Pat Mitchell hosts WOMAN TO WOMAN

Join the prestigious stations that have already made WOMAN TO WOMAN an important part of their fall daytime lineup.
June 18, 8:56 A.M
Challenger's doors open.

June 18, 5:01 P.M
USCI
launches a new era
in television
broadcasting

On June 18 Challenger did more than put another satellite into orbit. It put USCI into position to change the way millions of Americans watch television.

USCI, United Satellite Communications Inc., is the first company in the new satellite to home broadcasting field. And in the near future, USCI Home Satellite Television will begin beaming five channels of quality programming directly from satellite to millions of American homes. No cable is necessary. A small dish antenna mounted on the roof will receive USCI's spectacular programming 24 hours a day. Top uncut movies, the best sports, news, variety shows and children's programming.

Watch for us. A new era in television broadcasting is about to begin.

You'll be seeing and hearing a lot from us soon.
Third-quarter sales: Network buys on hold; spot looking strong □ Supreme Court delays Betamax decision □ Tele-Communications Inc. buys Tele-Media Corp. □ RARC 1983

ON THE RECORD □ Co-sponsors of the pending Waxman-Writh bill, dealing with the FCC's financial-interest and syndication rules, and the Taque-Tauzin broadcast deregulation measure appear, respectively, on PAGES 36 and 38.

SCA LOWDOWN □ Experts give legal and technical advice to FM on what to do with new subsidiary communications authorization. PAGE 40.

FCC RECALL □ Commission asks appeals court to return Alaskan license renewal case, admitting it may have erred in EEO findings. PAGE 40.

SOUR NOTE □ BMI sues CBS over copyright infringement issue. PAGE 44.

ENTER ASTA □ Advertiser Syndicated Television Association, made up of programing organizations, is formed. PAGE 44.

NEWS BUFFS □ TV station consortium creates Local Program Network to transmit news features to member stations via satellite. PAGE 52.

BBDO STUDY □ Agency report finds ABC betting on news and sports next season, CBS with movies and drama and NBC with comedy. PAGE 54.

COUNTERPOINT □ NBC releases report rebutting claims of National Institute of Mental Health that TV violence leads to aggressive behavior in children. PAGE 55.

ALL-NEWS IMPRESARIO □ Bill Scott has played a major role in bringing all-news programing to radio and now to cable television, as head of Satellite News Channel. PAGE 71.
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 SPERRY CORPORATION
ore on ‘quantification’

Representative Al Swift (D-Wash.), key
layer in drive to achieve broadcast
regulation legislation in House, has
id staff to draft compromise legislation.
ccording to Swift aide, proposal will
clude quantification of public interest
nard for television but not for radio—
though others on Telecommunications
bcommittee, including its chairman,
othy Wirth (D-Colo.), want radio
quantified too. Proposal, aide said, will
uld on earlier compromise discussed by
f and National Association of
odcasters. Subcommittee is asking for
rogramming data from broadcasters to be
ed to quantify standards for radio and
‘V. Swift, however, wants to start
bating merits of legislation while waiting or data.
His proposal will include key elements
 bill he introduced earlier, H.R. 2370,
d of Tauke-Tauzin bill, H.R. 2382,
other deregulation bill that has strong
acking from industry. Both measures
clude elimination of comparative
ewals for radio and TV. Quantification or
television will probably follow
eral outline of H.R. 2370, which would
ablish point system to measure
rogram quotas.

league under pressure
leaders will find out late this week
ow closely National League of Cities
ll adhere to compromise that led to
assage of Senate cable deregulation bill
. 66) last month. NLC board meets
iday and Saturday (July 15-16) in
attle and, according to representatives of
one of many cities now opposed to bill,
tenpt will be made to persuade NLC to
withdraw its support of bill in House or
st on further concessions from cable
ustry. In addition, official item on
oard agenda, if approved, would prevent
LC from opposing amendments offered
 House by “renegade” cities.

people power

eeling is that Supreme Court’s
ostponement of Betamax case (see page
) can only bode ill for copyright
ners since public pressure against
right liability for home recording can
tly increase. As of last January, there
ere about 6.5 million VCR’s in U.S.,
ccording to figures cited by Motion
ture Association of America. By end of
ext year, MPAA estimates there will be
anywhere from 13.5 to 15 million; by
990, 45 to 50 million. Official for Sony
ads situation same way, but without
loom; court’s indecision should benefit
company’s cause.

Seeking to make peace

Attempt to reconcile differences between
broadcasting industry and Reagan
administration over Radio Marti
legislation is under way. Meeting has been
arranged (July 14) between Deputy
Secretary of State Kenneth Dam and group
of roughly 10 broadcasters. Senator
Charles Percy (R-Ill.), whose Foreign
Relations Committee has passed Marti
legislation, now pending before Senate for
ote, is responsible for meeting. Percy
apparently was prompted to call session after
Listening to strong objections from
Illinois broadcasters.

Look at federation

Proposal to restructure National
Association of Broadcasters into
federation, introduced by former NAB
board member Peter Kenney, will not be
opposed by association’s president,
Edward Fritts. “I have an open mind
toward it,” Fritts said. Fritts is “interested
in pursuing any idea that would make it
a stronger and better NAB.” Fritts plans to
recommend at NAB executive committee
meeting this week that study group be
formed to investigate proposal.

Busy videorecorders

If you’re into soaps, you’re really into
soaps. That’s one conclusion to be drawn
from A.C. Nielsen Co.’s latest
videocassette recorder study, due out shortly. Half (50.6%) of VCR homes in
sample recorded movies and 18% recorded
soap operas, but those that recorded
soaps recorded average of 17 soaps per
home in four-week period, while movie-
recording homes averaged five movies
each. Report does not say when these
homes played their recordings back, but
Nielsen sources say they can get that
information through special analyses.
Study encompassed 557 homes; about
22% recorded nothing during four-week
period, while rest made 5,451 recordings,
or about 14 per home.
Study may also have message for
ABC’s projected Tele1st overnight home
VCR service: Of those 5,451 recordings,
4.5% were made between 2 a.m. and 8
a.m. Biggest daypart was 8 a.m. to 4:30
p.m., which accounted for 40.1% of
recordings. Prime time was next with
29.1%, followed by 11 p.m. to 2 a.m.
with 16.5% and 4:30 p.m. to 8 p.m. with
9.8%.

Just an exercise?

RKO Radio seems to be getting more
bullish these days. Word has it that
company is seriously looking to acquire
Westwood One, Culver City, Calif.-based
radio program production and distribution
company. But Westwood One president
Norm Pattiz says it is “unlikely” sale will
be made to RKO because of his company’s
strong desire to remain independent.
“Our company is privately held and
holding acquisition talks with interested
parties becomes an excellent way to value
the firm in today’s marketplace.” Pattiz
explained. Westwood One currently offers
28 programs and is expected to gross
over $10 million this year.

Cutbacks at Ampex

Due to soft market and big inventory,
Ampex has suspended manufacture of
subassemblies for its BCC 20 and BCC
21 cameras and decided to move assembly
and testing of cameras from plant in
Cupertino, Calif., to one in Redwood City,
Calif.
Action is one of several belt tightening
moves Signal Companies subsidiary has
taken since 1982 annual report showed
profits plummeting from $21.6 million
to $1.2 million. Ampex laid off 460
employees in April and another 240 last
month, including 165 at videotape recorder
and systems plant in Colorado Springs.
Counting attrition, total payroll has fallen
from 9,848 to 8,236 since first of year.

Feeling no heat

High FCC official last week said strongly
worded letter from John Dingell (D-
Mich.), chairman of House Energy and
Commerce Committee, and Timothy
Wirth (D-Colo.), chairman of
Telecommunications Subcommittee,
attacking proposal to repeal FCC’s
personal attack and political editorializing
rules (BROADCASTING, June 27),
hadn’t caused alarm at commission. Since
letter lacks signatures of other committee
members, it “didn’t show much
strength,” official said. Subcommittee
staffer, however, said reason letter lacked
other signatures was that no others had
been requested.

Broadcasting Jul 11 1983
Hall’s way

Representative Sam Hall (D-Tex.) is the latest legislator to introduce a bill (H.R.3419) aimed at providing relief for superstation operators from the Copyright Royalty Tribunal’s 3.7% increase in rates. If passed, the bill would be identical to S.1270, submitted by Senator Dennis De- Concini (D-Ariz.) in May, and would also change the makeup of the CRT (“Cablecastings,” May 16). Under Hall’s bill, cable systems would be exempt from paying the higher compulsory license fees for carrying what the bill calls “national cable broadcast networks”—superstations that pay for national rights to their programming.

Well, maybe we are

Home Box Office denied reports two weeks ago it was considering using its new Galaxy I transponders for a direct broadcast satellite service (“Closed Circuit,” July 4), but HBO spokesman Alan Levy conceded last week DBS was, indeed, among several plans for the transponders it is exploring. Although Levy declined to elaborate, he said before HBO decides to do anything, it will make sure the plan is acceptable to its thousands of cable affiliates. “HBO’s” is not going to become involved in any project that is going to alienate cable operators.

What are the other possibilities for the new transponders? The transponders are actually owned by Time Inc., Levy said, and it could use them for its planned full-channel cable teletext service or its Time magazine could use some of them to transmit page facsimiles to remore printing plants. Or, he said, HBO could use them to transmit additional time-zone or regional feeds. HBO currently sends two feeds—the eastern (the Eastern and central time zones) and the western (the mountain and Pacific time zones).

Cracked crystal ball

If the experience of Warner Cable Corp. of Pittsburgh is any indication, cable operators did not know what they were getting into when they promised to build the high-capacity systems with plenty of nonrevenue-producing services in major markets. In recommending to city council a rate increase for the partially built system, Pittsburgh’s Bureau of Cable Communication commented that Warner was “totally unrealistic in its original projections for expenses in all categories.” In many cases, the expenses were underestimated by several hundred percent. In its request for the rate increase, Warner admitted its projections for capital expenditures were faulty. “In our 1979 proposal, our total construction costs during the term of franchise were projected at some $47.8 million,” Warner said. “Our construction costs through 1982 already exceed $80 million.” The MSO attributed the higher costs to inflation, “soaring” interests rates, the “unprecedented complexity” of building a system in a city divided by three rivers and the “unpredictable” labor costs and “exceedingly demanding requirements of the city’s RFP.” The MSO was apparently no better in projecting revenue. Even without a rate increase, the BCC said, system revenue for 1983 and 1984 will be nearly twice the projected totals. For 1983, for instance, it said, revenues were originally estimated at $14.3 million, but they are now expected to reach $26.6 million. The higher revenue, however, will not offset the higher costs, BCC said, and Warner will continue to lose money for several years.

Pittsburgh is not unsympathetic to Warner’s plight. By a 5-to-4 vote on June 20, the city council approved a rate hike, attaching a few minor conditions, but giving Warner most of what it asked for. The increase goes into effect on July 15. Warner is prohibited from asking for another hike until Sept. 1, 1984, or the day it passes all of Pittsburgh’s 170,000 homes, whichever comes first.

Landmark case

Landmark Communications is calling it a “contract dispute,” but a Cobb county, Ga., superior court judge issued a temporary restraining order against the Norfolk, Va.-based station group owner. MSO and newspaper publisher from reportedly trying to buy out and replace John Coleman, the president and partner with Landmark in the Weather Channel. Landmark owns 80% and Coleman owns 20% of the one-year-old Atlanta-based 24-hour cable service.

Landmark refuses to comment on the proceedings because, it is said, it is Coleman who sued Landmark. The Weather Channel is reported to have lost $7 million since its launch on May 2, 1982, and is reportedly losing more than $800,000 a month, although neither Landmark nor Coleman would confirm those figures. However, Coleman did state at the NCTA convention last month that the service would be operating in the black by the fourth quarter of 1984 (BROADCASTING, June 20).

For its part, Coleman says that he has abided by the two stock and management contracts signed by him and Landmark on July 6, 1981. “The contracts between us provide for four years to Landmark and for me to manage the company,” he said. Deflecting a question that Landmark might be disturbed at the Weather Channel’s reported losses, Coleman said he “never been a nickel over budget.” Furthermore, Coleman stressed that the service has been operating “at or below budgeted figures approved by Landmark.” [It] has a representative here on the premises who must countersign every check, so it’s really impossible for me to spend their money without their approval.

Landmark, in a terse statement, said it has “full confidence we will prevail on the merits” of its case. A hearing is set for July 26.

Meanwhile business at The Weather Channel, Coleman reports, is “proceeding without a hitch.” The service, with 12 minutes of commercial inventory to sell every hour, has 43 advertisers and recently acquired two new accounts: Kraft (Miracle Whip) and Haggar (men’s slacks). The service reaches 9.2 million subscribers on 94% systems.

Looking to be wired

Two more large cities—Washington and St Louis—have taken major steps toward awarding cable television franchises within the next year. Last Tuesday (July 5), the [Washington] D C cable Television Design Commission submitted its request for proposals for cable service to the city council for approval. A week earlier, St Louis received three bids in response to its RFP.

The Washington RFP asks prospective bidders for its 277,000-home franchise for a two-way, addressable system with a minimum of 60 channels. Regardless of the number of channels, the RFP specifies that 10% be allocated to public access, 10% to municipal use and 5% to commercial leased access. An interconnected institutional system, it says, must have 25 upstream and 21 downstream channels. It also requires 35% minority participation.

The city council hopes to act promptly on the RFP. Reggie Martin, an attorney for the council’s committee on public services and cable television, said a public hearing has been scheduled for Sept. 12. If all goes well, he said, the committee and council will approve the RFP for the Design Commission by November. Bids would be due four months later, he said, and an award could be made prior to the council’s summer recess in July 1984.

According to Martin, two companies so far have said they intend to bid for the franchise: District Cablevision Inc., backed by Tele-Communications Inc., and headed by Black Entertainment Television President Bob Johnson, and Capital City Cable, headed by New York broadcaster and cable operator Percy Sutton. Although Johnson had few gripes about the RFP, he was generally pleased, particularly by its relatively few requirements. “It’s a broad RFP,” he said. “They didn’t try to put every present they could under the Christmas tree.”

According to Paul Berra, cable communications manager for St Louis, the bids for that city’s 201,000 homes were submitted by St Louis City Communications Inc, headed by Bill Johnson, Columbus, Ohio cable operator; Archway Cablevision of St Louis, a partnership involving former St Louis Cablevision owner Paul Skusky, and STL Cablevision, headed by Kansas City Cable operator Larry Hudson.

All promised two-way, addressable, single-cable systems. Archway and STL have the minimum RFP requirement of 150 homes.
press channels, Berra said, while St. Louis City promised seven additional access channels. The cost of building any of the systems for the city will be between $45 million and $50 million, he said.

The St. Louis Board of Aldermen hopes to make its grant of a franchise within seven to 11 months, said Berra. Public hearings on the bids have been set for Aug. 8-9. After that, he said, the board's public utility committee will evaluate the bids, select one and make a recommendation to the board.

Nor-West in St. Paul

By a 4-to-3 vote, the city council of St. Paul last week granted the right to wire the city's 110,000 homes for cable television to Nor-West Cable Communications. The partnership of local investors, which bid an 86-channel residential system and a 63-channel institutional loop, beat out two large cable MSO's—Group W Cable and Continental Cablevision—for the franchise.

But the award is not final. Feeling that Nor-West was the least qualified of the three bidders, the three dissenting councilmen have called on Mayor George Latimer to veto the council action. The mayor's response is expected early this week.

If not for the National Cable Television Association, St. Paul would not have awarded any franchise. In May 1981, the council decided the city itself should own and operate the cable system. But before it could go ahead with its plans, it had to win the approval of the citizens in an April 1982 referendum. Fearing the establishment of municipal ownership in the a city the size of St. Paul would set a dangerous precedent, the NCTA spent $300,000 in the city urging citizens to vote against public ownership. The campaign must have been convincing: the citizens voted almost 2-to-1 against it.

Obscenity action

As Cincinnati's Warner Amex Cable Communications was indicted for allegedly "pandering obscenity" for carrying two Playboy Channel films (BROADCASTING, June 20), Rhode Island's governor signed into law an amendment making it tougher to yank licenses of cable franchise holders offering adult programing. Before the amendment, a Rhode Island franchise license could be revoked if the cable system shows programs "offensive to commonly accepted standards of morality and decency of the community." The amendment makes it possible only to lift the licenses if the programs "are adjudged by a court of competent jurisdiction to be obscene."

Storer suit

The Dade county district court in Florida issued a permanent injunction against the retailers of Jerrold SB3 cable television decoders following a piracy suit brought by Storer Communications Inc. Storer alleged that the retailer was selling decoders to basic subscribers of its Dade and Broward counties cable systems, who were then using the equipment for unauthorized descrambling of pay channels. The court also ordered defendants to surrender customer lists and equipment to Storer's cable subsidiaries. According to a Storer spokesman, decoders were sold for between $125 and $185 each and could descramble all pay channels. Storer emphasized the decision focuses on the selling of decoders for alleged piracy use rather than on the installation and use of equipment. In addition, Storer is seeking $350,000 in damages which the court said it would decide at a later date. The attorney for the defendants—Satellite Antenna Systems and Used TV Wholesale—said his clients "in all likelihood" would seek appeal. Storer said it will try to "convert" unauthorized customers of pay channels into paying customers before disconnecting service.

Fee foe

The FCC's Mass Media Bureau has denied the City of Mesa, Ariz., a waiver of its rules to charge Mea Community Cable TV Inc. and Golden Hills Cablevision franchise fees of 5% of their gross revenues, even though both cable operators had submitted statements of support for the higher fees. In denying the request, the bureau said the city had not made a showing that such a fee would be appropriate in light of its planned local regulatory program. "The information submitted by the city fails to provide detailed financial information on the cost of such a program," the bureau said. "That such a showing is required for the relief here requested to be granted is evident from the terms of the rule itself; from the legislative history of it... and from clear commission precedent applying the rule."

How to get better financing

GECC has practically written the books on broadcasting equipment financing and leasing. Now we have gathered some helpful information together in a kit that is yours for the asking.

This free two-part kit is crammed with facts, definitions and answers vital to doing business in today's economic climate, whether you are in FORTUNE's 500 or aspire to it.

Here is a sample of what we'll send you (Note: if you are unfamiliar with even one item below, your company may be spending too much on equipment financing):


Mail this coupon (or call 800-243-2222) for GECC's free financial kit and get acquainted with our way of doing business.

We believe we can demonstrate why it simply may be unwise to consummate a major financial deal without consulting General Electric Credit Corporation.

* In Connecticut call 800-492-2222
**Business Briefly**

**TV ONLY**

**Dixie Northern** □ Brawny hand towels will be featured in 13-week flight starting July 25 in 79 markets. Commercials will be carried in daytime, fringe, news and prime access periods. Target: women, 25-54. Agency: Scali, McCabe, Sloves, New York.

**Sunbeam Corp.** □ Appliance manufacturer will launch campaign in late August for three weeks and resume in late October for another three weeks in 21 markets. Commercials will be scheduled in early fringe and prime time periods. Target: women, 18-49. Agency: Burton-Campbell, Atlanta.

**Wohl Shoe Co.** □ Famous Footwear products will be advertised in four-week flight to start Aug. 1 in 16 markets. Commercials will be shown in daytime, early fringe, prime time and prime access. Target: women, 18-49. Agency: Tatham-Laird & Kudner, Chicago.

**Parker Brothers** □ Campaign for two new video games, "Death Star Battle" and "James Bond," begins mid-August and runs through mid-September. Separate spots will be used for each game. Flight for "Death Star" will be running in top 35 ADI's. "Bond" will run in top 25 ADI's. All dayparts as well as early prime will be used to reach children and teen-agers, ages 10 to 17. Agency: Dancer Fitzgerald Sample, New York.

**Kinney Shoes** □ Various shoe brands will be spotlighted in back-to-school campaign to start in mid-August for three weeks in approximately 60 markets. Commercials will run in all dayparts. Target: adults, 18-49. Agency: Sawdon & Bess, New York.

**De Beers Diamonds** □ Campaign for diamonds begins in August, with flight picking up in September and October. Late news and sports schedules, including U.S. Open tennis, will be used. About 25 Sunbelt markets will be used to target adults, 25-54. Agency: N.W.Hyer, New York.

**Colonial Provisions** □ Various meat products will be advertised in two-week flight starting in late July in six markets. Commercials will run in all dayparts. Target: women, 18-49. Agency: Casey Media Inc., Boston.

**H.P. Hood Inc.** □ Company is introducing Strassel's line of premium ice cream with spot television campaign in all New England markets on July 15, with flights scheduled on consistent basis throughout year. Hood is reported to be

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**Rep/Report**

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<th>KMJ(AM)</th>
<th>Apple Valley, Calif., to Weiss &amp; Powell, Inc., from Pro Radio</th>
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<td>WKBV(AM)-WY(FFM)</td>
<td>New Kensington, Pa., to Weiss &amp; Powell, from Masla</td>
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<td>KXIFAM(AM)</td>
<td>Pendleton, Ore., to Weiss &amp; Powell, from Tacher</td>
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<td>KJY(AM)</td>
<td>Amarillo, Tex., to Seltel from Torbet Young, starting July 1</td>
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<td>WOA(AM)-Oak Hill, Va.: To Katz Television Continental from Seltel</td>
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<td>WLR(AM)-Wichita, Kans.: To Hiller, Newmark, Wechsler &amp; Howard from Pro Radio</td>
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<td>WHRD(AM)-Champaign, Ill.; KKK(AM)-Memphis: To Eastman Radio from Christal Co.</td>
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<td>WSDR(AM)-Youngstown, Ohio: To Blair Radio from Eastman</td>
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<td>WFWO(AM)-Fort Wayne, Ind.: To Hillier, Newmark, Wechsler and Howard from Torbet Radio</td>
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<td>WBAZ(AM)-Durham, N.C.: To Hillier, Newmark, Wechsler and Howard (no former rep)</td>
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<td>WEN(TO)-Shelbyville, Ind.: To Christal Co. from CBS/FM National Sales</td>
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<td>KTH(AM)-Cincinnati: To Christal Co. from Weiss &amp; Powell</td>
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**Before you write the rail freight story, call this number and get it from the iron horse’s mouth.** 202-835-9555.

This press hotline is presented by the rail supply companies of the American Railroad Foundation.

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American Railroad Foundation
CAPTURE YOUR MOST WANTED AUDIENCE!

Angie Dickinson is POLICE WOMAN, the key to capturing young urban adults 18-49 like no other crime drama on TV! POLICE WOMAN. 91 hours. Available now!
Boom—the world of video games explodes on video! It's a new world of original programming that brings the excitement of the $10 billion video game industry to television.

Utilizing state of the art technology, and computer animation, The Video Game Challenge, makes home viewers feel like participants in the show. It's the kind of fast-paced entertainment that appeals to audiences of all ages.

Hosted by Bobby Sherman, each half-hour is composed of fascinating features in a magazine format.

**TOP 10 GAMES**
The video hit parade of the top 10 most popular games

**NEW PRODUCT CORNER**
Examining all the latest accessories

**HOW TO BEAT 'EM**
Hot tips on how to beat the best-known games

**BATTLE OF THE TITANS**
Weekly world championship matches

**PREVIEWS AND REVIEWS**
A look at the new home and arcade games

**ARCADES IN ACTION**
Visiting top game centers across the country

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**THE VIDEO GAME CHALLENGE**
52 Original Half-Hours
Advertiser Supported
Available September 1983
Celebration. To mark its 60th anniversary, Dancer Fitzgerald Sample last week released 32-page booklet containing facts, anecdotes, photos, case histories and other recollections. Titled “First 60 Years,” booklet traces DFS’s origin in Chicago in 1923 as Blackett Sample Hummert, profiles principals of BSH and DFS, outlines agency’s early involvement with radio (including Hummert’s contribution to development of “soap opera”) and describes its participation in early days of television.

Prizes galore. Peter Paul Cadbury will launch extensive network television advertising campaign in September to promote its “Treasure Island Game” contest. Six grand prize winners will be given free trip to two to St. Thomas in Virgin Islands. Total prizes are valued at $120,000. Agency is Dancer Fitzgerald Sample, New York.

Chicken man. Dick Orkin is bringing “Chickenman” radio promotional spots to television. New TV spots advertising radio stations will be built around station’s format. TV spots are supported by radio promos.

Championship effort. Carteret Savings & Loan Association, with 80 locations in New Jersey and Florida, has chosen Bob Mathias, two-time decathlon winner, as corporate spokesman in new spot television and print campaign that began last week in New York and West Palm Beach and Fort Pierce, both Florida. During commercials, Mathias will promote wide range of financial products and services, including savings and mortgage options, revolving consumer credit lines, stock brokerage services, commercial financing and home relocation programs. Mathias won decathlon in 1948 and 1952 and has been four-term congressman from California.

Investing $1.5 million in campaign, which spotlights Sid Caesar in TV commercials. Target: adults, 18-49. Agency: North Castle Partners, Greenwich, Conn.


Northrup King Co. Commercial seeds will be advertised in two-week flight to begin in August in six markets. Commercials will run in all dayparts during weekdays and weekends. Target: farmers. Agency: Duffy, Bringgold, Knutson, Oberprillers, Minneapolis.


THE CLASSIC POLICE ADVENTURE SERIES

THE BLUE KNIGHT

From The Best Selling Novel by Joseph Wambaugh

Available Fall 1983

★ Sold: METROMEDIA
    WNEW NEW YORK
    KTTV LOS ANGELES

LORIMAR
This week

July 8-12—27th annual Telecasting Programming Conference. Speakers include Paul Harvey, tvs commen- tator; Robert Wissler, executive vice president, Turner Broadcasting Systems, and Jay Finkelman, station manager, KTVU(TV) San Francisco. Red Carpet hotel, Milwaukee. Information: Warren Jones Jr, Secretary, TVPC, Air University Television, building 1402, Maxwell Air Force Base, Ala., 36112.

July 10-12—"Advances in High Definition Television," sponsored by Institute for Graphic Communication, Holiday Inn, Monterey Bay, Calif. Information: (617) 267-9425.

July 10-22—Missouri Broadcasters Association's 12th annual "minority broadcast workshop." School of Journalism, University of Missouri-Columbia, Columbia, Mo.


July 11-23—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 indicates new or revised listing.


July 13—American Women in Radio and Television, Holiday Inn, luncheon meeting. Sakowitz Post Oak, Houston.


July 14-16—National Federation of Local Cable Programmers annual convention, featuring teleconference between convention participants and panel of government and industry representatives in Washington, on First Amendment issues. Portland, Ore.

July 14-17—Colorado Broadcasters Association's 34th annual summer convention. Wildwood Inn, Snowmass, Colo.

July 15—Deadline for nominations for historic site designation for 1984. 75th anniversary year of Society of Professional Journalists, Sigma Delta Chi. Nominations to include individual or organization nominated.

Also in July


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

July 17-20—Fourth annual Penn State Conference of Journalism/Broadcast Designers Association sponsored by Penn State's School of Journalism of College of Liberal Arts. Penn Stat Sheraton Inn, State College, Pa.

July 18-19—New York State Broadcasters Association executive conference. Grossingers, N.Y.


July 20—National Association of Broadcasters' "SC Day USA," video teleconference in 21 U.S. cities I discuss how broadcasters can utilize their subcarrier channes, since FCC has eliminated restrictions limiting SCAs to services of broadcast nature. Information: NAB, 1771 N Street, N.W., Washington, 20036; (202) 393-3500.

July 21—General membership meeting of Caucus of Cable Producers, Writers and Directors. Chasens. Los Angeles.

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


July 24-25—California Broadcasters Association at radio-television summer meeting. Speakers include Senator Barry Goldwater (R-Ariz.) and Representative Al Slw (D-Wash.) on "Broadcast Deregulation—Is the Prec Curm Spectrum Fees?" Hyatt De Montre. Monterey Calif.

July 24-26—Institute for Graphic Communication con ference on computer and videodisk systems: Venue Inn, Monterey Bay, Calif.

July 25-Aug. 12—New York University, School of Continuing Education, summer workshop, "Cable Telev ision and New Video Technologies." N.Y.U. Information: NYU School of Continuing Ed cation, 2 University Place, Room 21, New York, 10003: (212) 596-2331.


July 29—Women in Communications meeting. Ho day Inn, Center City Chicago.

July 29—Opening of Smithsonian Institution's hibiton on 3M*A*SF*, with cast members present.

July 29-31—South Carolina Broadcasters Association 35th anniversary convention. Hyatt, Hilton Head, S.C.

Aug 1—Deadline for entries in 1983 World Hunger Media Awards, sponsored by singer Kenny Rogers and John Lennon Fund, to encourage and honor and to award those members of the media who have made significant contributions in bringing public attention to the world hunger crisis. Entries must be postmarked by Aug 10. Information: World Hunger Media Awards, P.O. Box 221, Des Plaines, Ill. 60016.


