WE KEEP GOOD COMPANY

On this occasion of our anniversary, we wish to thank our partners. These are the people with whom we work on a long-term, ongoing basis, most of whom have been clients and partners for many years:

ABC
Affiliated Broadcasting
Amaturo Group
Willet & Michael Brown (KGB-FM and KXOA-FM)
Capital Cities
CBS
Cox Communications
Detroit News Stations
Dick Broadcasting
Duffy Broadcasting
Group One Broadcasting
Hicks Communications
Home Town Newspapers
Jefferson Pilot Broadcasting
Katz Broadcasting
KEBC Radio

Landmark Communications
Loyola University South Stations
Malrite Communications
Mann Media
Metroplex Communications
Mid America
RKO Radio
Larry J.B. Robinson Broadcasting (WMJI and WBBG)
Sandusky Radio
South Central Broadcasting
Sunbelt Communications, Ltd.
Ten-Eighty Corporation (WTIC)
WEAZ Radio
WOOD Broadcasting
WVOR Radio
WWSW/WTKN Radio

The Research Group
RADIO'S STRATEGIC RESEARCH TEAM
2517 EASTLAKE AVENUE EAST • SEATTLE, WASHINGTON 98102 • (206)328-2993
The best selling professional two track audio recorder has finally been improved. We've added the refinements you asked for: The inputs and outputs of the new B-II are transformerless, balanced. The elapsed time indicator is a real-time hours/minutes/seconds L.E.D. display - tape accurate at all speeds. The built-in oscillator provides both 1kHz and 10kHz calibration tones. And we added a low frequency adjustment to the reproduce equalizers.

Behind the clean, new look of the B-II are the same features, performance and reliability you expect from our famous 5050B. We didn't change the rugged quarter-inch thick deckplate or the cast aluminum frame. We kept the switch selectable NAB/IEC equalization, +4dBm/-10dBv output levels, half-track and quarter-track playback heads and three standard reference fluxivity levels. And, of course, the B-II still features three tape speeds, XL type connectors, front panel record equalization and bias adjustments, variable speed, "dump edit" function, and an integral splicing block.

The 5050B-II has been engineered like no other tape machine in the world. When you check out the specifications you'll know why we say it's the best $5,000.00 tape recorder available for under $2,500.00. When you work with it, you'll know that we've just raised the industry standard.

**Otari. Technology You Can Touch.**

Otari Corporation, 2 Davis Drive, Belmont, CA 94002
Tel: (415) 592-8311 Telex: 910-376-4890
Upfront buying breaks □ Consensus forged at RARC; U.S. technical standard rejected □ CBS still high on MDS □ Fate of 13 other RKO's rests with KHJ-TV proceeding

DAM BURSTS □ Advertising agencies begin to make upfront time purchases in fall network programming. PAGE 23.

AD PREDICTIONS □ Coen releases forecast that ad numbers in 1983 will be even bigger than expected. PAGE 23.

RARC'S CLOSING □ International telecommunications conference in Geneva reaches basic agreement on DBS with plan "acceptable" to most. PAGE 24. U.S. losers on issue of power flux density, but indications are it will take reservation on matter. PAGE 25.

COMPROMISE □ Commission moves toward compromise in financial interest and domestic syndication rulemaking. PAGE 26.

ALL ON KHJ-TV □ FCC decides to settle character issue of remaining 13 RKO licensees in Los Angeles station proceeding. PAGE 27.

EMPTY CHAIR □ Tom Bolger walks out as ex officio executive committee member amid more TV vs. radio turmoil at NAB. PAGE 27.

IN THE MAILS □ House Telecommunications Subcommittee mailed questionnaires on quantification issues to TV stations last week, radio this. NAB sends out its own Mailgrams. PAGE 28.

TRY AGAIN □ Although FCC rejected CBS's multichannel MDS proposal, company has not given up on service. PAGE 29.

TIP BALL □ Broadcast and cable networks watch as NCAA and CFA wrestle over rights issue. PAGE 30.

MIXED REVIEW □ Commenters to FCC give mixed answers to question of what definition of community should be. PAGE 32.

NEW CHIEF □ Jack Smith takes over as head of FCC's Common Carrier Bureau. PAGE 34.

WILL CONTESTED □ Columnist George Will becomes center of media ethics discussion on giving advice to and discussing performance of Reagan in 1980 debate. PAGE 45.

NAMES IN NEWS □ Jim Bellows, former newspaper executive and producer for "Entertainment Tonight," joins ABC News to create new news show. Former CBS News executive Sig Mickelson tops RTNDA award winners. PAGE 45.

GRIDIRON REVIEW □ Both ABC and ESPN profess pleasure with United States Football League in first year, with both predicting TV contracts will be renewed. PAGE 48.

MERGER MEETING □ Justice Department officials will meet with Showtime and Movie Channel representatives today. PAGE 49.

SUMMER HEATS UP □ Networks and cable programing services are providing mix of old and new fare in hopes of keeping viewers tuned in this summer. PAGE 50.

NEW LOOK □ Group W plans to restructure PM Magazine this fall, giving more flexibility in its format. PAGE 51.

MEDIA MAN □ Creativity and professionalism have proved a winning combination for McCann-Erickson's Gene DeWitt. PAGE 71.
WELCOME TO FANTASY ISLAND

BLAIR BROADCASTING, INC.
CARSON COMMUNICATIONS CORP.
FIELD COMMUNICATIONS
FORWARD COMMUNICATIONS CORP.
KNIGHT-RIDDER BROADCASTING, INC.
KOPLAR COMMUNICATIONS, INC.
McGRAW-HILL BROADCASTING CO.
METROMEDIA, INC.
NBC OWNED AND OPERATED STATIONS
POST-NEWSWEEK STATIONS
RKO GENERAL, INC.
SCRIPPS-HOWARD BROADCASTING CO.
STORER COMMUNICATIONS
TRIBUNE COMPANY BROADCASTING, INC.
UNITED TELEVISION, INC.

COLUMBIA PICTURES TELEVISION
NEW YORK    WPIX  BUFFALO    WIVB-TV  JACKSONVILLE    WJXT
LOS ANGELES KHJ-TV  PHOENIX    KTSP-TV  SYRACUSE    WTVD
CHICAGO    WGN-TV  MEMPHIS    WMC-TV  ALBUQUERQUE    KNAT-TV
PHILADELPHIA WKBS-TV  GRAND RAPIDS  WWMA-TV  CHATTANOOGA    WDSI-TV
SAN FRANCISCO KBHK-TV  OKLAHOMA CITY  KOKH-TV  PEORIA    WEEK-TV
DETROIT    WJBK-TV  ORLANDO    WESH-TV  AUSTIN    KBVO-TV
WASHINGTON WRC-TV  SALT LAKE CITY  WTVX  FARGO    KXJB
CLEVELAND WJWK-TV  HARRISBURG  WSBA-TV  WACO    KWTX-TV
DALLAS    KTXA-TV  NORFOLK    WTKR-TV  CHARLESTON    WCBN-TV
HOUSTON    KRIV-TV  GREENSBORO  WEMY-TV  LAFAYETTE, LA    KADN-TV
MINNEAPOLIS KMSP-TV  LITTLE ROCK  KLRT-TV  BEAUMONT    KJAC-TV
ST. LOUIS  KDLN-TV  TULSA    KOKI-TV  LAS VEGAS    KVNU-TV
ATLANTA    WAGA-TV  MOBILE    WPMI-TV  EUGENE    KMTR-TV
DENVER    KWGN-TV  ROANOKE  WDBJ-TV  WILMINGTON    WWAY
INDIANAPOLIS WRTV  FRESNO    KSEE  CHICO    KHSI-TV
SACRAMENTO KRBK-TV  SAN DIEGO  WWAY  BOISE    KTRV
SAN DIEGO  KCST-TV  PORTLAND, OR  WAKI-TV  ODESSA    KOSA-TV
KANSAS CITY KSHB-TV  FRESNO    KHSL  MEDFORD    KDRV-TV
MILWAUKEE WITI-TV  BAKERSFIELD  WTKL  WAKI-TV  KERO-TV
LAKE CHARLES
Star Search
WORLD'S GREATEST TALENT COMPETITION

A DAZZLING WEEKLY VARIETY HOUR

Historic first year acceptance!
Premiering September 9
on over 170 stations
covering over 90% of the U.S.
Radio activity
Abrupt resignation of Forward Communications' Tom Bolger from executive committee of National Association of Broadcasters last week (see page 27) was occasioned at least in part by acrimony over presumed future ambitions for joint board chairmanship of association. Plan had been discussed during recent Washington board meeting whereby Robert Pricer, immediate past radio board vice chairman from WCLT(AM) Newark, Ohio, would take past board chairman's seat this year, while Martin F. Beck of Beck-Ross Communications, present radio board chairman, would succeed to post next year.

Then, year after that, when joint board chairmanship would be open (and it would be radio's turn), Beck would stand for election to that post. Under normal operation of NAB escalator, that position would go to Ted Snider of KARN(AM)-KYYK(FM) Little Rock, Ark., who is now radio board vice chair. Bolger referred to existence of radio strategy—which his continued presence on executive committee would frustrate—before declaring "I quit" and walking out of meeting.

Gusher
Last Thursday, July 14, may go down as biggest selling day television has ever had—yet. CBS officials think it was all-time record day for them (see page 23). According to some accounts, at one point they had to call time just to take stock. ABC, which reported its upfront sales had reached $350 million by Thursday afternoon, claimed another $100 million between then and mid-Morning Friday. NBC officials say it was big day for them but not biggest ever, perhaps because they got upfront sales rolling several days before other networks. Agency executives said it was buys on NBC that touched off last week's run.

One world
International Telecommunication Union seems to have way of investing delegates to its conferences with strong brand of internationalism. Last week, Kenneth Brown, of Canada, and Savio C. Pinheiro, of Brazil, as members of planning committee of Region 2 conference on direct broadcast satellite service, were instructed to make improvements where possible in plan Cuba had proposed as means of equalizing number of channels each country in hemisphere would be allowed. Both Canada and Brazil opposed plan (as did U.S.), on ground it would not provide capacity they feel they need. But Brown and Pinheiro applied themselves with skill and vigor, with result that plan, as it came from their computer printouts, showed marked improvement in elimination of interference problems. And that, of course, complicated arguments of big countries, including Canada and Brazil, against revised plan.

Formerly of Indianola
Dossier, monthly magazine that covers Washington society, carries lists of residential real estate transactions in upper brackets. Following appeared in current issue: "441 33rd St N, Arlington [Va.] Goodman & Co to Edw O Fritts—$415,000."

Odd alliance
George Mason University, Fairfax, Va., which has been broadcasting Satellite News Channel, C-Span and live coverage of FCC meetings over its ITFS channels to offices in Washington, has been talking with George Washington University and ARTEC, cable system serving Washington suburb of Arlington, Va., about setting up partnership to provide 10-channel "wireless cable" service to Washington area, using ITFS frequencies. Programing would comprise popular cable networks, including current GMU lineup.

As GMU's Mike Kelley envisions it, universities would provide channels—GMU would contribute eight and GW two—and ARTEC would handle programing, marketing and billing. Kelley believes partnership could generate "some real big money" that could be used, perhaps, to subsidize school of telecommunications at GMU. Kelley's plans are contingent on interpretation of new ITFS-MDS rules that were published last Friday (see page 29).

Conference call
Senate Communications Subcommittee and House Telecommunications Subcommittee have tentatively scheduled joint hearings on telephone legislation for July 28 and 29. House official said subcommittees will be considering ramifications of AT&T divestiture and recent FCC decisions, including one on access charges that is pending reconsideration. Efforts by both bodies to come up with telephone legislation last year died on vine.

Expensive hindsight
If Satellite Television Corp. knew year or two ago what it knows now, it could have saved nearly $70 million. Comsat subsidiary announced last May plans to reconfigure its high-power DBS system to offer six channels of programing to eastern half of country, rather than three channels to Eastern time zone. Change in plans came with realization that STC needed at least five channels to compete with other DBS services and that transponder power of bird (200 watts) was great enough to cover half country and still deliver good pictures to two-foot earth stations.

Comsat ordered two three-transponder satellites from RCA Astro Electronics last fall to implement original system. Had it come to realization on required channels and transponder power earlier, it could have ordered single six-transponder satellite instead and saved money. STC will pay between $173 million and $183 million to build two three-transponder satellites and launch them aboard space shuttle. According to RCA Astro Electronics, it could have purchased six-transponder bird and launched it aboard shuttle for around $115 million.

Hacking away
Next step in FCC's removal of what Chairman Mark Fowler has been calling "regulatory underbrush," like that removed last week with elimination of policies aimed at discouraging fraudulent use of coverage maps and ratings information (see page 27), is expected at meeting Aug. 4, when commission will be asked to delete dozen policies restricting programing discretion, such as one prohibiting repetitious play of records. After FCC acts on pending character proceeding, in which it proposes to restrict its character concerns to behavior directly related to provision of service to public, FCC will be asked to eliminate rules and policies overseeing licensee business practices. Precise rules and policies aimed for deletion in that phase will be determined by how FCC narrows its concerns about character, source said. In third phase, commission will propose elimination of host of other technical and operational rules and policies.
Here we go again

The Sacramento, Calif., city council and county board of supervisors has voted to accept new proposals for a cable television franchise serving the area's 360,000-home franchise. The formal request for new proposals, which follows an unsuccessful nine-month attempt to reach a satisfactory agreement between local cable officials and United-Tribune Cable Co., is expected to be released this Wednesday (July 20). It's expected to be at least six months before a new franchise could be awarded.

A joint venture of United Cable TeleVision and Tribune Cable Communications was awarded the franchise last September, calling for a three-tier, 125-channel system. However, authorities decided to reopen the franchising process after disagreements among principals concerning terms of the negotiated contract could not be resolved. The Tribune company eventually dropped out of the joint venture and an attempt to form a coalition involving other cable companies was unsuccessful.

Cable data in Oregon

In the wake of opposition from Oregon cities and cable television companies, the Oregon House State and Federal Affairs Committee has rejected legislation that would have put cable data transmission under the authority of the state public utility commissioner.

The legislation, which was backed by John Lobdell, state public utility commissioner, and offered as amendments to a routine utility bill, also would have granted the commission permission to deregulate competitive services. According to Ed Morrison, administrator of the telecommunications division of the commission, under that amendment, Lobdell would have been able to deregulate data offerings in areas where a telco's and cable's offerings of data services overlapped.

In view of the opposition, Morrison said, the committee had decided to study the issues raised in the amendments further. Even without the amendments, however, Morrison said he would recommend that telco data offerings be deregulated "as much as possible" in areas where competition for those services exist.

Michael Dewey, executive secretary of Oregon's cable association said the cable companies feared that Lobdell would have used the amendments, at least in certain cases, to deny cable companies entry into many services in hopes of insuring that telcos would be able to continue subsidizing local telephone use with revenues from their protected offerings.

At the request of Pacific Northwest Bell, the commissioner is still investigating whether cable data services should be regulated by the state as common carrier offerings (Broadcasting, June 13).

Message for cable?

In a move that bucks a national trend, one of the STV industry leaders has cut its adult programing in half and pushed such material into a later time slot, citing local marketing research indicating viewers want less—mostly for legal and explicit fare.

Effective August 1, ON TV Los Angeles, which is broadcast over KBS-C TV Corona, will limit its "Adult Only" tier to three nights a week, cut the tier's subscription fee from $4 to $2 a month, and begin programming at 12:30 a.m. rather than 11 p.m. Pacific time. ON TV Los Angeles Vice president and General Manager Richard Whitman said the move will allow for expanded scheduling of movies, concerts, specials and four new series, including an original video sports magazine. "By reducing the number of night 'Adults Only' is telecast, we can concentrate on programming only the very best adult movies available," Whitman explained. "By starting them later at night, we can now respond to another subscriber request by scheduling an extra feature film into the 11 p.m. time slot." ON TV Los Angeles has lost more than 100,000 subscribers since July 1982, when it counted 385,000.

Whitman's moves for Los Angeles does not go for other markets. In Chicago and South Florida, where ON TV programs other STV outlets, "Adults Only" programing is reportedly "very popular" and scheduled six nights a week, with back-to-back double features on Thursdays, Fridays and Saturdays. All three ON TV services will pick up the new regular series, however, to be introduced over the next two months.

S.A.L. purchase

Cable TV Industries, a Los Angeles-based supplier of cable equipment, has agreed in principle to purchase S.A.L. Cable Communications, Melville, N.Y., another cable hardware supplier, for $7.2 million in cash, stock and notes. The deal should be completed by the end of the summer. Cable TV Industries had sales totaling $32 million for fiscal year ending Jan. 1. S.A.L. Cable had sales totaling $26 million for fiscal 1983.

The cable music scene

L.A. Music Guide, an original half-hour ad-supported music information series created by Cable Communications Unlimited of Beverly Hills, Calif., premiers on Los Angeles cable system on Oct 1. Producers of the program, targeted to the 14-to-24-year-old audience, have signed an agreement with Falcon Cable and are negotiating with Valley Cable, CommuniCom and other southern California cable operators for distribution.

According to the producers, L.A. Music Guide will be regionally promoted through cable-broadcast partnership. In an example of cross-media cooperation, the Continental Cablevision system serving Springfield, Mass., is producing nearly a third of all its local programing in studios rented noncommercial wawr tv there. In the photo above, a station technician tapes a segment of a Continental series that showcases area artists. Over the past year, Continental has also produced at the station an exercise series and a how-to series. In progress are series on cooking, women and crime prevention. According to the station, Continental's use of the facilities has pumped $125,000 into the station at a time of cutbacks in federal funding."I didn't want to turn our production house into an all-cable facility, and that's one of the dangers of signing such a contract," said wawr tv General Manager Jerry Franklin. "But it is a natural marriage for cable contractors and local public television stations to work together on local programing."
record stores, night clubs, concert announcements and daily advertising on KRCQ-FM Pasadena, Calif. Richard Blade, a station air personality, will co-host the series with actress/comedienne Sonia Weisman. Cable Communications is budgeting $13,000 for each edition of the program, which will include interviews, news, concert information and rock video.

Six minutes of advertising will be available to national and local sponsors of the program on a seven-day-a-week basis. A new episode of the program will be produced each week, with updated local music information and features.

Cheap, but effective

Cable Graphic Sciences of Clovis, Calif., has come up with an inexpensive way for cable operators to begin picking up some local advertising dollars. The system $840, which sells for $3,395, creates colorful video graphic ads and automatically inserts them into the local availabilities of up to four different ad-supported programing services. "A system that carries ESPN, CNN, MTV and Cable Health Network," said Ken Doyle, general manager, CGS, "has access to over 440 30-second spots each day. Even if you sell only one half of these for $1 per spot, you can realize over $80,000 in extra revenue per year."

Commercial delivery

Group W Satellite Communications is forming a new business that will give advertising agencies a way of distributing commercial spots to specifically targeted television stations across the country via satellite. At the same time, GWSC hopes the service will help advertisers develop budgets for cable, and thus help GWSC's Satellite News Channel.

GWSC will use four SNC transponders, which are not used from midnight to 6 a.m., to deliver the spots. Advertisers will be given 26% of the value of each spot on SNC. The cost will be approximately $20 per spot. (A $2,000 order would mean $500 credit on SNC.)

GWSC will use its Sat-A-Dat switching unit, a computer driven device which has been installed at SNC headends to switch from regional to national feeds. Each unit can be addressed individually from GWSC headquarters in Stamford, Conn.

The company hopes to have the operation running by October. Lloyd Werner, GWSC senior vice president, sales and affiliate relations, said the idea was developed in an effort to "develop [advertiser] budgets for cable." He said the operation could generate as much as $10 million more per year in commercial spots seen on SNC.


General Electric □ Campaign for major appliances will run for one week in 14 markets.

Just Pants □ Jeans will be advertised in back-to-school campaign that begins July 27 for five weeks in 70 markets.

Top 10 products. Food products, which includes restaurant advertising, has generated the most spot activity for the first quarter of 1983 with companies spending $37.8 million on the medium (see chart below)—up 18% over the same period last year. That is according to the advertiser-estimated expenditure report which contains data for 26 broad product categories compiled and distributed by Radio Expenditure Reports Inc. Figures in the report reflect not only national and regional spot business, based on information supplied to RER by 15 rep firms; but also local spot taken from a sample size of 2,000 stations in more than 150 markets. The biggest gain in spot activity for the first quarter among the top 10 product categories was the cosmetic field, which spent an estimated $4 million—up 54% over last year's first quarter. The biggest decline comes from the automotive industry—down 28%.

Data for the chart was gathered through the help of McGavoren Guild Radio. Figures are "projected" estimates based on a formula devised by the Radio Advertising Bureau. Chart does not include the miscellaneous category.

(All figures are In millions)

<table>
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<th>1983 (First quarter)</th>
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<th>% change</th>
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<td>Food Products 1</td>
<td>$37.8</td>
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<td>Travel &amp; Shipping 2</td>
<td>34.1</td>
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<td>27.2</td>
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<tr>
<td>Total spot expenditures for all 26 product categories</td>
<td>209.0</td>
<td>199.2</td>
<td>+ 5</td>
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</tr>
</tbody>
</table>

1 (includes tea, coffee, dairy products, fruits, vegetables, meat, poultry, fish, and restaurants, among others)
2 (includes airlines, freight, cruise lines, car rentals, domestic tourism, motels and hotels, among others)
3 (includes accessories, parts & tires companies)
4 (includes insurance, finance and investment companies, public utilities, among others)
5 (farm business)
6 (includes most American oil & gas companies)
7 (includes ad dollars from Avon, Bristol-Myers, Colgate, Gillette and Johnson & Johnson, among others)

White Castle □ Hamburgers will be featured in flights of eight to 10 weeks, starting in mid-September in approximately eight markets. Commercials will run on radio and television in all dayparts. Target: adults, 18-34. Agency: Simpson Marketing, Columbus, Ohio.
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

THE VIDEO GAME CHALLENGE
52 Original Half-Hours
Advertiser Supported
Available September 1983
Keeping radio's creativity up to par with technology

Trade papers, business conferences, industry seminars and luncheon conversations continue to be dominated by talk of the new technologies in broadcasting. So much so that in the minds of many in our business, technology is being confused with creativity.

There exists the potential for a seemingly endless number of channels into a majority of American homes with very little progress being made toward filling these channels with programming that will be viewed at levels that will provide a profit for the supplier. Indeed, we are seeing invention as the mother of necessity.

The viewer is not obligated to set different standards for what he watches on his television set based on how it got there, so the limited amount of well-produced creative programming has rendered the new technologies muscle-bound eunuchs, at least for the moment.

Right now we in radio are also allowing creativity to lag behind technology. It's catching up time.

We are on the brink of satellite distribution of network programming that will allow radio stations to incorporate a cornucopia of resources into local programming without the loss of fidelity. We have honed the quality of studio processing and transmission equipment to a fine edge on both AM and FM. One day soon, AM stereo will be a fact, and a whole new generation of youngsters may well decide that "that's where it's at." In fact, all listeners might be perfectly willing to rediscover AM radio right now if we give them something that they want and/or need.

The difference between AM and FM radio must be put in perspective. It is very likely that up to 90% of all radio listening is done monaurally on mini speakers where quality AM signals can hardly be discerned from FM. But, the creativity, promotion and excitement have gone into FM for the past decade. Radio broadcasters did not tinker with their AM stations because they were important revenue sources. So they took risks on their FM stations and made them so successful that they overshadowed AM. Had similar effort been applied to AM, perhaps that band would not be considered a stepchild today. Many broadcasters have all but abandoned AM, a case of allowing our creativity to deteriorate below the level of a well established technology.

Nationwide FM audiences now exceed AM audiences on a quarter-hour basis and are in virtual parity on a cumulative basis. I believe that one of the reasons for this is the failure to recognize that while, generally, all FM stations in a given market are, or can potentially be, competitive with one another, there are wide differences in the coverage and quality of AM signals, and few broadcasters have attempted to creatively program "around" their AM signals. Station management with marginal or daytime facilities should not position themselves against the powerhouse's in their markets. Their mere acceptance of this will go a long way toward the creation of new programming concepts.

Radio's success in target programming has become the model for cable operators who talk about narrowcasting. Broadcasters with limited facilities should look at even "narrower" casting. Is the all-comedy station viable? Can an all-sports station be profitable? How about an all-business format specifically related to the primary industries in the community being served? Talk stations exclusively for women at home might be very attractive to a multitude of advertisers.

If we allow our programing people to take risks, they will come up with a whole new range of creative options that can revitalize AM radio and insure the future viability of FM as well.

Over the past 10 years we have, thankfully, seen the role of the radio program director enhanced. No longer do we deal with declining ratings by replacing the morning man and tightening the playlist. This half-generation of very successful programers brought modern research techniques into radio. However, there is now significant evidence that we may have relied too heavily on research, eliminating all the negatives and coloring our programing "vanilla." By and large, our on-air talent represents a generation and a half of disk jockeys who were not even permitted to think, let alone talk.

Too many of us forget that radio is an art form as well as a communication medium. Programing up to 168 hours a week is a highly demanding creative function, even if in most formats much of it is music that we do not produce. Radio stations that are worth up to millions of dollars should not be operated without well-conceived marketing and programming philosophies. Broadcasters must define their purposes and establish game plans to achieve their goals. We can no longer tolerate our talented people leaving radio and going into television, film and even the theater, while accepting the fact that very few are coming back into radio from these other art forms.

There is no part of the broadcast day that need be relegated to either AM or FM radio and certainly not conceded to other media. Thirty years ago TV was supposed to be sounding radio's death knell, but we survived. The proliferation of radio stations, the phenomenon of CB radio, the popularity of hi-fi, cassettes and eight-track were all supposed to have done in radio, and yet today our medium is more dynamic than ever.

While radio is now being looked upon by many as the most stable electronic medium, there are new threats. Cable operators will have great difficulty programing the multitude of channels that they have promised the municipalities they serve. There may very well soon be several variations of Music Television (MTV) plus straight audio services utilizing a variety of formats. While the cable-connected receiver will not move from room to room, won't be in the car, can't go to the beach or the office, it can be a problem. If radio were to lose a mere 5% of its average quarter-hour audience, it would be the first time in decades that radio usage would have declined. More so than any other medium, radio's growth has been directly related to the population and household growth of the country. A 5% decline would not make cable audio a viable advertising medium, but it could significantly impede radio revenue growth. This need not happen and, in fact, it will not happen if we are willing to take risks. We have proved that we can be creative, and technology now permits us to be even more creative than in the past.

Our customers, the advertisers, will be willing to pay more for our product, the audience, than ever before. Advertisers will continue to demand the greatest number of prospective customers rather than merely the greatest number of bodies in any medium's audience. Radio delivers target audiences and they are what counts.

The broadcast band, the format, and even the daypart are not what the advertiser is buying. It is the audience. The risks that we need to take to insure radio's continued growth are not all that great when compared to the potential rewards.
EASTMAN RADIO

proudly announces its appointment as national sales rep

WGKX-KIX 106 FM
Memphis
A Firstcom Station

Selling spot for 25 years.
This week
July 17-20—New York State Broadcasters Association executive conference. Grossingers Convention Center, Grossingers, N.Y.
July 17-20—Fourth annual Penn State Conference for Minority Journalists, sponsored by Penn State’s School of Journalism of College of Liberal Arts, Penn State Sheraton Inn, State College, Pa.
July 20—National Association of Broadcasters “SCA Day USA,” video teleconference in 21 U.S. cities to discuss how broadcasters can utilize their subcarrier channels, since FCC has eliminated restrictions limiting SCA’s to services of broadcast nature. Information: NAB, 1771 N Street, N.W., Washington, 20036, (202) 293-3500.
July 21—General membership meeting of Caucus for Producers, Writers and Directors. Chasen’s, Los Angeles.
July 21-23—Montana Cable Television Association annual meeting. Outlaw Inn, Kalispell, Mont.
July 22-23—Radio-Television News Directors Association seventh regional meeting with West Virginia AP chapter and ORPC, Park of Wheeling, W. Va.
July 22-23—Women in Cable, Rocky Mountain chapter, personal computer seminar. University of Denver campus, Denver.

