

- **K2EZOF (FM)** Omaha (92.3 mhz, 100 kw—HAAT: 1210 ft.)—Seeks assignment of license from Midwest Erp. to Albimor, Omaha Ltd. for $2.95 million, plus $540,000 non-compete agreement. Seller, based in Des Moines, Iowa, is public outsourcing publisher and station group owner. James Conley is president of broadcast group. It owns three AMs, its three FM's and five TV's. It has also sold, subject to FCC approval, WOW (AM) Omaha (see below). Seller, based in Boston, is principally owned by Bertman M., Lee and E.W. (Skipp) Finley Jr., president. Lee has interest in WNEV-TV
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a
Summary of broadcasting as of March 1983

Service Licenses CP* Total
Commercial AM 4,708 149 4,857
Commercial FM 3,421 391 3,812
Educational FM 1,000 162 1,162
FM translators 609 288 897
Commercial VHF TV 527 14 541
Commercial UHF TV 307 166 473
Educational VHF TV 111 6 117
Educational UHF TV 175 14 189
VHF LPTV 169 22 191
UHF LPTV 21 72 93
VHF translators 2,784 254 3,038
UHF translators 1,772 403 2,175

* Includes off-air licenses.

Broadcasting June 1983
HELP WANTED MANAGER

HELP WANTED ANNOUNCERS

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 3100, Washington, DC 20033. All inquiries will be kept confidential.

Creative professional announcer for Sunbelt area at one of America's great radio stations. Excellent benefits/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.

Margue-experienced, announce-production, early morning. North Alabama power FM, contemporary beautiful, CBS. Tape and resume to: Allen Moore, WRSA, RI, One, Lacey's Spring, AL 35754.

WSRS, one of New England's top adult music stations, wants tapes & resumes from those interested in an AM-FM announcer/news production and announce/news positions as they may occur. Beautiful-easy listening format. Tapes & resumes to Box 961. West Side Station, Worcester, MA 01602 EEO.

HELP WANTED TECHNICAL

Growing NC-based company has an opportunity for an energetic chief engineer to take charge of and maintain an AM/FM combination. Salary commensurate with experience. Send resume and salary requirements to Tommy Walker, Box A, Jacksonville, NC 28540, 919-455-5300.

Self-starting chief engineer wanted for a first-rate AM-FM station in San Luis Obispo, CA. Moving into a brand new building and need a good workman-like technician to take charge of and maintain it. No closed DJ's, please. 3-4 years experience desired. Send resume to Robert A. VanBuhler, Mesa Radio, Inc., 1167 W. Javelina, Mesa, AZ 85201, Phone: 602-987-9300. Equal opportunity employer.

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

KKXL/KCNB has an immediate opening for a full-time studio/transmitter engineer. 50 kw DAN, live AM, 100 kw automated FM. Applicants should have 3-5 years experience. FCC first class license desired. Send resume, references, salary requirements to John Bauer, Chief Engineer, KKXL/KCNB, Box 1540, Watertown, SD 57204, 605-574-7074.

Group operator needs hands-on engineer for one AM/FM combo. Must be competent at studio and transmitter work. Would be based in one place. Send resume to: Community Service Broadcasting Inc., 811 Broadway, Mt. Vernon, IL 62864, EOE/EMP.

HELP WANTED NEWS

We seek a candidate with a wide range of interests who is capable of great interviews, exciting production, and has a mature and professional air sound. Telephone talk experience is a plus. We offer a challenging position with a wide variety of facilities, and an unbeatable benefit package. Tape and resume to Mike St. Peter, News Director, WEBR, 23 North Street, Buffalo, NY 14202. An equal opportunity employer.

HELP WANTED PROGRAM, PRODUCTION, OTHERS

Operations manager: Progressive AM/FM, North Carolina. Also mornings on FM. Minimum 5 years' commercial radio experience. Resume only to Box Y-18.

South Florida full time production-needed experience, creative, professional to produce great radio commercials. High compensation. Must be strong person, EOE.

SITUATIONS WANTED ANNOUNCERS

Dedicated professional with exceptional performance record in station and group management, major and medium markets, various formats. Substantial rebroadcast experience, excellent administrative, strong person. Resume, tape and availability date to PO, Box 216, Fort Myers, FL 33902, An equal opportunity employer.

Available now, General manager with experience in sales, programming, operations and engineering. Stable employment, history excellent track record and references. Prefer: Midwest/Mid-Atlantic regions, All markets considered. Let's talk today: tomorrow may be too late. Randy Swingle, 703-434-4371.

Experienced general manager seeks new challenge in small to medium SC market, Strong sales, programming & promotional abilities, plus complete appreciation for P&L. Robert E. Powell, 181 Spanish Point Drive, Beaufort, SC 29902. 803-524-8138, after 6PM.

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

Exceptional general manager, with in-depth knowledge of radio, covering 19 years of successful management experience. Dynamic, highly organized. Proven expertise includes: Top 20 market, production skills, superior leader and motivator. Results and profit orientation. Seeking for individual who wants an achievable career and can afford quality. Write Box Y-1.

SITUATIONS WANTED SALES

Let's make money and fun together! Top sports and sales very well, 4 years in small and medium markets. Employed. Box 649, Lewistown, PA 17043.

Proven sales. Mature, assertive, reliable. Peter West/Southwest, but will relocate anywhere. Tape, resume upon request. Write Neil Webster, PO, Box 601, Arvada, CO 80001.

SITUATIONS WANTED ANNOUNCERS

Radio news announcer with sportscasting experience just waiting away! Looking for full-time sports position, PBP experience, two years, production experience, on-the-air, enthusiastic style. Proven experience in medium markets. Almost 3 full years in radio. Want to stay in New England region. Call Mark Merrill after 2 pm weekdays, anytime weekends, 207-872-5279, for tape & resume.

Sincere, creative, mature announcer/engine: Graduate of broadcasting school, seeking fulltime entry level position. I have practical hands on training, I have earned FCC general and SBE certification. Willing to relocate. Williams Hall, 5917 Willowood, Rocklin, CA 95677. 916-524-4758.

College degree and experience including 50,000 watt KGA and Apple FM in Spokane, 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.


Some experience, Professional sound, team player available to move. Please learn. Troy Sass, 419-468-9259; 414-242-2033.

AC or rock stations: hire a pro with style. Write Box Y-7.

HELP WANTED MANAGER

Roth-oriented group seeking future sales managers. Aggressive, street-fighting, hard working reps in each 20% commissions for our AM or FM, EOE. Ml Send resume to: KODK, Box 8340, Tyler, TX 75711.


Broadcasting Jun 6 1983

99

Classified Advertising

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

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.

Television general manager—group-owned network affiliate in Southeast market seeking experienced broadcaster for general manager's position. Financial expertise 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, WTGW-TV. Applicant must have strong sales background (3-5 years). Individual should have leadership ability and be a good educator and motivator. Interested individuals should forward resumes to GSM, WTGW-TV, PO Box 20144, St. Petersburg, FL 33713-4256. SATV division of Hubbard Broadcasting. An equal opportunity employer. M/F.

Business manager—upper Midwest network affiliate. Accounting degree 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 and salary increases. Send resume and samples of work to: G. Holder, KTHI-TV, PO Box 1878, Fargo, ND 58107-1878.

Top 5 market. Promotion manager, immediate opportunity for an experienced creative promotion manager to join one of the nation's largest television broadcast groups. An advertising professional with at least three years' TV promotion management experience and producing skills required; VTR samples helpful. Strictly confidential. Preliminary discussions before or at the BPA can be arranged. Send resume only with references to Box Y-13.

HELP WANTED SALES


KTRK-TV, ABC in Houston, seeks a professional account executive with broadcast sales experience. Must have thorough knowledge of advertising/marketing, a record of superior performance, and the highest personal and professional standards. This is not a beginning position. Send resume to J. Frazier, Local Regional Sales Manager, 713—663-4517. KTRK-TV, PO Box 12, Houston, Texas 77005.

Group-owned ABC affiliate in the top 10 looking for a dynamic, seasoned (3-5 years) pro to call on major agencies and develop new business. All replies are confidential. Send resume and references to Box Y-15.

HELP WANTED TECHNICAL

Communications engineer to coordinate installation of brand-new 1st video production center, serve as chief operator of university's public radio station, repair and maintain broadcast communications equipment. Must have high school degree, good working knowledge of engineering, expertise required. Send resume and references to Dr. J. V. Pauziet, Director of Broadcasting, Southeastern Louisiana University, Box 347, Hammon, LA 70402 AJAEEO.

Sunbelt chief for independent UHF in Southeast. Handle all technical and administrative needs for position. Send resume and salary requirements to Box Y-9.