Aug 5—Kansas Association of Broadcasters sports minar. Kansas City Royals stadium, Kansas City, Mo.


Aug 7-12—World Conference on Community radio, sponsored by Association of the Radiodiffusers Commissaires du Quebec (AROU). University of Montreal, Quebec. Information: ARRO, Case Postale 250, succursale De Coster, Montreal, H2H 2N6, Canada.


Aug 14-20—Fourth annual Banff Television Festival, international television program competition. Banff Int. Alberta, Canada. Information, P.O. Box T020, Calgary, Alberta, Canada, T0L 0C0. (403) 762-6268.


Aug 16-18—Third annual WOSU Broadcast Engineer- ing Conference. Fawcett Institute for Tomorrow, Ohio State University Columbus. Information and offer of pa-


Sept 7—Super Track Day," sponsored by Cable Television Administration and Marketing Society Alliance. Atlanta, Ga.


Sept 7-10—"Southern Cable Television Association annual convention and exhibition. Georgia World Congress Center, Atlanta.

Sept 10—Deadline for entries in sixth Asia Video Festival, sponsored by the Museum of Asia Video. Information: JVC, Co. of America, 41 Slater Drive, Elmwood Park, N.J., 07407.

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

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

Sept 10-13—"Nebraska Broadcasters Association annual convention, celebrating its 50th anniversary. Holiday Inn Central, Omaha.


Sept 11-14—First International Cable and Satellite Television Exhibition and Conference (CAST '83), sponsored by England's Society of Cable Television Engineers (SCTE) and the Electronics and Communication Engineering Association of Britain, Electronic Engineering Association and The Economist magazine. National Exhibition Center, Birmingham, England. Information: 100 Gloucester Place, London, W1H 3RA; telephone: 01-497-4987.


Sept 15—Deadline for applications for certification exams of Society of Broadcast and Television Engineers. Information: Certification secretary, SBCE, P.O. Box 5084, Indianapolis 46250.


Oct. 12-13—Ohio Association of Broadcasters fall convention. Hyatt Regency, Columbus, Ohio.


Oct. 13-16—Ohio Association of Broadcasters fall convention. Epcopt Center, Orlando, Fl.

Oct. 16-18—North Carolina Association of Broadcasters annual meeting. Marriott hotel, Raleigh, N.C.

Oct. 18-20—Mid-America Cable TV Association annual meeting. Hilton Plaza Inn, Kansas City, Mo.


Oct. 23-25—Canadian Association of Broadcasters' Central Canada Broadcasters Association joint conference and trade show, "Communications Expo '83," Sheraton Center, Toronto.


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


November

Nov. 1-3—Atlantic Cable Show, Convention Hall, Atlantic City, N.J. Information: Registration supervisor, 6600 Grove Road, Thorton, N.J., 08866; (609) 848-1000.

Nov. 3-5—Eastern regional convention of National Religious Broadcasters. Aspen hotel, Parsippany, N.J.

Nov. 5-8—Missouri Broadcasters Association meeting, Marriott's Tropical, Lake of the Ozarks, Mo.

Nov. 7-9—Scientific-Atlanta's ninth annual Satellite Communications Symposium. Hyatt Regency-Atlanta, Atlanta.

Nov. 7-10—AMP-TV, international television marketplace, to be held in U.S. for first time. Fontainebleau, Miami Beach. Information: March Five, (212) 667-3484.

Nov. 10-13—14th annual Loyola Radio Conference. Hotel Continental, Chicago.


Nov. 14-16—National Translator/LPTV Association's 21st annual low-power television and FM convention. MGM Grand hotel, Las Vegas. Information:

Paul Evans, NTA/LPTV headquarters, (601) 237-2262.

Nov. 14-16—Television Bureau of Advertising 29 annual meeting. Rivera hotel, Las Vegas.

Nov. 17-19—Arizona Broadcasters Association fall convention and 31st annual meeting, running concurrently with Arizona Society of Broadcast Engineers convention and technical exhibit. Radisson Scottsdale Resort, Scottsdale, Ariz.

Nov. 23—Presentation of World Hunger Media Award sponsored by singer Kenny Rogers and wife, Wanda. United Nations, New York.

• Nov. 30—Deadline at school level for 37th annual Voice of Democracy competition in national broadca.

scriptwriting program, sponsored by Veterans of Foreign Wars of the U.S. and Daughters Auxiliary in cooperation with National Association of Broadcasters and state associations. Students in 10th, 11th and 12 grades are invited to compose during fall term for $32,500 in national scholarships and $5,000 in local prizes. Theme for recorded entries: "My Role in Upholding the Constitution." Information: Community VFW post.

December

Dec. 6-8— Arbitron Radio Advisory Council meeting South Seas Plantation, Captiva Island, Fla.

Dec. 11-12—National Cable Programming Conference sponsored by National Cable Telecasting Association to include presentation of Awards for Cablecasting Excellence. Event precedes Western Cable Show (see below). Biltmore hotel, Los Angeles.


January 1984


Jan. 11-13—Arbitron Television Advisory Council meeting, La Costa hotel and spa, Carlsbad, Calif.

Jan. 16-20—National Association of Broadcasters board meeting, Palmas Del Mar hotel, Humacao, Pue to Rico.

Jan. 18-20—Texas Cable TV Association annual convention and trade show. San Antonio Convention Cen ter, San Antonio, Texas.


Bob Hughes, program director, WASH-FM (Washington), joins WPTM (Bethesda, Md., as operations manager, not Jim Keating, as announced in "Fates and Fortunes," June 27. Keating is vice presi dent and general manager of WDT.

In June 27 list of independent TV stations, KTXA-TV should have been identified with Fort Worth, Tex., not Fort Wayne, Ind.

Vince Wasilewski, winner of 1983 National Association of Broadcasters Distin guished Service Award, is with Washington law firm of Dow, Lohnes & Alberson, not Kirkland & Ellis as listed in July 4 issue.
We've got 365 all-stars to play any position in your lineup

April 7, 1963: Jack Nicklaus wins his first Masters championship at age 23.
April 8, 1974: Hank Aaron hits his 715th career home run to break Babe Ruth's record.
April 9, 1959: The Boston Celtics complete the first-ever sweep of the NBA finals.

These are just examples of the classic "This Day In Sports" memories that will thrill your audience.

Emmy-Winner Bud Greenspan, America's foremost sports filmmaker, has created a viewer-grabbing 20-second vignette spotlighting a sports milestone for every day of the year.

This Day In Sports is a flexible format. Create your own 60-second miniprogram by combining these vignettes and your advertiser's commercials. Use them by themselves, or in and around sports or news programming. Either way you get powerful, timeless audience appeal.

This Day In Sports is already a success on the CBS O & O's. Work these all-stars into your lineup and watch them perform.
The First Amendment threat of libel suits

A broadcaster who doesn’t worry about being sued for libel either doesn’t do any news or public affairs programming or is living in the tranquility of another era. If there is a single issue in journalism in the 1980’s that threatens the First Amendment rights of broadcasters and the public’s right to be informed about important issues, it is the increasing number of libel suits filed against media organizations.

Richard S. Salant, the former president of CBS News and adviser to NBC, and hardly an alarmist, recently wrote that libel has become “a terrifying problem.” And he said, “Talk about ‘chilling effect.’ There can be no question that stories that ought to be done are not being done because of the recent spate of libel judgments.”

Consider for a moment the hostility that juries have recently demonstrated toward media defendants in libel suits: A few years ago, a jury awarded $26.5 million to a former Miss Wyoming who claimed a fictional story in a magazine was actually about her. (Even the judge thought the award was excessive and reduced it to a mere $14.5 million.) Not long ago, an Illinois newspaper lost a $9.2-million suit for a memo that was never published.

In July 1982, the Washington Post lost a $2-million suit to the president of Mobil Oil. While the trial judge recently overturned the jury’s verdict, the case demonstrated again that a jury can be both confused by libel laws and hostile to the First Amendment claims of media defendants.

And in a case that could have an especially chilling effect on aggressive television news coverage, ABC and its owned television station in San Francisco settled with Synanon Foundation for $1.25 million. It was reported that ABC, which had defended the suit for four years, spent an astonishing $7 million in legal expenses.

General William Westmoreland’s $120-million libel suit against CBS has gotten substantial publicity. So has the $21-million suit against the Wall Street Journal. A number of other suits are pending against both small and large broadcasting organizations.

Current libel laws are in serious disarray and much of the blame must be placed at the doorstep of the Supreme Court. Ever since the court began the process of establishing national standards in New York Times v. Sullivan in 1964, it has tried unsuccessfully to balance First Amendment and reputational interests.

In developing several tests to determine if the subject of the news story is a public or private figure and whether the controversy involves a public issue, the court has caused so much confusion that even the most perceptive journalist does not know in advance what standard of liability will be applied in a particular case. Guessing wrong can be very expensive.

For a number of reasons, broadcasters, who already suffer under “second-rate” First Amendment status, are especially susceptible to libel suits.

Judges and other government officials have been unashamed in their zeal to single out broadcasting for separate constitutional status. For example, in 1978, the Supreme Court, in deciding FCC v. Pacifica Foundation, talked about broadcasting’s “pervasiveness” and the need for the public to be protected from its effects. Recently, a Phoenix judge prohibited an artist from a TV station from using sketches of a trial, citing the effects of TV. Reporters from other media were not covered by his order.

Three out of four libel cases that are decided by juries are won by plaintiffs. Broadcasting’s visibility and impact make it an easy target for jurors who want to teach the messenger that it’s not nice to bring bad news.

While the recession has been hard on the budgets of news departments, more and more stations seem to be experimenting with “investigative reporting” in smaller and smaller markets, often with less experienced people who do not do such reporting full time and find production help and expensive legal counsel less than fully available. The audience rightfully demands investigative stories, but with a growing fondness for “ambush” interviews and other investigatory techniques, there is the potential for serious libel and privacy problems.

Few industries could claim a more transient population than broadcasting. As salaries for on-air talent continue to skyrocket in the larger markets, newspersons in small and medium markets, anxious to put exciting stories on their audition tapes, will not care about their former employer who left to defend the libel suit; the idea is to get something on tape that will attract the attention of the busy news director in the next market.

Broadcast journalists seem remarkably uninform ed about libel statutes and case law. Because the frightening number of libel suits against the media is a relatively recent phenomenon, few were schooled in libel during their training. It doesn’t take a lawyer to exercise reasonable caution; foolish mistakes such as misidentifying people, showing generic shots of patrons in a bar while talking about alcoholics, and other errors can be avoided.

The editing of videotape allows tremendous flexibility. Question A can be matched with answer B; comment C is combined with comment D, and with a quick cutaway, the audience has no way of knowing audio was cut out. Broadcasters can add later that they have three days on the witness stand to explain to the jury why they were being clever in the editing room.

Even meritless suits brought to harass broadcasters can be costly to defend. Any one who has provided subpoenaed documents, scripts and tapes knows that responding to court orders can be an enormous drain on the resources of journalistic organizations. And libel insurance is not the answer.

It is easy from the safety of a college campus to urge broadcasters to continue to cover important issues that they know may lead to libel litigation. Yet it would be tragic if the exercise of self-censorship during this difficult period were to deprive listeners and viewers of information they need to make intelligent decisions as citizens and voters.

Our society legitimately recognizes the right of individuals to be protected from irresponsible reporting. But in the process, we cannot rob the First Amendment of a substantial part of its vitality.
EASTMAN RADIO

proudly announces
its appointment
as national sales rep

WLW & WSKS
Cincinnati/Hamilton
Seven Hills Communications, Ltd.

Selling spot for 25 years.
NUMBER ONE IN ALL THE RIGHT PLACES.

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IT TAKES FIRST RATE AFFILIATES TO GET FIRST RATE RESULTS.

Source: May 1983 NSI & Arbitron. All Markets. Sum of audiences to each network's primary affiliates Mon-Sat 8:00-11:00 PM & Sun 7:00-11:00 PM NYT. Data based on estimates available on request.
TV network upfront sales tentative; spot coming on strong

Agencies are less sanguine than ABC and NBC about how soon purchases will begin; both radio and television spot anticipate increases

Television networks and advertising agencies are divided as to the course of the upfront buying market for the new prime season: agencies see no prospects for an early outburst of purchases, while networks express confidence that upfront activity will break out this week or next.

Networks acknowledge that buying has been at a virtual standstill since theRalston Purina Co., the traditional first buyer of upfront, revealed its commitments last month (Broadcasting, June 20). Networks had expressed confidence that the buying spree would begin after the Fourth of July but acknowledged last week that movement had not started although they cited many proposals "in the pipelines."

Advertising agencies said the reason for the stand-off stance is purely economic. Although they concede that network pricing is moderate than in previous years, it is still considered excessive, considering such factors as network audience declines, the general state of the economy, the position of individual industries and advertisers, and the opportunities offered by other media.

While neither agencies nor networks would specify the amount of increases sought, agencies indicated the initial proposals called for double digits. Agencies suggested they were looking toward average price rises of less than 10%, contending that advertiser budgets vary from less than 10% hikes to about the same as last year.

The agency characterization on ad budgets was at variance with a viewpoint expressed by Bob Blackmore, NBC-TV senior vice president, sales. He said that advertiser budgets are up significantly over last year, usually by "double digits," and predicted that the percentage increases in cost-per-thousand will be "in the teens somewhere—I can’t say where just yet. The next two weeks, Blackmore said, should see business "really begin to move."

"The plans are being filled with plans—not only here but at the other networks, too. I’m sure. The plans are being analyzed [and advertisers] are getting ready to do business," Blackmore said. "It’s just waiting to happen," he added.

Unlike a year ago, he said, all the economic news now is upbeat. He cited last week’s figures on auto sales for the 10 days at the end of June: General Motors up 44.3% from a year ago, Ford up 76.8%, Chrysler up 58.6% and the Big 3 together up 55.2%.

"Auto sales increases," Blackmore noted, "are the key to a lot of things in the economy. The outlook is good. The [network TV] market is strong.

■ John M. (Jack) Otter, senior vice president and director of network programing for SSC&B, insisted budgets of many of the larger advertisers are not jumping appreciably, if at all. He cited Procter & Gamble and General Foods as examples of advertisers moving heavily into other media (P&G in syndication and GF in cable television). Otter also noted that such heavy network TV advertisers as computer and motion picture companies are reducing their investment in network.

"It’s the big companies that count," he said. "A network would rather have two or three large advertisers rather than seven or eight small ones that may be increasing their budgets. For the amount of money the networks have been asking, the demand is not there."

■ H. Weller (Jake) Keever, vice president, TV network sales, ABC-TV, agreed there "have not been a lot of sales made" but expressed the view that activity would begin this week and continue in upcoming weeks. He said there are currently about 55 plans in the hands of agencies and eight of them are "on hold" awaiting client approval.

■ Robert (Buck) Buchanan, executive vice president and U.S. media director of J. Walter Thompson Co., said the agency has not bought any upfront programing but has "several holds." Buchanan checked several of JWT’s branches throughout the U.S. and said that clients were adamant about refusing to pay double-digit increases for reduced network audiences.

"Another factor we noted was that this year the networks’ estimates of performance tended to be higher than in previous years, as compared with agency estimates,” Buchanan stated.

■ Joseph Ostrow, executive vice president and director of communications services, Young & Rubicam, said there has been "no action" at Y&R. He said the marketplace has been "slow in forming," and attributed this sluggishness to high network pricing. "It’s true that initial pricing has been lower than in the past but it’s still higher than the marketplace requires," he said. "We are exploring other options."

As Buck Buchanan of JWT remarked, "One day the dam is going to break—but when?"

Two views of the upfront market

NBC’s Blackmore: "It’s just waiting to happen."

Y&R’s Ostrow: "Pricing is still higher than the marketplace requires. We are exploring other options."

Good getting better in spot

Spot television appears headed for at least a 9%-12% increase in the third quarter of 1983, after a first half that advanced at least that much over the comparable period of 1982. National spot radio business will experience steady growth throughout the third quarter after a first half that is estimated to show moderate gains of 8%-10%.

That was the broad consensus that emerged last week from a sampling of spot sales leaders, although some individual projections exceeded those parameters and some fell below.

Roger Rice, president of the Television Bureau of Advertising, which keeps a close watch on TV sales through both its station representative members and its member stations, said he would have harder figures in a few weeks when returns are in from TVB’s second-quarter time sales survey, which has
proved remarkably accurate over the years. 

In the meantime, he estimated spot's first-half increase at 9%-11% and predicted the third quarter would be in the 12%-15% range. And, Rice added, "We expect the fourth quarter to be very strong."

(Rice also noted that despite the growth of spot buys, local sales are turning in even bigger percentage gains. In the first quarter, TVB's time sales survey showed spot up 10% and local up 14%. For the second quarter he estimated spot's increase at 9%-11% and local at 14%-16%, and said he expected local to continue to grow at about that pace in the third quarter.)

One thing all agreed on—and emphasized—was that, as always, business varies by region and by market. As one rep put it: "A station manager whose business is up 6% hears that spot business generally is up 10% or 15% and he wants to know why he's not getting his share. But that's the way it works. Some stations are doing well above average. Unfortunately, when you talk about an average you know that the ones performing above it are offset by others performing below it."

Bob Kizer, president of Avery-Knodel Television and of the Station Representatives Association, said his firm's first-half sales showed a 13% gain on a same-station basis and that the third quarter, after a slow selling start, is beginning to look good.

"If you had asked me two or three weeks ago," Kizer said, "I'd have had to tell you the third quarter looks very soft. But it has been building and it's very active now—particularly Procter & Gamble, which is spending a lot of money...I'm very encouraged about the outlook now."

Kizer said he was confident Avery-Knodel would match "the industry's projection of a 12%-14% gain this year."

Walter A. Schwartz, president of Blair Television, found the first half "pretty good," up between 10% and 11%. That's better than the 7%-9% Blair had projected early in the year, when the second half was expected to be the stronger half. The third quarter, Schwartz said, is starting with no great strength. July and August are "very soft," but September looks "pretty strong." That's pretty much the way the second quarter went, he said, with April "terrible," May a little better and June strong.

"We think there'll be a strong fourth quarter, with the strength starting in September, so we'd really have a four-month quarter," Schwartz said. "We originally figured the year would be up about 11%. I think we'll make that, and with a little luck the 11% could turn out to be conservative."

John J. Walters Jr., president of Harrison, Righter & Parsons, called the first half "good," but the third quarter something less than that. "If we still had the FCC (financial figures)," he said, "I think they would show the first half in the 10%-12% range."

But the third quarter started slowly, he said, and despite a recent pickup and the outlook for a better August and September, he thinks the July softness will keep the third quarter's growth to somewhere between 6% and 9% over a year ago.

Part of the July problem, Walters suggested, was that the networks, particularly CBS-TV, were later than usual in selling their own third quarters, and that "slowed spot down."

Another part of the problem was that spot has had two strong third quarters back to back, with gains "in the high teens" last year and in 1981, making the target more difficult.

Although he said he doubts third-quarter gains will match the pace of the first half, Walters is optimistic for the long haul—and for the fourth quarter. "I think the economic recovery will be well entrenched by then," he said, "and we're looking to a strong 1984 for all the usual reasons," including a shortage of inventory thanks to the coincidence of the Olympic games and the presidential election.

Bill Fagan, executive vice president of Petry Television, put first-half increases at 10% to 15%. For the third quarter, his experience was that "the initial wave started strong" but that now, for many markets (but not for all) activity is slowing down.

"It's not that the market sort of slowed down, he said. "We have some small markets going through the roof, and some big markets that are hurting. The usual patterns just don't seem to apply."

In these circumstances, he didn't feel he was yet in a position to put a sensible figure on anticipated overall growth for the quarter.

Jack Oken, president of MMT Sales, reported his firm's first-half sales were up 13% on a continuing stations basis, and said he expected third-quarter gains in the 10%-12% range.

The third quarter started soft but "sales have picked up in the past few weeks," Oker said, "and we expect a strong fourth quarter too," with gains then reaching the 15%-16% area. For the full year, he said, "we think we'll be up 13%-14%.

As for radio projections for the third quarter, national spot billings increases range from 6% to 15%, depending on which rep you talk to. On the conservative side is Blai Radio. In its third-quarter outlook being offered to client stations this week, Dick McCauley, senior vice president/stations says the third quarter looks similar to the second quarter, "although more help is expected from Chicago, Dallas and perhaps Detroit."

McCauley projects a 6% increase for the third quarter over the same time last year, up slightly from his estimated 5% gain for the second quarter. The first half was up 5% to 6% by year ago, McCauley said. He said billings out of Chicago which, according to Radio Expenditure Reports Spot Radio Business Indicator, was off 2% from January through May, are beginning to see a turnaround, although farm business has been down since the beginning of the year. "There is more diversified account activity," he said.

Perhaps the most possible outlook for third-quarter business was reported by Ellen Hulleberg, executive vice president of McGavre United Guild Radio, who sees national spot in the first half finishing 9% to 10% ahead of last year with gains ranging anywhere from 10% to 15% for the third quarter.

However, Hulleberg said spot sales in June have been "soft" after an "unbelievable" May. The Station Representatives Association released national spot figures last week showing an increase for May of 12.6% (see "Riding Gain," page 35).

Regionally, Hulleberg said that based on RER's Spot Radio Business Indicator from January to May (year to date), the East was up 19% in billings; the South, up 11%; the West, up 8% and Midwest, down 2%.

Hulleberg also pointed to a new McGav- ren Guild-commissioned media plan study conducted by Ted Bolton Associates and released late last week as an encouraging sign for spot radio's growth. Based on nationwide sample of 155 media planner and buyers, 41% indicated they will be buying more spot radio in the upcoming year. Fifty percent said they will stay at the same level as this year and 8% noted the
Stakelin’s sights set on making radio even hotter

Radio Advertising Bureau’s new president sets up shop, runs down long-term goals

“This is not an abrupt changing of the guard… it’s an increase in staff,” said William Stakelin, the former chairman of the National Association of Broadcasters and executive vice president of Bluegrass Broadcasting, Lexington, Ky., who assumed the presidency of the Radio Advertising Bureau last Tuesday (July 5). That date climaxed a year of change and uncertainty for the bureau whose board last summer perceived a need to strengthen top management and moved the then-RAB president, Miles David, into his current position of vice chairman and chief executive officer (BROADCASTING, July 5 and 12, 1982).

Stakelin, who now oversees the day-to-day operation of the association, reports directly to RAB’s executive committee and board directors and not to David. But, Stakelin says, he sees himself and David, who had been in charge of the association for 17 years, as RAB’s new top management team poised for the future. “Miles David has done an excellent job in running the RAB… I have the utmost respect for him and I’m really looking forward to the opportunity of working beside him,” Stakelin said in an interview with BROADCASTING. How the specific managerial duties will be divided has not yet been decided.

The idea of appointing a new RAB president was not immediately pursued after last summer’s decision by the board. RAB board members studied various options including a plan to hire two executive vice presidents under David—one for national sales and another for local. That idea was dropped at the board’s semi-annual meeting in San Diego last October when it decided that a single president in charge of operations would be more practical (BROADCASTING, Nov. 1, 1982).

Stakelin, who accepted his new position less than 48 hours after RAB chairman Richard Chapin offered it to him during the NAB convention in Las Vegas (BROADCASTING, April 18), said his “ultimate long-range goal” is to make the RAB an absolute necessity to join for every broadcaster in America. The current roster of RAB members stands at 3,800. “This association should have the manpower and ability to meet the needs of small- and large-market stations,” he added.

Other shorter-range goals Stakelin outlined were:

■ Developing an overall marketing plan for RAB. He said RAB has to know what it wants to accomplish and how to go about doing it.

■ Aggressively encouraging advertisers and ad agency executives to use radio as an advertising medium. “We want to be dealing with the decision makers,” Stakelin said.

■ Establishing “ongoing” intensive sales training seminars in several parts of the country. “For many stations it’s really a task to find good sales people. I would like to see every radio sales person on the same level with your IBM and Xerox sales people,” he said.

■ Creating a national computer network by which all of RAB’s sales resource material can be accessed by local stations through computer terminals. RAB has a good deal of data currently on an in-house computer.

Stakelin said he would like RAB to have a “very high profile.” What does he see as his greatest strength? Being people-oriented, having the ability to put the right people in the right place. “We want the most aggressive sales-oriented people at RAB,” he said.

Stakelin said the door is not closed to an all-industry radio meeting in the future. “I intend to pursue that concept with NAB President Eddie Fritts,” Stakelin said. Although he had no idea what type of format

would buy less spot radio. One percent had no answer.

“Our regional managers are all optimistic regarding current and future account activity,” said Michael Bellantoni, executive vice president for Torbet Radio, in the rep firm’s third-quarter outlook report. However, Bellantoni said, “short lead time and rate pressure including low cost-per-point levels continue to persist.”

Bellantoni predicts an 8%-9% increase in national spot for the first half of 1983. As for regional activity, Bellantoni’s analysis basically agrees with that of Hulleberg except that he sees the billing out of markets in the Northeast as mixed.

Bruce Belvins, senior vice president/administration for the Christal Co., said third-quarter spot activity should be up 10%-11% over last year. “The economy has picked up and business is picking up,” he noted.

The top 25 markets did quite well from January to May (up 8%-9%) but business out of markets 26 through 50 has been slacking off, he said. This is due primarily, he said, to the increased interest in “lined” network radio. Advertisers and ad agencies can purchase time on two or three networks in markets 26-50 “and reach their gross rating point goals much easier,” he said.

Belvins agrees with his colleagues on what parts of the country the spot dollars are coming from and says that the East is “generally good.” However, he added that many Southeastern markets seem to be the slowest to recover from the recession.

Roy Lindau, vice president/marketing for Major Market Radio and chairman of the National Radio Marketing Group, does not agree with some of the other reps that national spot business in the third quarter will witness an upswing. Lindau said he already sees business in June, July and August being “very soft.” He also agrees with Belvins that spot business in the top markets is continuing at a strong pace but spot activity below the top 25 cities has declined due to the “popularity” of network radio.

For these reasons, Lindau sees the third quarter remaining somewhat flat over the same time last year. He projects that spot radio in the first half, however, will run close to 10% ahead of last year.

Lindau highlighted spot billing activity for several key markets based on RER’s Spot Radio Business Indicator from January to May. New York was up 17.6%; Los Angeles, down 1.7%; San Francisco, up 31.2%; Philadelphia, up 48%; Detroit, down 6.5%; Dallas, up 16%, and Atlanta, up 5.6%. □
such a convention would have, he noted that there was no desire on the part of RAB to combine its managing sales conference with the NAB programming conference ("Closed Circuit," May 9), a topic of conversation at last winter's RAB conference. Both meetings contain working sessions that attract different types of audiences, Stakelin said.

Stakelin said there are no plans to change RAB's current ad campaign, "Radio. It's Red Hot." He noted that the association's board of directors authorized increased expenditures for the campaign in May.

David still has just over three years left on his four-year contract. Stakelin's contract will be renewed annually. "I'm not looking for a long-term contract. If I'm not doing the job for RAB, I don't belong there," he said.

**Talks to solve problems within hemisphere back on again; second draft of plan with IRFB board**

"We're at a gridlock," said a U.S. delegate to the Region 2 conference in Geneva that was struggling to generate a plan for the use of direct broadcast satellite service in the 12 ghz band. "We're at that point where things are looking tight, blocking development of a plan—and where people are talking in corridors and over lunch to ease the situation." Actually, there had been movement—but not always in the direction the U.S. liked—and in the days that followed the "gridlock" comment last Tuesday, the trend continued.

Indeed, last Thursday, with the five-week conference scheduled to end this Saturday (a day behind the planned schedule), Ambassador Abbott Washburn was unable to muster any optimistic forecast as to the ability of the U.S. to secure the goals it had gone to Geneva to achieve, whether in terms of orbital slots and channels or of the flexibility the U.S. has long maintained should be built into the plan and the procedures for modifying it. The key problem is the large number of channel requirements that the western hemisphere countries have submitted—some 2,000. What's more, U.S. troubles with Canada seemed far from resolution as ever, despite Canada's initiative to restart stalled talks, this time on a trilateral basis with Mexico as a third participant. There was the related—and, for the U.S., the critical—problem of how to secure from the conference agreement on a technical parameter for satellite signal strength the U.S. feels is essential to development of direct broadcast satellite service. It was a problem the U.S. last week seemed unable to solve. It had not been announced. Washburn was cautious when asked at a press conference about the U.S.'s chances of achieving its goals: "We'll be in a better position [to answer that] after reviewing the second draft" of the DBS plan that the planning committee of the conference had prepared a few hours earlier. The planning committee had based it on modifications and clarifications of requirements 38 countries and groups—12 more than are actually participating in the conference—had submitted. Wednesday, "It looks better than the first," Washburn said. Then he added, perhaps hopefully, "There will be a third," and final, draft.