Also in July
July 24-26—California Broadcasters Association annual membership meeting. Speakers include Senator Barry Goldwater (R-Ariz.) and Representative Al Swift (D-Wash.) on “Broadcast Deregulation—Is the Price Spectrum Fees?” Hyatt De Monte, Monterey, Calif.

July 24-26—Institute for Graphic Communication conference on optical and videodisk systems. Holiday Inn, Monterey Bay, Calif.
July 25-Aug. 12—New York University, School of Continuing Education, summer workshop, “Cable Television and New Video Technologies.” NYU campus, New York. Information: NYU, School of Continuing Education, 2 University Place, Room 21, New York, 10003; (212) 998-2371.
July 28—Philadelphia Cable Club luncheon on sports on cable television. Adams Mark hotel, Bala Cynwyd, Pa.
July 29—Women in Communications meeting. Holiday Inn, Center City, Chicago.
July 31—South Carolina Broadcasters Association 35th anniversary convention. Hyatt Hilton, S.C.
July 31—Deadline for entries in 1983 World Hunger Media Awards, sponsored by singer Kenny Rogers and wife, Marianne Rogers, to encourage, honor and reward those members of the media who have made significant contributions in bringing public attention to the critical issues of world hunger. Information: World Hunger Year, 350 Broadway, New York, N.Y. 10013.

August
Aug. 5—Kansas Association of Broadcasters sports seminar. Kansas City Royals Stadium, Kansas City, Kan.
Oct. 29-Nov. 3—Society of Motion Picture and Television Engineers 125th technical conference and equipment exhibit. Los Angeles Convention Center.
Dec. 11-12—National Cable Television Association’s National Cable Programming Conference, Biltmore, Los Angeles.
1. Alan Alda
2. Carol Burnett
   Harry Morgan
4. Tristan Rogers
5. Tom Selleck
6. Mike Farrell
7. Katharine Hepburn
8. Bob Hope
   Gary Burghoff
10. six-way tie:
    Clint Eastwood
    Daniel J. Travanti
    Eddie Murphy
    Jamie Farr
    Kenny Rogers
    George Burns

STILL AT THE TOP!

CAROL BURNETT
and
FRIENDS

Source: Marketing Evaluations, Inc.
A professional's guide to the intermedia week (July 18-24)

Network television 
- PBS: (check local times) *Playboy of the Western World* (play) [J. Millington], Wednesday, 8-9 p.m.; CBS: *A Fine Romance* (comedy pilot), Wednesday, 8:30-9 p.m.

Cable 
- HBO: *Billy Joel in Concert—A Television First*, Sunday, 8-9 p.m.; Showtime: *Dana Ross Live from Central Park*, Thursday, 6-7 p.m. (ET), 3-4 p.m. (PT); *Arts: The Greeks* (documentary on Greek history and culture), Thursday, 10-11 p.m.; *Beethoven Symphony #9*, Saturday, 10-11 p.m.

**Museum of Broadcasting** (1 East 53rd Street, New York) *The Early Days*, Beatty documentary, now-Sept. 17, one hour and a half; *Sid Caesar Retrospective*, return of earlier exhibit, now-Saturday (7/23).

*indicates a premiere episode

Country hotel; San Diego, Information: (404) 399-5574.
Aug. 7-12—World Conference on Community Radio, sponsored by Association des Radiojoueurs Canadiens (AROC), University of Montreal, Quebec. Information: AROC, Case Postale 250, Succursale DeLormier, Montreal, H2H 2N6, Canada.
Aug. 9-10—Communications Strategy in the Year 1 A.D. (After Divestiture), seminar, sponsored by Yankee Group, St. Francis' hotel, San Francisco.
Aug. 9-10—Video editing seminar, sponsored by JVC Co. of America and Convergence Corp., Brookhollow Hilton hotel, Houston.
Aug. 14-20—Fourth annual Banff Television Festival, international television program competition, Banff Center, Alberta, Canada. Information: P.O. Box 1020 Banff, Alberta, Canada, T0L 4O0: (403) 762-6428.
Aug. 15-17—National Satellite Cable Association summer-fall convention (titled, "The Entrepreneur's Place in the New Communications Industry"). Denver, Information: Cherry Grendy, 5534 South Prince Street, Littleton, Colorado; (303) 798-1274.
Aug. 16—Southern California Cable Association luncheon meeting, Speaker: Al Gilliland, chairman of Gill Cable and CCA, Airport Hilton hotel, Los Angeles.
Aug. 16-18—Third annual WOSU Broadcast Engineering Conference, Fawcett Center for Tomorrow, Ohio State University, Columbus. Information and offer of papers: John Bittison, director of engineering, WOSU-FM-TV, 2400 Olentangy River Road, Columbus, Ohio, 43210.
Aug. 17—Ohio Association of Broadcasters "novice sales school." Columbus Marriott North, Columbus, Ohio.

**September**

Sept. 7—"Super Track Day," sponsored by Cable Television Administration and Marketing Society. Atlanta Hilton, Atlanta.
Sept. 8-10—Southern Cable Television Association Eastern show. Georgia World Congress Center, Atlanta.
Sept. 9—Deadline for entries in International Film and TV Festival of New York. Information: 251 West 57 Street, New York, N.Y., 10019. (212) 246-5133.
Sept. 10-13—Nebraska Broadcasters Association annual convention, celebrating its 50th anniversary Holiday Inn Central, Omaha.
Sept. 11-13—Washington State Association of Broadcasters fall meeting, Rosario, Orcas Island, Wash.
Sept. 16—Deadline for applications for certification exams of Society of Broadcast and Communications Engineers. Information: Certification Secretary, SBE, P.O. Box 5054, Indianapolis, Ind., 46250.
Sept. 21—International Radio and Television Society newsmaker luncheon. Speaker: FCC Chairman Mark. WNBC-TV's new manager, technical operations, is Andrew M. Jackson, not Andrew Morgan as reported in "Fates and Fortunes," July 11.

In chart on June 27 issue of independent television stations, KTMZ-TV Denver has changed calls to KDRV-TV. Also, reps for WLTV-Cambridge, Mass., WORT-TV New York and WFTS-TV Tampa, Fla., were listed incorrectly. They are all represented by Blair Television.

In July 4 story on Arbitron radio ratings, Century Broadcasting's Chicago FM station should have been identified as WLOO, not WLGO.

It was incorrectly reported in June 27 issue that New York-based Price Communications sold KLOF-FM San Francisco. Price, headed by Robert Price, recently bought that station for $12.4 million.

Darrell Davis is president of KVOQ-TV Brownsville, Tex., not Paulette S. Dean, as reported in "Changing Hands," June 27.
ALICE
THE BEST STRIPPER IN CHICAGO!

Chicago's Number One Early Fringe Program.
WGN's Highest Rated Monday-Friday Program.

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<th>Time</th>
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<tr>
<td>4:00 PM</td>
<td>Andy Griffith</td>
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<td>4:30 PM</td>
<td>Good Times</td>
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<tr>
<td>5:00 PM</td>
<td>Hogan's Heroes</td>
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<td>ALICE</td>
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<td>6:00 PM</td>
<td>Carol Burnett</td>
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<td>6:30 PM</td>
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<td>9/21</td>
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<td>8/16</td>
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<td>7/16</td>
<td>News</td>
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<td>Family Feud</td>
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Warner Bros Television Distribution
A Warner Communications Company
Taking issue

EDITOR: Having a first-hand appreciation of the critical importance of the FCC's must-carry rules to television broadcasters and the public, I must note two misconceptions underlying recent remarks by former Commissioner Anne Jones (BROADCASTING, June 20).

The first is that requiring cable subscribers to "buy, install, and use a simple $5 switch" could replace the function of the must-carry rules by assuring subscribers of access to local television broadcast service. Former Commissioner Jones failed to recognize why the switch is not a viable alternative: The advent of cable generally leads to the removal (often by the cable operator, no charge as an inducement to subscribe) of off-air antennas, or their deterioration or noninstallation. As a result, there is often no off-air reception to which to switch, and use of the device is an exercise in futility. William Finnerman, chairman of the New York State Commission on Cable Television, said it well on the CBS Morning News:

You see, what happens, if you look at neighborhoods where there's heavy cable penetration, there's one phenomenon. Look around, and all of those rooftop antennas that were used to be there are slowly evaporating—and so, the reliance on a single wire coming into a family's home. To me that family's almost sole interface [i.e., controlled by the cable operator] with the whole universe of entertainment and information is awesome.

Even where antennas stay in place, switches may not work well or easily because of television receiver design. Because sets are not designed to be used with switch es, in many cases using the switch is not "simple" at all but may involve an absurdly inconvenient procedure for the viewer. And depending upon receiver design and other variables, the cost of a switch to the viewer could be many times $5. The must-carry rules, therefore, continue to assure the widest possible availability of free, local television service.

The second misconception is a major understimation of the public interest importance of the must-carry rules. They promote: marketplace competition (by assuring that cable operators cannot exercise their natural monopoly power to prevent local television from competing in the marketplace at all); "fair, efficient and equitable" distribution of radio service, as required by the commission's allocation policies; and the localism inherent in Section 307(b) of the Communications Act. The must-carry rules achieve these objectives effectively without hurting the cable industry, which, according to the commission, showed a 60% gain in operating revenues from 1980 to 1981.—Edward O. Fritts, president, National Association of Broadcasters, Washington.

Primer

EDITOR: As the new president of the Federal Communications Bar Association, I'm obviously expected to know everything about everything. Thus, in preparing for an appearance, I once again turned to your quarterly "Where Things Stand" (BROADCASTING, July 27) and again found it to be the best single source for getting a handle on 99% of the issues with which we are involved these days. That feature and BROADCASTING generally continue to be top flight, and you and the staff are to be commended.—Edward S. O'Neill, Bryan, Cave, McPeeters & McRoberts, Washington.

Breathing the same air

EDITOR: Your otherwise "right on" editorial, "How to foul the air" (BROADCASTING, June 27), was marred by a rather misleading and narrow-minded perspective.

First, here's what you did right. You foresee the end of ENG, STL and ICR operation as we now know it if Docket 82-334 passes in present form. You succinctly sum up the key economic arguments affecting our industry that may help to convince a commission rapidly becoming a vast engineering wasteland. You likewise outline the "Catch 22" coordinating situation that will contribute additional chaos.

Here's where you go astray. You claim that "interruptions due to weather are less critical for most of those services than for broadcasting" as you outline the FCC's suggestion in its DBS decision to accommodate most displaced private operational fixed service licensees in the 18 ghz band. There is danger in your rhetoric. It lurks in the word "most."

Here's an example. The Los Angeles County microwave system is typical of many "backbone" 12 ghz microwave systems in metropolitan regions. They carry communications concerning life and safety. As both a broadcaster and a resident of Los Angeles who has been working on disaster communications with the Los Angeles Sheriff's Department, I find the road the commission wants us to follow is leading us away from reality to a sort of academic Twilight Zone. Matters important to life, safety and the basic viability of our industry are being handled by the FCC as if they were just hypothetical case studies in business school.

Face it. Broadcasters, cable operators, law enforcement and business all have legitimate and valid needs for dependable microwave service in metropolitan regions in all weather. By introducing DBS, the FCC is setting us against other services in the sacred name of the marketplace.—Richard A. Rudman, chairman, SBCE National Frequency Coordinating Committee, and engineering manager, KFWB/KM Los Angeles.

Overlooked Addy

EDITOR: Your annual Fifth Estate Awards section is excellent. However, there was an omission in the listing of the national Addy Awards given by the American Advertising Federation for best radio commercials. The Radio Advertising Bureau won an Addy for the RAB radio campaign. It was designated a Special Award of Merit in the Addy national campaigns category.—Miles David, vice chairman and chief executive officer, Radio Advertising Bureau, New York.

Editor's note: A listing of AAF radio and television national campaign winners follows:

Radio

Foots, Cone & Belding, Los Angeles ARCO (automotive).


J. Walter Thompson, San Francisco Activation (leisure/gift).

Foots, Cone & Belding, Los Angeles ARCO (best of show).

Radio Advertising Bureau, New York RAB radio campaign (special award of merit).

Television

Needham, Harper & Stevens, Chicago Arnheuser-Busch for Budweiser Light (beverage).

Benton & Bowles, New York Digital Equipment Corp. personal computers (business products).

NBC Network, Burbank, Calif. For Topix (entertainment).

Ogilvy & Mather, New York American Express (financial services).

J. Walter Thompson USA, New York Oscar Mayer cheese dogs (food).

Bowen & Bowles, New York Procter & Gamble for Crest (personal products).

Ogilvy & Mather, Houston Shell Oil (institutional and corporate).

Scali, McCabe, Sribly, New York Maxwell Corp. of America (leisure/gift items).

J. Walter Thompson USA, New York Burger King (services).

Ogilvy & Mather, New York American Express (best of show).

—from Broadcasting, July 18, 1983.
We at Harris are proud to salute the more than 75 quality conscious stations around the country and worldwide which have already received their Harris AM stereo transmission equipment. Quality AM stereo is an on-the-air reality today for broadcasters from coast to coast. These broadcasters are convinced that the Harris Linear AM Stereo System is the only approach that offers them the competitive edge. With more Harris AM stereo stations coming on the air every day, the linear system is quickly becoming the industry standard. Our hats are off to the first 76 and we welcome you to join this distinguished family of AM stereo broadcasters.

### List of Harris AM Stereo Stations

- **WQXI** Atlanta, Georgia
- **WESC** Greenville, South Carolina
- **WNOE** New Orleans, Louisiana
- **KROW** Reno, Nevada
- **CKLW** Windsor, Ontario (Detroit)
- **WGAR** Cleveland, Ohio
- **KFI** Los Angeles, California
- **WGEM** Quincy, Illinois
- **WSM** Nashville, Tennessee
- **WSB** Atlanta, Georgia
- **WCOL** Columbus, Ohio
- **WLS** Chicago, Illinois
- **WGN** Chicago, Illinois
- **WSOC** Charlotte, North Carolina
- **WING** Dayton, Ohio
- **KFRE** Fresno, California
- **WBCO** Bucyrus, Ohio
- **WOOF** Dothan, Alabama
- **KLRA** Little Rock, Arkansas
- **WHIZ** Zanesville, Ohio
- **KIML** Gillette, Wyoming
- **KOMO** Seattle, Washington
- **WGAY** Washington, DC
- **WSIC** Statesville, North Carolina
- **WGKA** Atlanta, Georgia
- **WJMW** Athens, Alabama
- **KHOW** Denver, Colorado
- **WPLB** Greenville, Michigan
- **KYMN** Northfield, Minnesota
- **KOCY** Oklahoma City, Oklahoma
- **KYST** Houston, Texas
- **WRPQ** Baraboo, Wisconsin
- **KDAY** Los Angeles, California
- **WCUZ** Grand Rapids, Michigan
- **WISE** Asheville, North Carolina
- **WXOR** Florence, Alabama
- **KTAM** Bryan, Texas
- **KJR** Seattle, Washington
- **WHIN** Gallatin, Tennessee
- **KXLF** Butte, Montana
- **KOGA** Ogallala, Nebraska
- **KPTE** Paris, Texas
- **WBRN** Big Rapids, Michigan
- **WHAS** Louisville, Kentucky
- **KJJR** Whitefish, Montana
- **WPAD** Paducah, Kentucky
- **KRBC** Abilene, Texas
- **KNOW** Austin, Texas
- **6IX** Australia
- **6PM** Australia
- **WCKB** Dunn, North Carolina
- **KLOU** Lake Charles, Louisiana
- **KAIR** Tucson, Arizona
- **KSO** Des Moines, Iowa
- **KOGO** San Diego, California
- **BCNZ** New Zealand
- **Radio New Zealand**
- **Radio Mundo Brazil**
- **4BK** Australia
- **4BH** Australia
- **4IO** Australia
- **KQIL** San Fernando (L.A.), California
- **KAZA** San Jose, California
- **WSOK** Savannah, Georgia
- **KAGI** Grants Pass, Oregon
- **KJO** Grants Pass, Oregon
- **WILI** Willimantic, Connecticut
- **WLAS** Jacksonville, North Carolina
- **WQBS** San Juan, Puerto Rico
- **WORA** Mayaguez, Puerto Rico
- **WPRP** Ponce, Puerto Rico
- **WPFL** Raleigh, North Carolina
- **WHWH** Princeton, New Jersey
- **WKIX** Raleigh, North Carolina
- **WJBO** Baton Rouge, North Carolina
- **WQHK** Ft. Wayne, Indiana
OK, LOW RATINGS—TAKE THAT!

A NEW GENERATION IS READY FOR BATMANIA!
Kids who were too young for the first run will thrill to a brand new hero. BATMAN is timeless entertainment for the whole family—wham bam action, without guns or killings.

COUNTERPROGRAM YOUR ARCH ENEMIES!
Give your viewers a lively alternative to the dreary sameness that plagues weekend and early fringe schedules. (And ask about our attractive new terms.)

FAMOUS GUEST BATSTARS!
Treat your audience to the greatest cast of villains ever assembled: *BRUCE LEE*  
*BURGESS MEREDITH*  
*JOAN COLLINS*  
*MILTON BERLE*  
*ART CARNEY*  
*LIBERACE*  
*ZSA ZSA GABOR*  
*VINCENT PRICE*  
*CLIFF ROBERTSON*  
*FRANK GORSHIN*  
*SHELLEY WINTERS*  
*ETHEL MERMAN*  
and dozens more!

BATMAN
120 Half-Hours in Color

20th CENTURY FOX TELEVISION
Upfront buying: The bubble breaks at last

Buyers finally stopped sweating the sellers out last week as orders for network placements mounted at NBC and ABC; CBS still playing it close to the vest; daytime next

The upfront buying season, pent up since the July 4 holiday, finally burst open last week with activity described as “strong” and cost-per-thousand average increases reported in the 10% to 14% range.

Network salesman and agency buyers—formerly at odds on pricing—in many cases seemed to have reached compromises last week. So far, network sales executives report, the flurry is ahead of last year’s.

H. Weller (Jake) Keever, vice president, TV network sales, ABC-TV, said the sales explosion erupted when agencies decided that the time and prices were right. He noted the key factor in the sudden surge in upfront activity was agency realization that the pricing had reached a level that advertisers considered acceptable. Keever estimated that price increases were in the 10% to 14% range.

According to Keever, ABC-TV has more than 45 advertisers in the fold (with orders or “on hold”), including Ralston Purina (signed last month), Pfizer, J.C. Penney, Quaker Oats, Helene Curtis, Kraft, AT&T, Mazda, Colgate-Palmolive, Coleco, Revlon, American Motors, Columbia Pictures, PepsiCo and Wrigley’s.

“And now the upfront daytime is starting to perk,” Keever said, “I think all network TV is strong—alive and well.”

NBC is “heading into the $500 million area,” reported Bob Blackmore, NBC senior vice president, sales. As of late last week, he said, NBC had signed up about 60 advertisers as an incentive spurring early and strong sales. He also cited reports that appliance sales are on the rebound—purchases that usually occur when consumers have extra money to spend.

As for total upfront purchasing by the three networks, Blackmore estimated that this year it would hit $1.9 billion, up from the $1.7 billion total of last year. By early this week Blackmore estimated already $1.3 billion in advertising would be commited in upfront purchases to the networks.

He declined to identify who was buying, but indicated big spenders were the information, communication, financial and phone service companies. Also high on the list are theatricals, fast food and banner and automotive, which “all appear to be up.” He described the activity as “very close to last year’s pace... We’re in good shape.”

CBS-TV officials do not discuss sales pro-

More bullish than ever. Total media advertising expenditures are expected to increase 11% this year over 1982 and hit nearly $74 billion, greater than the projected 8% increase in gross national product. This estimate came from Robert J. Coen, senior vice president, McCann-Erickson, in a briefing for analysts and business press in New York last week. Coen revised upward his December 1982 estimate of 9.2% because “the economic recovery has arrived sooner than expected and it has been accompanied by a clear improvement in advertising spending, particularly by retailers and for classified newspaper listing,” he said.

Coen said network television advertising revenues for the first five months of 1983 were up an average of 11% over 1982 with NBC posting the largest gain at 18%; ABC was second at 11%, and CBS was third at 4%. Spot television advertising increased 10% in the first quarter of 1983, he said, and is expected to rise 8.5% for the whole year.

First-quarter 1983 spot television sales also posted gains over network television sales, Coen reported, in four out of seven top product categories. In the candy/soft drink category, spot TV advertising increased 25% in the first quarter of this year, while network advertising in that category decreased 5%. The cleaners/waxes category showed a 52% increase on spot TV compared to 12% for network. Automobiles, however, posted a 33% increase on network versus an 8% increase in spot.

Coen’s outlook for 1983 included an 8.5% increase in spot TV advertising to $4.73 billion; 11% increase in network TV advertising to $6.895 billion; 11% increase in magazine advertising to $4.12 billion; 8% increase in national newspaper advertising to $2.65 billion; 20% increase in network radio to $305 million and 9% in spot radio to $1 billion.

that many of his salesman and associated personnel worked until 1 a.m. to organize the details of the orders.

Keever said the sales pace now is torrid. Counting orders and plans “on hold” (orders requiring only advertiser approval), ABC-TV had about $450 million in upfront sales as of Friday (July 15) morning.

“By July 15 of last year, we had only $149 million,” Keever volunteered. “That’s an idea of how quickly sales are moving.”

Keever expressed the view that perhaps tisers. He described it as a “double digit marketplace,” and looking to have three-quarters of the upfront season sold by the end of last week.

Although traditionally about 50% to 70% of a network’s commercial inventory is sold through upfront sales, Blackmore noted, this year “people are looking in the 60% to 65% range.” In general, he observed, upfront buying is running a “couple of weeks ahead this year.”

Blackmore pointed to the improved econ-gress as a matter of policy, but word from other sources—including competing networks—was that CBS was sharing in the proliferating sales. One agency executive estimated Friday that CBS had written $350 million to $400 million in upfront business. A high CBS source would not talk figures but said the market had become “very active” and “everybody here is very excited about what’s happening.” Jerry Dominus, CBS-TV sales vice president, said: “We think yesterday [Thursday, July 14] was the
biggest [sales] day in our history. We’re right on target.”

But the agencies appear less sanguine than the networks. Negotiations were described as “much tougher” than previous years, and the tones of reports often hinted at strain.

Robert (Buck) Buchanan, executive vice president and U.S. media director of J. Walter Thompson/USA, confirmed the upfront season opened last week but noted advertisers are “resisting the increases.” He said advertisers are increasingly considering other media considerations.

“No, we’re not going to pay the 15% to 20% [as] the networks were originally asking,” Buchanan said. Advertisers, he said, to demonstrate their displeasure, are considering buying time on only two networks.

The networks appear to have responded to the pressure. Buyers at the other major agencies report increases in the low double digits. “At this point it appears the networks are more realistic this year than last,” said one.

Although some advertising agencies are predicting a dire future for network television, ABC-TV, for one, is jubilant over advertising prospects. It’s understood that for 1983-84, ABC-TV already is counting on $1.2 billion including upfront prime time ($450 million), summer and winter Olympics ($600 million and 96% sold) and the remainder for World Series and Monday Night Football. ABC-TV’s second quarter reportedly finished up with results second only to the first quarter of this year—despite agency critics who were pointing to a sluggish second quarter in daytime, the second quarter was the best in ABC-TV history.

According to one agency buyer, NBC set the events in motion by taking a “very aggressive” position early in the week. The rest of the week, he noted, ABC and CBS spent “aggressively trying to catch up.” Another buyer said he has actually, in some cases, seen “C-P-M’s go down from last year,” but in other instances has seen them rise. He called the pattern of events unfolding last week “kinky, weird.”

Coming to consensus in Geneva

U.S. comes home with DBS plan, which, although delegates say is not ideal, is workable

It was close to 1 a.m. Thursday when Philip Cross, the Jamaican who was chairman of the planning committee, uttered what, in an International Telecommunication Union conference, are the magic words: “We have a consensus.” After almost five weeks of study, analysis and debate in Geneva, the committee charged with drafting a plan for use in the western hemisphere of direct broadcast satellites in the 12 ghz band had reached basic agreement. There would be refining and correcting in the next couple of days, as the delegates of the 25 countries attending the conference struggled to complete its work and go home by Sunday, two days late. But the pressure was off.

Few delegates could be found who considered the plan, due to take effect Jan. 1, 1984, ideal. But the general view—shared by the Americans—was that it was “acceptable.” There was recognition on all sides that concessions were necessary if a plan was to be adopted. Requirements of the countries, particularly those for some 2,000 channels—seemed at times to threaten the emergence of a reasonably sound plan. But concessions were made.

For the U.S., the conference was ending on a more hopeful note than it seemed, a week earlier, it had a right to expect. It had lost on the key issue of the satellite signal strength that was to be used as a standard in the plan (see page 25). And like other participants, it had been forced to make concessions. But, said Ambassador Abbott Washburn, head of the delegation, the plan “will take care of all the requirements the U.S. put in.” He said the needs of the eight DBS hopefuls whose applications have already been approved by the FCC can be met—“those of the three others whose applications are awaiting approval too, and any others, unless there’s a flood.”

The U.S. obtains in the plan the eight orbital positions, each with the maximum of 500 mhz of spectrum space (12.2-12.7 ghz) that provides for up to 32 channels of service, that it had sought. It had even succeeded, in the view of some delegates, in building in flexibility, both in the plan itself and in the procedures for modifying it. Earlier in the conference it led the way to the decision to establish the lower end of the DBS band at 12.2 ghz (rather than at 12.1 ghz or 12.3 ghz) and thus assure a full 500 mhz of space for the fixed satellite service which starts at 11.7 ghz—one of the U.S.’s major goals. And most of the technical parameters it had proposed had been adopted. That’s the good news.

The not-so-good news is that the U.S. did not obtain the orbital slots as it had proposed—the eight strung out in an arc beginning at 170 degrees west and proceeding east at about 10-degree intervals. The proposal would have permitted the satellites in each of the slots to serve either one quarter or one half of the country. But it was also, as one U.S. delegate put it, “pie in the sky.” It was the kind of plan, another said, that would be “ideal but for the presence of Canada and Mexico—and their needs.

So the arc was extended east and west, and gaps were put in what had been an unbroken string to accommodate Canadian and Mexican orbital locations, as well as those of other countries in the hemisphere. The result is that the westernmost locations, at 173 degrees and 166 degrees, can serve the Pacific time zone and Alaska and Hawaii but not the mountain time zone. What’s more, their elevation angle is relatively low, which means that rain or obstructions could interfere with their signals.

A more troubling consequence is that the easternmost slot, at 61.5 degrees west, has poor eclipse-time protection during the months of the fall and spring equinoxes; the satellite would go dark as early as 9:23 p.m. and remain dark for as long as 72 minutes when the earth passes between the sun and the satellite and prevents the sun’s rays from reaching the satellite’s solar-powered batteries.

“We had to give up something to allow us to come out where we did,” Washburn said of the changes the U.S. agreed to make in the plan. And he was not writing off the easternmost slot, at least not permanently. He said that by the time there is a demand for it, technology might well have solved the battery problem. In the meantime, he said, “it’s a spare.”

Those who worked on the plan believe the five slots “in the middle”—those extending between the two westernmost and easternmost slots—will, as one official put it, “go first.” Each would permit coverage of half the country, as well as a single time zone. (So would the easternmost slot, but its eclipse-time problem rules it out of consideration.) At week’s end, U.S. delegates were attempting to write yet another option into the plan, one that would permit “full CONUS,” or full continental U.S. coverage from each of the three desirable slots in the eastern half of the country.

The plan, as it moved toward final approval, was an amalgam of proposals put forward initially by the U.S. and Canada and then later by Mexico and Brazil, as well as other countries, and incorporated work of the planning committee, which had prepared drafts of a plan on the basis of the requirements submitted. In short, said the FCC’s William Hasinger, who had served on the planning committee, it was “a conference plan.”