Assistant chief needed at north Florida's 47. Strong transmitter and some studio maintenance experience is a must. Excellent salary for the right person. Send resume to Jim Kotelewy, WAXA TV, PO Box 17547, Jacksonville, FL 32216.

Technical operations supervisor: KBPS TV, San Diego's public service station, seeks broadcast engineer to schedule and coordinate technical production at major control operations facilities & staff. Min. 3 yrs. broadcast engineering & FCC general class license required. Salary range $20,496-$24,640. Applications must be received by June 27, Employer, 3120 16th St., San Diego, CA 92102. 619—265-3856. EOE/AI, Title IX employer.

HELP WANTED NEWS

You can break into the top 10 markets! Major market openings for reporters, anchors, producer/announcers in top markets. Send resume to: Professional Video Services, 930 Granite Court, Martinez, CA 94553.

News anchor-reporter for No. 1 news station in market. Great recreation area. Latest equipment and news commitment. Experienced only, sin resume. Send resume and samples of work to: Box W-17. EOE.

News anchor for well-equipped new operation. Tired of the rat race? Settle in the Ozarks. Send tape, resume, references and salary requirements to: Keith Fry, KBHS-TV, PO Box 4150, Poplar Bluff, AR 75941. EOE.

Anchors: male and female anchors for Southeast market. Looking for bright, experienced, upbeat anchors for fast-paced, exciting minimum year's experience as anchors, as well as general assignment reporter. Resume only to Box W-17. EOE.

Meteorologist—good and friendly delivery, experienced, credible. EOE. Resume only to Box W-18.

Wanted: farm reporter. NAFB members currently producing farm reports for television preferred. Must have minimum 2-3 years' experience. Research, writing, and production skills essential. Feature producer a plus. Send resume and salary requirement only to Box W-186.

Anchor/reporter sought for English news in Hong Kong. 2-3 years' experience preferred. Shortlisted applicants will be notified for stateside interviews. Send resume, anachecs and salary requirements to: Raymond R. Wong, TVB News, 77 Broadcast Drive Kowloon, Hong Kong.

No. 1 station in its market was seeking news assignment reporter/photographer with impeccable track record. Must have highly professional journalistic skills, aggressive, and a self starter. Top 50 market, excellent salary/benefts. Resume only ASAP to Box Y-5, EOE.

Special projects producer: top 40 market needs producer with a minimum of two years' experience. Have hour and packages and sales reports to new. Send resume to Karen Shapiro, Public Relations Dept., WLNE-TV, 10 Orms Street, Providence, R.I. 02904. No phone calls. Please. WLNE-TV is an equal opportunity employer.

Great opportunity for a reporter at KYUK, a public television station in Juneau, Alaska. Must know both radio and TV news, working on such issues as: resources, the environment, and Alaska native rights. Qualifications: 1 year broadcast journalism experience preferred, but not required. Must have good editing skills; good on-air presence and delivery; experience in interethnic setting helpful. Salary DOE competitive. Submit resume, audition tape and written samples to: Corey Flintoff, Public Affairs Director KYUK, Box 486, Bethel, AK 99559. Open until filled. For information, call 907—543-3131.

Executive producer: top 40 Southeastern market needs a take-charge manager with 2-3 years' smale station experience. Must know live ENG and state-of-the-art production techniques. Low-mid $20's. Send resume and references only to Box Y-20, EEO.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS CONTINUED

Proven record of sales & profits. Will relocate 90 days or less. Excellent references. Interested in G&M or GSM. Write Box Y-4.

SITUATIONS WANTED NEWS


Meteorologist—looking to settle in top 100 market. Now in small market with very large following. Write Box W-135.

Experienced reporter/producer seeking return to TV. All markets considered. Call Rob. 213-687-5374.

Broadcasting news, sports, celebrity or feature interviews available June 83 for radio, TV, cable. 215-258-8429.

Anchor/reporter/producer. Credibility, personality vital, looks, voice, experience. 815-455-5797. Best time is noon central.

Meteorologist, with AMS seal and awards, is interested in moving to larger market. Write Box Y-3.

Versatile, soon-to-be Ohio State MA grad seeks entry level TV news reporter position in VA, NC or SC. 2 yr. in 3D's market: spot reporter, writer, producer. Send photo, resume, date news. Reference/via? Interested? Write Box Y-16.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Sports—recent grad of Ohio University seeking entry level position in sports production and/or programming. College or educational television experience. Extensive sports production knowledge. Willing to relocate. Michael E. Pierce, 614-592-1445 or 513-474-0795.

I've done it all. Produce, director, camera, editing, writing. Want to do it all again. Serious only. Will relocate. Ray. 6203 Traymore Ave., Brooklyn, OH 44144.

Creative radio veteran seeks entry level position as writer/producer. Have work hard and dedication in exchange for your direction and training. Relocation no problem. Call Tom. 312-748-6032 or write 2735 Gabriel Ave., Zion, IL 60099.

College grad seeks position in promotion. Some previous experience. Write: Sheila Treadway, The Forest, Crozier, VA 23039.

California—bring me home! This native daughter is a creative, dedicated writer, producer on-camera talent. Diverse experience includes magazine, live talk shows, documentary, news formats. Call Jan today: 505-266-2190.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Marketing representative wanted for a small but growing film and video design and production company. Must want to be a marketing representative, not a production person. Must be self motivated on the positive side. Two years' minimum experience required in marketing a production company. Send resumes to Ron Smiley, RVSS Inc., 1726 Cherry Street, Phila., PA 19103.

HELP WANTED SALES

Syndicated advertising sales—national syndication/production company expanding its sales force. Looking for experienced advertising campaign sales professionals. Must be willing to travel protected territory. Send resume to Box 40113, Nashville, TN 37204.

HELP WANTED PROGRAMMING, 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 756 N.W. 16th Street, No. 2411, Plantation, FL 33313.

HELP WANTED INSTRUCTION

Mass communication, tenure track, assistant/associate professor. Salary negotiable. Teach public relations, advertising, market research, media sales and theory PhD. in mass communication or related field. M.A. with outstanding industry experience considered. Send vitae and letters of interest to: Professor Lee, Chair, Mass Communication, Amherst State University, 75051, Vermont. 57069: Telephone: 605-417-5477. Equal opportunity affirmative action employer.

Telecommunications—Kutztown University, located an hour from Philadelphia in southeastern Pennsylvania, is seeking assistant professor to teach under-graduate and graduate classes in an established, pro- fered university-located program. Tenure track. Ph.D. preferred. Teaching experience required. Should be able to teach audio or video production and one or more of the following: writing, law, programming, management, sales. Salary competitive. Available Fall 1983. Send resume, transcripts and three letters of recommendation to Search Com- mittee, Department of Telecommunications, Kutztown University, Kutztown, PA 19530, by June 27, 1983. Kutztown University is an affirmative action/equal opportunity employer.

WANTED TO BUY EQUIPMENT

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

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

Instant cash-highest prices for your broadcast equipment. Urgently need towers, transmitters, antennas, transmission line, studio equipment. Bill Kitchen, Quality Media Corp. 404-524-1271.

FOR SALE EQUIPMENT


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

Automation IGMS basic A computer, encoders, loggers. 2 latest 78 toy car-ill: System like brand new. Chicago. 214-843-5565.

Gates 10kw FM, SCA, stereo, spare tube, wide band interface, excellent. $25,000. 618-498-3154.

Axemex recorders, AG440-4, AG440-2. AG440-1 and 351 trade-ins priced to sell today. We are an Ampex dealer. Northwestern, 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.

Ikegamu HL-77, Canon 10-100 mm lens, AC supply excellent. $10,000 or B.O. US Video, 212-473-6947.

For sale: 3/8 rigid transmission line, 550.00 per twenty foot section, or best offer. Call 913-232-1840.

Ikegamu HL-79A, personal camera, good condition with Canon 13X zoom, new Nicads. $18,000. Call Neil. 215-864-0658.

Oval office set—exact White House duplicate available in NYC studio for rent June 5-August 31 or elsewhere. Contact: Bill Chase, President. Films Ltd., 212-541-5880.
Help Wanted Technical

RADIO SYSTEMS ENGINEER

The Los Angeles Unified School District, the second largest in the nation with a diverse career environment offering future-oriented challenges seeks an experienced Radio Systems Engineer to coordinate, analyze and evaluate the District's radio and microwave communications systems.

This key position will encompass direction for new communication system design as well as modification of existing technologies.

Your experience must include a minimum of six years experience in the planning and design of electronic communications systems. Certification as a registered professional electric or electronic engineer with the State of California or a degree with a major in electric, electronic, or communications engineering may be substituted for up to two years of the required experience. Possession of a valid First Class Radiotelephone Operator's License or General Class Radiotelephone Operator's License issued by the FCC.

