Quick

What name do you think of when you think of cable?
Where would you rather be?

Aboard THE LOVE BOAT or left in its wake?

September '83

THE LOVE BOAT sails.

The choice is yours.

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 Tall Company
Increase your share. Start using our call letters.

HNW&H are the radio industry’s hottest new call letters because we help our stations increase their market share and their revenues. We do this in two unique ways: Our people are trained to price each station demographically, so our stations can command maximum rates. And being sensitive to the demand on our stations’ inventory, we can use our unwired network to sell their lower demand availabilities.

If your share isn’t growing, it’s time to start using our call letters. Let us show you why HNW&H is the most exciting new rep force in the business.
NCTA's stars shine in Houston  □  Focus on Warner Amex  □  'Summer of discontent' for the NAB boards  □  Radio Marti musters steam with committee approval

MARKETING CHALLENGE  □  Cable industry meets in Houston with regulatory eye on Washington where Senate is to vote on S.66 and operational eye on how to gain subscribers and make large franchises profitable. PAGE 35.

SUMMER HOT SEAT  □  NAB board meets in Washington with bevy of problems, including deregulation situation, fallout from TV trends study and formation of group owner caucus. PAGE 37.

COME TOGETHER  □  Group owners, dissati sfied with their voice in Washington, form caucus to represent them in capital. PAGE 39.

EXHIBITOR DISCONTENT  □  NATPE International takes steps to stem dissent caused by shortening of 1984 convention by one day, and moves to complete shift to exhibit hall format. PAGE 40.

MARTI VICTORIES  □  House and Senate Committees pass administration bill, over vigorous objections of NAB, authorizing AM radio station to broadcast to Cuba. Full House and Senate passage uncertain. PAGE 42.

NCTA TWO-STEP  □  Qube technology will be big feature in NCTA's opening session kicking off its Houston convention. PAGE 66. The latest stats on the top 50 MSOs appear on PAGE 68. The agenda begins on PAGE 70. An exhibitor's rundown starts on PAGE 76.

RATHER VINDICATION  □  Los Angeles jury clears CBS in slander suit brought by doctor. PAGE 97.

Sauter tells press club that credibility of CBS News remains high. PAGE 99.

BATES REVIEW  □  Advertising agency examines fall lineups and forecasts successes and failures. PAGE 100.

QUANTIFICATION HOMEWORK  □  Wirth asks for surveys from FCC and NAB on program categories, including fare aimed at children and minorities. He's told its major job. PAGE 104.

RIVERA'S EXCEPTION  □  FCC commissioner says agency should have addressed media diversity in MDS ownership decision. PAGE 105.


BATTLE LINES  □  Telephone-cable crossownership and cable "birthright" bill (S.66) among divisive issues in heated communications conflict. PAGE 109.

MSO PORTRAIT  □  Warner Amex has its hands in numerous areas in cable: franchising, system operation and programming. New chief Drew Lewis is confident that despite present losses, company is on right track and will turn a profit. PAGE 114.

INNOVATIVE IMPROVER  □  During his tenure as FCBA president, Herb Forrest has exposed his colleagues to new technologies while continuing to improve the standards and procedures under which they practice, all of which has brought him the respect of his peers. PAGE 143.

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THE ALL-TIME CLASSIC
THAT CREATED TV HISTORY
IS RUNNING AGAIN!
120 Hours
Starring
DAVID JANSSEN

THE FUGITIVE

A DIVISION OF WORLDVISION ENTERPRISES
660 Madison Ave., New York, N.Y. 10022 • (212) 832-9465
Wilshire Blvd., Beverly Hills, CA 90212 • (213) 273-273-
New starter

Interest in FCC's vacancy is picking up. Latest name to be "mentioned" for post is that of Merrie Spaeth, director of public affairs for Federal Trade Commission. Spaeth, who is 35, has background that includes broadcasting and print journalism—she broke in with Philadelphia Inquirer in 1969 and was producer for ABC's 20/20 in New York before arriving in Washington in 1980 to serve as White House fellow. She received BA from Smith, where she graduated with honors in 1970, and MBA with honors from Columbia University in 1980. Spaeth is said to have support of Elizabeth Dole, secretary of health and human services.

Another name that keeps bobbing to surface is that of Kern Small, director of media relations and planning for White House. She insists she is not interested. Small, who also comes from broadcast journalism, is understood to feel FCC is not direction she should take.

Early fall

Upfront buying season is showing signs of getting under way at three television broadcasting networks. Ralston Purina, traditionally first advertiser to make annual purchase, has entered negotiations with all three networks and is expected to make first commitment this week. Other advertisers that have asked for proposals from networks, but are farther from negotiations, include Atari, Helene Curtis, General Foods, Chesebrough-Pond's and Miles Laboratories.

Although NBC is said to be trying to nudge market into early start this year, insider at competing network predicts buying won't begin in earnest until shortly after July 4 holiday.

Sports launch

Group W Satellite Communications was to announce details of its long-awaited pay sports service Sunday (June 12) at end of first day of National Cable Television Association convention in Houston. The Sports Network will be cooperative of regional pay sports networks, including Pro Am Sports Systems (Detroit), Wisconsin All-Sports Network (Milwaukee) and Sportsvision (Chicago) and perhaps two or three others.

Using four GWSC transponders on Galaxy 1, Hughes Communications' satellite, set for launch later this month, and drawing from various games on regional networks, TSN will provide cable affiliates and subscribers with sports package tailored to their particular region. TSN also plans to complement games with "non-event" programming described by one source as video Sports Illustrated.

Restless natives

Among some influential members of National Association of Broadcasters there's mounting dissatisfaction with staff. Members are complaining about what they call "old guard" at association and are suggesting that NAB President Edward Fritts rid association of "reactionaries." Staff is getting low marks from communications community in general. In light of formation of caucus of station group owners (see page 39) and other outside strains, Fritts may be pushed into cleaning house.

Summer itch?

Speculation at FCC is that Larry Harris, Mass Media Bureau chief, will be departing for private sector before end of summer. Harris was quoted as saying he had committed himself to serve "at least" two-year term when he stepped in as chief at beginning of 1982 (BROADCASTING, Jan. 11, 1982). But in wake of resignation of Gary Epstein, Common Carrier Bureau chief (see "In Brief"), Harris told BROADCASTING that he had committed himself only to "maximum" of two years. He added, however, that he hadn't "focused" on moving on.

Special cases

Network-owned TV stations are virtually only ones in U.S. not in all-industry group that won federal district court victory against ASCAP and BMI blanket music licenses, but they're getting rub-off benefit anyway. Under district court's order, other stations are paying ASCAP and BMI at 1980 levels (about 25% less than they paid in 1982) pending outcome of ASCAP/BMI appeals (BROADCASTING, Jan. 10). ABC, CBS and NBC asked ASCAP for same deal for O&O's but ASCAP said no thanks. With help of another court, however, they've reached compromise: O&O's will pay at 1980 levels but will put difference between 1980 and 1983 levels into escrow until appeals in other case are decided.

Networks' 1983 ASCAP payments for their 15 O&O's are believed to total $9 million to $10 million, including estimated $2.5 million going into escrow. Escrow money will go to ASCAP if ASCAP/BMI win their appeals in other case; to networks if they lose. If appeals decision is mixed bag, judge will decide how escrow funds are to be divvied up.

June and January

June election timing of National Association of Broadcasters for radio and television board chairmen and vice chairmen is arousing concern among new board members, who take office at same time. Some are reluctant to vote during their first meeting this week (June 13-17) and feel forced to make what one called "uninformed choices." New radio board member, Dick Rakovan, senior vice president of radio group, Outlet Co., plans to suggest moving elections to January board meeting.

High flying opera

Texaco Inc., sponsor of Metropolitan Opera radio broadcasts for past 43 years, may soon finance receive-only satellite antennas for stations in its Metropolitan Opera Radio Network that do not already receive signal off Westar IV. Over 300 stations that carry weekly broadcasts each season from December to April are responding to questionnaire sent out by Texaco and Metropolitan Opera to gauge station interest in direct satellite delivery. Major reason for satellite switch: escalating cost of telephone line transmissions. Met officials also say that satellite broadcasts will give all stations, most of which are noncommercial, stereo reception capability.

Global thinkers

U.S. Information Agency officials met last week with FCC Chairman Mark S. Fowler and chairman of U.S. delegations to recent and upcoming International Telecommunication Union conferences on question of what position USIA should take on international telecommunications bill (S. 999) now being considered by Senate Communications Subcommittee. One source said nothing was decided, but others say Charles Z. Wick, USIA director, indicated he favors bill, which would establish special representative in White House to play lead role for administration in international telecommunications policy.

Broadcasting Jun 13 1983
Cabletix

Like to attend a Denver Nuggets basketball game but worried that all the good seats have been sold or are priced too high? Ditto an event at the Denver Central City Opera, the Denver Center for the Performing Arts, Robert Garner/Center attractions, the Greeley Stampede or Denver University? For those who don’t want to stand in line to find out what’s available and for how much, Cabletix on channel 14 of United Cable of Colorado’s system serving the Denver suburbs may be the answer.

Cabletix, developed by HITECH Enterprises of Greenwich, Conn., allows the subscriber to dial up seating layouts for individual concerts, theater performances and sporting events. Computer-generated diagrams, with color coding, will indicate seat availability and prices. Viewers can order by dialing a toll-free number. If time permits, tickets will be mailed; if not, they can be picked up at the box office. Along with the seating information there will be time for local and national advertising.

Frank Scarpa, president of HITECH, said United Cable’s Denver system will be the first in the country to offer Cabletix but that he has plans for adding Philadelphia, New York, Boston, Chicago and, eventually, other cities nationwide. In Denver it will be a basic service and is due to start in mid-June.

Growing finances

Financial News Network, serving both cable systems and TV stations, is expanding its program schedule from seven hours a day to 12—and has its eye on 24, and on international distribution as well. But first things first, says FNN President Norman W. Potter, and the present priority is to expand the current 10 a.m.-to-5 p.m. (NYT) schedule to one that runs from 7 a.m. to 7 p.m., giving viewers a chance to tune in before and after work.

That expansion (effective July 18), Potter says, will make FNN a “new” network, less because of the extra program time than because the service will be “more complete,” providing “timely information from up-to-the-minute market news to analysis of issues and trends by leading economists and business observers.” Ten of the 12 hours will be live, he said, and the schedule will extend from FNN Morning Line through FNN Final.

Among the new segments will be The Market Today at 9-10 a.m., It’s Your Money, a consumer-oriented call-in program, at 4-6 p.m. (repeated the next day at 6-9 a.m.), and FNN Fast, a one-hour wrap up at 5 p.m., which will be repeated at 6:30 p.m. Marketwatch, running from 10 a.m. to 4 p.m., is being restructured and expanded to provide “play-by-play” coverage of the financial world, accompanied by a continuously running stock market ticker tape with listed companies alphabetized and, if the technical details can be worked out, identified by name rather than by symbol.

Potter says FNN, which commenced operation in November 1981, is currently carried on more than 500 cable systems, including systems in 19 of the top 20 markets, and 17 UHF broadcast stations. He puts the network’s current potential at close to 27 million homes—almost 20.6 million via broadcast and 6.3 million via cable. He says it’s being pitched to advertisers as a cable network, with the broadcast audience as a bonus.

He also said he’s interested in going to 24-hour-a-day service and getting into international distribution as well but that getting the 12-hour day established comes first. He says he has a target for expanding to 24 hours, however: “early 1984.”

Overbuild suit

Bexar County Cablevision has filed a $10-million antitrust suit against the Canadian-owned UA Columbia of Texas Inc. Bexar County Cablevision says UA Columbia is guilty of antitrust monopolistic and unfair practices, in violation of the Sherman Anti-trust Act. The purpose of the “predatory practices,” according to Charles Lowe, vice chairman and general manager, is “to drive us out of business.”

Bexar County Cablevision, in the suit filed in U.S. District Court of San Antonio, Texas, says UA Columbia, which has a franchise to provide cable television service within the San Antonio city limits, has chosen to “overbuild” in areas of Bexar county outside San Antonio, where Bexar County Cablevision is operating, for the purpose of eliminating it as a competitor. Texas counties are not authorized to grant franchises to cable systems.

The suit alleges that UA Columbia began its “overbuilding” after Bexar County Cablevision ignored a warning from UA Columbia to limit operations to four specific subdivisions then being served. Otherwise, the suit alleges, UA Columbia executive said the company would use its resources to “squash
$3,500,000 Senior Secured Debt
XLE OHIO, INC.
Columbus, Ohio

The undersigned represented the borrower in this transaction. This notice appears as a matter of record only.

COMMUNICATIONS
EQUITY
ASSOCIATES
851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8644

SOLD
CONESTOGA CABLEVISION, INC.
Serving Owasso, Coweta and Carlota, Oklahoma

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.

COMMUNICATIONS
EQUITY
ASSOCIATES
851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8644

$1,000,000 Senior Secured Debt
OLDHAM COUNTY CABLE TELEVISION COMPANY, INC.
Serving LaGrange, Crestwood, Orchard Grass Acres and Oldham County, Kentucky

The undersigned represented the borrower in this transaction. This notice appears as a matter of record only.

COMMUNICATIONS
EQUITY
ASSOCIATES
851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8644

February, 1983
SOLD
OUTER BANKS CABLEVISION, INC.
Dare County, N.C.

The undersigned represented the buyer in this transaction. This notice appears as a matter of record only.

COMMUNICATIONS
EQUITY
ASSOCIATES
851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8644

SOLD
PLEASUREVISION, INC.
PLEASUREVISION OF HERNANDO, INC.
Sumter County, Hernando County, Bushnell, Coleman and Brooksville, Florida

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.

COMMUNICATIONS
EQUITY
ASSOCIATES
851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8644

SOLD
TENNESSEE VALLEY CABLE, INC.
Serving Lutayme, Red Bolling Springs, Water town and Westmoreland, Tennessee

CUMBERLAND CABLE, INC.
Serving Cannon County, Cordova, Mt. Juliet, West Wilson County and Woodbury, Tennessee

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.

COMMUNICATIONS
EQUITY
ASSOCIATES
851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8644

April, 1983
SOLD
PCNH, LTD.
Serving Hampton, Stratham and Greenland, New Hampshire

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.

COMMUNICATIONS
EQUITY
ASSOCIATES
851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8644

SOLD
GROUP 5 CABLE.
Serving Endicott, Ocean City, Ventnor, Vineland and surrounding areas, New Jersey and Monticello, West Virginia.

Serving over 40,000 basic subscribers.

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.

COMMUNICATIONS
EQUITY
ASSOCIATES
851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8644

SOLD
MEMPHIS CATV, INC.
Memphis, Missouri

A subsidiary of Omni Cable TV Corp.

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.

COMMUNICATIONS
EQUITY
ASSOCIATES
851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8644

See us at NCTA Convention, Booth 2311
you like a bug?

Bexar County Cablevision contends that
UA Columbia wants to eliminate competi-
tion in areas where it plans to expand, even
though, it contends, UA Columbia is not
providing adequate service where it is al-
ready operating. Bexar County Cablevision
also alleged that UA Columbia wants to
eliminate the possibility of competition
when its franchise to serve San Antonio
comes up for renewal.

The suit alleges that because of its size
and the lack of competition in San Antonio,
UA Columbia can use its income base to
drive Bexar County Cablevision out of the
market. Some 146,000 of the 280,000 homes
in San Antonio and other incorporated areas
of Bexar county are UA Columbia subscrib-
ers. Of the 23,000 homes to which its service
is available, 13,000 homes are Bexar County
Cablevision subscribers.

The lawyer for UA Columbia, Steve Ellis-
son, said, "The suit has no merit." He said
Bexar County Cablevision attempted, with-
out success, to bring substantially the same
charge in a state court last year. The judge
denied requests for an injunction and dam-
ages. "We deny all allegations, and will take
appropriate affirmative action — a coun-
terclaim," he said. "We look forward to sett-
ling this in court.

TCI-Liberty exception

The National Black Media Coalition has
asked the FCC to prevent Tele-Communica-
tions Inc. from acquiring Liberty Communi-
cations, ("In Brief," Feb. 7, BROADCASTING,
Feb. 21) and prohibit either from engaging in
further acquisitions "until their equal em-
ployment opportunity performance shows
substantial improvement."

In a petition to deny at the FCC, NBMC
asked the commission to hold hearings on
the proposed acquisition and on both com-
panies' employment practices; apply goals
and timetables to all of Liberty's and TCI's
operations; impose "appropriate" forfeitures
on each company, and deny the merger.

According to NBMC, two-thirds of TCI's systems
in the market "are out of compliance" with cur-
rent EEO guidelines. Also, according to
NBMC, Liberty's six TV stations have only the
"bare minimum" of an EEO program, and only
one-third of its cable systems are in
compliance with EEO guidelines. Diversity
based TCI is the number-one cai-
ble MSO with more than 2.2 million sub-
scribers. Liberty, headquartered in Eugene,
Ore., is an MSC with 250,000 subscribers as
well as a station group. TCI is acquiring
Liberty for stock worth $132 million.

Quotable Quotetrader

American Communications & Television, a
Gainesville, Fla.-based broadcaster and di-
versified communications company, an-
nounced that it has purchased 40% of the
privately held stock of Quotetrader Corp.,
Cupertino, Calif. The two companies plan to
market, late this year, a service providing
stock and commodities markets information
to the 25 million homes and offices that sub-
scribe to cable and receive superstations
in Atlanta. The information will be sent over
WTBS's vertical blanking interv
(VBI).

According to Quotetrader's president
Grant J. Renier, more than one version of the
system, Quotetrader II, will be marketed.
The economy model, comprising a "decode
attached to the cable, which in turn is at-
tached to a computer with a keyboard," will
sell for $600, plus a subsequent $20 monthly
fee for the basic information service. The
includes 15-minute-delay quotations, cur-
rent bar charts, and stock price changes for
individual companies and a feature that
prompts the computer to automatically pro-
cede a buy or sell order if the stock price
reaches a given figure.

Customers will be able to choose from
more than 6,000 companies by entering the
company's name on the keyboard. The com-
puter filters extraneous data, including intr
formation from other companies using the
VBI.

More expensive versions of the model will
be similar to the market quote system a
ready provided by Quotetrader, also on the
VBI, which provides stock quotes to pro-
duced customers in the U.S. and Australia.
The two companies are leasing the VI
space from Southern Satellite System; which
also now rents space to UPI, AP, Don
Jones, Field Communications and Beut
Data Systems, another financial data ser-
vice.

Renier said that more than one tier of ser-
vice will eventually be provided. Quot-
trader will be able to control which tier of
information customers receive before it is
sent from SSS's satellite uplink facility. Ren-
ier said: "Each unit will be individually addressable. Each unit will have its own
number code and we can tell our main com-
puter the numbers of the units that the infor-
mation is to go," he said. UPI has started
version of its news service, fed over SSS an
VBI, which provides stories to cable oper-
tors only on subjects for which they have
previously asked.

Renier said the lower price of Quotetrader
II should "address the total market of the 3
million individual investors in the United
States."

CATA backs Turner

In reply comments at the FCC, the Commu-
nity Antenna Television Association be-
given its support to the Turner Broadcase
System's petition requesting a rulesmak
aimed at repealing the must-carry rule
(BROADCASTING, June 6). "We maintain th
the must-carry rules violate both the First
and Fifth Amendment rights of cable oper-
tors, and that the commission lacks the juri-
sdiction to impose such rules in the first
instance," it said. "The opposition in this
main takes the form of arguments that th
commission need not look at the question
because various presumed 'burdens' hav
not been met by Turner to 'force' the com-
mmission into such a re-examination. Th
principal argument is that Turner has not
shown sufficient 'changed circumstances'
to warrant consideration. This is nonsense.
As the commission is well aware, it has th
authority to question its own rules at ar
time. Put simply, the best reason to re-
amine these particular rules is that they at
wrong."
Without teamwork, nothing works.

Teamwork is the reason why Showtime is the country's second largest pay TV network.

By working closely with our affiliates, we have developed some of the most revolutionary programming and marketing ideas in the industry.

Our team effort began when we introduced the concept of multi-pay marketing and then developed Core Packaging to help make it more profitable for our affiliates.

And over the years, we have been first to respond to their need for bold, new, innovative programming. In fact, we were the first pay network to offer made-for-pay movies, continuing dramatic series, Broadway shows and comedy series.

And when our affiliates need us, we're there with sophisticated and effective marketing materials, support programs and a responsive regional staff, ready to adapt to the ever changing multi-pay environment.

Showtime is committed to teamwork, because it works. Join us!

Come see us at Booth #3501 at the NCTA Convention.
CHARLIE'S ANGELS
SOLD IN
91 MARKETS!

NEW YORK WNEW-TV
LOS ANGELES KTLA
CHICAGO WGN-TV
PHILADELPHIA WCAU-TV
SAN FRANCISCO WSBK-TV
BOSTON WJRB-TV
DETROIT WRC-TV
WASHINGTON, DC WCYW-TV
CLEVELAND WKCY-TV
DALLAS KTXA-TV
PITTSBURGH WPCH-TV
HOUSTON KHTV
MINNEAPOLIS KMSP-TV
ST. LOUIS KPLR-TV
ATLANTA WAGA-TV
MIAMI WFTV
TAMPA WFTS-TV
BALTIMORE WJZ-TV
DENVER KMGH-TV
INDIANAPOLIS WRTV
SACRAMENTO WRTV
SAN DIEGO KESI-TV
PORTLAND, OR WDAF-TV
KANSAS CITY WDAF-TV
HARTFORD WTXX-TV
CINCINNATI WXIX-TV
SAN DIEGO WII-TT
MILWAUKEE WITI-TV
BUFFALO WIVB-TV
NASHVILLE WZTV
PHOENIX KPHO-TV

MEMPHIS WMC-TV
CHARLOTTE WCNC
NEW ORLEANS WOFL
OKLAHOMA CITY WOFL
ORLANDO WCJB
raleigh WNNC
LOUISVILLE WAVE
CHARLESTON, WV WSTE
BIRMINGHAM WCPO
SALT LAKE CITY KPTU
HARRISBURG WHTM
NORFOLK WYTV
ALBANY, NY WNYT
SAN ANTONIO KSAT
FLINT WJRT
GREENSBORO WGIN
LITTLE ROCK KARK
TULSA KYTV
RICHMOND WKTV
KNOXVILLE WATE
MOBILE WMUR
FRESNO KSBE
DECATUR KGBS
JACKSONVILLE WJXT
ROCHESTER WROC
OMAHA KMTR
BANGOR WABI
FR. SMITH WMTW
BAKERSFIELD KLBY
FLORENCE WDFN
HONOLULU KFJT

PORTLAND, ME WMTW-TV
WEST PALM BEACH WFTL-TV
CHATTANOOGA WRTF
JACKSON WJTV
ET. WAYNE WTMV
AUSTIN, TX KWTX
BATON ROUGE WAVE
COLUMBIA WCCB
BURLEON KTXF
WACO WTAM
ROCKFORD, IL WFLZ
AMARILLO KAMR
CHARLESTON, SC WCHS
COLUMBUS WTVG
LAFAYETTE, LA WCAX
SAN JOSE KSBT
BEAUMONT KHOU
LAS VEGAS KLAS
TALLAHASSEE WFSU
RENO KLAS
McALLEN KVEA
BOISE KKKK
BANGOR WABI
FT. SMITH KFOX
BAKERSFIELD KLBN
FLORENCE WDFN
HONOLULU KFJT

A Spelling/Goldberg Production
distributed by
Columbia Pictures
Television
A Unit of The Columbia Pictures Company
Borden's □ Wise potato chips will be advertised in 10-week flight in six markets, starting June 27. Commercials will appear in early and late fringe, prime and daytime. Target: adults, 18-49. Agency: McDonald & Little, Atlanta.

Safeway Stores □ Corporate campaign will begin in 11 markets in late June for eight weeks in all dayparts. Target: adults, 18-54. Agency: W.W. Cherrill, Dallas.

Fayva Shoes □ Campaign will run in approximately 18 markets in early August, with number of weeks still to be determined. Commercials will run in all dayparts. Agency: Arnold & Co., Boston.

A.H. Robins Co. □ Company, which markets Robitussin cough/cold remedies, is introducing in fall new product. Extend 12, with heavy spot TV campaign in 85 markets. Television advertising will start in October and continue through March, with heaviest plays during November and December. Target: adults, 18-49. Agency: Popofsky Advertising, New York.


Shasta Beverages □ Capri Sun fruit drink will be spotlighted in eight-week flight to begin in mid-July in 120 markets. Commercials will be carried in early fringe periods and in children's programs. Target: children 6-11; teenagers and women, 25-49. Agency: Needham, Harper & Steers, Chicago.

Levitz Furniture □ One-week flight will begin in mid-June in more than 40 markets. Commercials will run in all dayparts during weekdays. Target: adults, 25-54. Agency: Lovett Advertising, Miami.

Magic Chef □ Kitchen appliances will be advertised in one-week flight to begin in late June in 33 markets. Commercials run in all dayparts during weekdays. Target: adults, 25-54. Agency: Keller-Crescent, Evansville, Ind.

Delta Air Lines □ Campaign for passenger service starts July 4 for 20 weeks in 71 markets. All dayparts will be used. Target: men, 25-54; adults, 25-64. Agency: BDA/BBDO, Atlanta.

Farmland Foods □ Campaign for ham and bacon began June 6 in Wichita, Kan., and St. Joseph, Mo., and will run for four to six weeks. It begins later in Kansas City, Mo.; Omaha, St. Louis, Dallas, Minneapolis, Milwaukee, Denver and Des Moines, Iowa. Spots will run Monday-Friday, 6 a.m.-7 p.m., and Saturdays, 10 a.m.-3 p.m. Target: women, 25-54. Agency: Barickman Advertising, Kansas City, Mo.

Ace Fireworks □ Campaign for fireworks begins June 28, and runs for one week in Las Vegas; Los Angeles; San Francisco; Honolulu; Sacramento, Calif.; Boise, Idaho; Salt Lake City; Spokane, Wash.; Seattle; San Bernardino, Calif.; Billings, Mont., and 14 other Western markets. Flight will run during all dayparts. Target: adults, 18-34. Agency: Evergreen Media, Edmonds, Wash.

International House of Pancakes □ Campaign for IHOP restaurants is set to debut July 4 and run through July 28 in one market, Chicago. Airtimes for radio spots are Monday-Friday, 6 a.m.-6 p.m. Target: adults, 25-64. Agency: Brooks Advertising, Palos Heights, Ill.

Sanderson Farms □ Miss Goldy chicken

“"The person you describe is the person we’ll deliver”

It’s not a slogan. It’s our track record.
We’ve successfully recruited for virtually every kind of executive post in broadcasting, cable television, and publishing. At every level.

The executives we delivered were right for our clients, for their companies, and for the specific responsibilities of each position.
Our clients tell us we’re the best in our field.
We know where to look. We dig deep. We sift meticulously. We investigate thoroughly.
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W(x)(FM) Memphis: To Eastman Radio from Cristal.
W(AM) Johnstown, Pa.: To P/W Radio Representatives (no previous rep).
KLAF(AM) Salt Lake City: To P/W Radio Representatives (no previous rep).
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 Coca-Cola COMPANY
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

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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.
Chick-Fil-A Inc. □ Fast-food restaurant chain will be advertised on radio in approximately 57 markets and on TV in three markets for one month, starting July 18. On radio, commercials will run in all dayparts and on TV in prime and fringe periods. Target: adults, 18-49. Agency: McCann-Erickson, Atlanta.


Star quartet. Four top-level executives have resigned from Wells, Rich, Greene, New York, to form their own agency, Fredericks Kullberg Amato Pisacane Inc., with offices at 575 Madison Avenue, New York, 10022. Phone: (212) 605-0300. Charles Fredericks, president of WRG, becomes chairman of new agency. Other principals are Gary Kullberg, president, who was senior vice president at WRG; Al Amato, executive vice president and co-creative director, who formerly was senior vice president at WRG and Nick Pisacane, executive vice presidet and co-creative director who served as senior vice president at WRG. Fredericks said new agency has three consumer accounts but declined to identify them.

Go ahead. Television advertising resumed last week for Boots Pharmaceuticals' drug, Rufen, said to be first commercials for prescription drug. Commercials began to run several weeks ago on four Tampa, Fla., stations, but were taken off air after Food and Drug Administration objected; charging commercials made false statements about antiarthritis drug, ibuprofen. New commercials, approved by FDA, do not mention drug is used to treat arthritis or make claims about its effectiveness. Spots merely say if patients are already taking ibuprofen under brand name of Motrin, manufactured by Upjohn Co., they can purchase drug for "considerably less" by having physicians prescribe Rufen instead.

Happy holiday. Holiday Inns Inc. has launched multimillion-dollar advertising campaign using network TV, primarily, to buttress theme, "A Better Place To Be." Network TV commercials will appear on sports programs, prime time series, movies and early morning shows. Network radio will supplement television and local and regional radio advertising and local advertising campaigns are planned. Agency is Kenyon & Eckhardt, New York.

P&G reassigns. Procter & Gamble, Cincinnati, cited "competitive conflict considerations" in assigning four brands from Young & Rubicam to four other agencies. Combined billings in 1982 amounted to estimated $15 million of which about 75% was in TV. Spic 'n' Span is moving to Wells, Rich, Greene: Dash detergent to Benton & Bowles; Ariel detergent to Tatham-Laird & Kudner, and Brigade toilet bowl cleaner to Dancer Fitzgerald Sample. P&G said Y&R would continue to work on overseas assignments, including 20 brands in 25 countries.
35 years ago on June 9, 1948, there was something in the air. WBZ-TV broadcast New England's first television picture. The test pattern. Then came Boston's first TV star. Archbishop Cushing, who reverently gave television his blessing.

As New England's first station, WBZ-TV had to give viewers not just a reason to watch TV but a reason to buy it. Tuesday nights, that reason was "Mr. Television." Milton Berle. Of course, "Miss Television" didn't hurt sales either. In one year the number of television sets in Boston skyrocketed to 50,000. In 1948, the Braves played on the Boston Common on WBZ-TV. 100 television sets drew more fans than the Fens.

Viewers of all ages sang along with Big Brother Bob Emory—"The grass is always greener in the other fellow's yard." And every day, Big Brother Bob Emory used to toast the President with a big glass of milk. Today we'd like to toast Big Brother Bob for making our grass a little greener.

WBZ-TV crossed another frontier in programming by bringing New England its first cowboy, Rex Trailer.

We brought viewers college football. The first live Presidential convention from Philadelphia. And Winston Churchill made his first television appearance on TV 4.

We brought TV to the community. And the community to TV—with "Community-

Auditions." Meanwhile, real celebrities were guests on "Swan Boat," the "Today Show," of yesterday.

Then there were the live commercials you loved to watch because you never knew what would happen. Like the time the refrigerator caught fire.

**Without sponsors, there would still be nothing on TV.**

To show our thanks, we're going to make this a summer to remember. With specials looking back at the last 35 years of television. A host of parties and media events.

For our advertisers, we've produced 35 great "local moment" vignettes. And we're setting aside one day to air your pre-1970 commercials.

**Call 617-787-7123.**

And join our summer-long celebration starting June 9 when the "Today Show" broadcasts live from Faneuil Hall in Boston. Because of all the contributions we've made to New England in the past 35 years, the thing we're proudest of is this: to be able to share the excitement of television with you for the next 35.
In the past 10 years, the Premium Line from ITC has seen refinements, but no major changes. Frankly, it hasn't needed any. The Premium Line has been a dependable workhorse that's found its way into more studios than its next two competitors combined.

But we couldn't leave well enough alone. So this year, the Premium Line gives way to the Delta Series, a new generation of cartridge machines that offers you more than ten years worth of improvements.

It's mechanically better. The cart guides are improved. There's a crystal-referenced servo capstan motor with a vapor-honed non-magnetic shaft. Modular construction makes alignment and service convenient. High-speed reverse is standard. And the Delta III gives you three independently removable decks.

It's electronically better. There are new, high performance components, including NE5500 Series amplifiers. There's an exclusive ITC/3M playback head for smooth frequency response and improved signal-to-noise. We've added a toroidal power transformer with fully regulated and protected power supplies. And a digital cue tone detector controlled by a powerful microprocessor.

And it's physically better because it's smaller. The whole unit is only one-third rack width (5½''). The enclosure is made of ¼-inch milled or cast aluminum, for stability. And the panel inserts are made of Lexan®.

Of course, we left in all the good things that made the Premium Line so popular. The ½-inch tool plate aluminum deck. Durable, high quality switches. And a solenoid-actuated, chain-and-sprocket pressure roller assembly. All backed by our famous two-year warranty on parts and faulty labor, plus a 30-day guarantee of satisfaction. If, for any reason, you're not completely satisfied, you can return the unit within 30 days of purchase and we'll refund your money in full.

The good things are still there. But what you'll notice are the improvements. We think they were worth the wait.

For more information, or to place an order, call us collect from Alaska, Hawaii or Illinois, at 1-309-828-1381. From the rest of the U.S., call the following.

Toll-free number:
1-800-447-0414.
New classic

CBS Radio Network is adding a new annual event to its lineup of play-by-play sports. The network has signed a three-year agreement with the New Jersey Sports Exposition Authority to air the first NCAA college football kickoff Classic from Giants Stadium in New Jersey, on Aug. 23. The contest will pit pre-season favorite Nebraska against Penn State, the 1982 national champion.

The NCAA voted in January to create the kickoff Classic to help benefit the National Football Foundation and the event was sponsored by the National Association of College Athletic Directors of America. Announcers for the classic have not yet been assigned.

Radio's best

The big winner from last week's Clio awards presentation for the best U.S. radio commercials was Chuck Blore and Don Richmond Inc., Los Angeles-based commercial production company. It won top honors in seven categories, including best national campaign, for three AT&T long distance spots. Winners in 27 different categories were honored during ceremonies last Wednesday (June 8), hosted by WABC(AM)'s morning team of Ross & Wilson, at the Sheraton Center hotel in New York. Double category winners included Levine, Huntley, Schmidt & Beaver, a New York-based ad agency, for best regional campaign and entertainment promotion on behalf of The Entertainment Channel.

The top corporate commercial belonged to another New York ad agency, Ogilvy & Mather, for its American Express Card spot. Among the winners in musical commercials, the D'Arcy, McManus & Masius agency's St. Louis office won best new arrangement of a commercial theme for Michelob's "Phoebe Snow" commercial. Best original music with lyrics was won by Twinstar Music of New York for Coca-Cola's "Coke Is It" jingle. The 27 U.S. winners were selected from a total of 3,015 entries.

Fifteen Clio awards were also handed out for top international radio commercials. Best campaign was won by League Delaney Partnership of London for its two spots on the Phillips Video Recorder and it also won the home appliances and humor categories for the same product. Top international automotive spot went to Doyle Dane Bernbach of Toronto for its Volkswagen Rabbit commercial.

Going after listeners

The majority of AM broadcasters in the Dallas-Fort Worth market are banding together in an effort to effectively re-market AM radio to the listening public. They have hired consultant Jon Coleman, president of Dallas-based Audience Analysts, to determine the local radio audience's perception of AM radio. Coleman will research the subject by conducting focus groups of 18-54-year-olds beginning this weekend and continuing into July. Once the results have been tabulated, the broadcasters will launch a major ad campaign, to recapture former AM listeners who have migrated to FM over the years, with each station contributing about $50,000 to the effort.

Upbeat for classical

"It was a banner year for classical stations," said Tim Davidson, general manager of KING-FM Seattle and the new president of the Concert Music Broadcasters Association. At CMBA conference at the Executive House in Chicago, it was reported that the 24 CMBA member stations posted increases of between 15% and 45% in ad revenues in 1982. Also, classical stations last year raised more than $28.8 million for local symphonies and orchestras with on-air marathons, reported Ray Nordstrand, president and general manager of WPTF(AM) Chicago.

Other topics at the CMBA gathering, which attracted 70 executives, included the increasing use of compact digital disks by classical stations and an emphasis on television advertising to create higher visibility in markets.

New officers elected by the CMBA's board of directors during the conference are: Davidson, president; Edward Keopke, KVOD(AM) Denver, vice president; Warren Bower, WXHJ-AM-FM New York, treasurer, and Steve Sheppard, KLRT(AM) Houston, secretary.

AM advocate

Among those who apparently would approve of FCC Chairman Mark Fowler's suggestion that AM daytimers be considered for preferences for new FM stations (Broadcasting, May 30) is Edward Fritts, National Association of Broadcasters president. In a statement, Fritts noted that NAB had proposed the same idea to the commission on several occasions. "I'm asking the FCC to issue a policy statement at the earliest possible time affording a preference to daytime-only AM stations seeking an AM facility in their community of license," he said.

On target

The campaign to sell advertisers and agencies on the "mature" 35-64 demographic for radio advertising continues in full swing. At a meeting of the Independent 35-64 Committee, headed by Ted Dorf, vice president and general manager of WCVB-AM-FM Washington, last Tuesday in New York, it was decided that research comparing the 35-64-year-olds with 25-34 demographic on brand

Afternoon delight. Classical WNCN(AM) New York and International Paper will jointly present a series of eight free, outdoor concerts beginning tomorrow (June 14) and every Tuesday at noon on the International Paper Plaza in midtown Manhattan. Making the announcements are: Matthew Field, general manager of WNCN(AM) (l), and John Georges, president and chief operating officer for International Paper. The station will broadcast the concerts each Friday evening at 9 p.m.
As Portland, Maine radio goes, so goes Buckley Broadcasting!
We're proud to announce that stations WYNZ-AM and WYNZ-FM of Portland, Maine have joined the Buckley Broadcasting Corporation.
WYNZ AM and FM have served the great majority of radio listeners ably for many years. (WYNZ-AM since Calvin Coolidge was in office!)
National advertisers who wish to influence citizens of the prosperous Portland market would serve their interest well to elect WYNZ-AM and WYNZ-FM.
They stand on their records.
loyalty should be investigated. The committee is also working on a plan to offer local slide presentations in most of the top 10 markets on the salability of the 35-64-year-old listener. Spearheading all of the committee's projects is the Radio Information Center of New York and Landsman/Rivers Services, a consulting firm. To date, 133 stations have joined the committee and made contributions. In return, they receive sales support material. Rep firms involved with the committee include CBS Spot Radio Sales, Major Market Radio, Eastman Radio and RKO Radio Sales.

Down at last

The two remaining contestants of WSN(AM) Allentown, Pa.'s contest to see who could last the longest living in tents on a platform just below the station's billboard rejoined civilization at 9:11 a.m. last Tuesday (June 7). After 261 days, the contestants, Mike MacKay, 31, and Ron Kistler, 25, came down and were greeted by more than 500 people, including several town dignitaries, according to station manager, Rick Musselman. MacKay and Kistler will both be awarded first prizes: an $18,000 mobile home, a car and vacations in both the Bahamas and Las Vegas. The decision to end the contest, which was launched last September to promote the station's format change from country to soft rock, was announced by station owner Harold G. Fulmer III on a Good Morning America broadcast about two weeks ago ("Fiding Gain," May 30).

Starr quality

Former Beatle Ringo Starr is hosting a new 26-week series of one-hour programs tracing the history of the Beatles. Ringo's Yellow Submarine... A Voyage Through Beatles Music began airing over the ABC FM Network on more than 325 stations on June 4 (Broadcasting, Jan. 3).

NPR rescheduling

National Public Radio's arts and performance division is restructuring itself for the remainder of this fiscal year in an effort to provide member stations a variety of programs for fiscal 1984, in spite of its drastically reduced budget. That was the word last week from John Bos, NPR's former director of performance programming, and now its director of project development. Bos will concentrate on coordinating NPR's efforts to produce shows with local public radio stations. Assuming the new position of acting coordinator for arts and performance programming is Dean Boal, music coordinator for NPR Plus, who will continue in that role as well.

Planned for next year is a shorter version: of NPR Plus—a minimum of two days per week (Broadcasting, May 30). Bos told Broadcasting there was a "good possibility" that the popular Jazz Alive program would continue (mostly as repeats) for an additional 26 weeks starting in October. Also starting in October, NPR will air a new 13-week series, Marian McPartland's Piano Jazz, produced by the South Carolina Educational Radio through a $35,000 grant from Exxon.

On the classical side, a 26-week series highlighting the Pittsburgh Symphony Orchestra is scheduled to begin in October, followed by a 26-week series of the St. Louis Orchestra in April. There will also be four 13-week segments during the American Music Festival from the National Gallery of Art and a series of performances from the Kennedy Center, both in Washington; the Santa Fe Chamber Music series, and a German orchestra series made available through the European Broadcasting Union, of which NPR is an associate member. Commitments to the classical programing were made prior to the discovery of the network's financial problems.

During the yearend holiday season, the network will launch an 18-part choral series made possible through a $55,500 grant from the National Endowment for the Arts. NPR Plus, which now offers classical and jazz programing, will continue at least through December, Bos added.

Playback

A package of three radio specials, 7h Sounds of Summer, is scheduled for August and September by the RKO Radio Network. The first, slated for six hours during the weekend of Aug. 20-21, will be Countdown Summertime, featuring the top 50 contemporary songs of the past 10 summers. Or Sunday, Sept. 4, at 8-9:30 p.m., it will offer: Live in Concert: Air Supply, from the Holiday Star Theater in Merrillville, Ind., distributed through Satcom IR. The third is a 10-part series, Solid Gold Scrapbook, set for Sept. 10 through Nov. 11, with each hour of the 120-minute segments chronicling a year of popular music from 1963 to 1982.

Solid Gold Country, a new three-hour weekly program highlighting past country hits, will be launched by the United Stations, New York-based radio program production and distribution company, over the Labor Day weekend. Plans call for the show, which has been in development for nearly a year, to be made available to stations in the top 17 Arbitron metro markets on a barter basis. Stations carrying the series thus far include WWPR-FM, Detroit, KSON-AM-FM, San Diego, WNYH-FM, Rochester, N.Y., and WQID-AM, Dover, Del. Host for the broadcast will be New York radio personality, Stan Martin.
The CBS Radio Stations News Service now offers BYLINE MAGAZINE™ -13 enterprising news features from top flight journalists and experts. Two minute reports that are designed to build your audience.

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Mahlon Moore, News Director, WNOG Naples, FLA

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Bob McAlister, News Director, WIS Columbia, SC
“Connecting People . . .
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Make sure the Magic stays in your system or company. The 1983 Eastern Show is your direct connection to the MAGIC of Cable Television. Be sure you’re on hand for . . .

Back to Basics management seminars produced by Sheldon Satin Associates. Each program designed to yield practical, profitable knowledge that can be put right to work in your company.

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Convenient single location for all exhibits and workshops.

The best accommodations in a Great Convention City!

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Every SCTA member system pre-registering at least two people for the full Convention, will receive two additional registrations good for the Exhibit Hall and all seminars, absolutely free!!!

Make your connection. Plan Now To Attend The 1983 Eastern Show . . . Its Pure MAGIC!!!

The 1983 Eastern Cable Television Trade Show and Convention

September 8, 9 & 10

Georgia World Congress Center
Atlanta, Georgia

For further information contact: Convention & Show Management Co.
5780 Peachtree-Dunwoody Rd., Suite 460, Atlanta, GA 30342, (404) 252-2454
Keeping up the good fight for cable

These are busy days for the professional leadership of the National Cable Television Association. Both President Tom Wheeler (above right) and Executive Vice President Jim Mooney (at left) have been in high gear for weeks as the annual convention approached, their schedules complicated by the knotty policy and business issues discussed in this interview with BROADCASTING editors. They headed for Houston with spirits unfazed and optimism intact.

Do you approach this year’s NCTA convention in a different mood or spirit than earlier years?

Wheeler: Yes. One of the exciting things about this business is that every year’s convention is different from the preceding one. You’re never stagnant.

In years past, we’ve talked about growing out of the cable industry and into other businesses. In years past we’ve talked about the fact that we have to wake up to new competition and realize that it’s there. This year, I think, is a continuation on that theme; we’ve called it “Cable: The Competitive Choice.” The theme recognizes the two essential ingredients of our business today—that there is competition for the kinds of services cable operators provide, but that cable is the preferable choice in that competition.

We will always have competition. We will never be a monopoly in the marketplace. But when you stack up the kinds of services that we offer and will offer, at the prices for which we offer them, against the kind of services that the competition is offering, we’ve got a very good mousetrap that can stand the competition.

There are really two parts to becoming the competitive choice.

The first part is to get to the marketplace. That’s the issue that we’re talking about in S. 66. Will we be on a level regulatory playing field with these other competitors? Or will we be prohibited from playing by the same ground rules?

Once you get to the marketplace—as I think we will, successfully, with S. 66—then the question becomes: What are you doing to make sure that you prevail? It’s not good enough just to have the better mousetrap. You’ve got to tell the world you’ve got a better mousetrap. And that’s why we will be rolling our at the convention the full announcement of the Consortium for Cable Information, to go to consumers with a coordinated campaign from national to local, saying: “Here’s what cable television is, here’s why you ought to be a subscriber.”

We had begun to discern a new aura about cable that, if anything, was more downbeat than upbeat. There has appeared to us to be a sudden chill in the market’s perception of cable, whereas a year ago all was upbeat.

Wheeler: I couldn’t disagree more. That just isn’t the situation. The
only thing that you’ve had on this topic in the last few weeks was the Tony Hoffman piece criticizing cable overbuilding (BROADCASTING, May 9). That was immediately countermanded by Drexel Burnham coming out with very bullish reports on cable stocks, by Goldman Sachs coming out and saying the same thing, by a “Heard on the Street” column in the Wall Street Journal and by the fact that cable stocks have once again begun to move.

I think the market is realizing that once we were out from under some of the heavy financial burden of building new systems, and once we began to get our marketing act together, the opportunities for cable and cable stocks were underappreciated and undervalued. This is a maturing convention. This is a convention that says: “We are there, and this is what we do about it.”

Mooney: My own perception is really 180 degrees different from that posed by your question. A year ago, I felt a real perception—particularly in the financial markets, and amongst some of our competitive industries, and certainly in the Congress—that was discouraging in the sense that people were discovering cable does have competition and were discovering that cable does not have magic, golden goose properties to it. But, lately, I have felt there’s been a real turnaround on that. And while I did read what Hoffman said, I think it’s much more instructive to look at what Wall Street is doing rather than what one analyst is talking about. Cable stocks, by and large, are up, and that’s probably the best indicator as to what the broad perceptions of cable are.