Actually a variety of plans were being put forth by week's end. The U.S. provided one as did Canada and Cuba—that one was later modified by Ecuador. Two working groups were set up to study the plans, one directed to consider both the U.S. and Canadian plans, and the other the Cuba-Ecuador proposal.

The U.S., with eight DBS applications already approved and three awaiting FCC review, and U.S. officials believe, others would be DBS entrepreneurs waiting in the wings, is seeking eight orbital slots with the maximum 500 mhz of space at each accommodating 32 channels (for a total of 256) and the flexibility to permit growth with relative ease.

Whatever improvement was evident in the second draft of the planning committee plan resulted largely from countries relaxing requirements on groups of Earth Stations, mini evaluation and number of slots and eclipse-protected times. There had been few reductions channel requirements. And one expert, a presumably objective observer, was not sanguine about prospects for a successful plan burdened with so many channel requirements. Richard Kirby, an American who for nine years has headed the CCIR (the International Radio Consultative Committee), a technical arm of the International Telecommunications Union, said: "There will have to be a compression of requirements for a technically sound plan to be drawn. I don't see a way to satisfy the sum total of requirements on a satisfactory technical basis."

Tight as the plan may be, the American were not considering abandoning any significant requirements, but they did agree to give an hour of eclipse-protected time (back from 1 a.m. to midnight) at each of its positions, and to move some of its position farther west—as far as 175 degrees (from 170 degrees) west longitude in the western most case. The result is to extend the usable arc 15 degrees.

With the plan remaining tight, American hopes for flexibility apparently are not what they were before the delegation left for Geneva. Leslie Taylor, Washburn's legal assistant and a member of the delegation, noted that "the tighter a plan," the more difficult it is for a country to change its facilities or add to them without risking interference to another country's service. Of course, in implementing the plan, countries can resolutely different. But the plan emerging at Geneva does not indicate that would be easy. More than that, Taylor observed, in what could be the first concession by an American that the U.S. passion for flexibility is no being returned in Geneva, said, "ITU con concerns tend to be conservative. Countries want to know what they get and the extent to which they must protect and are to be protected. So it's always difficult to build flexibility."

George H. Montgomery, who is director general of international relations in Canada's Department of Communications and who alternate head of the delegation, indicated last week he had moved to restart the talk with the U.S.—broke off 10 days earlier—because of concerns that the two countries would lose the ability to influence the conference. "Events of the conference push us back into the room again," he said. This time he brought the Mexicans, headed by Luis Valencia, who is also serving as chairman of the conference. "There's a need o the part of the three North American countries to get together on a North America sector we can support and that can be integrated into the region's requirements," he said.

But accommodating the requirements of the three countries has proved difficult. Give
In U.S., Canadian and Mexican orbit location requirements—eight, six and three and one half (Mexico will share one with another country) respectively—the technicians are trying to find a way to achieve deals of 10 degrees separation between a country's satellites, 20 degrees elevation of the slots and midnight eclipse-time protection. After the op-level members of the respective delegation had failed again, on Thursday, to achieve a breakthrough, Washburn was heard to remark, "I'm deeply disappointed."

Canada's immediate concern is that "sufficient" protection be afforded three interim systems it plans as a means of establishing its DBS services. But Americans say Canadian requests that the U.S. afford some Canadian satellites up to 5 db protection and move some American satellites closer together than 10 degrees are unreasonable and, they add, undoable. Montgomery returns the compliment. "It doesn't help us when the U.S. asks 10 degree separation between its satellites and squeezes in on Canadian positions with eclipse time of 10 or 11 p.m." But he conceded that one of Canada's proposals would have required some U.S. satellites to be located within 9 and 8 degrees of each other. "That's when the talks broke down," he said. (The American version is that one of the plans would have required a 7-degree separation.)

But it is the issue of signal strength on the ground, described as power flux density, that in many ways has dominated the conference since the Technical Committee three weeks ago recommended that planning be based on minus 107 pfd to the square meter. That was the "Brazilian compromise" between a Canadian proposal for a pfd of minus 100 to be square meter and a U.S. one for a much higher power of minus 105 pfd to the square meter. The U.S. regards its proposal as critical to the development of high-definition television and to some MAC (multiplex analog component) systems that offer much better color quality than is now available, as well as making possible the use of small (three-quarters of a meter) receive antennas that would be expected to permit expansion of the DBS market in the U.S. "I've been besieged by operators and the networks to do our best to have the conference come out with higher power," Washburn said. "I don't know if we'll be successful," he said, "but everyone will know about it."

Canada's situation is different. It is hitching its DBS plans to cable television systems that already are available to 80% of Canada's homes. Canada contends it does not need high power satellites to feed the large receive antennas that will relay the signals to Canadians via cable. Still, Montgomery said, "We'd have accepted the minus 105 pfd provided we had the degree of protection needed—equal pfd at the border." The U.S., in the lobbying campaign it has been waging, in one-on-one contacts and in "information documents" distributed to all delegates, maintains that the use of larger, more sophisticated receive antennas in a country (like Canada) employing low-power satellites could screen out interference. Besides, said the FCC's Edward Jacobs, "The db doesn't make the difference between [foreign] signals and no signals, it makes a difference only in the quality of the signals."

And Montgomery acknowledged that Canada's concern is not simply technical, that its long-expressed concern about cultural dominance by the U.S. is at work. He said Canada's position contains "an element of protection of Canadian programming—and discrimination against U.S. programming."

Alma H. de Costa, of Brazil's ministry of communications and a delegate, makes no secret of that concern. But another factor enters into Brazil's consideration—the so-called rain attenuation problem.

Parameters are to worst climatic conditions, and the power Brazil would require to penetrate the heavy rainfall in the country with a power flux density value of, for example, minus 107 pfd to the square inch would be sufficient to provide excellent quality pictures in clear weather.

For all of the work done on the issue by the U.S., it was far from clear, at week's end, that it would prevail. The conference seemed to be closely divided. The U.S. had been able, in a plenary meeting, to persuade the conference to refer the matter back to the Technical Committee for reconsideration. And in a lengthy debate on the issue on Friday, the U.S. was supported by the United Kingdom, Venezuela, Mexico and Chile, while its opponents—Canada and Brazil—had the support of Cuba, Peru and Colombia. The meeting ended without a resolution of the issue. The committee did not want to take a vote—a sign of failure in an ITU conference when all issues are normally settled by consensus. The contending parties were to discuss the matter with an effort to settle the matter, by consensus or vote, on Saturday or Monday.

Despite such developments, it would be too much to say the U.S. delegates are developing an "us against them" attitude. The spirit is buoyant. But there is also a steeliness evident. "We are not going to give up everything to get a plan," said one well-placed delegation member. "We're not going to give up a big chunk of what we want to get a plan." That seems in line with the statement of an American delegate who, when asked if the conference would succeed in developing a plan, said: 'That's the wrong question. The right question is: Will the conference adopt a plan acceptable to the U.S.?'"
ers) and KEZI-TV Eugene, Ore., to Carolyn S. Chambers, and one system (9,000 subscribers) to Donald Tykeson. Both buyers are principals in Liberty.

TCI and American Television & Communications, each with around 2.2 million basic subscribers, have been battling for the title of the nation's largest MSO. Once the Liberty and TCI deals are closed, none will be able to challenge TCI's claim to the number-one spot.

According to Tele-Media President Robert Tudek, the TCI deal excludes the few cable systems (approximately 5,000 subscribers) that Tele-Media manages as well as Tele-Media Constructors Co., a cable construction company that builds about 1,000 miles of plant a year.

Tele-Media, owned equally by Tudek and Executive Vice President Everett Mundy, plans to keep its hands in cable. A hearing examiner in Connecticut last week recommended the company to the Connecticut Public Utility Commission to receive the cable franchise for 16 communities in the northeastern part of the state (Area 13). Tudek expects the PUC to award the franchise to Tele-Media at a July 19 meeting. Freed of the day-to-day onus of operating a large cable company and enriched by TCI's cash, he said, Tele-Media also hopes to explore "exciting opportunities in cable and allied fields," including possibly broadcasting.

Since its beginning as a 386-subscriber system in Columbiana, Ohio, in 1970, Tudek said, Tele-Media has grown rapidly, most through acquisitions. The company would be about 65,000 subscribers larger today, but for several sales of systems over the years.

Tele-Media was in the market to sell a few more systems three or four months ago, he said, when TCI began making inquiries. "One thing led to another," he said, and TC eventually agreed in principal to buy all the operating systems.

**TOP OF THE WEEK**

**MMTC: New set of initials to reckon with in Washington**

Major groups that started out with a lower-case caucus are going all out as trade association; most striking feature is caliber of board

A new Washington-based trade association has been spawned from the earlier creation of a caucus of major station group operators. The caucus, representing roughly 42 companies, was formed last month to give group owners a Washington presence before Congress and at the FCC (BROADCASTING, June 13). After a meeting in Washington last week, however, the caucus's steering committee agreed to establish a new association—the Major Market Television Caucus.

According to the committee's temporary chairman, David Henderson, president of Outlet Co.'s broadcasting division and a chief organizer of the caucus, the goal of their organization is to "be an influence in the shaping of regulation and legislation that affects this industry." The group operators also are members of the National Association of Broadcasters, but they feel their point of view is underrepresented in Washington. Caucus members have expressed concern that there ought to be a more specific focus on the needs of TV station operators. "We don't want to be encumbered by matters of interest to other segments of the industry," Henderson said.

The association, Henderson explained, is open to any television operator in the top 50 markets. Originally the caucus was formed solely as a voice for station group operators. The only operators excluded from joining the association, he said, are the network owned and operated stations.

MMTC's organizational structure is still being formulated. Among the first moves was to convert the steering committee into a board of directors, which will include 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 Communications; William Schwartz, president and chief operating officer, Cox Communications; Dudley Taft, president, Taft Broadcasting; Joel Chaseman, president, Post-Newsweek Stations, and Henderson. Chaseman and Dougherty did not attend the first meeting. Henderson said one other board position may be added and that officers will be elected at their next meeting on Aug. 18.

During the August meeting the board will review proposed bylaws and a dues structure to be drafted by Washington attorney John Lane of Wilkes, Artis, Hedrick & Lane. Lane is also on retainer with Westinghouse Broadcasting. Once the formal structure is in place, Henderson said, the association will seek members. Henderson predicted, however, that the majority of companies that formed the original caucus will stay. Included among the 42 station groups now part of the caucus are: Metromedia, Belo Broadcasting, Evening News Association, Media General, Multimedia Broadcasting, Allbritton Communications, United Television, Gaylord Broadcasting, Fisher Broadcasting, King Broadcasting, Hearst Broadcasting and Hubbard Broadcasting.

According to Henderson the MMTC will locate in Washington, but the staff will be "extremely limited." He stressed the importance of the group owners themselves becoming more active in the lobbying process. The essence of the association, he noted, is to do the lobbying in person. "We need the heads of major groups in this city to do the job," he added.

In addition to working out the logistics of the association, board members have been selecting assignments. Several members have been selected to meet with the three major networks to "let them know what we are about," Henderson stated. "We want them to clearly understand our activity and that we are not hostile toward them."

Throughout the process of the caucus's formation, Henderson has repeatedly stressed that the association's function is not to unseat the NAB or any other association. Caucus members have pledged to support positions of the NAB that are consistent with what they believe are their own specific needs. But, Henderson has stated, the caucus will operate independently and "in our own interest."

Board members have also been instructed to work with their own lawyers to draw up position papers on key legislative and regulatory issues. Henderson would not list those issues specifically but said they will be discussed and prioritized at the August meeting. In the past Henderson has singled out several issues of interest. The group owner will likely focus on issues as related as the FCC's multiple ownership rules and the FCC's must-carry rules for cable. In addition the group operators have also expressed concern about the concept of quantification of program standards in the deregulatory legislation now being drafted in the House. Henderson noted that the caucus may well have to decide if it will endorse an earlier resolution passed by the NAB television board. The board adopted a resolution stating its general dislike for the idea of quantification but at the same time expressing an interest in remaining open to discussions until a final proposal is advance (BROADCASTING, June 13).
Network viewing bounces back

Ratings for ABC, CBS and NBC for second quarter show increases from year ago; more original programing a possible reason

Daytime ratings for the three major networks combined are up significantly for the second quarter of this year from their levels for the same period a year ago. Quarterly prime time ratings are also up slightly, with a 2% gain over last year in May for the three networks combined and a year-to-year decline in June much smaller than that logged for June 1982.

Programing experts at advertising agencies and elsewhere in the industry attribute the increases to greater use of original programing, although trends in that area have barely begun to surface, as well as to a stronger performance by NBC-TV, and to what appears to be lessened interest in cable TV. The novelty of HBO and other pay services, now in most subscribers' homes for at least a year, has begun to wear off, according to many industry observers, and viewing patterns have become more evenly distributed throughout the TV universe.

The combined three-network rating since mid-April, the end of prime time season, has averaged 17.6, up nearly a point from the 16.8 averaged for the same period a year ago. During that period, NBC averaged a 4.2 rating, up more than a point from the 3.6 it captured in daytime last year. CBS-TV is also up, from a 5.8 last year to a 6.4 this year, while ABC-TV declined slightly, from a 7.4 to a 7. NBC's second-quarter daytime ratings are the highest it has achieved in two years.

In prime time, household delivery for the three networks combined was up 4% in the second quarter from 35,370,000 a year ago to 36,650,000. The combined three-network ratings average was up 1% from 43 to 44. The level of homes using television was up 1% in the second quarter, from 56.7 million to 58.6 million.

Most of the second-quarter increases appeared to have been captured in May when HUT levels were up 5% over those of the same month a year ago and household delivery for the three networks combined was up 2%.

In June, the three networks combined averaged a 37.3 rating in prime time, down eight-tenths of a rating point from the 38.1 rating averaged in June 1982. That year-to-year decline compares with one of two full ratings points from June 1981 to June 1982. In June 1981, the three-network average was 40.1.

NBC, which posted ratings higher in May than those averaged the same month a year ago (BROADCASTING, May 30), continued its stronger performance in June, averaging a 13.5 rating compared with a 13.1 rating a year ago. CBS declined slightly, averaging a 12.9 rating, compared with a 13.5 last June and ABC declined a full rating point, capturing an average 12.1 rating, compared with a 13.1 last year.

Since the end of the prime time season, the three networks have averaged a 40.9 combined rating, compared with a 40.7 a year ago. The combined three-network rating for the beginning of the prime time season has declined seven-tenths of a point from 49.3 the previous year to 48.6, while the combined three-network share for the same period declined 2.6 points, from an 81.4 to a 78.8.

All three networks have added regularly-scheduled original programing to their summer lineups, reserved for the most part in past years for reruns and runoffs of unsuccessful pilots. It is too early to gauge how these efforts are faring, but advertising agency executives appear optimistic about their prospects for hedging further declines at the hands of competition from cable and independent stations.

ABC, which has scheduled the most original fare, aired the first episode of the first of five such series last Tuesday (July 5) at 8 p.m. The 1/2 Hour Comedy Hour came in second in its time period, averaging an 11.5 rating/22 share, against NBC's A Team (16.3/32) and CBS's On the Road with Charles Kuralt (10.5/20).

On the Road with Charles Kuralt and Our Times with Bill Moyers, CBS's only regularly-scheduled original series on the air this summer, have outperformed reruns CBS had in their time periods in June 1982, although both shows have only run twice in their Tuesday-night time period, so far.

NBC's original series, Buffalo Bill, is underperforming in its time period by five-tenths of a rating point, but that can be attributed to its placement in the same time slot as one of the network's stronger, more established series, Love Sidney, aired there last year. Buffalo Bill averaged a 12.8 rating in June, compared with a 11.3 last June for Love Sidney. NBC's other original summer series, The News is the News, has not been faring well in the ratings since its debut three weeks ago.

Far better performers on NBC this summer have been reruns of A Team, Remington Steele and Knight Rider. A Team has doubled the ratings for its time period last summer, while Steele has added six ratings points to its time period, immediately following A Team. Knight Rider has almost doubled the ratings for its time period, 9-10 p.m. Friday, while reruns of the older NBC series, Eischeid, which follows Knight Rider on Fridays, have added four rating points to that program's time period.

As ABC begins to air more of its summer replacement series, better analysis can be made as to how original programing compares with reruns, according to a number of programers. Next to be added to its lineup is an hour-long drama, The Hamptons, set to debut Wednesday, July 27 at 9 p.m.

National ratings for HBO, the networks' principal cable competitor and the only pay-TV service for which regular ratings are available, have not yet been released for June. In May, however, that service averaged a 9 rating/13 share, down considerably from its performance in May a year ago, when it averaged a 12/18. HBO's decline has been attributed to heightened competition from other pay and cable services and the network maintains subscriber satisfaction continues to hold steady.

It is too early to tell if the networks have halted the decline of their ratings against competition from pay and cable TV. A number of programers continue to believe the networks are losing audience to the networks' fall. Busciglio estimates a decline of only 1% in the three-network share of audience next fall; that would compare with a 3% decline suffered by the networks last fall. McCarthy, on the other hand, predicts no decline at all.

Supreme Court delays decision on Betamax case

Action now expected in fall; decision's effect on pending congressional bills addressing issue is uncertain

The Supreme Court, in a surprise move, permitted its current term to come to a close last week without issuing a decision in the controversial Betamax case. Instead of releasing a ruling, the court announced that the case will be decided during its next term, which begins Oct. 3, after parties reargue their cases orally before the court.

The question before the court in the case is whether home taping of broadcast programs on videocassette recorders violates copyright law. Movie companies, led by plaintiffs Universal City Studios and Walt Disney Productions, say it does and that they should be compensated for home taping. Videocassette manufacturers, led by defendant Sony Corp. of America, maker of the popular Betamax recorder, says it does not and that videocassette owners should be free to tape copyrighted programs for later use.

Although surprised, neither side was disturbed by the court's decision. Sony said: "We are very pleased that the Supreme Court is taking all the time it feels necessary to correctly resolve the complex issue directly involving the American public. We look forward to assisting the court in this respect by rearguing the case during the next term." Stephen A. Kroft, the attorney for the movie
companies, said he was “encouraged” by the postponement. “It indicates that the court believes the tampering with the property rights of the motion picture companies is a very serious matter.” The unofficial word from Washington, he said, is that he and Sony’s attorney, Dean Dunlavey, will reappear before the court early in the next term, possibly within its first two weeks to reargue the case.

The court’s failure to release a ruling surprised the Congress as well as the motion picture and electronics industries that are battling over the issue. (The motion picture community is asking that copyright holders be compensated for home taping by adding a royalty tax to recorders and tapes, a position opposed by the electronics manufacturers.) All the parties have been anxiously waiting for the court’s decision. Congress specifically delayed legislative action until the court ruled. The court’s decision not to issue a ruling is being interpreted by some industry sources as a sign of strong division among the justices.

Despite the court’s delay, the Motion Picture Association of America remains confident its position “will prevail.” MPAA President Jack Valenti said the association will continue to press for legislation that compensates copyright holders under a compulsory license for home taping. “Protecting copyright is a precious American constitutional principle. Creative works don’t just spring full blown to life. They come from creative labor, from investment capital, from the fragile imaginings of thousands of artists, technicians, craftsmen and composers, authors and directors, who supply motion picture and television programs to the world. It is in the public interest to insure continuous production of quality entertainment available to everyone,” Valenti said in a statement.

“It would be terribly wrong if Japanese manufacturers are allowed to reap billions of dollars by exploiting the creative labors of American craftsmen and not paying a portion of those profits to the artists without whose product VCR’s are a useless piece of electronic gadgetry,” Valenti stated.

Jack Wayman, spokesman for the Electronic Industries Association, said the association was pleased the court asked for more information. “We welcome an opportunity to tell them more,” he said. Wayman said that the court’s failure to reach a decision shows it was not “able to make a clear-cut decision.” And he saw its indecision as a positive sign because the court did not uphold the appeals court decision.

The debate over home taping spread to Congress when the Ninth Circuit Court of Appeals reversed a lower court decision that home taping is exempt from copyright laws as a “last resort” by consumers (BROADCASTING, Oct. 26, 1981). The lower court case involved a suit brought by Walt Disney Productions and Universal Studios against Sony for copyright infringement. During the last Congress, Senate and House committees held hearings on home taping and several bills were introduced in the House and Senate—one that would place a royalty fee on the manufacturers and importers of home recording devices and tape—another that would exempt home viewers from copyright liability.

This year there has been little discussion of the issue although the authors of last year’s legislation reintroduced similar measures. In the Senate, Charles McC. Mathias (R-Md.) offered S. 31, which would exempt consumers from copyright liability but would also impose a manufacturers fee. Mathias, who is chairman of the Copyright Subcommittee, a spokesman said, will be consulting with subcommittee members to see where they want to go in light of the court’s decision. The spokesman noted that the chairman thought the court was “acquiescing to knowledge of the complexity of the issue and its importance.” No immediate plans have been announced by Mathias and DeConcini.

The subcommittee, however, plans to address the issues surrounding current copy right law and the new technologies by holding a symposium for the House and Senate next fall.

Senator Dennis DeConcini (R-Ariz.) introduced S. 175, which would exclude home taping royalties altogether and exempt home viewers from copyright liability. DeConcini, who sits on the Copyright Subcommittee, i recently engaged in more trouble resolving this issue. The subcommittee, however, plans to address the issues surrounding current copyright law and the new technologies by holding a symposium for the House and Senate next fall.

In the House, Representatives Don Ed wards (D-Calif.) and Carlos Moorhead (R Calif.) introduced a bill (H.R. 1030) similar to Mathias’s. According to Moorhead, there is interest in moving the bill, but House Copyright Subcommittee Chairman Rob Bery Kastenmeier (D-Wis.) must still sary to Congress to address the issue. He is convinced Kastenmeier has been waiting for the court’s decision. Two days of hearing (July 20 and 21) scheduled in anticipation of the court’s decision and to address copyright issues will still be held.

“I am not suprised by the Supreme Court’s decision to hold over until next term the Betamax case,” Kastenmeier said. “This is a question on which the Supreme Court appears to be deeply divided. It is obvious that if the court is going to move any legislation on the issue, Congress is going to have to try to work out the problems as a whole. Quite independent of the court’s action today, however, Congress has the authority to look at some of the important policy questions involved not only in the Betamax case but also in other areas of the copyright law affected by scientific advances,” he said.

Moorhead, ranking minority member of Kastenmeier’s subcommittee, argued that the court is not necessary to wait for the court, saying that the property rights of many people are at stake. Moorhead expressed dismay at the postponement, but said that Chief Justice Warren Burger explained to him how busy the court has been. “Too many things fell on them,” he said.

Also in the House, a companion bill (H.R. 175) to DeConcini’s was introduced by Congressmen Stan Parris (R-Va.) and Thomas Foley (D-Wash.). A Parris spokes man said the congressman thinks that “regardless what the court did, it is still necessary for Congress to address the issue.” He will continue to urge the subcommittee to take action, a spokesman said. The Parris Foley bill has over 100 co-sponsors.
Young People's Specials, now in their 9th award-winning season, have won nearly every major award for TV excellence.

And now, two Emmys. To Tom Robertson, executive producer of "Winners," for Outstanding Children's Informational Special. And, to Ilie Agopian for Outstanding Achievement as Associate Director-

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Plus, a nomination for Molly Picon's Outstanding Performance by an Actress in the Young People's Special, "Grandma Didn't Wave Back."

Multimedia Program Productions is proud of these most recent honors, and gratified to see that the hard work and creative talent of all those involved in the production of "Winners" has been recognized.

This year's Emmy Awards confirm our conviction, which has guided us in the production of Young People's Specials, that it is possible to produce quality children's programming which is both commercially successful and personally rewarding.

Look for a new series of Young People's Specials this September.
Less than 125 years ago communications traveled about 15 miles per hour.

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And a lot faster than 15 miles per hour.
Today communications can travel at the speed of light.

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of the times.
Network minded
Drake-Chenault Enterprises is forming a network division "for the distribution of new weekly special programs," according to Drake-Chenault Chairman Gene Chenault. The new division, which will commence operation this fall, will be headed by the former president of Columbia Pictures Radio Division, Edward R. Boyd. National sales offices will be opened in New York, Chicago and Los Angeles. Drake-Chenault primarily syndicates six full-time formats, and also serves as a programming consultant to stations.

Changing formats
Belo Broadcasting's WFAA(AM) Dallas switched from news/talk to "Good Time Rock 'n' Roll" on July 2 at 6 a.m. The format is described as "100% classic" rock from the late 1950's through the early 1970's geared for the 30-44-year-old demographic. The station, which utilizes Motorola's AM stereo system, is being promoted as Stereo 570. The company has named Jack Hoker vice president and general manager of the station. Hoker, who holds that title for WFAA's associated FM outlet KZEW, replaces James Gaskin who resigned in May "to pursue other interests." Hoker is now overseeing both operations. Thomas Bender remains WFAA's operations manager and Sharon Warantz is director of advertising and promotion.

Suburban Los Angeles gained a new adult contemporary music format outlet this month when KOL-FM San Fernando, Calif., adopted programing developed by program director Mike Lundy, in association with consultant Jay Stevens. For the past four years the station has simulcast the "ballads, blues and big bands" format of its co-owned KOL(AM). According to General Manager James Mergen, the FM outlet seeks the 18-49-year-old age group, while the AM side is after those over 40. The FM format will be referred to on the air as "rockin' easy from K 94.3."

Football double dose
Mutual Broadcasting is planning to offer affiliates, for the first time, NFL football doubleheaders during the 16-week regular season beginning Sept. 4. The network has signed former Pittsburgh Steelers linebacker Jack Ham and former Los Angeles Rams coach Ray Malavasi to do color commentary. Thus far, only sportscaster Tony Roberts has been assigned to play-by-play duties. Advertisers for the Sunday broadcasts include: International Harvester, Haggar Slacks, Motorcraft, True Value Hardware stores, Anheuser-Busch (Budweiser) and DAP, a division of Plough Inc.

In addition, Mutual has four regional networks covering the Pittsburgh Steelers, Kansas City Chiefs, Houston Oilers and Atlanta Falcons.

Learning about listeners
A survey of program directors conducted by Ted Bolton Associates last spring for McGavren Guild Radio shows that radio listeners are believed to tune out a station primarily for "incompatibility"—inconsistent programming and irritating commercials. Even though 68% of the program directors queried said their stations have a commercial policy that prohibits the acceptance of commercials that are inappropriate for format and/or audience, 56% of them report that such commercials are still aired. Eighty percent of the respondents, however, believe that media buyers do a "good" job of targeting specific advertising messages to appropriate listening audiences.

Other survey findings: the average number of commercial minutes aired per hour was 11.6, and call letter announcements were on an average of 13.4 times each hour.

A small selective sample covering small, medium and large markets was used for the surveying, according to Ellen Hulleeberg, executive vice president, marketing, McGavren Guild Radio.

Sexy stuff
"In this market," concludes Jerri Meacham, creative services director of San Francisco's KGO-FM, "it seems that anything goes."

What's going on from 4 to 8 p.m. weekdays on the news/talk station is an unusually frank call-in program dealing exclusively with sex. SexTalk is hosted by veteran air personality Don Chamberlain, who has had similar programs on KYKD(FM) and KNBR(AM). In the Bay Area, Chamberlain is not a therapist and is described by the station as "an acknowledged expert in making callers and guests comfortable enough to reveal remarkable details about themselves and their interests."

SexTalk is believed to be the first show of its kind aired in drive time. According to Operations Manager Jack Swanson, the program was launched last April not necessarily to get attention, but to diversify KGO-FM's talk programing (the station had been carrying ABC Talk Radio and simulcasting with KGO-AM) and to attract a younger audi-

New board for New Yorkers. The New York Market Radio Broadcasters Association (NYMRAD), now in its 15th year, elected a new board of directors and officers at its annual management dinner. The new board was enlarged from 10 to 12 members "reflecting the increased activities of the organization." Pictured at Gallagher's restaurant are (seated, l-r): Lee Simonson, vice chairman, WKNR-FM; Nancy Clifford Widmann, chairman, WCNB-FM; Jack Thayer, past chairman, WNEW-FM, St. Paul's; Charles Wiederfield, treasurer, WJZB(AM)- WLS(AM); Dick McCauley, Blair Radio; Nick Verbiski, United Stations, John Waugaman, WINS(AM); Brian Moore, WNYN(FM); Bill Hogan, KDO Radio; Joseph Parosh, WKNR-FM, Market Field secretary, WBCN(AM); Maurie Webster, executive director, The Webster Group. Not present for photograph were: Ellyn Ambrose, Satellite Music Network; Richard Scholm, WGSH(AM)-WCTF(AM); John Goodwill, WPKN-FM; Mike Kakoyiannis, WNEW-FM, and Frank Osborn, WNYN(FM).