An initial breakthrough was agreement
between the U.S. and Canada on how to accommodate their respective requirements. Agreement had eluded them for months preceding the conference and for the first four weeks of it, with each side accusing the other, at least to third parties, of gross bullheadedness and selfishness. But by last Monday, Washburn was saying agreement was "possible." It wasn't clear what had paved the way, but a factor might have been the Cuban plan that had caused a stir among some delegations toward the end of the fourth week.

The plan essentially was for equal access. It was an interim system offered to every country that sought at least that many. The proposal seemed to appeal to smaller countries, since it would meet their requirements. But it fell far short of meeting the needs of the larger countries, including the U.S., Canada, Mexico and Brazil. And some observers at the conference felt the attention the Cuban plan was receiving might have served to spur the larger countries to take the lead in developing a plan. As matters developed, when the Cuban plan and what was being referred to as the "high capacity" plan were on the agenda for joint consideration by the planning committee for that late Wednesday night meeting, the "high capacity" plan received virtually all of the attention. The protection margins seemed better. Even Cuba, which is seeking eight channels, appeared to find it superior. In any event, while the discussion was long and detailed, a consensus, as Chairman Cross had noted, had developed.

To reach that point, the countries of the hemisphere had to rethink at least to a degree the orgy of spectrum grabbing in which many had participated when they filed their requirements. Brazil, for instance, gave up one of the six slots it had sought, along with the 32 channels it could have accommodated. And many countries eased requirements for preferred orbital positions and for orbital elevation angles. "If the plan works," said one American engineer who served on the delegation and on the planning committee, "it will be because of the accommodation of South American countries."

Canada feels it did its part, too, accepting poor eclipse protection for two satellites and, as the delegation's alternate head, William H. Montgomery, put it, "interference margins as difficult as those of anyone else's." Canada's requirements include six slots of full bandwidth to accommodate 32 channels each, in what it calls its full plan. However, it tends to begin service—perhaps by the end of the decade—with an interim system that would include three slots with 32 channels each.

The capacity of the plan was only one of the U.S.'s concerns. Flexibility was another—the flexibility needed in the plan and in the procedures for modifying it to enable future U.S. requirements to be met. Kal- mann Schaefer, foreign affairs adviser to the FCC who served as vice chairman of the delegation, cited the flexibility. U.S. MDS operators will have of operating on the basis of half CONUS or one-quarter CONUS service areas. Work being done in the "final hours of the conference offered the possibility of full CONUS service area as well. What's more, the technical parameters are sufficiently "conservative"—a 28 db protection ratio as against one of 25 db, for instance—as to afford operators flexibility in implementing their systems.

U.S. delegates who served on the procedures committee, which developed the means of changing the plan and permitting it to evolve, feel flexibility was largely achieved there. Among the procedures adopted was an interim system that does not cause more interference or require more protection than a planned assignment may be introduced without modification of the plan. So may a system that does cause more interference, provided agreement of the affected country is obtained. This would permit a country to revert to a planned assignment once it terminates the interim system. (The conference would permit an interim system to operate for 12 years, subject to one two-year extension.)

The plan would be modified—that is, a new system could be introduced—without obtaining any other country's agreement, as long as the new assignment did not reduce a country's positive protection margin below zero—that is, cause the system interference—or reduce an existing negative margin more than .25 db. And a country need not exhaust its assignments in the plan before serving notice of an intention to establish a new assignment.

One of the ironies still unresolved in the final hours of the conference was the difficulty the U.S. and its allies on the issue—Mexico and Brazil—were having in persuading the conference to afford the same flexibility in introducing interim systems as in modifying the plan. As matters stood on Friday afternoon, a proposed interim system that would reduce an existing operation's margin of protection would be required to obtain the agreement of the affected country. That could mean lengthy procedures—and a possible veto by the affected party.

The countries opposed to the U.S. approach—principaliy, Cuba, Ecuador and Colombia—were said to have been "suspicious," in the words of one U.S. delegate, of the large countries' motives.

There were other ironies, too, one involved in the U.S.'s successful effort to block a Canadian initiative that would have advanced not only the cause of flexibility but the cause the U.S. almost always has championed in International Telecommunication Union conferences, that of first come, first serve, or the evolutionary approach to planning. Canada proposed that an existing interim system be protected, against later interim systems, regardless of the protection prescribed in the plan for permanent assignments. The U.S. motive appears to have been suspicion the Canadians would simply file paper pleadings intended to block the introduction of U.S. systems.

One U.S. objective at the conference was always beyond its control—the avoidance of "extraneous political issues." For the most part, the conference focused on the technical issues. But Argentina used the international forum to press its claim for sovereignty over the Falklands-Malvinas islands. It insisted on its requirements for the islands to be included in the plan.

The U.K., which went to war to defend its claim to the islands, was represented by a delegation that maintained an icy detachment on the juridical matter it said was beyond the competence of the conference to consider. The ITU's International Frequency Registration Board said the international radio regulations prevent it from accepting Argentina's requirements for the islands rather than the U.K.'s, and the secretary general of the ITU, Richard Butler, made a forceful speech to the same effect. But in the final days of the conference Argentina showed it had the votes—and had its way on the issue.

U.S. delegates said inclusion of the Argentinean requirements—in addition to those of the U.K., which remain in the plan—will not cause problems. That was a technical assessment, however. The political implications remain to be sorted out.

But for the Americans those are worries for another day. Last week they appeared to be feeling reasonably comfortable with the results of the last five weeks in Geneva.

U.S. outvoted at RARC on DBS power standard

Results of secret ballot come as surprise to U.S.; lower power satellite espoused by Canada and Brazil wins; in unusual action, U.S. may not abide by decision

For the U.S., the effort had been uphill all the way. But by early last week, it seemed the U.S. delegation to the Region 2 conference in Geneva on direct broadcast satellite service in the 12 ghz band would prevail on the technical issue of the signal strength standard to be incorporated in the plan. But it didn't. Its proposal for a high power standard was rejected—in a secret ballot the U.S. had requested—by a vote of 12-9 *, with four abstentions, while the lower power standard backed by Canada and Brazil was approved by a margin of 14-9 *, with two abstentions. It was a major setback for the Americans.

It was also a surprise. From the earliest days of the conference, in mid-June, the U.S. delegates had lobbied hard on the issue. The difficulty of their task was impressed upon them several weeks ago when, in a debate in the Technical Committee, not a single country supported the U.S. position. But since then, said Ambassador Abbott Washburn, following the plenary meeting at which the decision was finally made, "we thought we had brought it up at least even, that maybe we even had a chance of winning." In fact, the Americans had appeared
confident before the vote.

As a result of the conference's decision, the U.S., which had pressed in talks with other delegations the importance it attached to the issue, was considered almost certain to take a reservation on the matter, that is, to declare it would not follow the conference's decision. The U.S. rarely takes such an action, which tends to weaken the agreements undergirding the International Telecommunication Union regulations. But in the weeks preceding the vote, the U.S. had warned Canada and Brazil it would take a reservation if it lost on the issue. The decision on whether to follow that course was being threshed out late last week in talks between the delegation in Geneva and State Department officials in Washington. But a Friday press conference, Washburn and Vice Chairman Kalmann Schaefer virtually dropped all pretense that there was any doubt the U.S. would take a reservation. They said the U.S. and other countries that voted with them could proceed with higher power plans. Washburn said it was "too bad" that the rest of the region had opted for a "conservative technology. But it doesn't affect us."

The U.S. proposal that was defeated was for a standard of power flux density—a measure of signal strength on the ground—of minus 105 to the square meter. The standard approved is for a pfd of minus 107 to the square meter. The two db translates into a 60% difference in power in the satellite.

Actually, the conference's decision poses no immediate problem for the incumbent DBS industry in the U.S. None of the eight parties whose applications have been approved by the FCC are interested in the higher power. But as John Clark, director of space applications and technology for RCA Corp. and one of the U.S.'s principal spokespersons on the issue in Geneva, put it after the vote, the aim was to allow room for growth. The higher power standard, he said, is "needed in the long run. A 10-foot ceiling accommodates everyone. But at five feet, it accommodates only children. DBS has to grow up before it will bump into the ceiling, but we should do it right the first time."

To Clark, what was true of the broadcasting services that have gone before, including AM and FM, terrestrial television, both black and white and color, and fixed satellite services, will be true of DBS. Higher power will make possible the cheaper receivers that will help stimulate the market for the service. The U.S. contends the pfd standard it advocates will make possible the use of three-quarters of a-meter antennas costing $80 less than the one-meter, $360 antennas it says the standard finally adopted will require.

More than that, the U.S.-proposed standard would accommodate the high-definition television service CBS has indicated it is anxious to introduce. It would also make possible top-of-the-line MAC (multiplex analogue component) systems that greatly enhance the quality of television color by isolating the chrominance and luminance components in transmission and affording more solid resolution of the color.

Canada and Brazil see things differently. With cable passing 80% of its homes, Canada would feel comfortable with a lower power and less expensive system, adequate to transmit DBS signals to larger antennas for relay to the country's cable television systems. Brazil is influenced by the heavy rainfall in that country. Since rainfall is factored into the amount of power a country's satellites may employ, Brazilian satellites, in clear weather, would be achieving a pfd value of perhaps minus 99 to the square meter, even while adhering to the minus 107 pfd to the square meter standard. But there is another—and perhaps overriding—reason that both countries acknowledge: They are concerned about an invasion of foreign signals—Canada, from the U.S. and Brazil, from the large number of countries on its borders.

Both Canada and Brazil were allied with the U.S. (and Mexico) on the fundamental matter of the DBS plan itself, and were eager to put the pfd issue behind them after the vote. But both William H. Montgomery, alternate head of the Canadian delegation, and Paulo Balduino, leader of the Brazilian contingent, expressed pleasure with the votes on the pfd issue that had for so many weeks consumed so much of the conference's time and energy. Montgomery, though, expressed concern that the reservation the U.S. was expected to make would cause the U.S. "The U.S. has a lot of raining regions," he said—a reference to the fact U.S. satellites could, in clear weather, put a very strong signal over the Canadian border with a pfd standard of 107 to the square meter. Rainfall patterns in southern Florida are the basis for determining the U.S. standard.

Was Montgomery concerned about the prospect of the U.S. taking a reservation on the issue? "In the telecommunications area, we have and will continue to try to work out concerns bilaterally," he said, adding: "I prefer to negotiate with the U.S. on the basis of being inside the agreement, rather than outside the agreement."

The Americans immediately after the vote were not talking about further bilateral negotiations with Canada. They said that a reservation would leave open the door for the U.S. to launch higher-power satellites so long as they did not violate the interference standards in the plan. And the U.S. clearly expects to lead the way in the hemisphere in DBS. Said one member of the delegation regarding the use of higher power satellites: "We'll just do it."

Two days later, Washburn and Schaefer were taking a calmer view. Schaefer said: "We're in the communications business. If there is a way of accommodation we're prepared to talk to anyone." He said there had been some preliminary discussions with the Canadians. And he said it would be possible to work out an agreement of protecting Canada at the border. "It's doable," he said.

Among the countries assumed to have voted with the U.S. in the secret ballot were Mexico, Guyana, Jamaica, the United Kingdom, Chile and the Netherlands Antilles. They had supported the U.S. call for a secret ballot. A seventh country—Venezuela—had spoken in support for the U.S. position in debate several days earlier.

FCC forging financial interest compromise

How the FCC will handle its controversial proposal to repeal the domestic syndication and financial interest rules is no longer as much of a mystery. The question being debated among the commissioners themselves is not whether to repeal or retain the rules, but what "compromise" to adopt. FCC officials said last week.

Chairman Mark Fowler, long considered a network vote on the issue, now is trying to forge a compromise proposal that all of the commissioners can live with, the officials said. The consensus among the commissioners is that that proposal should then be put out for public comment. And, according to the officials, Fowler would like to do that before the commission goes into its summer recess after its August 4 meeting.

One official said that no single compromise proposal had been settled upon as of late last week. (Fowler was said to be working on a draft.) But another official said the proposal would be to prohibit the networks from participating in the syndication market but to permit them to "negotiate" for as much of a financial interest in independently produced programs as they want.

The official stressed that that proposal didn't necessarily tip the commission's hand on where it would ultimately come out. The official also said there would probably be a "relatively short" comment period, perhaps 30 days.

In another development last week, the Committee for Prudent Deregulation, which has been lobbying to retain the rules, petitioned the FCC to reopen the rulemaking to permit comment on compromise proposals. CPD conceded that proponents and opponents of the rules already had argued the pros and cons of repeal in "nauseating" detail. Nonetheless, it said, there hadn't been "meaningful" discussion of alternatives to repeal. It had come to light in recent weeks that the commission is actively considering amending the rule in accordance with proposals that were not before the public during the period allowed for comments and reply comments," CPD said. "The public interest demands that the commission subject the actual text of its proposed substitute(s) to full and unrestricted public scrutiny."
Fate of the RKO 14: KHJ-TV proceeding will decide

FCC moves to settle issue of licensee qualification for remaining embattled stations

The FCC demonstrated last week that it can conduct business with only four commissioners aboard, by approving a plan aimed at getting a handle on RKO General Inc.'s pending renewals; dropping policies aimed at discouraging broadcasters from making false claims about their ratings and coverage areas; repealing most of its rules requiring broadcasters to keep operating and maintenance logs, and asking the Office of Management and Budget for $94.5 million for fiscal 1985.

The question of what to do with RKO again stems from the commission's 1980 action denying RKO renewal for three of its 16 stations, WNAC-TV Boston, KHI-TV Los Angeles and WOR-TV New York. On appeal, the Court of Appeals in Washington upheld the commission's disqualification of WNAC-TV (that station is now being operated by New England Television Corp. as WNEW-TV), but sent the KHI-TV and WOR-TV proceedings back to the FCC for further consideration.

Thanks to special legislation, RKO was granted a five-year renewal to move WOR-TV to Secaucus, N.J. A comparative hearing for KHI-TV is pending.

The FCC earlier this year opened RKO's 13 other stations, whose renewals had been conditioned on the outcome of the WNAC-TV case, to competing applications, and more than 160 hopefuls filed (BROADCASTING, May 16). The question before the commission is how the court's finding in the WNAC-TV case should apply to RKO's qualifications to remain a licensee of its remaining stations. Also before the commission was how to resolve those issues procedurally.

In an order last week, the commission opted to resolve the question of whether RKO is qualified to remain a commission licensee—and if it is so qualified, whether it should be assessed with demerits in comparative hearings for its misdeeds—in a single proceeding (KHI-TV)—before proceedings on the remaining 13 stations are launched.

After the meeting, Bruce Fein, FCC general counsel, told reporters the commission thought its plan, which will permit competing applicants for all of RKO's stations to have their say on the qualification issues raised in the WNAC-TV case in the KHI-TV proceeding, represented the "most expeditious" way to proceed. According to Fein, once those issues are determined, the findings will be applied to all the other proceedings.

To avoid a procedural nightmare, the more than 160 competitors will be asked to select one or two lead counsel to represent their interests at the KHI-TV proceeding, Fein said. If the parties can't agree on lead counsel of their own, the administrative law judge assigned to the case, Edward Kuhlmann, will probably appoint counsel for them, Fein said.

In a press release, the FCC said applicants who want to participate in the KHI-TV proceeding will have 30 days to submit a plan for representative counsel to the FCC for approval. It also said it would permit the parties to use the meeting room at its headquarters building on July 26 to come up with a plan.

In what it said would be the "first of a series" of actions reviewing the need for FCC policies aimed at policing broadcaster conduct, the commission also voted unanimously to drop policies aimed at discouraging fraudulent use of ratings data and coverage maps.

Under one policy, adopted in the early 1960's, the commission said licensees had to act responsibly in their use of ratings information. But the FCC, noting that there are other ways to deal with ratings abuse—for example, in the courts or at the Federal Trade Commission—said FCC oversight in this area is no longer warranted. The commission added that ratings abuse is essentially a "commercial" problem. After the meeting, Roger Holberg, an attorney for the Mass Media Bureau, said the commission, in considering a licensee's qualifications, would still take into account the findings of the FTC or the courts in this area, at least until the commission acts on its pending charter proceeding.

In that proceeding, the commission proposes to restrict its concern over licensee character to behavior directly related to providing service to the public.

Nonetheless, Holberg said, the commission now will refer all pending complaints to the FTC; all others should go there directly, he said.

The other policy was adopted in the late 1960's and was intended to discourage licensees from making misleading claims about their broadcast coverage to advertisers. The commission voted to reject it on the same grounds it got rid of the other.

In a press release, it contended that coverage maps are used "almost exclusively" in selling commercial time to advertisers. Advertisers, it said, can verify coverage claims on their own, and can resort to private remedies when abuses occur. Holberg said he wasn't sure where pending coverage map complaints would be referred.

In other actions, the commission voted to eliminate most of its rules requiring broadcasters to keep logs of routine equipment checks for standard broadcast, low-power and most auxiliary operations.

Larry Harris, who was attending his last meeting as chief of the Mass Media Bureau, said the commission's "cease and desist" order to broadcasters to keep logs, "will be a stone" of commission efforts to remove unnecessary regulatory burdens, contending that elimination of the rules would save the industry 140,000 hours per year in paperwork.

Under the commission's action, the engineers in charge of its field operations, however, will have the authority to require log keeping to resolve interference problems or correct deficient operations.

Also under the FCC's order, AM radio stations using directional antennas but lacking FCC-approved antenna sampling systems will be required to continue monitoring, and keeping logs of, their antenna system operations. All broadcasters will be required to continue logging the results of tests of the Emergency Broadcast System. Routine antenna tower light log requirements were eliminated, but the FCC retained its regular observation and inspection requirements in the interest of aeronautical safety. Experimental broadcast stations will continue to be required to maintain logs as well.

Also at its meeting, the commission resolved to ask OMB to give the agency 1,999 permanent personnel positions and $94.524 million for fiscal 1985, which begins Oct. 1, 1984. The proposed budget represents a 9.6% increase over the $86.2 million the agency contemplates operating during this fiscal year. The Senate has authorized the FCC to receive $88.9 million, while the House has authorized a ceiling of $91.1 million for the commission, during fiscal 1984.

Bolger exit mars exec committee debut

NAB unit will leave ex officio seat vacant for next two years; radio versus television issue continues to plague association; Cohen, Tierney to leave posts

The National Association of Broadcasters' new executive committee got off on the wrong foot at its first meeting in Washington last Wednesday and Thursday (July 13-14). Former Board Chairman Tom Bolger, of the Forward station group, resigned from the ex officio executive committee seat it was anticipated he would continue to hold because the most recent former chairman, William Stakelin, has resigned to become president of the Radio Advertising Bureau. The Bolger departure had overtones of the radio vs. television acrimony that has marked much of the NAB's recent past, and conspicuously since the election of Eddie Fritts as NAB president last summer.

Bolger refused to comment on his reasons for resigning, except to dispute the official version that was given to the press at a news conference Thursday (Bolger had left town the previous day). Martin F. Beck, of Beck-Ross Communications, chairman of the NAB radio board, said he had voiced objections to Bolger's continued presence on the executive committee because it would have unbalanced that body in television's favor (the new joint board chairman, Gert H. W. Schmidt of Harte-Hanks Communications, comes from the television side) and also because the new TV board vice chairman, Wil-
NAB heads them off at the pass with its own Mailgrams, giving stations words of warning

The House Telecommunications Subcommittee, still intent upon coming up with quantified “performance standards” for its proposed broadcast deregulatory legislation, sent questionnaires to all commercial TV station managers last week, requesting a variety of information on nonentertainment programming practices.

How extensive a response the subcommittee will receive is in doubt. The National Association of Broadcasters, which now says it is opposed to the notion of quantifying a public interest standard, has beat the subcommittee to the punch, having shot off Mailgrams that seem aimed at discouraging cooperation by TV licensees. “Your participation in this survey is purely voluntary,” NAB pointed out in the Mailgrams sent last week to all television broadcasters. “Whether and how you reply is strictly up to you.”

NAB added that the data collected would probably be used to determine a scheme for quantifying the public interest standard, a concept it said it opposes “because of its obvious First Amendment conflicts and because NAB strongly believes that TV deregulation can and should stand on its own without any new government controls or standards.” NAB added that it had opposed the survey approach that was adopted, having recommended other alternatives, “including some which would use existing data and be less intrusive to individual licensees. We particularly objected to requesting data on new narrow programing categories which have not been required in the past by the FCC. Unfortunately, our objections to the survey were not wholly accepted.”

The questionnaire, a similar version of which is slated to be mailed to about 1,000 radio licensees this week, requests a variety of programming information, based on a composite week of days randomly selected from 1982 and 1983. The survey requests information on the minutes devoted to news, public affairs, public service announcements and all other nonentertainment programming during various time periods. It also requests a list of all programs, “by name and duration originally produced and primarily designed to be children's programs,” during the composite week, and whether those were “informational” or not. The survey, which includes a definition of terms, also requests a list of all programs primarily designed to address the needs and interests of minority groups during the composite week; it requests the same sort of information about programming “primarily designed to address the needs and interests of audiences of people 65 years and older.”

Other questions—there are nine in all—request information on whether stations are VHF or UHF; on network affiliation if any; the station's 1983 ADI, and, according to the May 1983 Arbitron ratings, the station's audience share and rank within the ADI market for all programing. It further requests that licensees identify themselves by name.

In a cover letter, Subcommittee Chairman Timothy Wirth (D-Colo.) said broadcast deregulation is a “top priority” of the subcommittee, and asks that the questionnaires be returned no later than Aug. 15. “It is critical to the Congress's efforts in developing broadcast legislation that we have the facts before us as to the levels of public interest programing being provided today. If Congress is to make sound judgments, you full cooperation is necessary to assure that the legislative decisions are based upon the best possible information,” he said.

The cover letter further states that the subcommittee has launched the survey as part of its effort to come up with broadcast deregulation legislation, which would include repeal of the comparative renewal process. “Our goal is to make the performance standards required by licensees more objective than the present license renewal system by quantifying them,” Wirth said.

House quantification questionnaires are mailed
THE RUSH TO MULTICHANNEL MDS

One way or another, CBS wants it

Mary Anne Smith, university counsel, IIT, which now holds eight licenses, said CBS offered to lease all or some of the IIT channels “all day, every day, forever.” CBS said it expected to serve between 150,000 and 200,000 subscribers in the Chicago area market, she said, and that it would give IIT a cut of the subscriber fees in exchange for its channels. CBS failed to impress Smith, however. IIT broadcasts graduate courses in engineering and computer sciences via its ITFS channels to corporate offices in Chicago, she said, and it earns more in tuition from the program than it could from cutting a deal with CBS. Besides, she said, “we feel strongly that the ITFS channels were intended for educational uses and that's what they should be used for.”

When CBS has not been able to find channels, other MDS operators or programers have been there before or after it with the same idea. According to John Curtis, chairman of the National Instructional Telecommunications Council, a consortium of ITFS users that boasts that its members control 66% of the operating ITFS channels in the nation, CCC and Microbancorp. of America also have been active in trying to line up channels throughout the country. In addition, he said, many local companies, including programmers of local single-channel MDS operators, have approached ITFS licensees. Nancy Hendry, deputy general counsel, Public Broadcasting Service, which has applied for a group of four ITFS channels in 102 markets, said she has received an inquiry from the Graphic Scanning Corp.

Microbancorp., the nation's largest MDS operator and the first to recognize the potential of multichannel MDS—or “wireless cable,” as it calls that medium—has been particularly aggressive and seemingly ubiquitous in the leasing marketplace. One Chicago ITFS operator, who is eager to lease channels and has heard from both CBS and Microbancorp., said the Microbancorp deal sounded better. Microbancorp's Mark Foster declined to discuss the company’s “strategic planning,” but indicated it intended to maintain its dominance in the MDS business. “We have invested 13 years in building this industry,” he said.

There is no way Microbancorp is going to walk away from it. We are going to fight like hell to be in the business.

Despite all the talk, nobody is ready to make a deal. Neither the ITFS operators nor the hopeful lessees can get serious about negotiations until everybody has had a chance to read and digest the new ITFS-multichannel MDS rules, which were not published until last Friday (see box, below). An outline of the rules released at the time they were adopted, according to the ITFS licensees, did not adequately explain the conditions under which the ITFS channels could be leased. Of particular concern to some of the ITFS operators was whether leasing channels would turn them into common carriers. Steve Gorski, project director, Catholic Television Network/Los Angeles, which received a letter from CBS inquiring about its channels, said: "If we had to become a common carrier to lease excess time, we probably would not be interested. As a common carrier, you have to lease to the first person in line and we are not interested in leasing to a service that would have program content that we would find objectionable.”

Also unclear is what the FCC means by “excess” capacity. If the definition is too restrictive, ITFS operators may find they have little capacity to lease and multichannel MDS service may suffer as a result. Although the FCC reallocated eight channels to MDS in each market, it also grandfathered existing ITFS licensees and applicants for those channels. ITFS operators have already staked a claim to the reallocated channels in

Opening the gates. The new rules for Instructional Television Fixed Service and MDS, released by the FCC last Friday, should encourage the development of a multichannel broadcasting or "wireless cable" in the 2.4 ghz band shared by the two services. The published rules, which clear up some of the questions lingering since May 26 when the rules were adopted, give ITFS licensees considerable freedom in leasing channel capacity and set no limits on the number of channels a single multichannel broadcaster can control in a market.

Under the rules, ITFS licensees can lease excess capacity either to common carriers or directly to programmers without having to become common carriers. Many ITFS licensees, eager to lease capacity, were reluctant to become common carriers, fearing the status would force them to lease capacity indiscriminately. There is one leasing restriction. ITFS licensees must use each of their channels “substantially for legitimate ITFS use.” What “substantially” means will apparently be left up to the ITFS licensees. But the rules warn that “any wholesale abandonment of the primary purpose of the facility could jeopardize the entity's license.”

Besides permitting channels leasing, the rules reallocate two four-channel blocks from ITFS to MDS, a common carrier service, although it grandfathered existing ITFS licensees of or applicants for the blocks. The rules also stipulate that ungrandfathered blocks should be awarded to two different MDS operators in each market. However, the same programmer could lease blocks of channels. Imposing an "artificial" upper limit on the number of channels a programmer could control, the rules say, "would prevent market forces from determining the optimum mix of channels." The rules contain no ownership restrictions. Broadcasters and cable operators may lease channels from MDS operators or capacity from ITFS licensees in the markets they serve.
New York and Chicago, said CBS's Haring, "If the other 20 channels are not leasable, hell, there'll be no multichannel MDS in those cities."

For the most part, the ITFS operators are eager to deal with their MDS counterparts. A general manager of noncommercial television station with ITFS channels to lease, who asked not to be identified, said revenue from leasing the channels could be used to subsidize the operation of the television station. The funding that the station received from the Corporation for Public Broadcasting, which holds the station's license, has dropped by $300,000 a year, he said. "As a result," he said, "we are looking at ways of finding revenue-producing situations to recoup that kind of loss. A long-term lease of a significant amount of unused ITFS capacity would produce a steady revenue stream for several years that could be a real benefit to the station."

If CBS can acquire an adequate number of channels, it believes it can survive competition from cable. "You want to structure the business so that it has a long-term potential," Haring said. "You don't want to be in a situation where you do forward and are forced to take massive losses when the competitors come in. You have to be able to carve out a niche for yourself."

Haring sees CBS's multichannel service as having at least two advantages over cable—programming tailored to and, to a certain extent, produced for, the local market and freedom from local regulation. Since CBS plans to operate in markets where it already has television stations and production studios, he said, it can produce local programming to complement the national cable-like programming (movies, sports and news). "That gives us a leg up on the cable operators who really aren't in the programming business," he said.