In retrospect, do you think you overstated the competitive threat last year, perhaps to make Congress more sympathetic?

Wheeler: Well, I don’t know if you can ever sound the alarm too loudly. That’s what we were doing, and I have no regrets about that. There are messages that have to be gotten across. There was a message to the Congress and a message to the industry. And it was essentially the same message. And that is that there are new players in this ball game and they are going to force both of you to re-look at the way in which you approach the cable television industry.

We were accused of telling too much bad news last year. Some people even went so far as to attribute to us the decline in cable stocks last spring and last summer. I think that really is a shortsighted and indeed almost nonsensical position to take. The actual analysts, in the major brokerage houses, don’t need us to tell them what kind of competition is going on among communications industries. Similarly, I don’t think they need us to explain to them that there are going to be some very heavy construction costs associated with new franchises.

But I think that a lot of people in Washington, particularly, who should have known better, were a little surprised when we said that cable does have competition and we do have these heavy capital costs and it isn’t simply a matter of installing these things and all of a sudden you’ve got a gigantic cash cow.

To some extent, we had to overcome the kind of hype and “gee whiz” attitude that came from pieces in the mass media, particularly in magazines like Time and Newsweek and some others that held up cable as something that was going to become the predominant communications medium in the next 10 months or so.

You know, there’s a power curve. The interesting thing is that by the time the analysts really got hold of the fact that business had changed, cable was over the hump on the power curve.

Can you give us a few more details on the Consortium for Cable Information?

Wheeler: We are already half way to the goal of $750,000 in seed money. And that’s really the result of one day’s visit and a couple of phone calls. Dan Ritchie [of Group W] and I were in New York in May making those first calls. We were back out in Denver the second of June, seeing the major players in the industry in Denver, and their support has been overwhelming. The support has been absolutely, “You’re right, let’s do it.”

Whom are you trying to reach, the cable subscribers or the nonsubscribers? If you’re going after nonsubscribers, what medium are you going to use to reach them?

Wheeler: We’re going to use all kinds of things. One thing that’s very successful in selling cable, apparently, is radio. Direct mail works, we know. I imagine we’ll also be buying television time. But the important thing to realize is that I am not the marketing person. Neither Jim nor I are going to be running the marketing aspect of CCI.

But this is going to cost millions. Is cable going to be willing to do it?

Wheeler: I think everybody’s aware that this is seed money and that really this is the ante to the gig, so they can play later on. And they’re indicating—based of course on their rights to review what the program is and review the specifics and make their own determinations—but they’re all indicating yes. We recognize that this is an upfront commitment that will be called upon yet again.

How is the state of negotiations re S. 66? How enthusiastic will you be about favorable results? Are you just barely happy about it?

Wheeler: Well, as we testified, this is not deregulation. The first casualty of negotiations was deregulation. This is the creation of a uniform regulatory structure that makes sense, that is badly needed. And so long as it can remain within the constraints that are now in agreement, we’d be delighted if the bill passes. And cities should be delighted also because it would solve a lot of the threats that are facing them from Mountain States Legal Foundation and other judicial challenges.

But that’s not to say that we’ll sit idly by and see the compromise watered down. As I said to the Washington Cable Club, further compromises in this thing, further substantive compromises, are not compromises; they’re surrenders.

Mooney: Let’s understand what it is that we’re talking about here. You can’t directly compare a legislative effort like this to legislative efforts being undertaken by other communications industries in that they tend, already, to have established—for example, in the case of broadcast and telephone—their own organic statutes. The Communications Act of 1934 is there and it spells out in some detail what public policy is toward those communications media. We’re up to the same thing. We’re trying to establish, in a sense, cable’s organic regulatory statute. And that, of necessity, doesn’t mean it’s going to be a little amendment here or a little amendment there. It’s going to be something which is very broad, very complicated, which is very comprehensive.

And I think it’s difficult to say that, oh, my, if this were the way I could have done it were I king, this is precisely the way it would have happened. There are going to be a lot of ups and downs in this. There will be things we like and things we don’t like so much, but if we’re out to obtain an organic statute and take it all the way to public law, I think it’s only to be understood that this is going to be a long and very complicated struggle and not merely a series of border skirmishes around the edges. That’s because it goes right to the very heart of how cable is to be regulated in the United States. And that is not the sort of thing that gets done either quickly or gets done easily.

Wheeler: Jim makes a very good point. We are engaged in a legislative struggle unlike any in which the industry has ever participated. This is not copyright, where you get all the parties together. This is not a pole attachment law. This is of a magnitude far greater than anything we’ve ever experienced before. It means that we have to understand that there will be an ebb and a flow in it and it’s not something that you wire in advance and sit back and watch the legislative railroad run.

And I think we are prepared to do that. I think we understand what we’re up against. I think the commitment from the industry is there to do what’s necessary to face this challenge and to begin to deal with it and prevail. And I think also that it’s important that we listen to what Jim said because there is also no one else in the cable television industry who has the kind of legislative experience in these kinds of major issues that Jim Mooney does. And when he talks about the fact that there’ll be a give and a take and there’ll be a life of its own in this thing, there’ll be a lot of ups and downs, he’s talking with the
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experience of a guy who ran the floor of the House of Representatives for four years and saw every major bill come through. And we are a major bill now. We just have to recognize we’re in that kind of a position.

How will the House affect that legislation? What does Tim Wirth [chairman of the House Telecommunications Subcommittee] want?
Wheeler: Congressman Wirth has expressed two major concerns. One, he wants to see a regulatory environment created in which cable could flourish and bring service to the consumers. Second, he wants to make sure that cable delivers diversity. And we’re doing that right now; no one offers the kind of diversity cable television offers.

There are some schemes, however, in terms of such other diversity mechanisms as mandatory channel leasing. We’ve got to take a good, hard look at them to see if they will really result in the kind of goals their proponents hope will result or whether they might not end up stifling the diversity which is there and flowing right now.

What did you feel that you gave up in the compromise with the League of Cities?
Mooney: Rate regulation, obviously, was something very difficult because if you reach a compromise that says there shall not be rate regulation of basic cable in a place where you have four-over-the-air broadcast signals, then the conclusion being reached by both sides, obviously, is that rate regulation in such a place is not justified, period.

But when, as a matter of political necessity, you have to add on top of that a provision which says, however, deregulation shall not take place for five years or the remaining life of the franchise, whichever is longer, you are, in essence, agreeing to something which both parties consider to be unjustified and that’s terribly hard to swallow.

I might express my own feelings with respect, also, to franchise fees. There is no industry in the United States that I can think of—never mind one as capital intensive as this—which is expected to hand over to somebody else, whether it be a taxing authority or whatever, five percent off the top. I mean, that almost betrays simple economics.

Yet, in order to get this bill, we had to agree to that. That, quite clearly, made a lot of our people deeply unhappy. On the other hand you have to look at the broad benefits that you will get from the bill. The most significant benefit you will get is a comprehensive, rational, regulatory environment, something that is dependable and capable of being predicted. And once you have that, I think the industry is going to be in a much better economic position. And economics ultimately, is what it’s all about.

But, Tom, you mentioned the Mountain States Legal Foundation suit—i’m sort of confused. Assuming even that you are successful with S. 66, couldn’t that suit wipe the whole thing out, because it’s based on constitutional grounds?
Wheeler: Sure, but there are other ways that a court can decide Courts are always reticent to decide on constitutional grounds if they can find another answer to the problem. And the Congress has just acted and said: Yes, we think there ought to be the right of cities to grant franchises and to grant multiple franchises and, yes, then, ought to be the right of cities to decide about access, and a whole litany of issues. Then a court has an option to make a decision before getting to the constitutional issues. And that is the classic move, of course. Courts don’t want to make constitutional judgments when they don’t have to—when they can make statutory judgments. And hopefully, with this agreement, with this bill, they’ll be getting the statutory guidance they need.

How are you going to take on as formidable an opponent as AT&T? How are you going to pull that off?
Wheeler: Well, you start with the fact that truly we have the facts on the issue on our side. I mean, this is a smoke screen by AT&T, I call it the “big lie.” And I think it can be exposed for that. The more you know about the issue, the less you are susceptible to some of AT&T’s entreaties. But that’s not enough. I’m very mindful of the fact that AT&T put 100 local operating company officers in the Senate, lobbying their senator, the day the bill was up last time. Cable operators are going to have to meet that in kind. And we are prepared to do that. We are prepared to pay the price necessary in terms of our own physical commitment and our own commitment of resources to meet the challenge of AT&T. Because what they’re after is to turn S. 66 into the Bell Bill of 1983. And we won’t just sit back and let that happen.

Mooney: You make a mistake anytime you underestimate the political effectiveness of an organization like AT&T. But you also make a mistake if you overestimate their effectiveness. They have been terribly effective on telephone legislation but they have rarely, very rarely, had to work legislation that was not a telephone bill, per se. And I think that, for one thing, should influence people’s judgments significantly about whether AT&T is all-powerful and almighty and whether, indeed, it can accomplish legislative miracles on the Hill. I don’t think there’s anybody who can accomplish legislative miracles.

And I think that no matter how powerful they are, for them to expect that they can assert that kind of political authority on a raw and naked basis, largely unsupported by any kind of persuasive analytical argument, is really to misjudge the times and to misjudge the Congress.

What is AT&T’s “big lie”?
Wheeler: Well, AT&T is going around and saying that because of this new competition in data services and other enhanced services from cable operators, they’re not going to be able to be as much of a player in that because of the regulatory burden that they have that the cable operators do not. So as a result, local rates are going to go up to consumers—telephone rates are going to go up. And that’s a smoke screen of the first order.

I mean, it’s well known that for 10 years AT&T has had a plan it...
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slowly been putting into effect to make local operations self-sufficient and wean them from the cross-subsidies of long distance. That, in fact, ended up being accelerated by the consent decree to which AT&T agreed, which ended the long distance cross-subsidy. And it's also a little disingenuous on their part to hear them complaining so much about the impact on local rates when they're over at the FCC doing everything under the sun to get an accelerated depreciation schedule, which, as sure as we're sitting here, is going to mean higher rates to the consumer.

And I just don't think the Congress, when it looks at it, is going to be swayed by the fact that cable competition for data services, which now amounts to one-quarter of one-percent of the business, is really going to have a significant impact on local consumer rates. And if they do look at it, they'll see the solution is not to put shackles on the cable business. The solution is the kind of thing that Senator Packwood is proposing, and that's a universal service compensation fund where people who are doing these kinds of services make some kind of contribution to a fund which is used in lieu of the cross-subsidies that used to come out of long distance rates. That's the solution to the problem.

But AT&T doesn't want that solution because it's too complex. They'd rather wave that bloody shirt, avoid the real solution but claim, as a solution, the shackling of the cable operators' competitive services. That's the big lie.

One senator testifying on S. 66 said he was talking about rural areas, and he said, I think cable operates as a utility and should be subject to rate regulation to protect the consumers from the exercise of monopoly powers. How would you respond to that?

**Wheeler:** Well, the agreement says that where there is not effective competition, you have to be rate regulated. But where there is effective competition—and that's defined as four grade B signals—that then you should be deregulated. The same concept has proved very successful in Massachusetts. You don't see either the rural or the urban citizens of Massachusetts suffering under that kind of competitive environment test.

I have another question. It has to do with attempts to close down Playboy channels and the like. How do you feel about that? And what are you going to do about it?

**Mooney:** Well, I think it is obviously unpleasant to us, as a First Amendment medium, to have to accept any kind of an attempt to impose government restrictions on content of our programming. On the other hand, I think that it's apparent that there is a good deal of concern in this country, reflected by certain members of the Senate and the House, to the effect that X-rated, obscene programming is inappropriate in our society.

I think it's helpful to remember that "obscene" is a legal term of art. And I'm not terribly sure in my own mind that the Trible amendment [to S. 66] goes very substantially beyond the present state of the law. It represents a position which historically is in line with our own, because we, too, have been opposed to obscene programming being offered on cable television.

How about copyright? There are now two bills, I believe, pending—the DeConcini bill and the Synar amendment. Are you going to support those and if you're going to support them, to what extent are you going to support them?

**Wheeler:** They are kinds of legislation that we obviously would support. There is a long path, however, between introduction of a bill and the passage of a bill. A lot of things can happen. I don't think either Senator DeConcini or Congressman Synar has, as his goal, the creation of a vehicle which can end up reopening all of the old copyright sores.

So the challenge of those bills, it seems to me, is to work with them in a manner that does not reopen the old copyright issues. They are clearly ideas, however, whose time has come and we're grateful to the senator and the congressman for introducing them.

How great is the risk of MPAA [the Motion Picture Association of America] or the broadcasters using those bills for their own ends?

**Wheeler:** Well, that's something we've got to quantify as we go along. There still remains a significant sentiment in the Judiciary Committee that there shouldn't be a compulsory license. I'd hate to see the DeConcini bill or the Synar bill become the vehicle for the elimination of compulsory licensing.

In 1980, Turner Broadcasting System petitioned the FCC to drop the must-carry rules, and earlier this year it asked the FCC to expedite action on the petition. Why hasn't the NCTA supported TBS in its quest to eliminate the rules?

**Wheeler:** Well, first of all, it's a procedural issue that's going on in the commission right now. Our early concerns and why we didn't support the Turner petition going in were that we were then dealing with the issue of: should cable be a common carrier and all the ramifications of that—loss of must-carry, which may have led folks to believe that there ought to be common carrier status for cable. That is less of an issue today than it was then.

But we need to look at must-carry and copyright as intertwined issues. Must-carry is wrong, period. You talk about property rights when we talk about copyright? The same property rights accrue when you're talking about must-carry. The cable operator built that system, invested his own capital and now somebody comes along and says: "I want to use it for nothing." That's not right.

The reality of it is, however, that there is such an interconnection between the compulsory copyright law and must-carry, that you want to make sure that you handle them both together. And that's what our goal is.

Well, what happens if Mark Fowler [the FCC chairman] says, "Let's drop these rules"? What's that going to trigger?

**Wheeler:** Let me go one step further. At a meeting with BROADCASTING editors not too long ago, I put on the table a proposal to Eddie Fritts [president of the National Association of Broadcasters] that we go to Mark Fowler together and say, "Let's talk about a solution to the must-carry problem—one that we both can live with." And the NAB walked away from it.

I would hope that Mark Fowler would step up and do something about this. And I don't mean to single out the chairman. I would hope the commission would step up and do something about this. But to do it in a manner that recognizes all the things going on. I hope that we can get back with the NAB and work out an acceptable must-carry compromise. Because it's wrong. They're getting a free ride. They've been complaining for so long about cable getting a free ride. They're the ones.

But I want to know what you're afraid of. Does that mean you're going to lose the compulsory license or what happens?

**Wheeler:** There is, as I say, a gray area of the law. And we want to address it and we want to address it in a black and white manner, not a gray manner. But I want to know why, when the broadcasters had a proposal put on their plate that says if you meet basic minimum viewer standards, you'll be carried, why do they turn around and walk away from that? I never got a satisfactory answer from the NAB. We sat down and said: "Here's the way to address it. Let's get an arm and a leg." I mean, can you imagine what it would be like if the NAB and NCTA together went to the FCC and said, "Here is a coordinated package on how we can deal with must-carry"? My goodness, the walls of the FCC would shake. We're here. We're ready to talk.

Would the broadcasters benefit?

**Mooney:** Certainly. They live in terror of the FCC repealing the rule. The NAB goes around announcing that must-carry is its number-one objective—although it seems to slip down below that slot. I think that there's some passionate desire to have a compromise.

Why was cable so reluctant to allow broadcast teletext a must-carry status?

**Wheeler:** Well, there are two reasons. First is the legal, philosophical
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Mooney: “You make a mistake anytime you underestimate the political effectiveness of an organization like AT&T. But you also make a mistake if you overestimate their effectiveness.”

reason. The must-carry rules are based on the concept of providing the widest possible dissemination to the primary broadcast signal, that which serves the public interest in the community of license. That’s why we are saddled with those ridiculous rules in the first place. That does not include airline schedules. OK? It’s a different kind of beast. And you can’t extend that to this different kind of beast.

The technical reality of the situation is that because there are no standards for teletext, you can ruin the cable system’s signals by carrying a nonstandardized signal. You can wipe out the addressability of some of our new, addressable converters because they’re using line 20 or line 15 or whatever to send the addressable messages down. And you can’t invalidate five million converters overnight just because the broadcaster wants to carry airline schedules. That’s the reality.

Mooney: I don’t understand why we should have to carry it. If they want us to carry it, we’ll lease them some capacity. There’s no decent, public policy reason why we should do that. And indeed, it has nothing whatsoever to do with the public policy reasons that led to establishment of the must-carry rules in the first place. So why should they get a free ride? Who are they?

Wheeler: Should we have to carry paging devices on the VBI [vertical blanking interval]? There is no relationship between teletext service and the reason for the must-carry rules, in the first place. It does nothing to enhance the broadcaster’s ability to meet the public interest in his market area. It’s just another free ride.

I suddenly sense that you gentlemen are going to be as hard-nosed in the future as the broadcasters have been in the past, in addressing issues of this sort. The words you are using are right out of the broadcasters’ vocabulary: Why should someone get something for nothing?

Mooney: It’s a reasonable question.

Was it reasonable when they asked it?

Mooney: We’re not getting something for nothing in cable copyright. We pay statutory fees, some of which have gone up very markedly in the last several months.

Wheeler: I take strong exception to that. I mean, the broadcasters are the people who have been over there trying to thwart cable, trying to thwart DBS, trying to thwart MDS. You name it and they’re over there trying to eliminate new technology. We’re not saying we’re against DBS. We’re not saying we’re against MDS. We’re not going over there and trying to put a damper on the new technologies. What we’re saying, though, is that we went out and we built a system with basic assumptions and you people, just because you happen to be the powerful, entrenched broadcasters, don’t have the right to come along and invalidate that which we have built by changing those assumptions.

In addition, I don’t think it makes much sense for the broadcasters to be pushing as they are for teletext must-carry. The important thing to recognize is that broadcasters are going to need cable operators as partners in the teletext business. Broadcasters have no relationship with consumers on a direct basis; cable operators have. The significant business hole in the broadcasters teletext proposals is that they somehow have to put the decoder boxes in each consumer’s household, and they have never done anything like that before. They need some kind of local mechanism—some sort of local organization—to install the boxes, to repair them, et cetera. That local organization should logically be the cable operator.

Now, the thing that amazes me is that here are the broadcasters over at the FCC saying, “We’re going to shove teletext down your throat as a must-carry” and then after that they expect to turn around to the cable operator and say, “Now, friend, let’s form a partnership and work together on this.” That doesn’t make any sense. That’s not the way you attract friends or build business alliances. So if anything, I think it’s the broadcasters’ approach to teletext that is a fallback to the old days of the broadcast-cable relationship. I’d much rather see a situation where the broadcasters and the cable industry were working together to provide teletext services and videotext services, each building on its inherent abilities and its inherent advantages, in some kind of a partnership, rather than going to the government and saying, “Impose my new idea on cable operators.”

But doesn’t that present the appearance of a threat by the cable industry to the broadcaster, that if you don’t cooperate with me I’ll cut off your signal?

Wheeler: I think you can turn it around the other way. You have to ask, where is the incentive to go and be helpful to someone who just spit in your eye?

But we’re talking about public policy; we’re not talking about the finish of a historical grudge fight.

Wheeler: But let’s realize that what we are talking about here are the
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property rights that broadcasters hold so near and dear and have for years and have asked the federal government to protect. Now they’re saying let’s take away the cable operator’s property rights—and by the way, after you do that I want to turn to the cable operator and say, now, help me bring into fruition this thing that I’ve just imposed on you. It doesn’t make logical sense. There seems to be a terrible inconsistency. Better that we spend our time working together, rather than asking the FCC to come in and impose one on the other. I think there are plenty of ways that broadcasters and cable operators can work on teletext together, but the well is being poisoned by the efforts of the major networks at the FCC to shove teletext down cable operators’ throats.

Do you know of any cable operator who has made an initiative toward a teletext partnership with a broadcaster?

Wheeler: No, but I do know of broadcast networks that are hoping they can work with the local cable operator.

What do you have planned for the Houston convention?

Wheeler: The theme is “Cable: The Competitive Choice.” And as we discussed at the outset, that relates to the fact that there is competition out there. We think that we’ve got a pretty good mousetrap that will stand up very well before the competition. There’ll always be competition. We’ll never be a monopoly. But we’ll do all right in head-to-head competition with alternative providers. There are two things that have to be done to make sure that prediction comes true. One, we’ve got to get to the marketplace. That means a level playing field in regard to the regulatory structure in which we operate. Second, once we get to the marketplace, we’ve got to tell the consumer what we’ve got. And those will be the two themes of the convention.

We have more exhibitors, both in terms of numbers and square feet, than we’ve ever had before.

Do you anticipate that this will be your last NCTA convention?

Wheeler: I have a contract that runs through August of 1984. I have been fortunate enough to have been approached by some people about entering the communications business. I’m very interested in that. And also very interested in the kinds of responsibilities I have here at NCTA. I want to balance those two interests off. And what I am sure about is that the kind of staff that we have here at NCTA now—witness the fact that we are doing a convention, a House bill, a Senate bill and everything else we normally do simultaneously—the kind of a staff that we’ve got here right now is the finest that’s ever been assembled. And if the person at the top moves on, he will be missed for about as long as the hole remains in a glass of water after you take your finger out of it. There is a structure in place that has very able people ready to fill this space.

Now, do not go out and write my demise based on that statement. I’m here. I intend to be here for the foreseeable future. I am grateful for other opportunities which are continuing to surface, and I’m always looking for growth opportunities, and I’m also very confident that should I leave, the association would be left in very, very good hands.

Does that mean Jim Mooney?

Wheeler: It does. And the others who are here as well. What we’ve been trying to do over the last 12 or 18 months is to build a team here and to have the kind of relationship that I had with [former NCTA president] Bob Schmidt when I was executive vice president. I think I have that with Jim. And I have also told the board that in my estimation Jim is the finest executive vice president this trade association has ever had. And I think I’m in a position to speak on that issue since there have been only two.
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SONY Broadcast
Eyes of cable are on Texas

NCTA convention debuts in Houston; opening features multimedia presentation, speeches; session to be cablecast by Warner Amex

Cable subscribers from across the country will have an alternative Monday morning (June 13) to the usual television assortment of game shows, talk shows and reruns: the opening session of the 32d annual convention of the National Cable Television Association. Warner Amex Cable Communications will telcast the proceedings live via satellite to its Qube subscribers in six cities and to subscribers of any other cable system willing to downlink and carry the 90-minute program.

The opening session should make good television. Staged in a 65-foot-high, hexagon-shaped room in the middle of the convention’s exhibition on the floor of Houston’s Astrowall, the session will, according to NCTA, feature a “kaleidoscope” of 43 screens upon which the theme of the convention—“Cable: The Competitive Choice”—will unfold. The theme will be underscored in speeches by NCTA President Thomas Wheeler, incoming NCTA Chairman Monroe Rifein, Rifein & Associates, and outgoing chairman John Saeman, vice chairman and chief executive officer, Daniels & Associates.

(NCTA had hoped to include a demonstration of Sony’s high-definition television equipment in the opening session, but the logistics proved too difficult to overcome. Sony still plans to demonstrate the technology in a room off the exhibit floor throughout the convention.)

By the time the opening session begins, the convention will actually be a half-day old. To accommodate the exhibitors, who pay most of the bills, organizers will open the exhibit floor for four-and-a-half hours on Sunday (June 12) afternoon to give conventioners a “sneak preview” of the exhibition. According to NCTA, some 400 hardware and software companies have signed for 200,000 square feet of exhibit space.

The board of directors of the NCTA will have more than a new chairman by the end of the convention. The membership of NCTA, meeting Wednesday afternoon, will elect six at-large directors from a field of 10 nominees. They include Robert Bilodeau, vice president, Suburban Cablevision; William Bresnan, chairman and chief executive officer, Group W Cable; Douglas Dittrick, chairman and chief executive officer, Tribune Cable Corp.; Allen Gilliland, president, Gill Industries; Drew Lewis, chairman and chief executive officer, Warner Amex Cable Communications; John Malone, president, Tele-Communications Inc.; Robert Miron, executive vice president, Newhouse Broadcasting Corp.; Gene Schneider, chairman and chief executive officer, United Cable TV Corp.; William Strange, vice president, Sammons Communications, and David Van Valkenburg, president, Cox Cable Communications Inc.

At a meeting on Sunday afternoon, the associate members (the hardware companies and programers), which have two voting and two nonvoting seats on the NCTA board, will elect one of each. That there are only two nominees—Jay Levergood, vice president, Scientific-Atlanta (voting) and Terry McGuirk, vice president, Turner Broadcasting System (nonvoting)—going into the meeting doesn’t mean they are shoo-ins. At last year’s associates’ meeting, nominee TBS President Ted Turner was narrowly defeated (19-18) by Larry DeGeorge, chairman and chief executive officer, Times Fiber Communications Inc., who was nominated from the floor. DeGeorge reportedly opposed Turner to make sure there would be an equal number of software and hardware as-
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WITH A MONTHFUL OF NEWS

On City Hall: Daily—even hourly—updates on Mayor Washington vs. the Vrdolyak 29. With extra insights in Walter Jacobson’s “Perspectives.”

On Health: Bad news about the spread of AIDS, reported by Don Craig. Good news about progress against cancer, from Roger Field.

On an Exclusive Investigative Exposé: Pam Zekman’s reports on a citywide network of neighborhood clinics dealing drugs and defrauding Medicaid.

On the Environment: Warnings of nearby toxic waste dangers, by Mike Parker.

On Chicago’s Mob: John Drummond’s reports on expansion toward the West.

On Diet Clinics: Special reports from Susan Anderson’s Factfinder Unit.

On Radio Ratings Wars: Bob Sirott’s inside look at the battle among morning disc jockeys.

On Drunk Driving Laws: Dangerously easy courtroom attitudes toward cracking down, reported by Phil Ponce.


On Entertainment: Special previews of Star Wars III, by critic Gene Siskel.

On Each Day’s Top Stories: More Chicagoans turn to the experienced Channel 2 News team to be informed—and stay informed.

CHANNEL 2 NEWS
WBBM-TV CHICAGO

CBS
<table>
<thead>
<tr>
<th>Current rank</th>
<th>Company</th>
<th>Basic subscribers</th>
<th>Pay subscribers</th>
<th>Unpassed homes in franchised areas</th>
<th>Basic penetration</th>
<th>Pay penetration</th>
<th>Projected basic subscribers</th>
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<td>1</td>
<td>TCI 12/31</td>
<td>2,200,000</td>
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<td>46.7</td>
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</table>

**Broadcasting's Top 50 Multiple System Operator chart finds Tele-Communications Inc., continuing its number-one reign. Although a count of unpassed homes was unavailable, TCI's pending acquisition of Liberty, adding 263,317 basic subscribers, should continue to insure their number-one position. The projected basic subscriber figure is derived from taking 50% (an average penetration figure) of the unpassed homes number and adding it to the basic subscriber count. Some figures in the unpassed homes columns are **Broadcasting estimates. Franchises that are joint ventures are split. For instance, part of Tribune Cable's unpassed homes figure includes the 155,000 homes of its share of joint ventures with United Cable in Montgomery county, Md., and Oakland county, Mich. Franchise contracts that have not been officially signed are not included in the unpassed homes count. Cities which have designated franchise winners but remain in negotiations with them include New York (Warner Amex, Cablevision Systems, ATC and Cox), Denver (ATC and Daniels in Mile Hi Cablevision) and Sacramento city and county (United and Tribune). *Does not include additional 26,500 extra basic tier for General Electric Cable. All figures are for April 30, unless noted otherwise.
George Jones and Johnny Cash have been making country hits for nearly thirty years; Willie Nelson and Loretta Lynn for more than twenty; and even 'new comers' like Ronnie Milsap and Crystal Gayle have spent nearly a decade on the charts.

Country music has stayed loyal to its roots. Today, country listeners have expressed an increasing interest in country music's past. Radio stations are playing more oldies than ever before, and new artists, like Ricky Skaggs and John Anderson, are using more traditional styles.

Sold Gold Country explores these connections between past and present each week in a three hour music magazine. Every week a major country star will be on hand as a featured guest throughout the entire show to talk about their music, and additional artists are spotlighted, telling the stories behind their songs. This participation by the stars of country music themselves, and the theme sets in which the songs are presented, make each program more than just another "oldies" show.

Produced by Ed Salamon
Available on a market-exclusive, swap/exchange basis to radio stations in the top 171 Arbitron-rated metro markets. Call The United Stations at (212) 869-7444 to reserve this program in your market.

The United Stations
AMERICAS TARGET RADIO NETWORKS
New York · Los Angeles
Washington, D.C. · Detroit
For a time on Tuesday, the attention of many of the cable operators will shift from the exhibit floor and the convention program to Washington, where the so-called cable deregulation bill (S. 66) will be brought to the Senate floor for debate and a vote. The timing will require Wheelner, NCTA Executive Vice President James Mooney and other NCTA lobbyists to return to Washington in mid-convention to do what they can to see the bill safely through the Senate. It has also caused the cancellation of a reception in Sae- man's honor and a panel session on tele- cable crossownership, which featured two senators who want to be on Capitol Hill for the vote, Arlen Specter (R-Pa.) and Charles McC. Mathias (R-Md.).

Following the convention, the newly con- stituted NCTA board will meet on Thursday. According to NCTA spokesmen Edward Dooley, the board will hear reports from NCTA staff on multichannel sound, cable copyright legislation that has been introduced to take some of the sting out of the compulsory license rate hike last March, changes in the NCTA awards program and the on-going negotiations between NCTA and the American Society of Composers, Authors and Publishers and Broadcast Mu- sic Inc.

The board will decide whether to support Communications Bridge, a Black Entertain- ment Television proposal to interconnect several black colleges together by satellite to permit the exchange of instructional pro- gramming.

The agenda for NCTA appears below. A listing of exhibitors begins on page 76. Sta- tion Business Systems, appearing on page 94, has changed its name to Magnicom Sys- tems. The address remains the same.

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**NCTA’s daily diet 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 Astrohall.

### Opening session

### Two concurrent technical sessions


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

### Two concurrent technical sessions


### Eight concurrent breakout sessions
2:30-4 p.m. Wired World: Cable Opportunities Around the World. Room 100. Moderator: Sidney Topol, Scientific-Atlanta. Panelists: Patrick Whitten, Communications and Informa- tion Technology Research; Bruce Fireman, Charterhouse Japhet PLC; Claus Detjen, Anstalt Fuer Kabelkommunikation; Bernard Schreiner, Mis- sion Interministerielle pour Developement Reseaux Cable.


Through the Looking Glass: Trends in Television Viewing. Room 114. Moderator: Kathleen Creech, HearstABC. Panelists: Dick Montesano ABC; Vivian Horner, Warner Amex Cable; Allen Banks, Dancer; Fitzgerald Sample; Charles Townsend III, United Cable. Reactor: Donald West- brook, NCTA.


Should Washington Mandate the Leasing of Cable Channels? Ballroom C. Moderator: Brian Conboy, Time Inc. Panelists: Senators Ted Stevens (R-Alaska), Larry Pressler (R-S.D.) and Paul S. Trible Jr. (R-Va.); Representa- tives Cardiss Collins (D-Ill.), Jack Fields (R-Tex.), James Florio (D-N.J.), Mike Oxley (R-Ohio). Reactor: Steve Tuttle, Television Digest.

**Two concurrent technical sessions**

**Measurements: Process and Principle**
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Take the controls of the new NEC E-FLEX Perspective Rotational Accessory. You can add it to your E-FLEX DVE® System to get pictures that compress, enlarge, tumble, spin and split. Images that rotate into perspective. Virtually any picture manipulation you can imagine, all with absolute fidelity...and all for a price that's more than magic—it's a miracle. Plus something no other system offers at any price—future add-on flexibility.

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FBN 7000 SERIES FM TRANSMITTERS • E-FLEX OFFLINE EDITING SYSTEM • HPA-4536B FM EXCITER
Tuesday, June 14

Five concurrent eyepopper sessions, 8:30-9:30 a.m. Reach Out and Touch Someone: Alternative Sources of Financing. Room 118. Moderator: Keith Cunningham, Prime Cable Corp. Panelists: 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. Panelists: Randy Nichols, FCC; Christopher Courson, Senate Communications Subcommittee counsel; Tom Ryan, House Commerce Committee staffer; David Aylward, House Telecommunications Subcommittee chief counsel; Rodney Joyce, House Telecommunications Subcommittee general counsel; Howard Symons, House Telecommunications Subcommittee counsel; Ward White, Senate Communications Subcommittee senior counsel.

Cable Copyright. Ballroom B. Moderator: Brenda Fox, NCTA. Panelists: Tom Mooney, House copyright committee general counsel; Mike Perminson, House copyright subcommittee general counsel.


Seven concurrent breakout sessions, 10-11:30 a.m. Digging for Gold: Tuning In to the Untapped Opportunities. Room 100. Moderator: Douglas Dittrick, Tribune Cable Communications. Panelists: Michael McCrud- den, ATC; Roger Turner, Colony Communications; Dennis Leibowitz, Donal- dson, Lufkin & Jenrette; C. Thomas Rush, Warner Amex Cable; Brian Thompson, MCI Communications. Reactor: Ronald Wolf, Philadelphia Inquirer.


A Diamond Is Forever...But What About a Cable Customer? Room 114. Moderator: Susan Denison, Showtime. Panelists: Mark Handler, Cox Cable; Gretchen Frank, Rogers UA Cablesystems; John Charron, TCI; Alex Papagan, Colony. Reactor: Nicolas Furlotte, Cable Marketing.


The Urban Challenge. Ballroom A. Moderator: June Travis, ABC. Panelists: Robert Clasen, Rogers Cablesystems; Barry Washington, Connection Communications Corp.; Janet Foster, Group W Cable; Craig Sturtz, Cox Cable. Reactor: Jonathan Landman, Chicago Sun-Times.


Two concurrent technical sessions, 10:30 a.m.-noon. Fiber Optics—Now. Moderator: Poilishnik, Information Gatekeepers. Panelists: E. John Powter, British Telecom Research Laboratories; Garold Tjoden, Cox Cable; Masahiro Kawahata, Visual Information System Development As- sociation; William Evans, Manitoba Television Laboratory; F. Ray McDevitt, Warner Amex Cable.


Luncheon. Noon-2:30 p.m. Astrovillage Ballroom. Speaker: Senator Barry Goldwater (R-Ariz.). Special address: FCC Chairman Mark Fowler.


Audio—Optimizing the Medium. Room 307. Moderator: Dom Stasi, WA- SEC. Panelists: Nen Mountain, Wegener Communications; Joseph Van Loan, Viacom Cable; Craig Todd, Dolby Laboratories; Steve Forshay, Dolby Laboratories; Gary Stanton, Southern Satellite Systems.

Wednesday, June 15

Eyepopper session, 8:30-10 a.m. Theft of Service: How to Keep Hands Off Yours. Room 118. Moderator: Frank Scarpa, Valley Video Cable. Panelists: Robert Zitter, HBO; Frederick Cluthe, Suburban Cablevision; Robert McPann, Cox Cable.

Four concurrent eyepopper sessions, 8:30-9:30 a.m. The Retail Game: Can Cable Go Boutique? Ballroom A. Moderator: Richard Erwin, Cable TV of Puget Sound. Panelists: James Dock, Heritage Communications; Ben Feichmuth, Gill Cable; Scott Campbell, American Cable Connection.


Independent Operators: Taking on the Competition. Ballroom D. Moder- ator: Bryan Blow, ATC. Panelists: Sally Davison, Staunton Video; Dick Loftus, Trident Communications Group; James Mooney, NCTA; Char Beales, NCTA.

Molly Granger on KHTV in Houston.

"The one thing I want to stress most about TV independents, is that they need to realize the full potential of their place today. The time is right for them to be aggressive and not hang back.

"Gaylord's KHTV in Houston is a good example of a station that believes in itself and is willing to invest in its programming.

Molly Granger is Vice President-Media Director/Southwest, Eisaman, Johns & Laws Advertising, Inc., Houston.

"KHTV's 9 o'clock news, for instance, is extremely well-done. Even the time slot is perfect. Houston goes to work early, and a lot of people want to get to bed sooner, but still catch the news.

"KHTV is also not shy about grabbing hold of out-of-state sales people, and for that I give them kudos. It keeps KHTV objective and able to sell Houston as Houston is, rather than Houston as Houston was.

"All in all, we have had a long and pleasant relationship with KHTV, and other Gaylord stations as well. They are willing to work with us in any way they can to be included in our buy. And they usually are.

Gaylord Broadcasting

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

Registered nationally by TELEREP
High Power UHF And VHF Television Transmission

**FIRST** solid state exciter.

**FIRST** to employ emergency klystron multiplex circuitry for UHF.

Innovations like these are a result of our concentration in one field. It has led to the most complete line of UHF transmitters in the industry... ranging in power levels from 1 watt to 220 kw. And that's in addition to several models of VHF transmitters which are being introduced.

Running a straight course keeps Town...

The many opportunities in television have attracted several of today's largest corporations into our industry from a variety of backgrounds. From the beginning, Townsend Associates has committed itself to television transmission exclusively. It's not a sideline with us. And we're not someone else's subsidiary. Whether it's transmitters...

Low Power UHF And VHF Television Transmission Systems

**FIRST** manufacturer of High Power transmitters to enter L.P.T.V.

**FIRST** integrated antenna and amplifier transmission system for low power UHF.

We are currently as deeply committed to design innovation in L.P.T.V. as we have been in H.P.T.V.

More and more, we're looked to for complete systems that provide high performance and reliability... and at modest prices. That applies to our transmitters, translators, antennas, and accessories.

Satellite Rebroadcast Systems

**FIRST** transmitter manufacturer introduce satellite system conceived through a cooperative effort with TVRO manufacturer.

**FIRST** to have a complete line of transmitters for satellite rebroadcast systems. We design and build rebroadcasting systems for UHF and VHF transmission and each line available in either low or high power.

Catalog on request.

Catalog on request.

New catalog available.

TOWNSEND ASSOCIATES INC
Transmission Specialists

step or two ahead of the competition.

components, everything we develop and produce is mainstream to the transmission of television.

our pursuit of excellence in a single field has resulted in the reputation Townsend holds today: the television industry's transmission specialists.

Major Components

FIRST solid state pulser.
FIRST to introduce external cavity klystrons.
FIRST to provide a regulated and adjustable beam power supply... PERVEAC.
FIRST to manufacture and employ plug-in vacuum contactors for T.V. transmitters.

Custom Engineering

FIRST to introduce a Custom Engineering program for updating and retrofitting older transmitters.
FIRST and only manufacturer with hardware and the know-how to up-power all major brands of T.V. transmitters.

Townsend's custom engineering group regularly modernizes and/or increases power of present transmitters at a fraction of replacement cost.

Catalog on request.

Our "FIRST" Team, THE R & D Group

The many transmission innovations developed by the Townsend R & D group have often involved technologies borrowed from other fields. Their singular purpose is to find ways to measurably raise the state-of-the-art in just one field. Television transmission.
General session. 10-11:30 a.m. Programming: Sources and Revenue. General session room. Host: Charlie Rose. Panelists: Allen Gilliland, Gill Cable; William Grimes, ESPN; Herb Granath, ABC Video Enterprises; Burton Stanier, Group W Cable; Frank Biondi, HBO.


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

Exhibitors listing
The following is a list of NCTA exhibitors showcasing their wares in the Astroturf 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., State College, Pa. 16801
Weather text and graphics for cable, teletext, videotext and electronic publishing. Staff: Joel Myers, Evan Myers, Walter Gibride, Barry Myers, John Kng, Maria Myers.

Acme Ladders 2006
Box 26393, Houston 77207

ACSN, The Learning Channel 3411
1200 New Hampshire Ave., Washington 20011
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 Teschner, Harry Gladwin, Emerson Ray Duane Tuttle, Gary Youngs, Sheila Ross, Walter Wermduller.

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
Residential burglary, fire, emergency and medical security systems. Staff: Robin Webber, Richard Simonetti.

Aegis Systems 4322
3726 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

Altex Industries 1403
Box 10264, Birmingham, Ala. 35202
Vans with aerial lifts. 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, off-peak addressability service. Staff: Mac Ourashi, Lee Zemnick, Bill Ross, Bob Ford, Joe Cadile, Dennis Annelli, Tom Burke, Ben Benefield, Leo Bonn, Jerry Evans.

American Bell 2508
22 Courtland St., New York 10007

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

Amperex Electronic Corp. 1043
Providence Pike, Statersville, R.I. 02876

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

Andrew Corp. 3010.11
10500 W 153rd St., Orland Park, Ill. 60462

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

Antenna Technology Corp. 2602.03
8711 E. Pinnacle Peak Rd., Scottsdale, Ariz. 85255

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

Armex Cable TV Hardware 2014
Companies in the communications industry find us easy to talk to. Because at Ohio based Society Bank, we've been providing communication-related companies with financial guidance and support for more than 40 years.

When your station needs financing, we hear you.

When radio and television station owners need funds for acquisitions, construction, or equipment purchases, they turn to Society Bank. For more than four decades, Society has provided capital and loans for stations from coast-to-coast.

We keep cable systems in the picture.
The cable industry and other non-traditional delivery systems are growing faster than ever. And Society is helping these companies keep pace with that growth. From headends and wiring to computers and transponders, Society is helping to build the companies of the future.

We're investing in your industry's future.
For communications companies in need of funds, Society can make equity contributions or investments. And financing can be arranged to meet your company's cash flow and capital needs.

So if you're looking for a bank that can customize a financial plan for your business, talk to us. No matter how you communicate, we speak your language. For more information, or an appointment, call Kevan Fight in Cleveland at (216) 622-8613 or Kevin McGinty at (216) 622-8611.

Join us at the Remington on Post Oak Park during the Cable Show in Houston, June 12-15.
Cable connectors. **Staff:** Stephen Milich, Leslie Day.

**Army Reserve**

Pentagon, Rm. E3384, 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 Blohowiak, Steve Crowley, John Willis, Jack Pace, John Strachan, Tom Rizzo, John Schweitzer

**Astoria Corp.**

4111, 4206

2200 Parchen, Hamnilab, 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 system*, 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 Issacson, Peggy Sharp, Debbie Sheldon, Jeanne Trivision, Jeanne Kraunich, B.E. Duval, Cari Rodeney, Glen Duval, Art Bodner, W.S. Webb, Paul Zauner, Dick Prybyl, Harold Faulkner, Arthur Epley, Richard Bordeaux, Gail Bertha, Richard Paynting, Frank Raymond, Jerry Pulice.

**Automation Technologies**

3326, 28

1500 N. 105th E. Ave., Tulsa, Okla. 74116

Satellite receiving system. **Staff:** Ted Anderson, Frank Tackett, Ed Covingon, Bill Johnson, Dale McCaulie.

**Avantek**

2407

481 Cottonwood Dr., Milpitas, Calif. 95035

Earth stations, low level sweep for microwave link split systems, digital signal level meters, cable fault locators, LNAs, LNCs, line splitters and drivers and other TVRO accessories. **Staff:** Phil Halaman-dans, Anne Monson, Dave Stogner, George Sears, Rich Davis, Jerry McCoy, Jeff Thomason, Rob Corrao, Bill Reardon, John Malin, Billy Emery, Art Ford, Steve Schoen, Eric Landau.

**Belden**

3304

2200 Hwy., 27 South, Richmond, Ind. 47374

**Staff:** Phil Pennington, Len Cebol, Paul Miller, Steve Groves, Ed Cherry, Dave Berg, Kanda Kelly, Ken Rueth, Bill Dona-

hoe, Mike Mullery.

**Bell & Howell**

3204

6800 McCormick Rd., Chicago 60645

Fully automated mail handling equipment for cable industry. **Staff:** Jack Padian, Bill Wise, Bill Weeks, Ruth Johnson, Mike Chepolis, Bob Morgan, Bill Brandon, Del Stroud, Ken Morgan, Ed Navarro.

**Beston Electronics**

2404

13315 S. 169 Hwy., Olathe, Kan. 66061

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

**Biddle Instruments**

1614

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

Portable digital TDR radar cable test sets, fiber optic cable test sets. **Staff:** C. Schmidt, B. Peterson, B. Griffin, R. Krause, P. Pousson.

**Black Entertainment Television**

2509

1050 31st., NW, Washington 20009

BET programming. **Staff:** Robert Johnson, Edward Maddox, Carol Coody, Paulette Johnson, Alexis Piper.

**Blonder-Tongue Laboratories**

3404

One Jake Brown Rd., Old Bridge, N.J. 08857

Headend processing equipment, modulators, low noise amplifiers, professional antennas and support programs for stocking cable distributors. **Staff:** Isaac Blonder, Martin Siskel, Dan Alltire, Glenn Stranski, George Bahue, George Freeman, Andrew Rybicki, Martin Eggers, Jim Fitzpatrick, Walter Joswick.

**Brad Cable Electronics**

3008, 09

1023 State St., Box 799, Schenectady, N.Y. 12301

**Staff:** Ben Rhodes, Bob Price, Ben Price.

**Broadcasting Magazine**

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. 08016

Cable sales, construction and installation, both aerial and underground. **Staff:** David Cichocki, James Cichocki, Richard Cichocki.

**C-2 Utility Contractors**

3615, 16

Box 683, Eugene, Ore. 97440

**C-COR Electronics**

2301

60 Decibel Rd., State College, Pa. 16801


**C. Itoh & Co.**

4207, 09

270 Park Ave., New York 10017

**CATV Services**

3509

3270 Seldon Ctr., Fremont, Calif. 94539

Distribution of new and used CATV equipment, molding, underground and test gear. **Staff:** Richard Richmond, Greg Francis, Mick Fercido, Dana Newhall.