The District offers a fine salary with regular reviews and an exceptional fringe benefits package. For additional information, call: (213) 742-7761.

Los Angeles Unified School District
P.O. Box 2298
Los Angeles, CA 90051

An Equal Opportunity Employer

Help Wanted Management

PRESIDENT
National Public Radio

National Public Radio seeks an outstanding individual to assume the Presidency and also to serve as Vice Chair of its Board of Directors. A Search Committee has been appointed and is now encouraging applications from persons with the following credentials and skills:

1. The ability to provide responsible and systematic management in planning, personnel and fiscal areas. Capable of innovative and systematic leadership and effective liaison with a variety of broadcast and governmental agencies.
2. A demonstrated and successful record in such areas as governmental and board of directors relationships; senior management experience in the administration of a corporate, broadcast, public or educational organization.
3. Oral and written communication abilities at a high level. Academic experience commensurate with responsibility.

Resume and other materials should reach the committee by July 15. Please write for application form and further information:

NATIONAL PUBLIC RADIO
Presidential Search Committee
2025 M Street, NW
Washington, DC 20036

NPR is an equal opportunity employer.

Help Wanted News

TELEVISION

NEWS PRODUCER-WDIV, 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 stacker-and-packer. If you’ve had 5-7 years television news producing experience, and understand when 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 48201

We are an equal opportunity employer.

FOR SALE EQUIPMENT

CONTINUED


Moving-growing—available October. Bogner B-1600 antenna, Channel 39, Call 219–426-7272. Fort Wayne, IN.


COMEDY

Free Sample of radio’s most popular humor service. (Request on station letter head). O’Liners. 1237 Armacost, BC. Los Angeles, CA 90025.

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


MISCELLANEOUS


RADIO

Help Wanted Announcers

LIFETIME DREAM

To live in Austin, Texas, one of America’s great cities. To work at KHFI (K-98), a great radio station with dynamite numbers. You will be replacing our outstanding morning personality. If you are warm, humorous, topical, with strong ad-libs and one-to-one personality, you could be the person we are looking for. The position is open after this rating sweep (mid-June). K-98 is CHR. Send T&R to Roger Garrett, 1219 W. 6th, Austin, TX 78703. EOE.

ON-AIR PERSONALITY

"Music Of Your Life" talent search. Work in Palm Beach under the Florida sun in one of the nation’s most competitive markets for the company that premiered "Music Of Your Life," WNJY FM Joy 94 offers the best working conditions, TV, magazine and newspaper promotion. Send tape and resume to: Joe Nuckols, WNJY-FM, Box 10385, West Palm Beach, FL 33404, 305–842-4516.
Help Wanted Technical

Showtime, a dynamic leader in the pay television industry, has a highly visible opportunity for a Director of Engineering. Your primary responsibility will be to provide engineering support services to affiliates nationwide. The seasoned professional we seek will expand our technical expertise by monitoring and researching technical innovations within the cable and related industries. Additionally, you’ll be responsible for supervising a staff in the New York and regional offices.

This position requires a minimum of 6-9 years’ related experience in the cable industry including a minimum of 4 years in the capacity of chief engineer or higher. In addition, qualified candidate will have 3 years’ broadcast or television experience as a manager or supervisor. A degree in engineering is required.

This is a New York-based position which includes approximately 40% travel. Showtime offers an excellent salary and benefits package, as well as the challenge of working in the exciting pay television industry. Interested candidates are invited to send resumes to: D. Leville, Showtime Entertainment, Dept. B, 1633 Broadway, New York, NY 10019. ONLY FULLY QUALIFIED CANDIDATES WILL BE CONSIDERED FOR THIS POSITION—NO PHONE CALLS, PLEASE.

Help Wanted Technical

TELEVISION SYSTEMS ENGINEERING AND DEVELOPMENT DIRECTOR

SATELLITE TELEVISION CORPORATION, a COMSAT Company, is constructing a Direct Broadcast Satellite Pay-TV System to bring direct-to-home subscription television to the American people.

We are looking for an ENGINEERING DIRECTOR to oversee end-to-end performance of STC’s state-of-the-art subscription DBS television service and to develop new services. This is a high visibility position with significant growth potential.

You will be responsible for the overall configuration of this system in order to achieve cost-effective implementation and assure high-quality television. In addition, this person directs all systems planning activities and the development of new services. For example, STC is evaluating Extended Definition Television (EDTV) Service which will provide significant improvements over today’s television pictures, particularly for large-screen projection TV.

This position requires a BS/MS in Engineering, or equivalent, and 10 years experience in either television engineering (preferably in advanced concepts) or satellite systems engineering. Demonstrated managerial performance is also required.

STC offers an excellent compensation and benefits program, including stock ownership and 100% tuition reimbursement. To apply, send RESUME and SALARY HISTORY to: SATELLITE TELEVISION CORPORATION, COMSAT Staffing, Dept. T-248, 950 L’Enfant Plaza, S.W., Washington, D.C. 20024. An Equal Opportunity Employer.

Help Wanted Sales

NATIONAL SALES REP

The nation’s leading private weather service is looking for additional representation for its wide range of weather-related products and services. Only sales people with proven credentials in radio and/or TV should apply. Send resume and salary history to Accu-Weather Inc., Department B, 619 W. College Avenue, State College, PA 16801. No phone calls, please. Accu-Weather Inc. is an equal opportunity employer.

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 a production crew. Attentive to detail. If you feel you can serve, send resume and salary history to: Christian Broadcasting Network, Personnel Dept., Box RB, CBM Center, Virginia Beach, VA 23453. An equal opportunity employer.

Help Wanted Programing, Production, Others

CO-HOSTS

After three successful seasons, our original co-hosts are moving on. So, we’re looking for two experienced, enthusiastic people to co-host Iowa’s most successful PM Magazine. If you can write, produce and present material that will keep us on the national reel, we want to hear from you. Send resume and cassette to:

DAVID WARD
KWWL-TV
500 East Fourth Street
Waterloo, IA 50703
An equal opportunity employer.
ASSOCIATE PRODUCER

KABC-T.V.

Dynamic, southwest ABC O&O station KABC-T.V. has an exceptional opportunity available for a creative field producer to participate in the multi-faceted production activities of a top-rated magazine show.

The experienced candidate we seek will possess strong story producing skills with the demonstrated ability to coordinate production from inception to completion.

We require industry-related experience in videotape field producing, direction, writing, and supervision of editing. Some location travel may be required.

To be considered for this position, please forward your resume and a 3/4" videocassette of your best recent work to:

Diane Silva
ABC - Personnel
4151 Prospect Ave.
Hollywood, CA 90027

An Equal Opportunity Employer M/F/H/V

PM Magazine

PM Magazine in top 50 market in mid-Atlantic states with excellent production facilities and strong management support seeks co-host with experience to work with female co-host already on staff. Resume only to Box Y-21.

For Sale Equipment

GOING OUT FOR BUSINESS!!
1-800-321-0221
New and Used Broadcast Equipment Bought, Sold, Traded
Get your best deal, then call for our
Broadcast International, Inc.
855 W. 34th Street
Los Angeles, CA 90007
IN FL: 1-800-432-2245

Radio Programming

GET EXTRA HOLIDAY DOLLARS

with our exclusive safety sales campaigns, unlike any other. Using your sales staff or our proven outside local sales recruitment. 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. 805-355-1126 or write:

AUDIO DEVELOPMENT SERVICES
5317 Randop Lane
Amarillo, TX 79110

One Massachusetts station grossed over $25000 using one of our S89 campaigns!

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio

VARIETY * DRAMA * COMEDY * MYSTERIES * SCIENCE FICTION

Included in each series
Program Distributors
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Jonesboro, Arkansas 72401
501-972-5884

函授学位：

Diane Silva
ABC - Personnel
4151 Prospect Ave.
Hollywood, CA 90027

An Equal Opportunity Employer M/F/H/V

Public Notice

NOTICE OF ANNUAL MEETING

The annual meeting of the National Association of Public Television Stations will be June 23-26, 1983 at the Crystal City Hyatt Hotel, Arlington, Virginia. The NAPTS meeting will convene June 25, at 8:30 a.m. The agenda will include review of current industry trends, discussion of government relations, and planning for 1983-84 activities of the association. The NAPTS board of trustees annual meeting will convene at 10:00 a.m., June 26. The agenda will focus on the association's plans for 1983-84. Except for an executive session, the board meeting is open to the public.

For Sale Stations

901/767-7980
Milton Q. Ford & Associates
Media Brokers - Appraisers
"Specializing in Sunbelt Broadcast Properties"
5050 Poplar Suite 816
Memphis, Tenn. 38117

PUBLIC NOTICE

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, newsmen, & program directors. Small, medium & major markets. All formats. Many jobs require little or no experience. One week computer list. $5. Special bonus: 6 consecutive weeks, only $14.95—you save $21. American Radio Job Market, 6215 Don Gasper, Las Vegas, NV 89108.