"This has been by far the most successful year the organization has seen," said Maurie Webster, NYMRAD's executive director, who noted that attendance records were being set at all of the association's events.
Rebound

National spot radio sales in May added up to $78.3 million—up 12.6% over the same time last year—according to the Station Representatives Association which relies on data supplied by 15 rep firms to Radio Expenditure Reports Inc. May registered a significant gain in spot business over the month of April, which was only 2.8% ahead of last year. Year to date, national spot is running nearly 10% ahead of the first five months of 1982, according to the SRA.

New! Piscopo! Radio show!

Comedian Joe Piscopo, known for his sportscaster parodies on NBC-TV’s Saturday Night Live, began national syndication of a daily two-minute syndicated radio program, entitled Joe Piscopo At Large, on July 4. Piscopo is producing the series in partnership with New York-based Torus Communications, current syndicator of The Sporting News Report and Retro Rock. The segments are being distributed on a barter basis by the Clayton Webster Corp. of St. Louis to a lineup of about 250 stations. Assisting Piscopo in producing the program is WNBR-FM New York air personality Dan Neer and writer Rady D’Ariano.

Playback

Al Ham’s ‘Music of Your Life’ format of big band and MOR hits from the late 1930’s through the 70’s has picked up three new stations and renewed contracts with 10 others, giving the format a current client roster of more than 150 stations. Additions are: WMLF(AM) Indianapolis (formerly WIFE), WDNC(AM) Raleigh-Durham, N.C., and WJY(AM) West Palm Beach, Fla. Renewals include WJAS(AM) Pittsburgh, WAM(AM) Baltimore, WBBG(AM) Cleveland and KEZ(KAM) Denver.

Insights, a new two-minute weekly feature exploring “the world of the handicapped from ancient times to the present,” is available via Westar IV from Western Public Radio, which is co-producing the series with the California League for the Handicapped. WPR is a San Francisco based nonprofit production/syndication firm. Dr. Rose Resnick is writing and narrating the broadcasts on behalf of the league.

Joint effort

ABC-owned-and-operated KABC-TV and KLCS(FM), both Los Angeles, have begun simulcasting a weekly 90-minute rock video program, Goodnight L.A., airing early Saturdays at 1-2:30 a.m. The new series features videos provided not only by major recording labels, but also by unsigned local bands not otherwise seen on television.

McMartin broadcast

“Our transmitters are so good we want you to try our other products.

We not only manufacture a complete line of AM and FM transmitters, but also produce audio consoles, monitors and amplifiers, FM/SCA equipment and satellite receivers. We have over 300 products.

We have 27 years of experience, and in broadcast, experience counts!”

Ray B. McMartin
President
McMartin Industries, Inc.
Cable and telcos argue regulation

In comments at FCC, two sides differ over what restrictions to place on data and other services offered via CATV systems.

The question of whether cable operators should be permitted to offer data, and other so-called "institutional cable," services without being subject to the same sorts of state and local regulation that are applied to telephone companies (BROADCASTING, June 13) was argued anew in comments at the FCC last week.

As expected, cable companies said their institutional offerings would not get off the ground unless the FCC pre-empted state regulation. Furthermore, they argued that unless they and all other offering similar services are subjected to the same sorts of regulation, the telephone companies and the general public can only lose.

The comments came in response to a petition for declaratory ruling by Cox Cable Communications Inc., which asked the commission to assert jurisdiction over local institutional cable systems, pre-empting state regulation over even those systems receiving only a limited amount of interstate traffic (BROADCASTING, June 13). Cox had sought that relief after the Nebraska Public Service Commission ruled that the telco's institutional—and two-way, interactive—offerings over its Omaha system were common carrier services, subject to state regulation.

In its comments, the National Cable Television Association asked that the Nebraska ruling be overturned and that the commission pre-empt all state regulation of nonvideo communication services provided by cable operators on a noncommon carrier basis. "The decision under review [the Nebraska decision] here will stifle the growth of these fledgling nonvideo services by imposing the full panoply of common carrier regulation upon entities which do not now and have never functioned as common carriers," the NCTA said. Moreover, by establishing a precedent for state public utility regulation of cable, the Nebraska Public Service Commission's decision will likely encourage other state regulators to impede cable's growth as a provider of nonvideo communication services by prescribing onerous entry and tariff regulation for cable. As a result, cable will be unable to provide valuable services to the public in competition with the telephone monopoly and will be thus unable to fulfill its budding role in the national telecommunications system.

Time Inc., whose subsidiaries include Home Box Office and American Television and Communications, agreed. "To permit these efforts would represent a dramatic departure from, if not repudiation of, firmly established national telecommunications policies in favor of open entry and full exploitation of our national resources free of regulatory intrusion. At risk here is the principal objective behind the enactment of the Communications Act of 1934—the availability of innovative communications services offered at competitive prices. A federal pre-emption is thus not only permitted but mandated by that act.

Westinghouse Broadcasting and Cable Inc. said cable's financial viability in urban markets might depend on the ability to augment conventional program offerings with enhanced information and data services. "At a minimum, the commission should rule that the states may not preempt the right of entry and exit into the nonswitched broadband services marketplace or the rates, charges and classifications of such services.

"Broadband services that rely on cable's inherent point-to-multipoint downstream transmission capabilities are operationally and functionally interrelated with conventional cable services over which the commission historically has exercised exclusive authority. Accordingly, the states should be foreclosed from regulating all such offerings. These services do not function, nor are they intended, as substitutes for the basic exchange service offerings provided by local telephone companies under state regulation," Westinghouse said.

Cablevision Systems Development Co said that many of the cable services provide an alternative that can't be provided by tele telephone companies. "The business customer can wish to have the need for data transmission at speeds greater than the bit rate possible through the inherent technical limitations of the twisted wire pair. Cable, on the other hand, provides the broadband capacity capable of providing these services consistent with the needs of large data users," Cablevision said.

"Cablevision and other cable companies have already made substantial commitment in their franchise agreements to provide institutional cable links for both municipal and nonprofit institutional use for data transport, teleconferencing and teleteaching purposes. They have also committed in their franchise agreements to provide access for commercial users to such broadband links in order to permit the most efficient and economical use of their capital investment in broadband facilities. The benefits of the high capital investment required to wire urban areas can only be realized fully by their utilization in a wide variety of both entertainment and nonentertainment uses, including data transmission..."
Don't let your listeners and advertisers miss out on this new special!

**MEMORY MAKERS**, the weekend of August 12-14, is a very special three-hour midsummer event that blends intriguing musical nostalgia, fun-and-games features and super production values with top adult contemporary hits from the past 15 years. It will attract listeners and keep them tuned in from hour to hour. You even have the option of local contests using our innovative built-in windows to further enhance listener participation.

And attentive listeners like these will make your station the ideal environment for your clients' advertising messages. MEMORY MAKERS offers you three commercial minutes per hour for station sale, plus promotional support materials that will help you open up even more selling opportunities.

And don't forget—there's still more to come in our fabulous 1983 schedule of specials:

**LABOR DAY WEEKEND: CONCERT OVER AMERICA**...the magic of the audience/performer relationship is explored during this six-hour special featuring unforgettable concert events and performances by many top adult contemporary performers.

**NEW YEAR'S WEEKEND: THE GREAT I's of '83**—Our upbeat wrap-up of 1983—three hours of the year's top hits, artists and events!

It's a terrific lineup—so schedule it right away. **Call Susan Jacobi at (212) 975-6917**
Security services, teleconferencing and home interactive services.
Warner Amex Cable Communications Inc. said the commission should assert its jurisdiction—and then forbear from regulating institutional cable offerings. "Cable operators providing local institutional information and residential interactive services are only beginning to penetrate the market and thus do not have the ability to control prices for these services. As a result, the overwhelming market dominance possessed by the local telephone companies is in no danger," Warner Amex said.

United Cable TV Corp., Daniels & Associates, Communicon Inc. and Rogers U.A. Cablesystems contended that the offerings in question are not of a common carrier variety. "These facilities are interstate and are operating in a realm of interstate commerce. These services should be treated differently from the telephone industry," the companies said in their joint filing.

Deregulation tally. The National Association of Broadcasters continues its drive to gain co-sponsors for the broadcast deregulation bill (H.R. 2362), introduced in March by Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.). According to the latest reports, the bill's co-sponsors total 153 (218 co-sponsors represent a majority). Most of the co-sponsors are Republican (92), although six Democrats also favor the measure.
The Republicans to date are: Representative Joe Skeen (R-N.M.), Frank Clark (R-Iowa), Joe Wilson (R-S.C.), Jim Bunning (R-Ky.), Bob Dornan (R-Calif.) and Norman Y. Mineta (D-Calif.). The two minority members are not co-sponsors. Only three of the 27 Democrats on the committee are co-sponsors. They are: Tauzin, Ralph Hall (D-Tex.) and Richard Shelby (D-Ala.). House Republican leader Robert Michel (R-N.Y.) and minority whip Trent Lott (R-Miss.) also have signed on for the measure.

Despite the Telecommunications Subcommittee's efforts to draft other broadcast deregulation legislation, the NAB is actively pursuing the Tauke-Tauzin bill. The bill primarily would eliminate the comparative renewal process for radio and television and codify and extend the FCC's radioderegulation to television. Co-sponsors of the Waxman-Whit bill appear on page 36. The co-sponsors are (House Energy and Commerce Committee are indicated with an asterisk):

Alabama—Tom Bevill (D), Jack Edwards (R), Ben Erdreich (D), Ronnie Filipo (D), Bill Nichols (D)*, Richard Shelby (R), Alberta—Don Young (R), Arizona—John McCain (R), Bob Stump (R), Arkansas—Bill Alexander (D), Beryl Anthony (D), Ed Bethune (R), John Paul Hammerschmidt (R), California—Eugene Chappie (R), Robert Logomarsino (R), Carlos Moorhead (R)*, Charles Paschayan (R), Colorado—John Brown (R), Ken Kramer (R), Dan Schaefer (R), Connecticut—Sam Gejdenson (D), Florida—Charles Bennett (D), Andy Ireland (D), Bill Nelson (D), C.W. Bill Young (R), Georgia—Doug Barnard (D), New Gingrich (R), Charles Hatcher (D), Ed Jenkins (D), Larry McDonald (D), Richard Ray (D), J. Roy Rowland (D), Lindsay Thomas (D), Idaho—Larry Craig (R), George Hansen (R), Illinois—Frank Anzalone (D)*, Dan Crane (R), Gene Evans (D), Edward Madigan (R)*, Bob Michel (R), George O'Brien (R), Indiana—Ed Coats (R), Joseph Donnelly (D), John Ginder (R), Elwood Hillis (R), Andrew Jacobs (R), Iowa—Barry Beidell (D), Cooper Evans (R), Neali Smith (D), Tom Takau (R)*, Kansas—Pat Roberts (R), Bob Whittaker (R)*, Larry Winn (R), Kentucky—Larry Hopkins (R), Carroll Hubbard (D), William Natcher (D), Carl Perkins (D), Harold Rogers (R), Gene Snyder (R), Louisiana—John Breaux (D), Jerry Huckaby (D), Bob Livingston (R), Buddy Roemer (D), Billy Tauzin (D)*, Maine—Jack McKernan (R), Olympia Snowe (R), Maryland—Roy Dyson (D), Michigan—William Broomfield (R), Robert Davis (D), Dennis Hertel (D), Harold Sawyer (R), Bob Traxler (R), Guy Vander Jagt (R), Minnesota—Arlan Stangeland (R), Mississippi—Webb Franklin (R), Trent Lotz (R), Sonny Montgomery (D), Missouri—Bill Emerson (R), Gene Taylor (R), Harold Volker (D), Montana—Ron Marlenee (R), Nebraska—Hal Daub (R), Virginia Smith (R), Nevada—Harry Reid (D), New Hampshire—Chuck Grassley (R), New Jersey—Christopher Smith (D), New Mexico—Manuel Lujuan (R), Joe Skeen (R), New York—Sherwood Boehlert (R), Hamilton Fish (R), Frank Horton (R), Jack Kemp (R), David Martin (R), New York—James Brodyhill (R)*, Bill Hefner (D), Walter Jones (D), James Martin (R), Bob Britt (D), Ohio—Doug Applegate (D), John Kasich (R), Delbert Latta (R)*, Michael Oxley (R)*, Lyle Wiliams (R), Oklahoma—Glenn English (D), Dave McCurdy (D), Wes Watkins (D), Oregon—Denny Smith (R), Robert Smith (R), Pennsylvania—William Clinger (R), George Gekas (R), William Goodling (R), Don Ritter (R)*, Gus Yatron (R), South Carolina—Campbell Butler (R), Bill Derrick (D), Thomas Hartnett (R), Floyd Spence (R), John Spratt (D), Robin Tallon (D), South Dakota—Thomas Daschle (D), Tennessee—John Dungan (R), Marilyn Lloyd (D), James Quillen (R), Don Sundquist (R), Texas—Bill Archer (R), Steve Bartlett (R), Jack Fields (R)*, Phil Gramm (R), Ralph Hall (D)*, Sam Hall (D), Kent Hance (R), Abraham Kagan (D), Tom Loeffler (R), Ron Paul (R), Charles Stenholm (D), Ted Yedegriff (D), Charles Wilson (D), Utah—Howard Nelson (R), Vermont—James Jeffords (R), Virginia—Thomas Bililey (R)*, Dan Daniel (D), Stan Parrish (R), Kenneth Robinson (R), W.J. Whitehurst (R), Virgin Islands—Ron de Lugo (D), West Virginia—Alan Mollohan (D), Wisconsin—Steve Gunderson (R), Thomas Petri (R), Toby Roth (R), Wyoming—Dick Cheney (R)
FOR THE THIRD CONSECUTIVE YEAR, KTLA's "NEWS AT TEN" HAS BEEN HONORED AS THE BEST PRIME TIME NEWSCAST IN LOS ANGELES!

AND FOR THE THIRD CONSECUTIVE YEAR, WE'VE WON MORE EMMYS THAN ANY OTHER INDEPENDENT IN THE MARKET!

WE'RE VERY PROUD!
Preparing subcarrier strategy

Speakers at New York seminar give advice on legal and technical problems and how to make money with FM SCA's

Read your SCA lease. That was the advice given by attorney Gregg Skall to attendees of Executive Enterprises' Conference on Broadcast Subcarriers at the New York Sheraton hotel.

Skall, a partner in the Washington law firm of Blum & Nash, opened the well-attended conference by offering some guidelines about SCA lease agreements to both broadcasters and those looking to distribute information over SCA channels:

- Leases should have both rental and renewal rates.
- Leases should state whose responsibility it is to provide SCA equipment.
- Leases should note whether the lessee has 24-hour access to the station's facilities.
- Leases should contain termination rights for both broadcaster and SCA provider.

Skall also said it would be advisable for both parties to include a "purpose" clause as to whether the SCA will be used for data, music, or both. As for broadcasters, they don't yet have a clear idea of what SCAs's can do, he said.

Following up on Skall's last remark was Thomas McCoy, senior vice president for the National Radio Broadcasters Association and moderator of the one-day conference, who said station operators should obtain an attorney who understands SCAs, especially for broadcasters interested in going into the SCA business for themselves. "Radio broadcasting is very much a public-service oriented industry. [Broadcasters] aren't used to being inclined to, or set up to handle customers with equipment installations, repairs and complaints," McCoy warned.

McCoy underscored the fear of many broadcasters of losing as much as 10% modulation in the main channel when leasing their SCAs even though the FCC is considering a proposal to raise the modulation levels past 100%. "Those of you who will be approaching broadcasters to lease SCAs should keep this widely held fear in mind," he said.

Calling that fear a myth was Joseph Meir, vice president of Radio Data Systems Inc. of Centerville, Utah, a subsidiary of Bonneville International that principally deals with data distribution. Use of the SCA, under present FCC rules, will require a reduction of up to 1 db of modulation which can be measured, but is not perceptible to the listener. And the question of SCA's affecting a station's "loudness" is really more of a question of listener perception, he said.

FCC asks to take second look at Alaskan case

Petition by citizen group against five stations, now before appeals court, may find its way back to agency; problem with EEO

Admitting it didn't do its job right the first time, the FCC has asked the Court of Appeals in Washington to permit it to rework part of a case already before the court.

The case arose from a 1978 challenge by Alaskans for Better Media Inc. to the renewal of Northern Television Inc.'s KBYR(AM) and KNK(FM) and Anchorage, ant KTVF(AM) and KCFB(R) both Fairbanks stations. In its appeal, the citizen group alleged, among other things, that the licensee had violated FCC equal employment opportunity policies, had engaged in clipping and had improperly charged public service announcements. The full commission eventually renewed the licenses, dismissing the objections (BROADCASTING, July 12, 1982). At the same time however, it found Northern's EEO program and performance to be "poor" at all stations and it ordered Northern to submit detailed recruiting and employment reports with it next renewal applications.

Alaskans for Better Media appealed, and in the process of responding to briefs and reply briefs at the court, the FCC discovered its deficiency. In its motion for limited remand, the FCC said it was "apparent" that the commission's order had not addressed at issue of "possible" employment discrimination during the relevant license term. In the case at hand, the commission noted, there was evidence of substantial underemployment of minorities during the relevant license period and an insufficient affirmative action plan. Under court precedent (Bilingual Bicultural Coalition on Mass Media v FCC [1978]), the commission noted that: possible inference of intentional employment discrimination therefore had been raised, and it must specifically consider that before renewal can be granted.

In its petition for limited remand, however, the commission noted that it had granted renewal here without a hearing. "In doing
The good news in Cleveland is that Channel 3's news is outstanding. That's why NBC-owned WKYC-TV's Action3News took the 1983 Emmy Award for Outstanding Daily News Program. And the 1982 Emmy. And the 1981 Emmy. Good news for us. Outstanding news for our viewers. For the third year in a row.

But then, good things always come on 3, don't they?
Parker calls for broader participation in communications

Dr. Everett C. Parker, of the United Church of Christ and one of the prime movers in the citizen movement in broadcasting, last week delivered a speech indicating the religious wellsprings of his activities as director of the church's Office of Communication. In the process he called the present "a time of revolution" in methods of communication—and made it clear he is dissatisfied with the way in which the revolution is progressing.

Parker, who was addressing the United Church of Christ's General Synod, in Pittsburgh, said the "all-pervasive" electronic media portray a view of life that is a contradiction of the Judeo-Christian concept of existence, and he called for a crusade to keep cable television, satellites, broadcasting and computing stores open to all.

Parker said the media, including newspapers, are under the control of a small number of "integrated conglomerates" that own the systems and the content. Indeed, he said, a national and an international concentration of the media "dominate the market for information and... may, in time, monopolize it."

To Parker, the present is "a time of revolution," in which "changes in the way we communicate are the overarching revolutionary force" that is reordering economic and social systems. But he was critical of the manner in which that revolution is progressing. He said it "tends to foster marketplace values over ethical values and to exploit consumers to yield the highest possible profits."

Then he said: "Content often deliberately aims to narrow the scope of human thought and imagination and to foster conformity," the reverse of Judeo-Christian objectives.

"The communications revolution thus poses a major challenge to the revolutionary thrust of Christian missions..." said the Bible, Parker said, prescribes the "revolutionary quality of mission. And "God's mission is to broaden human horizons, to redeem all women and men from their enemies of sin and meaninglessness and death." In times like the present, he said, "the mission must increasingly be on the side of the revolutionaries—those who are sincerely trying to better themselves and their societies."

Parker, who established the Office of Communication in 1954, has used it as a base for the revolution he has led in communications. It was that fight that resulted in citizen groups acquiring standing in court to oppose the renewals of broadcast licenses. The office, he said, is now recognized as "an effective counterforce to monopoly control of electronic communication by the industry's big corporations."

Parker has announced his retirement from the office, effective Aug. 31.\n\nMovement on Cuban interference

State Department, NAB task force meet; broadcasters "cautiously pleased" by state's approach to issue

The U.S. and Cuba are moving toward the meetings the National Association of Broadcasters has long urged as the means for dealing with the Cuban interference problem that American broadcasters face. If things go as hoped, the meetings, in which American broadcasters will participate, will begin in August.

The NAB provided that information after State Department officials had met with the association's Task Force on Cuban Interference. The purpose of the meeting was to introduce the department's new point man on the issue, Ambassador Robert Ryan, deputy to the assistant secretary of state for Inter-American Affairs. He takes over from Miles Frechette, special projects officer, who has been named ambassador to the Cameroon.

But they also offered an update on efforts, initiated by International Telecommunication Union Secretary General Richard Butler, to arrange the U.S.-Cuban talks. The then-assistant secretary, Thomas O. Enders, had told the Senate Foreign Relations Committee in April that he hoped the talks could be arranged for this summer (Broadcasting, May 2). An NAB spokesperson said final word was being awaited, through the ITU, of Cuba's acceptance of a date in August.

The NAB had recommended to the State Department in January that an effort be made to engage the Cubans in a discussion of radio interference, which is a problem for Cuba as well as the U.S. And the department, according to the NAB, is prepared to accept another suggestion and include broadcasters along with technical and government people on the delegation that is formed.

The discussions would be a resumption of those that were under way in the summer of 1981.

Those were broken off by the Cubans after word of U.S. plans to create a radio station to broadcast to Cuba—Radio Marti—was leaked (Broadcasting, Aug. 27, 1982). The NAB's concern that establishment of Radio Marti would exacerbate the interference problem had generated sufficient opposition within Congress thus far to frustrate the administration's hopes to establish the station.

It was not clear what effect the administration's ongoing effort to win congressional approval of the project will have on the talks. The Senate may act on the measure Aug. 29, the House Commerce Committee is scheduled to consider the bill already approved by the House Foreign Affairs panel. The measure working its way through Congress was designed to ease broadcasters' concerns regarding the potential for increasing interference from Cuba. It would restrict the station to use of the frequency and use of the station on Florida's Marathon Key operates, 1180 kHz. But the NAB continues to oppose it.

Whatever the problems ahead, the NAB was said to have been "pleased—cautiously pleased"—that the State Department "is moving toward the goal of bilateralts with Cuba and that the delegation will include industry members."

The visit of the State Department officials—William Jahn of the department's office of telecommunications accompanied Ryan and Frechette—was not the only bright spot in NAB's consideration of the Cuban interference problem. Dr. Luis Alberto Sole, of Uruguay, general director of the Inter-American Association of Broadcasters, met with NAB President Edward Fritts and John Summers, NAB executive vice president and general manager, to report on the meeting in Panama of the IAAB over the weekend of June 18. The IAAB represented reportedly said the association members "share the U.S. concern regarding Cuban interference and will assist the NAB in persuading Cuba to negotiate technical standards."

Religious preference. The law firm of Farrow, Schleichauer, Wilson & Reins has petitioned the FCC to amend its must-carry rules to eliminate the requirement for the mandatory carriage of religious TV stations. "The First Amendment mandate that government remain neutral with respect to religion requires that the commission not compel carriage of religious television stations," the firm said.

Broadcasting Jul 11 1983 42
ALCOA-NEC Communications Corporation is DBS.

ALCOA-NEC (ANCOM) is ready, willing and able now to meet the Direct Broadcast Satellite (DBS) equipment challenge.

With DBS, consumers will own inexpensive antennas to receive TV signals directly from a satellite. Current projections see as many as 30 million compact dishes in place by 1990.

ANCOM is the only company ready today, producing and delivering state-of-the-art DBS components. And unlike newcomers to DBS, ANCOM offers the dependability of system integration. One reliable source for all DBS components—from dish to low noise converter to indoor receiver. One source for design and testing, for packaging and distribution. This integrated approach assures fully tested components, designed to install quickly and work efficiently as a system for maximum field performance.

ANCOM is the best choice for any company entering 12GHz broadcasting on any scale. We are ready, willing and able to supply tomorrow's technology today...in the quantities and configurations to fit any individual purchaser's needs.

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CBS-BMI in
court fracas

Broadcast Music Inc. filed a copyright infringe-
ment suit against CBS last week, seek-
ing $550,000 in damages for BMI music played on CBS-owned television stations without a BMI license.

The suit was the latest episode in court bickering between CBS and the music-lis-
censing firm over the question of the five owned stations' BMI licenses. It was filed in U.S. district court in New York last Tuesday.

The filing came four days after a New York State Supreme Court judge denied a CBS bid for a preliminary injunction blocking BMI's termination of the stations' li-
censes (BROADCASTING, May 23, et seq.). With his denial entered late Friday (July 1), Judge Alfred M. Ascione also vacated a temporary restraining order that had been issued pending his decision on the bid for a preliminary injunction. That night (July 1), an appellate court judge denied CBS's applica-
tion for an interim stay of Judge Ascione's order.

In an affidavit accompanying the BMI complaint, BMI President Edward M. Cramer charged that CBS and its lawyers are "aware that the CBS stations are continuing, day after day, to perform musical compositions in the BMI repertory. They have been informed by BMI and its counsel that BMI regards these performances as willful infringe-
ments, but CBS has not ceased to air these infringing performances."

"CBS has admitted that it is presently per-
forming musical compositions in the BMI repertory by and through the CBS owned stations (and that it intends to continue doing so) by offering to pay BMI an amount which CBS apparently deems an appropriate license fee. BMI does not agree that the offered amount is adequate compensation and for that reason, among others, has not given the CBS stations new licenses."

Cramer did not specify what fee CBS had offered, or what fee BMI considers ade-
quate. Earlier BMI filings, however, indicated that CBS proposed to pay $1.3 million through next January; that BMI proposed $2.5 million, and that they later agreed to a deal providing for CBS to pay either $1.85 million under one set of conditions or $2 million under another set.

BMI claims CBS "reneged" on this deal; CBS claims that negotiations to implement it "revealed such a serious misunderstanding" that BMI broke off rather than continue to negotiate. That's when CBS went to court in an effort to block BMI's termination of its licenses.

BMI claims it terminated them as of May 17, by giving required notice. CBS claim its BMI licenses are still valid; that they've been in effect on a month-to-month basis since December 1978 and contain a "mos favored nations" clause entitling CBS sta-
tions to any better deal that any other station:

CBS contends it is thus entitled to the better deal that nonnetwork-owned station obtained, at least temporarily, in the all-in-
dustry TV committee's suit against ASCAI and BMI. In that case, the nonnetwork owned stations were granted approximately 25% reduction from 1982 fee levels while ASCAP and BMI appeal the decision.

The BMI complaint charges 11 specific copyright infringements by CBS stations and asks for at least $50,000 for each. It also asks that the CBS stations be permanently enjoined from infringing BMI copyrights "in any manner."

The licenses at issue are those involving music in the stations' nonnetwork program-
ing. CBS's license to use BMI music in net-
work programming is not involved.

In early June, BMI filed a similar in-
fringement suit against NBC-owned TV sta-
tions ("In Brief," June 6). The suit was with
drawn 10 days later when NBC and BMI came to terms on new licenses for the sta-
tions shortly before court arguments in the case were scheduled to begin ("In Brief," June 13). Earlier, BMI and ABC negotiate new licenses for the ABC-owned TV sta-
tions without a side trip to the courts.

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Midwest

AM fulltimer in attractive trade and education center. Available at less than last year's gross. Office and studio building included. Attractive terms.

AM and Class C FM in major metropolitan market. Major reduction in expenses has led to substantial increase in cash flow. Low down payment with liberal payout on the balance.

---

ASTA: birth of new association

Advertiser Syndicated Television Association formed as result of increasingly competitive nature of advertiser-supported syndication; 15 distributors sign up as initial members

Yet another association has been spawned the Advertiser Syndicated Television Asso-
ciation (ASTA), comprising 15 major dis-
tributors of TV programs, which will pro-
mote advertiser-supported syndication.

Robert L. Turner, president of Lexington
Broadcast Services and interim chairman o
ASTA, said the organization has three pur-
poses: to promote the benefits of advertiser-
supported syndication as a national medium to media planners, buyers and advertising executives; to create a common voice to im-
plement new, improved and/or alternative
means of effective audience research and to seek the establishment of uniform trade practices with regard to station and adver-
tiser contracts, invoice and billing proce
KGO-FM San Francisco - Sold by American Broadcasting Co. to Davis Fowl er/Weaver Broadcasting for about $5.5 million (“In Brief,” June 27, July 4). Seller, based in New York, is publicly traded owner of television networks, six AM’s, seven FM’s, five TV’s and other major interests. Buyer, based in San Jose, Calif., is owned by Philip C. Davis, David Fow ler and Bill Weaver. It also owns KARM(AM)-KKJY(FM) Fresno, KLOK(AM) San Jose and KWIZ-AM-FM Santa Ana, Calif. KGO-FM is on 103.7 mhz with 7.8 kw and antenna 1,408 feet above average terrain. Broker: Blackburn & Co.

WIN(AM)-WFPG(FM) Atlantic City, N.J. - Sold by Eastern Broadcasting Co. to Atlantic City County Radio Inc. for $2.5 million. Seller is headed by Dan Diener, president. It has no other broadcast interests. Buyer is headed by Allan W. Roberts, president. It owns WWHN(AM)-WUPE(FM) Pittsfield, Mass. WIN is on 1450 kHz with 1 kw day and 250 w night. WFPG is on 96.9 mw with 50 kw and antenna 300 feet above average terrain. Broker: Cecil L. Richards Inc.