**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 Galtelli, Josephine Galtelli, 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 cable network of entertainment, information and inspirational programming; benefit package of up to 20 cents per subscriber. **Staff:** Tim Robertson, Tom Rogeberg, Ted Norman, Tom Hohman, Ron Harris, Bill Miller, Clay Boudreaux, Howard Williams, Craig Sherwood, Shirley Prickett-Hill, Mark Slow, John Fernandez, John Roos, Jim Watson, Doug Greenlaw.

**CCTV Service**

3120

1957 W. Business, Palm Springs, Calif. 92262

**Staff:** Billy Brinn, Billy Hulsey, Jon Robinett.

**CCH Cable**

3206

5707 W. Buckeye Rd., Phoenix 85043

**Staff:** Duane Crist, Dick MacMillian, Bill Terrill, Ron Scott, Bob Peckrul, Sherry Reed.

**CWY Electronics**

2008, 09

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

**Cable Com**

2203

6440 Hilliard 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:** Cari Kehler, Russ
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Oklahoma City, Oklahoma 73157
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THROUGHOUT THE UNITED STATES
Funkhouser, Larry Rosenberg, David Levin.

**Cable Graphic Sciences** 4342 7095 N. Clovis Ave., Clovis, Calif. 93612

**Cable Health Network** 2106 1211 Avenue of the Americas, New York 10036

Health, science and better living programing **Staff:** Bruce Johnson, Jeffrey Reiss, Art Ulene, Loreen Arbus, A.G. Cooper, Don Anderson, Bill Padalino, Seymour Kaplan, Lynn Woodward, Frank Donino, David Moore, Les Greenwald. Pam Van Wagener.

**Cable Power** 1021-23 14860 NE 95th St., Redmond, Wash. 98052 Nonstandby 30-60 volt power supply*, standby amps* (12, 14, 15, 20 amp). **Staff:** Bill Kershaw, Philip Pong, Warner Krajicek, Ben Duvall, Carl Rosecrans, Bob Maes, Don Thompson.

**Cable Product News** 2007 Box 2772, Palm Springs, Calif. 92263 **Staff:** Steve Tolin, John Stone.

**Cable Security Systems** 4311, 13 Box 2066, 621 Stage Rd., Auburn, Ala. 36830

**Cable Services** 1307 2113 Marydale Ave., Williamsport, Pa. 17701 **Staff:** John B. Roskowski, George Ferguson, Harry Wahl, John M. Roskowski.

**Cable-Text Instruments** 3610 4132 Billy Mitchell Rd., Addison, Tex. 75001

**Cable TV Supply Co.** 3101 5933 Bowcroft St., Los Angeles 90016

**Cable & STV Collection Services** 4100 1365 Webford, Des Plaines, Ill. 60016 Collection services **Staff:** John Martino, Barb Graf, Reg. Graf, Kathy Peterson, Mary Ann Moran, Art Hobson.

**CableBus Systems** 1106 7869 S.W. Nimbus Ave., Beaverton, Ore. 97005 Security systems for residential and commercial use with home terminals and monitoring equipment. **Staff:** Pat Robinson, Patrick Dennis, Karl Hoffman, Charles Sleeper, Dave Green.

**CableData** 3200 3200 Arden Way, Sacramento, Calif. 95825 **Staff:** B. Mathews, S. Mathews, R. Matte- son, M. Rodich, J. Knapp, M. Wilderrotter.

**Cablefacts** 4212, 23, 25, 4216, 18, 20 Box 11908, Lexington, Ky. 40578

**Cabinet Development Corp.** 2405 797 Glenn Ave., Wheeling, Ill. 60090 **Staff:** George Steiger, Milka Bubalo, Mike Kern, Doug Knopf, Harold Wright, Evell Hoskins, Jerry Sandusky, Ken Skin-

ner, Jay Bobrowich.

**Cadco** 3602, 03 2706 National Cr., Garland, Tex. 75041

**Cambrian Compust** 4102, 04 2-49 Cedar, Sudbury, Ont. P3B 1M8

**Capscan Cable** 2203 Halls Mill Rd., Box 36, Adelphia, N.J. 07710 coaxial cable, aluminum trunk and feeder. **Staff:** Virgil Faulkner, Kevin Lynch, Jay Samples.

**Carlon** 1031 25701 Science Park Dr., Cleveland 44122 **Staff:** Sam Parris, Mike Geisler, Sam Hersh, Dave Merker, Val Nowak, Vic Clark, Dale Kinney.

**J.I. Case Co.** 1104 700 State St., Racine, Wisc. 53404 Rubber lired cable layers and trenchers. **Staff:** Marge Cheyka, Wayne Weeks, Chuck Ulmer, Roger Bullock.

**Catel/Tomco Communications** 3301 4800 Patrick Henry Dr., Santa Clara, Calif. 95054

**Catholic Telecommunications Network of America** 4012 95 Madison Ave., Suite 804, New York 10016 Family programing*. **Staff:** Dave Justice, Mike Hurley.

**Centel Supply Co. & Wilco-Centel** 4211, 13, 15, 17 770 N. Coiner Blvd., Lincoln, Neb. 60505 Amplifiers, pole line hardware, pedes-
tals, extenders and receivers. **Staff:** Gene Uczen, John Kotkopka, Howard Sti- linger, Randy DeMeyer, John Camp, Jeff Anderson, Jim Corry, Will Fraden, Larry Hehman, Mike Cutshall, Robert Curran, Tom Kilmartin, Hugh Menking, Ken Luka-
sik, Bill Berry.

**Centro Corp.** 1511 9516 Chessapeake Dr., San Diego 92123

**Century III Electronics** 2202 610 Nepine Ave., Brea, Calif. 92621 Feedforward trunk*, distribution and line extender amplifiers*. **Staff:** Tim Robert, Peter Wronska, Vic Tarbuton, Steve Brazi, Tom Muniz, Larry Fry, Merv Hussack, Ron Solomon, Bryan Rang.

**Champion International** 1030 One Champion Pl., Stamford, Conn. 06921

**Channel Master Satellite Systems** 3502 Industry Dr., Oxford, N.C. 27565 Micro-Beam, 52-channel CARIS band mi-
crowave transmitting system*, 60-channel converters*. **Staff:** Marshall Turner, Randy Karr, Richard Derennebacher, Buddy Mills, Marc Ratcliff.

**Channell Commercial Corp.** 1402

**620 W. Foothill Blvd., Glendora, Calif. 91740**

**Staff:** W.H. Channell, Bob Baxter, Steve Roby, Norm Bennett, Bob Abrahams, Gary Zuk, Bruce Rawlings, Randy Diggle-
mern, Mike Hummel, Bill Aftolter.

**Channematic** 2310 821 Tavern Rd., Alpine, Calif. 92001 Automatic random-access VCR commer-
cial insert and logging system for multi-
ple satellite services*, sequential VCR commercial insert system*, routing switches*, audio/video and pulse amplifiers*, random access videocassette changer system*, custom switching and control systems. **Staff:** Bill Killion, Dwain Keller, Vern Bertrand, Dave Mayer, Tim Lange.

**Chapman Associates** 4205 1835 Savae Dr., Suite 206, Atlanta 30341

Brokage, appraisals and financing of CATV systems. **Staff:** John Emery, Tom Linder, Bob Thorburn, Bill Whitley, Peter Stromquist, Bill Cate, Brian Cobb.

**Coaxial Analysts** 2303 333 Logan St., Denver 80203

**Colormax Electronic** 1407 180 Northfield Ave., Edison, N.J. 08837 Closed captioned systems for hearing impaired, converters, directional taps, A/B switches, grounding blocks, splitters for single and dual cable, matching trans-
formers and associated cable accesso-
ries. **Staff:** S. Chang, K. Siegel, R. Mor-
one, F. King, B. Davis.

**Comedy Entertainment Network** 1611 Suite 5104, Hyatt Merchandise Mart, Minne-
apolis 55110

Comedy programing. **Staff:** Ivan Bonk, Melinda Bonk, Dave Levy, Craig Kittlinger, Jill Cell.

**Commo Construction** 1602, 03 106 W. Monsarrat Blvd., Box 1480, El Campo, Tex. 77437

Turnkey cable construction, pre-build services, splicing, balancing, drop instal-
lization and fiber optic construction. **Staff:** Robert Wilkins, Willam Jenkins, Tom Soulsby, Dave Dillon, Jeff Kelley.

**Communications Equity Associates** 2311 5401 W. Kennedy Blvd., Suite 851, Tampa, Fla. 33609

**Staff:** J. Patrick Michaels, Harold Ewen, Donald Russell, Thomas MacCroy, Jay Dugan, Ed Frazier, Mark Sera, Beverly Lofley, Beverly Harms, Brian Sweeney, Pep Shapppee.

**Compucon** 3612 Box 401229, Dallas 75240

Radiation hazard assessment service*: complete engineering services. **Staff:** Becky Shipman, Gary Lopez, Omar Jen-
"AND NOW, A PUBLIC SERVICE MESSAGE FROM YOUR COUNTRY."

The men and women of the Army and Air National Guard thank you for your support of our public service efforts. So do the people in 11 U.S. towns hit by tornadoes last year. And the 6,161 residents of earthquake-shattered Coalinga, California. Not to mention the flood drenched populations of Louisiana, Missouri, Mississippi and Georgia.

We hope you will continue your strong support of the National Guard. Because the more people count on us, the more we're counting on you.

If you are attending the NCTA convention, please visit our booth and see our latest reel of public service announcements.
ings, Dave Lemon, Roger Baxter, Rick Coyne.

**Computer Utilities of Ozarks**

1047

Box 1002, Harrison, Ark. 72601

IBM personal computers. **Staff:** Herb Lair, Ray Russel, Bernie Keene, Sandy Lair.

**Computer Video Systems**

3306

2078 West 21St South, Salt Lake City 84120

Compuvid data display systems, public access systems, teletext decoders*, commercial inserters*, encryption/decryption device*. **Staff:** William Morton, Bruce Robertson, Ken Lawson, Randy Wegner, Larry Salchow, Bob Morgan, Ray Malheir, Bill Robertson, Candice Ritsema.

**Comsearch**

3629

11503 Sunrise Valley Dr., Reston, Va. 22091

**ComSonics**

2305

Port Republic Rd., Harrisonburg, Va. 22801

CATV equipment repair, FCC testing, RF leakage detection equipment, spectrum analyzer with zero scan, coaxial relays, mini step attenuators, surge protection devices, technical support services and resale of refurbished equipment. **Staff:** Dennis Zimmerman, Glen Shomo, Wayne Bruffy, Alex Lushinsky.

**Comtech Data**

1405

350 N. Hayden Rd., Scottsdale, Ariz. 85257

**Staff:** Al Scharf, Bob Miller, Jeannine Hillier, Glen Higgins, Pres. Windus.

**Control Com**

2203

650 Athena Dr., Athens, Ga. 30601

Multi-hub systems, addressable control systems utilizing computers and addressable taps. **Staff:** Dave Crawford, Jim Crocker.

**Control Video Corp.**

1035, 36

1640 Dell Ave., Campbell, Calif. 95008

Sabre—builds spot rels automatically*, multiple VTR editor with touch CRT control, sequencer with automatic satellite spot inserter. **Staff:** Mike Goddard, DeWitt Smith, Bruce Radatz.

**Craig Starview Systems**

3308

Rte. 3, Box 103G, Pochonhans, Ark. 72455

**Crown 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

Merger, acquisition and investment services. **Staff:** Bill Daniels, John Saeman, Tom Marinkovich, Hugh McCulloh, Bob Holman, Gerry Zimmerman, John Muriglia, Ted Taylor, Pat O'Brien, Linda Ritzel, Jay Bush, Tim David, Bruce Dickinson, Cynthia Baker, Brian Devey, Dayton Chaplin.

**Datapoint Corp.**

1038, 39

9410 Datapoint Dr., S-10, San Antonio, Tex. 78284

Automatic call distributor. **Staff:** Glen Bowie, Jan Stolper, Dee Persuille, Nancy Walker, Ray Owens, Buddy West, Larry Johnson, Kent Nutt.

**Datum**

3619

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

**Defensive Security**

2639, 40

1099 Shady Trail, Dallas 75220

**Delcom Corp.**

1105

6019 S. 66th Ave., Tulsa, Okla. 74145

**Deloitte Haskins & Sells**

2614, 15

28 State St., Boston 02110

Financial forecasting and planning model for CATV operators, cable financing services. **Staff:** Jay LaMarche, Margaret Mulley, Mario Umana, Joseph Abely.

**Delta Benco Cascade**

2505

124 Beffield Rd., Rexdale, Ont. M9W 1G1

Line extenders, trunk amplifiers, apartment amplifiers, intelligent taps, cable products. **Staff:** Dennis Atha, Dave Fear, Don Stirling, Phil Alman, Ken Jones, Don Atchison, Willi Tack.

**Dexcel**

2413

2285 Martin Ave., Santa Clara, Calif. 95050

LNAs, LNC's LNB's home and commercial receivers plus TVRO accessores.

**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 DiPace, Paul Milazzo, Gene Coll, Gerry Sarp, Tony Dipple.

**Digital Equipment Corp.**

1204

Continental Blvd., Merrimack, N.H. 03054

Cable information management systems, IVS—interactive video information system*. **Staff:** Bob Cohen, Dick Fall, Joan Gleeson, Lee Katz, Dick Rose.

**Digital Equipment Systems**

3507

716 Gordon Baker Rd., Willowdale, Ont. M2B 3H4

Scrambled/addressed/encrypted satellite transmission systems using multiplexed analog components*, digital time base correctors*, frame synchronizers*. **Staff:** Cameron Bates, Joe Gerkes, Lee Kocsis, Nigel Smith-Seth, Sam Lim, John Lowry, Grant Lothrop, Keith Lucas, Bob Mccall, Jack Speare, James Shelling.

**Di-Tech**

1010, 11

48 Jeffry Blvd., Deer Park, N.Y. 11729

Audio/video routing switches, seven-day computer controller, commercial insertion equipment, audio/video pulse distributor amplifiers, video detectors. **Staff:** Tony Bolletino, George Petrilak, Joe Perullo.

**Disney Channel**

3401

4111 W. Alameda Ave., Burbank, Calif. 91505

Family pay programing service. **Staff:** Jim Jimirro, Art Reynolds, Bob Caird, Peggy Chriilsson, Olvier de Courson, Ron Mitziker.

**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 Cable News, and Cable Information Service. **Staff:** Richard Stickney, Doris Runyon, Frank Nini, Mary McCall, Robert Hollis.

**Drop Shop**

3617, 18

Box 284, Roselle, N.J. 07020

Drop materials, cordless drifts, apartment boxes, splitters, cable making devices, house amplifiers, block converters, quad shield products and tools, indoor/outdoor wire molding, grounding materials. **Staff:** David Wark, Lewis Lubell, Daniel Parsont.

**Dunhill Personnel Systems**

4110

6401 Carmel Rd., Suite 107, Charlotte, N.C. 28211

Professional recruiters. **Staff:** Bill Gregory, Ralph Knorr, Mike Wei, Don Pergal, Donna Cowen, Margie Stark, Carl Gist.

**Durnell Engineering**

4215, 17, 4319, 21

4 Hwy. 4, East, Emmetsburg, Iowa 50536

**Eagle Comtronics**

1304

450 Waterhouse Rd., Clay, N.Y. 13041

Set-top converters*, modems*, super traps, decoding filters, transformers, splitters, directional taps, programmable and addressable descramblers. **Staff:** Alan Devendorf, Ken Kennedy, Joe Osun, Chet Syp, Joe Checoia, Jack Davis, Bill Lyon, Joe Mastroianni, Bob Dupree, John Tekach, Tom Orkik, Peter Swanson, Steve Jullario.

**Eastern Microwave**

3409

Box 4872, 3 Northern Concourse, Syracuse, N.Y. 13221

**EEG Enterprises**

1013

1 Rome St., Farmingdale, N.Y. 11735

Parental control devices, vertical interval digital encoding and decoding, closed captioning and text, teletext video data bridge*, VBI communications and control systems. **Staff:** Ed Murphy, Bill Posner, Mike Dolier.
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<td>The Last Married Couple in America</td>
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<td>Melvin and Howard</td>
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<td>Nighthawks</td>
<td>Sylvester Stallone, Billy Dee Williams, Lindsay Wagner</td>
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<td>Sgt. Pepper's Lonely Hearts Club Band</td>
<td>Peter Frampton, George Burns, Steve Martin, Bee Gees</td>
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<td>Smokey And The Bandit II</td>
<td>Burt Reynolds, Sally Field, Jackie Gleason, Dom DeLuise</td>
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Goldwater (R-Ariz.) and Representative Timothy With (D-Colo), Astro Hall, Houston.

June 13-14—"Home Satellite TV Conference and Ex-
tension," sponsored by University of Wisconsin-Ex-
tension. The conference will include college course-
ships in Wisconsin. UW-Extension campus, Madison, Wis. Information: Heather Goldfoi. (608) 262-5312 or (608) 262-8665.

June 13-16—ABC-TV's "Consumer Press Tour: Cen-
tury Plaza, Los Angeles.

June 13-17—National Association of Broadcasters-
to board of directors meeting. NAB headquarters, Wash-
ington.

June 13-18—"Television and Society. The Effects of
chicagio, Nov. 11-13, 1984, Hyatt Regency Chi-
21st annual convention. Hyatt Regency, Chi-
Asia-Pacific Radio Broadcasters.

June 13-July 15—Regional Administrative Radio Con-
ference for planning of broadcasting-satellite service in
Region 2, sponsored by International Telecom-

nunication Union, Geneva.

June 13-July 25—Global Village Video Study Cer-
in conjunction with New School of Social Rese-


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

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

June 14—"Radio Advertising Bureau "Idearama
radio salespeople. Sheraton Century City, Oklah-

June 14-16—Washington Journalism Center con-
ference for journalists, "The Middle East: Rising R

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

June 15—Deadline for entries in Academy of Te-

ease, Arts and Sciences prime time Emmy Awards. It-


June 15-17—SCC 1983, 1st Canadian and int-
tional satellite communications conference. Co-
sors: Canadian Department of Communications, Leat Canada, Telelobe Canada, University Ottawa, Canadian Petroleum Association, and O

June 15-17—Television Bureau of Advertising na-
d sales advisory committee meeting. Montauk Y
Club, Montauk, L.

June 15-June—Ida Broadcasters Association a-
trip to Washington for meetings with state cong-
sional association, FCC and National Associat-
Broadcasters. Ramada Renaissance hotel, Wash-

June 16—National Academy of Television Arts,
"A Night at the Four

June 16—Radio Advertising Bureau "Idearama
radio salespeople. Marriott SR. Denver.

June 16—Radio Advertising Bureau "Idearama
radio salespeople. Sheraton Inn, Airport.

June 16—Radio Advertising Bureau "Idearama
radio salespeople. Hilton Airport Plaza Inn, Ka
City, Mo.

June 16—Federal Communications Commis-
sion conference, Speaker: Mr. Chairman William McCo
Touchdown Club, Washington.

June 16-Public Relations Society of Amer
JUST WHEN YOUR COMPETITION THOUGHT IT WAS SAFE TO GO INTO THE JULY SWEEP...

Jaws 3-D, which may very well be the biggest Jaws movie ever, is opening this summer in more than 1,000 theatres across the U.S.—and you can be a part of the action!

Between July 16 and July 22 your station can telecast, on an advertiser-supported basis, an extraordinary hour-long special about Jaws 3-D and the terrifying and fascinating world of sharks.

It's called Jaws 3-D: Sharks Don't Die, starring Academy Award-winner Lou Gossett, Jr., and it features some of the most spectacular underwater footage of these giant predators ever filmed.

Last year, another major MCA TV special, The Best Little Special in Texas, scored the highest ratings of any special shown during the entire summer. We fully expect Jaws 3-D: Sharks Don't Die to be even bigger!

But don't wait! You must program Jaws 3-D: Sharks Don't Die in a prime or major time period between July 16 and July 22 to take advantage of a three-page, full-color advertisement in the July 16 issue of TV Guide.

A second run is to be programmed in any day part within the next three weeks.

Everything about this fantastic special is geared to success: Lou Gossett, Jr., the Jaws phenomenon, spectacular underwater footage and a multi-million dollar advertising campaign! All working to make this July sweep the biggest bite you've ever taken out of your competition.

Hurry! The shark warnings are out!

For more information, call (212) 605-2751, today!
Mississippi ETV has a one-man equipment gang on the road shooting and recording their new documentary series “Mississippi Roads”. They’re able to do it because of the versatility of HAWKEYE!

In a recent production covering the restoration of the Natchez Eola Hotel, the HAWKEYE recording camera and that one-man equipment gang were able to cover 25 different set-ups in 12 hours under a producer’s direction.

“HAWKEYE gets into tough-to-shoot places,” reports Larry Holden, director of production for Mississippi ETV. “It speeds our coverage and its small size puts on-camera individuals at ease. It gives us high quality productions in a cost-effective way.”

“Outstanding . . . Impressive”

“The camera video quality is outstanding and recorder performance is impressive. We’ve been putting HAWKEYE through a tough grind for nearly a year now and we haven’t had any major problems.”

Segments for “Mississippi Roads” are shot with the recording camera . . . a HAWKEYE studio recorder is used with existing 1” VTRs for multiple generation editing.

HAWKEYE is versatile. It can be easily integrated into your present equipment complement. Ask your RCA Representative for the HAWKEYE facts—camera, recorder, recording camera, or complete systems. Have HAWKEYE Your Way. RCA, Bldg. 2-2, Camden, NJ 08102.
Also in June

- June 20—Southern California Cable Association meeting. Speaker: Mel Harris, president, Paramount Video. Proud Bird restaurant, Los Angeles.

- June 20—Women in Cable, Rocky Mountain chapter luncheon. Speaker: Barbara Feiden, former star of television series, Get Smart, and currently host of program on Hearst/ABC cable channel, Daytime. Marriott hotel, Denver.


- June 23-24—Virginia Association of Broadcasters’ annual summer convention. Cavalier, Virginia Beach.

- June 23-26—Broadcasters Promotion Association of Southeast regional convention, Tampa Bay Hotel, St. Petersburg, Fla.

- June 24—Investigative Reporters and Editors national conference. Downtown Sheraton, St. Louis.


- June 27—Midwest Regional Hispanics in Telecommunications Symposium,” sponsored by Xalotl Association of Broadcasters’ department of minority and special services. Ferguson Theater, Columbia College Chicago, Chicago.


- June 30-—Broadcasters Promotion Association of Southeast regional convention, Tampa Bay Hotel, St. Petersburg, Fla.


- July 1-3—Midwest Regional Hispanics in Telecommunications Symposium,” sponsored by Xalotl Association of Broadcasters’ department of minority and special services. Ferguson Theater, Columbia College Chicago, Chicago.

- July 1-3—VideoPro ’83 Conference and Exhibit sponsored by London Online Inc., New York City.

- July 16—Detroit market sweeps in May were up 15% overall in 1983-84, not 25%, as reported in May 30 Broadcasting. Jaspin is former owner and president of station.

- Jerome Dominus, vice president for sales, CBS-25, predicted network TV sweeps would be up 15% overall in 1983-84, not 25%, as reported in May 30 Broadcasting.

- Capsule report on Detroit results in May sweeps in May 30 issue was in error. Rating and share for WBBM-TV from 5:30-6:30 p.m. should have been 3.4/8.
A professional's guide to the intermedia week (June 13-19)

Network television  □ PBS: (check local times) For Colored Girls Who Have Considered Suicide/When the Rainbow Is Enuf (play adaptation of Broadway hit) [N. Shange], Tuesday, 9-10:30 p.m.; The World of James Joyce, Wednesday, 8-9:30 p.m.; The Taj Mahal, Wednesday, 9:30-10 p.m.; East 103rd Street (documentary on a family's heroin addiction), Wednesday, 10-11 p.m.; CBS: The Body Human (medical information special), Monday, 8-9 p.m.; NBC, The News is the News* (satire series), Wednesday, 10-10:30 p.m.; Guilda Live (film of Ms. Radner's 1979 Broadway show), Saturday, 11:40 p.m.-1:30 a.m.; ABC: Barbara Walters with Stewart, Hartley and Traversi, Tuesday, 10-11 p.m.

Radio □ (check local times) CBS Radio: Growing Up in America (16-part series of young people's views on their world), Saturday and Sunday.

Other side

EDITOR: Bravo to you for publishing Paul Friend's fiery critique of S. 66, the cable deregulation bill in the May 30 “Monday Memo.”

Whether or not one agrees with Mr. Friend's point of view, it is extremely refreshing to discover in BROADCASTING the first nonindustry-oriented discussion of legislation in my memory—Robert Jacobson, consultant, Assembly Utilities and Commerce Committee, California Legislature, Sacramento.

Children's shows

EDITOR: Your May 9 editorial, “How About a Final Curtain?”, makes several disturbing statements about Action for Children's Television and its efforts to change commercial children's television. The labeling of these efforts as "children's hour at the FCC" is dangerously insulting and completely ignores the fact that children are people—very young and impressionable people—and that the influence of television on this special segment of the viewing population is a serious matter that affects all of us.

If ACT wants to "make the commercial television system perform a function that is inherently unnatural" it is because children viewers are so vulnerable to the skillfully sophisticated adult techniques of influence which have become part of system's natural function.

The large groups of people represented by VCT and Peggy Charren believe that it is the responsibility of all adults (the FCC and the National Association of Broadcasters included) to insist that commercial children's television provide "entertainment, information and news" which is as balanced and healthy as possible.—Odessa Koner, vice president, International Union—United Auto Workers, Detroit.

Radio researcher

Four years ago I researched a radio documentary called Searching the Ether which traced the history of independent broadcasting in the United Kingdom. The story goes back to 1921 and during the '30s—as commercial radio wasn't allowed in the UK itself—many operators beamed programs from the continent. I spent some time digging into private collections trying to find audible tapes. Many of the programs originally cut on disk were destroyed when the Nazis occupied France (and almost everywhere else) in 1940. I do have a couple of hours of programs, commercials and interviews taken from commercial radio of the time. Any program director who would like to use any of this material may get in touch with me at Wiltshire Radio. I might add that my material was used on the BBC's Story of Pop Radio series last year.

I am shortly embarking on a mini-series on the influence of music via American radio and would be grateful for any assistance radio or TV personnel could give me. I have to add that I have a number of American airchecks but am always on the lookout for more, or publicity material, or anything.—Alan Thompson, Wiltshire Radio, Lime Kiln Studios, Wootton Bassett, Swindon, Wiltshire SN4 7EX, England.

*A indicates a premiere episode


July


July 6-8—Association of Catholic Television and Radio Syndicatory annual meeting. Valhalla Center, Menlo Park, Calif.

July 7-10—National Federation of Community Broadcasters' annual convention, Union Cinema-Santa Cruz, Santa Cruz. Calif. Information: (202) 797-8911.


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

July 10-22—Missouri Broadcasters Association's 2nd annual "minority broadcast workshop." School of Journalism, University of Missouri-Columbia, Columbia, Mo.

July 11-29—Media Institute for Minorities in cooperation with National Association of Broadcasters' second annual mid-summer "Institute in Broadcast Management" for ethnic minorities in broadcasting. University of Southern California, Los Angeles. Information: (213) 743-5573.


July 13-15—Arbitron Television Advisory Council meeting, Quail Lodge, Carmel, Calif.

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


July 15-17—Oklahoma Broadcasters Association annual summer meeting. Shangri La, Afton, Okla.


July 17-20—New York State Broadcasters Association executive conference. Grossingers Convention Center, Grossingers, N.Y.
CSVERAGE OF SHATTERING BEIRUT MASSACRE EARNED HIM THE OVERSEAS PRESS CLUB RADIO SPOT NEWS AWARD FOR "BEST REPORTING FROM ABROAD".
I E'S WALTER WISNIEWSKI.
I E'S UPI RADIO NETWORK.
Kay Koplovitz is President and Chief Executive Officer of the USA Cable Network. She is responsible for the production and distribution of programming for the nationwide cable television network. Ms. Koplovitz is the first woman in the country to head a TV network.

"Satellite communications, my first love, was introduced by our industry on September 30, 1975, the date of the first domestic use of satellites. It was "The Thrilla in Manila." if you remember that fight, I coordinated the media portion for Home Box Office. It started the whole explosion of satellite delivery for the cable industry — hence today's cable TV networks. In 1977, there was only one network being distributed by satellite. Today, there are over 50 networks reaching 27 million homes. By the end of this decade, we hope to exceed the 50-million-home mark.

"Sports programming will always be an important part of television, whether cable or network. TV can, first of all, bring you facial expressions better than you can get from a seat in the stadium. And TV gives you the instant replay — three different angles on the same play. Television does that better than anything else. That's why I think sports is always going to be a prime product for television.

"USA Cable has a number of TV series that are produced on film for us, in addition to our movie specials, of course. These now include Ovation, which involves the performing arts; our children's series, Calliope (which has won several awards); our Time-Out Theater sports program; and Night Flight, a late-night music series. Probably 25% of our programming is produced on film.

"There are qualities one expects from film that tape cannot deliver. Film has the quality look — which has a lot to do with shading, color, and depth. Take the Brideshead Revisited series we're running. It has the most magnificent production values that you just can't get on tape, qualities that are captured best on film. When the look is the primary concern, we will always go to film.

"Without question, film is going to continue to be a major element on cable in the future. I think movies will always be on cable, for the production values film delivers. Regardless of what other kinds of program formats you try, the way a film or movie is put together and shot (whether the audience realizes it's seeing film or not) makes it an enjoyable experience. We will also continue to shoot special segments, close-up personality segments, on film.

"The creative opportunities in cable today are endless. There's a continuous stream of projects and opportunities, basic cable and pay cable, syndication and disc, foreign and in-flight and so on. Writers and producers have never had so many windows before. What I've done, what I want to continue to do, is help open those windows!"

If you would like to receive our bimonthly publication about filmmakers, KODAK Professional Forum, write Eastman Kodak Company, Dept. 640, 343 State Street, Rochester, NY 14650.

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EASTMAN KODAK COMPANY

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K

Eastman film.

It's looking better all the time.
Community involvement is key to cable success

Research to be released during this week's National Cable Television Association convention confirms a growing suspicion about the cable marketplace. Many of the more than 60% of American people who do not subscribe to cable do not buy the notion that "more television is better television." Indeed, a broad cross section of the non-viewers of cable perceive major gaps between what they say cable ought to be—high quality, informative, intellectually stimulating—and their attitude toward television in general and cable in particular.

As a former manager of public television stations, I can testify that there is much slip page between the consumer's perceived preferences in television and what most Americans actually watch. But from the cable operator's perspective, it would be foolhardy to ignore the growing evidence that our business is positioned far too narrowly in the marketplace—both in terms of program services and the unique capabilities of cable technology.

The point here is not to criticize marketing techniques that attract thousands of new viewers to cable each day. Instead, I would argue that the cable industry must advance on two parallel fronts: to achieve our long-range goal of making cable a positive presence in a substantial majority of American homes.

On the marketing front, the cable industry's leadership appears ready and eager to learn from other industries how to get involved in market segmentation. Our definition of marketing must be stretched to embrace themes and techniques that link cable with the needs and interests of the individual consumer. Far too few Americans, including many who are cable subscribers, understand that cable already offers channels that specialize in cultural programming, programing for children, health and self-help programs, family programming and other services aimed at relatively small but highly motivated audiences. Most Americans badly underestimate what cable already offers. I believe cable can and will achieve a broader, more positive corporate identity in the telecommunications marketplace.

What is somewhat less certain is our industry's ability to recognize and act on another set of realities. These realities will affect not only our success, in expanding our audience but also our fundamental ability to stay in business. Cable is basically a local business. Until very recently, however, the local system was an unknown quantity in the community. Few system managers had training or experience in public or community relations, and community involvement was not a priority for most systems. In today's environment, cable operators spend a steadily increasing share of their time representing their system before a variety of publics—franchise authorities, the news media, educational institutions, business and civic leaders and many other interest groups. And their systems increasingly are called upon to support—through programing, staff involvement and direct contributions—any number of community causes. The manner in which our industry responds to these new realities will say much about our long-term viability.

Perhaps the need for a strong community identity would seem obvious when we are talking about an industry that offers a discretionary product, is competing with a rapidly growing set of alternatives for the entertainment/information dollar, and gives its customers a chance to "vote no" every month. However, a real commitment to community demands that most cable systems managers and their corporate bosses be taught a whole set of new skills and invest substantial time and money in activities without an immediate financial payoff. Cable's assets as a medium for community communication will make this new role manageable, in terms of both time and dollars, without distorting our basic business priorities.

Consider a few possibilities. Cable companies that invest heavily in community programming—which yields no revenue—do not do so because of franchise commitment. Instead, we see this resource as an integral part of long-range marketing/refranchising strategy. We have trained our people well backed them up with good equipment and studio, and made "community involvement" their principal assignment. In the future, we must become even more strategic in the use of programming resources, finding ways to involve cable systems with important local activities designed to improve the performance of our society's basic institutions.

This summer, for example, representatives of two major cable companies will conduct a workshop at the National Women's Political Caucus convention on how cable can be used by candidates for office. There are many forums—national and particular local—where we can educate community leaders about ways to use cable. Looking at 1984, our industry can provide important programming and other support for the National Mock Student Election, which is designed to help millions of students and the parents learn more about the political process, as well as the candidates and issues, in conjunction with local school systems.

Looking at another of cable's capabilities: ATC has learned that conducting pilot projects in data transmission—with schools, universities, libraries, health care institutions—can address legitimate needs and provide an important experience base for future design of our systems.

There are other, more fundamental ways to build community identity. Consistent and vital involvement in the life of the community by system management and rank and file employees delivers a quiet but important message that the cable system is more than just entertainment.

At ATC our involvement in these kinds of activities has made several things clear: (Community involvement, if consistent and properly positioned, can do much to enhance the identity of the system itself in the eyes of present and potential subscribers. (2) Programs that directly address real community needs can be carried out at a reasonable cost, gaining favorable attention for the system even from previous critics. (3) This kind of involvement yields tremendous side benefits in terms of employee morale and commitment.

To be successful in the long term, a cable industry commitment to build a strong national identity requires a parallel commitment to build a positive community identity for our individual cable systems. The potential benefits of this two-fold strategy are clear: the alternative is to jeopardize cable's very real potential to become an integral part of the lives of most Americans.
71 MARKETS SOLD

ROWAN & MARTIN'S LAUGH-IN

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

"I'LL DRINK TO THAT!"

"ONE RINGY-DINGY!"

COMING THIS SEPTEMBER
If you've got a minute to spare, we'll turn it into gold!

Quest for Gold '84—50 thrill-packed sports vignettes featuring many of America's record-breaking Olympic hopefuls in action!

The format is simple: a 5-second opening and local billboard, followed by 25 seconds of superbly-produced, all-new, pre-Olympic sports footage, capped by a 30-second commercial spot that's yours to sell in your market.

Quest for Gold '84 is available for 10 runs, beginning now and continuing through August 1984 when viewer interest in America's first Olympic games in 50 years will be at its height! It's a great way to tie your regular sports avails to the most exciting sports event of the year!

Quest for Gold '84
For the availability and price in your market, call (212) 605-2751.

The only pre-Olympic sports minutes with ALL NEW FOOTAGE!
All 50 vignettes ready for telecasting now!
Cable comes down to earth from the blue sky

As the industry heads to Houston for the NCTA convention, it finds itself better than its bad years, not as good as its boom years; he mood, in a word, is realistic.

We are not pessimistic, we are not optimistic," says William Strange, vice president of amnon's Communications. "We are realis-
c." Strange was speaking for his own company, the 13th largest cable MSO, but he said he has been speaking for the entire cable industry as it prepared to gather in Houston this week for the 32d annual convention of the National Cable Television Association.

As the frantic franchising and system acquisition of the past five years wind down, the industry's unabashed optimism is giving way to a new kind of realism. Cable operators are no longer talking "blue sky," but are searching for practical ways of turning cost-

The traditional cable business—relatively small systems in small towns and suburbs—is a good one. What concerns cable operators is the new large franchise systems in major television markets. To win the franchises to build such systems, cable operators (perhaps overly optimistic) promised all sorts of extras, most of which will never produce a nickel's worth of revenue and some of which will be a contin-

To win the franchises to build such systems, cable operators (perhaps overly optimistic) promised all sorts of extras, most of which will never produce a nickel's worth of revenue and some of which will be a continual drain. Faced with the new economics of these systems, the cable industry is returning to the basics of any business—management, financing, and marketing. "I really think the cable business is viable in the major mar-

"It's a maturing convention. This is a convention that says: 'We are there, and this is what we do about it.'"

From this issue's "At Large" interview with Tom Wheeler and Jim Mooney, beginning on page 51.

NCTA President Wheeler:

big cities, just as it has in the small towns and distant suburbs. "The key is patience," he said. Cable operators and their financial backers must be patient while cable operators figure out how to make the big city systems go. Based on his 18 years in the business, Saeman fully expects operators to figure it out, but only after much hard work and experimentation. "We will have learned a lot between today and the point where we can sit there and laugh at our success.

To prove that cable's problems in the big cities are transitory, Saeman points to Wall Street and the money lenders, which, he says, are currently bullish on cable. "The investment community feels good about cable today," he says. Cable stocks are up, investment bankers are eager to finance the systems and individual investors are willing to band together in partnership to provide equity for the systems, he says. There will always be risks in cable that cause "the weak of heart" to place their money elsewhere. But at this point most investors "are not walking away from cable."

Robert Rosencrans, president of Rogers UA Cable Systems Inc., says that cable operators have been taking advantage of the lenders' enthusiasm, locking up long-term financing at relatively low fixed rates.

An important element in sustaining the enthusiasm for cable in the money markets, says Saeman, is passage of the deregulation bill (S. 66), which is scheduled to go to the Senate floor for debate and a vote Tuesday (June 14). By defining the limits of local regulation of cable and by giving existing operators the expectation of having their franchises renewed, he says, the passage of this bill will bring an additional degree of "stability" to cable. "It would have a very positive effect on the economic viability of the cable industry," he says.

The big city systems are proving difficult businesses, not only because they cost so much to build (the result of underground construction and all those extras), but also because city dwellers are proving unusually resistant to cable's door-to-door salesmen. According to Strange, urban cable operators are achieving penetration levels of between 28% and 48%, most at the lower end of that range. Cable operators have traditionally been able to garner around 55% of homes passed. Strange attributes the poor penetration to competition from broadcasters. City viewers often can receive six channels or more off the air, he says. "Some stations run movies all night long. They're not the latest, but they're pretty damn good." And as every cable operator knows, if the consumer can't be sold the basic service, he can't be sold the two or three pay services, upon which the success of many big city systems are ultimate-

To overcome consumer resistance and boost basic and pay sales, cable operators are moving quickly to become effective marketers. The sheer number of services that
cable operators have to offer is forcing them to become a little more sophisticated in how they approach their customers. Says Ed Allen, president, Western Communications, "You just can't go knocking on everybody's door any more." To acquire the skills, operators are bringing accomplished marketers from other industries and some of their proved techniques to cable. At the request of the National Cable Television Association, Opinion Research Corp. did a "market segmentation analysis," a technique used widely in the packaged goods industry, on cable. After surveying 4,200 consumers, ORC divided consumers into five groups based on their attitudes toward television, identified what each group wanted from cable and determined what sales messages would be effective in approaching each group. (The study will be discussed at one of the NCTA convention's general sessions.)

At the same time cable operators begin to apply such marketing tools as "market segmentation analysis" in their individual franchise areas, many are going to work to improve the industry's image, which many cable operators believe is neither good nor an accurate reflection of the industry.

According to Amos Hostetter, president, Continental Cablevision, part of the problem is a result of cable operators' having to deal with local governments to win franchises. "People are skeptical about local politics and how these decisions get made," he said, "and that translates into the impression that cable operators are slick-talking carpetbaggers." The impression could not be further from the truth, according to Hostetter. "I think there has been far less hanky-panky than the man on the street would tell you," he says. After being involved in some 300 franchising processes, he says he can "count on one hand" those he is suspicious about. "It's the exception, not the rule, that someone is on the make." The only way cable operators can overcome the misimpression is by providing good service to the community over a number of years, he says, yet too many cable operators have been too busy accumulating systems over the past few years to worry about the quality of service.

Another reason for cable's negative image is the R-rated programing that appears regularly on some pay cable services. In the minds of many consumers, cable is synonymous with thematically pointless movies filled with female frontal nudity and simulated sexual activity. For image reasons and for personal reasons, cable operators draw the line at different places on sexually explicit programing. Most are willing to tolerate the R-rated fare seen on Home Box Office and Showtime, but many refuse to offer such sexually oriented services as The Playboy Channel. "That's not a business I want to be in," says Continental's Hostetter. "That's not to say I don't think it could be profitable." Another group of cable operators, perhaps the majority, has no problem with offering The Playboy Channel and similar services. They argue that not offering such services puts them in the undesirable role of being censors, yet they all are careful not to allow X-rated programing, typified by explicit, and actual, sexual activity, to show up on their channels. The position is "inconsistently," Dolan says, "but you cannot ignore the sensitivities of the community.

Cable's image among advertisers and financers was tarnished somewhat by the demise of two programing services within the past few years: the advertiser-supported CBS Cable and the subscription-supported Entertainment Channel. Both were well financed and much heralded and both fell flat on the faces in the marketplace. The failures were taken as a sign of cable's general malaise. But Monroe Riffkin, of Riffkin & Associate, incoming chairman of NCTA, says the failures resulted from bad timing. The Rockfeller Center and RCA, the partners in TEC and CBS, he says, "had the train pulling out of the station," he says, "and they wanted to get on board. But if they had thought about it, they would have found that the train was pretty full." The flops do "speak ill" of the industry, he says, but of "those who jump on the bandwagon without doing their homework.

The NCTA is leading the way on improving the image of the cable industry. At its summer meeting, major cable operators formed the Consortium for Cable Information, an ad hoc organization that hopes to create a neutral and positive image for cable and project the image to the nation through cable television and through other media. Cable operators will learn more about CCI's goals and its status during the convention.

The good news for the cable marketers that they will not have to compete with other media for pay cable subscribers. Although cable operators don't think they will, the theme of the 1981 NCTA convention was the competitive threat to cable from other pay television media, particularly multiplex, distribution service (MDS) and subscription television (STV). The theme was apparent in a forecast made by the Denver consulting firm Browne, Bortz and Coddington. It concluded that single-channel STV operations with exclusive programing or first in a market multiplex MDS, direct broadcast satellite systems (DBS) and satellite master antenna television systems (SMATV) could effectively compete with cable.

Cable operators now seem to think the "competitive threat" was overstated last year. Whatever effect the other media have, they say, will either be minimal or temporary. "I don't think the rival media is going to affect cable in any significant way in the foreseeable future," says Cablevision's Dolan. "We are fortunate to be working with the best technology available. Even SMATV, which uses the same technology as cable to snatch small pockets of potential cable subscribers (mostly in apartment buildings and condominiums), does not have the marketing capital and varied service offerings of cable.

Group W is in the "communications at entertainment business" and maintains
pen mind" toward the other media, Bresnan
says. "Even so, we just can't muster up a
bit of enthusiasm for those other media.

As all the talk about STV and MDS last
year, he says, their total subscriberships
have been less than a megawatt of cable's
gone up, despite the suggites national
economy during the period. DBS services, which are
to ely to enter the marketplace late this year
early next, look like tough, high-risk busi-
sinesses with "fairly significant operating
problems," he says.

Despite cable's current success in fighting
for the other media, Monroe Rifkin warns
against complacency. "It can get you in trou-
ble," he says. "If you are more than you respect your
competition, the better chance you have of
hitting him."

Good management is important to any
business, but it becomes critical in the ten-
nes big city cable business. According to
top Bresnan, there is an undeter-
da, but definite limit to the revenue a
ngle system can extract from a subscriber.

If a subscriber makes a profit, therefore, he says, man-
gements must carefully watch not only cap-
tal expenditures, but operating expenditures
well.

One way of offsetting the lower penetra-
tion of the new urban builds is to increase the
r-subscriber revenue. That's done by sell-
g basic subscribers one or more pay tiers or
mily by increasing basic and pay rates. "I
ink we have been timid about rates," says
ore's Bagwell. "A great many rates are
far below what the services are worth and
people are willing to pay for them."

But it needs to raise rates to maximize
venue, assuming the cable operator has
not providing good service. "If you have
ppy customers," he says, "you don't find
or to rate hikes." Many cable
operators have been relying too much on
internal growth to sustain high revenues.

And profitability, says Gene Schneider, president
and chief executive officer, United Cable TV
Corp. As a result, he says, basic rates have
been allowed to lag behind inflation. "There
are a lot of places where services are under-
priced," he says.

Cable management at the system level,
the cable operators say, must improve cus-
tomer service, which has spawned much
criticism from local regulators and consum-
ers. "I don't believe we are doing as good a
job as we should," Bresnan admits. Part
of the problem, he says, is that the business and
industry is growing much faster than manage-
ment's ability to cope. At one
time, system operators could handle a tele-
phone inquiry in a couple of minutes, he
ts; they must now spend 10 minutes on
each call simply to explain the large number of
services available. Solving the telephone
logjams and providing good service has had
top priority at Group W for the past two
years, he says.

Cable managers are looking to technology
to help them reduce capital and operating
costs. One of the cleverest new customer-
service tools to come along in the past few
years is addressable converter technology,
according to Western's Allen. It allows cable
operators to control each of their subscribers' conver-
ter boxes from the headend. With
such a system, they can turn off service or
upgrade or downgrade service without sending
a crew to the subscriber's home. Accord-
ing to Continental's Hostetter, addressability
will not only provide channel switching but is
available that allows operators to integrate
addressability with their billing systems.

The original generations of addressable
hardware were disasters for their makers and
their users. But it now seems, judging from
most of the cable operators, that a number of
manufacturers are producing practical and
reliable equipment. Not all the cable opera-
tors agree, however. Manufacturers have "a
long way to go" before they will satisfy
Group W, Bresnan. Design and quality con-
trol have suffered over the past few years as
manufacturers have strained their resources
to keep up with the rapid expansion of
the industry. "If American manufacturers don't
improve," he says, "they may be in store for
some stiff foreign competition."