Further evidence of CBS's interest in multichannel MDS is an ongoing evaluation of MDS reception equipment at the CBS Technology Center in Eden Beach, said the spokesperson who is in charge of the project, said he is looking at a variety of MDS antennas, downconverters and set-top converter/descramblers and could be ready to make his recommendation in "six months or so." The multichannel MDS reception system, he said, will be based on existing cable technology and products. The scrambled MDS signals will be "downconverted" at the antenna to a group of cable midband or superband channels, he said, and fed to a standard cable decoder for viewing on the television set. The complete reception system will cost between $200 and $300, depending on make, features and whether CBS decides it needs addressability, he said. Converter/descramblers made by such companies as Jerrold, Zenith, Oak and Scientific-Atlanta are among those under consideration, he said.

CBS's future in multichannel MDS is, for the most part, a question of whether it will be able to acquire sufficient channels in its markets. "We don't know of any potential channel we haven't filed for last August," said CBS's Isacsson. "We are waiting to find out whether or not an opportunity exists for us to get into it on the right conditions."
The DJ who first attempted to train a live buffalo as a station mascot is moving to Music Country Radio Network.

And it darn near killed him. The buffalo, that is.

But that wasn't the first first for Charlie Douglas. He also pulled off the first live broadcast from atop a rodeo bull. It lasted four seconds, broke a few records and three ribs.

In fact, Charlie's list of firsts is long, but not nearly so long as if he were doing the telling. Now Charlie's got a new first. He's probably the first D.J. to leave a job (13 years at WWL in New Orleans) without giving up his board shift.

Because Charlie, and WWL, are now with Music Country Radio Network, a nationwide, all-night, live country music variety program that has an impressive list of firsts all its own. It's a winning mix of top tunes, guest interviews, listener call-ins and the latest in news, sports and weather. Music Country Radio Network is a joint venture of WSM, Inc., and the Associated Press, and is the only program of its kind on the air. No wonder one-of-a-kind Charlie Douglas is a perfect fit.

Listen to him. He always has something to say—Charlie's one more reason why Music Country Radio Network is the only place to be in the country at night.

Represented by the Christal Company. Contact Sofia Mannos, 202/833-5922.
FCC proposal to change definition of ‘community’ hears pros, cons

ABC, NAB oppose use of broader definition, but idea does have supporters

An FCC proposal to change its policy for granting preferences to broadcast applicants within metropolitan areas has drawn mixed reviews.

At issue is the commission’s definition of “community” in addressing Section 307(b) of the Communications Act, which directs the commission to provide “a fair, efficient and equitable distribution” of broadcast licenses among the states and communities.

Under current policy, the commission defines communities by municipal boundaries and local government units. Also under its policy, as a result, an applicant for a suburban community can receive a 307(b) preference over applicants proposing facilities in the neighboring, better-served inner city. But under the FCC’s proposal, the definition of “community” would be expanded to encompass entire metropolitan areas. As a result, no applicant within a metropolitan area would receive a 307(b) preference.

In its comments, the National Association of Broadcasters opposed the adoption of a broader definition of community, noting that such a change would eliminate Section 307(b) preferences in comparative hearings involving central city and suburban community applicants within a metropolitan area.

“The present proposal to utilize a metropolitan area standard in lieu of the present definition of community is but another attempt by the commission to abdicate its statutory mandate to insure local service,” NAB said. “Adoption of any metropolitan area concept would dramatically impact upon the FM and TV tables of assignments, and would be contrary to the rationale behind the AM acceptance criteria. The commission’s redefinition proposal would promote a concentration of frequencies in larger communities contrary to the agency’s statutory obligations.”

ABC agreed. “It is ABC’s view that this proceeding should be terminated and the present definition of ‘community’ retained,” the filing said.

Adoption of any ‘metropolitan area’ concept to substitute for the historical definition of ‘community’ would dramatically impact upon the FM and TV tables of assignment and particularly the objective which underpins the tables of providing multiple, local broadcast outlets to as many individual communities as possible.

The law firm of Perkins & Root said the commission’s proposal would largely reverse the FCC’s action eliminating its suburban community policy and Berwick doctrine (BROADCASTING, Feb. 21). Under the resulting “new” suburban policy, it said, there would be no initial test, beginning with the scope and inclusiveness of the proposed service area, as existed under the former suburban and Berwick policies. “Those tests were designed to determine if an issue was raised as to whether a proposal for a small community might realistically be a proposal for a larger, nearby city. The new policy would automatically lump all proposals for communities in a metropolitan area under a presumption of being applications, not merely for a nearby, larger city, but for the entire metropolitan area. The presumption would be irrebuttable. Thus, while an applicant could demonstrate under the former policies that its proposal was intended as a service to a suburban community for which application had been made, no such possibility would exist under the new policy.”

“The suggestion in the notice that the foregoing would increase flexibility in the provision of new stations where they are needed is absurd. It would drastically reduce flexibility by denying consideration of suburban community applications on their merits, directly contrary to the commission’s stated objective in eliminating the former suburban policy and Berwick doctrine.”

Where the former policies imposed substantial impediments on suburban community applicants, which the commission found contrary to the mandate of the act and the public interest, the new policy would deny them recognition on their merits altogether and, as a practical matter, eliminate most future suburban community broadcast stations.

A group of radio and TV licensees, including Group One Broadcast Co., Guaranty Corp., and Lake Huron Broadcasting Corp., said much the same thing. “In lieu of making allocations to specific communities as identified by the U.S. Census and other official sources, the commission would be allocating frequencies to broad geographical areas containing numerous discrete, socioeconomic and governmental units. Further, if Section 307(b) preferences are not available to applicants applying for individual communities within a broad geographical area, the utilities of the broadcast business which have been repeatedly recognized by the commission and the courts, there will be no motivation for applicants to specify unserved communities. Instead, applicants inevitably will propose to serve the largest community within the metropolitan area, a result clearly at odds with Section 307(b), its legislative history and judicial interpretation of the statute over the years.”

Hispanic Broadcasting Associates said the FCC proposals were based on the flawed premise that all communities within a larger metropolitan area are alike. “All metropolitan areas do not have the same demographic characteristics; for this reason, HBA believes that under most circumstances community comparisons pursuant to Section 307(b) have merit and should not be defined out of existence.”

South Florida Broadcast Co., an applicant for a new FM radio station at North Miami, Fla.—which it said currently does not have a local aural service—also said the...
on becoming the “official Big East basketball sports network” syndicator.

No other conference gives you the automatic ratings these teams command—St. Johns, Villanova, Georgetown, Boston College, Syracuse, Connecticut, Seton Hall, Providence and Pittsburgh, including five teams in the 1983 NCAA tournament.
**Laying groundwork for Soviet trade.** If the U.S. and the Soviet Union are to progress toward a consistent practice of trade and economic cooperation, they will have to begin with basic realities—"the search for a joint definition of political security interests," Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, said in a speech to Soviet government officials in Moscow, July 6.

According to Wirth, who was part of a 17-member delegation of House members discussing a host of issues with the Soviets, dealings between the U.S. and the Soviet Union are inevitably a function of the countries' political relationship. "Without restoring a genuine accord that prevents either side from pursuing unilateral advantage at the expense of the other, we will not restore the political basis which is essential to economic cooperation," Wirth said.

"Our rivalry in wasteful, military expenditures, of course, is both the consequence and part of the cause of the lack of restraint in our political competition. It is in this field that we must look most intensively for a new, workable definition of common security. It is not enough to say that we share an interest in avoiding direct conflict," Wirth said.

Wirth also said that Americans make a direct connection between their security as a nation and the security of individuals in their relations with their rulers. "We are advocates of human rights because we hold that governments which show the greatest respect for their own citizens are more certain to show the greatest respect to other governments and their people. A world in which authority is restrained in its treatment of the powerless is a world that is safer for all nations and all individuals.

"On this issue American and Soviet history and outlook are far apart. But you mistake our interest in the principles of human rights and in their application if you interpret them either as a matter of political expediency or as a camouflage for subversive intent towards your system," Wirth said.

FCC's proposals ran counter to 307(b). "The proposed redefinition ignores that smaller, yet significant, nonmetropolitan areas have problems and needs that are not met by stations licensed to the core city. The proposal would further contribute to the loss of individual community identity and the alienation of individual citizens."

Washington Wireless Inc., an applicant for a new FM in Tumwater, Wash., shared the sentiment. "The commission should not attempt by rule to erase the very real distinctions that may exist between smaller so-called suburban communities with the larger cities nearby. To adopt a blanket 'metropolitan area' definition of 'community' would unfairly and inequitably ignore the needs and desires of the residents of these distinct smaller communities for local broadcast service."

Antonin & Garcia, one of 28 competing applicants for the deleted facilities of WHBI(FM) Newark, N.J., which has proposed Jersey City, N.J., as its location, lashed out at the FCC regulations that would deny Jersey City its first local outlet of expression: "It is inconceivable that the same commission which has recently expressed such acute sensitivity to the unique needs of the communities of northern New Jersey could at the same time knowingly and willingly contribute to such a result."

Tennessee Telecasting Inc., applicant for a new VHF TV station in Maryville, Tenn., also opposed the FCC proposal: "Because the extent of an urbanized area is defined merely by population density, and a city can be included in an SMSA because as few as 15% of its residents commute to the center city to work, these arbitrary definitions are inappropriate for use in defining a 'community' for broadcast allocation purposes. The actual problems, needs and interests of an outlying town may be far different from those of the center city."

But CID Broadcasting Inc., a minority-owned applicant for a new Class II-B AM station in Chicago, thought the FCC was right on track: "There are a number of persuasive reasons for the commission to proceed with this rulemaking. Absent a more expansive definition of 'community,' applicants proposing to serve essentially the same metropolitan areas may be treated differently purely on the basis of their self-designated community of license. This approach ignores the realities of broadcast transmission and service while placing undue significance on arbitrary political boundaries," it said.

Three Cities FM Inc., an applicant for a new FM in Olympia, Wash., said it didn't think the FCC should have eliminated its Berwick doctrine or suburban community policies (BROADCASTING, Feb. 21). "But having done so," Three Cities said, "the commission must now insure that applicants for suburban communities do not gain a comparative preference for selecting such communities of license when there are no facts which clearly demonstrate that a preference is warranted or necessary."

"Three Cities does, however, believe at a minimum that the commission should evaluate definitions of the term 'community' in light of the class of station proposed. As the commission noted in its notice of proposed rulemaking in this proceeding, certain classes of stations such as TV stations and Class B and C FM stations are designed to serve regional areas. That being the case, it does not make sense to give a preference to a 'suburban' applicant who proposes to serve an area with a regional channel. This is especially true if it is demonstrated that the service area proposed by the 'suburban' applicant encompasses the same basic region as the nonsuburban applicants."

Olympia Broadcasting Co. Inc., one of six mutually exclusive applicants for a new FM station assigned to Olympia, Wash., said it supported redefining community to encompass an entire metropolitan area when the proposed broadcast station is intended to provide a wide-area or regional service and all applicants propose to serve substantially the same area.

Olympia further noted that while it and four other applicants had designated Olym-
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Ad hoc clearances

Prime Time Showcase, the umbrella title of Comworld Productions’ and Procter & Gamble’s ad hoc network, has cleared one made-for-TV movie this summer and is on its way to clearing another. The first, Emergency Room, a hospital drama starring Sarah Purcell and LeVar Burton, has cleared 70% of the country, including all the top 20 markets, for a July run. The second, Desperate Intruder, a story about two escaped convicts and the romance encountered by one of them, stars Meg Foster, Nick Mancuso and Claude Akins. It’s expected to duplicate Emergency Room’s clearance. The terms for both films are a 50/50 barter split with P & G retaining half for its advertising. Stations get two runs and most have cleared the first run for prime time viewing. Originally, Prime Time Showcase was to feature four titles, but the fate of two more “depends on the numbers” the first two productions pull in the ratings, a principal close to venture said. Both features were shot on videotape.

Filing suit

Actor James Garner and his Cherokee Productions has filed suit in Los Angeles Superior Court seeking $22.5 million in damages from Universal Studios, alleging fraud and breach of contract relating to the long-running television series, Rockford Files, which starred Garner. The July 9 action claims Universal falsified charges against the program to reduce its reported profit and otherwise failed to properly account for net profits, thereby reducing Cherokee’s and Garner’s income from Rockford Files. The suit seeks $7.5 million in compensatory and $15 million in punitive damages.

Spreading the news

Group W Productions’ Newsfeed has penetrated each of the top 10 television markets, with the announcement last Monday (July 11) that the daily satellite news distribution service has been purchased by WLW-TV Chicago. The service currently is used by 42 domestic stations plus outlets in Australia and Brazil. Other new stations contracting for Newsfeed recently include WPXK-TV New York, KCPX- TV Los Angeles, WDTV-TV Washington, WCPO-TV Cincinnati, WKAS-TV Jackson- ville, Fla., and KTVF-TV Sioux City, Iowa.

Summer try-out

NBC-TV will pre-empt its daytime strip, Fantasy, Aug. 1-5, to present five segments of a new one-hour women’s magazine, Personal & Confidential, described by the net- work as covering subjects “ranging from celebrities’ lives and how to adjust to divorce to beauty care and human sexuality.” Los Angeles television personality Steve Edwards, co-host of 6 on the Town, on KNX17TV Los Angeles, is host of the show, a Chips Enterprises production in association with Alan Landsburg for NBC Entertainment. Fantasy returns to its 3-4 p.m. (NYT) slot on Aug. 8.

Urban MTV

The trend in video music clips is expanding. What is being described as an urban contemporary music video series, New York Hot Tracks, primarily featuring black artists, was scheduled to make its debut over WABC-TV New York last Friday night (July 15) from 1 a.m. to 3 a.m., following the network broadcast of One to One. Hosted by Walter Dean New York program director and on-air personality Carlos de Jesus, the show was to open last week with a video performance of Donna Summer, along with artists such as Gladys Knight & The Pips, The Pointer Sisters, Rick James, Michael Jackson and Culture Club. According to WABC-TV program director Brooke Bailey, WKTUFM will simulcast the program when logistics can be worked out. Bailey said several syndicators have expressed interest in distributing the show nationwide. Producer of NYHT is Kevin Wendele. Music consultant is ABC Radio executive Rick Sklar.

For the most part, record companies will supply free clips to WABC-TV, unlike NBC’s 90-minute Night Videos Network program scheduled to begin July 29, which will pay for the use of videos.

Terra Nova firm

PBS will present in 1985 a new science series, Terra Nova, which will investigate meteorology, oceanography and other earth sciences. The program is funded by a $3- million resource grant by the Annenberg School of Communications/Corporation for Public Broadcasting Project Council. Wned-TV Pittsburgh will produce the series, which will consist of seven one-hour programs designed as both prime time fare and introductory geophysics college course. Economies USA and USA are two other program pilots CPB will fund for upcoming PBS seasons. The former is a series of 23 half-hours on the basic principles of economics and will serve as an introductory college-level TV course. The latter is also an instructional program, covering U.S. history since 1905, which will run for 13 weeks.

Apparel for TV

Due to favorable reviews and local support, WHAS-TV Louisville, Ky., and Louisville Productions will produce a fall version of their Spring Fashion Show, available in syndication beginning Aug. 26. Fall Fashion Fantastic will feature clothing from Paris and New York in an hour-long, musical look at the fashion scene. Eleven minutes will be available to stations for local sale; syndication is being handled by WHAS-TV and The Marketing Communications Group, Albuquerque, N.M.

Summer school

To interest school children in reading, public television stations are airing a 15-part series featuring such books as “Bringing the Rain to Kapiti Plain,” “Gila Monsters Meet You at the Airport,” “Gregory the Terrible Eater” and “Three Days on a River in a Red Canoe.” The three-week series of half-hour shows, Reading Rainbow, is hosted by LeVar Burton, star of Reading, who has as guests Madeline Kahn, James Earl Jones, Lily Tomlin and Lou Rawls, among others. On each show the guest will read from one of the books while its illustrations are shown from different angles and close-ups. Discussions, dramatizations and field trips will be used to supplement the book’s material. Libraries around the country will be used as studio sets.

Reading Rainbow is a co-production of Great Plains National/Nebraska ETV, Wned-TV Buffalo, N.Y., and Lancit Media Productions, and is sponsored by the Corporation for Public Broadcasting and Kellogg Co. The series ends July 29, but will be rebroadcast beginning Aug. 1.
National Translator/LPTV Association  
21st Annual Meeting  
November 14 - 16, 1983 — MGM Grand Hotel  
Las Vegas, Nevada

If you can attend only one Low Power Television meeting in the next year, this is the one....

Make your plans now to be at the National Translator/LPTV Association 21st Annual Meeting, to be held at the MGM Grand Hotel in Las Vegas, Nevada, November 14, 15 and 16, 1983.

Why This Meeting?
This meeting will bring together the largest group of low power TV and TV translator broadcasters ever to assemble, to share their experience, the fruit of their hard work, their frustrations and their hopes for the future.

If you hold a low power TV construction permit, the meeting is must. If you have applications pending, Las Vegas will give you the clearest glimpse of the future. And of course, as it has done for 21 years, the annual meeting will serve as the focal point for the rural broadcasters who have more than 4,000 TV translators, from throughout the United States.

Your Association
The National Translator/LPTV Association is the only nationwide not-for-profit association representing the emerging Low Power Television Industry. Your association advocated more liberal rules for TV at the FCC. It fought for those changes at the FCC and in the courts; and it succeeded in changing television, even beyond its own bold plan. The association warmly invites members and non-members alike to be in Las Vegas, to take part, and to see this tradition renewed and strengthened.

Who Should Attend? You Should Attend!
Your association’s 21st annual convention has been carefully planned for busy people who want, in a few days, to obtain a firm grasp of what TV broadcasting is and what opportunities are emerging for new ventures and new service. The program is designed for:
- small station operators
- prospective investors
- suppliers of programs, facilities and services
- newspapers, cable TV and radio operators
- TV and FM translator clubs and organizations
- entrepreneurs.

A Theme for 1983
Your association has chosen as the theme of its 1983 convention "Ventures in Local TV Service." At the heart of the agenda are three Startup Clinics, at general meetings where all of the presenters are actual station builders and creators. Where else will you find the direct, hands-on experience communicated freely in an atmosphere of give and take.

A Full Range of Exhibits
Over fifty of the major companies are expected to exhibit their latest in equipment, accessories and services. None of the educational sessions will be taking place during exhibit hours. This means that you will have ample time to visit the exhibit hall without missing part of the program.

Concurrent Sessions
More than 20 specific workshops will explore the full range of topics of concern to the industry. A faculty drawn from all over the nation will be supplemented by the station operators themselves, who will be encouraged to participate throughout.

A Bargain
Best of all, your association’s 21st annual meeting is your best meeting buy. There is no separate charge for attending any of the Startup Clinics or topical sessions, or for the exhibit hall. You may attend as many of the sessions as you wish.

You will be realizing a cost savings from 33% to over 60% compared with the costs of programs offered by other organizations.

That’s why we say, "If you attend only one low power TV meeting in the next year, this is it."

Michael Couzens, Program Chairman, Former Chairman, FCC Low Power Television Inquiry Staff

Keynote Speaker — Monday, November 14, 1983
Topic: "The Economics of the New Television"

Speaker:
Paul I. Bortz, Partner
Brown, Bortz & Coddington, Denver, Colorado
Former Deputy Assistant Secretary, U.S. Department of Commerce

Luncheon Speaker — Monday, November 14, 1983
Speaker
Larry Harriot, Chief, Mass Media Bureau
Federal Communications Commission

STARTUP CLINIC #1 — Monday, November 14, 1983
ABSTRACT:
The first clinic brings together six LPTV operators who have built their stations "from scratch," to explain how they did it. What facilities are needed? What type of staff? Can an LPTV make it on advertiser support? Or is subscription — STV — the way to go? Do other factors come into play? Can a station work as a hybrid of advertiser and subscription? Are services available? What happens when an LPTV operator goes into the syndication market and attempts to rent movies, serials, specials, or DONOVUE? Finally, What’s the bottom line? Is there a break-even point, and where is it and what is it? Can anyone make a living with LPTV?

Panel Presenters:
John W. Boler, Chairman
Built the first LPTV station, which went on the air in 1981 on Channel 26, Bemidji, Minnesota. Association Director.

Bocker T. Wade
Has put two stations on the air, in Mobile and Phoenix, has other stations in development. Was legal assistant to FCC Commissioner Ty Brown, Association Director.

Richard Bogner
Started LPTV station on Long Island; secured construction permits on Cape Cod and Hampton Roads area of Virginia. A renowned designer and manufacturer of broadcast antennas, Association Director.

David Hail & Charles Johnson
What is a five-person news department doing in Ponca City, Oklahoma? Building a loyal audience and a solid base of local advertisers. These are the developers of the station, call sign "KIBAM."

Pete and Sara Warren
Launched a new station in Alamogordo, New Mexico, with ambitious national and local program schedule. Station has religious program philosophy and strategy.

Jean Downey
General Manager of Channel #26, Bemidji, Minnesota

STARTUP CLINIC #2 — Tuesday, November 15, 1983
ABSTRACT:
Of course you can build a low power TV station from scratch. But another approach is to add LPTV program origination to an existing translator system. You can switch a translator over to low power or you can add one or more low power channels at the translator facility. Either way, you run into the same big concerns and issues — equipment, staff, programming, and the bottom line. This clinic brings together a group of experienced translator hands who have added LPTV to their facilities during the past two years. Find out what they did, and how they did it. Was it satellite fed? Scrambled channels for subscription TV? Or was it locally generated material?

Panel Presenters:
Arnold Cruz, Chairman
In translator field for 20 years maintaining and operating 45 systems on a daily basis in the Texas panhandle region. Started LPTV operation last year in Ruidoso, New Mexico. Association Director.

Bill Bail
May be the first person in California with Subscription TV on a translator system, in the desert at Twentynine Palms. Association Director.

Jeff Pelzel
While John Boler was building an LPTV station from scratch, elsewhere in California, Jeff was adding LPTV to his translator chain at Sleepy Eye, Minnesota.

Doug Maupin
Doug's translator system is located at Woodland, Oklahoma. He has become an expert on subscription TV the hard way — by shopping, testing and experimenting with low cost systems. Association Advisor.

STARTUP CLINIC #3 — Wednesday, November 16, 1983
ABSTRACT:
In this session, the third and final startup clinic, operators who have started from scratch and the operators who have added LPTV service to existing translators will combine to share their insight in a free-wheeling roundtable. Other operators in attendance, not listed in the program, will be encouraged to contribute their insights, comments and questions, from their own experience.

Your chairman for this session will be Michael Callihan, a member of the Colorado State Senate. Mike won on the first time in Gaude, Colorado, in September of last year with a 24-hour pay TV operation. The station is one of the first LPTVs in Colorado, a state that boasts more than 600 TV translators. The station uses SeaCat, fed by satellite from California, and Oak encoders and decoders. It will be Mike's job to let an overall summary of the 21st Annual Meeting with the exchange of comments by the station operators. For attendees it will be your last chance to fire away with questions to the people who know what it takes to develop new TV services, and to make them viable.

Michael Callihan, Chairman.

BANQUET SPEAKER — Wednesday, November 16, 1983
Topic: "Low Power Television and Direct Broadcast Satellites: Are they Complementary or Competitive?"
Speaker: Stanley E. Hubbard, President, Hubbard Broadcasting, St. Paul, Minnesota.

For further information about the program and the availability of booth space, contact: David A. Stone, Program Chairman, National Translator/LPTV Association, P.O. Box 578, Loma Linda, California 92534, (714) 794-4707.
THE CASE FOR

MAY '82 to MAY '83

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+44%

18 SHARE
MAY '82
26 SHARE
MAY '83

LOUISVILLE
WAVE 5:30 PM
+29%

17 SHARE
MAY '82
22 SHARE
MAY '83

LITTLE ROCK
KTHV 5:00 PM
+30%

20 SHARE
MAY '82
26 SHARE
MAY '83

FEB '83 to MAY '83

WASHINGTON, D.C.
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+16%

25 SHARE
FEB '83
29 SHARE
MAY '83

COLUMBUS, OHIO
WCMH 7:00 PM
+14%

22 SHARE
FEB '83
25 SHARE
MAY '83

ALBANY-
SCHENECTADY-TROY
WRGB-TV 5:30 PM
+33%

24 SHARE
FEB '83
32 SHARE
MAY '83

GREEN BAY
WLUK-TV 5:00 PM
+42%

26 SHARE
FEB '83
37 SHARE
MAY '83
ENDURANCE

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NEW YORK
WABC-TV 4:30 PM

+6%

18 SHARE
NOV 82

19 SHARE
MAY 83

INCREASE: +14%
IN ALL MARKETS

22 SHARE
94 MKTS
MAY 82

25 SHARE
146 MKTS
MAY 83

NASHVILLE
WSMV-TV 4:00 PM

+38%

26 SHARE
NOV 82

36 SHARE
MAY 83

SALT LAKE CITY
KUTV 4:00 PM

+23%

22 SHARE
NOV 82

27 SHARE
MAY 83

ROCHESTER, NY
WOKR-TV 5:30 PM

+30%

23 SHARE
NOV 82

30 SHARE
MAY 83

IN ALL MARKETS

22 SHARE
94 MKTS
MAY 82

25 SHARE
146 MKTS
MAY 83

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HBO radio?

Home Box Office, the nation's largest pay cable television program service, is conducting an in-house feasibility study of pay radio and expects to make a decision about entering the emerging cable audio marketplace by the end of 1983.

Responding to recently published reports that suggest the Time Inc. subsidiary has already decided to offer a pay cable audio service, HBO's manager of corporate public relations, Alan Levy, told Broadcasting last week the company "is assessing whether or not there's an actual business out there.

"We've really not determined anything in the way of formats, what kind of hardware we would use, what kind of marketing or pricing structure we would offer. All of these decisions haven't come into the picture yet," Levy explained. "Right now we're trying to figure out if we can make a profit if in fact we become involved in cable audio."

Levy said the preliminary assessment is being carried out by HBO's new business development office, headed by vice president Robert Bedell.

The HBO spokesman discounted as "speculation" one report that a 14-channel, satellite-delivered pay radio service would be launched by the firm, including discrete classical, new wave, top 40, jazz and contemporary music formats. A reliable industry source said it would probably be mid-1984 before Home Box Office would be in a position to begin offering such services, due to start-up requirements involving satellite transmission and security systems.

'Ten' magazine

Broad Street Communications' KTKO(AM) Oklahoma City has begun publishing its own magazine, and is finding initial success. After a free mailing of the first issue to 150,000 households in the metro area in early May, the 24-page publication—called TEN after the station's frequency (1060 kHz)—now sells on newsstands and through the station for $2.50. According to Broad Street Communications President Fred Walker, approximately 8,000 copies have been sold thus far.

"Our station is a carefully choreographed combination of interviews, features, listener call-in shows, news reports, weather updates and sports programming. We simply call ourselves 'Oklahoma's Radio Magazine,'" said KTKO senior vice president and general manager Kenneth Gaines. "Our new print magazine evolved from that, as a way to graphically demonstrate what KTKO is," he said.

The company has approved production of one more issue for this year (in the fall) and four for 1984. Next year's production cost will total about $30,000, Walker said.

The magazine contains celebrity interviews, feature stories and background pieces on the station's operation, a digest of consumer reports and how-to advice on subjects from home repair to garden soil analysis. Walker said no city or regional magazine currently exists for Oklahoma City and he views KTKO's new publication as filling that void. TEN was conceived and produced by KTKO's advertising agency, Associates Inc., also of Oklahoma City.

Ad persuasion

Taking a cue from other major-market radio stations, AM and FM outlets in Topeka, Kan., have formed their own market association to promote radio as an advertising medium. The Radio Active Club of Topeka was born because of what RACT said was "dis-satisfaction with the lack of radio savvy in northeast Kansas." The Topeka association, made up of management, sales and programing people from every local radio station, has plans for a "full-scale" radio promotion as well as a radio information seminar for retailers and ad agency officials in the area. Earlier this year, 23 stations in the Denver-Boulder community joined together to form the Denver Area Radio Broadcasters Association (Broadcasting, March 7).