WACZ(AM) Bangor, Me. - Sold by Acton Communications of Maine Inc. to The Zone Corp. for $575,000. Seller is headed by George M. Phillips, president. It also has interest in WDLWAM Waltham, Mass. Buyer is owned by Stephen E. King, president, who is owner, based in Bangor. He has no other broadcast interests. WACZ is on 620 kHz with 5 kw full time.

WKEI(AM)-WJRE(FM) Kewanee, Ill. - Sold by Kewanee Broadcasting Co. to Glenn R. Olson for $562,000. Seller is owned by Joseph E. McNaughton (63.7%) and George Walter (36.3%). McNaughton has interest in WACZ(AM)-WRC(FM) Effingham, Ill., WRMN(AM)-WKL(FM) Elgin, Ill., and, with Walker, in WBEV(AM)-WXR(FM) Beaver Dam, Wis. Buyer is owned by Glen R. Olson, who has majority interests in KWQC-AM-FM Webster City, Iowa; KDOM-AM-FM Windom, Minn., and KSIB(AM)-KTR(FM) Creston, Iowa. WKEI is on 1450 kHz with 500 w day and 250 w night. WJRE is on 92.1 mw with 3 kw and antenna 300 feet above average terrain.

WDSR(AM)-WNFQ(FM) Lake City, Fla. - Sold by Lake City Broadcasting Co. Inc. to Holder Media Inc. for $400,000. Seller is headed by Edwin L. Bouchelle Jr., president, who has no other broadcast interests. Buyer is owned by Hugh E. Holder, president, who is former principal owner of WQP(AM) Lake- land, Fla. He has no other broadcast interests. WDSR is on 1340 kHz with 1 kw day and 250 w night. WNFQ is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain.

WRNZ(FM) Wrens, Ga. - Sold by Frank L. Ayers to ComCast Inc. for $311,000. Seller has no other broadcast interests. Buyer is principally owned by Richard B. Armstrong (88%). He is former vice president and general manager of WNTC-FM Greenville, N.C., and has no other broadcast interests. WNZ is on 96.7 mhz with 1.05 kw antenna and 500 feet above average terrain. Broker: R.A. Marshall & Co.

Other proposed station sales include: WYBE(AM) Calera, Ala.; WMPV(TV) (CP Mobile, Ala.; WDOV(AM)-WDS(FM) Dover, Del. (BROADCASTING, July 4); WGO(AM) Gainesville, Ga. (BROADCASTING, July 4); WSLI(AM) Emence, Ky.; WNAM(AM)-WLOM-FM Annandale, Md. (BROADCASTING, July 4); WKEZ-AM-FM Orleans, Mass. (BROADCASTING, July 4); WIX-FM Cincinnati (BROADCASTING, Aug. 30, 1982); KSDAM Phoenix (Medford), Ore. (BROADCASTING May 30); WKAQ-TV San Juan, P.R. (BROADCASTING, April 25); KBN-TV Dallas (BROADCASTING, May 9), and WLCKX(AM)-WLXR(FM) La Crosse, Wis. (BROADCASTING, June 27).

WIFI(FM) Philadelphia - Sold by GCC Communications Inc. to Beasley Broadcast Group for $6 million. Seller is division of publicly-traded General Cinema Corp., major theater chain and soft-drink bottler. It also owns 80% of WHUE-AM-FM Boston. Other 20% is owned by Alexander M. Tanger, president of broadcast division. Buyer is Goldsboro, N.C.-based group owner of five AM’s and six FM’s principally owned by George Beasley. He recently sold WKBX(AM)-WSPA(FM) Savannah, Ga. (BROADCASTING, May 2). WIFI is on 92.5 mhz with 50 kw and antenna 500 feet above average terrain.

KKJY-FM Albuquerque, N.M., and KSET-AM-FM El Paso, Tex. - Sold by Broadcast Associates of New Mexico and Broadcast Associ-
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Your Best Broadcast Opportunities!

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Class C FM: $3,700,000 cash
Excellent equipment, 1,200 ft. tower, grossing over $1,500,000—projections even higher!

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Class C FM: $1,100,000 terms
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Vast coverage area, 1,100 ft. tower—offers tremendous potential for owner-operator!

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Class A FM: $400,000 terms
Great coverage, mountain tower—unique opportunity!

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as financial advisor to Field Enterprises, Inc.

Goldman, Sachs & Co.

New York Boston Chicago Dallas Detroit
Houston Los Angeles Memphis Miami
Philadelphia St. Louis San Francisco
London Tokyo Zurich

June 29, 1983
Shintron switcher

Broadcasters who have taken the plunge and purchased half-inch analog-component videocassette equipment—either the RCA/Matsushita M format or the Sony Betacam format—now have a compatible switcher that they can use for editing and post-production. Shown for the first time at the National Association of Broadcasters convention last April, the Shintron Model 390 simultaneously handles three separate component video signals, regardless of format, rather than a composite NTSC signal. The switcher has the standard array of transitional effects. Although the Model 390 has a special port for hooking up with Convergence editors, the unit can “communicate” with most other editors through a separate port. The Model 390 was developed in cooperation with WNEV-TV Boston, which has adopted the M format equipment. Priced at around $15,000, the switcher is promised delivery next month.

On station at last

After nearly three months of effort, technicians have finally succeeded in boosting NASA’s $100-million TDRS 1 satellite into geostationary orbit. The space shuttle Challenger deployed the satellite on April 4, but the rocket that was to take the satellite into Challenger’s relatively low orbit to the geostationary orbit 22,236 miles above earth malfunctioned and the satellite began tumbling through space. Technicians were able to stabilize the spacecraft in an elliptical orbit with a perigee of 13,574 miles and an apogee of 21,970 miles. By using thimble-sized thrusters on the spacecraft, the technicians gradually circularized the orbit and nudged it up to the geostationary altitude. The last six-minute burn took place June 29. TDRS 1 is the first of three birds that will make up NASA’s Tracking and Data Relay Satellite System (TDRSS), which will allow NASA to stay in touch with orbiting space shuttles and with other unmanned satellites. According to a NASA spokesman, the 16 earth stations NASA now uses to track and communicate with the space shuttle are out of contact with the spacecraft 65% of the time. By contrast, the three-satellite TDRSS will be out of contact just 15% of the time, he said.

All in the family

RCA Americom has awarded a contract in excess of $120 million to RCA Astro-Electronics for three Ku-band satellites. Both companies as well as one of the satellites’ expected beneficiaries, NBC-TV, are subsidiaries of RCA Corp. Each of the satellites will contain 24 40-watt transponders. The first will be launched in 1985; the second and third will be launched in 1986. Under terms of a tentative agreement, Comcast General will distribute programming for NBC-TV, first over Satellite Business Systems’ satellite system and later over the RCA Americom Ku-band system. Besides network program distribution, the new Ku-band system is adaptable for beaming video direct to homes and SMATV systems because of its relatively high power.

Rally ‘round the disk

Information on the burgeoning compact disk marketplace can be had from the Compact Disk Group, a month-old organization of some two dozen manufacturers of CD players and software. Among CDG’s promotional activities is the publication of a quarterly pamphlet listing available CD titles. The premiere June issue contains more than 250 entries covering a range of musical tastes. According to a CDG press release, CDG members expect to have sold more than 100,000 players and have more than 1,000 titles on the market by next spring. CDG is based in New York: phone (212) 355-6947.

Electronic publishers

Almost half of U.S. and Canadian daily newspapers are involved with one or more of the new communications technologies, according to a survey released by the Newspaper Advertising Bureau and the American Newspaper Publishers Association. Of the 1,067 dailies surveyed, 48% said they are considering, planning or participating in the new media. According to the survey, 33% of the newspapers were involved in cable; 24% in low-power television; 12% in teletext, and 12% in videotext.

Beware of buzz

The FCC’s Office of Science and Technology has released a paper that suggests broadcasting teletext during the vertical blanking interval of regular programming may cause buzzing in the sound of the programing in some receivers. FCC investigated the phenomena after receiving complaints of buzzing on WETA-TV Washington during the broadcast of its experimental teletext service. According to the FCC report—the buzzing can be traced to deficient transmitters. High incident carrier phase modulation, it said, apparently exacerbates the buzz problem in receivers that employ intercarrier detectors.

Deregulate me, not him

Although the National Association of Broadcasters supports the FCC proposal to deregulate the licensing of broadcast engineers, it has told the FCC to retain the license requirements for private radio engineers. "While we support the continued reliance of marketplace forces to assure broadcasters' compliance with the commission's technical rules . . . the commission should consider the fact that marketplace forces do not always provide a similar incentive for compliance in every service," the NAB said. "Undoubtedly, in certain private radio services, mar ketplace forces may mitigate against compliance with the commission's technical standards. To abandon licensing requirements in these services is an invitation for the unqualified—and unscrupulous—to profit by providing inept and unlawful equipment and adjustments for persons who cannot be reasonably expected to know whether the adjustments are lawful or unlawful.

Japanese connection

A consortium of Japanese broadcasters, led by the Japanese Broadcasting Corp. (NHK), has leased a full-time television channel on an Intelsat satellite over the Pacific Ocean. Under terms of a lease agreement with Intelsat and the Comsat World Systems Division, the U.S. partner in Intelsat, the Japanese broadcasters will be able to beam television signals between Japan and a Comsat earth station 30 miles northwest of Los Angeles; two years later, in April 1984, the satellite will be sold to Japan. In addition to NHK, the consortium comprises Nippon Television Network Corp.; Tokyo Broadcasting System Inc.; Fuji Telecasting...
Closed-circuit religion

Netcom Enterprises, Burbank, Calif., will patch together the satellite/terrestrial microwave network for the Christian Broadcasting Network's live, nationwide closed-circuit telecast this Saturday (July 16) from CBN headquarters in Norfolk, Va. In addition to securing satellite time for the two-hour (8-10 p.m. N.Y.T.) fundraiser, Netcom will set up around 200 transportable downlinks at hotels, auditoriums and convention centers across the country to receive the satellite feed and arrange for at least 27 other sites to receive the show via terrestrial microwave. CBN expects to reach 250,000 people over the ad hoc network. Netcom is actually working for Victory Communications International, the Phoenix fund-raising firm that is producing the telecast. Momentum Enterprises, New York, will provide monitors or projection television systems at the various sites.

Jerrold's $3.7-million deal

The Jerrold Division of General Instrument Corp. announced that it has sold $3.7-million worth of Starcom 450 addressable converters and remote-control units to Cable TV of Puget Sound. According to the Hatboro, Pa.-based manufacturer, the 66-channel equipment will be installed in systems serving Pierce county and Tacoma, both Washington. The systems are expected to pass 140,000 homes and serve 100,000 of them within five years, Jerrold said.

Look out AM stereo

When the FCC two weeks ago dismissed its proposed rulemaking on standards for FM quadraphonic broadcasting, it did not dismiss the new service. According to an order released last Wednesday, the rulemaking simply became moot when the FCC adopted new rules for subsidiary communications authorization (SCA). The new SCA rules, the order said, permit FM stations to broadcast quadraphonic sound using the systems proposed in the rulemaking (RCA or Quadcast Systems) or any other quadraphonic system compatible with existing mono and stereo radios.

Aeronautical fine

The FCC has fined Cablevision of Chicago $15,000 for unauthorized use of aeronautical frequencies. In a press release, the FCC said Cablevision knew that use of the conflicting frequencies was in violation of commission rules, but continued to use them for more than two years, presenting potential danger to the public.

Three-in-one

Broadcasters and cable operators are looking for just the right mix of computer hardware and software to improve efficiency and keep down operating costs. To address this demand is Magnicom Systems, a partnership of Control Data Corp. (50%) and ADR/CADRE Inc. (40%) formed earlier this year. Control Data Corp. is a large (it employs 56,000 people) Minneapolis-based computer services and systems company. ADR/CADRE is a joint venture of Storer Communications (51%), a group television broadcaster and MSO, and Applied Data Resources (49%), a Princeton, N.J., software supplier. (Under terms of the partnership, Magnicom absorbed Control Data's Station Business Systems.)

For the broadcaster, Magnicom has the BAT System, which handles order entry, program format and break scheduling, invoicing and accounts receivable. The system also produces reports for station managers. For the cable operator, Magnicom introduced at the National Cable Television Association convention last month the MARC/10 management system, an enhanced version of the Station Business Systems' Subscriber Business System 2000. In its basic configuration, MARC/10 tracks order entry, work orders, accounts receivable and billing and monitors such day-to-day transactions as installation, disconnects and service upgrades and downgrades. Four "software modules" assist the cable operator with service calls, dunning and collecting, converter inventory and implementing addressability. Like the BAT System, MARC/10 churns out reports for analysis by executives.

Tube transfer

RCA Corp. is reported to be negotiating with the Japanese Mitsubishi Electric Corp. to sell its Midland, Ont., picture tube manufacturing facility. RCA would not comment on reports that Mitsubishi offered about $24 million for the plant. The operation, which once employed 570 people, was closed by RCA last Dec. 31.

Adams Communications Corporation
has acquired
WRTH-AM
St. Louis, Missouri
from
King Broadcasting Co.
and
KEZK-FM
St. Louis, Missouri
from
Metroplex of Missouri
for $6,800,000

We are pleased to have initiated and assisted this transaction.

R. C. CRISLER & CO., INC.

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CINCINNATI, OHIO
<table>
<thead>
<tr>
<th>Company</th>
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<th>Closing Wed. Jun 29</th>
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**Notes:** Some data is estimates (P/E), based on earnings and price movements. **Continued from previous page.**

**Stocks with the greatest appreciation in price:**

- **ABC**
- **CBS**
- **Cox**
- **Gross Telecasting**
- **LIN**
- **Metromedia**
- **Outet Co.**
- **Scripts-Howard**
- **Snower**
- **Sungroup Inc.**
- **Taf.**
- **United Television**

**Stocks with the greatest depreciation in price:**

- **N ABC**
- **N Capital Cities**
- **N CBS**
- **N Cox**
- **N Gross Telecasting**
- **N LIN**
- **N Metromedia**
- **N Outet Co.**
- **N Scripts-Howard**
- **N Snower**
- **N Sungroup Inc.**
- **N Taf.**
- **N United Television**

**Stocks with the greatest appreciation in earnings:**

- **ABC**
- **CBS**
- **Cox**
- **Gross Telecasting**
- **LIN**
- **Metromedia**
- **Outet Co.**
- **Scripts-Howard**
- **Snower**
- **Sungroup Inc.**
- **Taf.**
- **United Television**

**Stocks with the greatest depreciation in earnings:**

- **N ABC**
- **N Capital Cities**
- **N CBS**
- **N Cox**
- **N Gross Telecasting**
- **N LIN**
- **N Metromedia**
- **N Outet Co.**
- **N Scripts-Howard**
- **N Snower**
- **N Sungroup Inc.**
- **N Taf.**
- **N United Television**

**Price**

- **N ABC**
- **N Capital Cities**
- **N CBS**
- **N Cox**
- **N Gross Telecasting**
- **N LIN**
- **N Metromedia**
- **N Outet Co.**
- **N Scripts-Howard**
- **N Snower**
- **N Sungroup Inc.**
- **N Taf.**
- **N United Television**

**Earnings**

- **N ABC**
- **N Capital Cities**
- **N CBS**
- **N Cox**
- **N Gross Telecasting**
- **N LIN**
- **N Metromedia**
- **N Outet Co.**
- **N Scripts-Howard**
- **N Snower**
- **N Sungroup Inc.**
- **N Taf.**
- **N United Television**

**Notes:** Some data is estimates (P/E), based on earnings and price movements.
Claim jumper?

Giving another competitor the requisite shot, the FCC's Mass Media Bureau has designated the renewal of WSNV-TV (ch. 44) Chicago for comparative hearing with the mutually exclusive application of Monroe Communications Corp. The licensees of WSNV-TV is a joint venture comprising Harriscope of Chicago Inc., Es- saness Theatres Corp. and National Sub- scriptio...
TV stations band together to form LPN

Local Program Network, set to launch next month, will exchange news stories among eight stations and offer them via satellite to others as well

A new, satellite-delivered news service sponsored by a consortium of eight television stations will begin beaming 60 minutes of news to client stations by the end of next month. Called the Local Program Network, the consortium will take news features originally produced by the group of "core" stations for local broadcast and distribute them to television stations for insertion in their local newscasts or other locally produced programs ("In Brief," July 4).

LPN is designed to offer stations a "quality" supplement to the traditional sources of broadcast news, said LPN's project manager, Jim Hayden. Hayden, a producer at WCCO-TV Minneapolis—the station coordinating the project—said the service will focus on "hard news but not breaking news." LPN will be transmitted with two channels of audio whenever possible, he explained, so local stations can dub in their own voiceover if they wish.

Hayden said the impetus behind LPN came in part because "broadcasting is an industry that was once profitable but is now riddled with opportunities to lose money." He said "it doesn't make sense" for a station to spend $5,000 on a reporter and crew to produce a story that is limited to viewing in one market. Instead, Hayden proposed, a station could better support its news budget if its important stories—provided they were of more than local interest—were circulated to other markets via satellite for some compensation.

The core group of stations are: KING-TV Seattle; KSL-TV Salt Lake City; KRON-TV San Francisco, Calif.; WTVT-TV Charlotte, N.C.; WDVN-TV Washington, and WCVB-TV Boston, in addition to WCCO-TV. Hayden said LPN would also purchase news stories from other stations as well. Launch money will be provided by the eight core stations with the possible addition of at least one more, and those stations will receive LPN at no charge. LPN's initial annual budget is expected to be near $400,000, but Hayden said that does not include satellite uplink costs or time spent on the editing equipment.

Consortium stations will function according to their ability, he added. He predicted LPN's impact on market ranking. The cost of the launch, Hayden said, "will soon be entirely offset by sales of the service to stations outside the core." Hayden said the LPN could cost anywhere from $10,000 to $20,000 annually for a station below the top 100 markets and could run up to $100,000 annually for a station in New York, Los Angeles or Chicago.

But Hayden didn't dwell on the financial aspects of the project. He views LPN more as "a clearinghouse" to match noteworthy newscasts produced by television stations to other television stations seeking a supplement for their local programming. The LPN feed will include hard news pieces along with local magazine-format stories with an entertainment bent. "We are a group of broadcasters getting together on our own," Hayden said.

New view
KLRT-TV Little Rock, Ark. (ch. 16) began on-air operations on June 26 from the downtown area. Its 1,260-foot tower and transmitting antenna are located at Shinall Mountain. The UHF station, the first independent in the market, is owned and operated by Little Rock Communications, a unit of MMT Sales. Bruce C. Mayer, vice president and general manager, said KLRT-TV "is looking into innovative viewer participation programming," including live talk shows using two-way telephone conversations with viewers.

Slowdown
M*A*S*H, the highest-rated off-network series in TV syndication, "appears to have reached its plateau," and is beginning to trend downward in average ratings, according to a report issued by Petry Television, New York, to its client stations. Edward G. Aiken, vice president, director of programming for Petry, said that between May 1982 and May 1983, M*A*S*H ratings declined in 98 of the 203 Monday-Friday time periods (48%) in which it was carried. Since February 1983, it has declined in 119 (59%) time periods. Where previous scheduling in the time period was something other than M*A*S*H, the show added to the audience delivery in 39 cases (19%) from May to May according to Aiken, but from February to May 1983, the show overachieved its predecessor program in only 19 (9%) instances. "Clearly, M*A*S*H is still a good, solid product achieving good, solid numbers," said Aiken. "Still, a trend has emerged and it is a trend worth watching in the upcoming 1983-84 television season."

'Life' lineup
Andrews & Associates, New York, has lined up 32 television stations to carry the new half-hour This Is Your Life series in the fall. The stations include WABC-TV New York; NBC-TV Los Angeles; WMAQ-TV Chicago; KTV-DTV San Diego; WSBK-TV Boston; KOA-TV Denver and KRON-TV San Francisco. Andrews also is packaging the best of the original This Is Your Life programs for syndication strip sales.

Judgment call. U.S. Information Agency Director Charles Wick, writing in the July 2 issue of TV Guide, chides American TV networks for ignoring what he calls "the slaughter in Southeast Asia" while continuing to spotlight U.S. involvements in Central America and elsewhere. Wick quotes a "leader" of Southeast Asia as saying "When the Soviets or any of the Communists commit atrocities, it seems normal, but when any of the free world does anything, then television and print media immediately take off on it that very day." Another head of state is quoted as saying that "After Watergate and Vietnam, you have a media monster out of control." Much of the article is concerned with conflict in Kampuchea, formerly called Cambodia. "Television's failure to cover this story is, thus, a tragedy for those... who might be helped by our concern," concluded Wick.
Hayden said in explaining what other television news services lacked. He described LPN's efforts as "guerilla networking."

In addition to the weekly 60-minute feed—which LPN hopes to expand to 70 and then 90 minutes—Hayden said plans are also being drawn up to develop a five-night strip as well as occasional documentary and investigative programs. As an example, Hayden said the consortium stations could pool 20 of their investigative reporters to work on an "investigative series" and then distribute the series through LPN. Hayden added that LPN is "in discussion phase" with major syndicators about distribution.

Second revolution. The technological descendent of wire copy and the editor's pencil was on display in New York last week as the British Broadcasting Corp. demonstrated to the three major networks and noncommercial WNET TV the computerized newsroom system it developed for its new weekday morning show, Breakfast Time. The BBC system, with software designed by and for journalists, works in conjunction with a Hewlett-Packard model 3000 computer and model 2622A video terminal and keyboard and was developed to support the 24-hour editorial and production cycle of Breakfast Time. The BBC is now trying to market the system to newsrooms around the world. Except for a hard copy record, the BBC system has virtually eliminated paperwork in the electronic newsroom. In short, the video terminal and keyboard become the source, typewriter, storyboard and other tools of the journalist's and editor's trade. As many as 12 wire services can be interfaced into the system and displayed on the video terminal. The copy file alone can store three million bits of information.

The BBC system is also designed to handle administrative details like travel arrangements and profile backgrounds on the show's daily guests plus messages and instructions by the producers to the staff. Stories by on-camera personalities—called "presenters" in Great Britain—are read off a video teleprompter developed by Autocue Products Ltd., U.K. One of the advantages of the BBC system, a BBC producer said, is that stories developed on the video terminals can be fed directly into the Autocue without having to be rekeyed or typed. The BBC uses 80 terminals to serve its 104-member Breakfast Time staff. It plans to institute the system for its evening Nationwide and Newsnight newscasts within six months and have the entire BBC news operation on line by April 1984.

Tam Pry, special assistant for BBC current affairs programs, said the system has saved the Breakfast Time staff from hiring an additional 15 people and will pay for itself within three years. The price of a "standard" software program, he said, runs about $75,000, but ultimately depends on the newsroom's specific needs. The Autocue teleprompter runs about $15,000 and includes a reversible contract screen. The Hewlett-Packard terminal and keyboard cost about $3,000 each. The BBC is marketing the system through Systemsolve, a U.K.-based computer system and software company and subsidiary of the Hunting Group.

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ABC slants more heavily to news and sports in fall

BBDO study sees nearly 20% of ABC's schedule in those genres; CBS going with more movies, drama; NBC with comedies

As much as one-fifth of ABC-TV's prime time schedule in 1983-84 is likely to be devoted to sports and news, according to an analysis by BBDO Inc., New York. In its report, BBDO found that CBS-TV will devote more than half of its prime time schedule next fall to drama, including movies, and that there will be less situation comedy and action adventure programing in the three-network schedule as a whole.

ABC's emphasis on sports comes from its planned coverage of the winter and summer Olympics, the World Series, the Indianapolis 500, some boxing and other special events, said BBDO, in addition to regular staples, Monday Night Football and baseball. When prime time coverage of national political conventions and primary elections, plus ABC's weekly newsmagazine, 20/20, are added, the result is far more news and sports than will be carried by either CBS or NBC-TV.

One-third of CBS's prime time schedule will be devoted to dramatic series, said BBDO, and with the addition of a third movie night next fall, 60% of the network's schedule will be drama and movies. CBS will increase its carriage of dramatic series by one hour in the fall, while at the same time decreasing its carriage of sitcoms from 10 half-hours to 6, a drop of 40%. ABC's sitcom complement also dropped, from 12 half-hours to 10, while NBC's grew by 25% from eight half-hours to 10.

Although NBC decreased its commitment to drama by an hour, from five hours to four, CBS doubled its commitment, adding two new hour-long series, Hotel and Lottery, to its stable, which also will include two returning dramas, Dynasty and Hart to Hart. With both new shows, ABC hopes to score again on a principle that has led to great success for two of its older series, Love Boat and Fantasy Island, said BBDO--format elasticity that provides a basic cast and premise but allows for considerable latitude in story lines, guest stars and locales.

Comedy programing next season will fall into three categories, said BBDO, and will include those that center on the family, workers and "swingers." Swingers are "sexy, suggestive comedies in the style of Three's Company," said BBDO, whose experts note that "after an absence of several years, those shows seem to be having a renaissance."

Eight of NBC's comedies will be family oriented, said BBDO. CBS will have four work-oriented and two family-oriented comedies, the latter centering on older families. ABC has an "even distribution," said BBDO, with three each of the comedy types.

Action-adventure series will have a smaller role overall next season, with one-fourth of the three-network schedule devoted to that genre, compared with one-third devoted to it last season. NBC has the heaviest commitment to action-adventure, with seven hours scheduled, said BBDO. All three are putting the genre more often into the 8 to 10 p.m. slot. The drop this fall in action-adventure may not necessarily signal a decline in popularity for that programing, noted BBDO: The networks may simply be evening out their schedules after heavy commitment to that genre last fall.

Only two of 18 adventure series next fall will center on police action, noted BBDO. Taking the place of the one-popular police shows are a growing number of plainclothes independent operatives, some of them working for the government, such as those in CBS's Scarecrow and Mrs. King. Operatives are divided evenly, notes BBDO, between individuals such as Matt Houston or The A Team and close-working groups such as the A Team.

The "macho man," as defined by CBS i its hit series, Magnum, P.I., is "now no only the lead in most action adventure series but is also moving into other program categories such as the soap dramas," said BBDO. The "man who can take care of himself," also embodied on CBS in Knot's Landing's Kevin Dobson, will find new person next fall in William Devane, who will join that series in a similar role, and Cliff Robertson, who will join the cast of Falcon Crest.

"Although there are prominent women characters in the action-adventure shows they are, for the most part, subsidiary to the men in the cast," said BBDO. "There are also fewer antihero or character leads, an "where such characters do appear, many of them fall into the 'macho' mold such as Mike T in The A Team."

Overall, ABC will devote 25% of its prime time schedule to action-adventure 25% to comedy, 20% to drama and the remainder to news, sports, movies and variety; CBS, in addition to committing 60% of its time to drama and movies, will fill 25% of its hours with action-adventure and the rest with sitcoms and news. NBC will devote one-third of prime time to action-adventure one-third to a combination of drama and movies, one-fourth to sitcoms and the remainder to news and variety.

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INN-roads. Independent Network News's prime time newscast captures a larger percentage of its audience from upscale, large-market and pay cable households than do four major news programs on the three major networks, according to a survey completed for INN by the A.C. Nielsen Co. The following chart, based on four-week cumulative averages from Nielsen's National Television Index for February 1983, shows the percentage of the total cumulative audience for five news programs that comes from each of five prime demographic categories. INN's evening newscast is beaten in only one category by the program that is most often its closest competitor, ABC-TV's Nightline, which held less than a one-percentage-point lead among viewers with incomes of $30,000 or more. Jane Pearman, research director for Wpix Inc., which owns and operates INN, said INN held a similar lead over the three major networks in a comparable survey taken a year ago, when INN captured 53.3% of its audience from A counties, 19.9% from viewers with more than four years of college, 34.8% from viewers with incomes of $30,000 or more, 22.3% from pay cable households and 29% from viewers who are professional, managerial or own their own business. The result, said Pearman, show that INN is "a definite choice against entertainment and not simply a habit."
Ratings Roundup

CBS-TV finished out front for the fourth consecutive week in the prime time ratings race, since the official end of the network season on April 17, has seen the lead go to CBS six times, ABC-TV three times and NBC-TV two times. For the week ending Sunday, July 3, CBS averaged a 12.6 rating/24.8 share, according to A.C. Nielsen's National Television Index, while ABC finished second and a full rating point behind (11.6/23.1) and NBC came in third (11.2/22).

CBS won Monday, Wednesday, Thursday and Sunday while NBC took Tuesday and Friday, and ABC, as it has for three consecutive weeks, came in first only on Saturday. CBS had 15 of the top 30 programs, NBC had nine and ABC had six.