The latest hardware can also be used to
keep down construction costs. United's
Schneider says he is curious about new 550
mhz cable equipment that will permit oper-
teors to squeeze 70 or 80 channels onto one
coaxial cable, which would be considerably
cheaper than installing a second cable to of-
er that many channels. United is also taking
a hard look at General Electric's comband
system, which promises to double the chan-
el capacity of a system by squeezing two
compressed signals into a single channel.

The system could result in "tremendous cost
savings," he says.

"The jury is still out" on whether state-of-
the-art cable systems can make it in the
major markets, says Rosencrans. The verdict
will not come in until systems in such places
as Pittsburgh: Fort Worth: Houston: Cincin-
nati: Boston: New Orleans: Dallas: Atlanta:
Chicago and Omaha are completely built
and allowed to mature a bit. To influence that
verdict, cable operators involved in these
franchises and many others are turning to
sound management and marketing practices,
and trying to keep attuned to the dynamics of
the industry and their particular markets.
"It's a good business," says Western's Allen.
"But if you drop your pencil and bend over
to pick it up, you'll be so far behind, you'll
never catch up."

If it's not one thing it's another for NAB boards

Ashton meeting, usually a
iet affair, won't be this year;
ccern over leadership, division
er strategy, embarrassment over
fs will keep sessions abuzz;
ltts at center of the storm

e joint board of directors of the National
sociation of Broadcasters will not want
 issues to occupy its members—or, poten-
tly, to divide them—at this week's annual
ner meeting in Washington. One after
other since April, when the NAB ap-
ined to have pulled its new act together at
annual convention in Las Vegas, a quick-
ing tattoo of developments has impressed
at the organization's consciousness.
are of the utmost seriousness; together, they
to a crisis of confidence for the
's new management.
The most recent surfaced last Thursday in
ashington when 40 to 50 representatives of
ation's largest broadcast groups met to
ablish a new "caucus" whose purpose will
to make sure its members' interests are
presented in the regulatory and legislative
centers of power—an effort that is said to be
complementary to NAB's, not in opposition to
it, but which is nevertheless made neces-
sary by perceived shortcomings in the way
the NAB works—or doesn't.

Just before that, the NAB had come in
creasing backstage criticism from the
three major network organizations for its
handling of a number of issues, beginning
with the so-called "TV trends study"
ula
(Hollywood—which last week had grown to be the
subject of paid advertising by print media
using the NAB's own creature as competi-
tive ammunition against TV; see picture
page 38). After that, the networks became
alarmed by the NAB's decision—unilateral,
their point of view—to bypass House
Telecommunications Subcommittee Chair-
man Tim Wirth (D-Colo.) in the industry's
attempt to achieve statutory deregulation of
both television and radio. Conspicuously,
that strategy had been at odds with the radio
only aspect of the National Radio Broad-
casters Association, which fears that linking
the two media together may result in legisla-
tive relief for neither—or, worse still, from
NRBA's point of view—that what it consid-
ers a golden opportunity to achieve radio
deregulation will be lost entirely.

Now, it's beginning to appear that televi-
sion may be as unhappy as radio to be joined
together. There is a widespread feeling that
TV would be best off staying out of the de-
gerulatory arena now, and leaving well
enough alone. The quantification tradeoff that
NAB has presently achieved in return for elimina-
tion of spectrum fees causes great disquiet
among TV broadcasters, who also fear they
may be caught in an EEO bind as well.

The networks, of course, also are con-
cerned that the NAB's anti-Tim Wirth strate-
will result in retaliation that could threaten
en their own principal, deregulatory objective: repeal of the FCC's financial in-
terest and domestic syndication rules.

The agenda for the joint board's week-
long meeting also is devoted to a number of
other pressing legislative and regulatory issues
facing the industry. Internal politics also
will add to the mix this week when the each
of the boards elects new officers, and a new
joint board chairman is chosen for the NAB

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A six-page letter sent by Larry Patrick, former NAB senior vice president for research and planning (now with Hiber, Hart & Patrick), who originated the TV trends study, to TV board members and executive committee members, will likely fuel the board's discussion. The study was commissioned under Patrick's tenure although he left the association before it was completed. They are the principal quotes from that document:

"The study was far from complete when I left NAB's employment in February. I had not seen the final results of the survey particularly the analysis of the television portion of the study. At least half of the bills for the study had not been submitted by that time and much of the analysis was incomplete. Admittedly, because of the pressures from the audio-visual company charged with producing the opening session at the television convention, an initial script was written by someone at NAB prior to the receipt of all of the results of the study. With hindsight, it is easy to say that we should have pushed for a more complete analysis. Under no circumstances did NAB do that. NAB's approach was intended to produce an audio-visual event."

"Although the study has been seriously misrepresented in the popular press and the few negatives in the study blown far out of proportion. I do believe that such a study was a valuable piece of intelligence for the industry. Further, I do not think that the leaders of the broadcasting industry are afraid of finding out what viewers believe."

"One particularly disturbing result of the presentation and the handling of the subsequent uproar was the sudden reversal of positions and the search for a scapegoat. The comments to me immediately following the presentation and throughout the convention were that the study was a good one and a strong opening for this year's convention. There was much praise for the presentation and little or no criticism. As we all know, that soon changed. Likewise, as soon as the furor broke, Eddie Fritts, John Summers and I spoke by telephone concerning how to handle the situation. I had previously volunteered that I would not comment because I considered the study to be NAB's. Eddie, John and I agreed that we should stand together and handle any calls as diplomatically as possible. We also agreed not to talk with the trade press about the study or the controversy. It therefore surprised me when letters or written or telephone comments from both Broadcasters and Television Digest saying they were each working on a story which focused on placing blame for the study and that others had already opened fire at me."

The controversy surrounding the trends study refuses to lie dormant. An advertisement in Advertising Age and Adweek placed by Reader's Digest puts the study to its own use. The ad reads: 

"The N.A.B. study that reads as if we commissioned it."

And then goes on to say: 

"A new study commissioned by the National Association of Broadcasters underlines what Reader's Digest has been saying about the TV networks: Their audience is eroding. Badly.

In its pitch for advertisers, Reader's Digest also has a field day with the study.

The NAB was quick to counterattack. Senior Vice President Shaun Sheehan fired off a Mailgram to the Digest beginning: "We are appalled" and going on to say the ad was factually inaccurate and based on an incomplete report. Sheehan called it "derogatory comparative advertising."

Not all board members are alarmed by the regulatory turn of events. "It is the first time in a long time NAB is on the offensive--as it should be," said one TV board member. Radio board members overall are backing the NAB's deregulation initiative. "The NAB's done a tremendous job," said one radio board member who predicted the boards would reaffirm the staff's initiative.

Some television board members are expressing reservations about the NAB's direction. "Quantification is a dangerous approach; it could turn deregulation into reregulation," said one. "What's happened here is that we have a runaway freight train," said another TV board member. NAB President Eddie Fritts, however, is confident that the disenchanted board members can be won over. "When these congressmen get through talking to them, they are going to understand what we are doing. why we are doing it and provision to quantify a public interest standard for radio and television and will like serve as the framework for any deregulation legislation passed by the committee. So also joined Tauke, Tauszin and Lukken, in their efforts to move deregulation legislation.

FCC Chairman Mark Fowler will add the group on Thursday. A breakfast spoken for by the Indiana Association of Broadcasters on Friday will feature FCC Commissioner Mimi Dawson.

A briefing with key Senate leaders scheduled Wednesday evening for 10 boards featuring Bob Packwood (R-Or) chairman of the Commerce Committee; J Stevens (R-Alaska); Ernest Hollings (S.C.), ranking minority member on Commerce Committee, and Edward Zinsky (D-Neb. It is hoped that Vice President George Bush also will attend. Following the briefing NAB is sponsoring reception honoring members of the Senate Commerce Committee and an a look for each of the board members' home states.

The election of a joint board chair (both the radio and television boards vote the joint chairman) and a radio board chairman are shaping up to be lively. A race between television board chairman G Schmidt, Harte-Hanks Communication Jacksonville, Fla. TV board member, and Kitty Broman, Springfield Television Corp, Springfield, Mass., for the joint board chairmanship is heating up. Schmidt appears to have the lead and is expected to win. Broman is campaigning hard. In an open letter to the board last week she took a hard stand against her opponent: "Quite simply for the NAB to enjoy respect, a change must be made and made now. My opponent c: not provide the focus and forcefulness need by our diverse organization. The NAB will not survive if we suffer from inter-dissention and defections by both radio and television broadcasters. I plan to be (and I have been) a strong and forthright NAB chairman needed today. This critical position cannot be an honorary one awarded to someone on the basis of friendship or as automatic step up the ladder. It is imperative we have a chairman devoted to improving the NAB and to better serving the member ship," Broman wrote. "As one of the vote you have a clear choice between my opponent and me. My credentials spring from years of service on the NAB boards--including both radio and television broadcasters--and active management of a group of commercial broadcast stations for my own working career. My opponent does not have this same record or anything remotely comparable," She also wrote that she wants compensation--the NAB has paid its...two joint chairmen, Fritts and Bill Stake of Bluegrass Broadcasting. 500,000 a year "nor will I take any."

S. Schmidt sent out a letter to board members earlier and doesn't plan to respond Broman's: "I'll let my record speak for itself," he said. Schmidt did note that he also opposed from the start the policy of offer compensation to joint chairmen and also did not accept a fee if elected. That vote will be taken Friday during the last joint session.
he radio and TV boards.

The race for the radio board vice chairmanship is a three-way contest among Walter May, WPEAM-WHRI(FM) Pikeville, Ky.; Ted Snider, KARNAM-KKYIFM Little Rock, Ark., and Charles Jones, WSRZ(FM) Sarasota, Fla. According to an informal survey of radio board members, May and Snider are the leading candidates; Jones is considered to have an outside chance. Members project the May-Snider match to be a toss-up. The race is of unusual interest because the winner is considered likely to move up to the joint board chairmanship two years from now.

The other board races remain uncontested.

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The groups plant a flag of their own

Outlet's Henderson is heading a caucus formed to advance the views of 42 companies before the FCC and Congress

Some of the top major station groups in the country are pooling resources to form a caucus "to give group owners an identifiable voice in Washington. The caucus was formed last week after representatives from 42 major station groups met in Washington to discuss how their interests can best be represented at the FCC and in Congress. A steering committee was also formed to direct and set the priorities of the caucus.

The group operators are also members of the National Association of Broadcasters, but they feel their point of view is underrepresented in Washington. David Henderson, president of Outlet Co.'s broadcasting division, a chief organizer of the Washington session, was named temporary chair of the steering committee. Henderson explained that the caucus agreed that there was a lack of specific focus on the needs of TV station operators.

Henderson said that the formation of the caucus was "an attempt to give the group owners a way to voice their concerns in Washington. The caucus will develop an approach whereby the issues that are sensitive to this particular group will be defined." The caucus, he explained, "will work in concert with the other established trade organizations for a common good and is pledged to support positions of the NAB that are consistent with what we believe are our own specific needs." But, he said, the caucus will operate independently and "in our own interest."

Many of the group owners were already in Washington last week attending a long-scheduled managers conference of the Association of Maximum Service Telecasters. The group owners' special meeting followed Broadcasting, June 6). Included among the 42 stations groups now part of the caucus are: Capital Cities Communications, Metromedia, Belo Broadcasting, Cox Broadcasting, Group W, Post-Newsweek Stations, Evening News Association, Media General, Storer Broadcasting, Multimedia Broadcasting, Allbritton Communications, United Television, Gaylord Broadcasting, Taft Broadcasting, Fisher Broadcasting, King Broadcasting, Hearst Broadcasting and Hubbard Broadcasting.

The steering committee includes some of the top executives from major station groups. They are: William Baker, president of Group W's TV group; Terry Lee, president and chief operating officer, Storer Communications; Joe Dougherty, executive vice president and president of the broadcasting division, Capital Cities; William Schwartz, president and chief operating officer, Cox Communications; Dudley Taft, president, Taft Broadcasting; Joel Chaseman, president, Post-Newsweek Stations, and Henderson, Chaseman was another key organizer of the special meeting.

The idea for the gathering originated at another informal meeting in New York last month (Broadcasting, May 23). The genesis of the group's concern reportedly was the NAB's presentation at its convention last April of an audience study that turned up dissatisfaction with television (Broadcasting, April 18; see also page 38). But that appears to have deeper roots.

At its formation last week, the caucus approved an instruction to Henderson to contact NAB President Edward Fritts and "tell him that we stand ready to assist the NAB, to work with the NAB in every way possible, but we reserve the right to form our own positions on matters if the interests between NAB and the caucus are not parallel."

The caucus has no plan to set up its own Washington staff. Henderson said the association might need one paid employee to handle correspondence and keep records.

The meeting last week focused on the importance of the group owners themselves becoming more active in the lobbying process.

Henderson said, "We will encourage members of the caucus to open up the lines of communications and to be known to the decision makers," he added. "Generally our interest has peaked after decisions have been made. We should be ahead of that curve and not chasing the ball or event after a decision has been made." Henderson said. "This is an industry, he said, "bring some really powerful people to represent our view to Washington."

One of the issues of great concern to the group operators, he said, is the concept of quantification of program standards in the deregulatory legislation that is being drafted in the House of Representatives. Television broadcasters, Henderson said, have serious reservations about what may be the final outcome of quantification of a public interest standard. He said that the group owners will have more to say on that topic later. There seems to be a growing consensus among group owners that the outcome of the NAB's push for deregulation could be more regulation. There are those who would prefer to live by current rules rather than to risk the unknown outcome of the NAB's initiatives. "Deregulation doesn't always work," Henderson said. The "if we have to" alternative, he said, provides an example where deregulation isn't working well.

The group owners' priorities are also focused on such issues as repeal of the FCC's multiple ownership rules. Maintaining the FCC's must-carry rules for cable and First Amendment issues are also high on their agenda.

Henderson said the steering committee of the caucus will meet within the next four or five weeks.

During an interview before the meeting, he noted that no matter what the outcome of the session, the group had achieved one of its stated goals—to get the attention of the NAB. "I think the airing of complaints was healthy and I think we did it without going anybody," Henderson said. "Where we can be together and stand with other organizations we will stand. If we have to go beyond what we can do, we will. If we have to take a different path we will."

The NAB has already reacted to the groups' stated disenchantment. Fritts, joined by the association's top executives, two weeks ago paid a visit to Taft Broadcasting headquarters ("Closed Circuit," June 6) and plan to confer with more. The formation of the caucus is expected to be a primary topic of discussion of the association's radio and television boards when they meet this week in Washington (see story, page 38). Fritts said, before the meeting of the caucus, that
the NAB wanted “to fully address the concerns of the major groups and we are advancing some proposals to do that.” He said the NAB planned to “form some type of an executive forum which would be structured along the lines that they would deem most appropriate... We would want to have top executives from major broadcast groups involved in this arena. We could see doing something like a Williamsburg-type conference once a year with a list of prestigious speakers and with future technology presentations.

In an interview following the formation of the caucus, Fritts said the NAB would still pursue the establishment of an executive forum at the association. Overall, he noted, “we are extremely pleased they didn’t want to structure or formalize another organization.” He noted that the caucus did not urge any defections from the association and would work in concert with the NAB. Fritts thinks the caucus will primarily take a stand on those issues that the NAB cannot. “We all agree on 90% of the issues,” Fritts added.

The formation of the caucus, he noted, is also welcomed by those who used “grass roots lobbying.” Fritts said that he has advocated greater broadcaster involvement in government relations since he took office. 

How suite it’s not

Refusal of companies to abide by exhibit floor-only policy for 1984 convention and take out hotel rooms results in calls for expulsion from association

NATPE International, in an effort to stem rising dissension among its associate members, has reversed a recent decision to shorten its 1984 exhibition by one day. It has also begun to publicly chastise companies that have eschewed its goal of a single exhibition in favor of hospitality suites but, to the distress of some of its smaller exhibitors, continued to maintain it is powerless to force the rebellious companies out of their plans for suites and into the hall.

The 1984 convention, set for Feb. 10-14 in San Francisco, was to have been the first in which all exhibiting companies conducted their business in a single hall—the new 245,000-square-foot Mosconi Center. That plan began to crack just after the 1983 NATPE convention, when news surfaced that MCA-TV, maintaining there would not be enough privacy on the floor, had reserved a suite in the nearby Fairmont hotel for 1984.

Since then, a number of other companies have followed MCA’s example, prompting calls for their expulsion from NATPE from exhibitors who have reserved booth space on the floor and fear diversion of traffic from the hall (BROADCASTING, May 30).

Although it cannot be certain that all are intended for screening, suites have been reserved in the Fairmont, according to a list obtained by one irate exhibitor, by Paramount Television. Columbia Pictures Television, 20th Century-Fox Television, Worldvision Enterprises, MGM-UA, Jim Victory Television, D.L. Taffner Ltd., ASI, Cluster Television, Televisa, Orion, PSI, Westworld and SFM Entertainment.

Last week, Lexingon Broadcast Services chairman, Henry Siegel threatened to sue NATPE for abandoning what he sees as a promise from the organization to stage a single exhibit next year. Siegel maintains his firm should be reimbursed for the $250,000 it has invested in designing and building a booth for use in the exhibit, which he now feels may have been wasted.

NATPE maintains it never legally contracted to guarantee a single exhibit, but merely promised to try to provide the selling environment it believed would be best, now that the convention has grown too large to be housed in a single hotel. Phil Corvo, NATPE’s executive director, has written to Siegel, telling him NATPE “does not feel in any way it is not living up to all the things it has said it would do,” and is continuing its efforts to coax all exhibitors onto the floor.

NATPE cannot afford to expel the rebellious member companies, which provide substantial support for the organization by advertising in its monthly magazine and convention directories and by registering their personnel at its conventions. By expelling some of its members, NATPE would also risk the creation of a rival organization or program marketplace, a prospect it already faces with the growth of the Association of Independent Television Station’s annual convention, which has a much smaller audience than the convention NAB will host at the Mosconi Center.

Convo plans to meet with executives from Paramount, Columbia, Worldvision and 20th Century-Fox this week in San Francisco, to show them the Mosconi Center and acquaint them with plans for soundproof, cost-effective booths. To compete with the suites at the convention itself, NATPE leaders are beefing up plans for their agenda, which is being tailored to attract as much attention as possible to the exhibition.

Instead of opening the exhibit on Saturday (Feb. 11), as had been planned, it will do so Friday, with a gala luncheon featuring either a major keynote speaker or top entertainer. Following lunch, delegates will be led by a marching band into the exhibit, which is being designed under a “streets of San Francisco” theme, complete with cable car around its perimeter. The exhibit hall will remain open through Monday, Feb. 13, to give buyers as much access as possible.

Although NATPE is stepping up efforts to convince all of its exhibitors to screen at Mosconi rather than in hotel suites, it is rejecting compromise proposals by smaller exhibitors to try to ban screening in suites or to limit the hours for suite screening to those in which the exhibit hall is not open.

Hal Golden, president of the Association of Program Distributors, has asked NATPE to charge suite holders a fee comparable to

that floor exhibitors have had to pay, but that too has been rejected. In the meantime, Lexington Broadcast Services has reserved a suite for screening in San Francisco’s Hilton hotel, which is serving as headquarters for the convention. Suites at the Fairmont have been sold out, according to exhibitor Beverly Partridge. Cinema Shares International, New York.

Exhibitors who have rejected the exhibit hall concept have not only made “poor business decisions,” according to Corvo, but have displayed disloyalty to NATPE, after it risked dividing its membership by lobbying in favor of retention of the FCC’s financial interest and syndication rules. NATPE invested considerable funds and staff resources in lobbying the issue, said Corvo, after a number of larger associate members, led by Paramount Television, asked it to do so.

Most of NATPE’s associate membership, including Paramount, have “expressed support” for the exhibit hall concept since it was first proposed, said Corvo. Only MCA has opposed it from the outset. Those companies that have taken suites, and reserved only token space on the floor to comply with NATPE rules, are not only showing gross ingratitude for NATPE’s lobbying efforts in their behalf, said Corvo, but they are demonstrating bad faith by abandoning their support for the exhibit hall to follow MCA’s example.

“We went out on a limb for those bigger companies,” said Corvo. “The reasons they are giving us now for avoiding the floor are unacceptable.”

Coming to terms over turf fight

House deleted language in bill, which pleases Commerce; State says bill doesn’t hinder its operations

The reality of who in the Reagan administration does—or should do—what in international telecommunications matters was obscured last week in the smoke of bureaucratic battles ranging from Capitol Hill to the executive branch agencies.

The House of Representatives on Thursday deleted much—but by no means all—of the language Representative Dante Fascell (D-Fla.) had inserted earlier, in Foreign Affairs Committee consideration on the State Department authorization bill (H.R. 2915), regarding State’s “authorities” in the area.

Commerce Secretary Malcolm Baldrige, who felt his turf was being invaded by State, was reported to be “very satisfied with the way things turned out.” But State seemed, if anything, above the battle. Officials said it had not sought the language, asked that it not be included, and didn’t need it. State was, they insisted, already performing the functions detailed in the language—and would, they indicated, continue to perform them. Indeed, it was hard to find the “losers” in the controversy.

Fascell, chairman of the Foreign Affairs
committee’s Subcommittee on International Operations and a strong proponent of focusing authority in the State Department for coordinating and implementing international communications policy (which would include telecommunications and information) on the White House, clearly did not consider itself one.

He had agreed to the change in language after meeting with Representatives John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, and James T. Broyhill (R-N.C.), ranking minority member on Commerce’s Telecommunications Subcommittee. They shared Baldridge’s concern that the original language amounted to a usurpation of Commerce Department’s authority. But the change, Fassell eludes, changes nothing.

Remaining in the bill is language directing the Secretary of State to assign to an under secretary responsibility for international communications and information policy, and establish under that officer an Office of the Coordinator for International Communications and Information Policy, headed by a coordinator who would be appointed by the resident and head the rank of ambassador, who would formulate, coordinate and oversee the international communications and information policy assigned to the under secretary.

The under secretary for security assistance, science and technology has been the State Department’s principal official in communications matters dating back to the Carter administration. A newer development is the creation of the coordinator’s office, now filled by Diana Ady Daughan.

But deleted from the bill was language stating the responsibilities of those officials, including the material that Commerce representatives had singled out as particularly threatening to Commerce’s responsibilities—provisions directing the under secretary and the coordinator to formulate and coordinate “executive branch policy on international communications and information issues” and to oversee and coordinate the functions of those agencies concerned with international communications policy.

The amendment also changed the bill to assure that the coordinator would exercise one of the functions assigned to the office only under expressed presidential authority. Why include in the bill language to describe functions the State Department says it is already performing? Fassell reportedly was determined to codify those functions in law. And he feels the language left in the bill complishes the goal. Commerce Department officials, on the other hand, maintain that language deleted granted State more authority than it has now, at Commerce’s expense.

Whatever the result of the turf fight thus far, the contest is not over. The Senate Foreign Relations Committee, which approved State authorization bill without provisions dealing with State’s role in international communications and information policy matters, is understood to share Fassell’s views on that issue. When the legislation comes out of a Senate-House conference to run out differences, one Senate committee staffer said, the controversial section “will look different”—and he indicated he meant stronger.

However, the matter might be resolved by the two departments concerned. Under Secretary of State William Schneider, the State Department official in charge of international communications and information matters, and David Marky, head of Commerce’s National Telecommunications and Information Administration, have been meeting on the problem. “We think we can come up with a working position we can live with and eliminate that shady area created by executive orders. Both departments,” he added, “will have to give a little ground.”

The administration, which has not been very visible in the controversy, played a role in the fight over the State Department authorization bill. According to “a statement of administration policy” issued by the Office of Management and Budget, it favored deletion of the entire section at issue, not only the provisions ultimately dropped, on the ground it is “unnecessary.” The administration, an OMB official said, feels such matters should be handled legislatively.

That position is likely to be repeated in connection with provision in the Senate bill (S.999) on international telecommunications policy that is under consideration by the Senate Commerce Committee. The provision would create a special representative in the White House who would play a dominant role in international telecommunications matters. “We do oppose” that provision, an OMB official said, although a formal position has not been adopted.

### Getting down to brass tacks on cable deregulation

**It’s NCTA vs. AT&T as the Senate gets ready to vote on S. 66**

The fate of the Senate cable deregulation bill, S.66, hangs in the balance this week. Today (June 13) the Senate begins debate on the bill and Tuesday a vote is scheduled. Proponents of the bill are confident the Senate will approve the measure, but the threat of crippling amendments is still very real.

All last week the lines of division were being drawn. Senators were sending out letters to their colleagues urging support for amendments. Dissident members of the National League of Cities and AT&T, staunch opponents of S.66, worked furiously to muster support. According to reports late last week, AT&T was gaining ground and it will be pitted against the cable industry in the Senate’s debate.

The good news for cable, however, is that the concerns of some cities, represented by Senator Frank Lautenberg (D-N.J.), appeared to be worked out in a compromise reached last week with the bill’s author, Senator Barry Goldwater (R-Ariz.), and Commerce Committee Chairman Bob Packwood (R-Ore.), a key backer of the legislation.

Lautenberg’s complaints about the bill centered on the rate deregulation that would be granted to cable operators in large markets. He also wanted to amend the measure so that judicial review is available when a fair and adequate hearing is not provided by local regulators; retain residual common carrier authority; require a minimum portion of channel capacity be made available for access by other groups; empower franchising authorities to require access by public and educational as well as governmental users, and restore the balance in favor of mutually agreed upon contractual duties.

The agreement worked out with Lautenberg doesn’t appear to have alarmed NCTA. According to a Lautenberg spokesman, the agreement would impose rate regulation in areas where greater than 80% of the households are cable subscribers unless there is proof of good off-the-air reception. That change would basically affect heavily cable areas with bad reception, like the western part of Lautenberg’s home state of New Jersey. In addition, judicial review would be eliminated under certain conditions. And franchising authorities would retain some authority to require access by public and educational users.

“We are encouraged that the cities’ issues are going to be resolved,” said National Cable Television Association President Thomas Wheeler. “The name of the game now is muscle politics,” he added. The NCTA president agreed that the nucleus of debate over the bill would focus on the telephone issues. “We don’t plan on losing,” Wheeler said. Although he said the association doesn’t underestimate the challenge of the phone companies, “we are willing to go head to head with them.”

The amendments offered by Senator James Abdnor (R-S.D.) on behalf of AT&T and the Bell operating companies still pose a serious threat. One of the amendments would alter the bill’s definition of basic telephone service, rendering the deregulation awarded to cable in the bill invalid. Abdnor’s other amendment would “insure that all providers of telecommunications services share in the obligation of providing universal service.” One congressional source agreed that the key issue is the Abdnor amendments. “There is a lot of indecision on the part of senators on telephone issues,” the source said. A spokesman for Abdnor said the senator has at least 40 or more votes in his favor, leaving 15 against it and some 40 still undecided.

AT&T’s chief complaint is that cable will be able to provide the same data delivery services as the phone companies, but free of regulation. The phone companies are asking that cable be regulated as a common carrier or that the restrictions on the telephone companies be lifted. And AT&T is claiming that cable competition will place a drain on its income, possibly causing an increase in basic telephone rates. Many senators, a Commerce Committee source said, don’t want to
support a bill that is being labeled as causing telephone rate hikes.

Since AT&T entered the legislative picture, it enlisted the aid of state public utility commissions. The PUC’s want to maintain their authority to regulate data and voice transmission services and insure that basic telephone rates won’t increase. NCTA charged that AT&T has always wanted to kill the bill. In an effort to address AT&T’s concerns, Packwood and Goldwater amended S. 66, but the change was not to the communication giant’s liking (BROADCASTING, May 23).

Still another obstacle facing the cable bill is the proposed amendments Senator Alan Dixon (D-Ill.), plans to offer on behalf of the U.S. Conference of Mayors. USCIM is leading the charge for the dissident NLC faction Dixon’s amendments would modify the bill’s franchise renewal procedures to eliminate the bill’s automatic renewal of renewals by shifting the burden to the cable companies and providing for competing applicants. Dixon would also delete the provision that grants automatic rate increases to cable operators.

Congress moves Radio Marti closer to reality

Committees in both houses pass legislation that would set up government-run AM station broadcasting to Cuba from Florida

The Reagan administration made substantial headway last week in its effort to win congressional approval of its plan to establish Radio Marti, an AM station that would broadcast to Cuba and, in the process, break what the administration says is the Cuban government’s monopoly on Cuban news in that country.

Similar bills were approved in markup sessions by the Senate Foreign Relations Committee, on Wednesday, and by the House Foreign Affairs Committee, on Thursday. But the victories were not easy—a key test was won by only a single vote in the Senate committee—and final passage is not yet assured.

The path to success in the committees is through a minefield of National Association of Broadcasters opposition. The association, which had maintained a curious kind of neutrality concerning the issue when it was before Congress in the last session—it stressed the danger of American AM broadcasters being devastated by Cuban-caused interference but did not oppose the bill—is now lobbying hard to block passage of the legislation as written.

The margin of victory for the administration was substantial in both markup sessions. The vote was 13-4 in the Senate, and in the House no one bothered to ask for a roll call after a voice vote left no doubt as to the outcome. But those votes came after alternatives to the administration bill that were vigorously backed by the NAB came close to winning. In the Senate, Radio Marti forces turned back an amendment offered by Edward Zorinsky (D-Nebr.) only by a 9-8 vote. In the House, the alternative presented by Representative Peter H. Kostmayer (D-Pa.) was defeated by three votes, 14-11.

The State Department, in a series of meetings with NAB officials, had attempted to meet broadcasters’ concerns regarding what they saw as the likelihood of a Radio Marti triggering a radio war. The bill introduced in the last Congress would have permitted the government to pick any frequency for the station, even if under conditions designed to guard AM stations against retaliation. And the administration had at least tentatively chosen 1040 kHz, the frequency of WHOAMI Des Moines, Iowa.

The new bill—H.R. 2435 in the House and S. 602 in the Senate—would restrict Radio Marti’s use of the AM band to the frequency on which the Voice of America station on Marathon Key, in Florida, operated on a kHz, which it shares with WHAM (AM) Rochester, N.Y., despite that station’s objections—or to those frequencies of commercial or noncommercial stations willing to lease time for Radio Marti broadcasts. The bills would place Radio Marti under the control of the Board for International Broadcasting, which now operates Radio Free Europe and Radio Liberty.

In its effort to defeat the administration bill, the NAB focused on a proposal, initially offered in the last Congress by Senator Claiborne Pell (D-R.I.), ranking minority member of the Senate Foreign Relations Committee, to expand the hours of the VOA station on Marathon Key from five to 14 and to fill the additional time with the kind of programming intended for Radio Marti. That was essentially the amendment offered by Kostmayer in the House Foreign Affairs Committee markup. On the Senate side, Zorinsky dressed up the Pell amendment with provisions calling for the creation of a “Cuba Service” of the VOA which would operate under a presidially appointed board and be responsible for VOA’s Cuba-oriented programming.

Senator Charles Percy (R-Ill.), chairman of the Senate Foreign Relations Committee, said the VOA charter, which has been enacted into law, requires the service to be “a window on America to the world” and thus would be violated by an operation that was a “surrogate” news service to Cuba. Zorinsky rejected the argument. He noted that the Voice between 1961 and 1974 had broadcast a program devoted to Cuban news and events without being cited for violation of the charter. “You can either do it or not,” he said. “It depends on whether you want to or not.”

To deal with broadcasters’ concerns about Radio Marti leading to increased Cuban-caused interference—the island has been a source of serious interference, particularly in the Southeast, for years—both committees approved amendments to authorize $5 million to reimburse broadcasters obliged to upgrade facilities to mitigate the problem.

Dante Fascell (D-Fla.), chairman of the House Foreign Affairs Committee’s Subcommittee on International Operations, had introduced the amendment as he had the bill. And he recognized the compensation “is not as much as broadcasters would like. But the principle is preserved.” The amendment has been called the “Dade county relief act” because of the belief it would be used largely to ease the burdens of broadcasters in south Florida.

The vast difference the broadcasting industry sees between the compensation the committees thought reasonable and actual needs broadcasters claim was indicated by NAB’s vice president for government relations, Carol Randles, when she was asked to testify during the Senate markup. She noted that relatively few stations could upgrade service without causing interference to do mestic outlets—so that remedy would not be available. But the overall costs—in, advertising revenues lost as a result of interference—could run as high as $50 million to $60 million annually, based on NAB studies of potential interference from Cuba, she said. “The $5 million doesn’t go nearly far enough,” she added.

Those sentiments came close to prevailing. Senator Joseph Biden Jr. (D-Del.) proposed an amendment that would have compensated radio and television licensees for the loss of advertising or other revenue caused by Cuban interference. With om- Democratic Senator Paul Sarbanes (D-Md.) voting with the Republicans, the amendment failed only on a tie vote, 7-7.

Although the NAB failed to stop Radio Marti last week, it could count one small but possibly significant victory in approval by the House Foreign Affairs Committee of an amendment to insure that 1180 kHz is the frequency to which Radio Marti—and the VOA’s Radio Marathon—are restricted. The amendment was offered by Representatives Jim Leach (R-Iowa), and is designed to keep broadcasters’ fears the administration would, when it felt it necessary, move Radio Marathon to another AM frequency and thus provide for the move of Radio Marti.

With the work of the foreign affairs committees completed, the scene shifts to the House Energy and Commerce Committee, to which the House bill has been referred. The administration’s Radio Marti bill in the last Congress was approved by the Commerce Committee, but only after Representative Timothy Wirth (D-Colo.), chairman of the Telecommunications Subcommittee led a vigorous fight against it. (The Senate Commerce Committee has not asked for referral.)

And Radio Marti opponents talk of possible trouble ahead for the bill in the Senate and House. They suggest that Marti may become enmeshed in the administration’s controversial policy in Latin America—fa- tally enmeshed, they hope.
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ESPN 1201
ESPN Pl., Bristol, Conn. 06010
Sports programming network. Staff: Stuart Evey, Bill Grimes, Scott Connal, Roger Wernet, Al Wieder, Roger Williams, Jim Ballard, Chip Harwood, Charlie Mills, Mike Nickerson, Shirley Shorr-Saito, Bill Schweitzer, Sharon Sidlo, Joan Wright, Mark Noon, Bruce Blair, Mike Presby, Bob McCarthy, Ronni Faust, Bill Ketchum, Mary Herne, Marilyn MacDonald, Julia Barfield, Dave Ogren, Steve Bornstien, Phil Shiffman, Denny Crimmins, Bill Ryan.

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Catholic cable network. Staff: Ginny Dominick, Matt Scalici, Ginger Scalici, Chris Harrington, M. Raphael, M. Angelica.

Falcone International 2043
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Financial News Network 3206
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Fire Burglary Instruments 2633
50 Engineers Rd., Hauppauge, N.Y. 11788

First Data Resources 4225,27, 4329,31
7301 Pacific St., Omaha 68114
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General Electric 3205
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Globe Battery 1017
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<td>Lemco Tool Corp.</td>
<td>2019,20</td>
<td>Box 330A, R.D. #2, Cogan Station, Pa. 17728</td>
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<td>Lindsay Specialty Products</td>
<td>1000,01</td>
<td>50 Mary St., West, Lindsay, Ont. K9V 4G7</td>
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<td>1044</td>
<td>Box 813, Acton, Mass. 01720</td>
<td>3M 4115,17, 4210,12 3M Center, 225-35-05, St. Paul 55144</td>
</tr>
<tr>
<td>M/A COM MVS</td>
<td>1400</td>
<td>32 Third Ave., Burlington, Mass. 01803</td>
<td>Satellite and point-to-point FM microwave products, satellite receiving equipment, microwave community access news systems*. <strong>Staff:</strong> J. Duke Brown, George Bell, Randy Young, Jim Bunker, Eric van der Kaay, Linda Steln, Don Siccott, Gary Atkins, Gary Deaneer, Al Gillingham, Dave Headley, Bill Ramsey, Fred Collins, Joe Burke, Frank Miani.</td>
</tr>
<tr>
<td>M/A COM Commscope</td>
<td>1300, 1400</td>
<td>1065 Second Ave., N.W., Hickory, N.C. 28603</td>
<td><strong>Staff:</strong> Frank Drendel, Jared Leondard, Bill Barbour, Frank Logan, Gene Switchen, Stan Lindsay, George Vehel, Tom McMinn, Bob Loveless, Ernie Masse, Van Costa, Ed Foust, Jerry Smith, Mark Manning, Sarah Hanks, Dale Shinerl, Mickey Smith, Tom Fitter, Jeff Bider, Stan von Feldt, Brian Garrett.</td>
</tr>
<tr>
<td>M/A Com Prodelin</td>
<td>1400</td>
<td>Box 468, Newton, N.C. 28658</td>
<td>Satellite antenna systems. <strong>Staff:</strong> Larry Nelson, Harry Matthews, Bruce Loyer, Randy Raybon.</td>
</tr>
<tr>
<td>Malcom Industries</td>
<td>3506</td>
<td>141 Shreve Ave., Barrington, N.J. 08007</td>
<td>Turnkey construction, engineering, converter repair, post-engineering design, survey, consulting, stand mapping, search and development.</td>
</tr>
<tr>
<td>Marketing Displays</td>
<td>4320</td>
<td>24450 Indoplex Cr., Box 576, Framingham Hills Mich. 48018</td>
<td></td>
</tr>
<tr>
<td>Masterack</td>
<td>1108</td>
<td>905 Memorial Dr., SE, Atlanta 30316</td>
<td><strong>Staff:</strong> Ron Cripe, Mark Hickman, Don Walling, Don McNew.</td>
</tr>
<tr>
<td>MCI Telecommunications</td>
<td>2107</td>
<td>2000 M St., NW, Washington 20036</td>
<td>Character generators. <strong>Staff:</strong> James Baunseard, Matt Kruger, Steve Frye, Charles Baum.</td>
</tr>
<tr>
<td>Media America Entertainment</td>
<td>4124</td>
<td>Box 126, New Hartford, N.Y. 13413</td>
<td>Metromedia Producers Corp. 1506 5 TV Place, Needham, Mass. 02192</td>
</tr>
<tr>
<td>MetroData</td>
<td>1509</td>
<td>1190 Burnett Ave., Concord, Calif. 94520</td>
<td>Variety sit-coms, games shows, animated series, music shows, puppet shows, documentaries and Telefeatures. <strong>Staff:</strong> Howard Finkenstein, Deborah Burke.</td>
</tr>
<tr>
<td>Metrotech Corp.</td>
<td>2610</td>
<td>670 National Ave., Mountain View, Calif. 94043</td>
<td></td>
</tr>
<tr>
<td>Micro Constructors</td>
<td>1020</td>
<td>226 N. Fourth St., Steubenville, Ohio 43952</td>
<td>Downconverter and receiver*, earth stations, modulator, multiple satellite feed systems. <strong>Staff:</strong> David Alvarez, Earl Currier, John Gefler, Tom MacAllister, Dianne Giannasanta.</td>
</tr>
<tr>
<td>Microdyne Corp.</td>
<td>2307</td>
<td>Box 7123, 491 Oak Rd., Ocala, Fla. 32672</td>
<td>Digital video processing equipment, time base correctors*, frame synchronizers*, local ad inserter and VTR machine controllers. <strong>Staff:</strong> John Kissell, Dan Soile, Steve Krant, Dave Everett, Frank Logan, Robert Wieland, Norman Pinette.</td>
</tr>
<tr>
<td>Microtime</td>
<td>1025,26</td>
<td>1280 Blue Hills Ave., Bloomfield, Conn. 06002</td>
<td>Digital video processing equipment, time base correctors*, frame synchronizers*, local ad inserter and VTR machine controllers. <strong>Staff:</strong> John Kissell, Dan Soile, Steve Krant, Dave Everett, Frank Logan, Robert Wieland, Norman Pinette.</td>
</tr>
<tr>
<td>Midwest Corp.</td>
<td>4235,37,39,41</td>
<td>4339,41,43,45</td>
<td>One Sperri Dr., Edgewood, Ky. 41017</td>
</tr>
</tbody>
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June 2, 1983

700,000 Shares

TCA Cable TV, Inc.

Common Stock

Price $12 1/4 Per Share

Copies of the Prospectus may be obtained in any State in which this announcement is circulated from only such of the underwriters, including the undersigned, as may lawfully offer these securities in such State.

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Call our Special Industries Office at 1-800-243-LOAN.
grams. **Staff:** Weston Elliot, Richard McHugh, Charles Coleman, Rick Traum.

**NCS Industries**

3031,32
2255 E. Wyandotte Rd., Willow Grove, Pa. 19090

**Staff:** Dick Grasso, Jerry Quinn, Bruce Furman, Ted Mayo, Jef O'Brien.

**Neptune Water Meter**

4126,28,30
904 Gilmer Ave., Tallahassee, Fla. 32308

**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 Stover, George Wickle.

**Norpak Corp.**

4219,21,23,25
10 Hearst Wv., Kanata, Ont. K2L 2P4

Teletext hardware including encoders, decoders and information providers. **Staff:** Leo Lax, John Smirle, Bob Fitzgerald, Anne McGaule.

**North Supply Co.**

1049, 2632
600 Industrial Pkwy., Industrial Airport, Kan. 66031

Security equipment, cable products including pedestals and headend equipment. **Staff:** Jay Housh, Brian Richard, Bob Winslow, A.G. Keeseecker.

**Northern CATV Sales**

1617
Box 6729, Syracuse, N.Y. 13217

**Fred A. Nudd Corp.**

3030
1743 Rt. 104, Box 475, Ontario, N.Y. 14519

Towers with leg drain*, and antenna mounting features*, accessories and services. **Staff:** Rich Nudd, Carolyn Beisiegel.

**Oak Communications Systems**

2201
16935 W. Bernardo Dr., Rancho Bernardo, Calif. 92127

Addressable converters*/*decoders*, complete software packages, satellite signal encryption system, communications finance. **Staff:** C. Radloff, Ed Joseph, Dean Bach, Mike Shaughnessy, John Donohue, Doug Howe, Lori Thacker, Lou Roels, Paul Devermann, Will Harry, Norm Zarchiel, O.J. Hansen, Chris Flor.

**Octagon-Scientific**

2411
476 E. Brighton Ave., Syracuse, N.Y. 13210

**OEM Sales**

1027
8230 Haskell Ave., Van Nuys, Calif. 91406

**Staff:** Danny O'Connell, Michael Holland, Stan Silverberg.

**Opinion Research Corp.**

2016
N. Harrison St., Princeton, N.J. 08540

Marketing research consultants. **Staff:** Andrew Brown, August Hess, Howard Horowitz, Julie Burton, James Clifford.

**Panduit Corp.**

1615,16
17301 Ridgeland Ave., Tinley Park, Ill. 60477

**Paralex**

2414
Box 12339, Winston-Salem, N.C. 27107

Computerized billing, accounting and management information. **Staff:** R. Lloyd Payton, Bruce Odeil, Pat Moseley, Sonny Patterson.

**Perfect Telemarketing**

2608
841 Chestnut St., Philadelphia 19107

Telephone marketing services. **Staff:** Frank Kavaler.

**Phasecom Corp.**

2507
6365 Arizona Cr., Los Angeles 90045

Headends*, frequency modulator, earth stations* and modulators, data modems. **Staff:** Bert Rosenblum, Arie Zimmerman, Harry Linden, Richard Covell, Earle Davis, James Bailey, Brad Anderson, Deba Patterson.

**Pico Products**

2504
1001 Vine St., Liverpool, N.Y. 13088

Security pay products and earth stations.

**Pioneer Communications**

1500
2200 Dividend Dr., Columbus, Ohio 43228

Converters, addressable terminals and systems, two-way and security systems, audio converters. **Staff:** K. Bob Matsumoto, Bill Randall, Tom Calabro, Jonn Lanpher, Larry Shredit, Michael Hayashi, Bob Adler, Ed Kopakowski, Shelli Rosser, Bill Kennedy, Alice Soltsiak, Irv Faye.

**Pleasure Channel**

4138
1888 Century Park East, Suite 1106, Los Angeles 90067

**Poleline Corp.**

3406
50 Amin Pl., Bronx 10462

Heat shrink tubing, pre-wire apartment house boxes and security enclosures, cording and stripping tool, installation materials, security equipment, aerial construction equipment, ladders, tools, test and metering equipment, cable and accessories, aerial hardware, underground construction equipment. **Staff:** Bud Campbell, Dennis Saroni, Rod Chadwick.

**Portac**

1024
108 Aero Camino, Goleta, Calif. 93117

Video display message generators. **Staff:** Chuck Martinet, Brian Hooper, Greg Chai, Tracey Hooper, Jerry Hodge, Tom Collier, Jim Patchell.

**Power & Telephone Supply Co.**

4116,18
Box 79265, Houston 77279

**Powervision**

2004,05
1240 Blue Gum, Anaheim, Calif. 92806

Standby power systems for headend and cable distribution systems. **Staff:** Ed Harmon, Tom Marino, Robin Davies, Don Chandler, Jim Marino, Sam Kung, Russ Taylor.

**Precise Mfg.**

1409
2143 E. Fifth St., Tempe, Ariz. 85281

**Production Products Corp.**

2044
133 S. Seneca St., Manlius, N.Y. 13104

Trunk distribution and drop connectors for CATV, cable connectors*. **Staff:** Andy Szegda, Ed Manley, Dave Hayes.

**Project Packaging**

3608,09
800 Briarell Ave., Point Pleasant Beach, N.J. 08742

**Proped**

2011
Box 154, Sicketsville, N.J. 08081

Security enclosures, pedestals. **Staff:** James Mason, Stanley Oltek.

**PTL Satellite Network**

1401
Charlotte, N.C. 28279

Inspirational religious programing. **Staff:** Jack Hightower, Les Marple, Cardin Hes- selton, David Coonrod, Walter Richard- son, Jay Babcock, John Pope.

**PTS Corp.**

2036

...a good alternative to other daytime Television 
...the hour seemed to fly by...
Simulsat can give you a new freedom in program selection and access. With Simulsat, your programming decisions are never affected by your hardware's limitations. This flexibility allows you to be more competitive in your market, more responsive to your customers needs.