Consultants

MIKEL HUNTER BROADCAST SERVICES

Serving the radio industry for over 25 years.
- consultation * operations guidance * market profiles
- programming evaluations * ratings analysis * audience research
- promotion * merchandising

Available on a per diem or project basis. Inquiries confidential.

202 Calvert Drive, Suite 172, Cupertino, CA 95014. (408) 973-8199

Business Opportunity

FOR LEASE

Los Angeles SCA channel for data transmission. 6,000-ft. high Mt. Wilson transmitter. 213-475-8525.

For Sale Stations

Milton Q. Ford & Associates
Media Brokers - Appraisers
"Specializing in Sunbelt Broadcast Properties"
5050 Poplar Suite 816
Memphis, Tenn. 38117

Please send the additional information.

University Microfilms International
300 North Zeeb Road
Dept. P.R.
Ann Arbor, MI 48106
U.S.A.
18 Bedford Row
Dept. P.R.
London, WC1R 4EJ
England

Name ______________________________
Institution _________________________
Street ______________________________
City ________________________________
State ____________________________ Zip ___________

Broadcasting June 1983

104
**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 protected-need quick sale. Write to Box W-169.

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**ALIEN SHARES STUDIES CITIZENSHIP SURVEYS**

From design to final report or components complementing your capabilities.

CHARLES R. MANN ASSOCIATES INC.
918 Eighteenth Street, N.W.
Washington, D.C. 20006
(202) 466-6161

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**Wilkins and Associates**

Media Brokers

MO AM $400,000 25%
IA FM $325,000 30%
GA AM $25,000 downpayment
MS AM $35,000 downpayment
AZ AM $30,000 downpayment
TN FM $35,000 downpayment
KY FM $35,000 downpayment
PA AM $25,000 downpayment
NY AM $20,000 downpayment
VA AM $25,000 downpayment
MN AM/FM $25,000 downpayment
SC AM $30,000 downpayment
NC AM $25,000 downpayment

P. O. Box 1714
partanburg, SC 29304 803/585-4638

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**CHAPMAN ASSOCIATES**

nationwide mergers & acquisitions

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<tr>
<th>STATION</th>
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<td>SW Metro C1C FM</td>
<td>$1.500K</td>
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<tr>
<td>MW Regional C1V/C1C</td>
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<td>FL Suburban Fulltime</td>
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<tr>
<td>MW Medium Fulltime</td>
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<td>R.M. Metro FT/FM</td>
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<td>600K</td>
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<td>SE Small AM</td>
<td>100K</td>
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To receive offerings within your area of interest, or to sell, contact John D. Emery, President.


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**BOB KIMEL'S**

NEW ENGLAND MEDIA, INC.

**STATION OWNERS**

Buyer interest is now exceptionally high, so maybe this is the time to give thought to letting us offer your property for sale. If you'd like to talk (with no obligation), give us a call and let us tell you our thoughts on the market in general and your station in particular.

8 DRISCOLL DR.
ST. ALBANS, VT. 05478
802-524-5963

**JAMAR-RICE CO.**

Media Brokerage & Appraisals

William R. Rice
William J. Jamarr
(512) 327-0570
230 West Lake Blvd., Suite #100
Austin, TX 78746

$305,000

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

**BILL GANLEY'S**

COMMUNICATIONS DEVELOPMENT CORPORATION

- Fulltime AM, major NE market. Proven format. Available with below multiple for $1.7 million.
- Fulltime AM, major southern New England market. Unique format, with power, dynamic market. Billing 550,000, Asking $1 million.
- Cable TV system. Under promoted 3,000 subscriber system. Lots of potential; well-built system.

PO BOX 105
RYE, NY 10580
914-967-8664

**The Politics of Broadcast Regulation, Third Edition**

by Erwin G. Krasnow, Lawrence D. Longley, Herbert A. Terry.

Completely revised to take into account dramatic changes in the field, such as increased competition from cable television and innovations involving satellite transmission and the regulatory climate. Political, economic, and technological changes are described and analyzed. Looking at broadcast regulation from a public policy perspective, the book is organized in two parts. Part One traces the evolution of broadcast regulation and shows how regulations and broadcasting policy are determined by the FCC, the broadcast industry, citizen groups, the courts, the executive branch, and Congress. Part Two provides five case studies of broadcast regulatory policies. A closing section gives a broad overview of broadcast regulation, relating the analytical and theoretical material in Part One to the specific facts brought to light in the case studies of Part Two. 304 Pages, annotated bibliography, index. $8.95 (paper).

Broadcasting Book Division
1735 DeSales Street, NW
Washington, DC 20036

Please send me _____ copy (copies) of The Politics of Broadcast Regulation, Third Edition. My payment in the amount of _____ is enclosed. (Payment must accompany order.)

Name__________________________
Firm__________________________
Address__________________________
City________________ State____ Zip____

Broadcasting Jun 8 1983

105
For Sale Stations Continued

Media Investment Analysts & Brokers
Bob Marshall, President

Sunbelt full-time station perfect for first-time investor. Realistically priced at $230,000, with $75,000 down, assumptions of up to $40,000 and negotiable terms on the balance. Tower site with four acres of land is included.

508A Pinelands Mall Office Center, Hilton Head Island, South Carolina 29928 803-842-5251
809 Corey Creek - El Paso, Texas 79912 915-581-1038

WELL-ESTABLISHED, FULLTIME
5,000-watt AM station in medium size market, Southeast, with longtime country format. Reply Box Y-14.

CLASS A FM
In Oshkosh, Wisconsin. Excellent growth area, priced for quick sale at $350,000. Terms: Cash. Principals only contact Perry Murphy, 414-722-7471, for details.

FULLTIME AM
Sunbelt medium market. All news format with tremendous potential, $600,000. $100,000 down and excellent terms to qualified buyer. Bill Kitchen, 404-324-1271.

BROKERAGE
Over twenty years of service to Broadcasting Appraisals • Brokerage • Analysis
Westgate Mall, Bethlehem, PA 18017 215-865-3775
THE HOLT CORPORATION

BILL - DAVID ASSOCIATES
BROKERS - CONSULTANTS
303-636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

H.B. La Rue, Media Broker
Radio TV, CATV Appraisals
West Coast: 44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750
East Coast: 500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

FLORIDA AM/FM
Unique opportunity to acquire very professional stations with outstanding reputations located in the fastest growing area of Florida. $2 million, cash. Write Box Y-19.

RALPH E. MEADOR
Media Broker
AM-FM-TV-Appraisals
PO. Box 36
Lexington, MO 64067
816-259-2544

BROADCASTING'S CLASSIFIED RATES

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

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

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

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday’s issue. Orders, changes and/or cancellations must be submitted in writing. (NO telephone orders, changes and/or cancellations will be accepted.)

 Replies to ads with Blind Box numbers should be addressed to: (Box number) c/o BROADCASTING, 1735 DeSales St., NW, Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display), per issue: Help Wanted: $50 per word, $15 weekly minimum. Situations Wanted (personal ads): $50 per word, $7.50 weekly minimum. All other classifications: $50 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.
Merrell Hansen, VP, sales, KSD-AM-FM St. Louis, named VP and general manager.

Stephen Godofsky, general manager, WLYF-FM South Bristol, N.Y., named VP.

Don Schwartz, general sales manager and assistant station manager, WONI-AM-FM Dayton, Ohio, named general manager.

John Wilson, general sales manager, KCOH-FM Houston, joins WTEX-FM Clinton, La., general manager.

Roger Bauer, sales manager, Lightfoot Broadcasting's WSUB-AM-WQGN-FM Groton, Conn., joins co-owned WPTE/AM-WAZY-FM Saylouette, Ind., as general manager.

Sw Colby, station manager, WCSH-TV Portland, Me., named general manager.

James Smith, VP, sales, and Richard Janes, VP, radio, Scripps-Howard Broadcasting, Cleveland, assume additional duties as assistants to President Donald L. Perris.

Ned Lee, general sales manager, WALA-TV mobile, Ala., joins co-owned KVUE-TV Austin, Tex., as station manager.

Rod Mullins, production director and air personali ty, KWWM-FM Corona, Calif., named sales director for station and interim production director for co-owned KQLH-FM) in Brawndo. Calif.

Eve Hubbard, area manager, Liberty Cable Television, Newport, Ore., joins Tribune Cable as manager, Milwaukie, Ore., cable systems.

Jerry James, air personality, WDXI-AM Mobile, Ala., named operations manager.

Wanda Parker, administrative assistant and business manager, WDCQ-FM Durham, N.C., assumes additional responsibilities as operations manager for WDCQ-FM.