The highest-rated original show was ABC’s 20/20 (16.8/31), which outperformed CBS’s 60 Minutes (14/36) in rating, although not in share of audience. Behind it came CBS’s new summer replacement news magazine, On the Road with Charles Kuralt (13.2/22), and Our Times with Bill Moyers (12.9/21). In its premiere two days earlier, as a special following 60 Minutes, On the Road (16.1/34) maintained a rating as high as that of its lead-in (16.1/34) and finished the week’s 10th highest-rated program. Our Times (13.8/26), although it failed to maintain all of its lead-in audiences from On the Road, finished the week’s 25th highest rated show out of a total of 70.

ABC’s Monday Night Baseball (11.2/20), featuring a contest between Baltimore and New York or Pittsburgh and St. Louis, had its best performance in three weeks of prime time broadcasts, up nearly two ratings points from its score the previous week (9.7/18) and the week before that (9.8/18).

The First 20
1. M*A*S*H CBS 20.0/34
2. Cagney & Lacey CBS 18.3/32
3. Archie Bunker’s Place CBS 17.9/30
4. A Team (R) NBC 17.5/29
5. Simon & Simon CBS 17.2/31
6. 20/20 ABC 16.8/31
7. Magnum, P.I. CBS 16.2/33
8. 9 to 5 ABC 16.8/26
9. Love Boat ABC 15.7/33
10. Hill Street Blues NBC 15.6/29
11. Family Ties NBC 15.6/26
12. Remington Steele NBC 15.4/26
13. Cheers NBC 15.3/27
14. Hart to Hart (R) ABC 15.2/27
15. Charlie Brown Special CBS 14.9/28
16. CBS Wednesday Night Movie—Homeward Bound CBS 14.5/26
17. Facts of Life NBC 14.4/26
18. Three’s Company ABC 14.2/23
19. 60 Minutes CBS 14.0/36
20. Private Benjamin CBS 13.6/25

The Final Five
63. Quincy, M.E. NBC 6.9/15
64. Tom Selleck/Linda Craig ABC 6.8/17
65. Monitor NBC 6.0/13
66. Seven Brides For Seven Brothers (R) CBS 5.7/14
67. Voyagers (R) NBC 5.2/13

NBC study turns NIMH study around 180 degrees

Network says that contrary to other studies, no causal connection exists between violence on TV and in children

NBC researchers have gone public with a study, reported earlier but in less detail, to show that the National Institute of Mental Health’s controversial 1982 report was wrong in concluding that watching aggression on television leads to real-life aggression in children (BROADCASTING, May 10, 1982).

NBC called its study, said to have cost “at least” $1.5 million to $2 million, “the most extensive investigation of television into aggression that has appeared in scientific literature.” And it found, the researchers said, “no evidence of a causal connection between television violence and the development of aggressive behavior patterns among children and adolescents.”

Highlights of the NBC study, conducted among some 3,200 children and teen-agers of varied backgrounds in Minneapolis and Fort Worth from 1970 through 1973, have been made public before. A summary appeared in the NIMH report that, despite the disagreement of a number of researchers, reached the contrary conclusion. Last win-

ter, the study was published as a 505-page volume, “Television and Aggression: A Panel Study,” by Academic Press.

Officials noted that the full report had been some 13 years in the making; three years of field work, six years of analysis and four years in writing the book. The authors had waited until last week to hold meetings with academics and the press, according to NBC, because this was the first time the authors and outside experts involved in it could be brought together.

The authors are three NBC research authorities and one outside academic consultant, Ronald C. Kessler, associate professor of sociology and faculty associate at the Institute for Social Research at the University of Michigan. The NBC experts are J. Ronald Milavsky, vice president for news and social research; Horst H. Stipp, director of social research, and William S. Rubens, research vice president.

As they summarized it, the study’s “principal conclusion” is that it “did not find consistent significant effects of television upon the aggression among either elementary school boys or girls or teen-age boys...In other words, this study, using the most advanced methodology for detecting causation, found no causal connection between television violence and the development of aggressive behavior patterns among children or adolescents.”

"Another important finding from the study is that the analyses identified a number of factors that appear to have a significant impact on aggression in childhood and adolescence. These have to do with the social

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contexts in which these young people live, such as family and peer pressures. This finding also indicates that the study results were produced by an analysis model that is able to detect meaningful effects, and could have detected comparable television effects had they been present.

The summary acknowledged that the TV programs used in the study were among those on the air in the early 1970's, but expressed belief that if the study were done again, using later or current programs, the results would be "very similar." For one thing, the researchers explained, the networks' broadcast standards departments are as strict now as they were then, if not stricter, and the number of action-adventure programs broadcast during children's viewing times has decreased by about one-third since 1971.

The study recognizes that its conclusions differ from some obtained in experimental research. But, it notes experiments "assign short-term arousal and imitative effects," not "long-term socialization effects in a real-life context," with which this study deals.

"However," the report continues, "our results are relevant for understanding the long-term implications of experimentally documented short-term effects. If these short-term effects cumulated and generalized to day-to-day behavior, we would have found clear indications of this in our data. The fact that we did not find evidence of this sort suggests that the short-term effects found experimentally do not lead to consistent patterns of aggression in the 'real world.'"

As compiled by BROADCASTING, June 27 through July 1, and based on filings, authorizations, and other FCC actions.


New Stations

AM applications

- Kenai, Alaska—Kenai Broadcasting Co. seeks 980 kHz. 1 kw-D. 1 kw-N. Address: 3933 Geneva Place. Anchorage, Alaska 99504. Principals: Dorothy V. Rogers and John H. Lindbmer (50% each). Lindbmer also has interest in KLAM(AM), Cordova; KRXA(AM) and Service. and KVA(KM) Videre all Alaska. Rogers has no other broadcast interests. Filed June 22.

- Portage, Ind.—Porgage Broadcasting Co. seeks 750 kHz. 2.5 kw-D. Address: 2757 Sager Road. Valparasloe, Ind. 46383. Principals: Leigh Ertis and wife. Nancy Leigh Ertis has interest in WLJF(FM) and WAKE(AM) both Valparasloe. Filed June 22.

- Gretna, La.—M. America Broadcasting Inc. seeks 750 kHz. 25 kw-D. Address: 7222 Sardony St. New Orleans, La. 70124. Principals: Margaret Ann Kern, president (49%), and Barbara Ann Young (51%). They have no other broadcast interests. Filed June 20.

FM applications

- Sanibel, Fla.—Sanibel Radio Ltd. seeks 104.9 mhz. 3 kw. H.A.A.T. 300 ft. Address: 170 N.W. San Pueblo Ave., North Port, Fl. 33566. Principals: Esther H. Kays, Glen R. Thiesen (45%) and Pearl Icyce Miller (10%). Thiesen is applicant for new FM at Sun Springs, Okla., and new TV at Charleston, S.C. Filed June 22.

- Santa Rosa Beach, Fla.—Carte and Carta seeks 102.3 kHz. 3 kw. H.A.A.T. 300 ft. Address: Route 2, Box 78, Point Washington, Fl. 32543. Principals: Carol Renee Carter (35%), husband P. Mark Carter (15%), his mother Lois A. Carter (35%) and his father Ernest R. Carter (15%). Mark Carter is employed at WARE-TV Pensacola. Fla. Rest have no other broadcast interests. Filed June 27.

- Mason City, Iowa—Better Broadcasting Corp. seeks 93.5 mhz. 3 kw. H.A.A.T. 421 N. Elizabeth, Pueblo, Co. 81008. Principals: Joyce C. Erway, president (31%), and husband Jerry G. Erway (49%). Erways have interest in KAY(AM) Pueblo. Filed June 27.

- Duluth, Minn.—The Snee and Associates Ltd. seeks 95.7 mhz. 100 kw. H.A.A.T. 300 ft. Address: 4217 Gladstone, Duluth 55804. Principals: Douchousse Corporation (90%), headed by Richard L. Douchousse, president and John R. Snee and his wife. Geraldine Snee has no other broadcast interests. Filed June 22.

- Thayer, Mo.—Thayer Community Radio seeks 98.5 mhz. 3 kw. H.A.A.T. 300 ft. Address: 522 Walnut, Thayer 65781. Principals: Gary Edwards Lack (80%); his wife, Emma Lois Lack (15%); and Larry Ben Myers (5%). They have no other broadcast interests. Filed June 22.

- Pulaski, N.Y.—Osweego-Jefferson Broadcasting Inc. seeks 101.7 mhz. 3 kw. H.A.A.T. 89 ft. Address: 7800 North Jefferson St. Pulaski, 13142. Principals: Stephen C. Saldall, president (50%) and John J. Peeler (50%) They have interest in WSCP(AM) Sandy Creek-Pulaski. NY. Filed June 27.

- Big Lake, Tex.—Drinon Broadcasting Inc. seeks 98.7 mhz. 3 kw. H.A.A.T. 190 ft. Address: Site, 218-1777 Veneta Blvd., Woodland Hills, Calif. 91364. Principals: Martin L. Schwartz (50.01%) Charles Bolles and his wife, Susan (49.99%) They also own KWH(AM) Big Lake, Tex. Filed June 27.

Three-way pact. A tentative three-year agreement between the Screen Actors Guild and American Federation of Television and Radio Artists and the Alliance of Motion Picture and Television Producers was reached July 1 by negotiators and is being presented to union members for ratification.

The proposed contract, reached after a marathon 36-hour bargaining session in Los Angeles, calls for a 21% increase in minimum salaries over the next three years and an increase in performance share of the home video market revenues from 4.5% to 6% of the distributor's gross. Other key elements of the package include: strengthened affirmative action language intended to provide "more comprehensive casting data and expedited access to discuss affirmative action with management," an extensive stunt and safety package that includes a joint union/management committee to define qualifications for doing stunt work and an increase in producer contributions to the SAG pension and welfare plan from 10% to 11%.

The agreement is expected to win membership approval, following consideration by joint SAG/AFTRA boards in Los Angeles, New York and Chicago this week. "It was a really tough, hard-nosed negotiation," said SAG President Ed Asner, "but we feel the deal we've achieved is one we can confidently recommend to the membership for approval.

AFTRA President William Hillman noted that the joint negotiations are part of merger efforts between the two unions and said "we have come closer to achieving parity between the contracts administered by the two unions in their shared jurisdiction. As a result, fees and conditions under which our members perform have not only improved, but are more nearly equalized."

Ownership changes

Applications

- WBY(AM) Calera, Ala. (1370 kHz, 1 kw-D)—Seeks assignment of license from Ralph W. Sears to B. M. Musch for $150,000. Seller is owned by Ralph W. Sears, who has no other broadcast interests. Buyer has no other broadcast interests. Filed June 27.

- [CP] WMPV(FM) Mobile, Ala. (ch. 21, ERP: 1580 kw, 20 kW a.w.—HAAT: 390 ft)—Seeks assignment of license from Mobile Pensacola Broadcasting Inc. to Mobile Television Associates Ltd. for $150,000. Seller is principally owned by Providence (R.I.) Journal Broadcasting Corp. headed by Jack C. Clifford. It also owns WPIL-AM Phil-delphia and WEAA(FM)-WPJB-FM Providence. Buyer is owned by Mobile Television Corp. (99%), and Samuel Bartholomew (1%). Mobile TV Corp. is owned by S. Bartholomew (40%), S. Bartholomew (99%), and资产 Joseph M. Rogers (3%). Lodger has interest in KSF(RT) Florence, Mo. -applicant for new TV at Do-璇osa Beach, Fl. and three low-power TV stations. Filed June 28.

- WDOV(AM)-WDSS(FM) Dover, Del. (1410 kw-D, HAAT: 250 ft., DA-950 mhz. 3 kw, H.A.A.T. 630 ft.—Seeks assignment of license from RDU-Radio Stations Inc. to Dover Broadcasting Inc. for $1.1 million (BROADCASTING, July 4) Seller is principally owned by estate of Henry Ruby Robi. Ruby's daughter is president, and it also owns WDVE(AM)-WQCM(FM) Burlington, N.C.; WTCX(AM)-WQCM(FM) Leeds, Tenn.; and WPDX-AM-FA Charlesburg, W.Va. It also has sold asset subject to FCC approval. WAFM(AM)-WLM(FM) Amputee, Md. (see below) Buyer is owned by Joel M. Hartson, president, and D. J. Dickstein (50%) who are principals of Hartson & Dickstein. Hartson, Conn., investment banking firm specializing in broadcasting. Filed June 27.

- WDSR(AM)-WNNP(FM) Lake City, Fla. (1340 kw-D, WNNP-FM) Lake City, Fla. (954 mhz. 3 kw, H.A.A.T. 300 ft.) ERP: 5,000 kw a.w. 500 kw a.w., HAAT: 281 ft. 3 ft. above ground. 277.5 ft. Address: 204 N. Edwards, Enterprise, Ala. Principal has no other broadcast interests. Filed June 24.

Ownership changes.
inc. a license from Lake City Broadcasting to hold a license for $400,000. Seller is headed by John E. Holder, former president and CEO, who will retain multiple ownership and crossownership rules. Filed June 27.

WLCX(AM)-WLXRF(FM) La Crosse, Wis. (1490 kHz, 1 kw-D, 250 w-N; FM: 104.9 mhz, 1.35 kw, HAAT: 430 ft).—Seeks assignee of license from Lake City Broadcasting to CBS on $750,000 for $750,000. Seller is headed by John E. Holder, former president and CEO, who will retain multiple ownership and crossownership rules. Filed June 27.

WLCX(AM)-WLXRF(AM-1) Lake City, Wis. (1490 kHz, 1 kw, 250 w-N; FM: 104.9 mhz, 1.35 kw, HAAT: 430 ft).—Seeks assignee of license from Lake City Broadcasting to CBS on $750,000 for $750,000. Seller is headed by John E. Holder, former president and CEO, who will retain multiple ownership and crossownership rules. Filed June 27.

KRCU-FM) Garden Grove, Calif. (94.3 mhz, 3 kw).—Granted assignment of license from Verde Valley Broadcasting to KRCU-FM) Elko, Nev. Buyer is headed by Jack W. Carlson, president, and has no other broadcast interests. Filed June 27.

KWW(AM)-WSDS(D) Dover, Del. Buyer is principally owned by W.W. (Walter) WES (Washington, D.C.)—Seeks assignee of license from Rau Radio Stations to CBS on $225,000 for $225,000. Buyer is headed by John R. Rau, president, and has no other broadcast interests. Filed June 27.

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HELP WANTED MANAGEMENT

op-rated contemporary AM-FM has immediate opening for Program Director. Driving drive in competitive B-station market on the beautiful Oregon coast. Tape and resume to KSHR, Box 250, Coquille, OR 97423.

Opportunity for ambitious, sales-oriented owner-operator, with $25,000 plus. Sunbelt AM, 5,000 watts, dayliner. Write Box Z-24.

bsent owner needs am-timer. Opportunity is classified in NBWA, Box 34, West Palm Beach, FL 33404.

fwest group owner seeks aggressive station manager or sales manager ready to manage. Excellent salary at K151 - 832-1570, or Box 550, Webster City, IA 50595.

i25,000, plus bonus, for aggressive, take charge manager of Midwest AM-FM. Write Box Z-63.

quity opportunity available for sales-oriented general manager for attractive market Florida "ultimate" AM. Write Box Z-64, EOE.

HELP WANTED SALES

ccount representative—move up with a progressive 100,000 watt regional FM station in upper Wisconsin. Manage and sell from our satellite office, n-depth training to assure success. 1 to 2 years' experience required. Send resume to Station Manager, NWBA, Box 207, Washburn, WI 54891.

f you can produce sales results without a boss knocking down your neck, we'll show you how you can earn over 50 thousand dollars a year and still have time to develop your tennis game. Call Bob Marion, 106 - 372-2329. Travel required within your state.

outh Florida—experienced, successful street salesperson who believes in & loves to sell radio. Start at same income level you now have; increased income hereafter depends upon your individual effort, resume to Box 216, Ft. Myers, FL 33902. EOE. All applicants strictly confidential.

l'ts newest FM seeks motivated account executive. Great potential for all. Experience required. Reply with confidence. Resume to: WJYY Box 422, Concord, NH 03301.

lifornia daytimer/San Francisco suburban market. Seeking outstanding sales manager who can o it all; sell personally, lead, train sales staff—an executive, a goal setter. Resume and references to Box 24.

ccount executive. Experienced and willing to work hard. Excellent opportunity with growing broadcast company for individual with good sales skills. Expanding sales staff due to growth of station. If you are interested and qualified, please send resume and cover letter to David Vaniecee, WYMY Radio, PO Box 669, augusta, GA 30903, EOE.

adio sales: experienced salesperson for nostalgia format. Guarantee plus car expenses. Send resume to: AOL Box 279, Cabrillo, MO 64633.

ccount executives: building sales staff for what will become one of the best radio stations in the USA. Work with professionals, live in the sunshine, week-end in Gulf beaches. Knowledge of the industry, enthusiasm, energy and honesty is what you need to work in this half million market. We hope to promote someone from within to GSM in less than a year. Pyle communications is an equal opportunity employer. Contact the GM, 409 - 842-2210, or write PO Box 687, Beaumont, TX 77705.

eed aggressive salesperson desiring to move up with expanding company, Midwest, top rated AM-FM, university market. List producing $18,000 per year. Resume to Box Z-45.

Sales manager. Proven sales record in radio. Must carry the third list & be willing to work long hours. Contact Mad Hatter, 319 - 752-5402, Burlington, IA.

HELP WANTED ANOUNCERS

ast growing suburban NYC AC needs experienced personality for expanding staff, Top island signal. Tape & resume to WALK FM/AM, PO Box 230, Patchogue, NY 11772, EOE.

50 kw soft A/C looking for PM drive personality. Experienced only. Send T&F, Cliff Carey, 118 South Union, Traverse City, MI 49684.

Versatile announcer for 100 KW FM and AM near NC coast. No big bucks, great working environment, fast promotion to management. Tape and resume to Zeetopps, 112 Anchor Way, New Bern, NC 28560.

HELP WANTED TECHNICAL

ngineers. Sandusky Radio, a major Western group broadcaster, has engineering positions available in Phoenix, Arizona, and San Luis Obispo, California, for entry level and experienced personnel. Send resume with salary requirements to Robert Van Buiter, KDKB Radio, 1167 W. Javelina, Mesa, AZ 85202. An excellent opportunity with an expanding corporation. Equal opportunity employer.

ngineer/announcer needed by prominent AM station in the West. You will be our C.E. Also, excellent opportunity for management. Send resume and salary requirements to Robert Van Buiter, KDKB Radio, 1167 W. Javelina, Mesa, AZ 85202. An excellent opportunity with an expanding corporation. Equal opportunity employer.

Manager/engineer for South Pacific 50KW AM. Religious format. Call Jim Slaughtier, 404 - 324-1271.

Hands-on assistant chief engineer for LA AM/FM station. Min. five years' experience desired. Thorough knowledge of station and transmitter equipment a must. Excellent salary and benefits. Send resume to: Chief engineer, 1147 E. Broadway, Suite 78, Glendale, CA 91205.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

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

All-classical WFNED-FM seeks full-time producer. Work with new Nagra and Studio equipment to produce weekly concert program. Requires music recording and radio production experience and extensive knowledge of classical music. Resume, reel, and non-returnable audition tape to Peter Goldsmith, Program Director, WFNED-FM, 23 North Street, Drawer B, Buffalo, NY 14202, EOE.

SITUATIONS WANTED MANAGEMENT

Local sales manager in radio is in search of strong manager, good group opportunity within group or individual station. Write Box Y-35.

Aggressive, productive street fighter looking for station to turn around as GM. Prior management and programming. Cash management and knowledge of FCC rules. Creative leader, motivator. Will consider all situations. Write Box Y-127.

SITUATIONS WANTED SALES

Vice president & general manager, 24 yrs' broadcast experience. Currently employed. Seeks new opportunity. During our most recessionary time, have increased sales by 15%. Serviced debt without additional capital. Accomplished this with aggressive collections & new business. Ratings up, too. Radio or TV. Write Box Z-8.

12 years up through the ranks, radio professional seeking stable, responsible GM or operations manager position with corporate or group owner. Excellent management skills in all areas and markets. Currently available in August 1983, prefer West. Small to mid markets with earning potential acceptable, but no mom and pop shops, please. Reply in confidence for resume and references to Box Z-19.

Station mgr., program dir., news dir., announces: disc jockey, copywriter, BA broadcast jour., 1st class license. Want to relocate in SE US. Steve, 606-654-2721, after 1 PM.

I took a station that had operated in the red for 8 years into the black in 2 months and kept it growing for 12 years! I'd like to do the same for you if you're willing to pay me a good salary and allow my share of the profits to go toward ownership. Midwest preferred. Write Box Z-59.


General manager: sales intensive, self motivated, highly organized and disciplined to win the battles of sales and profits. 18 years in management with persuasive product knowledge. Achiever of goals. Solid professional image looking for regional or group owner who wants a win-win. Write Box Z-62.

SITUATIONS WANTED ANNOUNCERS

I love rock 'n roll and can sell it! Top biller at L.A. station seeks sales manager position with a promotion minded AOR rocker. Market unimportant, but prefer Sunbelt. Heavy hitter, great promoter, high enthusiasm that motivates clients and salespeople. We'll make money together. Write Box Z-46.

SITUATIONS WANTED ANNOUNCERS


Looking for a talented personality with a good tape? Look no further! Can do it all! I'm not lying! Dan Fox, 312-824-0082, or write 500 West Touhy, Camper No. 5, Des Plaines, IL 60018.

Do you need an MD, PD, or announcer? This one is degreeed and has done everything from T-40 to petechology. Talk, I've trained a lot in 3 yrs. Now, I'm looking for a bigger job or bigger market. For tape and resume, write Box Z-4.

Female announcer looking for position in Midwest. Have training from Columbia School of Broadcasting. Call Ruth Bul, 317-643-7556.

Talented announcer with excellent knowledge of pop music. Does sports and can sell. Mike, 513-548-5603.

One to one communicator with strong news and production skills. Currently in Nashville market and want to hear from you. Frank, 615-684-0605.

"Hey, you sound like a disc jockey!" OK, I give up. After hearing this comment every day for two years, I admit I was wrong in getting a real job. I'm ready to come back, but please, no Crazy Glue equipment, no food stamps. Four years' experience, 1st phone, beautiful voice, and best of all—a mature mind. Ready to settle. Prefer Virginia Ezitz, I promise never to get a real job again. Write Box Z-57.
SITUATIONS WANTED ANNOUNCERS

CONTINUED


SITUATIONS WANTED NEWS


Newscaster, good voice, journalism background, willing to relocate. Jerry, 16 Sexton Rd, Syossett, NY 11791. 516-935-5652. Tape, resume available.

Play-by-play broadcaster. Football, basketball. Major college or pro, 10 years experience. 5 years college. Former owner sports production company that originated 100 games in two years. 31, M.S. communications. Tom, 417-782-0031.

Career change wanted: medium market news director, major market city hall beat. Call Don Quinn, 817-699-2589.


Sports director looking for good opportunity. PBP experience, will consider sports-news combo. 201-763-5587 after 4 (EDT).

SITUATIONS WANTED PRODUCING, PRODUCTION, OTHERS

Need fresh ideas in programming? Major market television program producer needed. Specialty is contemporary radio. I'm aggressive and a leader. For complete resume of successes, call 303-699-1083.

TELEVISION

HELP WANTED MANAGEMENT

KRMA-TV, coordinator of administration and finance. Serves as a member of the senior management staff of the public television station in Denver, Colorado. Has principal responsibility for the organization and implementation of the administrative and financial operation of the station. BS in accounting or related field, with three years' experience required. Experience in the area of administrative and finance functions at a public television station is highly desirable. Salary range: $27,550-$32,676. Send letter of application, resume and three professional references with full knowledge of candidate's background and ability. All materials must be received by July 22, 1983. Send to: Donald D. Johnston, General Manager, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. EEO/AA, M/F.

General manager for the New Jersey Public Broadcasting Authority and its four-station UHF network. Preference will be given to those with experience dealing with New Jersey institutions and with strong management and leadership background. It would be desirable, but not crucial, that the candidate have a background in television management. Salary range: $46,000-$54,000. Facility application is due by July 19th. Send resume to CNOB0, Trenton, NJ 08625. EOE.

Membership office supervisor—Public TV/radio station seeks a goal-oriented, upwardly mobile, supervisory leader with a strong ability to motivate others. Candidate must be a self-starter with good writing skills. Must possess a minimum record-keeping and computer systems, volunteers and on-air experience all pluses. Position requires hard work and long hours. Bachelor's degree earned is required. Writing samples, as well as references, should accompany resume. Send to WNED-TV, Membership Office B, Box 1263, Buffalo, NY 14240. An equal opportunity employer.

HELP WANTED TECHNICAL

Chief engineer for UHF CBS affiliate. Excellent opportunity for knowledgeable manager. People and equipment skills a must. Send resume or call Dennis West, WTV, Box 123, Rockford, IL 61055. 815-987-5300. EOE.

Television management engineer—minimum 3 years' experience in TV maintenance and FCC class 1 or class general class ticket. Send resume to Frank Etherington, KYEL-TV, PO Box 592, Yuma, AZ 85346. Equal opportunity employer.

Maintenance engineer needed for major Midwest post production facility. Facility expansion has created additional engineering positions. Applicants should possess a B.S. in electrical engineering or equivalent in experience. Must be capable of troubleshooting basic C, C++, COBOL, and FORTRAN II-C. Salary: $26,000-$35,000. CMX Grass switchers and other related equipment. Must have a strong digital background. Reply to: Jerry Weihl, VMG, Inc., 161 E. Grand Avenue, Chicago, IL 60611.

Mobile television engineering manager for established video production company (15 years). Chance to work with state of the art equipment in all facets of production (network sports, theatrical productions, etc.). A great opportunity to work with dedicated broadcast professionals. Salary and benefits commensurate with experience. Contact Eric Address, E.J. Stewart, Inc., 525 Mildred Avenue, Primos, PA 19018. EOE.

ENG maintenance engineer. Immediate opening. Must have a technical background with two years' experience in repair of SONY CL-10001, C-2500C, C-5500C, and associated terminal equipment. The ability to work with people an absolute must; first generation person would be preferred. Submit resume and letter to Ted Newcomb, Chief Engineer, KOEO-TV, PO Box 14555, Oklahoma City, OK 73113. 405-478-3000, for an appointment. An equal opportunity employer.

Chief engineer—Independent, state of the art production and post-production facility in New York City. Candidate should be able to supervise technical personnel and be experienced in broadcast PTV/FM: color decision making. Leading edge computer equipment. Salary commensurate with experience. Send resume to Box Z-43.

Maintenance engineers needed. New Midlands ABC affiliate. Experience 3/4 and 1st formats. UHF transmitters preferred. Forward resume and salary requirements to Gary Krohe, KDTH-TV, Box 2229, Toketa, KS 66061.

Manager, technical maintenance. PBS seeks a candidate with a minimum of 5 years' experience in dealing with large antennas and microwave equipment. Serves as the technical leader for a team of highly skilled technicians, sends your letter, resume, references, and salary requirements to PBS: Ms. Ellenig, 475 L'Enfant Plaza, SW, Washington, DC 20024. AA/EOE.

HELP WANTED NEWS

Weather, Denver TV station. This job requires knowledge of edge of weather, computers and related technology. Personality, drive and example for weather staff. Meteorologist preferred. Send resume and letter only detailing salary requirements and your weathercasting philosophy to Box Y-138.

Reporter: top 20 network affiliate seeks reporter who can turn personal finance and national economic stories into interesting, lively reports. Must understand: the world of business, finance and economics and be able to translate it all to the viewer in understandable down-to-earth terms. Send tapes and resumes to: Denver TV, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer.

WOI-TV is constantly seeking outstanding potential candidates to fill positions as they become available. We are the leader in transmission and construction operation in central Iowa. To establish pool, positions advertised. All candidates must have B.A. or journalism, mass communications, broadcasting or equivalent credentials. Send resume and photo to: Chief Engineer, WSLS-TV, PO Box 2161, Roanoke, VA 24009.

TV meteorologist wanted. WeatherBank, Inc., Salt Lake City, Utah, is now accepting applications for a broadcast meteorologist. Must have at least 1 year on-air experience. Send video tape and resume to Mike Eubanks, WeatherBank, Inc., 2185 South 360 West, Salt Lake City, UT 84119.