**SIMULSAT GIVES YOU FLEXIBILITY FOR TODAY AND TOMORROW.**

As programs shift to different satellites and new satellites are launched, the need for your station to access any combination of satellites simultaneously, increases. Simulsat's technology gives you the flexibility to deal with these changes efficiently and economically. When it comes time to organize a teleconference or supply audio feeds for the radio station next door, Simulsat paves the way for these new profit opportunities.

**SEVEN METER PERFORMANCE**

Our new Simulsat-7 will give you 7 meter performance on every satellite. Consider the equipment expense and maintenance headaches associated with conventional steerable antennas compared to one fixed Simulsat.

**TURNKEY INSTALLATIONS**

Antenna Technology can provide you with a completely installed and engineered system specifically designed for your unique situation. Whether you require a remote switching system from your antenna site to your studio or a standard electronics package with your Simulsat, our engineers can design a system to meet your needs. Let our Broadcast Specialists show you how we can save you time and money with a Simulsat installation.

**ANTENNA TECHNOLOGY CORPORATION**

8711 East Pinnacle Peak Road Suite C-103
Scottsdale, Arizona 85255
(602) 264-7275
Reliable Electric

723 S. Hwy. 37, Bloomington, Ind. 47401
Converter repair services. Staff: Gary Wilson, Jeff Hamilton, Jim Church, Joe King, Roland Nobis, Jack Craig, Dave Tucker.

Publishers for Conventions 2015
1205 Main St., Pittsburgh 15215
Staff: Ben Gessler, Howard Burrell, Dona Ricci, Janis Surman, Linda Gondek, Bill Witherow, Barbara Piets, Gregg Szabatun.

Pulnik America
2636
453 F Ravendale Dr., Mountain View, Calif. 94043

Pyramid Industries
4307,09
Box 23169, Phoenix 85063

Quality RF Services
2030
825 Park Way, Suite 3, Jupiter, Fla. 33458
Staff: Fred Rogers, Sylvia Rathbone, Elzora Huminsky.

Quanta Corp.
1508
2440 S. Progress Dr., SALE Lake City 84119
Television information display systems and graphic titlers.

RADAC Marketing
1048
Box 1360, 430 Crescent St., Menomonie, Wis. 54751

Rainbow Programming Services
1301
100 Crossways Park West, Woodbury, N.Y. 11797
Bravo, Playbov Channel. Staff: Art Baer, Que Sauldwin, Earl Spencer, Pam Euler, Debra Lieberman, Katie McEnroe, Sandy McGovern, Sally Jacoby, Rita Katz.

RCA American Communications 3103
400 College Rd. East, Princeton, N.J. 08540

RCA Cablevision Systems 3102
8500 Balboa Blvd., Van Nuys, Calif. 91409

Jimmy Rea Electronics 2018
540 W. Broad St., Columbus, Ohio 43215
Local origination trucks and vans with full engineering production systems. Staff: Fred Gerling, Gary Brock, Augie Hess.

Regency Electronics
2039,40
7707 Records St., Indianapolis 46226
Staff: Joseph Boone, Steve Crum, Ken Showalter, David Allen, Ken Filardo.

Reliable Electric 2506
11333 Addison St., Franklin Park, Ill. 60131
Pedestals, enclosures, apartment box and standby power supplies. Staff: Mike Loran, Roy Clingman, Lee Keating, Dick Rivers, Walt Witte, Dick Schwob, Bob Plow, Don Murphy, Walt Miller.

Reuters 1203
1212 Avenue of the Americas, New York 10036
RF Monolithics 2623,24
4441 Sigma Rd., Dallas 75234

Riser Enterprises 2023,24
Bentley Rd., Highstown, N.J. 08520
Staff: Frank Colalillo, Anthony Vivoli, Art Bianconi, Mike Spencer, John Lacleire.

Riverside Manufacturing Co.
3017
Box 460, Mouttrie, Ga. 31768
Business uniforms. Staff: Tom Morrel, Maury Levine, Colby Jordan.

RMR International 1037
Box 1070, Athens, Tex. 75751

RMS Electronics 3305
50 Antin Pl., Bronx, N.Y. 10462
Apartment house boxes and security enclosures, installation tools and materials, aerial and underground equipment, test and measuring equipment, standby power supplies, line splitters, couplers, multi-taps, scrambler/descramblers, matching transformers, wall plates and taps, attenuators, switches and connectors. Staff: Arthur Fink, Donald Edelman, Kerwin McMahon, Ray Perez, Lee Heller, Gunther Diefes, Holly Kent, Jim Dombrowski.

Rockwell International 3403
Box 10462, Dallas 75207
Microwave video transmission systems. Staff: Bill Shurtleff, Tom Noble, Lee Fish, Tom Pruell, Dennis Riddle.

Rohn 1608,09
Box 2000, Peoria, Ill. 61656
Communication towers and equipment shelters. Staff: Larry Grimes, Rich Jessep, Al Reupsomer.

Roscor Corp.
1012
6160 Oakton St., Morton Grove, Ill. 60053
Total automation systems for commercial insertion and program playback, television remote trucks, videotape editing systems including spot reel editors. Staff: Howard Ellman, Jim Pianoski, Steve Detch.

Sadelco 1600,01
75 W. Forest Ave., Englewood, N.J. 07631
Signal level meters, spectrum calibrators and porta-bridges. Staff: Leslie Kaplan.

Thomas Sadel.
S.A.L. Cable Communications 4129,31,33,4224,26,28
2500 Park Central Blvd., Decatur, Ga. 30035
Drop material and tools, earth station dishes and receivers*, prepackaged headends*. Staff: Alan Scheinman, Chuck Conner, Miles Kith, Thomas Health, Jon Schwartz, Dennis Hibdon, Jerry Thompson, Martin Chipkin, Don Widbauer.

Sandoval Productions 4336
944 North Genevese, Los Angeles 90046

Sargent CATV Services 3626,27
28th & Liberty Ave., Pittsburgh 15230

Satcom/Oroxx 2617
1750 Junction Ave., San Jose, Calif. 95112

Satellite Syndicated Systems 2503
Box 45684, Tulsa, Okla. 74147
Keyfax, SPN. Staff: Ed Taylor, Selma Kremer, Dick Smith, Bill Rasmussen, Phyllis Vetters, Mark Solow, Terri Johnson, Gary Stanton, Sarina Klaver, Karla Mumma, Cherilyn Hampton.

Scientific-Atlanta 3503,05
Box 105027, Atlanta 30348
Earth stations, headend electronics, distribution equipment, coaxial cable.

...I thoroughly enjoyed the program... the host did an excellent job...
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"Dramatic Difference in Sound." .......... WCKW, Garyville, LA
"Interfaces So Well." ...................... KEZK, St. Louis, MO
"Best Performer on the Market." ......... KSTP, St. Paul, MN
"More Dynamic Response." .............. WGY, Silver Spring, MD
"Exceeded Specs." .......................... KISW, Seattle, WA
"Quietest Exciter on the Market." ....... KBZT, San Diego, CA
"Great Company-Great Product." ......... WBCY, Charlotte, NC
"Dramatic Improvement in Sound." ...... WSSH, Lowell, MA
"Fantastic! Beautiful Exciter." ............ WEZB, New Orleans, LA
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For more information on the FX-30 Exciter and BE’s exciting new FM transmitters, call or write Joe Engle at:

Broadcast Electronics Inc.
4100 N. 24th St., P.O. BOX 3606, QUINCY, IL 62305-3606, (217)224-9600, TELEX: 25-0142

Satellite-delivered programing. Staff: Mike Weinblatt, John Sie, Greg Nathan-son, Robert Catlin, Jack Heim, John Burns, Sue Denison, Carl Sambus, Dick Sullivan, Rick Howe, Ron Bernard, Ste-phan Wm. Schulte, Jim Miller, Peter Cher- nin, Mike Clark, Carolyn Winestone, Tom Furr, Earlie Marsh, Jim Van de Velde, Jim English, Leona Tenebruso.

Signal Vision 3019,20
2732-B Granite Way, Laguna Hills, Calif. 92653

Silent Knight Security Systems 2529
1700 Freeway Blvd. North, Minneapolis 55430

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

Solarvision 4332
3003 Reynolds, Dallas 75223

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

Starview Systems 3308
Rt.3, Box 103G, Pocahontas, Ark. 72455
Complete TVRO’s. Staff: John Hastings, Virgil Richmond.

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 McAmmitt, Archie Fletcher, Tom Fol- som.

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

Synchronous Communications 1110
1701 Fortune Dr., Suite O, San Jose, Calif. 95131
Frequency agile headend converters, TV IF modulator. Staff: Vincent Borelli, Don-ald Wyckoff.

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

TCS Cable 2412
6420 Richmond Ave., Suite 540, Houston 77057
Staff: Bobby Payne, Dick Behr, Scott Ste-vens, Dale Bennett, Manual Martinez, Roger Little, Robert Carroll, Sandra Spence, Sherry Gaeurn, Laurie Hutchei-son.

Telecrafter Corp. 2302

Broadcasting Jun 13 1983
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 teletext 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, Bill Madsen, Mike Glaser, Guy Larson, George Bullock, Mark Freter.

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

Telefrance USA
2503
Box 45648, Tulsa, Okla. 74145

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

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

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

Telpar
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

Texacan 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, 60-channel headend, dual stand-by power supply, telexert security system, 5000 mhz test meter, baseband descrambling set-top converter. Staff: Carl Pehlke, Jim Lukasch, Raleigh Stelle, Bob Paile, Bert Henscheid, Peter Brady, Chuck King, Ed Kirk, Susan Coady, Rob Shevel, Tony Lukasch, Eric Van Hulle, Tom Holder, Larry Fox, Ron Oberich, Lew Dumbald, Dennis Gourley, Ann Newman, Gary Hoffman, Alan Whitcomb, Ron Adamson, Dan O’Connor, Kirk Hollingsworth, Bob Daniels, Paul Wilson, Dick Taylor, Gerald Goldman, Dick Remmey, Gail Bonurant, Jan Pappas, Billings, Mont. 59107

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

Staff: John Campbell, Mike Corby, John Nolte, Dick Kolakir, Sid Prothro, Sandra Rogers, Neil DeCostanza, Wayne Burress, John Cummings, Carl Weidman, John Fullingim.

Toner Cabinet Equipment
1103
900 Harsham Rd., Horsham, Pa. 19044

Touch 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 Law, Joe Chang, Bob Du.

Trinity Broadcasting Network
3410
Box A, Santa Ana, Calif. 92711

Staff: Stan Holton, Frank Prainito, Suzanne Wilson.

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

TRW Semiconductor
3014,15
14520 Aviation Blvd., Lawndale, Calif. 90260
Hybrid amplifiers. Staff: Bob Fletcher, Dan Falgenblat, Dan Brayton, Cindy Lindelfen, Georg Leutgenau, Jack Powell.

Turner Broadcasting System
1501
1050 Techwood Dr., NW, Atlanta 30318

TV Host
2042
3925 Jonestown Rd., Harrisburg, Pa. 17109

TV Watch
3201
1819 Peachtree St., Suite 707, Atlanta 30309

TV-Cable Week Magazine
2402
123 Main St., White Plains, N.Y. 10601

TVSM
3109
Suite 911, Fox Pavilion, Jenkintown, Pa. 19046

Tyton Corp.
1032
7930 N. Faulkner Rd., Milwaukee 53223
Staff: Randy Sengbusch, H.L. Carter, Mark Dymek, Dennis Plesha, Tom Davidson, Paul Clarkson, Martha Russell, Al Pharris, Terry Morgan.

UEC Manufacturing Co.
4200-03
Box 54979, Oklahoma City 73154

U-TEL CATV Products
4312,14
2900 E. La Jolla Rd., Anaheim, Calif. 92806

Uni-Set
1016
449 Avenue A, Rochester, N.Y. 14621
Modular studio staging system, rider.
blocks, tops and ramps, and graphic design car system. Staff: Ronald Kniffin, James Simpson, Terry O’Boyle.

United Press International 3301 13900 Midway Rd., Dallas 75234 Staff: Jack Kinge.


Universal Security Instruments 4106, 08 10324 S. Dolfeld Rd., Owings Mills, Md. 21117 Cable call on-line home security Staff: Dennis Pushkin, Ken Dewitt, Sandy Olshansky.


USA Cable Network 201 208 Harristown Rd., Glen Rock, N.J. 07452 Variety programing network. Staff: Kay Koplovitz, Lonnie Guida, Jeff Lawanda, Dave Kenin, Barry Kluger, Monia Joblin, Mary Lou Brown, Andy Besch, Ken Kiderman, Brent McKinley, Diane Sharon.

U.S. Air Force 1018 6440 N. Central Expwy., S. 319, Dallas 75206

Utah Scientific 2034, 05 1685 West 2200 South, Salt Lake City 84119 Multi-channel automation system, machine control systems and audio and video routing switches. Staff: Lyte Keys, Gary LaMuney, Dale Buzan, Steve Monson.


Video Data Systems 3108 203 Oser Ave., Box 1050, Hauppauge, N.Y. 11787

Video Naturals 4010 2590 Glen Green, Suite 6, Los Angeles 90068 Two-channel automatic ad insertion equipment. Staff: H. Lewis Parsons, Bill Keith, Ross Rasmussen, Mike Irwin, Tom Craft, Shirley Parsons, Paul Parsons.

VideoDisc Broadcasting 4300, 02 1425 Greenway Dr., Suite 210, Irving, Tex. 75062

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CBS vindicated in '60 Minutes' slander suit

A Los Angeles Superior Court jury ruled last Monday (June 6) that a Lynwood, Calif., physician was not slandered by a 1979 segment of the CBS News television program, 60 Minutes, produced by Stephen Glauber and reported by Dan Rather.

The nine-woman, three-man jury voted 0 to 2 on the first ballot in favor of CBS, after 10 hours of deliberation that began at 2. Under California law, a minimum of five votes is needed for a decision in a civil case.

Dr. Carl A. Galloway had charged that CBS, Glauber and Rather acted in "reckless disregard for the truth" in preparing an expose on insurance fraud during which Rather reported that Galloway had signed a phony medical insurance claim. Galloway insisted throughout the 20-day trial that the signature ringing him to the alleged fraud scheme used by a Los Angeles medical clinic was a forgery and that CBS representatives never spoke to him before airing the program.

Galloway originally sought $30 million in damages, but Judge Jack W. Swink reduced the claim to $4.5 million after denying a motion by the physician's attorney, Bruce Friedman, seeking punitive damages. In compliance with California law, the judge said he felt there was insufficient evidence introduced by the plaintiff that the defendants had acted with actual malice or hatred toward Galloway.

"We were trying to figure out what was in Rather's mind at the time of the broadcast," jury foreman David Campbell told reporters after Monday's announcement. "Most of us felt he had not acted in reckless disregard [of] the truth." As for Galloway, it's a very sad thing for him," conceded Campbell, "but we do what we think is right." The jury concluded that the doctor did not prove he was damaged as a result of the Dec. 9, 1979, broadcast.

In a statement issued from its New York headquarters, CBS proclaimed itself "extremely pleased" with the verdict. "From the outset," the network said, "we were convinced that a dispassionate examination of the evidence would demonstrate clearly that the broadcast was fair and accurate."

Several jurors said they felt Galloway must have been aware of the alleged fraud, whether or not he actually signed the document used by 60 Minutes to suggest his complicity in such activities.

Friedman said he will file a motion asking for a new trial in the suit, in the hope that Judge Swink can be persuaded that he "inadvertently" exceeded his pretrial standard of proof when he gave the jury its instructions.

A hearing on the matter has been set for July 6 in Swink's courtroom.

Swink advised jurors before deliberations began that they needed "clear and convincing evidence" that the defendants "must have entertained serious doubts about the truth of the allegedly slanderous statement" that the report shown on camera was signed by Carl A. Galloway, M.D."

In order to find for the doctor.

Friedman told reporters last Tuesday, "We would have won the case for sure," had Swink worded his instructions differently.

He said it would have been "impossible" for Galloway to prove "knowledge of falsity" by the defendants without Rather or Glauber being documented as saying before the broadcast that they knew the statement to be untrue and were going to air it anyway.

Attorney Robert Vanderet, who joined William Vaughn of O'Melveny & Myers in the CBS defense, said he was not particularly concerned about Friedman seeking a retrial, arguing that Swink's instructions were consistent with case law.

Galloway told Broadcasting in an interview last Wednesday he still believes he can win his case under California's libel laws and an appeal is "highly likely" if Friedman's motion for a retrial is denied. Galloway expects a formal motion to be filed sometime this week.

Swink "could have taken simple negligence as a standard of reckless disregard for the truth as the standards it would be tried under. Reckless meaning failure to properly investigate, failure to do what any competent journalist would do—that is, check before you smear somebody and not these vague phone calls they claim they made," said Galloway. "If Mr. Rather wanted to go on the air tomorrow and accuse me of something else, I'd have no protection unless he were to say, himself, that he had reason to doubt its validity.

"You have to prove what's going on in someone's mind," Galloway continued. "I don't know of anyone who could be convicted of defamation under any circumstances, because all they would have to say is, 'I never thought about it.'" The 35-year-old physician said he felt "vindicated because of all the press the case received," adding, "If I were [Rather or Glauber], I would not go out and boast about it." Galloway said the decision "is not a total loss. We raised some issues and made some points."

According to jury foreman Campbell, "the turning point was that Dan Rather did act in good faith. There was not a reckless disregard for the truth."

Rather spent a full week in court observing the trial and testifying on three of those days. He maintained on the witness stand (Broadcasting, June 6) that he "never doubted that he [Galloway] signed the report from the first time I saw it." The network...
Judgmental. A judge for Los Angeles County Superior Court, assistant presiding judge Thomas Johnson, issued a press release last week criticizing two commentaries made by KNXT Los Angeles reporter-commentator Bill Stout. The commentaries concerned actions taken by the judge presiding over the slander trial against CBS (see story, this page), Judge Jack Swink. Stout criticized Swink's decision to bar KNXT from operating the courtroom's one pool camera because the station is owned by CBS, the defendant in the trial, and his decision to prohibit a KNXT Los Angeles reporter from directing coverage by the pool camera because that reporter had appeared as a witness for Dr. Carl Galloway, who brought the suit against CBS.

Stout, in his nightly commentary, had said Swink exercised "censorship from the bench" when he barred KNXT from operating the pool camera. The station considers itself "an independent and autonomous news organization" from its parent company, according to KNXT director of news, Steve Cohen, who said the judge did not recognize "there is a difference between CBS Inc., CBS News and KNXT." Cohen also said the judge, by his decision, was "censoring us, making a decision on our ability to cover the news and discriminating against channel two news."

Judge Johnson defended both of Judge Swink's actions by saying that Swink was trying "to avoid even the appearance of impropriety." In each case, the press release said, the judge decided, after careful deliberation, that permitting camera control by a person involved in any way with the case might give the appearance of a conflict of interest. Judge Johnson also noted that the reporters for both KNXT and KNTV were never barred from the courtroom and that both stations had access to pool camera coverage. "In this court's opinion," Johnson said, "to label two very careful rulings that did not hurt the affected media as indication of incompetence is amazingly far from reality and is incredibly unfair to a most able judge."

Cohen called Judge Johnson's press release "an extraordinary type of statement against one correspondent that could have a "chilling effect" on all journalists."

anchorman also testified that he and Galloway had made three telephone calls to Galloway in an attempt to discuss his alleged involvement in the clinic's operation, and that "nobody called back."

But the two jurors who sided with CBS expressed some misgivings about the way in which the story was handled. "It wasn't poor journalism," juror Joyce A. McLvyn told reporters. "It could have been better. There could have been more investigation." Jury member JoAnne Dodd suggested Rather could have written Galloway or visited his home or office before going ahead with the broadcast.

The two lone dissenting jurors declined comment on their decision. Rather him was in New York preparing for The Evening News and was not available comment.

Glauber was in court when the decision was announced and said he "did not do what we did was correct." He added: "It was an attempt to hold CBS to truth prevail." CBS producer said being "dragged through court" was "very difficult for everyone involved."

Vaughn, who led CBS's defense, termed the decision "a verdict that strikes a blow in the free press. It's a blow for the First Amendment. I'm proud of it." Vaughn stressed throughout his arguments that principals had reason to hold a good-fa ite hearing. Galloway was involved in the illegal insurance fraud, the judge said, because of the broadcast. He charged during film presentation to the jury that Galloway v. up to his nose in illegal activities at [Manchester West] clinic and praised segment as "a stunning piece of report magic."

In a rebuttal, Friedman accused Rather finding Galloway guilty by association. He argued that a verdict in the doctor's favor would support "responsible journalism" a discouragement. Friedman said the news media from "saying things that are totally unfounded."

Galloway continued to insist after week's verdict that he was not involved any illegal activity at the clinic and had been employed at the facility for more than month when the phony medical report w obtained by CBS investigators. However Galloway testified during the trial that had learned about the network's inquiries one day CBS visited the clinic but did not follow up on it. Jury foreman Campbell said most of the jurors were convinced Galloway did not actually sign the document used CBS in the broadcast, but felt the doc nevertheless was "very naive if he did think there was something going on there the clinic."

During preliminary hearings and the trial itself, Friedman and Galloway attempted discredit Rather, Glauber and CBS News l calling into question their actions in prepping the "It's No Accident" episode. Frie man obtained from CBS outtakes not bro cast during the program and used them to support his view that Rather at Glauber had improperly "staged and rehearsed" portions of the broadcast. He al claimed that they repossession at led one interviewee's response out context. Although some observers expressed belief that some outtakes were an embarrass ment to the network and might damage its reputations of Rather and 60 Minutes. CB attorney Vaughn told the Los Angeles Timer the "outtakes were the best piece of evidence we had" to convince the jury that Rather at Glauber believed in the accuracy of the reporting from the start.

Nevertheless, Galloway and Friedman apparenly found sympathy from some long standing critics of CBS News. The New York Times reported Galloway receives $5,000 from Reed Irvine, the chairman of Accuracy in Media, a Washington-based media watchdog organization, who is also supporting General William Westmorelan.

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in his $120 million libel suit against the network. The American Legal Foundation, which has filed complaints with the FCC concerning both the Westmoreland and Galloway segments shown on CBS, assisted Friedman in Galloway's action against CBS.

The Westmoreland suit is the largest of approximately 60 libel suits currently pending against CBS. A network spokesman said last week that CBS News has never settled a libel suit out of court and that 60 Minutes has prevailed in the 150 suits brought against it that are still pending.

Westmoreland's attorney in the lawsuit, Dan Burt, told reporters last week the newspaper-gathering techniques of CBS News will figure more prominently in that trial. Scheduled to begin March 15 is the suit by Gordon Westmoreland, a retired Army general from Fort Worth, Tex., charging CBS with spreading malicious falsehoods about him.

"I think you'll see much more about the process as it relates to the truth or falsity of the story," Hurt said.

**Sauter takes stock of broadcast news**

Coming off favorable verdict in slander trial, CBS News chief feels organization's credibility is intact; expresses concern over TV criticism by papers, lack of hour news programs

"I believe our credibility with the public is quite high," said CBS News President Van Gordon Sauter, the day after a Los Angeles jury cleared CBS News of slander charges stemming from a 1979 60 Minutes broadcast. "I think that sustaining that credibility is the most important thing we do, but at this stage, I do not see our credibility as an issue and do not see it as a problem."

Speaking before the Washington chapter of the National Academy of Television Arts and Sciences at the National Press Club last Tuesday (June 7), Sauter kept his comments regarding the controversial trial brief. "We contended there were no mistakes in the broadcast and the jury concurred," he said.

CBS News declined to appear on ABC News's Nightline to discuss the verdict and its implications last Tuesday night, he said, because "we really had nothing to say except what we had already said to the press: 'We are grateful that the piece was vindicated.'"

CBS News's credibility, which was called into question during the trial, was a major theme of Sauter's speech. "Without credibility," he said, "we would be troublemakers talking only to those who could not get out of earshot." Sauter said the average viewer trusts and will continue to trust CBS News.

"As long as we are calm and objective voices speaking with fairness and accuracy, we will justify and sustain our audience," he said.

The biggest threat that any of the networks' credibility is not lawsuits—are there 57 new pending against CBS News—or groups that seek to discredit the news organization, he said, but "telling people stories they don't understand or stories they can't relate to."

Responding to a question, Sauter said he had "some grief" with some of the press coverage of the slander trial. Apparently referring to a piece that appeared in the Los Angeles Times, Sauter said a "particularly egregious piece" prompted him to advise CBS affiliates at their annual meeting to follow the trial in Daily Variety, "which was providing greater continuity of coverage and not falling into the trap of allowing some myths that had been created and later knocked down to continue."

Sauter betrayed some resentment toward newspaper criticism of television in general. "As long as newspapers allow their writers to criticize television and not newspapers, he said, "it's an unfair system. . . . On most newspapers, if the TV critic turned media critic and did a story about his [own newspaper] that was as critical as some of the stories about us, that column would be pulled in the first edition and replaced by a column on how to cook hot stews."

Sauter's speech was wide-ranging, covering the effects of technology, industry and amounts of foreign news and the rise of ABC News over the past few years to make the network news competition a three-way race.

"In the long run," he said, "the greatest threat to our editorial effectiveness and independence is deficit financing. Because of rising costs, he said, CBS News has made contingency plans to make budget cutbacks, but no action has been taken. "We are talking about a file in a cabinet," he said. "and there have been no cuts."

One way of dealing with the added costs and the demands of modern television journalism is through new management structures. The present organizations were created years ago to produce a 15-minute black-and-white evening newscast, he said, and they no longer "respond to the types of broadcast we do today. . . . I suspect that over the next few years one of the news organizations may restructure itself, perhaps along the lines of a newscast." Sauter is a believer in the one-hour evening news show. A half hour, he said, is "totally inadequate for serving the audience." But because of "affiliates resistance, he said, it is unlikely they would attempt a one-hour telecast in the near future. He expressed the hope that the Public Broadcasting Service would do well with its one-hour MacNeil/Lehrer Report broadcast. If it's successful, he said, it could supply the impetus the networks and their affiliates need to overcome their differences and "solve this core, crucial journalistic problem."

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**...the program held my attention with issues that many women would be interested in...**

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**Broadcasting** Jun 13 1983

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Ted Bates predicts fall finishes

Agency's examination of network prime time schedules puts CBS on top for fourth quarter, followed by ABC, NBC; sees network shares off two more points

CBS-TV's new prime time schedule will win the fourth-quarter race again in household ratings, but will fall into a tie with NBC-TV for second place, after ABC-TV, among young adults 18-49, according to an analysis and forecast released last week by Ted Bates Advertising, New York. The study, by Joel M. Segal, Bates's senior vice president, network television/radio, anticipates that CBS will slip a full point in total homes ratings, from an 18.2 rating/29 share in last year's fourth quarter to a 17.2/27 in this year's, while ABC slips slightly from 16.7/27 to 16.6/26 and NBC advances from 14.7/23 to 15.0/24.

Those numbers add up to a three-network share of 77, down two points from a year earlier—a decline comparable to 1981's. In 1982, the networks lost seven share points from the previous year, but in 1982, Segal noted, the pro football strike contributed to a loss of 5.5 share points on Monday night alone. In addition to the absence of a comparable strike threat on Monday nights in the coming season, Segal said, last season's downturn in early Tuesday and Wednesday night shares "may actually be reversed by the contribution of stronger programs that weren't there last fall, like A Team [NBC], Fall Guy [ABC] and Mississippi [CBS]."

The prime time network share of young adults, aged 18-49, is also expected to decline by two share points—from 77 in the 1982 fourth quarter to 75, according to Segal. He expects ABC and CBS to lose about three-tenths of a rating point apiece among young adults, and NBC to gain two-tenths, with ABC averaging 11.6/27 and CBS and NBC each doing 10.3/24. What this means, Segal said, "is that CBS and NBC will score equally among this key viewing group and that the spread among the three networks will be only 1.3 rating points, a far cry from where we were two years ago, when ABC and NBC were 3.4 rating points apart."

Segal graded each network's programs according to the share points he expects each program to get. Those expected to get 20 or fewer share points are called "failure"; those falling in the 21-24 range are "borderline," meaning that they may last beyond the fourth quarter but their "chances for further recovery are slim"; those expected to score 25 to 27 share points are "passing grade," meaning that they may go into 1984 "but may or may not last throughout the season," while those in the 28-31 share range are "clear success" and those with anticipated shares of 32 or more are "smash hits."

Segal puts two ABC programs in the "smash hit" category—NFL football and Dynasty—and rates seven, including one new series, Hotel, in the "clear success" group. For CBS he has four "smash hits"—Megatron PI, Dallas, Falcon Crest and 60 Minutes—and eight, also including one new entry, After M*A*S*H, "clear successes." For NBC he sees no smashIs and only two clear successes—A Team and Hill Street Blues.

At the other end of the scale, Segal finds five "failure" ratings in the ABC lineup: Just My Luck, Trauma Center and Lottery, all new entries, and Ripley's Believe It or Not and Happy Days. He counts five ABC shows as "borderline": It's Not Easy and Hardcastle & McCormick, both new, and 9 to 5, Matt Houston and 20/20. He gives "passing grade" to Yes, But I'm Married and Webster, both new, and That's Incredible, Benson and T.J. Hooker.

In the CBS lineup, Segal finds one "failure," Cutter to Houston, a new entry. Four series are called "borderline": Mississippi, Wednesday Movie, Saturday Movie and the new Who Kids, while five are given "passing grade": Search & Mrs. King and Navy, both new, and Tuesday Movie, Knots Landing and Duques of Hazzard.

At NBC, Segal marks four for "failure"—Family Ties, St. Elsewhere, Monitor and the new Jennifer Slept Here. He puts 13 in the "borderline" category: Boone, Bay City Blues, We Got It Made, Mr. Smith, Miminal, For Love and Honor and Yellow Rose, all new, plus Remington Steele, Real People, Facts of Life, Gimme a Break, Mama's Family and Cheers.

Segal summed up: "It is obvious that it is incumbent on the networks to pull out all stops to recapture their lost viewers. CBS's current attempts include a sharp reduction in sitcoms, which generally skew old, and the addition of a movie, traditionally a drawing card for young adults. But they have made no effort to draw an increased proportion of younger adults on Sunday and the early parts of Tuesday and Friday. They are particularly short in the young male arena."

"ABC, historically the young adult network, has to work on Tuesday and Saturday where they lag considerably in young men. "NBC has shown modest improvement this year and we expect further small gains next year, but they still have a job cut out for them on Wednesday nights in particular."

CBS's open-door policy with China

Network set to sell 64 hours of programing plus advertising to mainland China's CCTV

CBS Broadcast International, which recently announced an agreement to supply Chinese television with 64 hours of programming over the coming year, is hoping to provide American advertisers with their first opportunity for easy access to Chinese TV viewers. It is also, according to CBS vice president, general manager, John Eger, entering a new phase of its development as the international marketing arm of the CBS Broadcast Group.

Starting in October 1983, the China Central Television network will begin airing an hour of CBS programming—most likely sports, and informational and cultural fare—on Fridays from 8 to 9 p.m., following CCTV's regular network newscast ("In Brief," June 6). Every other Sunday another half-hour of CBS fare will air, following CCTV's English language lessons, one of the most popular programs on Chinese TV.

CBI will sell five minutes of advertising in each hour and it will share its revenues
Eger, and broadcasts is in match advertisers to the network. CCTV's goal in signing the agreement, said Joseph Bellon, vice president and managing director for marketing and development at CCTV, was to acquire programming it could not afford to pay for in cash but wanted as part of an overall effort to expand China's television broadcasting system.

Most of the advertising in the CBS program is expected to come from corporations seeking to develop a unique identity in China, said Bellon. Although the average Chinese income has risen sharply in recent years, he said, there is not yet a developed consumer market in which people have adequate disposable income to buy wrist watches, home computers or automobiles. "There are no ratings and no demographics," he said. "This is virgin territory for advertisers" and CCTV is looking for those who are "taking a long look at where they are going on the international front, and what they can do for CCTV." Bellon.

To build a corporate image in China will require repeated broadcasts of an advertiser's message, said Bellon, and to that end, CBS plans to limit the number of sponsors for its Chinese broadcasts to about 10. Each will be asked to pay $300,000 for 32 minutes of advertising and each will be promised type exclusivity, so that each advertiser will not have to compete with another offering the same product or service in the weekly broadcast.

CCTV plans to send a delegation to the U.S. this summer to choose from CCTV's library of programs, said Joseph De Certo, director of communications for CCTV. During negotiations, the network showed interest in sports, particularly basketball, a five-part mini-series on Benjamin Franklin, a CBS News series on World War I, and Walter Cronkite's Universe documentary series. According to De Certo, some cultural programing from the now-defunct Cable & Cable could also end up in the mix.

For CCTV, the agreement with CCTV represents the first concrete step toward fulfilling a long-range strategy to identify itself not simply as a syndicator of programs overseas, but as a worldwide marketing organization. "We're broadcasters," said Eger. "and our primary business is matching programs with advertisers' interests."

"We had expected China to serve as the test market for its new activities, said Eger. It has not been looking at other markets in Asia and some in Latin America, but in the process of negotiating the sale of some CBS News services to CCTV, CCTV executives found the Chinese network open to the idea of advertiser-supported programming from the U.S. After a year of negotiations, they closed the deal.

CBI is exploring a number of ways to match advertisers with programs for airing in overseas markets, said Eger. Among them is the possibility of finding a sponsor for broadcasts of Walter Cronkite's Universe in a number of different foreign markets. "We can subsidize the program development in countries that can't afford to pay cash," said Eger, "and we want to expand the confines of our business.

In addition to the programing agreement, CCTV and CBS also plan to "cooperate in several other areas involving current and new broadcast technologies," such as high-definition TV, teletext, direct-to-home broadcasting and low-power TV, said CCTV vice president and general manager, John Eger. There may also be joint production efforts, and CBS may advise CCTV on how to market its programs in the U.S.

Although CCTV doesn't currently fit into any of them, CCTV typically enters three types of agreements for sale of its programing in foreign countries. The simplest involves the purchase of individual programs. The second, "category exclusivity," entitles a broadcast organization to the exclusive right to all CCTV programs of a particular kind, Germany's ARD network and the British Broadcasting Corp. have category exclusivity agreements for CCTV's public affairs programing. Finally, an international association with CCTV, currently owned only by Australia's Nine Network, entitles a client to exclusivity for all CCTV programing offered in that country.

May sweeps: All the numbers are counted

Data for New York, Los Angeles show increased competition among independent stations; 'Family Feud' N.Y.'s high scorer

Final results of the May local ratings sweeps by A.C. Nielsen and the Arbitron Co. will be on the way to stations by the end of this week. In many cases, national trends are likely to reflect those already uncovered in ratings for the larger, metered markets. Results from New York and Los Angeles, reported in part by BROADCASTING two weeks ago (May 30), reveal, among other things, increased competition among independent stations.

In prime access (7:30-8:00 p.m.) in New York, Family Feud on WNBC-TV continues to lead the pack, scoring an 11.8/24 in Nielsen and a 9.7/18 in Arbitron. Entertainment Tonight on WABC-TV gave Feud a run in Arbitron, reaching a 9.4/18 (up from 5.3/10 a year ago when WABC-TV was checkerboarding the access half-hours), but in Nielsen, ET, although second, was nearly four rating points back at 8/16. WCBS-TV's combination of four Muppets (Monday through Thursday) and one 2 On the Town (Friday) placed third in both services, slipping from 8/16 last year to 6.4/13 in Nielsen and from 8/16 to 6.9/13 in Arbitron (and is due to be replaced next fall with five 2 On the Town's).

All in the Family on WNEW-TV outperformed access entries on both WABC-TV and WCBS-TV, scoring a 9/19 in Nielsen and an 11/20 in Arbitron. Family's ratings declined, however, from those it captured a year ago, an 11/20 in Nielsen and a 21 share in Arbitron. Nielsen ranked Benny Hill on WOR-TV fifth in prime access with a 7/14 rating, up from a 3/7 scored a year ago by WOR-TV with Entertainment Tonight.
from a 10/17 year ago to a 10/8.19, but
decided in Arbitron from a 9/15 to an 8.4/15.
Eye on LA showed a similar pattern,
growing to a 10.4/18 from a 10/16 in Nielsen
but dropping from a 9/15 to a 10.5/18 in
 Arbitron, while KTLA-TV's Laverne & Shirley
and KTTV(TV)'s M*A*S*H both lost ground
in both services. Fued averaged a
6.2/11 in Nielsen and a 2.8/5 Arbitron with
WKRP in Cincinnati, compared
with a 4/7 and a 2/5 captured last year

with Kojak.

At 11 p.m., KNXT(TV) led the pack in
 Nielsen averaging a 7.5/19, compared with
a 7/17 last year, while KABC-TV and KNBC(TV)
were tied in Arbitron for first place, averaging
and 8.5/23. KABC-TV fell from an 11/27 in
 Nielsen last year to a 9.9/25 and in Arbitron,
it dropped from a 9/25. KNBC gained in both
services, from an 8/20 last May to a 9/23
in Nielsen and from an 8/21 to a 7/21 in Arbitron.
In the 10 p.m. news, KTLA-TV averaged
a 5.2/10 in Arbitron and a 5.7/10 in Nielsen,
up in Arbitron from a 5/10 last May but
down in Nielsen from a 6/12. KTTV averaged
a 2.3/4 in Arbitron and a 1.9/3 in Nielsen,
compared with a 2/4 in both services last
May. KCOP averaged a 1.3/3 for the first
half hour and a 2/4 for the second in Arbitron and
a 2.2/4 and a 1.5/3 in Nielsen. That compares
with a 2/4 in both services last May. KFI-
TV had a 1.1/2 in Arbitron and a 1.5/3 in
 Nielsen, compared with a 1/3 and a 2/3 last
year.

In Dallas, where Arbitron's meters have
been running since March 1, WPFA-TX held a
substantial lead in the 10 p.m. news race,
averaging an 18/32. Behind it were KDFW-TV
(15/27) and KXAS-TV (11/20), followed by
independents KTVT(TV) 4/7, KXTV(TV) 3/5
and KTXA(TV) 2/4.

In prime access, Family Feud (11/21)
on KDFW-TV and PM Magazine (11/22)
on WPFA-TX were neck and neck, followed by
One Day At a Time (10/19) on KTVT(TV),
Entertainment Tonight (6/12) on KXAS-TV,
M*A*S*H (3/7) on KTXA and the second
half of Little House on The Prairie (3/6) on
KXTV and the second half of Mission Impossible
(1/2) on KTV.

At 6 p.m., Three's Company (12/23) on
KTVT outperformed the leading news
operation on WPFA-TX (10/20), while KDFW TV's
news averaged a 9/17 and KXAS-TV's aver-
aged an 8/15. Charlie's Angels (11/6) and
KTXA tied the first half of Little House on KXTV (3/6)
and the first half of Mission Impossible on
KTV brought up the rear with a 1/2.

TV violence sets all time record
says NCTV study

The incidence of violence on prime time net-
work TV reached a new high in the first
quarter of 1983, according to the latest sur-
vey by the National Coalition on Television
Violence, which recorded an average of 9.7
violent acts per hour between Jan. 1 and
April 1 that figure is up from a previous
record of 8.7 acts per hour, set in the fourth
quarter of 1982. ABC remains the network
airing the most violent programs, averaging
11.4 acts per hour, compared with 10.2 acts
per hour in the previous quarter.

NBC TV's A Team (40 acts per hour)
replaced ABC TV's Fall Guy as prime time's
most violent program. Fall Guy, which
averaged 34 acts per hour in the last quarter
of '82, according to NCTV researchers,
fall to ninth place among the most violent pro-
grams in the first quarter of '83, averaging
28 acts per hour. It no longer ranks in
NCTV's category for programs with "very
high violence," those with more than 30
violent acts per hour.

During the most recent quarter, eight pro-
grams scored in the "very high" violence
category, more, according to Thomas Rad-
ecki, NCTV chairman, than have done so
since NCTV began monitoring TV violence
in 1980. After A Team, they were ABC's
High Performance (37), CBS's Wizards and
Warriors (37), ABC's Matt Houston (33),
and Renegades (33), NBC's Voyagers (32),
the NBC Tuesday Night Movie (32) and
ABC's T.J. Hooker (31). In the fourth quar-
ter of 1982, ABC's Tales of the Gold Monkey
(31) was the only program other than Fall
Guy to average more than 30 acts per hour.

Despite the increase in high violence pro-
gramming, there were fewer programs
that averaged 10 or more acts of violence per
hour during the first quarter of '83. At the
same time, however, there were three fewer
averaging two acts or fewer per hour. CBS
and ABC were tied with 12 programs each in
the low violence category, while NBC had 13.

Announcing NCTV's new findings, Ra-
decki accused the networks of trying to
downplay the effects of TV violence on soci-
city, citing testimony in recent hearings,
fore the FCC and the House Telecommuni-
cations Subcommittee and statements made
on ABC News's quarterly late-night pro-
gram, Viewpoint. He called on Congress
to reject efforts by broadcasters for deregula-
tion of their industry and said that, instead,
laws should be passed requiring such safe-
guards as a public movie rating system,
increased funding for public TV, warnings
aired before violent programs begin and a
white dot aired while a violent show is in
progress, "adjustable" TV sets dialing, permit-
ting families to block out shows with unac-
ceptable levels of violence, a prohibition
on ads for violent toys and X-rated violent
movies and a quota of seven hours per week
of educational, informative or public aff airs
programming for children to be imposed on
broadcasters.

Radecki's latest survey drew little re-
sponse from the three major networks,
which generally regard the NCTV method-
ology as unscientific and highly subjective.
The NCTV uses a team of five or six college
graduate students who monitor all prime

time programming on one network during
each week of a 13-week monitoring period.
Two different crosschecks are used, accord-
to a spokesman, to increase the survey's
reliability.

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<th>Ratings Roundup</th>
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| ABC-TV won the prime time ratings race for the week ending Sunday June 5. In a week dominated by reruns but sprinkled with a few specials and made-for-TV movie premieres, A.C. Nielsen's National Television Index gave ABC an average 13.8 ratings/24.7 share, eight-tenths of a rating point ahead of CBS-TV (13.2/23) and 1.4 points ahead of NBC-TV (12.4/22).
| ABC accomplished its win with only two nighttime wins, one of them, on Tuesday when its summer rerun series lineup (17.1/28.3), finished less than two rating points ahead of NBC's summer lineup, also reruns (15.7/28), but more than five rating points ahead of CBS's lineup, which included coverage of the NBA championship game between the Philadelphia 76ers and the Los Angeles Lakers (14.6/24). ABC's other mighty win was on Saturday (14.6/29).
| CBS won Monday, Thursday, Friday and Sunday while NBC took Wednesday. On Monday, reruns on CBS got the better of ABC's premiere of the made-for-TV movie, Ghost Dancing (16.7/28), as well as NBC's rerun of the movie, "Eyes of Laura Mars" (10.4/17). NBC's winning lineup on Wednesday (13.6/23.8), included the premiere of its summer comedy series, Buffalo Bill (13.6/22).
| On Friday, NBC aired the first of a number of rerun episodes of its 1979 police adventure series, Earsickled (12/23), which it is reviving as summer replacement programming. |

**The First Five**

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<td>1.</td>
<td>Hart to Hart</td>
<td>ABC</td>
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<td>3.</td>
<td>One Day at a Time</td>
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<td>Three's Company</td>
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<td>5.</td>
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<td>7.</td>
<td>7 to 9</td>
<td>ABC</td>
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<td>8.</td>
<td>NBC Sunday Night Movie—Murphy, O'Meara, Danner &amp; NBC</td>
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<td>9.</td>
<td>ABC Monday Night Movie—Ghost Dancing</td>
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<td>Hill Street Blues</td>
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<td>11.</td>
<td>Fantasy Island</td>
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<td>12.</td>
<td>ABC Sunday Night Movie—The Buddy Holly Story</td>
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| **The Final Five** |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| 59. | Monitor | NBC | 7.1/14 |   |   |   |   |
| 60. | Small & Frye | CBS | 6.5/12 |   |   |   |   |
| 61. | Dear Mr. President | NBC | 6.4/14 |   |   |   |   |
| 62. | Zorro and Son | CBS | 6.4/12 |   |   |   |   |
| 63. | ABC News Closeup—Vanishing America | ABC | 5.0/13 |   |   |   |   |
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Wirth asks FCC and NAB for research on radio and television programming

Quantification of a public interest standard for television and radio broadcasters as a quid pro quo for regulatory relief continues to be the focus of the House Telecommunications Subcommittee's effort, to fashion broadcast deregulation legislation. As part of that effort, Subcommittee Chairman Tim Wirth (D-Colo.) asked the FCC and the National Association of Broadcasters to furnish data on present programming to aid in establishing a standard. Now it appears that the FCC may be able to supply some of the data, although it seems unclear how much and when the task could be completed.

Several weeks ago Wirth asked FCC Chairman Mark Fowler for a breakdown of radio and television programming in 1981-82 in 10 categories by time periods, market size, gross revenues and station categories, to name a few (BROADCASTING, May 30). Wirth was particularly interested in obtaining information on children's and minority-oriented programming.

In a letter sent to Wirth last week Fowler said that some data is already on hand, surveys may be required to obtain some of the data, and that some may be unobtainable. He listed 10 projects to assemble whatever information that can be had. The chairman stated that the schedule for the projects is uncertain. "All the time frames must be accepted as approximate, because we have not been able to research all the required steps in any detail," wrote Fowler. "It should be noted that we have made the bold assumption that OMB [Office of Management and Budget] would approve the new forms required to complete projects 2, 4 and 7 in one week. In fact, it ordinarily takes two to three months for such approval.

"We also have assumed that we can compel all stations to provide information regarding children's children's nonentertainment and minority programming, which the commission has never collected, without a rulemaking. Form 303-A, the annual programming report, which projects 4 and 7 would reinstate, was eliminated in the short-form renewal rulemaking. If rulemaking is required, significantly more time would be necessary for these projects," the FCC chairman wrote.

Fowler's letter said that the commission would face other difficulties in supplying the information that Wirth wants. It would place a drain on the FCC's computer resources and on its staff. "Indeed, 100% of Mass Media Bureau's computer resources are devoted to processing applications for low-power television, other existing services and preparing for the FM applications that we anticipate will result from the recent commission action in docket 80-90," said Fowler. "Some of the necessary computer activity may involve getting new computer service contracts, adding to the time estimates provided," he added.