Stanley Bahnsen III, director of cable marketing, Landmark Communications, Norfolk, Va., named director of business development, broadcasting and video enterprises vision.


Anthony Fernandez, manager, financial forecasting, NBC. New York, named director, financial forecasting, NBC.

Stephen Riddlerberger, manager, finance and administration, Bonneville Broadcasting, Tenafly, N.J., named VP, finance and administration.

Jim Ruy bal, director of personnel, Daniels & Associates, Denver, named VP, human resources.

Van Carroll, from Phoenix Securities Inc., Phoenix, joins Jones Intercable Securities, Englewood, Colo., as regional VP.

Herbert Lacey, local sales manager, KTVH-TV Wichita, Kan., named manager, Hutchinson, Kan., operations.

Wayne Bearor, business manager, WGAN-AM-FM-TV Portland, Me., named director of data systems for parent, Guy Gannett Broadcasting Services there.

Shirley Carroll, from North American Biological Inc., Miami, joins noncommercial WPTV (TV) there as controller.

Marketing

Kenneth Robbins, vice chairman and chief operating officer, SSC&B Inc.: U.S.A., New York, named chief executive officer and chairman of newly formed management policy committee.

Robert Igiel, VP and group media director for network programming and negotiations, N.W. Ayer, New York, named senior VP.

Susan Fireman, senior VP, director of broadcast production, Benton & Bowles, New York, named senior VP, director of broadcast production and creative administration.

John Eighmey, director of account research services, Young & Rubicam USA, New York, named senior VP.

Robert Zapp, media director, Bloom Agency, New York, named senior VP, media director.

Linda Feitelison, director of television programming, Grey Advertising, New York, named VP.


Madelon Gryll, account supervisor, Needham, Harper & Steers, Chicago, elected VP.

Fred Wray, VP, director of media services, Foxie, Cone & Belding, Chicago, named VP, media director.

Richard Evans, president of own marketing consulting firm, New York, joins Doyle Dane Bernbach there as VP, management supervisor.

Appointments, newly formed national consumer and retail products, advertising group, Ed Libov & Associates, New York: Ira Gonzalez, senior VP, to managing supervisor; Don O'Leary, senior VP, to general manager of retail division; Tom Della Corte, associate media director, to VP, associate media director, responsible for media planning for group; William Yost, from McCann-Erickson, New York, to VP, account executive, based in Atlanta: Ed Maguire, from Woolco, New York, to account executive.

Greg Miller, from Foxie, Cone & Belding.
joins as creative director. Audrey Lind, media research supervisor, Cunningham & Walsh, Chicago, joins TL&K there as media research director.

Appointed managers, affiliate acquisitions for RKO ONE. RKO TWO and RKO Radioshow. RKO Radio Networks: Julie Spira, manager, affiliate services. RKO ONE and RKO Radioshow, New York, to newly opened West Coast office. Los Angeles; Barbara McMahon, manager, affiliate acquisition. RKO ONE and TWO, New York, to Eastern region there; and Debra Gould, manager, affiliate services. Radioshow. New York, to central region, remaining in New York.

Ed Hartnett, senior VP, Tanner Network. William B. Tanner Co., Memphis, named executive VP.

Thoren Shroock, sales management consultant to Times Mirror Broadcasting. New York, joins Cablevision, Woodbury, N.Y., as director of advertising sales.

Galen Greenwood, copywriter. Leo Burnett, Chicago, joins D'Arcy-MacManus & Masius, St. Louis, as writer.

Kerry Sheldon, from Turner Television Sales, New York, and James Cillo, from Corinthian Television Sales, New York. Join Blair Televisi on there as account executives. NBC/blue team.

ElliOTT Troshinsky, general sales manager, WDAF-TV Kansas City, Mo., named VP, television sales for parent Taft Broadcasting. Jim Conschafer, local sales manager at Taft's WKTV-Buffalo, N.Y. (sold to Corda Televisi on of Miami), joins WDAF-TV, succeeding Troshinsky.

John Gardner, national sales manager, WSB(TV) Hartford, Conn., joins KTXA(TV) Fort Worth as general sales manager.

Jock Fritz, sales manager, WKBD-TV Detroit, named general sales manager. succeeding George Kapel, who retires effective July 1.

Peter Rosella, VP, sales, KGW-N TV Denver, joins KRDO-TV Colorado Springs as general sales manager.

Ronda Korzon, senior account executive, WLAK(FM) Chicago, named general sales manager.

Thomas Kennedy III, general sales manager, WLZI AM Milwaukee, joins WRNLAM-WRXL(FM) Richmond, Va., in same capacity.

Tim Pohlman, account executive, WHIO-AM FM Dayton, Ohio, named national sales manager.

Diane Mignone, from Blair Televisi on, Minneapolis, joins WTIC-N TV Minneapolis-St. Paul as national sales manager.

Jeanne McCarthy, traffic director, KEZI-TV Eugene. Ore., joins KTVX(TV) Seattle in same capacity.

Elise Fleisher, sales trainee, Harrington. Rights & Parsons, New York, named account executive.

Chaz Scardino, account executive, KSIAAAM-KSNI-FM Santa Maria, Calif., joins KCOY-TV there in same capacity.

Barbara Ettrick, from Pikes Peak Broadcasting, Denver, joins KRTV(TV) Colorado Springs as account executive, Denver regional sales office.

Chris Lowe, from WAMO(AM) Pittsburgh, joins KOAK(AM) there as account executive.

Carolyn Beeker, sales assistant, WLOS-TV Asheville, N.C., named account executive.

Christy Collins, from KELA(AM) Tulsa, Okla., and Fred Braden, from KZL(AM) Tulsa, join KRMG(AM) there as account executives.

Programing

Susan Swimer, director of creative marketing, MGM/UA Television Distribution. New York, named VP, creative marketing.

Joseph Tirinato, senior VP, domestic sales. MGM/UA, New York, assumes additional responsibilities for MGM/UA's Canadian television distribution operations.

San Scribner, director of marketing. Glen Sound. Los Angeles, joins Group Visionary Productions there as VP, marketing.


Jerry Flavin, director, marketing information and analysis. Home Box Office, New York. hired as senior regional manager. South central region, based in Dallas.


Steven Greene, independent writer-producer. Los Angeles. Joins Warner Brothers Cartoons there as VP, general manager.


Steven Finch and Donald Meek. account executives. JPD Entertainment, television program producer. Los Angeles, named manager of network sales. JPD Television Network, program package for low- and full-powered television stations.

Lorna Ozman, assistant program director, WKBX(FM) Chicago, joins WOC(
FM) Des Moines as program director.

Dom Quinn, talk show host, WDBD(FM) Philadelphia, named program director. Stan May, talk show host, named program manager.

Bobby Rich, air personality, KDFA(AM) Los Angeles, named assistant program director.

Elizabeth Carothers, reporter. WTVN(TV) Columbus, Ohio, joins WLOS-TV Asheville, N.C., as host, PM Magazine.

Chip Carter, from WSAT-TV Savannah, Ga., joins WBRV-TV Knoxville, Tenn., as weekday sports anchor.

Dan Michaels, program director. WMET(FM) Chicago, joins WLUP(FM) there as air personality.

John Philpot, farm director, KAAAY(AM) Little Rock, Ark., joins Arkansas Radio Network there as farm broadcaster, agricultural news service.

Mike Lynch, sports director, WMRE(AM) Boca Raton, joins WCXY-TV there as sports anchor, reporter.

Danny Lyons, from WKRI(FM) New Haven, Conn., joins WTC-FM Hartford, Conn., as personality.

News and Public Affairs


Appointments, Satellite News Channel
Jeff Collins, anchor, KYW-AM Philadelphia, owns WILLIAM-WUSL(FM) there as news director.

Mark Hoffman and Steve Blue, from WNEW-TV Boston, join WLS-TV Chicago as news producers.

Appointments, local cable news operation, KSB-TV Atlanta: Larry Cohen, from Atlanta Newspapers, Atlanta, to broadcast operations supervisor; Jill Franco, from WSPA-TV Spartanburg, S.C., and Kathleen Walsh, from CNN Headline News, Atlanta, to anchors/producers; and Randall Penn, from WATL-TV Atlanta and Daniel Pransky, from Cable News Network, Atlanta, to directors.


Wayne Bieser, assistant editor, to newly created position of assistant editor, general assignment: Suzanne Mayer, writer, succeeds Bieser.

Roy Mosquera, weekend assignment editor and writer, KTVK(TV) St. Louis, to ENG technician and weekend assignment editor; Ann Curry, reporter, to anchor/reporter; Tim Storr, from KACTV(TV) Portland, Ore., to reporter, and Grant Shihara, ENG technician, to news photographer.