Programing potpourri

ABC's Rock Radio Network will broadcast a concert by the Australian rock group, Men At Work, live from the Merriweather Post Pavilion in Columbia, Md., via RCA's Sat- com I-R on Thursday (July 28). The 90-minute concert will be hosted by radio personalities Ty Ford of WYIY(FM) Baltimore and Dave Thompson of WROX(FM) Washington, the latter an ABC-owned station. To date, 52 stations are scheduled to air the event. ABC's Direction Network plans to launch a new 60-second weekday broadcast on health local called Alive & Fit! The show, scheduled to premiere Aug. 1, will be hosted by actress Jocelyn Smith, former star of ABC-TV's Charlie's Angels.

AP Radio is offering affiliates a 15-part series centering on the effect on consumers of AT&T's divestiture. Each segment will run about 50 seconds. All 15 parts of the series, called Breaking Up Is Hard to Do, will be fed to stations on Aug. 1-2. The series host will be AP National correspondent Frank Sesno and consumer reporter Cynthia Hecht.

Older & Wise, a 15-minute public service in-
EASTERN'S SPRINT. WHEN IT DEFINITELY, UNQUESTIONABLY HAS TO BE THERE TODAY.

Most air-freight companies spend the day on the ground, racing to pick up small packages. So they can deliver them overnight. At Eastern Airlines, we spend that time in the air, delivering small packages to over 90 cities throughout the U.S. The same day. Just have your package at the Eastern airport counter at least 30 minutes before flight time. We'll put it on our next flight out and guarantee that it arrives the same day. Or you don't pay. The guys who "fly-by-night" simply aren't up to that kind of service.

Continental's 5 kW AM Power Rock: a sound winner that's ready for AM stereo.

The Power Rock is designed to give you the very best audio. Listen to the loud, clear signal, and you know you have a winner. The Power Rock is ready for AM Stereo and accepts sophisticated audio.

- Owners and managers like Power Rock's superior performance and outstanding on-air performance.
- Program directors like the crisp, clean signal and compatibility with the most sophisticated audio processors.
- Engineers like the proven design and conservative components: a safety margin for steady, reliable on-air performance.

Profit by a decision

An unexpected announcement during a July 5 satellite audio conference of National Public Radio member stations revealed that the FCC had granted NPR station grants permission to conduct on-air fund-raising drives for the radio network. Larry Harris, FCC Mass Media Bureau chief, said in a reply to a question that the FCC has previously decided that "fund-raising activities which significantly alter a station's normal programing, including auctions, marathons, membership drives, etc., should be carried on for the benefit of the station only, and not for other organizations." Acknowledging in the letter that NPR faces a "financial crisis of significant proportions" and that "... a very special relationship exists between NPR and its member stations," Harris concluded that "... fund-raising programs sponsored by member stations during the critical period specified in your request (the next 90 days)" would benefit the programming of member stations and therefore be "within the intended scope of existing commission rules and policies." Harris said a broad waiver of FCC rules was not necessary.

Billboard ratings

The promotion recently undertaken by WSAN(AM) Allentown, Pa., to market a format change from C&W to "unforgettable" soft hits (BROADCASTING, May 30) has increased awareness of the station nationally but has not dramatically altered its local 12-plus listenership, at least according to the spring survey from Arbitron. The promotion, which featured contestests camped out in front of a billboard for 261 days, began Sept. 20, 1982. Arbitron's fall metro area survey, Sept. 23-Dec. 15, 1982, Monday through Sunday, total persons (12-years-plus), 6 a.m. to midnight, gave WSAN a 4.1 share. The spring survey, March 17-June 8, 1983, showed WSAN's share declining to 3.5. The contest ended June 7. Year-earlier figures for the station were fall (1981) 3.8 and spring (1982) 5.3.

 Arbitron client services representative Charlie Sislen urged caution in interpreting the numbers, noting a normal margin of error and adding that "when you change format, your numbers often drop, because you are starting out with a new audience." Sislen added that effects of the promotion may show up in future books. Mike Krasa, executive director of HGF Group, the company that owns WSAN, said that including prize money, legal fees incurred during the controversial promotion and the extra time employees spent responding to news inquiries, the cost of the promotion was over $100,000.

Save your money

In an official public notice last week, the FCC noted that the list of the new FM radio frequency allocations that will be proposed as a result of the commission's action on Docket 80-90, which could lead to the creation of 1,000 new commercial FM stations (BROADCASTING, May 30), won't be available before next fall. "Apparently, some people mistakenly have been led to believe by advertisements and mailings that such a list is currently available for purchase," the FCC said. "When a final list of proposed allocations is adopted, it will be available for public inspection at the FCC main headquarters and each of the 25 district offices. This list also will be available for purchase from the commission's copy contractor."

Electric sound

A new sound which is derived from the best quality music of several different formats (album rock, soft rock, top 40 and adult contemporary) is the way consultant John Sebastian describes his new Eclectic Oriented Rock (EOR) format which he began marketing earlier this month. EOR is designed to appeal to "25-49 demographic with a hard core audience of 25-40. Sebastian, who is based in Scottsdale, Ariz., expects his EOR format to cut heavily into AOR's and soft rock's 25-plus demographic in each market. Sebastian reports that focus group research shows 26-plus listeners tuning out album rock stations because they are "too hard," progressive rock stations because they are "too inconsistent," and mellow rock stations because they are "too soft."

Some of the artists that will be played on an EOR station are Pink Floyd, Steely Dan, Alan Parsons, The Police, Grover Washington and George Benson.
SONGWRITERS SALUTE
LABOR DAY WEEKEND
Lend an ear as Jim Lowe and Margaret Whiting host a 3-hour musical tribute to the greats, like Cole Porter, Irving Berlin, The Gershwins, Rodgers and Hart, Johnny Mercer and Jimmy Van Heusen, with comments from many... also, performances and remarks by such stars as Tony Bennett, Ella Fitzgerald, Lena Horne and Frank Sinatra.

SALUTE TO BING
THANKSGIVING WEEKEND
Skitch Henderson joins the Crosby clan in remembering “Der Bingle” in a 3-hour holiday celebration in song, with reminiscences by Bob Hope, Kathryn Crosby, Bob Crosby, Rosemary Clooney, The Andrews Sisters, Peggy Lee and so many more!

BIG BAND SALUTE
NEW YEARS EVE
Ring in the New Year and relive the Big Band Era with William B. Williams in a 4-hour dance music spectacular with legends like Benny Goodman, Artie Shaw, Count Basie, Woody Herman, Glenn Miller, The Dorsey and Harry James, sharing their special music and their special memories!

An exciting radio series spotlighting the best of classic American music.

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7/8

3/4

60

166

28

72

36

91/8

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4/4

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491/4

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Ethical debate ensues over conduct of George Will

Columnist and TV commentator says he would not do the same thing again, after questions arise concerning his connection with Reagan in 1980 debate

George Will, the syndicated columnist and TV personality, has found himself on the receiving end of criticism from the press for a change in position. The controversy arose when Will participated in the coaching of then-candidate Ronald Reagan before the latter's 1980 television debate with Jimmy Carter, then analyzed the candidate's performance, comparing Reagan to a "thoroughbred." when appearing on ABC's Nightline the night of the debate. The question much debated, at least among the Washington press corps last week, was whether Will had crossed the line into impropriety.

Opinions varied. The New York Daily News said Will had crossed the line. As a result, the newspaper said it would no longer carry Will's columns. In an editorial, the Daily News said that Will had helped Reagan's staff prepare the candidate for the debate and "then appeared on ABC television to comment on the debate and say what a fine job Reagan had done without mentioning his own role." The editorial also criticized Will for knowing but failing to report that the Reagan camp had used some material from the Carter campaign.

Will also came under fire on Post-Newsweek's Agronsky & Co. Host Martin Agronsky, conservative columnist James Kilpatrick and liberal commentator Carl Rowan all said Will had crossed the necessary boundary between observing an event and participating in it.

Hugh Sidey, an Agronsky & Co. regular and columnist for Time magazine, however, came to Will's defense. "He is tested by millions of readers and by hundreds of editors every week. You can either accept him or reject him. He's a philosopher. He's a scholar. He's not a reporter on the beat. He sells his biases, his prejudices. He can do what he wants as far as helping formulate the theology of the Republicans."

The same topic arose on ABC's This Week With David Brinkley, on which Will appears regularly as a news analyst conducting interviews of guests and participating in "roundtable" discussions. On that program, Will said he remembered only one question he asked. (He later said that the question had been a "recondite" one.) He also revealed that President Reagan himself had called Will at home after the Agronsky & Co. broadcast, belittling the notion that Will had had any significant impact on the candidate.

"I grant that there are gray areas and it varies with the kind of journalist you are, and it varies with how much you've made clear and candid your views. My views on the 1980 election were not, shall we say, a state secret," Will said.

"I think that the rules are different, have to be different for someone who's a straight news reporter and someone who... is paid to be opinionated. And I really regret the idea that social friendships among journalists and politicians should somehow be forbidden. Because the tendency then is to treat politicians as abstractions, not as flesh and blood men and women, but as embodiments of political ideals."

In a long commentary in last Sunday's (July 10) Washington Post, Will said, however, he wouldn't do the same thing again. For starters, he said, "some" of the questions raised over his conduct seemed to him to have "merit." Second, he said, that sort of activity made "so many people anxious." Finally, he said, his relationship with ABC had changed since 1980. While he formerly appeared on ABC only in "semidebate format with a more liberal person," he now has a formal relationship with the network, he said.

The publicity doesn't look as if it will hurt Will financially. According to a spokesman for the Washington Post Writers Group, which syndicates Will's columns to about 400 newspapers, the Daily News, as of early last week, was the only paper that had indicated it was canceling. Two papers, in fact, said they wanted to pick up the column if competitors in their markets dropped it, the spokesman said.

David Burke, vice president and assistant to the president, ABC News, said the network, to his knowledge, had received no complaints from affiliates. And, noting that the behavior in question had occurred before Will became formally associated with ABC.
Galloway files for retrial. Dr. Carl A. Galloway, the southern California physician who last month lost a $4.5 million slander suit against CBS News and principal involved in the production of a 1979-80 Minutes broadcast, last Monday (July 11) filed a retrial motion in Los Angeles Superior Court.

Attorney Bruce Friedman filed the request on behalf of Galloway, who alleged that jury misconduct, evidence tampering and inappropriate instructions to the jury were factors in the month-long trial that ended in a jury verdict in favor of CBS on June 6.

Friedman insisted that Swink's instructions to the jury were too narrow and inappropriately applied a public-figure rather than a private-citizen standard for slander. Swink asked the jury to rule on whether CBS and correspondent Dan Rather and producer Stephen Glauber had acted "with reckless disregard of the truth" instead of mere negligence when they linked Galloway's name to an insurance fraud scheme in the network program. Friedman also claims to have new evidence that an appointment card used by CBS in its defense was "manufactured in the last few months" and thus could not have played a role in the episode's preparation.

KXA(AM)-KYYX(FM) Seattle: Sold by O'Day Broadcasting of Washington, debtor in possession, to Madison Park Broadcasting Ltd. for $5.5 million. Seller is owned by Pat O'Day, H. Rand Ginn, Brent T. Larson and Robert Bingham. Ginn and O'Day have interests in KORL(AM) Honolulu. Larson and Bingham have no other broadcast interests. Buyer is principally owned by Richard B. Pratt and Daniel D. Nelson, Seattle businessmen with no other broadcast interests. Ginn will retain 1% interest in station. KXA is on 770 kHz with 1 kW full time. KYYX is on 96.5 MHz with 81 kW and antenna 1,220 feet above average terrain.

KESQ-TV Palm Springs and KECY-TV El Centro, both California: Sold by Pacific Media Inc. to Cimarron Broadcasting of California for about $4.5 million ("In Brief," July 11). Buyer is subsidiary of publicly traded Esquire Inc., which is based in New York and headed by Bernard Krauss, president. It has no other broadcast interests. Buyer is publicly traded company, headed by recording artist, Harry Nilsson, chairman, and Ben West, former president of KOKH-TV Oklahoma City and operator of Studio 25 there. KESQ-TV is ABC affiliate on channel 42 with 316 kW visual, 45.8 kW aural and antenna 630 feet above average terrain. KECY-TV is ABC affiliate on channel 9 with 316 kW visual, 34 kW aural and antenna 1,722 feet above average terrain. Broker: Blackburn & Co. Inc.

KDKR(AM)-KKF( FM) Kansas City, Kan: Sold by Allbritton Communications Co. to Sconnix Group Broadcasting Inc. for $4 million ("In Brief," July 11). Seller, based in Washington, is headed by Joe L. Allbritton, chairman. It also owns five TV's. Buyer, based in Laconia, N.H., is headed by Scott R. McQueen, president. It owns WZZC(AM) East Moline, Ill.; WERI(AM)-WSOX-FM West Yarmouth, Mass.; WKZU(AM)-WLNH-FM Laconia, N.H.; WCM(AM) Rochester, N.Y.; WTMA(AM)-WSX-FM Charleston, S.C. KDKR is on 1340 kHz with 1 kw day and 250 w night. KKF is on 94.1 MHz with 100 kW and antenna 460 feet above average terrain. Broker: Blackburn & Co. Inc.

KZHI(AM) Honolulu: Sold by Radio Hawaii Inc. to KZSH Radio Inc. for $1.2 million. Seller is owned by Carolyn Wagenvoord, chairman (50%), and her children, Alice (20%), Barry, Michael and Sam (10% each). It has no other broadcast interests. Buyer is owned by James E. Quinn Jr. (51%) and his son, Ronald K. (49%). They are San Diego-based investors in reciprocal trade business and have no other broadcast interests. KZHI is on 1080 kHz with 5 kw full time.

KKBZ-AM-FM Santa Paula, Calif.: Sold by Pacific Radio to Kachina Broadcasting Corp. for $1,104,600, including assumption of $650,000 in liabilities. Seller is owned by John R. Leg, Gordon L. Miller and James Johnson. Johnson is receiver for Thomas Chilcott, who is serving prison term for commodity fraud. None has other broadcast interests. Buyer is headed by William S. Sanders, president. It also has interest in KDHH(AM)-KQYN(FM) Twenty Nine Palms, Calif.; KPER(FM) Hobbs, N.M.; KVKB(AM) and permittee of new FM at Monahans, Texas, and KZAA-AM-FM Lancaster, Calif. KKBZ is on 1400 kHz with 1 kw day and 250 w night. KKEZ-FM is on 96.7 MHz with 3 kw and antenna 1,600 feet above average terrain. Broker: Chapman Associates.

KQK(AM) Manteca, Calif.: Sold by McFadden Broadcasting Co. to Jonsson Communications Corp. for $1,072,000. Seller is owned by Jack L. McFadden Sr. and wife, Virginia Jo. They are also applicants for new FM at Twain Harte, Calif. Buyer is principally owned by Kenneth A. Jonsson, president (65%), and family. It also owns KENZ(AM)-KROY(FM) Sacramento, Calif., and KRD(AM) Sparks, Nev. KQK is on 96.7 MHz with 3 kw and antenna 320 feet above average terrain.

WATT(AM)-WJAX(FM) Titusville, Fla.: Sold by Brevard Broadcasting Co. to Ogden Newspapers Inc. for $700,000, including $200,000 noncompete agreement. Seller is equally owned by Alastair B. Martin and wife, Edith P. They also own five AM's and five FM's. Buyer, based in Wheeling, W.Va., is headed by G. Ogden Nutting, president. It owns 15 daily newspapers in West Virginia, Florida, Iowa, Minnesota and New York; WGSN(AM)-WNMB(FM) North
Myrtle Beach, S.C., and WTON(AM) Staunton, Va. WMAT is on 1060 kHz with 10 kw day and 5 kw night. WAXJ is on 98.3 mhz with 3 kw and antenna height 234 feet above average terrain.

WHIN(AM) Normal, Ill. (Bloomington, Ind.) □ Sold by McLean Communications Corp. to Gerald Mason and Stanley Bell for $700,000. Seller is principally owned by Hamuel A. Hassan, president. He has interests in WILY(AM)-WRRX(AM) Centralia, Ill., and WBIS(AM) Bristol, Conn. Buyer is equally owned by Gerald Mason and Stanley E. Bell. Mason is applicant for new FM at Las Vegas. Bell is general contractor and developer in San Luis Obispo, Calif., and has no other broadcast interests. WHIN is on 96.7 mhz with 3 kw and antenna 300 feet above average terrain.

KBMJ(AM) Phillipsburg, Kan. □ Sold by Bengal Broadcasting Inc. to Barracuda Broadcasting Inc. for $620,000. Seller is headed by Bernard M. Brown, president. It also owns KKAN(AM) Phillipsburg. Buyer is owned by Jan D. Parker, president, and Kenneth R. Kohrs (50% each). It has no other broadcast interests. KBMJ is on 1490 kHz with 1 kw day and 250 w night.

WMOG(AM) Brunswick, Ga. □ Sold by Burrows Broadcasting Co. to WBA Corp. for $550,000. Seller is owned by Robert T. Shircliff, president (68.8%), and Robert Burrows (31.2%). Shircliff also has interest in WLLL(AM)-WGOL(AM) Lynchburg, Va. Burrows has no other broadcast interests. Buyer is owned by James I. Arbogast, president; Robert P. Bartlett Jr., Joel R. Williams (28.33% each), and Linda D. Cate (15%). Arbogast is Centerville, Ohio, businessman; Bartlett and Williams are Dayton, Ohio, attorneys. Cate has interest in KTOG(AM)-KCMQ(AM) Columbia, Mo.; KJZ(AM)-WPOP(AM) Poplar Bluff, Miss., and WQPM(AM) Lakeland, Fla. WMOG is on 1490 kHz with 1 kw day and 250 w night.

WQS(A)(AM) Sarasota, Fla. □ Sold by Suncom Inc. to Horizon Communications Inc. for $550,000. Seller is owned by Carroll P. Newton, Edward A. Rogers and wife, Patricia, who have no other broadcast interests. Buyer is headed by Jim Seemiller, Sarasota, Fla., broadcast syndicator. Others in buying group are Ed Schwarzer and Mario Anesi, Florida real estate investors. They have no other broadcast interests. WQSA is daytimer on 1220 kHz with 1 kw. Broker: Beckerman Associates Inc.

KNNX(AM) Huntsville, Tex. □ Sold by East Texas Wireless Radio to Broadcast Communications Inc. for $425,000. Seller is principally owned by Peggie McClitch Wertinger (51%). It has no other broadcast interests. Buyer is owned by Jack B. Nichols, president, Jack Haney (45% each) and J.D. Dickenson (10%). It also is applicant for new AM at Huntington, Tex. KNNX is on 1400 kHz with 1 kw day and 250 w night.

WWWC(AM) Wilkesboro, N.C. □ Sold by WWWC Inc. to Tomlinson Broadcasting Corp. of Wilkes County for $410,000. Seller is owned by Jeff B. Wilson Jr., president; Paul L. Cashion and Jeff B. Wilson Sr. Last owns 90% of WEGG(AM) Rose Hill, N.C., and 11% of WZOO(AM) Asheboro, N.C.. Cashion and Wilson Jr. have no other broadcast interests. Buyer is owned by Billy G. Tomlinson, president; his wife, Helen A., and their son, Omer C. Senior Tomlinsons are Garden Grove, Calif., publishers of Clergy Talk. Omer Tomlinson is operations manager for WCLL(AM)-WZZZ(AM) Corona, N.Y. WWWC is on 1240 kHz with 500 w day and 250 w night. Broker: Chapman Associates.

KDOV(AM) Ashland, Ore. □ Sold by Faith Tabernacle Inc. to Atkinson Adventures for $372,500. Seller is headed by Leo C. Wine, president. It has no other broadcast interests. Buyer is owned by Perry A. Atkinson, his wife, Peggy K.; Lee Rehana and wife, Bernece (25% each). Perry A. Atkinson is applicant for new AM at Placerville, Calif. He is Sacramento business consultant. Peggy Atkinson is secretary; Lee Rehana is Medford, Ore., property manager, and Bernece Rehana is homemaker. KDOV is daytimer on 1350 kHz with 1 kw.

WWJZ(AM) Sanford, Fla. □ Sold by Sunshine Air Broadcasting Corp. to William A. Masi for $283,000, including $3,000 noncompete agreement. Seller is owned by William N. Udell, president. It also has interest in WIMS(AM) Michigan City, Ind., and WAKM(AM)-WZDF(AM) Goshen, Ind. Buyer has interest in WVC(AM) Ocoee, Fla., and WBCC(AM) Chipley, Fla. WWJZ is on 1400 kHz with 1 kw day and 250 w night.

WKOL(AM) Amsterdam, N.Y. □ Sold by Jecdo Broadcasting Corp. to Metter Broadcasting Inc. for $220,000. Seller is principally owned by Edward F. Stanley, president (51%). It also owns WSCG(AM) Corinth, N.Y. Buyer is owned by Michael L. Metter, New York-based investment broker with no other broadcast interests. WKOL is daytimer on 1570 kHz with 1 kw.

KKIS(AM) Pittsburg, Calif. and KDFM(AM) Walnut Creek, Calif. □ Sold by Schofield Broadcasting Co. Inc. to Harry and James Chabin for $1.7 million including $100,000 noncompete agreement. Seller is headed by Phillip Hoffman, president, who has no other broadcast interests. Buyers are brothers (50% each). James Chabin is former Western marketing manager, CBS-owned TV stations. Harry Chabin is president of Arvada, Colo.-based oil drilling company. They have no other broadcast interests. KKIS is on 990 kHz with 5 kw full time. KDFM is on 92.1 mhz with 3 kw.

WMOA-AM-FM Marietta, Ohio □ Sold by WMOA Inc. to Employee Owned Broadcasting Corp. for $1 million, including $180,000 noncompete agreement. Seller is owned by Ray H. Rosenblum, president. He has no other broadcast interests. Buyer is principally owned by Carl Clovis, president (51%). It also owns WBRJ(AM) Marietta. Clovis is also president and part owner of WCKX(AM) London, Ohio. To comply with FCC duopoly rules, EOB will spin off WMOA(AM) to Washington Technical College (see “For the Record,” page 54). WMOA is on 1490 kHz with 1 kw day and 250 w night. WMOA-FM is on 94.3 mhz with 3 kw and antenna 200 feet above average terrain.

□ Other approved stations include: WMOA(AM) Marietta, Ohio and KEMM(AM) Commerce, Tex. (see “For the Record,” page 54).

Midwest

Class B FM
Excellent Growth Market
Real Estate Included
Good Owner/Operator Opportunity

Southeast

Class C FM
Best Facility in Market
1983 Billing $1 million

Price $2.2 million—cash
Final score for USFL: ABC, ESPN call it winner

First season ends for new football league; networks that carried games profess satisfaction even though ratings and attendance declined from first game.

Despite declines in both viewing levels and game attendance as the season progressed, and financial losses for all but one team, the United States Football League’s first season is being heralded as a success by the league and the two networks that carried its games—ABC and ESPN. And, at this point, indications are that, barring unforeseen catastrophe, the league will have its contract with ABC renewed beyond the second year, and perhaps ESPN’s as well.

The regular USFL season ended Sunday, July 3. ABC averaged a 6.0 rating and a 17 share over its 18-week schedule of Sunday afternoon telecasts (with the exception of one game in June, which was aired on a Friday in prime time).

ESPN averaged a 3.3 rating overall for its 34 regular-season telecasts.

Only one game, the first, seen on ABC on March 6, came close to producing a viewership typical of a National Football League telecast, with a 14.2/33. ABC’s lowest rated games, seen on June 12, garnered a 3.3/12. And the ABC ratings did appear to decline progressively throughout the season, with most of the early games generating 6-plus and 7-plus ratings and those in the latter half receiving 4s and 5s. Share levels were a little more consistent, hovering within a couple of points of the final average throughout the season.

An ABC spokesman contended the decline in ratings was more a reflection of the overall decline in levels of U.S. homes using television from early spring to early summer than of viewer disenchantment with the USFL. He noted that U.S. HUT levels in the Sunday 1:30 p.m. to 4:30 p.m. time period declined from 37% in March to 32% in April to 29% in May and 27% in June.

Before the season began, Jim Spence, senior vice president, ABC Sports, said he hoped that the ABC telecasts would average at least a 5.0 rating, which some critics suggested at the time was perhaps a little lower than ABC officials were actually hoping for, but which was used as a hedge against potentially worse ratings. The ABC spokesman pointed out that the 6.0 average for ABC’s first USFL season was slightly better than the network’s coverage of the first American Football League football season back in 1960. (The AFL subsequently merged with the NFL in 1966.) That first year, ABC’s AFL ratings averaged 5.8, during higher HUT-level months in the fall and winter, the spokesman noted.

And if the USFL shows the same kind of growth (in terms of viewer interest) as the AFL showed in its early years, ABC will renew its contract for another two years (1985 and 1986) or more. In its second year, AFL games on ABC averaged a 6.1 rating, and in 1962, the third year, a 6.5.

Attracting viewer interest in a new sports league is not “a dynamic process,” said the spokesman. “It takes a while.” He added that ABC “went into it knowing that it would take time to build.”

ABC’s Spence was a recent guest on the network’s SportsBeat program, a weekly interview show hosted by Howard Cosell. Asked by Cosell if ABC would renew its USFL contract after the current one expires at the end of next season, Spence responded, “My opinion now is that the answer is yes.” Spence added that his opinion was based on “an expectation” that audience levels and game attendance would both increase during the next season.

ABC claims to have made a profit from its coverage of USFL this year. Regular season 30-second spots were priced at $30,000; playoff spots at $35,000. Thirty for the championship game between the Michigan Panthers and the Philadelphia Stars played yesterday (July 17) sold for $60,000. Major sponsors throughout the season included Gallo, Anheuser Busch, Buick, Chevrolet, Dodge, Honda and Miller.

At the start of the season, ABC had planned to teleview regional contests on only four occasions, but ended up providing regional coverage (two games) during 12 weeks of the schedule, to the benefit of both the audience and the teams, which received greater exposure.

Humanitas winners. The Los Angeles-based Human Family Educational and Cultural Institute awarded its ninth annual Humanitas awards July 7 to writers of three television programs (90-minute, 60-minute and 30-minute categories) whose “communicative value most en- thralls the viewer,” according to Howard Zwick for Special Bulletin, which aired on NBC. The $15,000 award for best 90-minute program went to Marshall Herskovitz and Edward Zwick for Hill Street Blues episode (also NBC) entitled “Trial by Fury.” The $10,000 award for best 60-minute program went to David Pollock and Elias Davis for the Hill Street Blues episode (also NBC) entitled “Who Knew?” Award for a fourth category, best documentary, was not presented this year, according to an institute spokesman.

ESPN carried nearly twice the amount of regular season games carried by ABC—34 in all—with regular Saturday night and Monday night prime time telecasts, and a couple of doubleheader contests as well. (The two playoff games and the championship game were televised only by ABC.)

Overall, ESPN averaged a 3.3 rating for its USFL coverage, a 3.0 for Saturday games and a 3.5 for the Monday night coverage. “We are pretty pleased with the results,” said an ESPN spokesman, who noted that the network’s overall USFL rating average was almost 50% higher than its prime time average for the fourth quarter of 1982.

ESPN’s highest rated games were two that garnered a 5.3 rating on Monday nights during the first half of the season, while its two lowest rated games scored a 1.9 rating in the second half of the season (one each on a Monday and a Saturday).

In addition to the fact that HUT levels were lower during the second half of the season, an ESPN spokesman noted that the caliber of play was “much lower” in the early games, which may have encouraged some viewers sampling the first contests not to develop a USFL habit.

The spokesman also indicated that while ABC had the flexibility to pick among several games each week to televise, ESPN did not, and therefore the latter may not have had access to the best games, from a competitive standpoint.