There may be problems collecting some of the radio data, too, because the stations are no longer required to keep program logs, the chairman explained. "For television, the stations are required only to retain their logs for two years. Thus, data for 1980 may not be available on minority and children's programming."

According to the letter, some of the projects would collect data on:

- What percent of commercial TV stations' broadcast time is devoted to minority and children's programming. This project (2) would gather data for 1980 and could take from seven to 11 months.
- Market sizes, revenue categories and audience sizes or ratings for stations in projects 1 or 2. It may take six weeks to complete this project (3).
- Old renewal forms from 1976 to 1980 in the three programming categories available for all radio stations. The FCC predicts it could take seven months to complete this project (9).

Now the commission, one FCC staffer said, is waiting to hear what Wirth "wants us to do."

Tom Rogers, counsel for the subcommittee, said they will be working closely with the FCC to obtain the data. Rogers said he has some problems with the commission's timetable to complete the projects. Rogers believes that stations don't need from two to six months to respond to the FCC data requests. Gathering the information, he added, doesn't have to be time-consuming. "We will try to streamline the process as much as possible," Rogers said.

Wirth has pledged to get a deregulation bill through his committee no later than Oct 15. That deadline could be seriously affected if the FCC's projections are accurate. There has been some speculation by congressional sources that Wirth's request for such detailed data is a "stall tactic." Others, including the NAB, say Wirth is committed to moving forward on deregulation.

At a meeting last week with Wirth, NAB President Edward Fritts said the subcommittee chairman "told us that he had made a commitment to Chairman [John] Dingell [D-Mich.] to report out a bill by Oct. 15, a bill which would not contain 'excess baggage' if the form of other amendments or extraneous matters not related to deregulation."

Like the FCC, Fritts informed Wirth that the association did not have the data he wanted. But he told Wirth the NAB "would be glad to talk with him in terms of getting sufficient information to satisfy him." Fritts said he made it clear that the NAB is "vehemently opposed" to quantification for radio which "was already deregulated and affirmed by the court." Fritts told Wirth that some categories, such as minority programming, would be "virtually impossible" to measure.

Fritts met with Representative Al Swif (D-Wash.), whose broadcast deregulation bill includes the concept of quantification and is serving as the framework for discussions on legislation. Swift and others attempted to bypass Wirth and get legislation...
Rivera questions FCC's ruling on MDS ownership

a says commission should have restrictions on who can program multichannel systems

the FCC made a “serious public policy error” in refusing to address the media diversification of the newly authorized multichannel multipoint distribution service (BROADCASTING, May 30). FCC Commissioner Henry Rivera said last week: “I am most disturbed by the commission’s difference of its media diversity rules and policies in this context,” he said. “Specifically, I seriously question the decision—or decision, more accurately—to allow broadcasters and cable operators to program MDS channels in markets where they already have a license or franchise, and to allow a single entity to program multiple MDS channels in a given geographic area,” he added.

In the keynote speech at the Microwave Communications Association’s annual convention in Washington, Rivera said that while MDS is a common carrier service, the commission should have faced the fact that MDS transmissions are indistinguishable from most other home video media, no matter what their regulatory classification. MDS transmissions, he said, can influence social, cultural, political, and moral thought to the same extent traditional TV can. “Given this reality, the commission should have evaluated the various regulatory and nonregulatory options available to assure itself that this new service will truly further the robust ideological and economic competition we have worked so long to achieve in broadcasting,” Rivera said.

The fact that MDS is subject to common carrier regulation theoretically promotes media access, but it does not negate the potential reduction in diversity of viewpoint when a single entity obtains the right to program multiple channels, or even a single channel in those markets where that entity already controls another mass media facility, like a cable system, television station or newspaper. This condition is one that has concerned the FCC for decades, as evidenced by existing one-to-a-market, duopoly and media crossownership restrictions applicable to broadcasters, all of which narrowly limit the number of media outlets one entity can own or control in a given geographic area,” he said.

“What we have here is regulatory alchemy. A local TV licensee, operating in broadcast spectrum, is subject to all the trappings of Title III regulation. Merely by passing through the MDS common carrier ‘filter,’ the broadcaster becomes regulation-free in every respect, even though he may be offering service similar to that which he offers as a television licensee.

“The situation is all the more problematic because the business relationship between MDS licensees and their customers is often more individually tailored than that envi-

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sioned by common carrier regulatory principles. Even if lawful, such relationships appear to sharply curtail, if not eliminate, the diversity furthering consequences that common carrier regulation normally provides.

Although Rivera said he didn’t mean the commission should reclassify MDS as a broadcast service, he thought the diversity issue could have been addressed through dual licensing schemes, specific tariff provisions or a “hybrid” regulatory classification.

“In this case, the commission simply chose to remain blind. By blinking reality, the FCC seriously undermined the credibility of its efforts to maximize diversity of ownership and expression. For it is essentially impossible to reconcile the commission’s indifference to the media diversity issues posed here with, for example, its exhaustive case-by-case review of applications proposing combined UHF-radio operation in a single market. One can only conclude that the agency is abandoning its commitment to diversity as we have come to understand that concept. As a member of the agency, I find this silent policy shift highly regrettable.”

Rivera also said that the majority of the commissioners had been unhappy with the MDS order. “To be blunt, there were probably sufficient votes on the commission to defeat the item as it was written,” he said.

As Rivera analyzed it, FCC Chairman Mark Fowler was the only participating commissioner “completely satisfied” with the order.

Commissioner James Quello, Rivera said, only concurred in his vote because he finally “concluded that the decision adequately protects the educational community.”

Commissioner Mimi Dawson, he said, “voiced great dissatisfaction” with the order, believing, among other things, that only a single four- or five-channel MDS system should have been authorized per market.

Commissioner Anne Jones, he said, was “sympathetic” to the diversity issues, as well as to Dawson’s suggestion that only one multichannel MDS system be authorized.

“In the end, we subordinated our individual concerns and adopted the staff proposal,” he said. “Although there probably was enough dissolution to defeat the item, doing so would have been pointless because there was not enough support to implement any of the proposals made by individual commissioners he said. “In effect, we were virtually imprisoned by our institutional framework; short of killing the proposal entirely, which no one wanted to do, relief seemed possible only by approving the staff recommendations.”

Wick says no reason for pay raise of younger Weinberger

USIA chief states opinion in response to senator’s letter

U.S. Information Agency Director Charl Z. Wick, in a letter described by its recipient as “refreshingly candid,” says there was “no justification” for the $4,800 merit increase given Caspar Weinberger Jr., the son of former defense secretary, when he was with the agency.

Wick said the pay raise and more than $800 in cab fares were approved by his former deputy, Gilbert Robinson, who signed last month to serve as special adviser for public diplomacy at the State Department. Weinberger also resigned last month citing the flurry of publicity regarding the raise.

Wick offered his comments regarding young Weinberger in a detailed response to Senator Edward Zorinsky (D-Neb.), who had pressed USIA for answers to questions regarding its hiring of relatives of administration officials. Zorinsky, who had complained about what he said was the inaccuracy of earlier responses provided by the administration, described the Wick letter as “refreshingly candid” and said it indicates Wick is prepared to deal with management problems that he, Zorinsky, had highlighted.

Weinberger was hired by the agency in July 1981 on Robinson’s own recommendation, and was assigned to handle public liaison activities in New York. He was transferred to USIA’s broadcasting bureau in Washington, in July 1982.

Weinberger, who was earning more than $50,000 when he left the agency, was granted the increase after Robinson gave him a “standing” job rating. Wick said he did not know of the evaluation—until he read it in the newspapers last month, and felt “there was no justification for it.”

He said Robinson did not realize the “oui
standing" rating would trigger the 10.33% increase; he thought it was a routine matter. "Robinson states that had it been brought to his attention that his signature would produce a merit raise of that size, he would have pulled the document out for discussion," Wick said.

Weinberger's supervisor, Phyllis Kaminsky, did not provide the performance rating because, Wick said, Weinberger was formally attached to Robinson's office. Robinson directed that reassignment in October 1981 to make it possible for Weinberger to hire a staff assistant for the New York office. Kaminsky was unaware of the arrangement, according to Wick.

Weinberger ran up the taxi fares at issue—a total of $843.75—between January and June 1982. Kaminsky, who is no longer with USIA, regarded the amount as "improper," and refused to approve payment. But Robinson, Wick said, authorized reimbursement on the ground that "it was necessary for Weinberger to get around New York quite a bit to perform his duties."

Weinberger was one of several administration officials mentioned in press reports and in Zorinsky's questions to USIA about its hiring practices. Wick, in response to Zorinsky's request, forwarded to the senator several resumes, among them those of Monica Clark, daughter of the president's national security adviser; Anne Collins, a friend of the Clark family; Barbara Haig, daughter of former Secretary of State Alexander Haig, and Daniel Wattenberg, son of the vice chairman of the Board for International Broadcasting.

Robinson had refused to submit the resumes, contending they were "official personnel files" that should not be made available to Congress.

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**Upbeat U.S. delegation heads for Geneva**

American group, led by Washburn, anticipates few problems ahead in negotiations over satellite slots

Representatives of some 30 countries are assembling in Geneva today (June 13) to open a new chapter in the information age for the western hemisphere—to draft a plan and procedures under which communications satellites for broadcasting directly to the home will operate in the 12 ghz band. Members of the U.S. delegation, led by Ambassador Abbott Washburn, a former FCC commissioner, were optimistic last week as they prepared to leave for Geneva, nagged only by the frustration of having failed to eliminate remaining differences with Canada regarding their respective proposals. But the mood was upbeat, engendered in part at least by a feeling of being well prepared.

The U.S., where a readiness, indeed an eagerness, to make use of direct broadcast satellites has been evidenced by the number of companies applying to the FCC for authority to offer DBS service, has made what delegation members say was a major effort to get ready. The computer programs have been prepared, scenarios tested. And last week officials said they could foresee a conference from which, as the FCC's foreign affairs adviser, Kalmann Schaef er, vice chairman of the delegation, put it, "everyone goes home satisfied."

For the U.S., Washburn noted, that would require a plan that would accommodate its stated need for eight eclipse-protected orbital slots—two in each of four service areas of roughly equal size—and for the full 500 mhz of spectrum (12.2-12.7 mhz) which is to be set aside for the service, at each location. What's more, he said, the U.S. wants a plan with sufficient flexibility to permit countries to introduce and modify DBS systems with a minimum need for coordination among them.

The U.S. is not concerned only with its own needs. The laws of physics, if not of diplomacy, would not permit that. To work, the plan must constitute an integrated whole. And Washburn said, "We think such a plan"—one that would meet the "realistic requirements" of all countries in the hemisphere—"will emerge." Schaef er said the U.S. believes it has developed the para-

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meters on which such a plan can be based—although he acknowledged that not all of the countries in the hemisphere have developed or disclosed their requirements.

But it will be the delegation's job in Geneva to persuade the countries there that its approach is the correct one. It will be a delicate selling job. As Schaefer noted, changes insisted on by countries at the conference could wreck the plan. "If you make a change, there's a domino effect on the rest of the plan," he said.

And the U.S.'s first order of business will be to attempt to resolve its remaining differences regarding parameters with Canada, which says it needs six orbital slots, one for each of that country's time zones. Besides Canada, the U.S.'s immediate concerns include Mexico, which says it needs two slots, and France, which says it needs one to serve two islands off the east coast of Canada. The U.S. is confident those needs can be met, if there is agreement on the parameters.

As described by U.S. officials following a telephone conference call with their Canadian counterparts on Monday, the remaining differences between the two countries involve parameters dealing with power flux density—the measure of the signal strength on the earth's surface—and the amount of co-channel and adjacent-channel protection to be afforded. The differences stem from the fact that the U.S., with high-definition television and other MAC (multiplex analog system) components in mind, has designed a system with more power and smaller antennas than has Canada.

The U.S. is pressing for a power flux density value of minus 105 dbw (decibel watts) per square meter, Canada, a value of minus 109 dbw per square meter. Such a difference could result in harmful interference to the Canadian system at the receivers. As for the other conflicts, the U.S. is proposing equivalent co-channel protection ratio of 25 db and Canada, 28 db, and is proposing a more stringent earth station antenna pattern than is Canada.

Technical experts from the U.S. and Canada are to meet early this week in an effort to resolve the differences. And both sides appear to believe they will succeed. Jack Chambers, director of space communications for Canada and deputy chairman of its delegation, said, "We have differences, but there is a reasonable basis for agreement. I'm optimistic." The Americans say there are technical ways of meeting Canada's concern about interference without reducing the overall power of the satellite; the reduction in power could be restricted to the area along the border.

The U.S. is prepared to meet one Canadian proposal and reduce the number of channels that would be carved out of the 500 mhz at each orbit location if a mutually acceptable package involving channel protection ratios and earth station antenna patterns could be developed. The U.S. officials said, would be acceptable to reduce from 36 to 32 the number of channels it would propose at each orbit location. U.S. engineers, who say all of those matters are interrelated, contend the reduction in channels would not adversely affect U.S. interests.

The U.S. requirements were originally based on eight applications for DBS systems already approved by the FCC and five others that were then pending. All told, the U.S. said, the 13 applicants could fill 70 of the 72 channels called for by its proposal. Since then, two of the five pending applications have been withdrawn—Oak Industries and Advance Inc. But Schaefer said additional applicants are expected to come forward. Indeed, the U.S. position is that the eight slots it is seeking will be sufficient. An industry advisory committee has forecast the U.S. will need between 68 and 215 channels by the end of the century.

Accordingly, the U.S. will seek a provision enabling countries to gain additional channels for use in the years ahead. It has proposed a procedural mechanism for increasing the number of slots, one that would provide for the use of non-eclipse-protected as well as eclipse-protected orbital positions.

But a more immediate problem the U.S. sees is the need to recognize that requirements will evolve and that the plan, as a result, cannot emerge fully drawn. Officials note that economics and developing technology may persuade some DBS system owners to begin operations with two satellites serving all four regions before shifting to a four-channel operation. The flexible approach the U.S. is urging would permit such an evolution.

Another example of the kind of flexibility the U.S. will propose is the block grant, or multichannel approach, under which countries would be assigned blocks of spectrum which would be available for a variety of uses. The U.S., for instance, might combine several channels into one for high-definition television...
Moving out into the no man's land between telephone and cable

The adventurism of both industries is beginning to ooze on their rivals' turf; awmakers may be called o separate the combatants

For the past two decades, the major Ameri- tel communications war has been raging between the broadcasting and cable industries. And while no official truce has yet been struck between those two, the man- or firepower may be shifting over to another front: the increasing competition between cable and the nation's newly structured elephone industry.

A critical skirmish of that new war will take place in the Senate this week, where cable is trying to win passage of its new "birthright" legislation (S. 66) and AT&T is trying to block the way. Specifically at issue: A provocation that would allow cable companies to offer data transmission services on a non-common carrier basis.

Another battle may be fought at the FCC, which has been petitioned to amend its pre- sent telephone-cable cross-overs rules, which prohibit telcos (with some exceptions) from owning cable systems in the same communities to which they provide phone service. The arguments for and against dropping telem-cable cross-overs rules haven't changed much over the years. John Tracey, director of congressional relations for the United States Independent Telephone Association, notes that the rules have been in place for more than 10 years and that large cornions of the country remain uncabled. A lot of people in the rural areas are denied service because the cable companies find it economically unfeasible" to provide service for them, she said. USITA members have the "plant, the experience and the customers," she said.

Laird Walker, vice president for federal relations for Mountain Bell, Pacific Northwest Bell and Northwestern Bell (which will all be owned by a single holding company, US West Inc., after the AT&T divestiture is consummated) holds a similar view. While he said his companies don't intend to get into the business of entertainment program origi- nation, he also said the prohibition should be rethought, at least in part. "If a community currently doesn't have cable, the local telephone company can do that, then it looks as though the regulators should allow that to happen," he said.

The National Cable Television Associ- ation, of course, will oppose any move in that direction. According to Jim Mooney, NCTA's executive vice president, the association will continue to stand in the way of co- located telephone-cable operations, chiefly on the grounds that the phone companies would have unfair advantages in franchising competitions. "There are too many opportunities for the telephone companies to cross-subsidize their cable operations with revenues from their telephone businesses," he said. "The telephone companies have a history of predatory behavior; that's how AT&T got to be AT&T," he said.

Under the current FCC cross-overs rules there is a significant exception to the prohibition against co-located cable sys- tems. Under changes adopted in 1981 (BROADCASTING, Nov. 9, 1981), the FCC now permits telcos to offer cable service in uncabled rural areas (before that, telcos were required to seek waivers of the rules) as defined by the Census Bureau—that is, to a maximum of 2,500 homes. In denying sub- sequent petitions for partial reconsideration, the FCC made clear that the exemption appli- cation only where no cable service is being provided or is under construction (BROAD- CASTING, Nov. 8, 1982). An FCC official

said last week that he wasn't sure how many independent telcos have applied since the waiver requirement was dropped, but that the commission approved 86 applications for co-located operations under the rural ex- emption in 1982.

Nonetheless, USITA late last year (BROADCASTING, Nov. 15, 1982) petitioned the FCC to repeal the telco-cable cross- overs rules altogether. Comments have been received, and the petition (RM-4241) is currently in the Common Carrier Bureau's hands. While the next move should be to decide whether to launch a rulemaking, whether, or when, that will happen is unclear. While one bureau official said the mat- ters are under "consideration," another said the petition is "gathering dust."

Moving in the opposite direction, some cable companies are expressing an interest in taking on some of the telephone company's traditional lines of business—especially data transmission and other "institutional cable" offerings.

Institutional cable is not brand new. Man- hattan Cable, which has the franchise for the lower half of that New York City borough, has been pioneering the concept for years. According to Mel Van Vlack, the company's chief engineer of data services, Manhattan Cable first started offering data transmission services in 1974. It now has a separate institutional system in place, consisting of about 17 miles of underground cable. The system has 14 major customers—including such heavyweights as the Chase Manhattan Bank, the City of New York and Manufacturers Hanover Trust. The company also has in- stalled private systems for a half dozen cus- tomers, he said.

While the company currently is offering only local service, it plans to expand its reach. According to Van Vlack, the com-
pany is discussing interconnection arrange-
ments with non-Bell common carriers, hop-
ing to furnish its customers, through mi-
crowave and satellite links, with the abili-
ty to transmit data nationwide. The com-
pany, which is now generating revenues some-
where in the neighborhood of $1 mil-
lion a year from its data transmission busi-
ness, also is hoping to make a deal with com-
mon carriers that would cut both ways, with Manhattan Cable supplying the com-
mon carriers with outbound traffic, and the
common carriers, in turn, supplying Man-
hattan Cable with inbound traffic, he said.
"We would like to be the local loop for ev-
everybody but Bell," Van Vlack said.
Warner Amex Cable Communications has
apparently been attracted to the same light.
Earlier this year, it announced it had signed a
deal to put into place a high-speed data trans-
mission system linking Westinghouse Elec-
tric Corp.'s four headquarters buildings in
Pittsburgh. "The company expects to market
similar cable-link agreements in Pittsburgh
and other major metropolitan areas being
served by Warner Amex, such as Dallas,
Houston, Cincinnati and Columbus, Ohio," accordin
g to C. Thomas Rush, who is vice
president of commercial sales for Warner
Amex.
Viacom Communications has had a data
transmission operation in place in Nash-
ville—linking county and city buildings—
for the past several years, and now is install-
ing similar systems elsewhere. In Dublin,
Calif., a San Francisco suburb, it has linked
several buildings for the Hexcel Corp., a
chemical company. Its Mountain View sys-
tem, which is under construction just south
of San Francisco, already boasts a link be-
tween city hall and the local police station.
And, according to Lyn Simpson, Viacom
manager of community relations, the com-
pany also is investigating the possibility of
providing data transmission services in San
Francisco's financial district. "It's a market
that we really haven't touched, but it's a logi-
cal one because we think we can offer a su-
perior service to what's in place," Simp-
one said. "There are a lot of people out there
who aren't very happy about their telephone
service."
Cable Communications Inc. may have
some of the most ambitious plans around,
having created a subsidiary, Comm-
line, devoted to providing high-speed data
and video transmission services. It has been
offering that service on its Omaha, Neb.,
system since June 1982. At the same time, it
has been offering Index, its two-way interac-
tive technology, to about 100 "friendly" us-
ers. It's also involved there in an experimen-
tal joint venture with MCI Communications.
"We're seeing the day come when the
channel system can bypass local telephone fa-
ilities altogether in completing standard
voice telephone long distance circuits, ac-
cording to an MCI spokesman.
According to Dave Andersen, Cox Cable
spokesman, the company is planning to in-
stall Commline in a number of other markets
as well—including New Orleans, Tucson,
Ariz., and Great Neck, N.Y. "We see a very
bright future in institutional cable," Ander-
sen said. He also noted that Cox has already
licensed United Cable Television Corp. to
offer Index, and is considering handling
Commline in the same way. Cox also is ex-
ploiting the potential of offering Commline as a turnkey operation, he said.
Perhaps as a step in that direction, the
company already is proposing to offer
Commline beyond areas it hopes to fran-
chise. For example, while the company is
vying for only one of four franchises in
Philadelphia, it is proposing to provide an
installation program through a related cable
system since
between and
around, having
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bate today (June 13) and vote tomorrow.

Among the issues, however, is a provision that would permit cable operators to offer data and similar services without federal or state regulation. The telephone companies have opposed that, contending that part of the bill would lead to all the inequities previously described. Commerce Committee Chairman Bob Packwood (R-Ore.), and Senators Barry Goldwater (R-Ariz.), the bill's author, and Ernest Hollings (D-S.C.) have proposed an amendment to try to appease the telephone companies. It would continue to permit cable companies to offer data services without regulation but also would permit telephone company deregulation in the same area when there is "genuine competition." Under the amendment, the telcos would have to petition for that deregulation; the decision over whether that competition did in fact exist would apparently be decided by state regulators. The amendment would further require cable operators to file an "informational tariff" when they provide data services.

While NCTA might prefer the bill to pass as originally approved by the Commerce Committee, it also supports the Packwood-Goldwater amendment, according to NCTA's Mooney. The telephone companies, however, are backing an amendment proposed by Senator James Abdnor (R-S.D.) that essentially would reafirm the status quo, permitting federal and state regulation of cable data, and similar, services. The fear on this side is that the amendment may also preclude the FCC from preempting the states in this area.

According to Mooney, the telephone companies, in arguing for a "level playing field," are seeking to obscure the mark. "They try to gloss over the fact they have 99% of that service," he said. "The reason they're regulated has nothing to do with the service; they're regulated because they're the dominant carriers."

Bell's Walker, however, said the Packwood-Goldwater compromise amendment doesn't go far enough. Even with the amendment, the bill would permit cable to "skim the cream," he said. Although it would permit the state regulatory agencies to deregulate the telco's offering of data transmission services once "genuine competition" exists, the telcos' appeals to the state regulatory commissions would be time consuming, "and in the process, very significant revenues can be lost," he said. "We believe that for equal competition to exist, the same ground rules must apply to all providers."

Walked said.

Whatever happens on Capitol Hill this week, both telephone and cable interests appear certain to be at loggerheads for years as each breaks ground on its own, and the other's, new Fifth Estate frontiers.

**RET applies for MDS service**

Shooshan and Jackson, Washington telecommunications consultants, among principals of applicant

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company, owned by the privately-held Neilson Enterprises Inc. of Wyoming, is up for sale, but a public relations representative would only confirm the accuracy of a CommmiCom statement that construction costs make it “necessary to seek additional financing at this time.”

CommmiCom holds the 310,000-home Hollywood-Wilshire franchise, extending from downtown Los Angeles to the ocean at Venice. The firm has other southern California franchises totaling about 90,000 homes, and is valued at more than $70 million. The company estimates construction of the remainder of its Hollywood-Wilshire franchise, fined repeatedly by the city for failure to meet previous deadlines, will cost more than $100 million. “I know it [CommniCom] is for sale,” Bruce Burnham, vice president for market development at Cox Cable Communications, told BROADCASTING last week. “We have had some conversations with them, but we’re not talking dollars yet or anything of that sort. I think their discussions with other companies have gone further [than with Cox],” however. Burnham said Cox is interested in continuing those conversations, and said it was his understanding the franchise properties would be sold as one block.

“CommniCom has had some conversations with us,” confirmed William Shainker, president of Los Angeles-based Sun Cable Services. That firm, a unit of Kaufman & Broad, is the only company bidding the south-central franchise in Los Angeles. an

unwired 700,000-home area adjacent to the Hollywood-Wilshire franchise. Shainker told the Los Angeles Times last Tuesday (June 7) his impression is that there are “a number of options for a piece, or all, of the company.”

Cox also has a relatively prominent local presence, with franchises in San Diego and Santa Barbara. Other companies rumored to be bidding for the property are the New York Times Co. and United Cable Television of Denver, but that could not be confirmed last week.

One indication of the impending change surfaced in an interoffice memo sent to employees by CommniCom president Tom Kanarian recently. Kanarian advised employees that CommniCom “will be reorganizing and consolidating various functions within the company to re-emphasize our commitment to provide quality service to our subscribers,” adding: “While these changes may be difficult in the short term, it will provide us with exciting new opportunities in the long term.”

A reliable company source, who asked not to be identified, said 48 CommniCom employees were to be laid off last Friday.

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**PROPOSED**

WCF-TV Tuscaloosa, Ala.; KYEL-TV Yuma, Ariz., and WDAM-TV Laurel-Hattiesburg, Miss. Sold by Service Broadcasters Inc. to Beam Communications Corp. for over $25 million. Seller, based in Hattiesburg, Miss., is headed by Sy A. Rosenbaum. It has no other broadcast interests. Buyer, based in Chicago, is owned by Frank L. Beam, former owner of Chicago-based advertising agency, Frank L. Beam Co. He has no other broadcast interests. WCF-TV is CBS affiliate on channel 33 with 1,120 kw visual, 203 kw aural and antenna 540 feet above average terrain. KYEL-TV is CBS affiliate on channel 13 with 316 kw visual, 31.6 kw aural and antenna 1,700 feet above average terrain. WDAM-TV is NBC affiliate on channel 7 with 316 kw visual, 47 kw aural and antenna 510 feet above average terrain. Broker: R.C. Crisler & Co. Inc.

KWPW-TV Bakersfield, Calif. Sold by Gillett Group Inc. to Ackerley Communications Inc. for $6.3 million ("In Brief," June 6). Seller, based in Nashville, is owned by George N. Gillett Jr. It also owns WSMW(TV) Nashville. Buyer is principally owned by Barry Ackerley, who owns Seattle-based outdoor and airport advertising firm and principal stockholder of Eastern Broadcasting Corp., which owns five AM’s and five FM’s. Buyer is owned by Lawrence K. (Larry) Justice, president, who has been Boston radio personality for past 18 years with Westinghouse and KKO stations. WCB is on 101.9 mhz with 50 kw and antenna 240 feet above average terrain. Brokers: Blackburn & Co. Inc. and The Keith W. Horton Co. Inc.

KJZ(AM) Fort Worth Sold by Swanson Broadcasting-Fort Worth Inc. to Founders Broadcasting for $2 million. Seller is headed by Gereck H. Swanson, president. It also owns WBYY(AM) New Orleans; KXNG(AM) Oklahoma City; KRMG(AM) Tulsa, Okla.; and KKVX(AM) San Antonio, Tex. Buyer is subsidiary of Founders Communications Inc., headed by John L. Teeger, president. It is venture capital group involved in mobile-home manufacturing and oil and gas drilling. It has no other broadcast interests. KJZ(AM) is on 1270 kHz with 5 kw full time. Broker: Blackburn & Co. Inc.

KSEI(AM)-KBUB(FM) Pocatello, Idaho Sold by KSEI Broadcasters Inc. to Pacific Northwest Broadcasting Corp. for $1.35 million. Seller is owned by Western Broadcasting.

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**ATTRACTIVE OPPORTUNITIES**

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<tr>
<th>WEST COAST</th>
<th>FULLTIME AM AND CLASS C FM IN ATTRACTIVE UNIVERSITY SETTING. OWNER IS WILLING TO SELL FM ONLY. REAL ESTATE INCLUDED IN AM/FM PACKAGE. AFTER 30% DOWN, LENIENT TERMS.</th>
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<th>WEST COAST</th>
<th>FULLTINE IN ONE OF THE NATION'S LARGEST AND FASTEST GROWING METROPOLITAN AREAS. OFFICE/STUDIO SITE INCLUDED IN SALE. ASSUME ATTRACTION LEASE ON TRANSMITTER SITE WITH BARGAIN PURCHASE OPTION. EXTREMELY ATTRACTIVE TERMS TO A QUALIFIED BUYER.</th>
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<th>HAWAII</th>
<th>OWNER WANTS A QUICK SALE OF THIS AM FULLTIMER. THE STATION'S STRATEGIC LOCATION ALONG WITH ITS STATE-OF-THE-ART PHYSICAL PLANT MAKE THIS AN ATTRACTIVE OPPORTUNITY.</th>
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**BLACKBURN & COMPANY, INC.**

**RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS**

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<th>WASHINGTON, D.C.</th>
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<th>ATLANTA, GA</th>
<th>BEVERLY HILLS, CA</th>
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<td>20036 1111 19th Street, N.W.</td>
<td>60601 333 N. Michigan Ave.</td>
<td>30381 400 Colony Square</td>
<td>90212 9465 Wilshire Blvd.</td>
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<tr>
<td>2021 331-9270</td>
<td>(312) 346-6460</td>
<td>(404) 892-4655</td>
<td>(213) 274-8151</td>
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6/13/83

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Broadcasting Jun 13 1983 112
Co., headed by Earl E. Morgenroth, chairman and president, and principally owned by estate of Dale G. Moore. It owns three AM's, two FM's and four TV's. Buyer is principally owned by Charles H. Wilson, president (50.77%), and 12 others. It also owns KPNW-AM-FM Eugene and KCXM-AM-FM Ashtand, both Oregon; KBXJ-FM Gousse, Idaho, and KPAW-AM-FM Chico, Calif. KSEL is on 930 kHz with 5 kw full time, KRBU is on 104.9 mhz with 3 kw and antenna 582 feet below average terrain.

WMNX(FM) Tailahassee, Fla. Sold by Metropolitan Broadcasting Corp. to American Communications & Television Inc. for $950,000. Seller is headed by James E. Broaddus Jr., president. He is vice president and general manager of www(QAM) WPFF(FM) Panama City, Fla. Buyer is owned by American Communications & Television Inc. (ACT) (80%) and Richard T. Drury (20%). ACT is publicly held company, headed by Mark K. Goldstein, president. It is 90% owner of construction permit for new TV at Forest City, N.C., and 49% owner of permittee of low-power TV's in Lake City and Ocala, both Florida, and is applicant for new FM at Micanopy, Fla. It also operates or has franchises for cable TV systems in Alachua and Marion counties, both Florida, and SMATV systems in south Florida. Drury is executive vice president of Sunshine Wireless Co., which owns three AM's and three FM's. He is also general manager of WGMQ(AM)-WKYS(FM) Gainesville, Fla. WMNX is on 95.9 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Blackworn & Co.

WAMV(AM)-WCN(V/FM) Amherst, Va. Sold by Central Virginia Media Inc. to Winfas Inc. for $825,000, including $180,000 non-compete agreement. Seller is owned by S. Vance Wilkins Jr., who has no other broadcast interests. Buyer is principally owned by Larry W. Nichols and W.S. Foster Jr. It also owns WJNG(AM)-WRCC(FM) Jacksonville, N.C. WAMV is daytimer on 1420 kHz with 1 kw. WCNV is on 107.9 mhz with 4.1 kw and antenna 1,920 feet above average terrain. Broker: Chapman Associates.

Construction permit for WTSF-TV Ashland, Ky. Sold by Tri-State Family Television Inc. to Tri-State Family Broadcasting Inc. for assumption of $643,863 in liabilities. Seller is nonstock, nonprofit corporation, headed by John Alley, president, who will be director of new corporation. It has no other broadcast interests. Buyer is owned by seven stockholders, headed by Claude Messinger, chief executive officer, including five present board members of seller and G.O. McClelland of West Hamlin, W. Va., and Dr. Robert Tackett of Ashland. It has no other broadcast interests. WTSF is independent, which went on air April 30. It is on channel 61 with 229 kw visual, 22.9 kw aural and antenna 410 feet above average terrain.

WKYO(AM)-WIDL(FM) Caro, Mich. Sold by Thumb National Bank and Trust Co. to East Michigan Broadcasting Co. for $500,000. Seller is voluntary receiver of Tuscola Broadcasting Co., headed by Paul Clauscuesch, president. It has no other broadcast interests. Buyer is owned by William D. Benkelman, president, who is president of chemical plastics firm in Bloomfield, Mich., and has no other broadcast interests. WKYO is on 1360 kHz with 1 kw day and 1 kw night. WIDL is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain.

WKVT-AM-FM Brattleboro, Vt. Sold by Webster Broadcast Group to Brattleboro Broadcasters Inc. for $450,000. Seller is owned by 10 stockholders headed by Donald V. Webster, who have no other broadcast interests. Buyer is headed by David Underhill and wife, Linda (51% jointly). David Underhill is corporate director of operations and planning for Standard Communications, Salt Lake City based owner of six AM's, six FM's and seven TV's. Linda Underhill is former employee of WBOI(AM) Boston. WKVT is on 1490 kHz with 1 kw day and 250 w night. WKVT-FM is on 92.7 mhz with 410 w and antenna 712 feet above average terrain. Broker: Bob Kimel's New England Media Inc.

WLBG(AM) Laurens, S.C. Sold by CraCom Inc. to Southeastern Broadcast Associates Inc. for assumption of $278,766 liabilities. Seller is owned by Craig S. Turner (56%), and wife, Mary V. (19%), and Harold Y. Culbertson (25%), who have no other broadcast interests. Buyer is owned by Emil J. Finley (60%) and wife, Mary Lou A. (40%). Emil Finley is general manager at WMYN(AM) Mayodan, N.C. Mary Lou Finley is registered nurse. WLBG is daytimer on 860 kHz with 1 kw.

Other proposed station sales include: KTIM-AM-FM San Rafael, Calif. (BROADCASTING, May 30); wodf(FM) Tallahassee, Fla. (BROADCASTING, May 30); WKEQ(AM) Burnside, Ky.; WLV(AM) Water Valley, Miss.; KHM(EF) Comanche, Okla.; WRYF(AM) Starview, Pa. (BROADCASTING, June 6); WEA(AM) Arlington, Va. (BROADCASTING, May 16), and WPFFR(M) Meno- moine Falls (BROADCASTING, May 30). (See "For the Record," page 124).

ALBIMAR COMMUNICATIONS HAS PURCHASED
(subject to FCC approval)

KEZO-FM
Omaha, Nebraska from Meredith Broadcasting

and

KYNN-AM
Omaha, Nebraska from Great Empire Broadcasting, Inc.

When confidentiality, integrity and experience are important...
Fifth largest MSO, innovator of two-way technology and satellite programer, must balance its risktaking to avoid financial overextension

Warner Amex Cable Communications, the New York-based cable MSO that is owned equally by Warner Communications Inc. and the American Express Co., is, like the cable industry as a whole, entering a new phase in which the focus is on marketing and profits. The major franchising battles of the late '70s and early '80s for the right to wire America's big cities are almost over, and the peak construction year for both WA and the industry was 1982.

However, there is no consensus that WA can fairly be described as a microcosm of the industry. Analysts and other industry observers point to the company's two-way interactive Qube technology, which is either in or being installed in all seven of its current metro systems, and will be installed in Milwaukee, for which WA signed a franchise agreement two weeks ago; its two New York franchises, if agreements are ever reached there, and possibly other franchises as it comes time to renegotiate. That puts Warner Amex on the "leading edge" of the two-way technology in cable, some observers say, setting it apart from other players, at least for now.

Cox is still experimenting with its two-way Indax system in San Diego and Omaha, while others in the industry, such as Tele-Communications Inc., have elected to go with one-way addressable technology. There also are pessimists who argue that Qube might have put WA on the 'leading edge' of the franchising scene, but that the technology will never emerge as a significant profit center.

Warner Amex is also atypical because the company has been willing to take on more big-city builds than any other MSO— with apparent success (although not without a number of problems). The company's metro systems division, now headed by Larry Wangberg, includes franchises in Cincinnati, Pittsburgh, Dallas, Houston, Columbus (Ohio), Milwaukee and the suburbs of both St. Louis and Chicago. With the exception of Milwaukee, where construction has not yet begun, Warner claims to be substantially ahead of, or on, schedule—a claim verified by most cities with the exception of Houston and Pittsburgh. Houston did not dispute the claim, but the city had not made a check within the last year. In Pittsburgh, WA claims to have completed 95% of the construction, while the city notes that some of that has not been "certified" as having been constructed properly.

If the New York negotiations are completed for WA's targeted franchises in Brooklyn and Queens, those systems, when constructed, would also be folded into the metro division.

Although analysts note the paucity of available information about Warner Amex, largely due to its private company status (even though it's held by two publicly owned entities), they also estimate that the company will spend $1 billion or more building its metro systems. Even that figure sounds conservative, since the company recently extended its line of credit from $600 million to $800 million and still faces building Milwaukee and two New York franchises.

With that kind of building, it's hard to stay out of the red. WA lost $46.6 million in 1982, which is explained primarily as the result of financing system construction (which totaled almost 11,000 miles of plant last year) as well as the marketing of the satellite program services under the banner of Warner Amex Satellite Entertainment Co.—MTV, Music Television, Nickelodeon and the Movie Channel.

And 1983 will probably be a year in which WA has even greater losses, perhaps $60 million or more, according to Drew Lewis, who was tapped last winter to replace Gustave Hauser as the company's chief execu-
Lewis agrees with that assessment, but contends that it is "a conscious decision on the part of Warner and American Express not to cut the losses now because it would be detrimental to what we want to do long term." And what Warner wants to do is make a profit. The company has told analysts it hopes to turn the profit corner by 1985, and many in the financial community think 1987 is more realistic. And there is some sentiment among analysts that WA will have to scale down some of the promises made to its big cities if the company ever hopes to get into the black.

The cities, however, say that WA has not approached them about renegotiation and has expressed every intention of carrying the commitments under the existing contracts. At this stage the possible exception appears to be Pittsburgh, where Richard Emenecker, superintendent of the city's bureau of cable communications, expressed "concern" that WA has not provided the city with the basic design of the proposed institutional network, which was supposed to be built simultaneously with the residential systems. WA began construction of the Pittsburgh system in early 1980. "We are concerned about them making it," said Emenecker, referring to the system construction deadline of Aug. 25, 1984. "We see no reason why they should not be able to do it." Emenecker also said that WA has said that they now want to provide access to the institutional network "on a demand basis," although the franchise agreement calls for the network to be available to "virtually all institutions" throughout the city.

Larry Wangberg, newly appointed head of all the WA metro systems, said that 60 miles of the institutional loop has already been constructed, and that it will be completed on time with virtually all institutions having access. "It's a new area for institutions, cities and cable operators," explained Wangberg. "What we are now proposing is that we build the network as we work with institutions and determine their needs so that we can best satisfy them." He added that a market survey has been completed on practical uses of the institutional network and that "we'll now be rolling that network out as we develop an understanding—and the institutions develop an understanding—of the opportunities that can be had from such a network. We've learned that most institutions are not pre-
pared to take advantage of this new telecommunications capability. It’s going to take some time to adapt to it. It may mean changes in how they run their institutions and changes in their communications programs. Most of them are not prepared to take advantage of it.”

Asked if the company may be looking to renegotiate some of the franchise agreements it has made, the company’s new chairman answered, “Yes and no. I mean we are not going to go back on the contracts that we have signed, but as I told many cable committee members I’ve met with and mayors, if they want us to put up access studios all over town . . .

“We have a studio in Pittsburgh which was part of our contract. And I’ve been in NBC’s, CBS’s and ABC’s studios in Chicago, New York and Washington, and ours puts theirs to shame. The Today show is produced in a much shabbier place than our Pittsburgh studio. And we don’t use it. And you can say fine, we promised it so we’re paying for it, but ultimately, the consumer is going to pay for that studio. And ultimately we are going to get our investment out of Pittsburgh. And if we don’t get our investment out of Pittsburgh, we’re not going to be in Pittsburgh.”

Although he used Pittsburgh as an example, Lewis emphasized that he was not only referring to all of WA’s metro systems, but also to other MSO’s in major urban areas across the nation. “It’s clear that nobody’s going to stay in these big cities unless they can make a profit.”

Although Lewis admits that he knows less about the cable business than many of his peers, having come to his present position just a few months ago, he is not without definite opinions about the industry.

In the bids to wire the cities, he says, “we promised too much. Essentially that’s what we and everyone else did. We promised too much, underestimated our construction costs and gave too low rates.” And again, he hammered home the point that “nobody is going to stay in this business if there is not going to be a return on investment, if there is not going to be a profit. So it is clear to me that in all these big cities ultimately the prices have to rise to the point where the company can make money.” And if they don’t, he concludes, “the cities [or someone else] are going to be in the cable business because we are not going to be in it.”

It is also clear to Lewis that excellent relations with the community are essential to franchises striving to make a buck. In fact, he suggests that much of WA’s return on investment may not materialize until the re-franchising stages of the metro areas. “At the end of 15 years in many of these cities,” he said, “we’ll be lucky if we have our in-vestment out. So what we have to do, I think, is have a good relationship with the community both politically and community wise, in order to re-franchise successfully. “If we are going to make money in this business, it’s clearly going to be in the extents of the franchises.”

And although the company and others in the industry apparently made more promises than the could realistically keep, given the rates offered, Lewis says if it were his to do all over again, “I’d probably do exactly what they did here—it was the only way to get franchises.” In other words, the company was forced by the competitive nature of the big city bidding wars to overextend itself in the near term to get where it wants to be in the future. Warner and American Express, says Lewis, through their joint venture, “have committed to this industry. And we see cable as an industry that is moving in and taking over as the dominant factor in video communications.” By the early 1990’s, he suggests, cable penetration nationally and within WA’s systems should be between 60% and 70%. “But in order to do that,” explained Lewis, “we are going to have to
Knowing what it is does not tell you how to use it.

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[continue to] swallow some of the losses to be able to capitalize on what we think will be a very good business in the future."

Upon acceptance of the chairmanship of Warner Amex, Lewis received ultimate responsibility for one area that his predecessor did not—Warner Amex Satellite Entertainment Co. And his presence on the scene at WA has also been felt in the corridors of the co-owned program service company. He acknowledges some involvement behind recent decisions to charge operators a fee for MTV, the advertiser-supported video music channel, and to accept commercials for Nickelodeon, the children's cable channel.

"I guess the idea evolved," explained Lewis, in the sense that "I put pressure on every single area in this company to turn a profit. MTV, I think most would agree right now, is the hottest product in cable. It is not breaking even and we are going to put it on a profitable basis." He added that the company does not have to charge a great deal per subscriber to turn MTV around. "There is a lot of leverage in the numbers," he said, referring to MTV's current subscriber universe of 13.5 million, which he says should hit 20 million by the end of next year.

Much has been made of the employee cuts that Lewis has imposed at WA's corporate offices in New York—107 out of a total of 321 positions have been eliminated since February, representing a one-third reduction in the New York-based work force. The point that Lewis makes in discussing those cuts is that they should not be viewed primarily as a cost-cutting factor, but rather as actions taken to decentralize operations throughout the company. And, looking back, Lewis relates that perhaps the most pressing problem that confronted him upon walking in the door at WA was what he saw as the inefficiency and confusion that permeated the company's operating structure.

"You're not going to make any money in this business just cutting your overhead," he said. The benefits of those cuts will be "a decentralized, streamlined organization, not the cost savings." The company had a "tremendous overlap problem in New York," with full-fledged marketing operations both there and in the field, said Lewis. When a problem was encountered in any given system, "the way we solved it was to hire more people in New York instead of solving it in the field. My point is that Houston, for example, has the potential to be a $200-million business, and should be run out in the field. I don't want to reinvent the wheel—we are going to have marketing coordination from New York. But the people in the field will have direct-line responsibility for running those operations." Of the cuts he concluded, "It's not pleasant to eliminate positions, but we'll be a better organization for it."

There is a flip side to the decentralization of the company's operating structure and that's the consolidation of positions and authority within the corporate staff in New York. The corporate programming, marketing and sales departments, designed to give support and guidance to operatives in the field, have been combined and are now headed by Richard Aurelio, who was formerly responsible for WA's franchising efforts. And Linda Godsen, who Lewis tapped from the Department of Transportation, which he headed for the first two years of the Reagan administration, has been brought in to head the newly combined government and public affairs departments.

WA's metro systems, which had been divided into two separate divisions, are now combined into one, headed by Larry Wangberg. The metro division systems represent WA's investment in the future. Unlike the systems in the national division, which includes 800,000 subscribers in 140 systems in 27 states, the metro systems feature Qube, which provides up to 10 two-way addressable channels. Each of the metro system

Schneider
expressed dropped off considerably," said Marsha Gar-

mild praise for the company's performance in Houston.

ago, complaints point, with some noting WA's

tigation with vide

homes into the metro systems fold.

Within the past few years, cable opera-
tors, particularly in major population cen-
ters, have been concerned with the emerg-
ence of competing program delivery
vehicles, most notably satellite master an-
tenna television systems (also called private
cable operators) and multipoint distribution
outlets. However, Wangberg says he's not
particularly worried about such competitors.

He does admit though that Dallas and Hous-
ton are where WA has had the biggest prob-
lem with SMATV operators. And to deal
with the problem, WA has gotten into that
business itself. "Our position is," explains
Wangberg, "if there's an apartment complex
that we haven't built cable to, yet, and they
are insisting upon service immediately, I will
put in an earth wire, and I headend sale
them until I get out there with my cable plant." So far, he adds, the company has
installed about 10 such systems. And in any
event, Wangberg sees the SMATV problem as
short term for two reasons—the wider array
of program services that cable can pro-
vide a community once it's wired, and what
he claims is growing consumer dissatisfac-
tion with existing SMATV operators. "They
forget they have to maintain that operation
and continuously sell it," as a result I think it's
a short-term thorn in our side that is go-
ing to go away."