Toni Schutta, customer representative, Minnesota Twins professional baseball team, Minneapolis, joins KSTP-TV Minneapolis-St. Paul as public affairs coordinator.

Appointments, WIS-TV Columbia, S.C.: Pam Leonte, from South Carolina Film Office and Arts Commission, Columbia, S.C., to video editor; Stephen Yountz, from KTVQ(TV) Billings, Mont., to photographer-editor; Ted Creech, photographer, to “Carolina Traveler,” special features reporter, and Ann Davis, from KCTV(TV) Temple, Tex., to reporter.

Carlton Sherwood, from WNEW-TV Boston, joins WVDM-TV Washington as investigative reporter.

Thomas Paine, station manager of noncommercial WGTJ-FM Toledo and WGLE(FM) Lima, both Ohio, elected president of Ohio Public Radio Inc., which comprises 15 noncommercial radio stations and maintains state house news bureau that supplies satellite news reports to Ohio public radio stations.

Amy Brandl, reporter, WJXT-TV Louisville, Ky., joins WLX-TV Lexington, Ky., as anchor, Lesley James, anchor-reporter, KWTX-TV Waco, Tex., joins WLEX-TV in same capacity.

Jeffrey Vahanian, from National Video Theater, Los Angeles, joins KPOM-TV Fort Smith, Ark., as reporter.

Lex Reis, news editor, Mutual Broadcasting, Washington, joins Fisher Broadcasting there as reporter.

Winston Dean, from WTLV(TV) Jacksonville, Fla., joins WJXT(TV) there as there as weather anchor.

**Technology**

Lloyd Werner, senior VP, sales and affiliate relations, Group W Satellite Communications, Stamford, Conn., named senior VP, sales and marketing.

Jerry Gunnarson, business manager, video products, magnetic tape division, Ampex Corp., Redwood, Calif., named manager, special video products, Philip Ritti, senior product manager, three-quarter-inch videocassette. succeeds Ritti.

S. James Miller, senior staff attorney, Oak Industries, Rancho Bernardo, Calif., named VP.

Richard Lawrence, general manager, electronic division, Lenco-Jackson Mountain, Mo., joins Harris Corp., San Carlos, Calif., as director of marketing, broadcast microwave operations.

William Lipman, director of computer applications, Oak Communications, Rancho Bernardo, Calif., joins Texas Cable Corp., Phoenix, as systems software manager.

Paul Evans, executive secretary, LPTV Association, on special assignment to Bonneville International Corp., Salt Lake City, as assistant to President Arch Madsen, named to newly formed Telecast-5 operation, teletext service carried over Bonneville’s KSL-TV Salt Lake City.

John Chanin, VP, sports. Mutual Broadcasting System, New York, joins Meadowlands Communications, satellite communications firm, Hamburg, N.J., as senior VP.

Debra Robins, director of marketing, TeleSound, San Francisco, named VP, operations.

Steve Kahn, from video department, RCA Records, New York, joins Panavideo, videotape editing and production facility there, as general manager.

George Golebiowski, head of sales administration, Valtec, West Boylston, Mass., named data sales manager.

Ed Tonini, account executive, Louisville Productions, Louisville, Ky., video production facility, named sales manager. Stephanie
Promotion and PR

Leslie Lillien, independent public relations consultant, New York, joins Tribune Entertainment Co., Chicago, as director of creative services.

Glen Fitzgerald, manager, station advertising, NBC Entertainment, New York, named to newly created position of director, affiliate advertising, Los Angeles. Daniel Weiss, writer-producer, on-air promotion, NBC Entertainment, Los Angeles, named director, affiliate promotion.

Harvey Kahn, director of communications, United Teachers, Los Angeles, joins Disney Channel, Burbank, Calif., as director of publicity.

Bill Brobst, manager of media relations, Comsat, Washington, joins Southern Pacific Satellite Co., McLean, Va., as manager of public relations.


Ted Albert, unit publicist, ICPR Public Relations, New York, named VP, motion pictures and television.

Linda Gillam, assistant public affairs director, KARK-TV Little Rock, Ark., joins KLRT-TV there as community/public affairs director.

Della Kelly, from KBKMAM Tulsa, Okla., joins KWNFM there as promotion director.

Peter Moraga, from Rockwell International, Downey, Calif., joins KNBC-TV Los Angeles as manager of community relations.

Susan Harmon, advertising and promotion assistant, WSPA-TV Spartanburg, S.C., joins WLKY-TV Louisville, Ky., as advertising and promotion manager.


John Rogers, director of client services, KMPC(AM) Los Angeles, assumes additional responsibilities as director of advertising and promotion.

Carry Goldberg, advertising and promotion coordinator, WPLR(AM) New Haven, Conn., joins WKTI(AM) New York as promotion director.

Larry Bower, continuity director, WKJG-TV Fort Wayne, Ind., named director of promotion and operations.

Lisa Rowan, from Smith-Patterson Advertising, Boston, joins WBB-TV there as programing publicist.

Lyndy Spero, advertising and promotion manager, WILA-TV Washington, joins WTTG(TV) there as creative services director.

Nancy Burger, advertising director, Prosound Music Centers, Denver, joins KPKE(AM) there in newly created position of promotion coordinator.

Patrick Pharris, from KWOD(AM) Sacramento, Calif., joins Impact, promotion division of Foot, Cone & Belding, San Francisco, as assistant account executive.

Jocelyn Clark, from American Hospital Association, Chicago, joins WXRT(AM) there as promotion director.

Laurel Lambert, from KCCE-TV Huntington Beach, Calif., joins noncommercial KCE(TV) Los Angeles as publicist.

Shirley Haner, freelance public relations coordinator, joins WEDW(TV) Bridgeport, Conn., as public information manager.

Allied Fields

Robert Allen, attorney, Broadcast Bureau, FCC, Washington, joins Daly, Joyce & Borbsi, law firm there as associate, specializing in communications law.

Beverly Land, VP, corporate development, Storer Cable, Miami, resigns to form own cable consulting firm, Beverly Land Inc. there.

Richard Baxter, independent consultant associated with Schiff-Jones Ltd., New York, joins Schiff-Jones as director of marketing services.

David Jatlow, partner, Fleishman & Walsh, Washington, joins Prokauer Rose Goetz & Mendelsohn there as partner, specializing in communications and telecommunications law.

Bonnieville and John Patton: making beautiful music

As of November, after less than two years with the company, John Patton was elevated to chairman and chief executive officer of Bonnieville Broadcasting System, one of the nation’s largest syndicators of beautiful music programming—or easy listening, as the company prefers to call it. The move should come as no surprise to those familiar with Patton’s accomplishments in his short tenure there. As vice president and general manager, he established the first satellite delivery of Bonnieville’s format, through a joint venture with the Satellite Music Network, in the summer of 1981, and a year later negotiated the purchase of one of Bonnieville’s major competitors—the Chicago-based Darrel Peters FM-100 Plan—for $5.6 million in August 1982—effectively doubling Bonnieville’s client base.

Pathon’s credentials for the post, acquired ver the past 22 years, include experience in audience measurement, consulting and on-air and station management.

Patton’s interest in broadcasting began when he was still in college. As president of campus political club at Indiana State University, Terre Haute, Patton accompanied the late treasurer to the WBOI(AM) Terre Haute for fund raising drive, and was “fascinated” with the operation of the station. “It was then that I decided on a career in radio,” he recalls.

Patton followed through on that decision. He left college at 19, and began working as an announcer for WVMCA(AM) Mount Carmel, Ill. After two years, he returned to Terre Haute and a brief stint as morning personality on WTHI(AM) there, before joining WBOI(AM) as program director. Announcing positions and programing and management stools followed in rapid succession, including program director posts at WASH-FM Washington and WRC(AM) Cincinnati. Bill McKibben, general manager of WBEN(AM) Buffalo, N.Y., during Patton’s tenure there, says, “He’s one who was always able to stay ‘far head’ of trends.

After striking out on his own, as a consultant from 1975 to 1977, Patton joined RAM research, San Diego, as vice president, marketing. Within two years, he was named resident, and helped that radio rating firm mount a challenge to Arbitron’s dominance of the radio audience measurement field during the late 1970’s. It did not, however, attract enough financial support, and was sold in July 1980.

Meanwhile, Bonnieville International Corp. was looking for someone to steer its syndication subsidiary into the satellite era of the 1980’s. Patton was their man. He came across as “energetic” and “a forward thinker,” not afraid to explore new trails, says Arch Madsen, president of Bonnieville International.

In January of 1981, Patton joined Bonnieville Broadcast Consultants as vice president and general manager. In December that year, he changed the name of the company to Bonnieville Broadcasting System, to reflect the company’s new direction toward program production and satellite delivery.