The spokesman also expressed optimism that interest in the USFL next season “shouldn’t be anything but greater,” given the fact that the league will be expanding to six new television markets next season, and perhaps a seventh, if rumors that the Boston Breakers will move to Indianapolis prove true. Five new markets are certain: San Antonio, Tex.; Pittsburgh; Houston, Tulsa, Okla.; and Orlando, Fla. The sixth team is likely to be New Orleans or Memphis. If interest does pick up, it’s likely that ESPN will renew its contract with the USFL as well. “It’s fair to conclude that,” said James R. Dullaghan, senior vice president, production, ESPN.

Commenting on ESPN’s first year of USFL coverage, Dullaghan said, “It was a difficult season to embark on,” given the fairly chaotic start that the league got off to with its constantly changing team rosters. But, he added, “we were pleased with the result.”

A spokesman stopped short of saying ESPN made a profit from its USFL coverage, but did say the coverage “generated more revenues than any other series of games we’ve carried.” He noted, however, that the USFL was “probably the most expensive to cover from a production standpoint, of all the events the network has covered.”

Major USFL sponsors for ESPN this year included Ford, Anheuser Busch, American Motors, duPont, GMC, Mattel, Michelin,
Showtime, Movie Channel to meet with Justice on proposed merger

Baxter and executives of movie studios to get together to discuss Justice’s attempt to block merger on antitrust

Assistant Attorney General William Baxter, who heads the Justice Department’s antitrust division, is scheduled to meet today (July 18) with senior executives of the three Hollywood motion picture studios that have proposed a joint takeover of the nation’s second and third largest pay television services, Showtime and The Movie Channel. A department spokesman confirmed last week the meeting was slated to take place, but declined to offer names of other participants or topics of discussion.

Officials of the companies involved in the merger proposal—Paramount Pictures, Warner Brothers Inc. and Universal Studios—had asked the Justice Department on June 13 for a meeting with top antitrust division officials, following the department’s June 10 announcement that it would file a civil antitrust suit to block the proposal. Baxter’s office acted on a staff recommendation, arguing that combining Showtime and The Movie Channel would have an anticompetitive impact on the pay television industry. Representatives of the studios said at the time they would not go ahead with the venture until a meeting with Baxter or his top aides took place.

Studio executives did not respond to Broadcasting’s inquiries last week, but it is believed they will try to persuade Baxter the joint venture should be approved, possibly in a restructured form. Among those expected to attend the meeting in Washington are Paramount Pictures Chairman Barry Diller and Sidney J. Sheinberg, president and chief operating officer of MGM Inc., which owns Universal, plus representatives of Warner Brothers Studios, which co-owns The Movie Channel with American Express Co., and Viacom International, which owns Showtime.

Proponents of the merger contend that Showtime, with 3.5 million subscribers, and

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Broadcasting Jul 18 1983
The Movie Channel, with about 2.5 million subscribers, would be a stronger competitor to Home Box Office, the largest pay service with more than 11 million subscribers, if the services were combined. A separate Justice Department investigation is continuing into the establishment of TriStar Pictures, a new movie studio created by a joint venture of HBO, Columbia Pictures and CBS Inc.

**Summer TV showing signs of more original programs**

Departing from traditional fare of all reruns, ABC takes lead in scheduling some new programs, but CBS, NBC also have new offerings; HBO, Showtime provide competition from cable

In an effort to halt viewer defection to cable, the poolside and beaches, ABC has taken the lead in trying to stem the summer exodus from network viewing by introducing five new prime time programs. ABC will premiere two dramas, two comedies and one program focusing on the Hollywood entertainment community for limited broadcasts until the launch of the new season in late September.

CBS and NBC have each introduced two new programs into their summer prime time schedule, but in general are taking a more moderate position than ABC in regard to program changes.

For example, on Tuesday, July 5, at 8 p.m., premiered The 1/2 Hour Comedy Hour, which ranked 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). Five episodes of The 1/2 Hour Comedy Hour have been scheduled.

The second ABC comedy series is Reggie, based on the British television series about an "average guy trying to cope via his fantasies." Six episodes have been scheduled for the series, set to debut Tuesday, Aug. 2, at 9:30-10 p.m., before moving into its regular time slot on Thursday at 9 p.m.

In the drama category, ABC will debut The Hampton's, a one-hour dramatic series in five episodes, set and shot in the Long Island resort community of that name, on Wednesday, July 27, from 9 to 10 p.m.

ABC's second new series is Two Marriages, an hour-long "drama celebrating the family and friendship" of two contrasting families—one traditional and the other created out of second marriages. It will premiere on Tuesday, Aug. 30, at 9:30-11 p.m., but will slip into a regular schedule on Wednesday, Aug. 31, at 9 p.m. At least four episodes are planned.

In association with its owned and operated KABC-TV Los Angeles outlet, ABC will premiere Eye on Hollywood on Thursday, Aug. 4, at 8 p.m. The half-hour series will "focus on the people, places, fashions and events of the movie capital." Five episodes are planned.

The new limited series are part of ABC's plan to depart from the traditional network policy of loading the summer schedule with reruns. And some of the limited series, an ABC spokesman said, could be used for midseason replacements next year.

The two new programs debuted by CBS are from CBS News. On the Road with Charles Kuralt and Our Times with Bill Moyers, for the week ending July 10, scored, respectively, 10.5/20 and 9.3/17. While all the 11 CBS made-for-TV movies scheduled for July and August are reruns, eight of the 12 new programs are first-run. First-run theatricals on CBS scheduled for July 16 through August 20 include "Fedora," "Hocus-Pocus," "Zoo," "The Promise," "Manbeasts" and "The Passage." On Aug. 13, CBS also will broadcast "The Exorcist" for the third time.

CBS plans no specials until late August. On Aug. 30 it has scheduled another episode in The Body Human series, to be followed by the first broadcast of the Miss Teen USA Pageant.

NBC, besides introducing Buffalo Bill this summer, is working on Pump Boys and Dinette, a one-hour pilot set for September and adapted from a stage musical. On Aug. 7 at 7-8 p.m., NBC will broadcast Just a Little More Love, a special about adopting older children, hosted by Michael Warren of Hill Street Blues.

In early September, NBC plans to air The Yummy Awards, a special celebrating the best in Saturday morning children's entertainment, and, on Sept. 17, the Miss America Pageant and Miss America Pageant Specials. September on NBC will also see another Alexander Cohen Production special, The Best of Everything, a tribute to individual achievements. A Bob Hope special is also scheduled for that month.

Another reason ABC cited for its new limited series is to meet the challenge posed by cable. In prime time, HBO will be running movies such as "Rocky III," "Grease II," "Friday 13th, Part III" and "The Pirate Movie." All in July. For August, HBO plans The Best Little Whorehouse in Texas, "Barbarosa," "Gregory's Girl" and "Firebox."

Specials on HBO in July include The Final Show, a feature on rock group The Who's 1982 farewell North American tour, which debuted July 4. On July 24, HBO will premiere Billy Joel in Concert, taped at the end of his latest tour. HBO also was to cablecast the Michael Spinks-Eddie Mustafa Muhammad light heavyweight boxing championship live on Friday, July 15.

On Aug. 28, HBO will premiere Laurence Olivier and Jackie Gleason as Mr. Halpern and Mr. Johnson, a one-hour drama about a widower who meets a man who had been his wife's lover for 45 years. On Aug. 9, HBO exclusively will premiere American Family Revisited: The Lounds—Ten Years After. This HBO documentary revisits the family who opened their doors for seven months to allow a film crew to record their life for American Family, a 12-hour series that appeared on public television 10 years ago.

Among the original programs that Showtime has on tap for the summer are several concerts, including the Diana Ross concert which will be carried live around the world via satellite this Thursday (July 21) from Central Park in New York. Showtime has the exclusive U.S. pay cable rights. Showtime also has exclusive rights to the US Festival, a week-long series of performances by a number of rock 'n roll bands that gathered in California last month. In August, Showtime will present four 90-minute specials on that festival.

Also in August, the pay service will present its second made-for-pay TV movie, entitled Prisoners of the Lost Universe, a science fiction drama about a group of contemporary human beings who travel to a fourth dimension. The movie, if popular with viewers, may also be parlayed into a series. Falcon's Gold, Showtime's first made-for-pay movie, which aired last November, is now being developed for a series.

**Nielsen links viewers with product usage**

Research will show percentage of station's viewers that use specific product; data, called N-PAR, available in August

A.C. Nielsen Co. has produced its first product usage/audience viewing reports, linking viewers with people who watch with what they buy and use.

The initial reports, announced last week, are for the New York, Los Angeles and Chicago markets. One for San Francisco is being compiled now.

Officials said the reports, N-PAR (for Nielsen Product/Audience Reports), are tailored to the individual markets. They cover 51 major product categories, according to Nielsen, and provide more than 450 main and subcategory product/audience profiles for each station.

For each product category, the reports provide estimates of total users in the market, by percent and by number. The market totals are then broken down to show the percentage and number of viewers using each station, by daypart, with more than two dozen dayparts covered. There is also an index indicating the extent to which a station's product rating is higher or lower than the station's total rating as reported in the regular Nielsen Viewers in Profile reports.

For example, one station may have a 10 rating among households that shop at A&P, another station has a 4 rating among such shoppers and a third station also has a 4. Those ratings are shown for the stations in the daypart involved and with them is shown the number of "A&P homes" each rating represents. There is also, for each station, an index: This shows—continuing the example—that the first station's rating among A&P shoppers is 25% higher than the station's rating in the Nielsen VIP report; that the second station's A&P rating is 10% higher than the station gets in VIP and that the...
third station's A&P score is 3% less than its VIP score.

The idea, according to Nielsen, is for stations with high product ratings to use that fact in support of pitches to the appropriate advertisers.

The usage/viewing information is provided for households and for seven demographic groups: persons aged 12-plus, adults 18-49, adults 25-54, adults 18-plus, women 18-plus, men 18-plus and teen-agers 12-17.

The product usage data was collected by questionnaire senters to all Nielsen Station Index (NSI) in-tab diary households for the previous sweep measurement period, to be completed by all family members aged 12 and older. Nielsen said over 90% of the homes returned questionnaires, which were edited and tabulated to profile the households and each of their members as a product user. The usage data was then crosstabbed back to the original viewing data for each demographic group to get the usage/viewing estimates.

N-PAR, according to Nielsen, brings TV into the age outside the marketing, meaning that broadcast is "not aimed to households and traditional demography in sales development" and that advertisers and agencies can plan and spend their advertising dollars more effectively.

Stations must buy the full report for their market (or not buy at all) at prices said to be between $36,000 and $39,000 per station. Advertisers and agencies may buy as little as one product category, at substantially lower prices. The N-PAR data will also be available through the NSI-Plus on-line facilities beginning in August.

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‘PM Magazine’ to be remade

Group W to make major changes in its access strip including changing assignment system; it will also offer program to stations below 75th market

In order to "position itself for the future," Group W Productions last week said PM Magazine, its highly successful cooperatively produced access strip, would undergo major changes when it enters its sixth season on Sept. 12. For the first time since 1978, when Group W began to sell the PM Magazine concept outside the markets of its five owned television stations—where it airs as Evening Magazine—the program is being pulled in for an entire format overhaul.

Also for the first time, a "prepackaged" version of the program will be available to stations below the 75th ranked market.

The changes are organic and not merely cosmetic, said Dick Crew, executive producer of PM Magazine. For starters, he reported, segments produced by the national PM staff and member stations "will run no longer than they need to," meaning stories no longer will be locked into their six-minute time frame but will be adjusted according to merit.

Member stations formerly were required to donate at least one six-minute story for consideration on the national reel each week, but those stories can now run anywhere from two to eight minutes. Crew also said "key content areas" will be locked into the program each night focusing on people, adventure, entertainment, city guide and style/trends.

In addition, a new "assignment" system will be instituted. As it stands, the stories submitted by PM member stations are reviewed for the national reel by a staff at Group W's KPIX(TV) San Francisco, but submissions are left to the individual station's judgment. Now the national staff will be handing out assignments to individual stations in exchange for that story being guaranteed a place on the national reel. However, stations have the option to refuse the assignment. Presently about 80 stations participate in the PM cooperative.

The program will also look different: it is getting computer-generated graphics for the opening, closing and commercial break portions of the program to help provide it with a "more upbeat packaging," Crew explained. It also hopes to get "down the delivery-to-air gap," which currently runs about four weeks. The new assignment system should help cut that period down to two weeks, he said.

Crew predicts the new format will have a programming mix of one-third "assigned" material, one-third national unit produced material, and one-third unknown material submitted by member stations. Stations will still be required to carry one-third of the reel each night, and Group W will continue to keep one-third assigned.

When PM started five years ago, Crew noted, it was the first of the "reality" access programs. Since then, he pointed out, programs like Entertainment Tonight, NBC's Real People and ABC's That's Incredible have sprung up, modeled after the PM format. While Crew didn't say PM was becoming squeezed out, he said: "It's important PM distinguish itself again."

Crew said the new design will be faster paced, more topical and timely, and "cover a wider range of topics." The number of stories per program will increase from four to six, he said.

The "prepackaged" version has become available to markets 75 and below because "we had the biggest fallout in the smallest markets," Crew explained. The prepackaged version contains a full palate of PM programming, and the local station need not produce any of it. At one time, more than 100 stations carried PM, he said, but many of the smaller market stations could not afford to produce their own local segments, and so they dropped it.

Local production budgets for PM segments run anywhere from $75,000 to $100,000 annually at smaller-market stations to $500,000 to $750,000 annually at major-market stations. The average, he said, runs between $150,000 to $200,000 annually.

The revenues PM earns from selling the prepackaged version will be plowed back into 30-60 day-old additions to the sweep periods, Crew said. During the sweeps, he reported, PM will foot half the print advertising budget of member stations.
As compiled by Broadcasting, July 4 through July 8, and based on filings, authorizations and other FCC actions.

**FM applications**
- **Los Angeles—Mandeville Communications Co. seeks 930 kHz, 5 kw-D. Address: 201 South 1st Street, Mandeville Can- lo, Los Angeles 90049. Principal is owned by Marla Gibbs, Whitman Mayo, Colin A. (Topper) Carew, Arline Audrey Beasley (16% each), William Burk and wife, Yvonne (16% jointly) and Donald J. Moore (20%). It is also applicant for new FM at Los Angeles. Beasley is account executive for KFI(AM)-KOST(FM) Los Angeles. Moore has interest in applicant for new FM at Newport, N. J., Alvin, Tex., and Washington. Filed May 12.
- **San Francisco—City Broadcasting Co. Inc. seeks 610 kHz, 5 kw-U. Address: 440 Davis Court #1803, San Francisco 94111. Principals: Gene Alden Washington (65%) and six others. Washington is program host for KPIX(TV) San Francisco. Filed May 12.
- **San Francisco—Gold Mountain Broadcasting Co. seeks 610 kHz, 5 kw-U. Address: 439 45th Avenue, San Francisco 94121. Principal is owned by Seymour Lazaro (20%) and 10 others. It has no other broadcast interests. Filed May 12.
- **San Francisco—Horizon Communications Inc. seeks 610 kHz, 5 kw-U. Address: 2555 Bay Shore Boulevard, San Francisco 94134. Principal is headed by Anne Prager Block, president (14%). She also has interest in WAPG(AM) Jack- sonville, Fla.; WIBX(AM)-WQBK(FM) Utica-Rome, N. Y., and WYZZ-FM-AM Portland, Maine. Filed May 11.
- **Thornton, Colo.—Mountainview Broadcasting Co. seeks 760 kHz, 5 kw-D. Address: 1201 Northfield Road, Colorado Springs, 80919. Principals: Yvonne Ar- guello, president (45%); Patricia Barela Rivera (35%); Beasley (16% each), William Burk and wife, Yvonne (16% jointly) and Donald J. Moore (20%). It is also applicant for new AM at Thornton, Colo. Applicant at 4413 Third Street, Pacifica, Calif. Filed May 12.
- **Oxford, Miss.—John M. McKenie seeks 106.5 kHz, 5 kw-D. Address: 923 S. 13th Street, Oxford, Miss. 38655. Principal has no other broadcast interests. Filed June 30.
- **Ashland, Ore.—Leroy W. Demery Jr. seeks 990 kHz, 2.5 kw-D. Address: Box 3484 Hollywood, Calif. 90078-3484. Principal is also applicant for new AM at Sahuarita, Ariz., Filed July 7.
- **Brevard, N.C.—Edco Communications seeks 1180 kHz, 1 kw-D. Address: 39 West Jordan Street, Brevard, N.C. 28712. Principal is owned by Edward Anglin and Keith Ed- ward Cole (50% each), who have no other broadcast interests. Filed June 28.
- **Coos Bay, Ore.—Guy H. Oakes seeks 1010 kHz, 2.5 kw-D. Address: 754 Smokeywood Lane, San Dimas, Calif. 91773. Principal has no other broadcast interests. Filed June 29.
- **Eastside, Ore.—Guy H. Oakes seeks 1010 kHz, 2.5 kw-D. Address: 754 Smokeywood Lane, San Dimas, Calif. 91773. Principal has no other broadcast interests. Filed June 6.
- **Rogue River, Ore.—Gray Broadcasting Inc. seeks 1230 kHz, 1 kw-D. Address: 1130 Highway 234, Gold Hill, Ore. 97525. Principal is owned by Sherry L. Hill, president, who is salesperson at KRKW—FM Gold Hill. Filed June 5.
- **Phoenix, Ariz.—Beardsdale Broadcasting Inc. seeks 1020 kHz, 2.5 kw-D., .5 kw-N. Address: Drawer 940, Lake- side, Ariz. 85929. Principal is owned by Arby R. Beardsdale, president. He also is applicant for new FM at Central Valley, Calif.; Pinetop, Ariz., and Merced, Idaho. Filed July 5.
- **WIBX—FM— Spoon River Broadcasting Inc. seeks 103.5 kHz, 47 kw, HAAT: 510 ft. Address: P.O. Box 2952, Houston, Tex. 77252-2952. Principal is owned by parsley B. Baker, president. It is also applicant for new AM at Bethesda, Md. Filed May 12.
- **Marion, Ohio.—Paul L. Cregan seeks 106.3 mh, 3 kw, HAAT: 190 ft. Address: 1208 Simonston Street, Key West, Ohio. 43060. Principal has no other broadcast interests. Filed July 5.
- **Mary Esther, Fla.—McCowan Broadcasting seeks 105.5 mhz, 3 kw, KHAAT: 291.5 ft. Address: P.O. Box 5034, Montgomery, Ala. 36103. Principal is headed by Steve McCowan, president. It also owns WULA(AM)-WKQK(FM) Eagle, and WAVY(AM)-WORF(AM) Ozark, all Alabama. Filed June 28.
- **Nashville, Ga.—Country Communications Inc. seeks 95.3 mhz, 3 kw, KHAAT: 500 ft. Address: P.O. Box 645, Nashville, Ga. 31339. Principal is owned by Beasley (16% each), William Burk and wife, Yvonne (16% jointly) and Donald J. Moore (20%). It has no other broadcast interests. Principal: Mays (47.5%); Beardslee, president. Filed June 21.
- **Ironton, Ohio.—J. Moore (20%). It has no other broadcast interests. Principal: Mays (47.5%); Beardslee, president. Filed June 21.
- **Beasley (16% each), William Burk and wife, Yvonne (16% jointly) and Donald J. Moore (20%). It has no other broadcast interests. Principal: Mays (47.5%); Beardslee, president. Filed June 21.
- **Ironton, Ohio.—J. Moore (20%). It has no other broadcast interests. Principal: Mays (47.5%); Beardslee, president. Filed June 21.
- **Dillard Broadcasting Inc. seeks 106 MHz, 1 kw-D. Address: 1130 Highway 234, Gold Hill, Ore. 97525. Principal is owned by Sherry L. Hill, president, who is salesperson at KRKW—FM Gold Hill. Filed June 5.
FM actions


FM actions—Continued

- KQKFM(FM) Manteca, Calif. (96.7 mhz, 3 kw, HAAT: 320 ft.)—Seeks transfer of license from McDermott Broadcasting Co. to Jonsions Communications Corp. for $1,072 million. Seller is owned by Jack L. McCaflod Sr. and wife, Virginia Jo. They are also applicants for new FM at Atascadero, Calif. Buyer is primarily owned by Kenneth A. Jonsson, president (65%) and family. It also owns KZ(AM)-KROY(FM) Sacramento, Calif., and KROI(AM) Sparks, Nev. Filed June 6.

Applications

- WWSV(FM) Stevenson, Ala. (101.7 mhz, 940 w, HAAT: 490 ft.)—Seeks transfer of control of Lyen Ltd. Inc. from Ted Edmiston and others (100%; 50%) to Charles Nelson and others (68%; 100%). Consideration: None. Seller is primary owner from Ted Edmiston, Charles M. Pendley and Jimmy D. Blevins. Edmistion and Pendley will retain part interest; Blevins is selling his 32% interest. Buyer is owned by Charles Nelson, president (20%), Harold Bookrose (55%) and Ted Edmiston (20%). They have no other broadcast interests. Filed July 6.

Ownership changes

- W2SV(FM) Honolulu (1080 khz, 5 kw-U)—Seeks assignment of license from Radio Hawaii Inc. to KZTH Radio Inc. for $1.2 million. Seller is owned by Carolyn Wagenvoord, chairwoman (50%) and her children, Alice (20%), Barry, Michael and Sam (10% each). They have no other broadcast interests. Buyer is owned by James E. Quinn Jr. (51%) and his son, Ronald K. (49%). It has no other broadcast interests. Filed June 28.

- WJHN(FM) Normal, Ill. (96.7 mhz, 3 kw, HAAT: 320 ft.)—Seeks assignment of license from Mclean Communications Corp. to Gerald Mason and Stanley Bell for $700,000. Seller is primarily owned by Dr. Ransel D. Allee, president. He has interest in WILY-(AM)-WRXX(FM) Centralia, Ill., and WDBISM(AM) Bristol, Conn. Buyer is equally owned by Gerald Mason and Stanley Bell. Mason is majority applicant for new FM at Las Vegas. Bell is general contractor and developer in San Luis Obispo, Calif., and has no other broadcast interests. Filed June 29.

- KMBI(AM) Philippiusburg, Kan. (1490 kHz, 1 kw-D, 250 w-N)—Seeks assignment of license from Bengal Broadcast Inc. to Burlington Broadcast Inc. for $560,000. Seller is headed by Gerald D. Brown, president (30%). It also owns KKA(AM) Philippiusburg. Buyer is owned by Jan D. Parker, president and Kenneth K. Roberts (50%) each. It has no other broadcast interests. Filed June 29.

- WIKC(AM) Bogalusa, La. (1490 kHz, 1 kw-D, 250 w-N)—Seeks assignment of license from WTM Broadcat Inc. to Timberlands Broadcasting Corp. for $180,000. Seller is owned by Michael Tiller, who has no other broadcast interests. Buyer is owned by G. Adams Jr., president, who has no other broadcast interests. Filed July 5.

- KTWN-FM Anoka, Minn. (107.9 mhz, 57 Kw, HAAT: 400 ft.)—Seeks assignment of license from Northern Suburban Radio Co. to KWTN-FM Inc. for $3.8 million (Broadcasting, June 27). Seller is headed by Jack L. Moore, president, Bruce B. James and Allison R. Mercier. It also owns KKRC(AM) Anoka. Buyer is owned by C.T. Robinson, president and William Moyes (50% each). They also have interest in KQEO(AM)-KZXX(FM) Albuquerque, N.M.; KVOR(AM)-KZJJ(FM) Colorado Springs; KYDE(FM) Fresno, Calif., and subject to FCC approval, KRAB(FM) Seattle (Broadcasting, June 27). Filed July 5.

- KFPM(FM) Cape Girardeau, Mo. (102.9 mhz, 24 kw, HAAT: 680 ft.)—Seeks assignment of license from Communications Systems Inc. to Zimmer Broadcasting Co. Inc. for $700,000. Seller is owned by Lionel D. Speidel, president (50.2%) and wife, Edna (49.8%). They have no other broadcast interests. Buyer is owned by Jerome B. Zimmer, president (59%), his sons, Jerome P. and John P. (10% each). It also owns KZYM(AM) Cape Girardeau. Filed July 1.

- WTUP(AM) Tupelo, Miss. (1490 kHz, 1 kw-D, 250 w-N)—Seeks assignment of license from WTUP Broadcasting Corp. to Magnolia Communications Corp. for reduced interest in WTUP(AM) and WESEE(FM) which will merge, and assumption of $90,000 in debts. Seller is headed by Larry Nichols, president. It has no other broadcast interests. Buyer is primarily owned by Zone D. Roden Sr., president (44.36%). It also has interest in WOKJ(AM)-WJFM(AM) Jackson, Miss.; WBP(AM)-WTKX(FM) Pensacola, Fla.; WTAM(AM)-WGC(AM) Gulfport, Miss. Filed June 17.

- KGLM-FM Anacordia, Mont. (97.7 mhz, 210 kw, HAAT: 940 ft.)—Seeks assignment of license from Anaconda Broadcasting Inc. to Howard N. Neckles and J.R. Strickland for $50,000. Seller is owned by John Ogden, president and Rodger T. Bell (50% each). Buyer is owned by Howard N. Neckles (60%) and J.R. Strickland (40%). They have no other broadcast interests. Filed July 6.

- WKOLO(AM) Amsterdam, N.Y. (1570 kHz, 1 kw-D)—Seeks assignment of license from Medico Broadcast Inc. to Medico Broadcasting Inc. for $220,000. Seller is principally owned by Edward F. Stanley, president (51%). It also owns WSCG(AM) in Cortland, N.Y. Buyer is owned by Michael L. Metter, president, who has no other broadcast interests. Metter is New York-based investment broker. Filed July 6.

- WWWC(AM) Wilskeboro, N.C. (1240 kHz, 500 w-D, 25 w-N)—Seeks assignment of license from WWCC Inc.
Services

AERONAUTICL CONSULTANTS
Tower Location/Height Studies
Aerospace Systems Inc.
3335 S. Futura Drive
Suite 102
Huntington Beach, CA 92647
(714) 897-1751

SOUTHERN BROADCAST SERVICES
COMPLETE TURNKEY SYSTEMS
STUDIOS TRANSMITTERS
TOWERS/ANTENNAS
Full Rigging & Erection Services
Custom Electronics Design & Installation
P.O. Box 740
Asheville, NC 28802
(704) 543-5001

BROADCAST DATA SERVICES
Computerized Broadcast Service
Including Database/Allocation Studies
Terrain Profiles
An HIVS of Broadcast Consultants
(703) 841-0282

DONT BE A STRANGER
To Broadcasting's 191761 Readers
Display your Professional or Service Card here. It will be seen by station and cable TV system owners and decision makers.
[1982 Readership Survey showing 52 readers per copy]

Facilities changes

AM applications

Tendered

WZXX (1540 kHz) Linville, Ala.—Seeks CP to change frequency to 870 kHz. Ann. July 5.

KIQI (1010 kHz) Sun Francisco—Seeks CP to change hours of operation to unlimited by adding night service with 2.5 kW, DA-2, and make changes in ant. sys. Request waiver of section 73.37 (E) or (G) rules. Ann. July 1.

WFFG (1300 kHz) Marathon, Fla.—Seeks CP to increase day and night power to 2.5 kW and change to DA-1. Ann. July 1.

WSRO (1470 kHz) Marlborough, Mass.—Seeks CP to increase day power to 5 kW, change TL (day site only), and change to DA-1. Ann. July 1.

WMBA (1460 kHz) Ambridge, Pa.—Seeks CP to change hours of operation to unlimited by adding night service with 500 watts, install DA-2, and make changes in ant. sys. Major environmental action under section 1.105. Ann. July 8.

WLEM (1520 kHz) Emporium, Pa.—Seeks CP to change frequency to 650 kHz, increase power to 5 kW, and make changes in ant. sys. Ann. July 5.

KWVO (860 kHz) Salt Lake City—Seeks CP to increase power to 50 kW. Ann. July 1.

WMPO (1570 kHz) Muncie, Ind.—Seeks CP to increase power to 5 kW. Ann. July 1.