Only 60 Minutes could offer a better opportunity! We're the investigative-consumer unit for a new broadcast on stations coast to coast. We're looking for someone who's already produced or reported for a TV or radio station or a large network. Must have a strong edge on the competition. The job is in a medium market. Working with our correspondent, you will have an assistant to help develop stories of local interest. Send resume and letter to Ted Newcomb, Chief Engineer, KOEO-TV, PO Box 14555, Oklahoma City, OK 73113. 405-478-3000, for an appointment. An equal opportunity employer.
HELP WANTED NEWS
CONTINUED

Hevision anchor/reporter — great opportunity for iron with college degree, TV internship and some iron experience or solid seven years or more in radio. Top dollar for right person, EOE. Resume only to JZ-58.

easy to move up? Send tapes/resumes to Steve Briceil, Primo People, Inc, Box 116, Old Greenwich, T 06870. Attention news directors/general managers: While planning your future, consider bringing in an outstanding talent is turn to Primo People, Inc.

roducer, news — central VA (CBS) needs a 6/11 PM ouder. Creative writer and thinker — no show aces, please. Requires 1-year experience producing. For 3-4 week days. Tapes, resumes, salary history to Ryan Brown, West Virginia University TV, Box 1064, Chantilly, VA 22021. EOE. No phone calls, please.

vestigative reporter wanted: must be experienced in television news and investigative report- g. Send tape and resume to News Director, PO. Box 186 Lake Charles, LA 70602.

HELP WANTED PROGRAMPING, PRODUCTION & OTHERS

roducer/director. Requires minimum 3 yrs ex- perience in production or related field or equivalent knowledge and experience. Applicants should operate ENG cameras & related equipment, have full knowledge of audio & remote operations, able to write & edit own original material & possess good public relations skills. Humorous/beta tapes with Mike Brannen, WJW-TV, PO Box 11655, Beaufort, SC 29902. SC ETV Network is an EEO. Salary: $15,552.

pgressive PTV station needs broadcast journalist to develop and produce on-air journalistic programs in line with public service issues. Research, writes, edits material for programs; provides reporter/ anchor with current newsworthy material & articles. Send resume, clips & references to: WYXV, 700 W. State Street, Boise, ID 83720, requesting information for appointment as producer/writer/director. EOE Application deadline: 7-22-83.

Director, BPA or equivalent and 3 yrs as artistic graphic & scenic) at TV station required. Respon- sibilities include programming, production, maintenance of facilities & secondary concerns. Send resume to John Leonard, WTV-14, Box 1328, Columbus, OH 43216. WBN-S TV is an equal opportu- nity employer. M/F

roducer for magazine showing Japan and nérica. Weekly one hour national cable program. Re- quires 2 years news or magazine show experience in radio production or related field; production, editing, Riting. Resume to Carl Sears, CNB-TV, 49 East 68th reet, New York, NY 10021.

ior producer/director. Responsible for the direction and implementation of local productions. jst have graduated from college & production schools or 2 yrs of experience in the areas of program production: studio, remote, EFP & editing. Good communication and organizational lts necessary. Ability to design, implement, produce programs, budget programs, prepare budget. Degree in communication arts or related field, 3 years' ex- perience, of which one year must have been in a re- lated field. Must have excellent writing & oral communication ability. Experience may be substituted for degree. Salary range: $15,213-$20,000. Send resume to WVPT, Port Republic Road, Hat- ton, VA 22801. Equal opportunity employer.

co-host, East Coast medium market station seeking FM co-host to work with female co-host ready to work on brand new FM station in major market. On-camera experience and producing is a must. Resume only to Box Z-56. An EOE.


Newscast director for small market CBS affiliate. Direct news, spots, programming. 3 to 5 years' news directing experience required. Salary based upon experi- ence. Resume: WTCBB, 1240 Summit, Lawrence, KS 66044.

Production manager. Responsible for the activities of both the production and art department. Schedules crew and evaluates programs for content inter- est; quality; serves as liaison with programming and engineering departments. Establishes and maintains budgets and schedules personnel; may serve as producer/director on complex productions. Degree in communications or related field; 4 years' experience, two in a supervisory/management capacity. Salary: $18,183-$24,837. Send resume to: WVPT, Port Republic Road, Harrisonburg, VA 22801. Equal opportunity employer.

Television writer/producer. The University of illinois has established a position for a TV writer/ producer at its Health Sciences Center campus. Candidates must have a Bachelor's degree in communications, television or journalism with emphasis on writing and 2-3 years experience as an educational or commercial TV writer/producer. Responsibilities include scripting and producing live and videotaped TV productions, as well as sound- slide programs. Intense client interaction. Should be able to work with health professions faculty and tech- nical production staff. Strong verbal and organiza- tion skills a must. Responsibility for initiating pro- jects with faculty is major portion of effort. Salary is $16,000, with comprehensive benefits package. If you're interested in a challenging position in stimulating atmosphere, please send cover letter, resume, salary history, and work samples to: Johanna Ryan, Personnel Officer, University of Illinois At Chicago, PO. Box 6998, Chicago, IL 60680. An AA/ EEO employer.

Program manager/director — join an aggressive, forward moving broadcast group in beautiful North Carolina (home of the NCAA basketball champs!). Responsibilities include programming research, ac- quisition, format introductions, programming. College degree & relevant experience desired. Send resume to: Personnel, WPTF-TV, Box 1511, Raleigh, NC 27602. EOE.

SITUATIONS WANTED MANAGEMENT

Vice president & general manager: 24 yrs' broad- cast experience. Currently employed. Seeks new op- portunity. During our most recessionary time, have in- creasingly had to make ending decisions. Your help can be instrumental. Call 241-7418.

SITUATIONS WANTED NEWS

Hard-working, Boston University B.S. in broadcast journalism, seeks entry level TV news reporter posi- tion in Chicago. Will graduate in 2 yrs. Former experience in top ten markets: general assignment, writers, producer, assign- ment desk. I will do them all. Relocation and salary are secondary concerns. For information, call 914- 747-1816.

Experienced TV reporter looking for challenging position in medium major market. Good writer and good instincts. Write Box Y-136.

Anchor/producer. Credibility, personality, looks, voice, savvy, experience. Call 815-455-5797. Your search may have ended!

Attractive, creative writer looking for an entry level position as a news or sports reporter BA in Broadcast- ing and English. Write Box Z-4.

Wanted: reporter/photographer/producer. Position 3-5 yrs professional TV experience; Eng. & Spanish language skills required. Must have broad news background, experience in all phases of news reporting & production. Excellent writing. Send resume, job description, clips and references to: Fox Network, 1201 Wilshire Blvd., Los Angeles, CA 90023.


Employed TV-radio sports director looking for organization with commitment to PHP, especially basketball. Prefer Division I. Write Box Z-51.

ASSOCIATED PRESS

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Audio production house looking for full-time, top-flight voice actor. Very high rewards for proven performer willing to relocate. Send resume and tape to Box 22115, Tulsa, OK 74103.

HELP WANTED INSTRUCTION

Instructor: experienced broadcast sales and manage- ment professional sought for teaching position at Southern Illinois University-Carbondale for Fall, 1983. Teach courses in sales, programming, and manage- ment. Master's degree in radio-TV or related area and significant broadcast experience required. Send resume and letter of application to: Sam Swan, Director of Radio-TV, SIU-C. Carbondale, IL 62901, by July 15.

Needed: graduate assistants for radio and television production this fall. $2,700 stipend for nine months and waiver of some fees. Must have 3.0 GPA in undergraduate program, excellent writing skills, and significant broadcast experience. Send resume and letter of application to: Robert Clark, Dept. of Communication, Central Missouri State University, Warrensburg, MO 64093.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters, General Electric, or Supercorp., 1314 13th Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Good useable broadcast equipment needed: all types for AM-FM-TV. Cash available! Call Ray LaRue, Custom Electronics Co. 813-685-2938.

CONTINUED
WANTED TO BUY EQUIPMENT

CONTINUED

Instant cash-highest prices for your broadcast equipment. Urgently need towers, transmitters, antennas, transmission line, studio equipment, Bill Kitchen, Quality Media Corp., 404-324-1271.

Need 620 ft. 3 1/8" rigid transmission line, 20 ft. lengths and hangers. Also, need 4 each 4 ft. microwave dishes with feeds for 7 GHz band. Contact Director of Engineering, 803-244-1616.

Interested in buying all or part of your station's record library 45's and LP's. Bernie Binnic, 7315 NW 79th Terrace, Miami, Fl 33166, 305-887-4359.

FOR SALE EQUIPMENT


Quality broadcast equipment: AM-FM-TV, new and used. buy and sell. Antennas, transmitters, VTR's, switchers, film, cameras, radio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Co., 813-685-2938.

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

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

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


Copper wire, strap, expanded ground screen, fly screen. 317-962-8596. Ask for copper sales.

Video camera, ikagami HL79A with Fujinon 14:1 lens. $19,000, or best offer. Video production switcher, Vital VIX 114-10A, featuring downstream keyer and audio-follow video package. $9,000, or best offer. Contact: National Video Industries, Inc., 15 West 17th Street, New York, NY 10011. 212-559-6300.


For sale: 110 volt Bardwell-McAllister tungsten studio lamps, stands, cables, bulbs: 750, 2K, 5K, 10K, Box Y-138.


New, MW 5A Harris xmttr. Never uncradled. Factory fresh tuned to 1320 KC. Will sell for less than you can buy from factory. Call 308-635-1320; ask for Geoff Hammond.


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

COMEDY

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

INSTRUCTION

NYC news director (O&D) and network anchor will evaluate your tape and resume in a detailed, personal report. $25. Send material to Radio Talent Services, Box 5536, FDR Station, New York, NY 10150.

RADIO PROGRAMMING

One minute psychological features with impact; psychologist written and taped. Debra Kiest, 327 10th St H, Minneapolis, MN 55404.


MISCELLANEOUS

Gay newsmen at Washington-based radio network forming national gay and lesbian broadcast journalists' group. Write in confidence for information. Dave Walter, Box 11167, Alexandria, VA 22312-0617.

Add another voice to your station! Without the added cost. Send copy, free sample, Kaufman Creative Services. RD, Box 570, Palmyra, PA 17078. 717-838-3688.


TELEVISION

Help Wanted Management

BUSINESS MANAGER

Growing syndication company, partner of a major TV and radio group, seeks a manager to establish our financial, personnel, and general administration functions. A minimum of 4-6 years' experience in financial reporting, planning, analysis and control is a must.

If you are an organized, results-oriented self-starter with excellent communication skills, send a detailed resume with your salary history to:

BOX Z-61.

An equal opportunity employer.

DIRECTOR OF OPERATIONS

KUTV Salt Lake City seeks a senior level Director of Operations to oversee production, engineering, and operations departments of its large television and commercial production facility. Successful applicant will have ten years or more broadcast experience, including department head position in one of these areas. Responsible for all budgeting, personnel policy, and broadcast operations management areas. Must be experienced with satellite uplink and downlink facilities, CMX editing, computer operations, commercial broadcast and production operations, and above all, be a people-oriented communicator. Salary, benefits commensurate with responsibility. EEO/AA.

Reply to Personnel Director, KUTV 2185 South 3600 West Salt Lake City UT 84119. No phone calls.

Help Wanted News

Welcome to First Action Use BROADCASTING'S Classified Advertising

For Fast Action Use BROADCASTING'S Classified Advertising

Situations Wanted Management

GM

Skilled professional with strong sales record & proven organizational abilities. Profit motivated, career minded. Mid-Atlantic preferred. Write in confidence to Box Z-68.

Situations Wanted News

OUTSTANDING SPORTSCASTER

Over 17 yrs' experience in both radio & TV sports. Has done PBP for 5 major colleges. Also excels at call-in shows & reporting. Now in management with major corporation, but loves broadcasting too much & seeks return to it. Combines excellent delivery with knowledge & experience. Always high ratings. Contact Lee (Bradley) Burford, 2463 Shannon Rd, St. Louis, MO 63136. 314-887-3011.

VISCOM INTL.

a subsidiary of Visnews Ltd. the world's largest TV news agency, is looking for experienced newswriters for its expanded New York operation. Send resume and salary requirements to 630 Fifth Avenue, 22nd Floor, NYC 10111. An equal opportunity employer.
Help Wanted Programing, Production, Others

PM Magazine

The new PM Magazine in Chicago is searching for the perfect pair! We need co-hosts now for our fall premiere.

You must be strong on-air talent, who can research, write, and produce outstanding features. 3+ years of major market on-air experience, plus background as writer/producer. Re-locate immediately!

Join our team in the Windy City! Tapes, writing samples, and resumes to:

PM Magazine
WFLD-TV
300 N. State Street
Chicago, IL 60610

Metromedia Inc., is an equal opportunity employer.

PM Magazine

Co-host needed to work with current male co-host on seven-person experienced staff. Writing and producing experience preferred. Join us for our fifth season. Send tape and resume by July 15, 1983 to Program Director, WXEX-TV, 21 Buford Road, Richmond, VA 23235. An equal opportunity employer.

¯ PM Magazine

PM Magazine with consistent No. 1 rating seeks co-host/story producer with previous PM experience, to work with current female co-host. Send resume & cassette to Rhonda Kanet, WKRC-TV, 1906 Highland Ave., Cincinnati, OH 45219. No phone calls, please. An EOE.

Help Wanted Technical

KPIX 5 W

The top news department in the fifth market is looking for the best ENG technician in the business. Primary responsibilities: edit video tape with speed and accuracy, operate microwave receive, satellite and ENG control room equipment; 2-3 years' ENG editing experience required; FCC license preferred. Send resume with references to: Wilt Dishong, News Operations Manager, KPIX, 855 Battery Street, San Francisco, CA 94111. KPIX is an equal opportunity employer.

PROJECT ENGINEER SATELLITE COMMUNICATIONS

The Christian Broadcasting Network Inc., an evangelical Christian ministry, is accepting applications for a project engineer-satellite communications. Applicants should possess a BSEE degree plus two (2) years' experience or five (5) years' experience in directly related fields. Must have knowledge of satellite communications, equipment and technologies including maintenance to handle telecommunications requirements, teleconferencing and feeds. Ability to arrange uplinks, down links, transponder time, and Telco loops. Please send resume and salary requirements to:

Employment Manager
Christian Broadcasting Network Inc.
CSN Center
Virginia Beach, VA 23463.

EOE.

VISCOM INTL.

a subsidiary of Visnews Ltd., the world's largest TV news agency is looking for experienced VTR editors for its expanded New York operation. Send resume and salary requirements to 630 Fifth Avenue, 22nd Floor, NYC 10111. An equal opportunity employer.

ALLIED FIELDS

Help Wanted Management

CHIEF FINANCIAL OFFICER

Growth oriented communications company seeking individual with experience in acquisitions financial analysis/planning and banking relations; MBA and experience in raising equity and debt capital preferred. Salary commensurate with experience. EOE. Send resume to Box Y-120.

Help Wanted Sales

NATIONAL CO-OP DIRECT MAIL FRANCHISE


For Fast Action Use BROADCASTING's Classified Advertising

CABLE

Help Wanted Management

Supervisor, Technical Operations

With our recently developed 24 hour all news cable service, Group W Satellite Communications, a division of Westinghouse Broadcasting and Cable, has become a recognized leader in the programming of Cable TV.

Position responsibilities will include technical staff development and training, directly supervising technical crews; employee salary administration, and career planning/counseling.

To qualify, applicants must possess a minimum of 5 years' management experience with a network or major market broadcasting operation.

Group W Satellite Communications provides an excellent work environment that recognizes and rewards contributions. We offer a competitive salary, generous fringe benefits and an ideal waterfront location near New York City.

For prompt consideration, please forward your resume with salary history to:

R. Dobey, Department S/O
41 Harbor Plaza Drive
P.O. Box 10210
Stamford, CT 06904

GROUP W Satellite Communications

GWSC is an equal opportunity employer m/f.

For Sale Equipment

GOING OUT FOR BUSINESS!!
1-800-321-0221

New and Used Broadcast Equipment Bought, Sold, Traded
Get your best deal, then call for ours

Broadcast International, Inc.
FORT LAUDERDALE, FL 33334
IN FL: 1-800-432-2245

Employment Service

10,000 RADIO JOBS

10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list. 50¢ Special bonus: 6 consecutive weeks, only 61¢. 95¢—you save 52! AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.
RADIO JOB PLACEMENT

AIR PERSONNEL, DJs, NEWS, SPORTS, PROGRAMMERS. If you are ready to move up, NATIONAL can help. NATIONAL, the nation’s leading radio placement service, places radio personnel in all size markets from coast to coast. If you are seriously seeking a change, contact NATIONAL. For complete details, including registration form, enclose $1.00 postage & handling to: NATIONAL BROADCAST TALENT COORDINATORS, Dept. B, RO Box 20551, Birmingham, AL 35216. 205-822-9144.

For Sale Stations

CHAPMAN ASSOCIATES

nationwide mergers & acquisitions

<table>
<thead>
<tr>
<th>STATION</th>
<th>CONTACT</th>
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<tbody>
<tr>
<td>W Metro UHF-TV $6,000K Terms</td>
<td>Corky Cartwright (303) 740-2224</td>
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<td>MW Regional CLTV/CIC 1,430K $300K Peter Stromquist (312) 580-5778</td>
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<tr>
<td>SE Medium FT/CIC 1,200K Terms</td>
<td>Mitt Younts (804) 355-8702</td>
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<td>NW Metro FT/CIC 1,000K $250K Elliott Evers (213) 366-2554</td>
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<td>R.M. Small CLTV/FT 950K 200K Greg Merrill (801) 753-8090</td>
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<tr>
<td>NE Small CLTV/CCL 950K Terms</td>
<td>Jim Mackin (207) 623-1874</td>
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<tr>
<td>SE Major CLTV 600K Cash</td>
<td>Ernie Pearce (615) 373-8315</td>
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<tr>
<td>FL Medium CLTV 550K Terms</td>
<td>Randy Jeffery (813) 294-1843</td>
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<td>NE Medium Fulltime 500K 230K Jim Mackin (207) 623-1874</td>
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<tr>
<td>SW Small Fulltime 450K 125K Bill Whitley (214) 680-2807</td>
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<tr>
<td>Pins, Medium CHIC 450K 130K Bill Lochman (810) 254-6899</td>
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<tr>
<td>SW Small AM/FM 300K 75K Bill Cape (904) 693-6471</td>
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To buy or sell, for appraisals or financing—contact John D. Emery, President, Chapman Associates Inc., 1835 Savoy Dr, Suite 206, Atlanta, GA 30341. (404) 458-9226.

WORLDWIDE

W. John Grandy

BROADCASTING BROKER
1029 PACIFIC STREET
SAN LUIS OBISPO, CALIFORNIA 93401
805-541-1900 • RESIDENCE 805-544-4502

For Sale Stations

WILKINS and Associates

Media Brokers

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P. O. Box 1714
Spartanburg, SC 29304 803/585-4638

BOB KIMEL’S

NEW ENGLAND MEDIA, INC.

AN INVITATION
We have several Maine properties and George Willey is anxious to show them to qualified, interested buyers. Mostly "starter stations," but all with excellent opportunity and down payments as low as $45,000.

8 DRISCOLL DR. ST. ALBANS, VT. 05478
802-524-5963 or George Willey, 207-647-6083

H.B. La Rue, Media Broker

RADIO, TV, CATV, APPRAISALS

WEST COAST: 44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

EAST COAST: 500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

JAMAR-RICE CO.

Media Brokers & Appraisers

William R. Rice
William W. Jamar
(502) 329-6305

200 West Lake Blvd Ste. #103 Austin, TX 78746

S2 MILLION—TERMS

Superb, profitable FM facility, Western growth market. Entertainment center. Write Box Z-54.

WALKER MEDIA & MANAGEMENT, INC.

Brokers-Consultants-Appraisers

William L. Walker John F. Hurburk
President Vice President
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Arington, VA Holmes Beach, FL
22202 33509
703-521-4777 813-775-3617

STAN RAYMOND & ASSOCIATES

Broadcast Consultants & Brokers

Now available-AM/FM combos in NC, SC, AL, TN, FL, GA & others.
404-351-0555
1819 Peachtree Rd. NE
Suite 606
Atlanta, GA 30309

Dan Hayslett

Media Brokers

RADIO, TV, and CATV
(214) 691-2076
For Sale Stations Continued

Media Investment Analysts & Brokers
Bob Marshall, President

Great sounding all-news format on this fulltime AM station located in a thriving Sunbelt market of nearly 250,000 population. $300,000 with as little as $50,000 down and terms possible to well-qualified buyer. Attractive lease on studios, transmitter and tower site.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-642-5251
809 Corey Creek - El Paso, Texas 79912 915-581-1038

BANKRUPTCY SALE

Class A FM station, licensed to Long Beach, California. Operating since 1961. For further details, including date, place and time of sale and terms of sale, contact:

James J. Joseph, Trustee
1801 Century Park East
Suite 1500
Los Angeles, CA 90067
213-277-0077

MEDIUM MARKET
FM/AM COMBO

Class B FM and 5 kw regional AM in top 50 market. Asking price approximately two and one half the annual revenues. Property at both transmitter sites is owned. No unions and stations operate from a common studio and office. At the asking price of $3550,000, these stations are priced at the value of the licenses. Write Box Z-49.

BROKERAGE

Over twenty years of service to Broadcasting Appraisals - Brokerage - Analysts
Westgate Mall, Bethlehem, PA 18017
215-883-3773

THE HOLT CORPORATION

AVAILABLE:

Eastern Kentucky CATV systems. For additional information, contact: Walt Powell, PO. Box 999, Barbourville, KY 40906, 606-546-5177; 606-546-4618.

STATION OWNERS

Are you considering the sale of your AM/FM combo or FM stations? If so, please talk directly with a respected, long-established group operator seeking a few more well-run facilities with own real estate. A personalized purchase proposal can be tailored to your needs including substantial cash payments, term arrangements, deferred income or covenants with retention of qualified management and staff. Write in complete confidence to Box Z-53.

BROADCASTING'S CLASSIFIED RATES

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

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

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

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (NO telephone orders, changes and/or cancellations will be accepted.)

 Replies to ads with Blind Box numbers should be addressed to: (Box num-
ber), c/o BROADCASTING, 1735 DeSales St., NW, Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwards, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85c per word, $15 weekly minimum. Situations Wanted (personal ads): 50c per word, $7.50 weekly minimum. All other classifications: 95c per word, $15 weekly minimum. Blind box numbers: $3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: $40 per inch. All other classifications: $70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word Count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number including area code or zip code counts as one word each.

Broadcasting Jul 11 1983
Mary Lynn Wolfinger, from Deloitte. Haskins & Sells, Charlotte, N.C., joins WSOCTV as account manager.

Dwight Tierney, VP, personnel and administration, Warner Amex Satellite Entertainment Co., New York, named senior VP, human resources.

George Fabian, senior VP, director of research and member of board of directors, SSC&B, New York, elected executive VP.


Alan Campbell, senior VP, director of client services, Marssteller, New York, joins Young & Rubicam Zemp, Tampa-St. Petersburg, Fla., as president and chief executive officer.


Francisco Vergara, VP, creative director, International Marketing and Advertising Services. Miami, joins Campbell-Ewald there as senior VP, creative director, Latin American operations.

Timothy Seifert, VP, account supervisor, Pahlgren & Ferriss, Cincinnati, named VP, director of account services.

Joseph McNeil, senior VP and creative director, Campbell-Mithun, New York, joins Creamer Inc. there as executive VP, creative director.

Richard Ruud, senior VP, general manager, Benton & Bowles, Los Angeles, joins W.B. Doner there as senior VP, West Coast manager.

Anthony Bennett, senior VP, management supervisor, Carrafello Diehl & Associates, Irvington-on-Hudson, N.Y., elected executive VP.

Steven Libov, account executive, Ed Libov Associates, New York, named VP, corporate planning.

Ralph Conner, general manager and partner, WHLAM-WKJY(FM) Hempstead, New York, joins Weiss & Powell Inc., New York, as executive VP and national sales manager.

Stacie Raiss, senior media buyer, Gianettini & Meredith Advertising, Mountainside N.J., joins TKR Cable Co., Warren, N.J., as director of commercial advertising.

John Shermerhorn, media planner, Cumingham & Walsh, New York, joins D'Arcy-Mac Manus & Masius, St. Louis, as account executive.

Jeffrey Holden, from John Blair & Co., Chicago, joins RKO Radio Sales there as account executive.

Patrice Clemencey, VP, marketing and promotion, Avery-Knodel Television, New York, named to newly created position of VP, support services. Lewis Leone Jr., from Viti Media, New York, joins Avery-Knodel as account executive. NBC/independent team.

Marc Solomon, VP and general sales manager, Corinthian Television, New York, joins Petry Television there as account executive thunderbirds sales team.

Jim McCarthy, local sales manager, KLSKAM(KPFL-FM) Denver, joins KDEN(AM) there as a general sales manager.

Appointments, WGRZ-TV Buffalo, N.Y.: Raymond Masseli, VP, general sales manager; KTVI(TV) Sioux City, Iowa, to general sales manager; Neil Miltello, from CableScope Inc., Buffalo, N.Y., and Bruce Kaiser, from WBEN-FM Buffalo, N.Y., to account executives.

Ramona Mitchell, bureau director, New York State Department of Commerce. New York, joins WWRAM(AM) there as sales coordinator.

Ellen Ditmanson, art director, KGW-TV Port land, Ore., joins KING-TV Seattle in same capacity.

Thomas Patrick McArt, from Seattle Post-Intelligencer, joins KCMO-TV Seattle as retail sales development manager.

Robert Schellenberg Jr., from Petry, Tampa St. Petersburg, Fla., joins WFTV(AM) Char lotte, N.C., as local-regional sales manager.

Robert Casa, account executive, WCBS-T New York, named account executive, national sales, CBS Television Network Sales there.

Robert Bordelon, account executive, KOAX(FM) Dallas, joins KIXK(FM) Denton Tex., as local sales manager. Tom Kinka, account executive, KIXK, named national sales manager.

Daniel Scher, director of sales research, CBS TV, New York, joins WPTF-TV Raleigh-Durham, N.C., as national sales manager.

Michael Hillstrom, national sales manager, WLAF(AM) Chicago, joins WGN(AM) there in same capacity.

Dustin Lecatte, from WCRX(AM) Charlotte N.C., and Carlene Lee, from J. Walter Thompson. Atlanta, join WAXX-TV Atlanta an account executives.

Rory Clark, account executive, WLS-AM-F
Chicago, joins WBBM-FM there in same capacity. Mileta Smith, from John Blair & Co., Chicago, joins WBBM-FM as retail sales specialist.


Phil Petelle, from Christal Radio Representatives, Detroit, joins WXYZ(AM) Detroit as account executive.


Cindy Stern, sales assistant, red team, Katz American Television, New York, named research analyst, blue team.

Rick Taylor, anchor, WLWT(TV) Cincinnati, joins Paragon advertising, Florence, Ky., as VP, commercial accounts.

Programing

Anthony Lynn, senior VP, pay television and nontheatrical distribution, Columbia Pictures, Los Angeles, named VP, office of president, Columbia Pictures. S. Anthony Manne, VP, continental director, studio center production, Columbia Pictures, New York, named VP, international theatrical sales.


Phil Howort, senior VP, programs, Comm World Productions.

Loret Arbus, VP, programing, Cable Health Network, Los Angeles, joins Viacom Productions there as VP, development.

Steve Sandman, Southeast regional manager, Drake-Chenault Enterprises, Los Angeles, named VP and general sales manager, format division.

Concepcion Lara, creative marketing director and regional manager, Galavision, Los Angeles, joins The Disney Channel there as manager of affiliate communications and training.


Rita Burton, director, studio center production services, CBS/Broadcast Group, Los Angeles, named VP, CBS/Fox Studios there.


Philip Pietaggi, controller, MCA Videodisk and Universal Pay Television, Los Angeles, named VP, operations, MCA Home Video and Universal Pay Television.

Thelma Smith, VP, personnel and administration, Satellite Program Network, Tulsa, Okla., named VP, sales.

Kate Moody, director, corporate development, Nickelodeon, Warner Amex Satellite Entertainment Co., New York, named director, commercial clearance.

Appointments, ProServ Television, Washington: Dennis Spencer, assistant to president, to executive assistant to president, based in Dallas; Herb Swan, technical director, to general manager, Europe and South America, and Susan Greenblatt, from Video East, King of Prussia, Pa., to operations manager.

Appointments, Prism, Bala Cynwyd, Pa.: Bill Talmadge, from NBC, New York, to program manager; John Tuohy, director of programming-executive sports producer, ON TV, Detroit, to schedule manager, and Ken Adelberger, from videotape production, Philadelphia Flyers professional hockey team and Philadelphia 76ers professional basketball team, to traffic coordinator.

Tony Kubek, commentator, professional baseball, NBC Sports, New York, has renewed contract with network.

Kathy Staab, manager, credit and collections, Corinthian Broadcasting, New York, joins USA Cable Network, Glen Rock, N.J., in same capacity.

Susan Goodrich, director of management planning and compensation, Home Box Office, New York, named director of human resources.

Lenny Kaye, musician, The Lenny Kaye Connection, New York, joins DIR Broadcasting there as producer of Maxwell House Party and Live Cuts radio programs.

Sylvia Delia, executive director, Victorian Video, New York, joins Wometco Home Theater, Fairfield, N.J., as director of programming.

Carolyn Richardson, member of programming department, KFTV(TV) Colorado Springs, named program director.

Michael Nita, acting manager and program director, noncommercial WAMU(FM) Washington, joins noncommercial KERA-FM Dallas as program director.