But Bonnieville’s initial six-month marketing goal—to convert all existing client stations to satellite delivery—had to be modified when it met with station resistance. “Our clients wanted to be convinced of the advantages to satellite technology,” Patton says. The company re-thought its strategy, and decided to continue to produce tapes, in addition to satellite delivery, as long as there was a demand for them. The purchase of Darrel Peters FM-100 Plan and its Chicago facilities helped to make the continued tape duplication “cost effective,” Patton says.

Today, Bonnieville boasts a client list of 148 stations receiving one of three different beautiful music formats: either match-flow or random select tapes, in addition to a more contemporary satellite-delivered easy listening format. To date, 28 stations are receiving Bonnieville programming via RCA’s Satcom III-R, with another 36 clients having signed commitments to do so. What makes the satellite-delivered format unique, according to Patton, is that it is programmed with carts rather than reels, allowing for completely random song selection. And, through satellite technology, Patton feels he has equipped Bonnieville for the way he envisions all stations will be programmed in the future—a computerized operation with songs digitally recorded, delivered by satellite and with encoded instructions on when and how often to play each selection.

Patton is “cautiously optimistic” about the immediate future of beautiful music stations in general, following a fall Arbitron report of stronger showings by those stations after a year of sagging ratings. Patton predicts a good spring Arbitron book for those stations serving the contemporary “individual selection” satellite format, which he says has found broad appeal.

Bonnieville also is testing the waters on an even more contemporary beautiful music format via Viacon’s WLAK-FM Chicago. The new format contains almost 60% vocal selections (instead of the standard 20% average). The test, Patton says, is to see just how contemporary “beautiful music can be and still be successful.”

What happened to beautiful music in the early 1980’s to cause the listenership decline? Patton thinks the problem was mainly that the format needed an injection of newer, more familiar music to attract younger listeners. The same songs had been part of a typical beautiful music format’s repertoire for the past 10 years, he added. Bonnieville’s response mirrors Patton’s philosophy: “Record your own music.” In April, Patton followed the American Pop Music index to record the format. The record industry has “dried up” he says, as a source of material.

When Patton started college in 1960, he wanted eventually to teach music and become a band leader. Twenty-three years later, music remains an integral part of his life, and he is indeed involved in a band—the FM primarily—as a leader in radio programming syndication.
announced In June broadcast)

Broadcast Music Inc. filed suit Friday against NBC charging its five O&O stations had infringed BMI copyrights by playing BMI music in local programming without license. Suit seeks minimum of $400,000-$50,000 for each of eight works named in suit—plus injunction against future infringements. BMI officials said O&O music licenses expired end of last year but were extended by agreement so that negotiations could proceed. But "nothing happened," one official said, and NBC was put on notice it would risk infringement suits if stations used BMI music in nonnetwork broadcasts after April 30. NBC representatives said Friday afternoon (June 3) that they had not seen suit and would not comment until they do. Suit was filed in U.S. District Court in New York. BMI meanwhile is in different court with CBS, which sued to prevent BMI from terminating CBS O&O TV licenses (broadcasting, May 23); that suit awaits court decision. ABC and BMI reached O&O agreement earlier. So now has ASCAP with ABC, CBS and NBC for all their O&O's.

In what could prove major breakthrough. CBS International (CBI) announced last week it had closed agreement with China Central Television network for weekly carriage of advertiser-supported CBSprogramming. Agreement, according to CBI director of communications, Joseph Di Certo, marks first time People's Republic of China's government-controlled TV system has purchased American programming for airing on regular basis. Starting in October. CCTV will begin airing hour of CBS programming—mostly sports, informational and cultural programming—on Fridays from 9 p.m. every other Sunday, another half-hour of CBS fare will follow CCTV's English language lessons, one of most popular Chinese programs. CBI will provide total of 64 hours of programing per year, one-year agreement, and it will sell all five minute advertising to be included in each of those hours.

Metromedia Producers Corp., D.L. Taffner Ltd. and Lexington Broadcast Services announced Friday (June 3) that they will be back to syndicating original and rerun episodes of Too Close For Comfort which ABC dumped for next season. Bob Bennett, president Metromedia Broadcasting Productions, said venture was "just beginning" of ad-hoc network programing that will appear regular basis. Arrangement includes 22 new episodes and 62 reruns for package of 85 shows that also can be syndicated on a bar for 1984. Bennett said Too Close For Comfort will run on Metromedia stations including ABC affiliate WKBV-TV Boston where it could run in prime or access periods. Don Taffner, president D.L. Taffner, said keen interest has already been expressed state-wide on representing 40% of coverage area and Bennett adds it foresees easy 70% clearance level. Bennett described Metromedia's financial involvement in production of new episodes "as substantial."

FM share of national radio listening audience has climbed to 68% according to just released spring 1983 RADAR 27, Vol. 1, report by Reuterfield, N.J.-based Statistical Research Inc, which listens to 15 networks which jointly sponsor service, reaches 80% of persons 12 years of age or older, translating 150 million people nationwide. Eighty percent figure reflects 40% of new network sponsors. National Black Network (NBN), CBS's Radio and ABC's Direction and Rock networks.

Turf fight over international telecommunications matters may not restricted to State and Commerce Departments (page 40). Senate Foreign Relations Committee feels its turf has been invaded by Senate Commerce Committee in bill (S.999) it is considering. Critically, say Foreign Relations Committee people, bill's sector calling for special representative in White House to play lead in coordinating international telecommunications policy raises issues that are within their area of responsibility. Accordingly, committee this week will ask Commerce Committee for referral its bill.

Four Star Inc., of Northridge Calif., announced Friday it has agreed in principle to acquire Gold Key Entertainment, subsidiary of Te nicolor Inc. Eight-million-dollar agreement involves $35 million cash, 240,000 shares of Four Star stock and warrants for additional 50,000 shares. Four Star has been busy expanding (see page 1) and acquisition of Gold Key would add to its syndication inventory of several TV series, including Kratt Superstars, and several black dramatic theatrical films. Acquisition is subject to board approval both companies.

National Association of Broadcasters is planning 21-city video conference on opportunities regarding stations' subcarrier channels this July 20 Association, which is billing even as broadcast industry first, has leased four hours of satellite time from Int Net Communications Inc, video teleconferencing satellite network of Holiday Inn, whose chain of local hotels will serve host. Teleconference will originate from yet-to-be-named site in Washington. NAB expects nationwide attendance to number 2,000. Cost for NAB members is $90; nonmembers, $150.

Arbitron introduced metered TV rating service in Washington market last Wednesday (June 1), provoking immediate complaint for NBC-owned WRC-TV that its sample was much too small and...
B eing at FCC last week, Los Angeles County Sheriff's Depart-
ment urged United States to propose flexible use of 12.2-12.7 ghz
at Region II Administrative Radio Conference for direct
cast satellites this month. According to Sheriff's Depart-
ment, no action should be taken to preclude any participating
armament from re-examining need to implement DBS service,
er in whole or in part, that would prohibit it from using 12.2-
ghz band as it sees fit. Sheriff said plans of United Satellite
communications Inc., Satellite Television Corp. and Inter-Ameri-
can Satellite Television to offer direct-to-home satellite broadcast-
ion K-band satellites raised "fundamental" question of need to
rate entire 12.2-12.7 ghz band to DBS. "If DBS services . . ,
can provided via excess fixed service transponder capacity, this
as a very basic question as to the need for the allocation of so
a block of additional spectrum," it said. "This is particularly
case if this allocation is at the expense of existing terrestrial
users, such as the department, who use the same spectrum for
public safety communication needs."

ocratic National Committee officials say they are pleased with
its of fundraising telethon broadcast over NBC on weekend of
28-29. During week, estimates fluctuated, and hard figures
not available even by Friday. But on that day, Anne Lewis,
's political director, said $150,000 "good calls" were received
ing $15 million. If 75% of that is actually contributed, at 2
sobs, it will garner more than $11 million, about twice cost of
ating telethon. "Good calls" was reference to what DNC says
for effort of Republican National Committee and Moral
ority to jam phone lines with calls supporting President Rea-
. At one time, DNC spokesman Bob Neuman said, there would
calls for every legitimate one. Neuman said DNC is consid-
g suit for damages against RNC and Moral Majority. But DNC
ials on Friday were busier listed benefits of telethon than
case. Lewis said telethon, conducted by Russ Reid Co., of
a, Calif., specialists in electronic fundraising, also gener-
el number of pledges—made by 40% of those who called—that
be paid off on monthly basis. And Lewis said that, as result of
th, DNC's list of more than 250,000 contributors has been
ed by 50%. Nor is that all. Telethon produced 10-12 hours of
ated material which can be edited into smaller pieces for
aising use in specific markets in months ahead.

sident Reagan has nominated five people to membership on
ord for International Broadcasting which oversees operations of
Free Europe and Radio Liberty. One is Arch Madsen, presi-
t of Bonneville International Corp., who had been member of
CFL board, which was dissolved last year under legislation
ating that board and expanding BIB board from five to nine
bers. Other nominees announced by White House are Lane
, president of AFL-CIO, Malcolm Forbes Jr., president of
 on Friday were busier listing benefits of telethon than
case. Lewis said telethon, conducted by Russ Reid Co., of
a, Calif., specialists in electronic fundraising, also gener-
el number of pledges—made by 40% of those who called—that
be paid off on monthly basis. And Lewis said that, as result of
th, DNC's list of more than 250,000 contributors has been
ed by 50%. Nor is that all. Telethon produced 10-12 hours of
ated material which can be edited into smaller pieces for
aising use in specific markets in months ahead.

inal television representation business, which has suffered
ack in number of firms in recent years, is adding new com-
ry to its ranks. National Independent Specialists is being formed
arate division of Adam Young to represent only independents.
message; "Print and Electronic Media: The Case for First Amendment Par
"If spectrum scarcity ever existed," it concludes, "it certainly
does not" today. In fact, particularly when compared to the
declining number of print media outlets, today there exists an
increasing abundance of electronic media."