Accepted


FM applications

Tendered

WBLX (97.9 MHz) Mobile, Ala.—Seeks CP to change TL, change ERP to 100 kW, change HAAT to 1.086 ft., and make changes in ant. sys. Major environmental action under section 1.105. Ann. June 27.

KMLA (103.9 MHz) Ashdown, Ark.—Seeks CP to change ERP to 3 kW and change HAAT to 300 ft. Major environmental action under section 1.105. Ann. June 27.

*KUNC-AM (91.5 MHz) Greeley, Colo.—Seeks CP to increase ERP to 500 kW. Ann. July 1.

WRDR (99.1 MHz) Miami—Seeks CP to change TL...
change ERP to 100 kw; change HAAT to 600 ft., and make changes in ant. sys. Ann. June 27.


- KTEC (89.5 mhz) Klamath Falls, Ore.—Seeks CP to change TL, increase ERP to 207 kw, and make changes in ant. sys. Ann. June 29.

- KIXK-FM (106.1 mhz) Denton, Tex.—Seeks CP to change ERP, increase HAAT to 1,585 ft., and make changes in ant. sys. Accepted nunc pro tunc. Ann. June 27.

- KBLQ-FM Logan, Utah.—Seeks CP to change TL, add remote control; change ERP to 100 kw (H); change HAAT to 168 ft. (H) and make changes in ant. sys. Ann. June 27.


- KJJS (102.7 mhz) Los Angeles—Seeks CP to make changes in antenna system; install auxiliary transmitting antenna; decrease ERP to 7.2 kw and decrease HAAT to 2,824 ft. Ann. June 22.

- KTHR (101.1 mhz) Los Angeles—Seeks CP to make changes in antenna system; decrease ERP to 37.5 kw, and increase HAAT to 3,133 ft. Ann. July 5.

- WKSS (95.7 mhz) Hartford-Meriden, Conn.—Seeks CP to make changes in antenna system; increase ERP to 16.6 kw; increase HAAT to 876 ft.; build new tower, and change coordinates. Ann. June 30.

- *WBNJ (89.1 mhz) Fort Wayne, Ind.—Seeks modification of CP (BPH-810261AJ, as mod.) to make changes in antenna system; increase ERP to 2,990 kw; increase HAAT to 304 ft.; change TL, and change coordinates. Ann. July 12.

- KIJS (102.7 mhz) Los Angeles—Seeks CP to make changes in antenna system; install auxiliary transmitting antenna; decrease ERP to 7.2 kw and decrease HAAT to 2,824 ft. Ann. June 22.

- KBBX (1600 mhz) Centerville, Utah.—Grant increase in antenna hours of operation to unlimited by adding nighttime service with 1 kw and install DA-N. Major environmental action under section 1.1305. Ann. June 21.

- KUUY (870 mhz) Orchard Valley, Wyo.—Grant increase in ERP to 870 kw; decrease ERP to 70 kw, and change direction of city of Orchard Valley, Wyo. Action June 20.

### FM actions

- WZZK (104.7 mhz) Birmingham, Ala.—Granted modification of CP (BPH-810119AJ) to make changes in antenna system; change TL, change ERP type, change type antenna; increase HAAT to 1,281 ft., and change TPO. Action June 20.

- *KCAW (104.7 mhz) Sitka, Alaska.—Granted modification of CP (BPH-810119AJ) to make changes in antenna system; increase ERP to 3,250 kw, and change TPO. Action June 21.

- KEWJ (94.9 mhz) Anderson, Calif.—Granted waiver of section 73.1201(b) (2) of rules to identify as "KEWJ Anderson-Redding." Action June 20.

- KOCN (104.9 mhz) Grove-Montery, Calif.—Granted waiver of section 73.1201(b) (2) of rules to identify as "Pacific Grove-Montery." Action June 22.

- KUBA-FM (100.1 mhz) Holvville-El Centro, Calif.—Granted waiver of section 73.1201(b) (2) of rules to identify as "Holvville-El Centro, Calif." Action June 30.

- KBQO (92.7 mhz) Marina, Calif.—Granted waiver of section 73.1201(b) (2) of rules to identify as Marina-Monterey Action June 20.

- *KHPR (88.1 mhz) Honolulu—Granted CP to change SL; change type antenna; decrease ERP to 25 kw; increase HAAT to 2,091 ft., and change TPO. Action June 17.

- KCOE-FM (96.7 mhz) Lewiston, Idaho.—Granted modification of CP (BPH-810139AJ) to make changes in antenna system; increase ERP to 25 kw. Action June 20.

- KWBJ (100.1 mhz) Payette, Idaho.—Granted modification of CP (BPH-820872AG) to make changes in antenna system; change frequency to 100.3 mhz; increase ERP to 30 kw, and increase HAAT to 475 ft. Action June 24.

- KBRU-FM (104.9 mhz) Pocatello, Idaho.—Granted modification of CP (BPH-810171AJ) to make changes in antenna system; increase ERP to 90 kw, and increase HAAT to 1,007 ft. and change TPO. Action June 17.

- WMEE (97.3 mhz) Fort Wayne, Ind.—Granted CP to make changes in antenna system; decrease ERP to 25.9 kw increase HAAT to 625.2 ft. and change TPO. Action June 23.

- KKRL (93.7 mhz) Carroll, Iowa.—Granted CP to make changes in antenna system; change type antenna, and increase ERP to 100 kw. Action June 28.

- WDEY-FM (103.1 mhz) Lapeer, Mich.—Granted CP to install auxiliary antenna system at ML; ERP: 3 kw (H); HAAT: 239.4 ft. (H), and change TPO (for auxiliary purposes only). Action June 30.

- WRIQ (102.3 mhz) Cape May, N.J.—Dismissed CP to change SL; increase ERP to 2 kw; increase HAAT to 300 ft., and change TPO. Major environmental action under section 1.1305 of rules. Action July 1.

- WPAT-FM (93.1 mhz) Paterson, N.J.—Granted CP to install auxiliary antenna system at location other than main, ERP: 21.88; HAAT: 338 ft. and change TPO. Action June 20.

- WBFU (92.9 mhz) Buffalo, N.Y.—Granted CP to install auxiliary antenna system at ML; ERP: 91 kw (H) and 49 kw (V); HAAT: 509 ft. and change TPO (for auxiliary purposes only). Action June 30.

- WRCR (88.3 mhz) Pittsburgh.—Granted CP to increase ERP to 100; change HAAT 53 ft. install new ant. and make changes in ant. sys. (Increase height). Action June 21.

- WJPA (1450 kHz) Washington, D.C.—Granted CP to make changes in antenna system and increase antenna height. Action June 30.

- WESC-FM (92.5 mhz) Greenville, S.C.—Granted CP to make changes in antenna system. increase ERP to 100 kw, for auxiliary purposes only. Action June 24.

- WKBQ (107.5 mhz) St. George, S.C.—Granted modification of CP (BPH-800062AA) to make changes in antenna system and increase ERP to 100 kw. Action June 21.

- KICK-FM (95.7 mhz) Houston.—Granted CP to install auxiliary antenna system at ML; ERP: 7.5 kw; HAAT: 1,106.6 ft. and change TPO (for auxiliary purposes only). Action June 28.

- KJES (101.2 mhz) Monahans, Texas.—Granted modification of CP (BPH-800502AA) to change TL; change HAAT to 968 ft. and make changes in ant. sys. Major environmental action under section 1.1305. Action June 8.

- KICS (103.3 mhz) Cabalgoches, Texas.—Granted CP to make changes in antenna system and increase ERP to 100 kw. Action June 24.

- KITY-FM (92.9 mhz) San Antonio, Texas.—Dismissed CP to make changes in antenna system; change TL; increase ERP to 33 kw, and change HAAT to 917 ft. Action June 22.

- KOSY-FM (102.5 mhz) Tolar, Texas.—Granted CP to make changes in antenna system; increase ERP to 96.63, and increase TPO to 10.0 kw. Action June 23.

- WWFF (99.3 mhz) Front Royal, Va.—Granted CP to change ERP to 50 kw, increase HAAT to 416 ft.; change geographical coordinate and change TPO. Action June 17.

### TV actions

- WLAF-TV (ch. 32) New Orleans.—Granted CP (BPH-810171OKG, as mod.) to change ERP to 2290 kw vis., 229 kw aur. and change TL. Action June 8.

- KXII (ch. 12) Ardmore, Okla.—Granted CP to change ERP to 22 kw, and change TL and make changes in ant. sys. Action June 8.

- KDRV (ch. 12) Medford, Ore.—Granted CP (BPH-790815KF) to change ERP to 2,701 ft., and change type antenna. Change coordinates. Action June 24.

- WCCT (ch. 47) Columbia, S.C.—Granted CP to change ERP to 677 kw, and change HAAT to 582 ft.; and change from directional to non-directional antenna system. Action June 7.
HELP WANTED MANAGEMENT
Manager/engineer for south Pacific 50KW AM. Religious format. Call Jim Slaughter, 404-324-1271.
Midwest group owner seeks aggressive station manager or manager ready to manage. Excellent salary. Call 515-833-1570, or Box 350, Webster City, IA 50595.
Radio communications company. Position available as business manager, located in New York City, to work as an integral part of management team. Responsible for financial reporting, fund raising, sales/trafficking and general office management. Report directly to vice president/general manager. Send resume and salary requirements to: Communications Manager, Cable Management, New York, NY 10163. An equal opportunity employer.
General manager—popular AM-FM radio station in Tri-Cities, Tennessee, seeking aggressive, sales-oriented general manager. Station has been successful since 1951. All applications treated in absolute confidence. EOE. Write Box 2-7.
General manager/sales manager wanted for new FM station in South Carolina. Three year management background and proven record in sales. Lambda Broadcasting Corp., PO. Box 1420, Yucca Valley, CA 92284.
General manager—excellent opportunity for aggressive AM-FM radio station manager at long-established Midwest group owner. Salary and benefits negotiable, plus ability to manage. All applications treated confidentially. EOE. Reply Box 2-7.
Sales-oriented general manager needed for newly acquired AM in fast growing city, upstate NY. Can run this station as your own if you're self-motivated, conscientious, and know how to build a successful team. National and local sales experience a must. This is the beginning of a small dynamic group, and a great opportunity to move into management. Send resume and salary requirements to Box 9-5.
Station manager. Oversee operations and administration of college public radio station to power up Fall 1983. Qualifications: B.A. mass communications. Prefer two years' full time radio experience plus on-air experience at college station. Experience in fund raising, promotion, production, public radio. Send resume and recommendations by July 30th. Susan Crim, Dean of Students, Earlham College, Richmond, IN 47374.
General manager to join growing 8-station group. Top rated, class C-FM, McAllen, TX. If you are a winner with a proven track record, send complete details on what you have done in radio that is unique or different. Not interested in the "usual resume." Send to: Richard Oppenheimer, 1219 West 6th Street, Austin, TX 78703, 512-474-9233. EOE.
Local sales manager. Rocky Mountain area, near Denver. If you're a sales motivator & leader w/ a track record & are looking for rewarding life in medium market radio, contact John Shideler, KIIX, Fort Collins, CO. 303-484-5449.
Station manager for new public radio station. Must be aggressive, self-sufficient, with three years of management experience in fund raising, radio experience. Strong background in development and fund raising required. Salary negotiable—$21,000 to $25,000, dependent on experience. Send letter and resume to: (phone calls, please) to WNNM-FM TV 7, 9201 Petersburg Rd., Evansville, IN 47711. Women and minority applications encouraged. An EEO employer.
Sales manager/professional for LA's first commercial cable radio station. On one of largest systems in the country and growing rapidly Need results-oriented individual with experience, track record, motivation and positive attitude. Excellent compensation package for right person. Resume history to 21115 Devonshire, No. 303, Chatsworth, CA 91311.
Manager for small market Minnesota station. Strong sales background. Needs to understand cash accounting and FCC rules. Send resume to Panhandle Broadcasting, Inc., P.O. Box 239, Scottsbluff, NE 69361.
Colorado radio station now accepting applications for national sales manager. Stations include KTCL, KIIX & KXXR. Excellent compensation plan, w/ a comfortable life in Colorado's choice city. Ft. Collins is residential, professional. Send resume and experience required. Contact John Shideler, 303-484-5449.
HELP WANTED SALES
If you can produce sales results without a boss breathing down your neck, we'll show you how you can earn over $50,000 a year and still have time to develop your tennis game. Call Bob Manley, 806-372-2329. Travel required within your state.
South Florida—experienced, aggressive, stylish, salesperson who believes in & loves to sell radio. Start at same income level you now have; increase income through promotions. Send resume to Box 216, Ft. Myers, FL 33902. EOE. All replies strictly confidential.
California daytimer/San Francisco suburban market. Seeking outstanding sales manager who can do it all; sell personally, lead, train sales staff—an achiever, a goal seeter. Resume and references to Box 2-44.
Account executive. Experienced. Willing to work hard and learn. Excellent opportunity in 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 Vantrease, WMXY Radio, PO Box 669, Augusta, GA 30903, EOE.
Sales manager. Proven sales record in radio. Must carry the 3rd list & be willing to work long hours. Contact Mad Hatter, 319-752-5402, Burlington, IA.
General sales manager. Group owner seeks GSM for turn-around challenge with newly-acquired full-time AM and class B FM. Could be first management position for right person with proven billing ability. Good base and benefits, with incentives. Long term game plan. Excellent living area. Prefer candidate with firsthand experience in English-speaking country. Write in confidence to Dick Hyatt, President, WRDO/WSCF (FM), One Memorial Circle, Augusta, ME 04330, EOE.
Central California fast growing top 100 market looking for top notch sales pro with proven track record. Send resume to Box Z-69, EOE.
Immediate opening. General sales manager. Radio station, mid-sized southern California market. Must be proven oriented and able to lead and motivate people. On only experienced salesperson need apply. Salary guarantee plus override. Send confidential resume to: PO. Box 531, California, SC 29202.
Sales manager. Due to promotions, successful, community oriented AM and strong country FM has an opening for an experienced salesperson. If you're currently selling radio, but want to move up, come grow with us. Resume to Rick Sainte, WCWT/WMDH, Box 860, New Castle, IN 47362.
Northeast small group owner is looking for an aggressive, self-motivated individual seeking an entry level position in broadcast sales. We are extending our sales staff. Send resume to Rod Krol, GM, WKKW-FM, PO. Box 6624, Wheeling, WV 26003, EOE.
Play-by-play/salesman for southern California FM. Tape and resume to Mike Thomas, PO Box 3192, Ventura, CA 93003, 805-647-1055.
West Texas fulltime AM wants assistant sales manager. Opportunity for advancement to manager. Must have successful experience in radio sales & operations. Excellent compensation plan, with opportunity for equity. Send resume to Box Z-115, EOE.
Southeast Alaska group seeks ambitious, experienced salesperson. Experience preferred. Salary guarantee for 90 days. High earnings potential for self-motivated. Send resume & references to Dennis Egan, 3161 Channel Drive, Juneau, AK 99801.
HELP WANTED ANNOUNCERS
Fast growing suburban NYC AC needs experienced personality for expanding top station. Top pay and extensive benefits. Immediate opening. Tape and resume to Adrian Frazier, WMSA, Massena, NY 13662, EOE.
Florida East Coast, immediate opening for entry level announcer. Nights. Minorities encouraged. Need a start? Send air check and resume to Bill Jones, Box 677, Jensen Beach, FL 33457.
Operations director for progressive 5,000 watt AM adult station in mountainous Northwest. Great climate. Airshift and production required. Need good detail person with managerial capabilities. Send tape and resume to Kit Harper, Box 65, Twin Falls, ID 83301 EOE/MF.
Combo sales (learn?) announcer/news. Prefer recent communications and/or business grad. Speech voice, some typing, hard worker, 315—363-6500.
Regional northern New England station has immediate opening for dynamic play-by-play and sporting feature announcer. Successful applicant must have basketball and hockey play-by-play experience, well-rounded college and professional sports knowledge plus tape editing ability. Previous sports announcer now with major league baseball and ABC Cable sports. Station serves major college city. Excellent location, pay, benefits and equipment. Resume and sportscasting tape mandatory for consideration: send tape and resume to: Box 920, Colchester, VT 05446. EOE. No calls, please.
Announcer/chief engineer needed for upper Midwest AM/FM. Salary $20K, plus vehicle provided. Excellent benefits. Resume only to Box Z-99.
Well-educated, articulate staff announcer needed for Puerto Rico's only English-language radio station. Some knowledge of Spanish helpful, but not necessary. Send resume and aircheck to General Manager, WOSO, Box 4349, San Juan, PR 00905.
Southern Alaska group seeks strong AC/personality for AM or midday. Good money for right person. Contact Dennis Egan, 3161 Channel Drive, Juneau, AK 99801.
Air talent/sales opportunity in the capital city of Oregon. Successful, community oriented person need apply, T&R to KD, KSLM, Box 631, Salem, OR 97308, EOE.
HELP WANTED TECHNICAL
Manager/engineer for South Pacific 50KW AM. Religious format. Call Jim Slaughter, 404-324-1271.
Northern Shenandoah Valley AM/FM needs part-time engineer with excellent references. Send resume and hourly rate to Box Z-117.
Chief Engineer. WHON/WQLK, Richmond, IN. Salary plus fringe benefits. Resume to GM, PO Box 1647, Richmond, IN 47374.
HELP WANTED TECHNICAL CONTINUED

Chief engineer for 5KW public radio station in Alaskan interior, 225 miles from nearest highway. Challenging environment, state of the art equipment. Maintain station; responsible for improving necessary $27,000-$31,000. DOE. Excellent health plan. Start August 15. Send resume, three references to Chuck Hinde, KSKO-AM, Box 4, Marcus, CA 96072. Deadline July 31. For more information, call 907-524-3001.

HELP WANTED NEWS

Future award winning news director for Alaska's newest AM. Requires two years' radio experience. Station heavily committed to news. On air September. Tapes/resumes/salary history: KGKH, PO. Box 82131, Fairbanks, AK 99708.

Needed immediately: fulltime radio reporter for commercial/financial department. College degree with previous experience a must. Send letter and resume only to: News Director, WEAU, Inc., PO. Box 47, Eau Claire, WI 54702, by July 22nd. No phone calls, please. EOE.

Radio news anchor/reporter. News reporter for AM/FM stations in southwest Florida. Must have excellent writing skills and on-air presentation. Previous reporting and broadcasting experience required. No beginners. Send resume and writing sample only to Box Z-77. EOE.

News/sports director—San Luis Obispo, California. Station has outstanding news profile and major college R&B. Beautiful city with great station. Station has excellent broadcast facilities. Only total professional in news will be considered. Write resume and salary to Box Z-77. EOE.

News reporter for dedicated suburban news operation within the New York Ad. Tape, salary resume, to ND, WNNJ/WXIL, Box 40, Newton, NJ 07860.

News director: newly acquired AM in fast growing city upstate NY, needs local newsdirector/anchor who is committed to gathering, writing and communicating. Only quality local news. Willing to give an experienced college graduate a first opportunity. Send resume/salary requirement/aircheck to: Michael Metter, Metter Broadcasting, 265 West 81st Street, New York, NY 10024.

Looking for midday announcer who can double as sports director. The person we seek is at home on the board and production room, and loves sports. Play-by-play not necessary. Experience required. Send resume to Frank Trzesinski, WMRF Radio, 5 West Market Street, Lewistown, PA 17044. Equal opportunity employer.

Sports broadcasters for New York-based 24-hour sports information telephone service. Part time or full time. Recent college grads or junior or seniors OK. Must have excellent writing, research and audio presentation. Resume only to Box Z-121.

Morning drive newscaster. Immediate opening at small New England coastal station. Seeking aggressive, diligent professional with strong writing skills and good voice. Must be willing to invest extra effort in leaving area quickly. Local news emphasized. Experience necessary. Replies confident. Send letter and resume only to Box Z-116. EOE.

Stringers to supply audio feeds, activities for telephone sports line service. National coverage. Major events, sports interviews. Must be reliable. Resume only to Box Z-122.

Strong morning newscaster for morning drive. Must have 2 years' experience and be team player in competitive market. Send tape and resume to Dale Wooten, KRNT, Box 1350, Des Moines, IA 50305. EOE. MF/FF.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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

Program director desired. Contemporary station, medium market! Sunbelt & Midwest! Your background should include programming management, promotion, sales, and supervisory. If you are goal-oriented, have a strong background in promotions, music, research, and know how to deal with people effectively, we want to hear from you! Resume only to Box Z-28.

Program director. Fulltime AM in desirable NE coastal community seeks experienced professional to recenter sound with new management team. Resumes only to Box Z-102.

Assistant programmer needed for adult, community oriented AM. Opportunity secure and great pay. Send Trans-WLCG. Box 885, Morgantown, WV 26507.

SITUATIONS WANTED MANAGEMENT

Local sales manager in radio is in search of strong management growth opportunity within group or individual station. Write Box X-35.

Aggressive, productive street fighter looking for station to turnaround as GM. Prior management and programming. Cash management and knowledge of how to make sales in the field. Must have integrity as well. Will consider all situations. Write Box Y-17.

Vice president & general manager 24 yrs. broad experience. Currently employed. Seeks new opportunity. During our most recent tenure, have increased sales by 15%. Serviced debt without additional capital. Accomplished this with aggressive collections & new business. Ratings up. AM, Radio or TV. Write Box X-26.

12 years up through the ranks radio professional seeking stable, responsible GM or operations manager position with corporate or group owner. Experience in all areas and markets. Community leader available in August 1983. prefers West. Small to mid markets with winning potential acceptable. No mom and pop shops please. Reply in confidence for resume and references to Box Z-19.


General manager: sales intensive, self motivated, highly organized and disciplined to win the battles of sales and profits. 18 years' management, with professional management training.两年前. An array of goals. Solid professional looking for a station or group owner who wants a winner. Write Box Z-62.

General manager. Presently 325,000+ market—AM/FM (100,000 watts) combo. Sharp increase in sales. Consistent No. 1 contemporary ratings. Write Box Z-26.

Bad book? As GM, I can keep your salesmen producing despite the numbers and shape your programming into a winner. Box Z-79.

Ads all the same? The difference shows up in the resume. If you need a good GM, write me. Box Z-80.

Experienced sales manager seeks growth opportunity with group-owned medium to large market station. Write Box Z-61.

I'm looking for a radio sales management position. 9 years' experience in sales and management, national and local. Top-100 market. Looking for exciting, new challenge. Respond Box Z-103.

Major market GM/GSM. Husband/wife team. Currently employed; billing up 320% in year. 20 years' management, hot sales, marketing, programming, Top 50. Tired of lousy weather, seeking warmer challenge, medium to large market. Box Z-106.

Seven years of experience in contemporary radio. Advanced management degrees. Ready to spearhead the financial and competitive positioning of your large-market radio station. GM position desired. Box Z-123.

SITUATIONS WANTED SALES


SITUATIONS WANTED ANNONCERS


Looking for a talented personality with a good tone? Look no further! Can do it all! I'm not faking! Dan Fox, 312-824-2529 or write 500 West Touhy Camper No. 5, Des Plaines, IL 60018.

Female announcer looking for position in Midwest. Have training from Columbia School of Broadcasting. Call Ruth Bull, 317-643-7956.


Entry level into small market desired ASAP. Wooster, Ashland, Medina areas preferred. Willing to learn & work hard, possess 3rd. For tape & resume: 216-558-3021, or write Ralph Gantz, Jr. 341 Hilltop Dr. Doylestown, OH 44230.

50,000 watt radio personality is there any 50,000 watt, AM station that could use Arthur Godfrey-type announcer? 20 yrs. on-air experience plus on personal sales. Write Box Z-78.

Rare reviews—from listeners & employers alike. Currently employed. This announcer/engineer is a natural for your station: authoritative, personally appealing, hard working, reliable. Looking beyond present 150,000 audience for bigger fields to conquer. Call collect, 201-875-3778, or write Box Z-89.

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave, anytime, 201-777-0749.

Female country and western radio personality. Experienced, talented, enthusiastic, will relocate. 216-533-7471.


2% year morning personality (20,000 city) deserves larger market. Any shift, format, South/West. Brian, 918-756-0919.

SITUATIONS WANTED NEWS

Sports director with solid credentials seeking excellent opportunity Broadcasting degree. Ten years experience. 300 B/P games, including NCAA football, basketball, baseball. Talk show host, Knowledgeable, dedicated, sincere. Box Y-11.

News director/reporter. Solid sound, stylish writing, 35, with college, medium or major market. CH, 9501 E, 89th St, KC MO 64138.

Newscaster, good voice, journalism background, willing to relocate. Jerry, 16 Sexton Rd, Syosset, NY 11791, 516-933-5852. Tape, resume available.

Play-by-play broadcaster. Football/basketball. Major college or pro. 10 years' experience, 5 years college. In 1982 (20 years) pro sports production company that originated 100 games in two years. 31, MS, communications. Tom, 417-782-0031.


Sports director looking for good opportunity. B/P experience; will consider sports-news combo. 201-763-5587 after 4 (EDT).

Female, 35, experienced, seeks position with first class news operation. 904-492-3542.
SITUATIONS WANTED NEWS CONTINUED


College graduate desires entry level position in local market radio station. Enthusiastic, hard working, dependable. News reporter; willing to relocate. Call Anita Kay, 216-856-5342 or 216-544-3361, anytime.


Experienced newsman looking for a new challenge. I have over 7 years' experience in news, programming, and telephone talk. Call Marty, 216-755-0504.

Top-rated media psychologist will build your radio/TV talk show audience. Personable, dynamic, experienced. Write Box Z-118.

Ten years' experience. Award-winning reporter-anchor seeks move from medium to major market. Write Box Z-125.

Sportscaster looking for larger market, preferably on West Coast. Will provide you with accurate, interesting stories, plus most exciting PBP you could desire. Eight years play by play experience with four years major college basketball. BA in broadcast journalism. Will do sports/news combo. Ritch, 503-548-7316, 548-5101.


Award winning, experienced sports director looking to move. Love local sports. Will consider any market. 703-433-2093.

SITUATIONS WANTED PRODUCING PRODUCTION, OTHERS

Need fresh ideas in programming? Major market programmer looking for change. Specialty is contemporary radio. I'm aggressive and a leader. For complete resume of successes, call 303-699-1093.

Superior and innovative production and copywriting can mean added revenue for your station. Simply stated: my production is the best. Howard Cosell, Jr. Write Box Z-91.


Creative copywriter can keep your sponsors happy. Production experience and two SIU degrees (Radio-TV and Business) makes this August '83 grad perfect for you. For resume and tape, call Tom Bomba, 618-457-7291, or write 803 W. Walnut, Carbondale, IL 62901.

S.F. Bay lady wildcard track record + exp. in CHROM 900/AOR seeks smmrd, mdl. Hands-on PD position in Gold or Chrlr. Anywhere in CA or C. Rest. PO. Write Box 700, EL Sobrante, CA 94803, 415-547-6345.

Bill Conway, 10 years PD experience, leaves A/C WTMJ, Milwaukee, with 12.6 share. No. 1 in 12+ over-all, No. 1 in every daypart. No. 1 in 25-54 men and women. Noon to 3 p.m. Seeks major programming position. 414-259-1431.

HELP WANTED MANAGEMENT

Membership office supervisor—Public TV/radio station seeks a goal-oriented, upwardly mobile, visionary leader with a strong ability to motivate others. Candidate must be sharp, a strong manager with good writing skills. Experience with computerized record-keeping systems, volunteers and on-air experience all pluses. Position requires 1st college degree or equivalent experience. Writing samples, as well as references, should accompany resume. Send to: WWED-TV, Membership Office B, Box 12048, Buffalo, NY 14240. An equal opportunity employer.

General manager—Group operator seeking experienced manager for small and mid-sized television markets. Candidate must have supervisory responsibility for total staff of large or small market television stations. Experience, as well as proven ability to increase sales and maintain cost control. Hands-on experience at planning and budgeting is essential. Stations are located in East and Southeastern markets. Reply to Box Z-60.