Reports from city cable authorities in
WA's metro are generally positive at this
point, with some noting a marked improve-
ment in the company's service to the com-
munity. In Houston, for example, not long
time ago, complaints were coming into the city at
a rate of about 1,300 per month concerning
Warner's service. Those complaints "have
dropped off considerably," said Marsha Gar-
dener, director of services for the city of
Houston. Even Pittsburgh's Emenecker, who
expressed the most concern about the com-
pany's performance in a metro area, had mild praise for WA. "We knew the relationship
would not be without its problems and
difficulties, and they deserve credit for at-
tempting and accomplishing a task that's
never been done before."

Nevertheless, Emenecker suggested that
Warner may have some rewiring to do in
Pittsburgh. The franchise is divided into five
"separately programable community areas," (SPCA's) which are for the most part divided
along ward boundary lines. Each of these
areas has a separate studio, which, by the
terms of the franchise agreement and a city
ordinance, is required to have the capability
of transmitting programing to each home
within its SPCA. Emenecker reported that in
some cases Warner has not provided that
capability and that some rewiring may be
required. He also says that Warner has not met
all of the city's electrical and safety code
requirements in some areas that have been
constructed. WA's Wangberg responded that
Emenecker is talking largely about technica-
lities and the usual cleanup jobs that are tak-
en care of after a system is essentially com-
plete. As to the SPCA problem, Wangberg
replied, "once again we are talking about
something very insignificant in view of the
total picture, because we're passing about
160,000 homes" in Pittsburgh, while that
problem concerns 70 or 100 homes.

On the marketing side of the picture, WA's
Aurelio cited several problems of concern to
the industry as well as the company, includ-
ing subscriber retention, pay service churn
and pricing and packaging of services.

In recent years the marketing of services
among WA systems has been "almost entire-
ly a direct-sales effort," said Aurelio. "I
think now we're leaning more toward a mix
of the various selling disciplines," including
advertising and direct-mail campaigns. As
to churn, he said, "a lot of it is understanding
what people want," and perhaps doing a bet-
ter job of educating the consumer as to what
he's getting for his money. "A lot of it is just
common sense marketing," he added, noting
that "the factors and variables change from
market to market."

Aurelio said that WA will attempt to bring
the message home that "cable is the biggest
consumer bargain in the country. We think
it's undervalued generally, and that has not
been communicated effectively to subscrib-
ers and nonsubscribers." Significant re-
sources within Aurelio's domain are geared
 toward research and analysis and he indicat-
ed they will have their work cut out for them
in the coming months. "We've got to do a lot
more work on finding out what it is the
customers want and how they want these
services packaged."

In order to make the metro systems profi-
able Aurelio said, revenues must be ir-
creased per home. It's difficult to estimat
the average revenue that is being generate
on a per-home basis, said Aurelio, but ev-
tually, "we're shooting to get more than $3
per home."

Advertising revenues will also play a sig-
nificant part in WA's drive toward profitabil-
ity, not only from the WASEC services, but
from spots sold on systems as well, par-
cularly the Qube systems and the Qube net-
work. But to hear WA executives describe
advertising on Qube, it sounds more like
laboratory than a medium. The selling pof
i

advertising ability or even a commercial's credibility. In relation to its generi-

cable advertising, they "are heavy

dramatic films," that require too much of

the viewer's attention. "People just don't have
the patience at home," explained Kur

it, "because there are distractions." The kind

of movies that do better are movies that you
can come in and out of."

Kurnit also said he would like to add more
commercial time to the Qube program menu.
The hitch is that the concerts must be cablecas-

tired to really sell because "we've found that
the ones on tape don't perform that well."

Kurnit also suggested that local and regi-

onal acts might be sold exclusively on the Qube

network or particular systems.

Future Qube Network programing ideas
include, Kurnit said, taking "some existing

Broadcasting Jun 13 1983
### Broadcast with Other Major Interests

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<tr>
<th>Exchange and Company</th>
<th>Closing Wed. Jun 8</th>
<th>Closing Wed. Jun 1</th>
<th>Net Change in Week</th>
<th>Percent Change in Week</th>
<th>Market Capitalization (000,000)</th>
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<td>+ 7/8</td>
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**Notes:** A-American Stock Exchange, N-New York, O-Some over the counter (bid-asked), supplied by Sheridan/Amberian Express, Washington, P/E ratios are based on estimated new-year earnings as published by Standard & Poor's. 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 quoted bid price. **Detected stock split. ***Purchase of Gold Key Entertainment (see BROADCASTING, Jun 6 p. 112).
As "a little more esoteric" than programming a television station, "you really have to devine new ways of doing business that are uniquely suited for the cable marketplace.

Pay-per-view programming is one area that Perry is taking a special interest in developing. Theatrical films, he said, "will always remain a staple in this business," but he hopes that sports events will take on a greater role in p-p-v programming as well. He sees "a giant market out there" for p-p-v, and that's the message he's delivered to Drew Lewis. But there are obstacles, too, of which Perry says, are over-priced rights fees and lack of quality events.

Cable networks today often seem to appear only to pull the plug by the following afternoon. Not so with WASEC. Launched four years ago, WASEC has moved to the forefront of satellite-delivered cable program suppliers by serving a total of more than 28 million subscribers.

WASEC's MTV is now seen by a potential 13.5 million subscribers spanning 1,650 cable systems, while Nickelodeon serves 12,750,000 on more than 2,500 systems and The Movie Channel serves 2.4 million over 2,600 systems.

"The reason WASEC's MTV is so successful, explains WASEC chairman and chief executive officer, Jack Schneider, is because "it's like nothing you've ever seen before." Unlike broadcast television, where the business of programming often seems to thrive on instability, Schneider takes pride in pointing out that WASEC has made it because it has not swerved from its original purpose: To provide programming that is "not necessarily more of the same."

Despite the good numbers in terms of subscribers, Schneider does not appear relaxed. But that could be attributed to his philosophy that "we are extremely self-critical around here." Although the company is not yet turning a profit, its growing subscriber rolls indicate circumstances should be substantially different in the future.

Schneider offers no apologies about the decisions to charge operators for MTV and to carry commercials on Nickelodeon. There is no compact between cable operators and program suppliers and viewers regarding the ban of commercials on basic services, Schneider said, as there may be implicitly with pay services. He said that basic services like CNN, USA Network, ESPN and others carry commercials. But in 1982, he said, "we found that the amount of advertising support available to cable industry was not what we anticipated, and so we re-examined the spectrum of basic services and concluded the dual stream of economic support was the way to go."

Although he wouldn't identify what ideas were being researched because "there may appear to be an economic base for starting a new service and that window may close," Schneider confirmed there is "most certainly" room for another programing service at WASEC. He noted that the company owns or leases six transponders aboard Satcom I ("the right bird"), but now uses only half of its capabilities. But the other half also noted there is a program development staff "in place and working." What hinders such a venture other than the marketplace is the channel capacity on many systems today, he said. "But as channel capacity in the mega-systems expands and as more limited channel capacity systems rebuild," he said, "then as it presents a new opportunity to introduce new channels we will do so."

WASEC's most successful service to date, in terms of subscribers, is MTV. Schneider, along with WASEC President Bob Pittman, are credited with being the major forces behind the music channel. It also is the most recent of the WASEC services, having been introduced in August 1981 after more than two years of research.

As for supplying WASEC services to other video outlets, like DBS, MDS, SMATV and low power TV stations, Schneider said there were no "present plans." He qualified that statement, however, by adding, "I think there are going to be a number of developments, either legal or economic, that will change that. Long range planning in cable today consists of deciding where we are going for lunch. Until then at least, WASEC is taking a wait-and-see approach."

"I think DBS has a role in building in those areas that are uneconomic for cable to develop," Schneider considered, "but if that's the case, then the question is should those areas be denied our services? I think not, but I haven't thought through a policy yet."

Despite the apparent success in the growth of WASEC programming suppliers, Schneider denies any of the services have reached a point where they sell themselves. The cable marketplace is too diversified and inconsistent for any sure-fire formula to sell, he explained. WASEC has more than 150 salesmen who are charged with representing all three services. In respect to selling the services to WA systems, Schneider said the MSO is not WASEC's biggest customer—only 6% of the subscribers belong to WA systems, and there are more ATC Nickelodeon subscribers than WA Nickelodeon subscribers, he said.

Schneider also reported that Drew Lewis, has not moved to fold WASEC into WA. "He has recognized that this is a separate business with separate management requirements." He adds that Lewis "has substantially let us continue to operate as a separate organization, as we have operated in the past."
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Researchers for major New York commercial TV stations think they may have found one reason—not necessarily the whole reason, but perhaps part of it—for discrepancies between Nielsen and Arbitron findings in local audience measurements in New York.

The researchers, through their New York Television Station Research Committee, commissioned Statistical Research Inc., a leading independent research organization, to conduct a study to determine the number of multiset households and cable households in the New York area of dominant influence (ADI). SRI did, and reported back that 65% of the households have more than one TV set and that 34.8% of the households have cable. Then the committee, headed by Kathy Lenard, TV research vice president for NBC-owned stations, checked the distribution of the Nielsen and Arbitron meter samples in the ADI.

Nielsen’s was “close” to the SRI figures. Lenard said, with 62% of its meters in multiset households and 32% in cable households. But Arbitron, she said, was shy some 10 percentage points on both counts: 53% of its meters were in multiset homes and 25% were in cable homes. “We don’t say that this is the whole cause [of the inconsistencies] but it could be part of the cause,” Lenard said.

The committee has presented its material to Arbitron and asked for a meeting, hoping to get its sample distribution into closer conformity with SRI’s findings. An Arbitron spokeswoman said last week that officials were studying the material.

The committee also wants some other information—such as how many sets in its multiset households Arbitron has failed to meter—and why.

The committee, in addition to Lenard, consists of Jane Smerglio, WABC-TV; Neil Walden, WCBS-TV; Diane Sass, WNEW-TV; Jane Pearlman, WPIX-TV; Fred Gold, WOR-TV and Chris Roman, WNNJ-TV Newark, N.J.

Differences between Arbitron and Nielsen results are nothing new. But they were more glaring than usual in this spring’s May sweeps. The figures showed that nearly 60% of the markets listed Arbitron as the clear leader, while Nielsen showed half as many as Arbitron for the same time period. In the spring sweeps for May 1984, Arbitron reported that NBC won 32% of the weekday time periods. Nielsen, on the other hand, reported that ABC was dominant in 53% of the time periods.

It’s an ongoing problem that the research committee—and researchers individually—and the committee’s partners, NBC, are being forced to cope with. NBC’s Lenard recalled that WCBS-TV’s Neil Walden brought to a recent meeting a file copy of a memo from a CBS president asking his research people what was being done to resolve the differences. The CBS president was Frank Stanton, and the time was 1964.

**Court moves**

KABC-TV Los Angeles is blaming declining ratings for its decision to cancel The People’s Court, which it is replacing with an in-house magazine strip, L.A. Today, beginning Sept. 5. The ABC owned-and-operated station has been airing the half-hour Telepictures series weekdays at 3:30 p.m. before its three-hour local news block. The series will be picked up there by independent KCOP-TV beginning Sept. 19, to be aired at 7:30 p.m. on weekdays. A spokesman for Telepictures said there would be “a significant jump” in the license fee and advertising rates for the show, based on anticipated higher ratings in prime time access.

**Bloopers suit**

The Dick Clark Co. last week filed a $10 million lawsuit against Alan Landsburg Productions, Chip Enterprises and individuals involved with those firms in the production of a recent ABC-TV special, Life’s Most Embarrassing Moments, charging the program constituted copyright infringement and unfair competition against the series of TV’s Censored Bloopers specials that Clark has been producing for NBC-TV. The suit, filed in U.S. District Court in Los Angeles, claims the ABC program was “substantially a copy” of now the ABC series and that the producer have taken advantage of goodwill generated for the ABC series by Clark’s firm among outtakes sources. The suit, which includes a request for an injunction barring Landsburg Production from continuing with two planned Moments specials, seeks $3 million in compensatory and $7 million in punitive damages.

**Fade out**

The Los Angeles broadcast stations of RKO General, together with RKO Pictures, the American Film Institute and the University of California-Los Angeles Film Archive have scheduled a star-studded June 7 fund-raising event for preservation of American films and television shows. The event, hosted by Bette Davis, Jessica Lange and James Caan, will take place at the Beverly Hilton hotel in Beverly Hills, Calif., with co-sponsorship by KNKX, KJLH-TV and KNX.

“This country’s moving image heritage is a visual record of our last 100 years, and is serious danger,” said Robert Manby, president of RKO Pictures, an RKO General subsidiary. “We’ve already lost nearly half of all theatrical films produced in the U.S. before 1950. And under present circumstances the remaining films may not survive to the century. In addition, more than one-third all films and television programs produced since 1950 are also gone.”

According to preservation experts, the biggest threat to films is the volatility of nitrate stock and chemically unstable color dyes. Because no technique is available for permanent preservation of videotape, matter tapes must be re-recorded regularly.

Among the better-known television programs now lost are Johnny Carson’s debuts as host of The Tonight Show in 1962, man episodes of Steve Allen hosting the same program, the first five years of the original Honeymooners series, and part two of “The Petrified Forest” (1955) starring Humphrey Bogart and Lauren Bacall. Lost films included many works by D.W. Griffith, W.C. Fields, Frank Capra, Lillian Gish, Greta Garbo and John Barrymore.

**One more to go**

What is used to be a small group of state without their own public television station is now even smaller. On the grounds of Central Wyoming College, Kcwc-TV Riverton Wyo., went on the air May 27, programming 17 hours daily of Public Broadcasting Service fare on ch. 4. The station is licensed to the school and is expected to serve a 22,000 square-mile area. That leaves only Montana without its own public TV station.
New stations

AM applications

- Bethesda, Md.—Great Music Stereo Broadcasters Inc. seeks facilities of WGM(SI)(BM) Bethesda 750 kHz, 1 kW-D, 1 kN, DA-2: Address: 3008 Aspen Street Chase, Md., 20815. Principal is owned by Rosemary Brooks, general partner, and R. Russell, Malcolm Long, and Wylie H. Whisnant Jr., who are also applicants for six new AMs and five new FM stations. Filed May 12.

- Bethesda, Md.—Surban Communications Ltd. seeks facilities of WGM(S)(BM) Bethesda 570 kHz, 5 kW-D, 1 kN, DA-2: Address: 3008 Aspen Street, Chase, Md., 20815. Principal is owned by Rosemary Brooks, general partner, Russell, R. Russell, Malcolm Long, and Wylie H. Whisnant Jr., who are also applicants for six new AMs and five new FM stations. Filed May 12.

- Bethesda, Md.—Spring Communications seeks facilities of WGM(SI)(BM) Bethesda 750 kHz, 1 kW-D, 1 kN, DA-2: Address: 3272 Unicorn Lane, N.W., Washington, D.C. 20015. Principal is owned by Kent B. Ames (70%), Candace Shannon Lewis (10%) and Donald J. Moore (20%). Lewis is staff announcer for WKYS(FM) Washington; Moore is interested in applications for new AM stations, two new FM stations and new TV stations. Ames has no other broadcast interests. Filed May 12.

- Boston—Boston Radio Corp. seeks facilities of WOR(KA)(BM) Boston 680 kHz, 50 kW-U, DA-2: Address: 17 Tower Road, Lexington, Mass. 02173. Principal is owned by James P. Breeden, president (10%), Malcolm E. Peabody (15%), Frederick R. Osborne (15%), and his brother, Richard D. Peabody. Principal is also a partner in Russell, R. Russell, Malcolm Long, Virginia W. Parks and Donald L. Stull (10% each). They are also applicants for new FM at Boston, and Osborne has interests in new AM stations in Auburn and Nashua, cable system. Filed May 12.

- Boston—Fenway Broadcast Associates Ltd. seeks facilities of WOR(KA)(BM) Boston 680 kHz, 50 kW-U, DA-2: Address: 62 New Whitney Street, Boston 02151. Principal is owned by Carolyn Bay, general partner, and 23 limited partners, including Russell H. Long and Wylie H. Whisnant Jr., who are also applicants for six new AMs and five new FM stations. Filed May 12.

- Boston—Stephen E. Powell seeks facilities of WOR(KA)(BM) Boston 680 kHz, 50 kW-U, DA-2: Address: 535 Commonwealth Ave., Boston, Mass. 02215. Principal is owned by James T. Dugger, president (49%). It also is an applicant for 22 new low-power TV stations and six new AMs, six new FM stations and three new TV stations. Filed May 12.

- Wellesley, Mass.—Cozenn Communication Corp. seeks facilities of WOR(KA)(BM) Boston 680 kHz, 50 kW-U, DA-2: Address: 2952/Chapin Boulevard, Pepper Pike, Ohio 44122, Principal is owned by Bill Cosby (31%) and Joseph T. Zingale, president (49%). It also is an applicant for 22 new low-power TV stations and six new AMs, six new FM stations and three new TV stations. Filed May 12.

- New York—Magna Media Corp. seeks facilities of WOR(KA)(BM) New York 710 kHz, 50 kW-U, DA-1: Address: 784 Columbus Avenue, #15K, New York, 10025. Principal is owned by James T. Dugger, president (39%) and eight others. They also are applicants for new FM at New York. Filed April 27.


- North Huntington, Pa.—Michael L. Hurvitz seeks 1500 kHz, 5 kW-D, DA-2: Address: 120 Ward Drive, North Huntington, Pa. 15642. Principal has no other broadcast interests. Filed April 26.

- Memphis—River City Radio Ltd. seeks facilities of WHBQ(AM) Memphis 560 kHz, 5 kW-D, 1 kW-N. DA-2: Address: Suite 1101 Jefferson, Memphis 38130. Principal is owned by W. Okis Higgins Jr., Wenny W. Armstrong and Maurice Freeman (one-third each, general partners) and 22 limited partners, including Russell H. Long, Wylie H. Whisnant Jr. and others. Filed May 12.

- Jacksonville, Tex.—Cherokee Broadcasting Co. seeks 840 kHz, 1 kW-D, Address: 650 North Bolton Street, Jacksonville, Tex. 75766. Principal is owned by G. E. Gunter, who also is applicant for 10 low-power TV stations, three new FM stations and seven new TV stations. Filed May 25.

FM applications

- Prescott Valley, Ariz.—Gary and Berta Frank seek 106.3 MHz, 540 kW, DA-2: Address: 2936 W. Solano Drive North, Phoenix 85017. Principal is Gary Frank and wife, Berta Frank. Gary Frank is air engineer at KNXV-FM Phoenix, Ariz. Berta Frank has no other broadcast interests. Filed May 31.

- Bakersfield, Calif.—Glenn L. Ohrbom seeks 107.1 MHz, 3 kW, DA-2: Address: 902 Poli, Ventura, Calif. 93001. Principal has no other broadcast interests. Filed May 26.

- Bradenton, Fla.—Sonlight Broadcasting Inc. seeks 88.1 MHz, 100 kW, DA-2: Address: 4820 W. 22nd Street West, Bradenton, Fla. 34205. Principal: Nonprofit educational organization headed by Dean Lantaf. It has no other broadcast interests. Filed May 27.

- Sanibel, Fla.—Buenos Aires Radio seeks 104.9 MHz, 3 kW, DA-2: Address: 115 San Salvador Street, Naples, Fla. 33942. Principal is owned by Rita C. Halley, who has no other broadcast interests. Filed May 31.

- Chicago—Schiffman, Blaustein and Magan seeks 103.5 MHz, 4.3 kW, DA-2: Address: 27th Street, Brooklyn, N.Y. 11218. Principals are Steven Schiffman, Bruce Blaustein and Jack Magan, who are also applicants for new FM at Los Angeles, Fort Lauderdale, Fla., New York and Boston. Filed May 19.

- Deridder, La.—Beauregard Broadcasting Co. seeks 92.1 MHz, 3 kw, DA-2: Address: 1514 Highway 171 North, DeRidder, La. Principal is owned by Jim Weems, Amelia A. Pellerin (30% each), John K. Wilson (20%), Marcus Jones and E. Ray Toney (10% each). Weems and Pellerin have no other broadcast interests; Wilson and Jones are applicants for new FM at Cuero, Tex., and with Toney, bought, subject to FCC approval, WFXP(FM) Clinton, La.; Toney and Jones also own WWBB(AM) Amory, Miss.; Jones also owns KDDK(AM) Kingsville, Texas; Toney also has 20% interest in new FM at new Albany, Miss., and Varnado, La. Filed May 19.

- Farmington, N.M.—Quad City Communications Inc. seeks 102.1 MHz, 100 kW, DA-2: Address: 340-C, H. Luke Creek, Pa., 18621. Principal: Nonprofit organization. Held by Burt F. Updyke, president. It has no other broadcast interests. Filed May 31.


- *Laredo, Tex.—Diocesan Radio Corp. seeks 88.1 MHz, 3 kW, DA-2: Address: 1200 Lantana, Corpus Christi, Tex. 78407. Principal: Nonprofit educational institution headed by Msgr. Robert E. Freeman. It is also applicant for new FM at Rostrum, Tex. (see below). Filed May 31.

TV applications

- Baton Rouge, La.—Spowo Ltd. Inc. seeks ch. 44; ERP: 4,989 kw vis., 499 kw aud.; HAAT: 1,670.3 ft.; anth, height above ground: 1,074.5 ft., Address: P.O. Box 386, Feeding Hills, Mass. 01030. Principal is equally owned by Raymond A. Goudreau, president, Martin E. Firestone and John A. Ferrige. Firestone and Ferrige have interest in WSJN-TV San Juan, P.R., and WPM(T) Mobile, Ala., and CP FM for new TV station, Southeast, La., and 10 low-power TV's. Goudreau has no other broadcast interests. Filed May 26.

- Port Huron, Mich.—Brian Haskin seeks ch. 46; ERP: 2,887 kw vis., 2,888 kw aud., HAAT: 772.5 ft., Address: 7884 Kendall, Richmond, Mich. 48052. Principal has no other broadcast interests. Filed May 26.

- Rapid City, S.D.—Haynes Communications Co. seeks ch. 15; ERP: 750 kw vis., 75 kw aud., HAAT: 502.3 ft.; anth. height above ground: 672.7 ft., Address: 7884 Kendall, Richmond, Mich. 48052. Principal has no other broadcast interests. Filed May 26.
FM actions

* Gibbon City. Ill.—John R. Noble returned application for 106.3 mhz, 3 kw, HAAT: 282 ft. Address: P.O. Box 529, Gibbon City, Ill. 60936. (BP-F821022AG). Action May 15.


TV actions


* Bowling Green, Ky.—CMM Inc. granted ch. 40; ERP: 1,096 kw vis., 10 kw aur., HAAT: 340 ft.; ant. height above ground: 1,730 ft. Address: 2307 West Broadway, Mayodan, N.C. 27303. Principals: Equally owned by John Thomas Doermer; Willie Patricia Hasler, her husband, Francis Joseph; and James Kline. Latter is freelance announcer and Doermer is TV news photographer at KTUL-TV Tulsa, Okla. (BPCT-830224K). Action May 20.

Facilities changes

AM actions

Tendered

* KQFU (1260 kHz) Boone, Iowa—Seeks CP to increase power to 5 kw; install DA; change TL; and make changes in ant. sys. Major environmental action under section 115, 47 CFR 1. Action May 25.


* WBAJ (1540 kHz) Guayama, P.R.—Seeks CP to change hours of operation to unlimited by adding night service with 250 w and make changes in ant. sys. Ann. May 25.

* WALD (1060 kHz) Walberton. S.C.—Seeks CP to change frequency to 1080 kHz and increase power to 2.5 kw. Ann. May 26.

* WBDX (1030 kHz) White Bluff, Tenn.—Seeks to increase power to 10 kw. Ann. May 25.

Accepted

* KINP (1170 kHz) North Pole, Alaska—Seeks CP to make changes in antenna system and to change from DA to non-DA. Ann. May 3.

* KHTZ (97.1 MHz) Los Angeles—Seeks CP to make changes in antenna system; change TL; change ERP to 2 kw and change antenna to 958 feet. Ann. May 23.

* WBEZ-FM Chicago—Seeks CP to change to medium wave
FM applications

Endeared

WDUB (91.1 mhz) Granville, Ohio.—Seeks CP to make changes in antenna system; change type FM broadcast station; change frequency to 91.1 mhz; increase ERP to 100 kw and make changes in ant. sys. Ann. May 25.

KKWS (105.9 mhz) Wadena, Minn.—Seeks CP to change tower; change ERP to 100 kw; change HAAT to 564 ft., and make changes in ant. sy. Major environmental action under section 1.1305. Ann. May 25.

KKE-FM (95.5 mhz) Austin, Tex.—Seeks CP to change tower; change ERP to 100 kw (H), minus 79.21 kw (V); change HAAT to 564 ft., and make changes in ant. sys. Major environmental action under section 1.1305. Ann. May 3.

KACE (103.9 mhz) Inglewood, Calif.—Seeks CP to make changes in antenna system; install auxiliary 2 bay radiating antenna. Ann. May 26.

KOCN (104.9 mhz) Pacific Grove, Calif.—Seeks waiver of section 73.9201 (B2) of rules to identify as "Pacific Grove City." Ann. May 3.


KQDY (94.5 mhz) Bismarck, N.D.—Seeks CP to make changes in HAAT to 1.117 ft; increase geographic coordinates. Ann. May 25.

KQDJ-FM (95.5 mhz) Jamestown, N.D.—Seeks modification of CP (BMP-820162AF, as mod.) to make changes in antenna system; increase ERP to 100 kw; increase HAAT to 564 ft; change height, power and type of antenna coverage; increase 396. Ann. May 26.

WSWH (100.1 mhz) Sturgeon Bay, Wis.—Seeks CP to make changes in antenna system; increase ERP to 595 kw and increase HAAT to 603 ft. Ann. May 25.

TV applications

Endeared

*KTCI-TV (ch. 17) Minneapolis-St. Paul.—Seeks CP to change ERP to 1,000 kw vis., 200 kw aur. change HAAT to 1,298 ft., and change transmitter. Ann. May 26. 

WFCT (ch. 62) Fayetteville, N.C.—Seeks modification to permit to change to ERP: 8200 (7KL, as mod.) to change ERP to 223.4 cc vis., .22.4 kw aur; change HAAT, and change 903 ft. Ann. May 26.

Approved

WWM-CTV (ch. 60) Omaha—Seeks CP to change ERP to 100 kw vis., 20 kw aur., and replace ant. Ann. May 3.


WTTE (ch. 28) Columbus, Ohio.—Seeks modification permit to change ERP to 1,916 kw vis., 383 kw aur; change HAAT to 965 ft. Ann. May 26.


FM actions

WK-MA-FM (98.3) Scotsboro, Ala.—Seeks CP to change TL: decrease ERP to 9 kw; increase ERP to 525 kw. and TPO. Action May 11.

KADO (107.1 mhz) Texarkana, Ark.—Granted CP to change TL: change ERP to 1,259 kw; change HAAT to 453 ft., and make changes in ant. sys. Major environmental action under section 1.1305. Ann. May 17.

KXGO (93.5 mhz) Arcata, Calif.—Granted CP to make changes in antenna system; frequency to 93.1 mhz. increase ERP to 44.2 kw; change from 1 to 6 bay omnidirectional antenna, and change TPO. Action May 17.

KRAY-FM (95.1 mhz) Chico, Calif.—Granted CP to increase ERP to 8.17 kw. Action April 25. 

KMEN (1290 mhz) San Bernardino, Calif.—Granted modification permit (BP-820524BK) to augment nighttime standard pattern. Action April 25.

KDFM (92.1 mhz) Walnut Creek, Calif.—Granted modification permit (BP-820525DI) of station coordinates. Action April 25.

WCKS (101.1 mhz) Cocoa Beach, Fla.— Granted CP to change TL; increase HAAT to 1,482 ft.; change type trans.; and make changes in ant. sys. Major environmental action under section 1.1305. Action April 25.

WZOT (1170 mhz) Rockmart, Ga.—Granted modification of CP (BFH-820216AS) to change TL; increase HAAT to 300 ft. and change TPO. Action May 20.

KFJS (97.1 mhz) Hilo, Hawaii.—Granted modification of CP (BP-870027AD) to make changes in antenna system; change frequency to 97.0 mhz; increase ERP to 100 kw; change HAAT to 116 ft. (H), and change TPO. Action May 10.

KIPD-AM (93.5 mhz) Libera, Hawaii.—Granted modification permit (BP-871019JR) to make changes in antenna system; decrease ERP to 3 kw; decrease HAAT to 78 ft. and change TPO. Action April 25.

KWEB (100.1 mhz) Payette, Idaho.—Granted CP to change TL; change ERP to 1.9 kw (circular); change HAAT to 55 ft; and change TPO. Action April 25.

WCDC (96.7 mhz) Madison, Ind.—Granted modification of CP (BFH-82031A2F) to make changes in antenna system; change type trans.; change type antenna; increase ERP to 2.7 kw; increase HAAT to 317 ft. and change TPO. Action May 11.

KGCS (95.9 mhz) Derby, Kan.—Dismissed CP to change frequency to 105.3 mhz; change TL; change ERP to 100 kw; change HAAT to 940 ft., and make changes in ant. sys. Action April 25.

KT1Z (96.9 mhz) Alexandria, La.—Granted modification of CP (BFH-109348I) to make changes in antenna system; decrease ERP to 93.8 kw; increase HAAT to 1,448 ft. and change TPO. Action May 11.

WIB (96.9 mhz) Boston—Returned application for CP to increase ERP to 12.5 kw. Action May 17.

*KSBJ (88.1 mhz) Humbolt, Tex.—Granted modification of CP (BFH-800327AD) to make changes in antenna system; change type trans.; change type antenna; ERP to +61 kw and increase HAAT to 835 ft. Action May 19.

KODA (99.1 mhz) Houston.—Granted CP to install auxiliary antenna system at main TL: ERP 7 kw; HAAT: 1,091.6 ft., and change TPO (for auxiliary purposes only). Action May 13.

KQPT (90.1 mhz) Houston.—Granted CP to make changes in antenna system; change frequency to 90.1 mhz; change type antenna, and ERP to minus 451 ft. Action May 5.

*KXRE (ch. 8) Mineo, N.D.—Granted CP to increase to minus 1 and change TPO to minus 1. Action April 22.

KKXL (106.9 mhz) Middlebury, Vt.—Granted CP to make changes in antenna system; change to 99.8 ft. and change TPO. Action May 12.

In contest

FCC actions

FCC has conditionally approved GTE Corp.'s acquisition of telecommunications subsidiaries of Southern Pacific Co. (Southern Pacific Communications Co. [SPCC] and Southern Pacific Satellite Co. [SPSFC]) for about $737 million.

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Addenda to the 1983 'Yearbook'

Following are additions and corrections to the BROADCASTING/CABLECASTING YEARBOOK 1983. They appear by page number in the same order as in the YEARBOOK.

Note: Area code for San Diego for all listings should be 619.

Page A-34. Under U.S. Supreme Court Associate Justices add Sandra Day O'Connor.


Page B-50. Under WPDIQ(AM) Jacksonville, Fla., change telephone number to: (904) 642-0530.

Page B-56. Under WMMN(AM) Tampa, Fla., change address and telephone number to: 3938 Nebraska Ave. (33603). (813) 226-3003. Also change personnel to: Janine Farver, gen mgr; Robert Loreti, prog dir.


Page B-172. Under WDST(AM) Woodstock, N.Y., change to: Format: Contemp mix: prog spec: Jazz 12 hrs, Cs & W 17 hrs, blues 5 hrs, folk 3 hrs, class weekends 18 hrs wkly.


Page B-204. Under WBXQ(AM) Cresson, Pa., change to: 360 w, Ant. 730 ft. (HAAT).


Page C-45. Under WDAU-AM Scranton, Pa., change licensee to: Scranton Broadcasters Inc. Ownership: Mrs. M.E. Mergarani & family, 100%.

Page C-47. Under KDLTV(AM) Mitchell, S.D., change personnel to: Woody Corner, co-owner: Gil Moyle, co-owner; Hal Greene, gen mgr; Tom Stocum, nat rep; Pam Sitzman, prog dir; Roger Floyd, prod mgr; Linsay Nothn, news dir; James Brady, chief eng.


Page C-109. Under ADI Market Atlas. Page C-135. Buffalo, N.Y., should read: ADI number 33; Page C-146. Fargo, N.D., should read: ADI number 108; Page C-175. Panama City, Fla., should read: ADI number 176; Page C-185. San Angelo, Tex., should read ADI number 166.

Page E-4. Under Satellite Programers and Networks add:

METROSPORTS Inc. 6151 Executive Blvd., Rockville, Md. 20852. (301) 984-9660. Leonard L. Lampert, pres; Paul Karlsson, exec VP. Distributor and syndicator of sports programming.

Page E-4. Under Satellite Programers and Networks add:

Nationality Broadcasting Network. 1196 Madison Ave., Cleveland, Ohio 44107. (216) 221-0330. Milos Koskanyi, pres; Maria Koskanyi, gen mgr. 24-hr ethnic audio service broadcasting over 30 foreign languages. NBN programming is available to 5 million cable households on 370 systems.

Page F-4. Under Producers, Distributors and Production Services add:


Page F-16. Under Producers, Distributors and Production Services add:

Television Productions Inc. 143 South Main, Suite 900. Salt Lake City 84111. (801) 364-4477.

Page F-40. Under Networks. NBC add: Theodore H. Waldorf, exec VP.


Page H-1. Under Equipment Manufacturers and Distributors, change corporate name of Acrodyne to Acrodyne Industries/Whitaker Corp. also change telephone number to: (215) 542-7000.

Page I-4. Under Brokers add:

Lester Kamin and Company. 2620 N. Loop West, Suite E. Houston 77018. (713) 957-0310.

Page I-6. Under Brokers add:


Page I-11. Under Management Consultants add:

Klemm Media Inc. 1900, Salt Lake City 84103. (801) 364-4477.

Page I-21. Under Engineering Consultants add:

Lechman, Colligan and Johnson. 2033 M St., N.W. Washington, 20036. (202) 775-0057.

Page I-21. Under Engineering Consultants add:


Page I-23. Under Law Firms Active in Communications Law add:


Page I-46. Under National Associations add:


Page I-46. Under National Associations add:


Broadcasting Jun 13 1983
**RADIO**

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MATURE, female - position opens up for a female to manage a small, fast growing, up and coming station, currently seeking a successor. Must be able to manage a small staff & work with everyone. Must be able to do the job under a strict budget. Send resume & references to: Bob Billy Cat, Box 1234, Delta, CA 92345.

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WSRS, one of New England's top adult music stations, wants tapes & resumes from those interested in future announcer/production & producer/news positions. Must have experience in that field. For details, please inquire. Send resume & tape to Box 901, West Side Street, Newport, RI 02840.

**HELP WANTED TECHNICAL**

Program director for the already dominant radio station on Colorado's Western Slope. Person must have intense love of radio, skills to motivate individual station personnel, and the maximum interest in radio. Genuine concern for staff and listeners, detailed knowledge of A-C programming, and proven ability to capture 18-34 market. Market, station image, ratings, facilities, personnel, sales, and benefits all part of the deal. Assignment: Bring to focus all aspects of on-air programming, and help direct entire station's marketing efforts to increase the emotional rapport with an ever greater number of listeners. Start with tape and resume to Don Rhea, KOX, Box 300, Grand Junction, CO 81501. A major market opportunity in smaller market setting. This position available only when ideal person is found.

Promotion/advertising director. Major Pittsburgh radio station has immediate opening for experienced person to coordinate all internal/external promotions and advertising. Excellent communication, organizational, and managerial skills a must. Send complete resume and salary history to WW5W Radio Inc., Allegheny Square, Pittsburgh, PA 15212. EOE.

**SITUATIONS WANTED MANAGEMENT**

Available now. General manager with experience in sales, programs, operations and engineering. Stable employment history, excellent track record and reputation. Very much interested in all areas of management. Contact: David Anderson, P.O. Box 321, Beverly Hills, CA 90212. EOE.

**HELP WANTED NEWS**

News director, Southeastern NY For three-person news department. Station committed to local news must have a person who will get involved with the same income level you now have; increased income depends upon your individual effort. Send resume to 216, Ft. Myers, FL 33902. EOE. All replies strictly confidential.

**HELP WANTED PROGRAMMING, PRODUCTION, OTHERS**

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


**HELP WANTED ANNOUNCERS**

See last page of Classified Section for rates, closing dates, box numbers and other details.
SITUATIONS WANTED MANAGEMENT CONTINUED

Experienced general manager, sales-oriented, looking for Southeast (preferably Florida) opportunity. Small to medium market. Willing to invest in right property. Write Box Y-30.

Local sales manager in radio is in search of strong management growth opportunity within group or individual station. Write Box Y-35.

I prefer management, but if the location and potential draw me, I'm prepared to discuss bringing my leadership, ideas and effort to your company. Write me if you have an interest. Box Y-43.

If you have a station that is not as competitive as it should be, write me. Box Y-44.

General manager. Sales-oriented pro with major market track record looking for a turn-around situation. No hype, just bottom line. Write Box Y-48.

Ideas, goals, attitude, motivation, creative leadership—a winning combination for your station and/or corporation. Write me if you have an interest. Box Y-47.

Successful general manager has landed in the wrong market. Every station I have managed has been No. 1 and profitable. This one is too, but I don't belong here. If you want someone who knows how to protect your investment, motivate your staff, and be No. 1 in rating, call Box Y-51. You might want to reply just to find out where the end of the world really is.

SITUATIONS WANTED SALES


Sales/play-by-play/announcing. Mike Weros, 425 South Galena Way, Apt. 5-204, Denver, CO 80231. 303-360-7438, after 8:00 PM MDT.

Let's make money and fun together. Do you need someone to anchor your station, sales or experience, 4 years experience. Track record. Employed 8-84, relocate anywhere. Write Box Y-17637.

Need a sales manager? No—you don't!—you need more. Blaze a new trail to the new age of radio with me. Cut sales overhead, and increase billing. Write: 802 Spring Willow, Allen, TX 75002.

SITUATIONS WANTED ANNOUNCERS

Radio news announcer with sportscasting experience just wasting away! Looking for full-time sports position. PBP experience, two years. Production experience, 2 yrs; interview experience with commercial station. Anywhere in radio. Want to stay in New England region. Call Mark Merrill after 2 pm weekdays, anytime weekends. 207-827-5279, for tape & resume.


John Shenneman is an experienced, talented, dependable, hardworking, versatile and attentive ready to make his move. Added bonus: copywriting, production. You cannot go wrong! Call 219-655-8873, now!

Broadcaster, 7 1/2 years, available August 1. Background includes announcing, programming, management. Preferred SE region. Four years small market experience, law school graduate. Stellar references. Bob Young, 102 Twinwood Drive, Turtle Creek, PA 15145, 412-824-6957.

Sports director looks to move up. PBP experience; will consider sports/news combo. 201-763-5587, after 4 EDT.

10 year sportscaster (high school and college PBP), looking for medium or large market opening. Will travel anywhere. Call Dennis Gordon, 419-483-8992, mornings.

SITUATIONS WANTED PROGRAMMING PRODUCTION, OTHERS

Does anyone live big band/jazz announcers and sportscasters anywhere? Veteran announcer-producer looking for new on-air or programming position. Experienced in hiring, budgets, music direction. If you're better than MOY, would like to be a part of your team's talk? Steve G, 401-944-2296 or 401-295-1370.

Classical programmer/producer, 22 years' experience, seeking major market. Specialize in creating and producing shows. Executive experience. John Jarvis, 908-585-1468, toll-free 1-800-201-4224, between Sobie, adult. Call Jack, 216-323-2140, or write Box 1451, Elyria, OH 44036.

Schwartz on sports. Law school graduate, host of daily sports talk show, plus sportswriting and PBP experience in college and high school football, basketball and baseball. Seeking position as sportscaster or director. Willing to relocate. For tape and resume, contact Dave Schwartz, 716 Sarson, Hanover Park, IL 60013, 312-837-6783.


Experienced broadcaster ready to cover the courthouse. Anywhere in radio. Four years small market experience, law school graduate. Stellar references. Bob Young, 102 Twinwood Drive, Turtle Creek, PA 15145, 412-824-6957.

Sports director looks to move up. PBP experience; will consider sports/news combo. 201-763-5587, after 4 EDT.

HELP WANTED MANAGEMENT

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

Television general manager—group-owned i work, affiliate, market seeking experienced broadcaster for general manager's posh Financial sales and interpersonal skills essential well as people and communication. Prefer pro- fessional broadcaster with stable background interests in long-term commitment. Send resume to Box W-1.

Accounting supervisor for ABC affiliate located in Southeast. Excellent accounting skills, supervision per and college graduate necessary Respor bile for daily operation of accounting, debts, It System 34 and broadcast experience helpful. Re with resume, references and salary requirements Box Y-23. Equal opportunity employer.

General sales manager—aggressive professional sought by new (4/83) group-owned independent in the Southern Midwest. Local sales management must, national sales management plus. Please dir all inquiries to General Manager, KSPR-TV, PO. R. 4407, Springfield, MO 65808. EEO.

Television business manager wanted. Midwestern broadcast affil. Must work closely with the business manager? 2-3 years' experience? This is the prob you have been seeking. Send resume to Box Y-33.

General sales manager, Chicago ADI. Strongly m motivated leader to work incredible hours to ach substantial financial reward. WPWR TV Ch. 600, PB season-ready. Can build a winning TV "brand" develop substantial local business, and ring doorb out of some of the most knowledgeable but won buyers in the world. Let's talk! Fred Eychaner, WPY TV, 5305 N. Ashland Ave, Chicago, IL 60657, 317 975-0400. EEO.

HELP WANTED SALES

Sales trainee, National rep firm seeks ambitious well-spoken, assrtive people for training program. Career opportunity with high earning potential. Resume to Box W-93.

Salesperson—applicant should have one of experience with a proven record of excellence in broad cast sales. Apply with salary requirements to Bruce Lawrence, Local Sales Manager, WTHW-TV, 8 E 102nd Street, New Haven, CT 06510. Equal opportunity employer.

National sales manager. New maximum power dependent station within top 60 markets needs a natio sales manager. Minimum of three years' experience in national sales experience required. Salar negotiable. Send resumes, references and salary requirements to Box Y-24.

Account executive. Immediate opportunity for aggressive, self starter to join one of Kansas City's t sales staffs. Prefer candidate to have at least 2 years' experience in sales/marketing. Prefer c llege graduate or equivalent work experience. Se resume or application to KMB-C1, 1049 Central, Ke City, MO 64110. Qualified applicants will be c tacted for a personal interview. EOR.

National sales manager—must have TV sales ex erience, with some national/regional sales back ground preferable. Excellent communication ability necessary, with well developed negotiation ski also needed. Excellent copywriting and ic techniques. Write Box Y-33.

Family/Christian format. Local salesperson Washington, D.C., creative, cooperative p sonality to work with staff and management for 3 years' experience in sales, minimum. Prefer c llege graduate. Box Y-33.

HELP WANTED TECHNICAL

Sunbelt chief for independent UHF in Southern Hands-on audio-transmitter experience necessary. Send resume and salary requirements to E Y-9.
HELP WANTED TECHNICAL CONTINUED

chincal operations supervisor: KBPS-TV, San Diego. Full-time broadcast engineering position. Schedule and coordinate technical production and studio control operations facilities & staff. Min. two yrs. broadcast experience & FCC general class license. Salary range: $20,496-$52,660. Application must be received by June 27. Employment, San Diego State University, San Diego, CA 92189, 667-265-5836, EO/AA, Title IX employer.

assistant chief needed at north Florida’s 47. Strong sales, studio and studio maintenance expertise required. Excellent salary for the right person. Send resume to Jim Kontolone, WXXO TV, PO Box 37715, Jacksonville, FL 32216.

hief engineer—new PBS station in Reno, Nevada. Opportunity to build from ground up. All new facilities. Some knowledge TV aerial & antenna work required. Send resume to Tim Pagliarini, Professional Video Services, 8220 S.Rose. Reno, NV 89507, 702-784-6084. An equal opportunity employer.

hief engineer for VHF independent in picturesque escott, Arizona. Send resume and salary needs to JSK-TV, 3211 Tower Drive, Prescott, AZ 86301, EOE/H.

seling Alaskan AM, FM and TV corporation needs creative maintenance and development engineers with experience in radio or TV. Many exciting new projects. Send resume, salary requirements to Box Y-42. An equal opportunity employer.

aintenance supervisor wanted for last growing 3rd market NBC affiliate. Good benefits plus excel- lent Southern location. Beach or mountains just two hours drive. Five years’ minimum studio & ENG experience required. Must have at least 100 experience and general license required. Send resume and salary requirements to Director of Engineering, Durham Life Broadcasting, Inc., PO Box 511, Raleigh, NC 27602.

HELP WANTED NEWS

ou can break into the top 10 markets! Major network openings for reporters, anchors, producers and other positions. A variety of positions open. Send resume and salary requirements to:

Professional Video Services, 930 Granite Court, Fremont, NE 68025.

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

chor/ 寄送 for English news in Hong Kong, 2-3 years’ experience preferred. Shortlisted ap-

licants will be interviewed individually. Excellent news writing skills and experience required. Return resume, airchecks and salary requirements to Symond R. Wang, TVB News, 77 Broadcast Drive, Kwun Tong, Hong Kong.

ecutive producer: top 40 Southeastern market needs a take charge manager with 2-3 years’ smaller market experience. Must know ENG and state-of-the-art video production techniques. Low mid-$20’s. Send resume and references only to Box Y-20, EEO.

ch anchor/producer. Dominant CBS affiliate in heavy news commitment seeks experienced, full-time anchor/producer to work evenings and morning news. Our standards and salaries exceed what you may expect for 128th market. No T-shirts, please. Resume and tape to Dan King, KTVW-TV, PO Box 3046, Talahassee, FL 32315. An EOE.

h anchor. Experienced reporter. Writing/reporting ability essential. If you don’t do Monday-Friday even- ing or late breaking news our standards are too high. Apply to Box W-135.

ch anchor/producer. Evening news M-F. Good on-

er skills. Mature, experienced journalist. Tape, resume and salary requirements to: Alex Garcia, News Director, AVU-TV, PO Box 4929, Victoria, TX 77903.