The report was prepared at request of Senator Robert
Packwood (R-Ore.), chairman of the Senate Commerce Com-
mittee, in connection with his plan—now shelved—to propose a
constitutional amendment that would afford electronic jour-
alsists the same degree of freedom as the First Amendment
ow provides print journalists. The report was forwarded to
Packwood in February, and released by him early in May. How-
ever, it received no attention until NTIA announced the report's
availability last week.

The report, dotted with charts and graphs to illustrate the
points made, notes that since 1946, the electronic media have
put all the print media in number of outlets. By 1980 it said
residents of 60% of all U.S. communities had access to eight or
more broadcast television channels. But in the same year, it
added, residents of only 2.5% of American cities were served by
two or more competing daily newspapers.

The report notes that more than 9,150 radio and 1,050 televi-
sion stations are now on the air, while fewer than 1,800 daily
newspapers are being published.

The figures assembled "clearly demonstrate that radio and
television stations are not scarce, particularly when compared to
newspapers," the report says. Indeed, it continues, "the range of
usable frequencies has risen from 1 mhz in 1912 to more than
40,000 mhz now."

And, it says, the current decade promises "an exponential
arch of electronic media outlets." By the end of the decade,
the report adds, "the total number of electronic media outlets
available in most American communities will more than double.
During the same period, little growth is foreseen in the number
of print media outlets generally available." Accordingly, the
report says, "it is difficult to rationalize the continuation of
government content regulations based on the notion of scarcity of
available electronic outlets."

Thus, the report suggests, the rationale for broadcast regu-
lation requires a hard new look.
Time to say no

The Senate and House Foreign Relations Committees are scheduled this week to mark up a bill creating a Radio Marti of somewhat different character from the Radio Marti that died before birth in the 97th Congress. The new Radio Marti is not different enough to deserve a better fate than that suffered by the first one.

The old Marti bill would have left it to the administration to choose an AM frequency for Radio Marti, including the administration's then preference, 1040 kHz, which is also occupied by WHAM) Des Moines, Iowa. In the reasonable fear that retaliatory Cuban jamming would wreck its signal, who has managed to muster enough political influence to escape from the present bill, which would authorize the use of AM frequencies above or below the occupied AM band, the leasing of time on willing commercial or noncommercial stations or the use of 1180 kHz, where a Voice of America station in Marathon Key, Fla., operates fitfully now.

Nobody has lately mentioned that 1180 kHz is also the home of WHAM(AM) Rochester, N.Y., which is certain to suffer the same fate that WHO foresaw if a Radio Marti starts using 1180 kHz to broadcast accurate Cuban news to a Cuban public that Fidel Castro doesn't want it to hear. WHAM is the last remnant of a diversion of several U.S. clear channels to governmental use during the Cuban missile crisis of 1962. The licensee, Rust Communications Group, tried unsuccessfully to recapture the sole use of its frequency after others had been returned to private hands, but the Voice of America has continued to operate on 1180 kHz.

Perhaps it says something about Voice of America programming that the station on Marathon Key has been all but free of Cuban interference. In the absence of effective jamming, WHAM finally gave up its appeals for return of exclusivity on 1180. Its concerns have been reassured by the new legislation.

If only WHAM were threatened by the Radio Marti venture, perhaps the government could justify its aims, assuming also that it had proved a significant need for a Radio Marti, as it has not. But many other AM stations are already suffering Cuban interference that may be as much caused by ineptitude as by deliberation. As reported in Broadcasting's issue of May 2, there are signs of Cuban willingness to negotiate a halt to the current interference—but not if the U.S. proceeds with its Radio Marti plans.

The Foreign Relations Committees can save the taxpayers $10 million this year and improve AM service to the American audience if, instead of marking up a Marti bill, they mark it off.

Top secret

In his dissent to the FCC's opening of the FM spectrum to hundreds of new stations or more (Broadcasting, May 30), Commissioner James H. Quello called attention to a basic defect in the process that led up to the 4-to-1 vote. The staff engineering analysis that underpinned the decision was never submitted to the scrutiny of outsiders. Nobody except the staff and commissioners knows whether the technical advice was good or bad, and indeed there is at least some doubt that most possessors of the staff analysis are qualified to make that judgment.

Whatever the quality of the staff advice, the commission majority took it in preference to engineering studies and analyses by such professionals as Jules Cohen and the A.D. Ring firm, which predicted a net loss of service to the public through increased interference in a proliferation of FM stations on anything like the scale the FCC has posited. To be sure, the outside studies were financed by industry, but nobody has ever accused Cohen or the Ring firm of shoddy engineering. Only when stations begin to go on the air in quantity will it be known whether the staff or Cohen and Ring were right. By then, it may be relevant to note, most incumbent members of the FCC will probably be elsewhere.

This procedure is of a piece with others that have led to the expansion or opening of markets in hasty response to the currently fashionable desire to stir up every marketplace. However admirable the encouragement of competition may be in the American economic system, it cannot proceed in broadcasting until the technical questions of interference have been satisfactorily resolved. Ignoring that basic condition can lead to the degradation instead of enhancement of the marketplace.

It passed almost unnoticed at the time, but in a session at the National Association of Broadcasters convention last April it was revealed that the FCC staff had completed its engineering study of the modification of FM rules. Afterward Erwin G. Krasnow, NAB senior vice president and general counsel, wrote a formal request to Larry Harris, chief of the FCC's Mass Media Bureau, for a review of the staff data by the Advisory Committee on Radio Broadcasting. That committee, containing industry representatives, was formed by the FCC to advise the FCC on allocation and assignment of AM and FM frequencies.

The request was rejected.

A month later, the matter was put to the conclusive vote.

There are television broadcasters who have looked with dismay at the engineering aspects of the FM decision. Following is FCC action on proposals to drop, oh, maybe 140, VHF stations into the television allocation plan. Broadcasting organizations, especially the Association of Maximum Service Telecasters, have submitted computer runs stretching farther than a channel 2 signal can reach to prove that destructive interference would result. It will be interesting to note whether the FCC staff reaches other conclusions and, if so, whether those conclusions are submitted to outside review before the commission acts.

"The public is ill served, in my view," wrote Quello in his FM dissent, "when our decisions are based upon technical studies which are not made available for comment in a timely manner. 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." Amen.

"I really don't care how well that works for PBS; we're not doing it around here."

Drawn for Broadcasting by Jack Schmidt
Night after night, the van moved slowly through the streets, taking pictures of every home. But far from being an ominous event, it was a van from the Kalamazoo Nature Center Energy Office taking infra-red scans to reveal to homeowners areas where energy was being wasted.

The program, Vanscan Fever, was an ambitious one, requiring many trained volunteers to interpret the scans and suggest solutions to the costly problems. But WKZO-TV believed it was important. So the station began publicizing the project and inviting citizens to share their time. The response was overwhelming. And when the program was completed, the Energy Office cited WKZO-TV for its role in the tremendous success of Vanscan Fever.

Making viewers aware of opportunities to be of service to their neighbors is all part of the Fetzer tradition of total community involvement.
This is a sophisticated Ward-Beck audio system for the Post Production Control Room at Group W's, KPIX, San Francisco, is the third of a series operating at their new station facilities.

Using top of the line Ward-Beck Series 460 modular components, its features include an integral routing switcher with alpha-numeric dot-matrix displays to indicate the status of the 48-input/24-output configuration.

This particular unit is employed on program post-production for Group W's highly successful, nationally syndicated PM Magazine.

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