Scott Jameson, program director, KOMP(FM) Las Vegas, joins KAZY(FM) Denver in same capacity.

Kimberly Fields, from WPIX(TV) New York, joins co-owned WGN-TV Chicago, as production supervisor.

Tom Snell, videographer-editor, KHGI-TV Kearney, Neb., named director of production.

Chuck Robson, program director, KFHM(AM) Wichita, Kan., joins KWKH(AM) Shreveport, La., as program manager.

Joel Grey, air personality, KLJF-FM Colorado Springs, named assistant program director.

Bob Baker, farm director, WFRL(AM) Freeport, Ill., joins KMIM(AM) Grand Island, Neb., in same capacity.

Kim Fields, from WPIX(TV) New York, joins WGN-TV Chicago as production supervisor.

Johnny Morrow, from WNCT(AM) Greenville, N.C., joins WRMU(AM) Rocky Mount, N.C., as sports director.

Pat Principle, news director, WLYH-TV Lancaster, Pa., joins WQAL-TV there as weekend sports anchor.

Denise Kranich, co-host, PM Magazine, WXXE-TV Richmond, Va., resigns.

News and Public Affairs


Chuck Woolsey, special projects producer, World News This Morning and Good Morning America, ABC News, Washington, joins Metromedia News there as assistant news director.


Bob Sherwood, news director, KFTV(TV) Santa Rosa, Calif., elected VP of parent, Sonoma Broadcasting.

Scott Witt, news director, WLAH(AM)-WUSD(FM) Peekskill, N.Y., named VP, public and community affairs. Michael Bennett, assistant news director, succeeds Witt.

Pat Anastasi, writer, ABC Radio News, 7:00 Report

LOGOS.

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Washington, joins ABC-Owned WMAL(AM) there as news assignment manager.

Tom Joyner, reporter, WHIO(AM) Dayton, Ohio, joins WDTN(TV) there as assignment manager.

Appointments, KSDK(AM) San Diego: Lanny Marsh, senior weekday morning writer, to weekday assignment editor; Barbara Lewis, weekend morning news editor, to weekday morning news editor; Kevin Milmoe, from WBNZ-TV Boston, succeeds Lewis, and Craig Abernethy, reporter, to afternoon news editor.

Mike Stutz, assignment editor, WITI-TV Milwaukee, joins WTMJ-TV in same capacity.

Patrice Jordan, producer, WSB-TV Atlanta, joins KBYT(TV) Denver as executive news producer.

Fred Robinson, air personality, KGUM(AM) Agana, Guam, named director of public affairs and special programming.

Chuck McConnell, program manager, non-commercial KUAIC-TV Fairbanks, Alaska, joins KCIT-FM Seattle as executive producer, current affairs.

Scott Ackerson, from WQW-TV Huntington, W. Va., joins WTAJ-TV Altoona, Pa., as news producer.

Pat Hastings, noon news producer, WRTV(TV) Indianapolis, joins KDKA-TV Pittsburgh as producer.


Stacy Smith, 5 and 10 p.m. co-anchor, WDAF-TV Kansas City, Mo., joins KDKA-TV Pittsburgh as anchor-reporter. Phil Witt, anchor-reporter, WDAF-TV, succeeds Smith.

Jeff Nowakowski, reporter, WROC-TV Rochester, N.Y., joins WTVR-TV Richmond, Va., as general assignment reporter.

Laura Williams, from WTVX(TV) Fort Pierce, Fla., joins WDTO(TV) Dayton, Ohio, as reporter.

Kevin Kerrigan, from WRC-TV Washington, joins WDIV(TV) Detroit as reporter.

Ron Martin, anchor-reporter, WSBA-AM-FM York, Pa., joins WQAL-TV Lancaster, Pa., as reporter.

Jesse Johnson, air personality, KLIR-FM Denver, joins KDGG-FM Colorado Springs as weekend weather anchor.

Richard Cerny, co-founder and director, Artel Communications, Worcester, Mass., manufacturer of graphic systems for television, elected chairman and chief executive officer.

Ted Witkowicz, co-founder and director, Artel, elected president and chief operating officer.


William (Ty) Bevington, from Western Electric Co., Atlanta, and Paul Van Treslar, from Western Electric Co., Monroeville, Pa., named Southeast and Southwest project managers, respectively, for Group W Cable. Bevington will be based in Tampa, Fla., and Van Treslar in Los Angeles.

Andrew Morgan, manager of radio frequency implementation, RCA Commercial Communications Systems division, Camden, N.J., joins RCA-owned WNBC-TV New York as manager, technical operations.

Tim Airth, field operations manager, United Video, Tulsa, Okla., named director of operations, transmission services division. Ed Muraski, chief engineer, United Video, named manager of technical support group, transmission services division.

LaRee Tondo, director of operations, news and teleconferencing, Bonneville Satellite Corp., Salt Lake City, named manager of BSC's Washington office.

John Borst, assistant general counsel, Zenith Radio Corp., Glenview, Ill., named general counsel.


Lawrence Ries, from KGNS-TV Denver, joins KQTV(TV) there as director of engineering.

William Weber, managing director of engineering and technical operations, noncommercial WHYY-FM Philadelphia and WHYY-TV Wilmington, Del., named VP, engineering and technical operations.

Promotion and PR

Tom Roland, correspondent, Cash Box, Nashville, joins United Stations, New York, as director of creative services.

Charma James, writer-producer, KQHI-TV Kearney, Neb., named director of advertising and promotion.

Judy Vance, from WTMJ-TV Milwaukee, joins WCGV-TV there as promotion director.

Neena Selig, manager of advertising, promotion and publicity, Frank Erwin Center, University of Texas, Austin, joins KVET(AM)-KASE(FM) there as promotion director.

Jodi Ann Victor, basketball coach, Newman Central Catholic high school, Sterling, Ill., joins KQSP(AM) Odessa, Texas, as director of special activities.

Donna Vogt, creative services director, WQVM-TV Washington, joins KSP-TV Phoenix as advertising and promotion manager.

Allied Fields

Brandon Tartikoff, president, NBC Entertainment, Los Angeles, elected president, Hollywood Radio and Television Society; Salvatore Iannucci Jr., executive VP, Embassy Communications, elected VP.

Howard Duncan, president, Surrey Broadcasting, Tucson, Ariz., joins Kalil & Co. there as media broker.

Elected officers, Ohio Cable Television Association, Columbus: Patrick Deville, Buckeye Cablevision, Toledo, president; Leo Brennan, Coaxial Communications, Columbus, vice president, and David Wilson, Viacom Cablevision, Cleveland, secretary-treasurer.

Elections, Arizona Chapter, Women In Cable: Susan Bitter Smith, Arizona Cable Television Association, president; Rose Rumney, Storer Cable of Glendale, vice president; Dee Rose, Storer Cable of Phoenix, secretary, and LaJunta Monroe, Apache Cablevision, treasurer.

Deaths

D. Joseph Hanlon, 66, retired attorney, FCC, Washington, died of heart attack June 29 at Peninsula General hospital, Salisbury, Md. Survivors include his daughter.

Maurice Barnes, 81, retired attorney, FCC, Washington, died of cancer July 1 at his home in Salt Lake City. He is survived by his wife, Ellen, two sons and two daughters.

Edward Kenworthy, 65, announcer, KNXT(TV) Los Angeles, died of heart attack June 15 at his home in West Covina, Calif. He is survived by his wife, Constance, and two daughters.

Mary Livingstone, 77, comedienne wife of Jack Benny, died of apparent heart attack June 30 at her home in Los Angeles. Livingstone was featured with her husband on his long-running radio and later television series.

Geraldine Souvaine Davidson, 74, one-time producer of intermission program on Texaco-sponsored Metropolitan Opera radio broadcasts, died July 4 at her home in Manhattan.
Jill Scott: bringing he news to cable

When Bill Scott was 5, his father gave him a radio set. The younger Scott would go to sleep at night listening to music and news from all over the country. "The radio brought me beyond my bedroom to the world," Scott says, and sparked an interest he never doubted true. From then on, he says, "I always wanted to be in broadcasting... and it never entered my mind that I wouldn't."

Scott's career has led through many parts of the Fifth Estate with special emphasis on the news-radio and television. With him in large, Satellite News Channel has been both from blueprint to a functioning news organization in only 15 months.

His biography reflects varied interests and experiences.

He majored in experimental psychology at City College, New York, doing research on extrasensory perception. (His conclusions: ESP exists but is not scientifically predictable.) Although Scott makes no direct connections between psychology and the delivery of news, he says: "News... is reflective of life's experiences, of people's experiences and the country's experiences. Anything I've done [in life] has helped," Scott says, in knowing what people want from all-news services.

Scott has done a lot. After graduating in 1954, he hitch-hiked across the country, working at odd jobs and finding that, contrary to his born-and-bred-in-New York belief, "New York was not the center of the universe." After stints with the Army and the City College, Scott became reporter at Metromedia's WNEW(AM) New York in 1957. A year later he moved to the leading Radio-Press International, a radio news syndication operation, and became its director of news. RPI was bought by United Press International in 1966 and became UP Audio.

Scott moved next to Strauss Broadcasting's WMC(AM) New York as vice president, and public affairs. In 1969, he put together the programing and hired the talent or all-news/talk format that WMC(AM)'s management desired. "I had less interest in programing talk than doing it," Scott says, so he went on the air three hours a day, six days a week for three years. Scott describes the experience as "a unique chance for someone in management to hear from people who use the media, how they use it, what they liked and didn't like, their reactions and what they're interested in. Management too often doesn't get enough," he said. After all, we do what we do for people.

In 1974, Scott joined Group W's WINS(AM) New York as executive editor, charged with the task of creating an all-news operation there. Out of that came the slogan, Give us 22 minutes and we'll give you the world, on which SNC modeled its own news cycle of 18 minutes and accompanying slogan.

Seven years later, Group W officials approached Scott about putting another all-news operation together, this one for cable television under the parentage of Group W and ABC. After pondering the offer for a few weeks, Scott decided: "I cannot let this happen without me." The answer goes a long way in explaining the Scott persona.

Scott says he won't take a job unless it is both challenging and fun. "If I can't have fun, what's the point in doing it." And with Satellite News Channel, Scott is having fun. It celebrated its first anniversary last month, has tripled its at-launch subscriber count of 2.5 million households, and projects it will be in 10 million homes by year's end. The sluggish advertising environment that stunted SNC's growth and forced SNC II onto the back burner has improved, and Scott says the service is on course in its 10-year plan. SNC has claimed a number of beats, its first and probably most important being news of the death of Soviet leader Leonid Brezhnev last November. "It's a hell of a news service," Scott says, looking back on the first year. "It has established itself in the front ranks [of news organizations] and takes a second seat to no one."

If there were a credo Scott borrowed from psychology to begin SNC, it was "to know going in who you are, what the service is and wants to be." And SNC's identity in a many-channeled programming environment is one Scott wants to reinforce. His goal for SNC in its second year is to make it "the home base for people," to make it "familiar territory" that "people will check in with," to find out what is going on in the world.

Scott's management philosophy dictates delegation of both responsibility and power to carry out tasks. "You get good people, create an environment to succeed, give them the ground rules and goals [of the service] and let them execute," Scott says. He has been known, however, to pop in at 2 or 3 a.m. at his news operations, to lend a hand, give advice or listen to problems. He has standing orders that viewers who call with complaints or inquiries are patched in to Scott personally, another means of keeping in tune with viewer opinions.

Scott is generous with credit for the early success of SNC: from the producers on the floor who keep the service going around the clock with 55 minutes of national news, five minutes of regional news and occasionally five minutes from local stations, to partner ABC, of which he says: "You could not do better. They are tremendous professionals," providing input, suggestions and support.

The diversity of Scott's broadcasting experience is matched by that of his outside interests. He has traveled widely—a Bill Scott vacation can include a short course on Mayan culture and a trip to Mexico to see its remains. He has worked in drug rehabilitation programs, learning from those who "overcame obstacles I never had to [which] made them stronger than me," says Scott. He is also interested in architecture, although he says, no more than a layman's appreciation.

Scott has won numerous awards from such organizations as the Radio-Television News Directors Association, Ohio State and local broadcast organizations. He refers to them in his biography as "all the awards that were mistakenly given to me."

Scott is a self-described risk-taker. "People never get downgraded for taking chances," he says. He looks for new ways to cover stories: "That's how you present something that stands out for the viewer," he says.

Scott sees SNC as a modern-day version of his first bedside radio: "It's important to let kids have a shot and an opportunity to go from a fourth floor walkup to whatever."

A New Yorker cartoon hangs on Scott's office wall, given to him by a former secretary who felt it captured his desires. In it, a man and woman are sitting on a blanket at the beach. The man stares at the ocean and says: "Maybe it's an impossible dream, but I'd like to serve mankind and get a slice of the pie."
ABC is reported to have approached major movie studios about offering them minority equity interests in Tele1st, its planned pay movie network over ABC affiliates and O&Os, scheduled for test first quarter of 1984 in Chicago. In exchange, ABC would secure rights to certain theatricals for broadcast on Tele1st, major element in proposed programing. ABC would not comment on matter. Offer is said to be on top of regular fees ABC would pay for product. One reason cited for ABC's proposal: Network and studios are far apart on agreeing to license terms. According to one studio executive in distribution end of business, it was way of creating the best possible relationship between parties. Unresolved problem, he pointed out, is where Tele1st will fail in traditional sequential distribution of theatricals, which would affect license terms.

Copyright Royalty Tribunal last week ordered partial disbursement of 1980 and 1981 cable copyright fees, totaling more than $35 million, to various claimants, on Aug. 11. According to CRT Commissioner Thomas Brennan, CRT has been holding portions of fees since 1979, pending resolution of court appeals challenging way in which fees have been divvied up among claimants. Court challenges have come primarily from National Association of Broadcasters, which feels its cut was too small, and religious programming syndicators, which didn't get cut. CRT had already given away half $27 million 1980 fund. By last week's action, it will give away additional $8 million and retain more than $9 million. CRT also computed to disburse $27 million of 1981 fund (85%) and keep $5 million. Brennan noted CRT is still holding around $12 million (50%) of 1979 fund and has collected $40 million in 1982 copyright fees.

City strategy seminar. The U.S. Conference of Mayors last week launched a lobbying effort aimed at discouraging the House from adopting legislation similar to S.66, the cable deregulatory measure that has already been approved by the full Senate, with a "seminar" for House legislative assistants in Washington.

Although literature advertising the seminar implied that federal legislation wouldn't be addressed—it apparently was intended to provide House staffers with background on cable—the Senate bill was discussed. The common denominator of the presentations was that local regulation of cable should not be disturbed. For example, Tom James, representing Dallas, said cable had to be regulated since it was a monopoly, and a regulation is a substitute for competition when monopoly exists.

James also stressed the importance of leaving that regulation in local hands since different communities have different needs. Communities also have to regulate cable rates, both to assure that service is provided to all of their citizens and to guarantee that "reasonable" levels of service are provided, he said.

William Finnerman, chairman of New York's cable commission, lambasted a provision in S.66 that he said would make franchise renewal "virtually automatic." Renewal is the only handle "the people" have at their disposal to "keep the cable operator carking a little bit," he said.

"If the monopoly is to be granted in perpetuity, the people will have lost any oversight," he said.

Leonard Simon, assistant executive director of the conference, said the legislative assistants would be provided with a section-by-section brief outlining the conference's objections to S.66 "soon."

After the meeting, Simon said the conference planned to continue "providing input" on the subject to the House Telecommunications Subcommittee. He also said the conference would be "pleased" if the House doesn't come up with a companion bill to S.66. "We feel we've got a much more open environment and that we've got a more hospitable reception in the House," he said.

Contract talks between representatives of NBC and National Association of Broadcast Employees and Technicians broke off last week in Bethesda, Md., with no word on when talks might be resumed. NABET, which represents 2,500 of network's technical workers, has been meeting with NBC periodically over last several months in an attempt to negotiate terms of new agreement to replace contract that has been extended indefinitely beyond expiration date March 31, 1983. NBC presented what was termed its "final package" to union on June 25 and said it would withdraw two elements of proposal—salary increase and clause to make agreement retroactive to April 1, if it is not acted upon by July 26.

Arbitron released its national cable penetration estimate last week, which, as of July 1, stands at 35%, just 2.5 points less than figure put out by Nielsen three weeks ago. (BROADCASTING, June 27, pp. 39, 45.) Two companies' cable penetration estimates have differed in past by as much as 10 points (BROADCASTING, Jan. 14, 1980). Arbitron's latest estimate is based on responses from diary keepers during four previous sweeps, ending with February 1980 odd, which was weighed mostly heavily (40%). Previous three sweeps (November, July and May 1982) were "balanced proportionately in formula used to derive latest estimate, said Arbitron spokes woman. She added that market-by-market breakdowns are currently being compiled. Effective with latest estimate, Arbitron will divide cable penetration updates four times annually, before summer and fall sweeps.

CBS won daytime ratings for week ending July 3—feat. it had accomplished since April 21, 1979, Margin of victory was only tenth of rating point, with CBS achieving 7.4/25, ABC, 7.3/24, NBC, 5.0/17.

New cable movie network will be launched in Great Britain by 1984. Called United Cable Programmes Ltd., company is a joint venture of several British concerns and United International Pictures Pay TV Inc. UIP Pay TV is itself joint venture formed last year by Paramount Pictures, MCA's Universal Pictures and MGM/UA Entertainment Co. to sell theatricals abroad for pay TV service. New cable channel will be British controlled, and available over Visionhire and Rediffusion cable systems. U.K.'s two principal MSO's. British companies in joint venture are Reidlux Visionhire, Rank/Trident Satellite and Cable, and The Priessy.

U.S. District Court Judge Harold Greene said last week he will prove AT&T's reorganization plan if changes are made that he should help in moderating pressure for local rate increases in domestic market. One change he recommended was that AT&T using name "Bell" for anything except Bell Laboratories and for foreign subsidiaries. As result, AT&T would appear to have name change of American Bell, its enhanced services and equipment subsidiary, which it already has been promoting heavily.

Extravision, CBS/Broadcast Group's two-month old national broadast teletext service, is being put into "hiatus" until next summer, when company hopes there will be enough receiver minals installed around country to make revived operation of system worthwhile. Hiatus means that although service will continue broadcast 24 hours per day, its pages will not be updated every 15 minutes as they have been since system went on a April. Most of 14-person staff of Extravision has been temporarily reassigned to other projects at CBS. At present, there are about five or six decoders operating nationwide that are capable receiving service, but by September, there could be from 50 to 100 decoders, according to Albert Crane, Extravision's vice president.

NPR was offered $5 million, it was reported in newspaper, for 20% interest in data-communication joint venture, INC Offer, reportedly made by National Information Utilities Inc., NPR's partner venture, also included income for each member station once tem is going. Report comes just as radio network is asking tions, whom report took by surprise, to guarantee loans of up to millions. Ronald Bornstein, NPR's interim chief operating officer, replied next day that no agreement had been made.
Star baseball game on NBC-TV last Wednesday night averaged 129,000 Nielsen rating/share, NBC said Friday. That was below last r's score of 26 0/44 when game was on ABC, but it was good enough to give NBC 21.0 rating for last Wednesday's 8-11 p.m. period and outdo CBS's 13.0 and ABC's 10.8. NBC research said it also gave NBC its third straight nightly win last week.

Financial Association of Broadcasters and National Cable Television Council have joined effort to persuade Supreme Court to review oral court decision upholding constitutionality of Oklahoma law taxing advertising of wine, as well as other alcoholic beverages. A Petition for review filed by four cable companies—Capital Cities Cable Inc., Cox of Oklahoma City, Multimedia Cablevision and Sanmons communications Inc. Others filing friend-of-court briefs in support petitioners were American Newspapers Publishers Association Magazine Publishers Association, in joint filing.

Aerospace Satellite Services Corp. (FASSC) has plunked down $20,000 deposit with NASA to reserve spots aboard space shuttle launch of its three high-capacity hybrid satellites in 1987. "It is our intent to reserve launch dates as soon as possible," said ISC President Alan L. Parker in prepared statement. "The shuttle manifest shows that launch opportunities in 1987 are already limited, and will get tighter as dates for launches in 1986 slip." As rid satellites FASSC satellites will contain both C-band and Ku-band transponders. Although deposit is non-refundable, Parker said, FASSC will continue to investigate alternative launch vehicles, including expendable U.S. rockets and European Ariane.

Review Board has affirmed Administrative Law Judge Ed Kuhlmann's decision dismissing renewal application of Faith Inc. for KVOF-TV San Francisco. Kuhlmann dismissed application after licensee failed to answer questions and produce documents needed to prepare for comparative hearing (BROADCASTING, ch 28).

KPRC Inc. publicly traded company, has sold keyTV Palm Springs and KESCO-TV to Cimarron Broadcasting of California Inc. for $4.5 million. Cimarron, publicly traded company, is headed recording artist, Harry Nilsson, chairman, and Ben West, former president of KOMIC-TV Oklahoma City. It has no other broadcast assets. Blackburn & Co. Inc. brokered the sale.

KCAL and KKKI-FM Kansas City, Kan were sold last week to Scon-Group Broadcasting by Washington-based Allbritton Communications for $4 million. Allbritton, bought stations in 1980 for $2.7 million (BROADCASTING Oct. 27, 1980). It also owns five TV's. Scon-based in Lacomia, N. H., owns three AM's and five FM's.

American Television and Communications Corp. announced last week it has completed swap of 10 small systems with total subscribers of about 27,000 for Group W's system in Johnstown, Pa., 29,000 subscribers. Ten A/TC systems involved in trade: Wxon, Lexington, Milan, Savannah and Union City, all Tenn., WLaGrande and Baker, both Oregon, Fallon and Yerington, Nev., Nevada, and Perry, Fla.

Cablesystems Inc. announced last week that it and United States Communications Inc. have formally agreed on how to divvy up assets and liabilities of its ill-fated joint venture, Rogers UA Cable Systems Inc. Under agreement, RCI winds up with 325,000 subscribers, including some 100,000 subscribers of San Antonio, Tex. system. (Split will also allow RCI to remove $90 million [Canadian] from its consolidated balance sheet, RCI said.) UAC, meanwhile, gets 275,000 subscribers, including some 200,000 served by system in New York's New Jersey suburbs. Official breakup, which is subject to regulatory approval, is slated for Aug. 31.

House Telecommunications Subcommittee, located at room B331 in Rayburn House office building, has moved to larger facilities in House Annex II building, room EN203.

House Energy and Commerce Committee has established new Special Subcommittee on U.S. Trade with China. Among Telecommunications Subcommittee members who have been named to China subcommittee are Representative Al Swift (D-Wash.), who will chair subcommittee, Tim Wright (D-Colo.), John Bryant (D-Tex.) and Tom Tauske (R-Iowa). Also on new subcommittee are Commerce Committee Chairman John Dingell (D-Mich.) and ranking minority member, James Broyles (R-N.C.).

FCC last week granted Newton Minow, former chairman of FCC with waiver of cable-broadcast crossownership rules to be CBS board member. Minow, partner in Chicago law firm of Sidley & Austin, was elected to board earlier this year (BROADCASTING, April 25). He has small interest in Cablevision Systems Development Co., Mid-Cumberland CATV Development Co. (operator of cable systems in Springfield and Smyrna-LaVerne, Tenn.), and Cablevision Associates V (owner of cable systems in Texas, Nebraska and Iowa).

Rich Frank, president of Paramount Television and Video Distribution, has been named president of new Paramount Television Group, which completes restructuring of company begun in January. Frank, who has been responsible for Paramount's television syndication, home video and cable television divisions, will assume added responsibilities for production of first-run commercial television programs, formerly headed by Gary Nardino, who becomes independent producer for Paramount.

Neil Vander Dussen, president and chief executive officer of Sony Broadcast Products Division, has been named president and chief executive officer of Sony Consumer Products Co., replacing Joseph Lagore, who has been appointed to newly created position of senior VP, marketing, Sony Corp. of America. Vander Dussen will retain his position as head of broadcast products company. SCA has also named second executive vice president, Koichi Tsunoda, formerly president of Sony Communications Products Co., who will be responsible for overall company operations (administration, support staff and distribution services), and engineering activities in U.S. Existing executive VP, Philip Stack, has assumed additional title of chief financial officer and will be responsible primarily for company's financial affairs. J. Philip Stack, senior VP of Sony Communications Products, succeeds Tsunoda. In related announcement, Sony said its Tape Sales Co., which markets consumer audio and videotape products in U.S., would also take over industrial and professional audio and videotape sales as well.
**Editorials**

**Gathering steam**

The business side of broadcasting seems healthy and strong, as two stories elsewhere in this issue make clear. Spot radio and TV sales came through the first half of 1983 with gains substantially ahead of the general inflation rate by most accounts, and although there are signs of some summer softness at the moment, the full-year—and longer-term—prospects get high marks. The TV networks and their clients are currently engaged in their annual cat-and-mouse ritual, playing for negotiating advantages, but the big question, as one agency executive put it, is whether the big buying will break, but when. As for the radio networks, who can poor-mouth a medium that has just reported the biggest sales month in its history (“Riding Gain,” July 4)?

The bad part of all this, particularly in spot, is that these blessings do not fall uniformly on all. Some stations and markets always get the short end, often unaccountably, and now is no exception. The good part is that these overall gains have occurred while the economy was just beginning its comeback. If the experts are right and the economy continues to pick up speed, the best part is yet to come.

**The legislators’ duty**

Whatever the message the Supreme Court intended to send the Congress, if indeed it intended to send any, when it admitted its failure to resolve the home-recording case this year, the message that the Congress ought to perceive is clear: Get on with the legislative process. Obviously the present law, although only in its seventh year, is already out of date in a period of galloping technology. It is not up to the Supreme Court to write new copyright law. That job belongs to Congress.

Two principal pieces of legislation were introduced after the Ninth Circuit Court of Appeals, in San Francisco, reversed a district court and held the existing law provides no exemption from copyright liability when a television viewer turns on a Betamax to record a program for later replay (Broadcasting, Oct. 26, 1981). One bill, introduced in the Senate by Senator Dennis DeConcini (D-Ariz.) and in the House by Representative Stan Parris (R-Va.), would create a copyright exemption for home recording of broadcast programming. That bill is supported by the manufacturers of recording machinery and tapes. Another, introduced in their respective houses by Senator Charles McC. Mathias Jr. (R-Md.) and Representative Don Edwards (D-Calif.), would establish a compulsory license for home video and audio recording and authorize the Copyright Royalty Tribunal to set and collect royalties from manufacturers of home recording gear for distribution to the copyright owners. That bill is supported by television producers and distributors and phonograph record companies.

With strong interests arrayed in opposition, legislators are understandably reluctant to engage in a dispute that they hoped the Supreme Court would settle. From the outset, that hope has been misplaced. The losers in the court may be expected to take their case to Congress, which may as well face the problem now as later.

The view here has been that a modified and moderated version of the Mathias-Edwards legislation is to be preferred over the flat exemption, if only to preserve the principles of copyright. If wholly unrestricted home recording is to be allowed, copyright holders may be denied some fruits of their creation. The problem is to establish a reasonable evaluation of those fruits. At this primitive stage of home videorecorder distribution, establishing television values may be difficult. The phonograph business, however, can make claims. The decline of record sales is attributed at least in part to home recording.

The defect in the Mathias-Edwards legislation is the carte blanche it would give the Copyright Tribunal to set royalties. To prevent a future gouging of the public, the ultimate payer of the royalties, legislation must contain a cap far, far below the windfalls that seem to blow through some Hollywood minds when the subject of home recording is mentioned. The cap must be based on evidence, not supposition.

Drafting copyright law is never easy, and won’t be now. But it is a job that Congress cannot delegate to the judiciary.

**Numbers count**

The good news amid the conspicuous turmoil that has involved broadcast industry lobbying organizations in recent months—very much including the brouhaha over whether the National Association of Broadcasters was indirect in so vigorously pursuing the deregulation cause in the face of one subcommittee chairman’s reluctance—is that so many broadcasters have been in the act. The formation of the caucus to represent the interests of group broadcasters, for example—which initially was seen as containing at least a hint of criticism of the NAB—is now perceived more accurately as a massing of large broadcaster muscle that will complement, not combat, what the NAB is up to. (If there were a federation of broadcast organizations, of course, the caucus could fit into it as hand into glove.)

These observations proceed from a general sense that things are getting better in Washington. Deregulation is on track, at the FCC and maybe even on Capitol Hill, and there appears to be no way that radio and television can come out of the year in any way other than ahead of the game. Not that we’ll lack for disputes and fulminations to report from time to time, but, let’s face it, where broadcaster interests are concerned this year the sky is nowhere falling.

When all has been said and done, a lot of people will be able to claim credit. For our part, we’d single out the concerned broadcasters who are taking the time and making the effort to stay involved. May their tribe increase.
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.

**Solid 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**

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