Anchor-reporter for no. 1 station in top 50 market. Experienced applicants only. Send VCR, resume, and salary requirements to Personnel, WSB-TV, Box 1115, Huntington, WV 25721, EEO.

Experienced meteorologist for upstate New York medium size net affiliate. Prior TV experience re-

quired. Degree in meteorology or related field. Full- time position. Requires preparation and delivery of weather reports during three prime time broadcasts. Resume and references only to Box Y-48.

General assignment reporter to join aggressive medium market news team. Successful applicant must be a self-starter with good writing and on-air communication skills. Opportunity for some relieving anchoring. Previous general assignment experience (excluding internships) required. No phone calls. Tape and resume to Tom Sanders, News Director, WTVL-TV, Box 12, Jacksonville, FL 32231, EEO.

Assignment editor for 16-member news depart-

ment. An opportunity to turn personal finance and national news stories into interesting, lively reports. Must understand the world of business, finance and economics and be able to relate this to the viewer in understandable terms. Must be able to work well under time-terms. Any opportunity. Resume only to Box Y-55, EOE.

Experienced meteorologist for station's top-4 rated news. Send tape and resume to Al Buc. KPNX-TV, PO Box 711, Phoenix, AZ 85001. No phone calls.

Experienced production manager with 10-15 years’ experience in production. Excellent record of sales and sales produce skills. Excellent on-air persona and able to relate to public in understandable terms. Any opportunity. Resume only to Box Y-65, EOE.

Assignment editor for no. 1 station in top 50 market. Experienced applicant must be able to effectively manage and supervise people. Send resume, references and salary requirements to Personnel, WSB-TV, Box 2115, Huntington, WV 25721, EEO.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

California's leading independent TV station is seeking a qualified creative promotion post-production specialist to work in an aggressive department. Must be familiar with DCL, 480-10 (Tapecap) or equivalent, interfaced with CMX 34X (DIP), GMI, motion, VUM, with knowledge of 2", 1.3 and 3/4" VTR set-up and operation. Good engineering background a must. Send resume, rate/Box W-13, EEO/AA.

Director/Producer, WCKT (NBC). Miami. Must dem-

onstrate 3 years’ solid experience in production, in-

cluding directing news, studio, location, sports, and special programs. Must be team player, able to meet deadlines and challenges and opportunities, this competitive station, with great location in a sunny market, may be in your future. Tapes and resumes to: Len Jasco, Production Manager, WCKT, Channel 7, 1401 79th Street Cause-

way Miami, FL 33138, EOE.

PM Magazine co-host needed. If you’re ready to have your creativity and talent challenged in a large NE market, we can work as a strong, mature team player! Send to Box W-165, Equal opportunity.

Wanted—only the very best on-air TV host/hostess for our major market. Must have expertise in tape editing experience. Send resume, references and at least 2 years’ on-air experience (preferably in PM or similar format) and can produce dynamic, attention getting magazine type stories, send resume only to Box Y-17, EEO.

Art/creative director. Employment opportunity in the beautiful Rocky Mountain West. One of the na-

tion’s top-rated independents is looking for an ex-

perienced television art director. 3-5 years’ experience with television electronic graphics, print, design, il-

lustration and photography essential. Send resume, salary requirements and photo samples to: Creative, Services, KGWN-TV, Box 5222, Englewood, CO 80155. KGWN-TV is an equal opportunity employer.

Field producer, PM. Major market, group owned, affiliate looking for a PM field producer to shoot, edit and handle some setting up, production and writing of promotions. Minimum two years’ professional major market ENG shooting and editing experience, mixing ex-

perience required. Emphasis in creativity in shooting and editing. Must be able to work well in group situations. Ability to work well in group situations and within deadlines important. Send resume and video tape to: Employee Relations Director, WJW-FOX, Box 4077, Columbus, OH 43201. An equal opportunity employer.

Washington news bureau needs cameraman/editor and audio technician. Send tapes and resume to Pro-

duction Director, 607 Delaware Street, SW, Washing-

ton, DC 20024.

Exciting new independent television station in Pacific Northwest market is looking for exciting new promotions manager with creative, production experience and enthusiasm. Send resume and tape immediately to: Denny Moore, Program Manager, KPDX-TV, 97323 N.E. Union, Portland, OR. Equal opportunity employer, M/F.

PM magazine staff needed. Executive producer, pro-

duction manager, copy writer, production assistant, photographer/editor. Send resume and tape to: PM Magazine, 10431 Third Avenue South, Seattle, WA 98184.

SITUATIONS WANTED MANAGEMENT

Local sales manager in radio seeks supervision and motivation position for Penna. TV station. Write Box W-54.

Proven record of sales & profits. Will relocate 90 days or less. Excellent references. Interested in GM or GSM. Write Box W-4.

SITUATIONS WANTED SALES


SITUATIONS WANTED TECHNICAL

Experienced chief engineer and maintenance per-

son available now for permanent position. Contact Bill Tiley, 501-366-7526, or 227 Gunter St, Jackson, MS 39216.

SITUATIONS WANTED NEWS

Meteorologist—looking to settle in top 100 market. Now in small market ready for large following. Send resume and references to Box W-135.

Experienced reporter/writer seeking return to TV. All markets considered. Call Rob, 213-887-5374.

Broadcasting news, sports, celebrity or feature in-

terviewer available June ’83 for radio, TV, cable, 215-584-8249.

Anchor/producer/reporter. Credibility, personality, vitality looks, voice, experience, 815-455-5797. Best time is 11-12 noon.

Meteorologist, with AMS seal and awards, is in-

terested in moving to larger market. Write Box W-15.

Hardworking pro, entering 2nd year in entry-level position at network news, seeks great opportunity NYU-TV grad, IBM personal computer expert, good writing, technical background. All markets considered. 212-697-8366.

Four-year professional looking for writing or assis-

tant producer position. East only. Write Box Y-27.
ALLIED FIELDS HELP WANTED SALES

Syndicated advertising sales—national syndication production, radio or television, expanding its sales force. Looking for experienced advertising campaign sales professionals. Must be willing to travel. Position requires relocation. NYU graduate. Cary Glotzer 137 East 36th Street, Apt. 5A, NYC, NY 10016, 212-853-6262.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Major furniture retailer seeks on-camera talent and/or voice radio talent. Please send cassette of previous work (will be returned). To: L Kinsky, 7561 N.W. 16th Street, No. 2411, Plantation, FL 33313.

HELP WANTED INSTRUCTION

Radio director. Radford University, Blacksburg, Virginia. Full time: manage WVRU-FM and provide operational direction over facilities. Direct program development and production; supervise station personnel; implement station policy. Teach two classes each quarter in the radio/television sequence: Journalism/Speech/Telecommunications. General responsibilities include preparing and delivering course materials in communications field; experience in noncommercial radio with special knowledge of programming and competency in production. Salary and appropriate academic rank negotiable; non-tuition track faculty position, 12-month appointment. Application deadline: until position filled. Position available: September 1, 1983. Contact: William Yerrick, Telecommunications Director, Box 5794, Radford University, Radford, VA 24142. Radford University is an equal opportunity employer.
FOR SALE EQUIPMENT
CONTINUED

Quality Sony broadcast equipment: BVP-300
ameras w/Fujinon lens, BVU-110 recorder, BVU-50
recorders, batteries, belts, associated equipment. Box
37.

Transmitters in stock, 1 kw, 3 kw, 5 kw, 10 kw 20 kw
15 kw. Collins, RCA, Gates/Varian, Continental and
JCA. All units shipped with crystal on your freq. 21 to
choose from. Besco Internacional, 5946 Club Oaks Dr.
Dallas, TX 75248. 214-630-3600.

COMEDY

Free Sample of radio’s most popular humor service.
Request on station letter head. O’Liners. 1237 Ar-
nacost, 6C, Los Angeles, CA 90025.

RADIO PROGRAMMING

Radio & TV Bingo. Oldest promotion in the industry.
Copyright 1962. World Wide Bingo. PO Box 2311 Lif-
leton, CO 80122. 303-795-3288.

CONSULTANTS

We’re Competitive Edge Consultants. We’ll have
your radio station getting bigger bucks without you
paying bigger bucks. No gimmicks, just proven tech-
niques for any size market and every department of
your station. Write Box Y-26.

RADIO

Help Wanted Technical

RADIO SYSTEMS
ENGINEER

This key position will encom-
pass direction for new commu-
ication system design as well as
modification of existing technolo-
gies.

Your experience must include
a minimum of six years of experi-
ence in the planning and design
of electronic communications
systems. Certification as a regis-
tered professional electric or
electronic engineer with the
State of California or a degree
with a major in electric, elec-
tronic, or communications engi-
nering 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.

We offer a fine salary with
regular reviews and an excep-
tional fringe benefits package.
For additional information, call:
(213) 742-7761.

FOR SALE EQUIPMENT
CONTINUED

Help Wanted Programing,
Production, Others

DIRECTOR,
ENTERTAINMENT
PROGRAMS

Mutual Broadcasting System, Inc. (MBS), a
leader in technology and radio network
broadcasting is seeking a person to super-
vise, coordinate, monitor, administer and di-
rect outside suppliers in the production of
entertainment programs developed by the
Mutual Radio Network. Reporting to the
V.P., Programming, the successful can-
didate must have market station experi-
ence as a program director with working
knowledge of Rock, Contemporary and
Country formats. Experience with state of
the art radio production techniques and the
ability to administer and work within ap-
proved budgets also required.

MBS, located in Crystal City, Va., offers a full
range of Company-paid benefits including
medical, dental and pension plus a com-
petitive salary commensurate with background
and experience.

Interested candidates should submit re-
sumes including salary history in strictest
certainty to:

MUTUAL BROADCASTING SYSTEM
1755 S. Jefferson Davis Highway
Arlington, Virginia 22202
ATTN: J.R. Bell, Jr.
Vice President Personnel

An Equal Opportunity Employer M/F

For
Fast Action Use
BROADCASTING’s
Classified Advertising
Situations Wanted Programing, Production, Others

EXPERIENCED PD
for CHR, AC or country station. Medium & large market background. Good references. Contact Ron Dennington, 2609 Charlevoix, St. Louis, MO 63114. Call 314-423-4082 or 427-4485 after 2 PM CDT.

TELEVISION
Help Wanted Technical

DIR. OF ENGINEERING
To specify select vendors, and manage TVRO installa-
tions at hospitals nationwide and be responsible for
technical standards of network. Individual selected
will have excellent planning skills and will play a key
role in evaluating and implementing new technologies
such as teletest, data transmission, encryption, etc.

DIR. OF BROADCAST OPERATIONS
To manage network operations dept. for national hos-
tpital television network. Must create and manage pro-
gram scheduling system, tape library system, and hire
everal traffic coordinators to ensure smooth opera-
tions of network. Great opportunity for creative in-
dividual who thrives on new challenges and finding
solutions. Resume and salary requirements to Thomas Rasmussen, VP HOSPITAL SATELLITE NET-
WORK, Suite 1050, 1901 Avenue of the Stars, Los
Angles, CA 90067.

BROADCAST CABLE MAINTENANCE TECHNICIAN
Full-time (40 hours) non-exempt position. $11.75 an hour, FCC license required, College a plus. Experience in 344 inch VCR's and general broadcast studio equipment.

Box 241
8 W40 St.
Rm. 1608
NYC '0018

Equal opportunity employer, M/F.

Help Wanted Management

CREDIT MGR.—S.F.
Experienced credit/collection manager for top
rated indie in S.F. market. Responsible for com-
putized billing system. Accounting knowl-
edge preferred. Resume to Linda Boentgen,
KTVU, RD, Box 22222, Oakland, CA 94623.

Help Wanted News

YOUR FUTURE IS NOW
WITH
SATELLITE MUSIC NETWORK
If you have hands-on experience at the station level and are interested in your future and making MONEY, SMN would like to talk to you about becoming a regional affiliates manager. We pay a good draw against excellent com-
misions and give you an opportunity to be a part of the future of broadcasting by calling on America's top station owners and managers. We require a strong background in sales, a knowledge of management and the willing-
ness to travel. Territories are open in both the East and the West. Interested?? Call Toll free: 800—527—4892, for details and an appoint-
ment.

Due to internal promotions, KPIX, the Group W television station in San Francisco, has two
positions available:

ACCOUNTING SUPERVISOR — Total responsibility for day to day accounting functions
while supervising a staff of six. Active in total station administration. College degree
preferred and at least one year Business Office experience required.

NEWS BUSINESS MANAGER — Assist News Director in administration and financial
control of News Department plus be involved in total station projects as back-up to
Controller. College degree in Business with MBA preferred. Minimum two years broadcast
management experience required.

Send resume with references to Terry Schroeder, Controller, KPIX 855 Battery Street, San Francisco, CA 94111 An equal opportunity employer.

TELEVISION
Help Wanted Sales

TELEVISION SALES
Arbitron is looking for an aggressive, ex-
perienced station/rep sales person to cover television stations in Northeast territory. You'll
be selling our basic service and other research
tools, plus helping our customers use them. Must be willing to travel, self-motivating and
organized. Good compensation and benefits. Send resume to:
L. Rogovin
The Arbiton Ratings Company
1350 Avenue of the Americas
New York, NY 10019

BROADCAST SALES ENGINEER
Midwest Corporation, the nation's largest video
systems dealer, currently has career opportunities for
sales engineers in Detroit, Indianapolis, and Nashville. Television equipment maintenance and engineer-
ing experience required. Contact: Ed Ziembka, Midwest Corporation, 1328 Wheaton Ave., Troy, MI 48084.
313-689-9730; Al Renko, Midwest Corporation, 8455
Keystone Crossing, Suite 101, Indianapolis, IN 46240,
317—251-5750; or Jerry Wilkening, Midwest Cor-
poration, 156 Space Park South, Bldg. A-7, Nashville,
TN 37211, 615—331-5791.

Help Wanted Sales

NEWS CAMERA PERSON &
NEWS EDITOR
For top 10 Northeast mar-
ket.

Subject to overall management supervision. Driver's license re-
quired. Minimum 1-2 years' experience. Camera person will shoot & edit videotape.

We are an equal opportunity employer; minority & female candidates are encouraged to apply. Send resume only specifying position of interest, to Box Y-31.

For Fast Action Use
BROADCASTING's
Classified Advertising

THIS PUBLICATION
IS AVAILABLE
IN MICROFORM

University Microfilms
International
300 North Zeeb Road, Dept. PR, Ann Arbor,
MI 48106

Help Wanted News

RADIO/TV NEWS REPORTER
Bachelor's degree or equivalent; minimum 5 years' experience in radio/TV news. Network-quality voice & ability to translate scientific medical information into lay language are requirements. Salary: high $20's, negotiable. OCE Resume & audio audition tape to Personnel, 7320 Greenville Ave., Dallas, TX 75231. EOE—non-smoking environment.

Help Wanted Programing, Production, Others

Assistant

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.
HELP WANTED PROGRAMING, PRODUCTION, OTHERS

ALLIED FIELDS
HELP WANTED MANAGEMENT

POSITION OPEN
Director of development and marketing, The Georgia Public Telecommunications Commission. The person selected for this position will be responsible for developing a comprehensive program of private and corporate support for the statewide public broadcasting service. The activities for which this position will be responsible include corporate underwriting for acquisitions and local and other productions, a long-range unrestricted capital campaign, direct mail solicitation program, on-air membership pledge drives and similar fund raising activities. The development and marketing division and the director will have responsibility for recruiting and selecting staff to be employed. The salary and benefits for this position are very competitive and will be dependent upon the successful candidate's experience and success in the field. Applicants for this position should have a minimum of two years' experience in the area of fund raising for non-profit organizations. The Georgia Public Telecommunications Commission is an equal opportunity/affirmative action employer and does not discriminate against any person because of political or religious opinions or affiliations, race, color, national origin, or disability. Candidates for this position should send a detailed resume with references to: Richard E. Cremer, Director of Administrative Services, Georgia Public Telecommunications Commission, 1540 Stewart Avenue, SW, Atlanta, GA 30310. All applications must be postmarked by June 30, 1983.

PROFESSIONAL DIRECTOR
KMBC-TV Kansas City: Minimum 2 years' experience as successful affiliate program director: Experience must include budgeting, hiring and supervising local production, preparation of FCC reports and knowledge of FCC rules, negotiations of and contracts for syndicated program, union negotiations, amortization schedules, network relations, and strong research. Letters and resumes only (no calls) to: General Manager, KMBC-TV, 1049 Central, Kansas City MO 64105. EOE.

THIRD PUBLICATION
IS AVAILABLE IN MICROFORM
University Microfilms International
300 North Zeeb Road, Dept. Pr., Ann Arbor, MI 48106

HELP WANTED SALES

HELP WANTED CONTINUED

NATIONAL CO-OP DIRECT MAIL FRANCHISE
Territories available to qualified individuals or corporations. Protected territories, repeat sales, cash businesses. Cash in on couponing, $499 for franchise. Refundable after your second mailing. Call Ron Stewart, 800-227-8695, Treasure Pac, 2228 38th St. North, St. Petersburg, FL 33713.

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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.
Walter C. Liss Jr., VP and general manager, Post-Newsweek’s WPLG-TV, Miami, joins Cox Communications, Atlanta, as president, broadcast division, effective July 5, succeeding William Schwartz, Cox Communications president, who has held post since assuming corporate presidency two years ago. 

Michael S. Kievman, executive, VP, television, named to new post of broadcast division senior executive VP.

Norris Reichel, VP and general manager, Meredith Corp.’s WPGH-TV Pittsburgh, joins Meredith’s WOFL-TV Orlando, Fla., in same capacity. Bill Saltzgiver, program manager, WPGH-TV, succeeds Reichel.

Alan Perris, president, Post-Newsweek Video, Washington, retains that post on interim basis while assuming additional duties as VP and general manager of Post-Newsweek’s WPLG-TV Miami, succeeding Walter Liss (see above).

James Thompson, general manager, KGGM-TV Albuquerque, N.M., joins KLHHTV Toledo, Kan., as executive VP and general manager.


Don Kidwell, VP and general manager, WONB-AM/TW-FM Dayton, Ohio, joins CommCor Inc. to be general manager of WOHI-AM-FM New Port News, Va., upon completion of stations purchase from Hampton Roads Broadcasting Corp.

R. Mitchell Horne, general manager, KYTH-FM Phoenix, named to newly created position of station manager of KYTV and co-owned KYMH there.

Sandy Cooperstein, director, of programing, ON TV, Phoenix, joins KNXT-TV there as station manager.

Chuck Knapp, operations manager-program director, KSTP-FM Minneapolis-St. Paul, named station manager.

Jim Tate, from KTRH-AM Houston, joins WSSX-AM New Orleans as operations manager.

Appointments. Mile Hi Cablevision, Denver: Bill Farmer, from American Television & Communications, Englewood, Colo., to director of customer service operations: Scott Greenhill, from director of franchising, ATC, Englewood, to director of satellite services and commercial development; Don Houde, manager of subscription TV systems support. ATC, Englewood, to director of support systems: Brad Miller, from Cablevision, Memphis, to director of construction: Netia Lowell, from ATC, Englewood, to director of special projects. Eve Rodriguez, from Multi-List, Denver, to director of personnel services, and Barry Rosenblum, from ATC, Englewood, to director of marketing.

Steven Millar, franchise area manager, Group W Cable. Los Angeles, joins United Cable Television there as director of franchising, southern California.

Edgar Swift, supervisor, scenic operations, NBC, Los Angeles, named manager, design and creative operations.

Randy Jan Morell, general counsel, Christian Broadcasting Network, Virginia Beach, Va., named VP and general counsel.

Robert Brickman, national sales account executive, MMT Sales, New York, joins CBS-TV there as district supervisor, affiliate relations.

Daniel Danser, assistant general counsel, American Television & Communications Corp., Denver, named assistant secretary.

Appointments, noncommercial WSKG-FM-TV Binghamton, N.Y.: June Smith, program and operations manager, noncommercial WQSM-FM Erie, Pa., to director of television broadcasting; Rob Robinson, radio program manager, to director of radio broadcasting, and Linda Eberz, instructional television manager, to manager of educational and program services.

Howard Murphy, controller, Group W’s WIZ-TV Baltimore, joins Group W’s KDAA-AM-TV and WPGM-FM, all Pittsburgh, in same capacity.

William Lane, senior VP, executive creative director, J. Walter Thompson, Detroit, elected executive VP and named to board of directors. J. Walter Thompson U.S.A.

Appointments, N W Ayr, New York: Bob Needleman, from Cadet, Hirsch, Kurnit & Spector, New York, to group creative director; John Astairita, from Scabard Outdoor Advertising, New York, and Irma Damhuis, from Grey-Phillips, Bun-
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Lewis and Public Affairs

Paul Audet, president and general manager, WDCA-TV Washington, joins co-owned WCIX-TV Miami in same capacity.

Linda Winslow, VP, news and public affairs, noncommercial WETA-TV Washington, and one of original producers of MacNeil/Lehrer Report there, joins MacNeil/Lehrer NewsHour, New York, as deputy executive producer.


John Mainelli, from KCNN(AM) San Diego, joins KSDO(AM) there as VP, news and programming.

Tim Rudell, assistant news director, WDTV(TV) Grand Rapids, Mich., joins WGRZ-TV Buffalo, N.Y., as news director.

Brian Bracco, assistant news director, WTVN(TV) Columbus, Ohio, joins WABC-TV Birmingham, Ala., as news director.

Paul Frega, producer and assignment editor, WLB(TV) New Bedford, Mass., joins WVT(TV) Hartford, Conn., as managing editor.

Andy Barton, news director, WAW(TV) Norfolk, Va., joins WVL(TV) New Orleans as executive producer.

Abbie Smith, media consultant to administrator and city council, Commerce, Calif., joins KSDO-TV Colorado Springs as 6 and 10 p.m. producer.

Appointments, KLD(TV) Topkea, Kan.: Bob Totten, news director, KSN(TV) Topeka, to news director; Mike Kelhar, weekend news director, KSN(TV), and Margaret Justus, from KCMO-TV Kansas City, Mo., to newscast directors; Tom Christiansen, anchor-reporter, KSX(AM)-KMA(FM) Topeka, to assignment editor; Ric Streed, news director and anchor, KBB(TV) Great Falls, Mont., and Eileen Wixted, anchor and co-producer, WTVI(TV) Saginaw, Mich., to co-anchors; Jim Murphy, reporter, WTHR(TV) Indianapolis, to anchor; Michael Browning, from WBLN(TV) Bloomington, Ill.; Greg Hill, from KSN(TV) Topkea; Tara O'Neill, from KCUR-FM Kansas City, Mo., and Ellen Powers, from Nantucket Cablevision Corp., Nantucket, Mass., to reporters; Tom Burse, from KOLN(TV) Lincoln, Neb., and Peter Bernard, from KPV(TV) Pocatello, Idaho, to weather anchors, and Keith Feldkamp, from KSN; Glenn Garcia, KTPK(FM) Topkea; Dale Messing, from Kansas State University Sports Television, Manhattan, Kan., and Larry Weems, from KPFS(AM) Hays, Kan., to news photographers.

Che Moreno, member of news staff, GC(AM) San Diego, named managing editor.


Stephen Yount, morning anchor, WREX(AM) Indianapolis, joins KYW(AM) Philadelphia as anchor.


David Pierce, from noncommercial KMKX(AM) Kodiak, Alaska, joins Alaska Public Radio, Anchorage, as producer-reporter.

Steve Bowles, from Kentucky Network Inc., Louisville, Ky., joins WAZD(AM) Fort Pierce, Fla., as morning news anchor.

Paul Bloom, anchor, KCS(TV) San Diego, joins KHI-TV Los Angeles as 10 p.m. co-anchor.

Sandy White, weekend co-anchor, WIVB-TV Buffalo, N.Y., joins KNBC(TV) Los Angeles as reporter.

Susan Swails, anchor, WGBH(AM) Evansville, Ind., joins Wifie-TV there as reporter.

Kim Gilbert, anchor, KATU(TV) Portland, Ore., resigns.

Linda Munich, from WKBS-TV Philadelphia, joins WPLV(TV) there as public affairs producer-host.

Random Jackson, editor-reporter, WFAA-TV Dallas, joins KIC(TV) Grand Junction, Colo., as reporter.

Diane Deaton, from KQT(TV) St. Joseph, Mo., joins WBAT-TV Baton Rouge as weekend weather anchor.

**Technology**

Appointments, American Bell Advanced Information Systems, New York: Archie J. McGill, president, resigns; Robert J. Casale, group VP, national business systems, to division president, marketing and sales, and Frank S. Vigilante, VP, large and intermediate systems, to division president, product plan-
Promotion and PR

Wayne Desbrow, manager of communication technology, Westinghouse Electric Corp., Pittsburgh, named director of public affairs, Group W Cable, there.

Susan Zimmer, from National Association of Television Program Executives, New York, joins All America Television there as director of advertising and sales promotion. Debbie Back, tape distribution coordinator, All America, named manager, advertising and sales promotion.

Susan Storms, VP, creative services, United Stations, New York, joins WINS-AM there as director of advertising and promotion.

Fran Preston, head of press information and public relations, WLS-TV Chicago, named manager, press information and public relations.

Jill Tarlov, promotion assistant, WINS-AM New York, named promotion manager.

Holly Carpenter Allen, continuity coordinator, WKIG-TV Fort Wayne, Ind., named director of commercial and community services.

Edward Berger, manager of advertising and promotion, WKYS(FM) Washington, assumes additional responsibilities as manager of advertising and promotion for co-owned WRC(AM) there.

Monica Frank, promotion assistant, KOLN-TV Lincoln, Neb., joins KDLH-TV Topka, Kan., as promotion manager.

Allied Fields

Allen H. Neuharth, chairman and president, Gannett Co., Rochester, N.Y., named first recipient of Wells award for "distinguished leadership in opening doors of employment opportunities for minorities in American journalism." Award is co-sponsored by National Broadcast Editorial Association, National Conference of Editorial Writers and National Association of Black Journalists.

Daniel Redmond, partner, Dow, Lohnes & Albertson, Washington, joins Fletcher, Heald & Hildreth, communications law firm there, as member.

Charles Firestone, director of communications law program, UCLA School of Law, Los Angeles, has become of counsel to law firm of Mitchell, Silberberg & Knupp there, while continuing in his capacity at UCLA.

Valeria Schulte, assistant general counsel, National Association of Broadcasters, Washington, named associate general counsel.

L. Edward Mulhins, associate dean, school of communication, University of Alabama, Tuscaloosa, named dean, succeeding William H. Melson, resigned.

Al Johnson, president, Stellar/Continental Cable, Chicago, named to advisory board, Minorities in Cable and New Technologies, Chicago.

Deaths

Cappy Petrasch Greenspan, 51, executive producer of independent television film production company, Cappy Productions, New York, which she co-founded with her husband, Bud, Greenspan, in 1972, and former reporter, writer and producer at NBC, died of cancer June 3 at Columbia Presbyterian Hospital, New York. Greenspan won an Emmy 1977 as executive producer and associate director of Olympiad, series on history Olympics, originally broadcast over PBS 1976. She is survived by her husband, Bud.

Ivan Tors, 66, television producer of such shows as Sea Hunt (1955-61), Flipper (NBC 1964-67), Doktor (CBS, 1965-69) and G ette Ben (CBS, 1967-69), and executive producer of Wide World Inc., Los Angeles, died of heart attack June 4 in Mato Grosso, Brazil, while on pre-production survey for action series to be produced by Wild World for Mntromedia. Tors is survived by three sons.

Eurith D. Rivers Jr., 67, chairman of board Dee Rivers Stations, which owns 11 radio stations in Georgia, Tennessee and Florida, died of amytrophic lateral sclerosis April 7 in Ocala, Fla. He is survived by his wife Marie, two sons and five daughters. All involved in operation of station group.

Dee Engelbach, 73, radio producer and producer-director for NBC-TV, New York, early 1950's, and later executive VP, Cin Productions, television production company, New York, died June 5 at St. Luke's hospital New York. He is survived by his wife, Ca ole, and daughter.

Wells Bunya, 50, announcer, WLTW(FM) B thesa, Md., died of heart attack June 2 at his home in Arlington, Va. He is survived by his wife, Jane, two sons and daughter.
Herbert Forrest: giving more than he takes

A glance at the biography printed in one or another of the several "Who's Whos" that include it tells an interesting story about Herbert E. Forrest, the current president of the Federal Communications Bar Association and a partner in the Washington law firm of Steptoe & Johnson. Dry and terse as such things are, it tells of a man apparently dedicated to advancing and improving the procedures under which the law is practiced. There is line after line of memberships on various committees of bar and other law associations. "When it comes to the profession of the law," Erwin Krasnow, senior vice president and general counsel of the National Association of Broadcasters, says of Forrest, "he has given more than he's taken."

He is a member of the commercial panel of the American Arbitration Association, former chairman of the District of Columbia Criminal Justice Act Advisory Board, chairman of various committees and panels of the D.C. Unified Bar, including the Committee on Appointment of Counsel in Criminal Cases. He is a former chairman of the American Bar Association's Committee on Agency Rulemaking, and a member of the ABAs Communications Committees, its Public Utilities Law Section and its Section on Science and Technology. And on and on.

Why does he get so involved in such activities? "One reason," he says, "is that I was asked." More than that, he finds it stimulating, and he feels the exposure to the questions and issues raised in the variety of groups, panels and committees to which he belongs makes him a better lawyer. "I think I know the pulls and stresses beyond the immediate question I have in a particular case," he says.

Forrest originally became involved in the extracurricular activities as a young lawyer, after clerking for three years for Chief Judge Bolitha J. Laws of the U.S. District Court for the District of Columbia, from 1952 to 1953. He had seen the need for volunteers to represent indigents in criminal cases, so he began taking on such cases on a pro bono basis, a service many noncriminal lawyers try to avoid. His concern then, as now, was not so much the individuals involved. "The system is ineffective and unconstitutional if the defendant—whatever his crime—doesn't have competent legal counsel to defend him," Forrest says. What's more, he thinks it important that what he calls "uptown lawyers" who don't normally practice criminal law participate in the system. "They are able to work more intensively on a case than the lawyer who makes his living in criminal law, and tend to take a much closer look at the substance and procedures," Forrest says. Indeed, he feels most of the cases establishing new criminal law are litigated by "uptown lawyers."

And while he does not take many criminal cases any more, Forrest is working, as chairman of the District of Columbia's Committee on Appointment and Counsel in Criminal Cases, to take the appointment process out of the hands of the local judges and assign the responsibility to an independent agency "with, we hope, more effective discipline of attorneys." The aim is to promulgate standards with which an attorney would be expected to comply. Failure to do so would subject an attorney to disciplinary action.

Whatever FCBA members think of Forrest's efforts to stimulate enthusiasm among them (as "uptown lawyers") for work in behalf of indigent defendants in criminal cases, they have reason to appreciate the work he has done for their association, which he has served in a variety of capacities over the years. During his tour as president, which ends on June 30, the FCBA has held two conferences on areas of rapidly growing interest to communications lawyers. In December, the FCBA, in collaboration with the Practising Law Institute, sponsored a conference on the telecommunications era that will follow the breakup of AT&T. And last month, FCBA worked with Georgetown University's International Law Institute in presenting two days of speakers and discussions on "New Developments in International Telecommunications Policy."

Nor were the conferences the only sign that the Forrest administration recognizes that deregulation and technological developments have conspired to change the character of communications law from the days when completing renewal and transfer applications was the profession's meat and potatoes. Forrest led two field trips, one to view AT&T's Long Lines and Bell Laboratories divisions, in New Jersey, and another to scout Communications Satellite Corp. facilities in and around Washington.

Speaking of his efforts to expose members to those new developments in communications law, Forrest says, "I try to give it my best shot."

In his own practice, Forrest is no stranger to cases that have helped shape telecommunications policy. In the days before Southern Pacific Co. did most of its communications law work in-house, it relied on Forrest to help get its communications company subsidiary established as a specialized common carrier. He participated in the landmark case in which the FCC, in 1971, recognized the right of specialized carriers to offer long-distance service in competition with AT&T. He represents Canadian National/Canadian Pacific, which, like Southern Pacific Communications, grew out of a railroad operation. And he represented the Air Transport Association for the last 16 years of a 20-year proceeding before the FCC—and ended last year—that dealt with the legality of AT&T's Telpass service. The commission never was able to prove the rates were non-compensatory.

And in broadcast matters, Forrest shows a willingness to go against the establishment grain. The commission's decision earlier this year to open 13 of RKO General Inc.'s radio and television licenses to challenges was the result of a court fight mounted by Forrest, in behalf of two AM applicants, and counsel for an applicant for a television station. The commission had originally planned to hold a noncomparative hearing on RKO's qualifications in light of the agency's holding in the WNBC-TV Boston case that RKO lacked the character qualifications to be a licensee. The court's reversal of the commission order resulted in the filing of 166 competing applications (BROADCASTING, May 23).

Still, though a partner in the second largest law firm in Washington, Forrest, who arrived in the city in 1942 at the age of 18 to take a job as an apprentice at the Bureau of Engraving and Printing, may not be remembered as among the FCBA's leading practitioners. But by any reasonable definition of the term, he is a leading member of the bar because of his zest for performing the kinds of jobs that are essential to improve the state of the legal profession. He is, as he says himself, "motivated more than other people to engage in things not business-oriented—you don't get clients. But I enjoy the opportunity to see what I can do." As he says, "It's a sense of social responsibility."
Department of Justice on Friday (June 10) announced it will file suit to block formation of joint venture that would own and operate Showtime and the Movie Channel. Justice disclosed intentions in letter to counsel of companies involved—American Express Co., Paramount Pictures Corp., Universal City Studios Inc., Viacom International Inc., Warner Bros. Inc. and Warner Communications Inc. Justice noted in press release that Paramount, Universal and Warner Bros. are major distributors of theatrical motion pictures to pay programming services, such as Showtime which is owned by Viacom, and The Movie Channel, which is owned by American Express and Warner Communications.

Hearst/ABC, which produces ARTS and Daytime cable program services is talking with number of companies about possible merger or other relationships. Two companies Hearst/ABC is negotiating with are Cable Health Network and The Entertainment Channel, which since it shut down earlier this year, has been looking for way to exploit U.S. rights it holds to most BBC programs.

Although CBS has not yet announced titles of specific programs it intends to insert in prime time schedule next December, when it drops either its Tuesday or Saturday movie, CBS Entertainment President B. Donald "Bud" Grant revealed to reporters at CBS segment of Consumer Press Tour in Phoenix last Friday (June 10), list of possible sitcoms from which replacements will be drawn: Four Seasons (being developed by Alan Alda), Mama Malone (for which CBS already has 13 episodes ready for airing) and Domestic Life. Grant also said CBS "has not ruled out possibility of [adding] original entertainment programming this summer. He also said that "between two-thirds and three-quarters of motion pictures net-work plans to show next season will be made-for-television films, with remainder theatrical features. Grant conceded strategy scheduling three movie nights "is, in a sense, competitive to cable," since pay cable's popularity has demonstrated viewers' great interest in films.

Four major American entertainment companies—HBO, CBS, Columbia Pictures and 20th Century-Fox have joined British-bas-film and television production company, Goldcrest Films and Television Ltd., in joint venture to provide host of cable programs services to United Kingdom. Venture would be controlled 51% British interests, with four American companies sharing equally 49% interest. Goldcrest has indicated that it will invite other British companies to share its current 51% interest. Venture, which expects to launch service in early 1984, pending approval of British Independent Broadcast Authority, would provide at least one pay service, composed of movies and perhaps other forms broad-appeal programming, as well as yet undetermined number basic advertiser-supported services. There are currently 18.7 million TV households in U.K., of which 1.5 million are wired with cable.

FCC has asked General Services Administration to approve establishment of industry advisory committee on technical standards for direct broadcast satellite service. According to commission, committee's basic objective would be to advise FCC on pros and cons establishing technical standards for DBS signal transmission reception (other than those mandated by Administrative Conference on DBS) at this time. If we found desirable to adopt technical standards, committee would then have task of recommending specific ones. GSA approval committee is required by statute.

Broadcast Music Inc. and NBC reached agreement on interim music licenses for NBC's five owned and operated TV stations last Friday (June 10)—just before they were to appear in court in BMI's suit charging those O&O's with copyright infringement ("In Brief," June 6). As part of agreement, BMI withdraws infringement suit New one-year contract will be retroactive to Jan. 1, when current contract expired. Money terms were not disclosed, but observes estimated five O&O's would pay total of $1.5 million to $2 million for local use of BMI music this year BMI announced (and NE confirmed) "mutually satisfactory" agreement shortly after noon Friday, court arguments in infringement suit had been scheduled for 2:15 p.m.

Some 130 executives representing 170 television stations that members of Association of Maximum Service Telecasters met Washirer last Wednesday (June 8) for managers, developments in government. AMST officials regard as dangerous to maintenance of existing technical quality of television service. AMST board chairman George Koehler, of Gateway Communications, and conference chairman Dudley Taft, of Taft Broadcasters called on managers to express concerns to FCC commissioners and members of Congress in commission proposals to drop VHF assignments at short spaces and to permit non-broadcasting services to share frequencies now used by ENG and other auxiliary services, as well as on agency's decision allowing cable television systems to strip teletext; from television station signal Koehler said, "Congress and commission personnel hear far too little about the really crucial issue of maintaining and enhancing the public's existing television service against the threats of de aterference " FCC Commissioner Henry Rivera, who addressed conference, offered little solace. "Sizing demands for finite spectrum necessitate new approaches to spectrum management," he said. "We can no longer afford the luxury of absolutes—absolute avoidance of interference, for example."

Kudos for Kuralt. At its final luncheon of the 1982-83 season, the International Radio and Television Society presented its Broadcaster of the Year Award to CBS News correspondent Charles Kuralt (left), shown above with outgoing IRTS president. Ave Butensky, president of Ed Libov Associates. Following a standing ovation from a standing room only crowd in the Grand Ballroom of New York's Waldorf Astoria hotel, Kuralt commended CBS-TV for airing the kind of news he specializes in—beyond the headlines and off the beaten track—in his weekly, 90-minute program, Sunday Morning, and in its half hour, prime time summer replacement series. On the Road, set to premiere later this month. Sunday Morning and On the Road permit journalists "to be as human beings are: a little quixotic and unpredictable," said Kuralt, who praised the work of Sunday Morning producer Shad Northshield. On the Road, correspondent Isadore Blackman and soundman Larry Cianciosi. Just prior to its award presentation, the IRTS inducted a new president, Ralph Barich, chairman of Viacom International, who replaces Butensky.
sociation should have "a unanimity of direction with regard to minor industry problems." And Stevens was also expected to say "we're not happy with FCC approval of Docket 80-90, which will rate about 1,000 new FM stations (Broadcasting, May 30). Stevens sees proposal increasing station interference and affecting value of current properties. "We are probably seeing the single latest blow to the radio industry in its history," according to events.

ritual Broadcasting has pulled out of bidding for radio broadcast hits of baseball's All-Star league championship and World Series, because of Major League Baseball's current contractual agreement, with CBS. Radio given network rights of first refusal if CBS matches highest bid automatically wins rights. CBS in second year of two-year agreement for reported $2.5 million letter to Baseball Commissioner Bowie Kuhn. Mutual suggested it's contract be renegotiated and extended for one year, upbringing right of first refusal clause.

rner Amex Cable has won initial round in court battle with community of Springfield, Ohio, suburb of Cincinnati served by WA, or right to raise rates for pay services. Franchise agreement voided for two years moratorium on rate hikes for program services, which extends through November 1983 Warner contended, weaver, that pay services were excluded from moratorium since municipalities lack authority to control those rates. Judge Gilbert Okman, with Hamilton county Common Pleas Court, granted summary judgment in Warner's favor, ruling that "the FCC precepts local control over pay channels."

other court decision approaches in pretrial maneuvering in Gen- cil Westmoreland's $120-million libel suit against CBS News over The Unconquered Enemy: A Vietnam Deception. Dan M. Burt, West- moreland's attorney, won court-ordered release of CBS News document producer Benjamin's report on his in-house investi- ation of Unconquered Enemy (Broadcasting, April 25 et seq.), has courted court to compel CBS to turn over, in addition, Benjamin's tes, preliminary report drafts and memos received during his resignation. CBS News officials said last week that in reply brief preparing for filing, CBS was arguing that conditions applic- able to Benjamin's report were not applicable to his notes, drafts and memos. When it ordered release of report, court had noted it CBS News President Van Gordon Sauter, cited report in early- defense of documentary and said he thus had waived any institutional protections it might have. In Benjamin's case, officials said, Sauter didn't even see notes, much less cited them.

ational Academy of Television Arts and Sciences presented its 9th Annual Daytime Emmy Awards for outstanding achievement national daytime TV programming, special programing and craft function during ceremonies in New York last week. Leading list winners were ABC TV, which garnered 15 awards, NBC TV, 10, STV, eight, and PBS, four. Named outstanding daytime drama was CBS's Young and the Restless, outstanding game show, CBS's $25,000 Pyramid; outstanding talk service program, S's This Old House, and outstanding variety show, syndicated TV Griffin Show. Children's programs winning awards included S's Captain Kangaroo, NBC's Smurfs and PBS's Sesame Street.

C-TV has picked up two new affiliates KLHD TV, Topeka, Kan., 49, new station which becomes ABC primary affiliate when it is on air in mid-June, and WWSV TV) West Point, Miss., ch. 27. ich went on air May 29. CBS TV is scheduled to get full-time Walter June 20, KVTV, Medford, Ore., ch. 10. Station has been rating both NBC and CBS programs.

it predicted it might, NBC affiliate WMRV TV Baltimore stopped Tonight show as of Monday, May 30, replacing it with syndi- cated off-network series, Soap (11:30 p.m.-12: a.m.) and Star Trek (12:01 a.m.), five nights each week. Syndicated fare is filler til September when MGM/UA-InterMedia Entertainment's
Gut questions

The conflicting interests that frequently pit one kind of broadcaster against another have never been more vividly displayed than in recent weeks in Washington.

First it was the National Association of Broadcasters versus the National Radio Broadcasters Association in a public dispute over the legislative lunge that the NAB had suddenly made in the direction of radio and television deregulation.

Now it is the caucus of major station groups, heavily invested in television, searching for a way to disengage from the NAB legislative initiative, which they see headed toward disaster.

All along the major networks have privately deplored the NAB’s latest legislative course, although they have been discreet by and large in public comments.

As noted in a story appearing elsewhere in this issue, the NAB boards have plenty to talk about when they meet in Washington this week. The immediate question to be resolved is whether the NAB is acting prudently in attempting to obtain some kind of deregulation at the price of program quotas for television or whether it is engaged in a macho effort to refute Senator Bob Packwood’s remark that in the House the NAB can’t lobby its way out of a paper bag.

There are other questions of even larger consequence, one being whether the NAB in its present form is the ideal organization for the umbrella representation of broadcasting.

As for the present legislative situation, there is increasing doubt that the NAB remains in full control. Timothy Wirth, for the moment defeated in his determination to exact a spectrum fee in exchange for radio deregulation, has made “quantification” his new campaign. The mass of detail he has asked the FCC and NAB to supply on present operations suggests quotas going far beyond any that the NAB has in mind, and perhaps including such things as minority employment and representation in programs. In the end there may be a chance to test the Washington cliche that it is easier to kill legislation than to pass it.

As for the structure of the NAB, the formation of the caucus of groups last week would not have taken place if the major television station interests had not felt underrepresented in NAB councils. The same groups were in Washington to attend a conference with FCC and congressional leaders arranged by the Association of Maximum Service Telecasters, moving into a function that was formerly left to the NAB.

Regular readers of this page may expect at this point a reference to a federation that has the clout to act on behalf of diverse constituencies when their interests coincide but lets those constituencies go its own in pursuit of independent goals. We wouldn’t want regular readers to be disappointed.

Cable’s stitch in time

The cable industry can sorely use the inspirational shot in the arm it customarily receives at NCTA conventions. For all the reassurances its leaders have issued in recent months, the fact is that cable has come up against some hard facts of life. The fact is, it has lost momentum.

That’s not all bad. when you think of it. Much of that prior momentum got cable into some of the difficulties it’s trying so hard to back out of now: conspicuously, the industry’s generosity in making sky’s-the-limit promises to the franchising authorities of big cities—a state of affairs made graphically clear in the Warner Amex story that helps fill out this issue’s complement of convention reading.

The fact is, also, that cable has begun to regain lost traction. An extraordinary advance may be made this week if the NCTA and its allies pass the Senate hurdle with S. 66—a goal that only AT&T can deny them. More within reach, however, is the up-by-its-own-bootstraps effort of the Consortium for Cable Information, the industry’s earnest effort to revitalize its national marketing effort, which will be among NCTA’s star attractions in Houston this week. All media will be watching to see how well cable pulls that one off—as will Wall Street and, probably, Washington as well.

As this week’s lead story attests, there’s a new realism at large in the cable industry. It couldn’t have come at a better time.

Not to put too fine a point on it, but there’s something particularly appropriate about this year’s NCTA convention taking place in Houston.

For one thing, that’s a lusty city. And cable, let’s face it, is a lusty business.

For another, Houston is awesomely—if beautifully—overbuilt (a comparison that cable may find more apt than welcome).

For still another, Houston is a frontier town. which—like cable—has lost neither its rawness nor its sense of adventure.

Nor, indeed, its sense of humor (quote of the week: Jack Schneider’s remark [page 120] that “Long-range planning in cable today consists of deciding where we are going for lunch.”)

Must reading

To the accompaniment of no fanfare whatever, the National Telecommunications and Information Administration has released a 109-page report that deserves its title, “Print and Electronic Media: the Case for First Amendment Parity.” As reported in Broadcasting a week ago, it is a first-rate counter to the argument that spectrum scarcity justifies for electronic media regulation that would be unthinkable for print.

Unfortunately, the NTIA lacks funds to distribute the booklet widely. If the National Association of Broadcasters is looking for something positive to do, it could well take on the distribution project. This booklet ought to be in the right hands.

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