Local sales manager—Dominant VHF station in 170th market recently completed erection 2,000-ft. tower with new transmitter and site. Excellent pay opportunity for local sales manager who can develop local and regional business in newly-expanded mid-south city-grade area. TV sales experience required. EOE. Write Box Z-73.

Television station news director. Need leader for top-rated, group-owned (Capital Cities) dominant news operation in central California. Our last two news directors are now at Capital Cities' stations in larger markets. Candidate should have college degree and be currently employed in some television news department's management role. Send resume to: Merc Edwards, KFSN-TV, 1777 G St., Fresno, CA 93706. We are an equal opportunity employer.

Director of programming/promotion. Leading 100+ group-owned California stations seeks experienced person to head program and promotion department. Notion of group level. At least 5 years' experience. Send resume and letter to John Proffitt, Vice President/General Manager, KERO-TV, PO. Box 2367, Bakersfield, CA 93303. EEO.

General manager—the only VHF network affiliate in widespread area covering numerous small and medium cities desires dynamic, aggressive general manager. Pay negotiable. Professional experience required. Super employment opportunity in Southeast. EOE. Reply Box Z-74.

Traffic/operations manager to coordinate daily operations and traffic for public television station. Must be capable organizing systems and handling detail. Salary: $12,000 to $15,000, depending on qualifications. Send resume and cover letter only (no phone) to: WWIN-TV No. 8, 9201 Petersburg Road, Evansville, IN 47711. Women and minority applications encouraged. EOE.

HELP WANTED SALES

One of the country's leading UHF independents—located in an attractive, growing Sunbelt market—is looking for a strong, aggressive local sales manager. You must be interested in live work and send in your resume. We do not have extensive independent local sales experience in markets outside the top 50. We have a great local sales staff in place. Our local sales manager would lead them and be the key person in our aggressive new business campaign. We are an equal opportunity employer. Reply to Box Z-41 in confidence.

Northeast VHF network affiliate seeks a local sales manager with a proven record of excellence in broadcast sales. Resume and salary requirement to Box Z-44, EOE, M/F.

HELP WANTED TECHNICAL

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 manage a high tech operation consistent with experience. Send resume to Box Z-43.

HELP WANTED NEWS

Reporter: top 20 network affiliate seeks reporter who can turn personal finance and national economic stories into interesting, lively reports. Must understand the economics and be able to translate it all to the viewer in understandable, down-to-earth terms. Send tapes and resumes to: Gary Heinz, News Director KSTP-TV, 3415 University Avenue St., Minneapolis, MN 55114. Equal opportunity employer, M/F.

Television anchor/reporter—great opportunity for person with college degree, TV internship and some radio experience or solid seven years or more in radio news. TV salary for right person. EOE. Resume only to: Box Z-58.

Investigative reporter wanted: must be experienced in television news and investigative reporting. Send tape and resume to News Director, PO. Box 1486, Lake Charles, LA 70602.

TV news producer. News producer needed for two evening newscasts. Degree in journalism or equivalent experience. One year experience producing newscasts necessary; skills in writing for broadcast, typing, video tape editing, editorial judgment. Send resume to: Jim DePury, WCBD-TV, PO. Box 879, Charleston, SC 29402. No phone calls, EOE.

News anchor-producer: must have min. 3 yrs. exp. on TV. Producer/anchor experience plus writing, reporting, dedicated and quality delivery applications need apply. 100+ mkt. Send resume only to Box Z-75. EOE.

Meteorologist—weeknights, 6 and 11. Send tape and resume to News Director, WNYT PO Box 4035, Albany, NY 12204. No phone calls, EOE.

Weekend anchor/producer, general assignment reporter, TV production crew. Must be familiar with newsroom in one of the fastest growing markets in the country. Send tape/ resume to: Mike Pappas, WKTV-TV, PO. Box 10280, Anchorage, AK 99510.

Sports director/anchor. Two years' television experience necessary. Must be into local sports and know production techniques. We want a real sports fan. Send tape and resume to Jim Holland, WTVH-TV, 580 St. Joseph Avenue, Rochester, NY 14607. No phone calls. We are an equal opportunity employer.

TV news reporter. News reporter with one year's experience in reporting and producing news stories. Degree in journalism or equivalent experience. Cover day/night shifts and produce stories for air in newscasts. Ability to edit 3/4" tape. Send resume and tape to: Jim DePury, News Director, WCBD-TV, PO. Box 879, Charleston, SC 29402, No phone calls, EOE.

Reporter—general assignment, on-air experience required. Send tape and resume to News Director, WNYT PO Box 4035, Albany, NY 12204, EOE.

TELEVISION
HELP WANTED NEWS
CONTINUED

News reporter. General assignment. Opening for a qualified journalist. Minimum requirements: one year on-air, ENG experience, broadcast quality voice. Please send resume, salary requirements to: Tony Marino, News Director, KVCB, 1500 Foremost Lane, Las Vegas, NV 89101. No phone calls, please. EOE.

Anchor/producer. Western states. 140+ market. Experience necessary. Send resume, salary requirements to Box Z-97, EOE.

Reporter—TV station in growing Western area has immediate opening for reporter/weekend anchor. Experience needed in shooting and editing own ENG news stories. Rush resume and tape to Ken Eckhardt, News Director, KMVU-TV, Box 1267, Williston, ND 58801. EOE.

News photographer with at least two years’ experience. Your tape should demonstrate strong use of scenic. Send it, with a resume, to News Director, WOKR-13, PO. Box L, 4225 W. Henrietta Rd., Rochester, NY 14623. Equal opportunity employer.

TV weekend news anchor/reporter: medium-sized Northeast TV station seeking weekend news anchor/reporter. Must be experienced in broadcast news and understand elements required to produce a quality news package. Experience includes experience in a similar position; strong broadcast/news background; familiarity with contemporary technology in TV news; positive attitude. EOE. Send resumes only to: Box Z-107.

News director—group owned CBS affiliate, prefer 3-5 years’ news management experience; send resume to: Gary R. Botton, VP & GM/WDFE-TV, 3300 Broad Street, Chattanooga, TN 37408.

News magazine producer. KCRA is seeking a producer for its Monday through Friday prime access news magazine program. Applicants must have strong production and writing skills with expertise as a news or magazine producer. Send resume and tape to Pete Langlois, News Director; KCRA-TV, 310 10th Street, Sacramento, CA 95814. Equal opportunity employer.

California station expanding its award winning news department. Need producers, reporters, and photographers. Send resume only to: Box Z-108.

Weatherperson—prefer 2-3 years’ experience on-air. Group owned CBS affiliate; send tape to: Gary R. Botton, VP & GM, WDFE-TV, 3300 Broad Street, Chattanooga, TN 37408.


Primary anchor—group owned CBS affiliate; must have ability to produce; prefer 3-5 years’ on-air experience; send tape to: Gary R. Botton, VP & GM, WDFE-TV, 3300 Broad Street, Chattanooga, TN 37408.

Producer: Midwest VHFM medium market seeks experienced, talented producer. We need energy and creativity. We can offer good salary and strong news commitment. No beginners. Resumes only to Box Z-119.

TV reporter for growing news service. Minimum three years on-camera. No radio. Resume. Only to Box Z-120.

Weekend weather/news reporter combination opening at top-rated station. Personality, drive and ability a must. Send tape and resume to News Director, WMTV, 615 Fox Lake Drive, Madison, WI 53711. Equal opportunity employer.

Newswriter for 6 & 11 o’clock broadcasts. Must have at least 5 years television writing experience. Send writing samples; no calls. Equal opportunity employer. Jeffrey Marks, Executive Producer, News, WJLA-TV, 4461 Connecticut Ave., NW, Washington, DC 20008.

HELP WANTED PROGRAMMING, PRODUCTION & OTHERS

Art Director. BFA or equivalent and 3 years as artist (graphic & scenic) at TV station required. Responsibilities to include supervision of graphic art department. Experience necessary. Salary range: $20,052-$24,720. Applications must be received by August 1. Employment Department, San Diego State University, San Diego, CA 92182. 619-265-9386. EEO/A, Title IX, smoker.

Producer for magazine style show comparing Japan and America. Weekly one hour national cable program. Require 2 years’ news or magazine show experience in studio production. Send resume and tape to: Tony Marino, News Director, KVCB, 1500 Foremost Lane, Las Vegas, NV 89101.

PM co-host. East Coast medium market station seeking PM co-host to work with female co-host already on board. Duties include wraps and story production. Send resume and tape to: Box Z-56. An EOE.


Videotape editor—northern California ABC affiliate seeks creative, highly motivated individual with extensive CMX-340X experience. Send tape and resume to Lou Galiano, Production Manager, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. EOE, M/F.

Electronic graphic artist—immediate opening for creative individual to create and maintain first quality look, logo, open, lower thirds, IDs, & news and programs. Minimum 1 year experience with Chyron IV, Vidifont Mark IV, or similar system. Position also includes some studio production work. Knowledge of GV300 switcher, still store & E-Flex helpful. Contact Operations Manager, WTXX-TV, 414 Meadow Street, Waterbury, CT 06702. 203-575-2020.

Promotion director: top 50 East Coast affiliate looking for creative individual to market station to number two. Want aggressive competitor with ability to plan and execute strong campaigns to take charge of creative four-person department. Send resumes only to Box Z-70. Equal opportunity employer, M/F.

Wanted-producer/director for strong community PTV station in New Orleans. 3-5 years’ experience, responsible for content development, budgeting and must have strong production experience, both studio and field, film, and video. Apply to: Director of Finance, WYES-TV, PO. Box 24026, New Orleans, LA 70184. Equal opportunity employer.

Art director: with minimum of 2 years’ experience and group-owned medium market station. Must work well with people and deadlines. Set design, advertising and computer background helpful. Send resume and salary requirements to Box Z-76. EOE.

Promotion assistant for Washington, DC, television station’s promotion department. We’re looking for a creative person with the drive and ambition to lead TV station’s promotion effort. The ideal candidate will have strong organization and clerical skills. A flair for copywriting, and an educational background in marketing is a plus. Send resumes to: Peter Barrett, Promotion Manager, WDCA-TV, 5502 River Road, Washington, DC 20516. No phone calls, please! EOE.

Writer-producers needed: group-owned, four-station network seeks creative individuals with minimum of 2 years’ experience in copywriting, producing, 3/4 additional personals contact. Send tape, resume and salary requirements to: Jack James, Production Manager, NTV Network, PO. Box 220, Kearney, NE 68847. EOE.

Television producer: KPBS-TV, San Diego’s public TV station, seeks television director for programs produced on video or film, in studio or on the field. Minimum of 2 years of professional experience and 2 years’ attendance at a four-year college. Salary range: $20,052-$24,720. Applications must be received by August 1. Employment Department, San Diego State University, San Diego, CA 92182. 619-265-9386. EEO/A, Title IX, smoker.

Promotion manager. Must create, produce and implement ad campaign using television, radio and print. Ability to write press releases and/or create sales promotion pieces a plus. Experience required. We are a major market in the NE. An equal opportunity employer. Send resumes to Box Z-92.

Host wanted for religious documentary series produced in the New York City area. Need interviewing skills and on-camera experience. Send resume to: Series Producer, Tap Dancing Productions, 330 West 42nd Street, New York, NY 10036.

Director: top 50 southeast group affiliate seeks strong director for prime time shift. Must direct fast-paced, clean newscasts, plus promotion and commercial sessions. Able to switch board but also able to work with TD. Digital effects experience desired. Ability to work well with clients, producers and engrg. crew. Tapes and references requested later. Salary negotiable. Resume’ and salary history only in confidence to Box Z-99.

Graphic artist. Major market independent seeks solid talent for print and on-air production. B/A/graphic design, minimum 2 years’ television art experience. Send resume to: Dept. GA, PO. Box 98828, Tacoma, WA 98499. EOE.

SITUATIONS WANTED MANAGEMENT

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, made M&A happen with aggressive collection & new business. Ratings up, too. Radio or TV. Write Box Z-7.

SITUATIONS WANTED TECHNICAL

Experience in management and hands on engineering, including VTR’s, cameras, transmitters and microwave. Call 601-385-7626.

SITUATIONS WANTED NEWS

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

Nightly anchor in medium market looking to move up. Authoritative, enthusiastic style. Excellent writing, reporting, interviewing abilities. Team player. Will consider weekend anchor/reporter in right market. Inquiries to Box Z-66.

TV sports anchor/reporter w/major network production experience. PB, all sports. Would consider a good radio offer. 401-683-2276.

Sports. Nine year TV radio veteran, anchor/producer looking for serious station in medium-large market. Write Box Z-82.

You help me—I’ll help you! Talented, aggressive, knowledgeable, news/sports reporter with excellent PB skills looking to move from radio into TV/cable. Salary secondary. College degree, Contact Steve, 5288 Charlene Drive, Fairfield, OH 45041. 513-888-3242.

Medium market sports director currently employed. Seeks sports-minded station in top 40. Degree. 5 years’ experience in television sports. Top 20 experience. Creative hard worker, strong writer. Solid references. Write Box Z-90.

Top-rated female co-anchor. Looking for position, medium/larger market. Also, experienced reporting/producing. Broadcast news degree. Write Box Z-94.

News anchor with heavy background and talent seeks position in Texas or nearby state. 512-857-9685.

Meteorologist seeking media setting. Radio and television experience. Respond to Box Z-104.

Sportscaster with top 10 market experience seeking a good, stable operation in a large to medium sized market. Call 713-893-1965.

Anchor, male, 30, top-rated, experienced. Knows the tricks and techniques to put you on top. Current numbers prove it. Master’s degree. No agent. Write Box Z-124.
SITUATIONS WANTED NEWS CONTINUED

ports director with 5 years in top 10 market, 9 years in top 50, 512 - 857-9685.

lecent college grad seeks sports anchor or PBP sideline. Experience includes network, TV, radio plus pool coverage for 600 radio & Cable networks. southeastern. Proven winner. Call Wilf, 608-238-3781.

ward winning sportscaster who loves local coverage available now. Will relocate anywhere. Television or radio. 703 - 433-2093.

m a meteorologist with over two years' experience. Looking to move into a medium market. Chuck, 919 - 72-3832.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

forkhalic with two years' major commercial experience in special effects, storyboard, product placement, special effects, network, radio & Cable networks. Experienced in writing, sales, management, account representation. Excellent organizational skills. Available to relocate. Write Box 2-Z-87.

Herald College

1rsue to record buying. Production experience includes network, Top 40. Proven winner. Call Wilf, 608-238-3781.

ward winning sportscaster who loves local coverage available now. Will relocate anywhere. Television or radio. 703 - 433-2093.

m a meteorologist with over two years' experience. Looking to move into a medium market. Chuck, 919 - 72-3832.

Herald College

Entrepreneurial CEO. Major new communications company seeking experienced executive. Requires experience with a variety of communication requirements, including but not limited to: new product development, new market introduction experience. Requires a dynamic, results-driven sales executive. Excellent opportunity in the fast developing field of program applications in interactive computer/laser videodisc technology. Equity position available. Contact American Radio Corporation, 1234 Main St., Southfield, MI 48075. Phone: 555-1234.

HELP WANTED NEWS

radio manager seeks sales. Suburban Communications Corporation seeks a vice president of marketing and sales. New position to be created in the fall. Position will report directly to the president. Take your career to the next level. Send resume and recent photo to: Box 2-Z-105.

HELP WANTED SALES

vice president marketing & sales. Suburban Communications Corporation seeks a vice president of marketing and sales (new position) to join its corporate staff. Qualified applicants must have 5 years of marketing experience acquired in a competitive market, with a degree in marketing or a closely related field (advanced degree a plus). Supervisory experience and a working knowledge of the newspaper industry are preferred. Excellent oral and written communication skills are essential, as the individual chosen must interact with all organizational levels and operating units of the corporation. For a person of entrepreneurial spirit, competitive drive and imagination, this position offers a challenging and rewarding experience. Please send a detailed resume and salary history, in confidence, to: Suburban Communications Corporation, 1234 Main St., Southfield, MI 48075. Attention: Corporate. Equal opportunity Employer.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

audio production house looking for full-time, topflight voice actor. Very high rewards for proven performer willing to relocate. Send tape and resume to Box 14123, Tulsa, OK 74103.

HELP WANTED INSTRUCTION

Mass communication. Instructor/assistant professor to teach introduction to mass communication, production and announcing. Develop areas of specialty. Ph.D. required. Salary: $24,000 - $26,000. Start August 20 or January. Send application and letters of recommendation to James Rapport, Department of Speech, Northern Michigan University, Marquette, MI 49855.

Department of mass communications, St. Cloud State University, is seeking person to fill full-time teaching position beginning with 1983/84 academic year: 55 teaching and .45 manager of 5,000 watt FM radio station, with possible time extensions. Full-time teaching responsibilities will be radio-TV-film and other mass communications courses as needed, and will assist in off-campus media activities where appropriate. Some student advising and occasional committee assignments will be part of normal load. Half-time radio station manager's responsibilities include the daily management of the university's radio station, preparing and administering budgets, organizing and directing fundraising, training and supervising student staff and chairing the station's community advisory board. Must be able to accept mass communications or telecommunications teaching and mass media broadcasting experience required. Man- agement experience is desired, but not essential. Knowledge of Russian and German are also desirable for the position. The department of mass communications is accredited by ACEJMC and has sequences in news editorial and public relations, special events, and also accepts students for communication and application forms, contact: Chair, Search Committee, Department of Mass Communications, St. Cloud State University, St. Cloud, MN 56301.

Herald College

ALLIED FIELDS

HELP WANTED TECHNICAL

an tech. Cable TV company has opening for a Cable operator. Requires BA degree in communications or electronic systems. 2 years experience required. Must be able to work evenings and weekends. Salary: DOE. Experience in the industry is required. Resume to: P. Williams, PO Box 81, Beardsley Station, Bridgeport, CT 06606.

HELP WANTED MANAGEMENT

Chief financial officer. Growth-oriented communications company seeking individual with experience in acquisitions financial analysis/planning; sales and marketing management, M&E, and experience in marketing and sales. Excellent opportunity and income. Excellent benefits. Salary commensurate with experience. EO. Send resume to Box Z-2.


**FOR SALE EQUIPMENT CONTINUED**


**AM transmitters.** 5-50 kw's, 4-10kw's, 9-5kw's, 7-1kw's, Continental, RCA. Harris, CCA, Collins, and GE. All powers. All prices. All good units. All our inventory. Crystals on your firm. Besco International, 5946 Club Oaks Dr, Dallas, TX 75248. 214—630-3600.

**FM transmitters.** 3-25kw's, 4-20kw's, 10-5kw's, 4-5kw's, 3-1kw's, Collins, RCA, CCA, McMartin. All powers. All prices. All working. All our inventory. Crystals on your firm. Besco International, 5946 Club Oaks Dr, Dallas, TX 75248. 214—630-3600.


**COMEDY**

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

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Hot property needs savvy. Management §$. Famous psychotherapist with popular NY cable show (also shown United Kingdom), offer's from Canada, etc. Desires syndication via cable, radio. TV or newspapers. Consultant to "The Star" & prominent publications. Write: Dr. R.D.M., 715 Park Ave., Suite 3E, NYC 10021. Give credentials, what you do, references from accounts, type of personalities handled.

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**YOUR FUTURE IS NOW WITH SATELLITE MUSIC NETWORK**

If you have hands-on experience at the station level and are interested in your future and making MONEY, SMN would like to talk to you about becoming a regional affiliates manager. We pay a good draw against excellent commissions and give you an opportunity to be a part of the future of broadcasting by calling on America's top station owners and managers. We require a strong background in sales, a knowledge of management and the willingness to travel. Territories are open in both the East and the West. Interested? Call Toll free: 800—527—4892, for details and an appointment.

**NATIONAL SALES REP**

The nation's leading private weather service is looking for additional representation for its wide range of weather-related products and services. Only sales people with proven credentials in radio and/or TV should apply. Send resume and salary history to Accu-Weather Inc., Dept. B, 819 W. College Avenue, State College, PA 16801. No phone calls, please. Accu-Weather Inc. is an equal opportunity employer.

**Help Wanted Sales Continued**

**EXPLOSIVE OPPORTUNITY**


**Help Wanted Management**

**MANAGER & SALES MANAGER**

Texas AM-FM. Group owned. Excellent opportunities in medium market. Seeking aggressive, sales-oriented individuals with training and motivational techniques. Bill Tudor, Merchants Bank Bldg., 5217 Ross, Dallas, TX 75206.

**GM**

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

**GM OR CEO**

Presently with group owner with medium and major market stations. Strong sales and management background including successful station ownership salary $5+. Write Box Z-83.

**GENERAL MANAGER**

Last 8 years 100,000 watt FM in Dallas, Texas. General Manager 20 of last 23 years, including 5 as owner. Complete knowledge sales, programing, personnel, FCC matters, EEO, all legal aspects. Good health and ready to go. Very profit-oriented. Call Bill Nicholson in Dallas, 214—659—1628.

**Situations Wanted Programming, Production, Others**

**PROFIT-ORIENTED**

Goal directed PD with proven track record in medium and major markets seeks position with country station. National awards and a reputation for success. Write Box Z-110.

**EXPERIENCED PD**

for CHR, AC or country station. Medium & large market background. Good references. Contact Ron Dennington, 2809 Charlack, St. Louis, MO 63114. Call 314—428-3132 or 427-4485 after 2 PM CDT.

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Help Wanted Sales

Nielsen TV Ratings, has a career opportunity for an experienced Station/Rep Salesperson, covering television stations within the Eastern Region. Candidates must be self-starters, willing to learn, travel, and most importantly, sell our basic services and supplementary reports/services, plus assist our clients on their use. Compensation commensurate with experience—benefits are excellent. Great working environment in a growing, dynamic organization. Send resume ONLY to: Bedine Abler, Personnel Administrator A.C. Nielsen Company 1290 Avenue of the Americas New York, NY 10104 An Equal Opportunity Employer M/F. No Phone Calls Please.

**EXP'D TV ACCOUNT EXECUTIVE**

Top Hispanic TV needs exp'd A/E to service existing clients and develop new business. Min. 3 years' exp. working with local/retail customers, fluency in English/Spanish, own auto, with good references. No telephone inquiries. Send resume to: General Sales Manager Twinbridge Plaza 24 Meadowlawn Parkway Secaucus, NJ 07094

**Help Wanted Programming, Production, Others**

**YOU'RE A RARE BREED, BUT WE KNOW YOU'RE OUT THERE!**

...a hands-on producer-director- videographer-writer with a graphics background who loves to work, to join our hot-shot promotion team in the best station in the country! Send resume and tape to: ANN RACE, PROMOTION MGR., WJXT P.O. BOX 3210 JACKSONVILLE, FL. 32207

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**NEWS DIRECTOR**—Highly qualified, experienced professional for top 25 market in high growth Sun Belt area. A tremendous opportunity for bright, energetic, people-oriented person. Able to motivate and lead a large aggressive news team. Send resume and brief description of news philosophy to Delbert R. Lewis, President & General Manager, P.O. Box 5068, Phoenix, AZ 85010. No phone calls please.

**PRODUCTION MANAGER**—Bright, energetic, highly creative, well-organized; 3 to 5 years experience for high growth Sun Belt area, top 25 market. Top managerial skills; knows how to handle and motivate people; working knowledge of the sophisticated Hi Tech equipment. Send resume to Delbert R. Lewis, President & General Manager, P.O. Box 5068, Phoenix, AZ 85010. No phone calls please.

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**HELP WANTED PROGRAMING, PRODUCTION, OTHERS**

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**TELEVISION ART DIRECTOR**


**KYW-TV 3 GROUP**

Group W is an equal opportunity employer.

**CO-HOST/CO-PRODUCER**

Our Cindy's headed for Philadelphia. Seeking replacement for top rated morning magazine show. Must have strong interviewing skills, able to deal with light and heavy subject matter. Field production knowledge also necessary. Send tape and resume to: Steve Zappia, Production Manager, WKJB-TV, 7 Broadcast Plz., Buffalo, NY 14202, EOE.

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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 contribution. 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:

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**GROUP W**

Satellite Communications

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**WILL PURCHASE MIDNIGHT TO 6 AM**

From several small AM/FM stations in California markets. Up to $25000 annual net compensation. Major production company needs time for syndicated programing, NBC RADIO. 106 W. 32nd St., NYC 10001. 212-279-2360.

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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.

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

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

Rates: Classified listings (non-display). Per issue: Help Wanted: 85c per word, $15 weekly minimum. Situations Wanted: 50c per word, $7.50 weekly minimum. 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.
Donald Mathison, director of sales and marketing, Southwest region, Group W Cable, Malibu, Calif., joins Media General Cable of Fairfax (Va.) as VP, marketing and programming.

Christopher Dann, independent consultant, joins noncommercial KGQD-FM San Francisco as director of marketing.

Appointments, Cablenet, Mount Prospect, Ill.; William Chain, divisional VP; Times Mirror, Wallingford, Conn., to executive assistant to president; Frank Butler, East Coast turnkey manager, Times Mirror Cable Television, Wallingford, Conn., to VP, operations; Italia Commissio, customer service manager, Times Mirror Cable Television, Hartford, Conn., to director of customer service, and Fred Frank, from Times Fiber, Wallingford, Conn., to director of commercial development.

Kathryn Bards, assistant traffic manager, KITV(TV) Denver, joins WTCN-TV Minneapolis-St. Paul as traffic manager.

John Blair, director of production and operations, noncommercial WITF-TV Harrisburg, Pa., and co-owned WITP(FM) Hershey, Pa., named VP, broadcasting and operations.

Jean Muir, from Washington Iron Works, Seattle, joins King Broadcasting Co. there as personnel director.

Richard Marcocci, accountant and staff auditor, Johnsons Matthey Investments, Philadelphia, joins WPVI-TV there as assistant business manager.

William Cameron, manager of treasury operations, Elliott Co., Jeannette, Pa., joins Ketchum Communications, Pittsburgh, as treasurer.

### Marketing

George Orme, senior VP, management supervisor, BBDO Direct, New York, named executive VP, client services. Lucille Guardala, associate creative director, BBDO Direct, named senior VP, executive creative director.

Barbara Feigan, senior VP, director of marketing and research, Grey Advertising, New York, named executive VP and member of agency policy council.

Ralph Conner, VP and general manager, WLAW(AM), Hempstead, N.Y., joins Weiss & Powell, station representative, there, as senior VP, national sales.

Appointments, Seelt: Edgar White Jr., executive VP and chief operating officer, New York, resigns; Edward Outland, sales manager, Corinthian Television Sales, San Francisco, to same capacity; Dan Harrison, VP, sales, ABC group, Blair Television, New York, to national sales manager, raiders independent sales team, New York; Art Wagner, divisional VP, Katz Independent Television, New York, to national sales manager, rebels team there, and David Ware, from KRON-TV Los Angeles, to account executive, independent sales team, Los Angeles, and Dan Wong, account executive, Seelt, New York, to Los Angeles office in same capacity.

Steve McGuire, senior art director, Kalish & Rice Advertising, Philadelphia, joins Thelen & McCarthy, Phoenix, as VP, executive art director.

Joseph Pettigrew, art director, Della Femia Traviss & Partners, New York, joins newly formed Isadore & Paulson there in same capacity.

Appointments, Needham, Harper & Steers, Chicago: Joey Cummings and Tony Vanderwater, VP, executive creative directors, and Chuck Cohen, senior VP and associate creative director, Waring & LaRosa, New York, to newly created position of group creative director; Ron Bess, Jack Copher and Bob Levin, senior VP's, management representatives, to newly created position of group account director, and Mike White, executive VP, media and administration, Cunningham & Walsh, Chicago, to senior VP, director of media resources.

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**Media**

John MacGregor, president and general manager, KAA(LTV) Austin, Minn., joins WJTV(TV) Jackson, Miss., in same capacity. William Cathcart, station operations manager, KAA(L), succeeds MacGregor as executive VP and general manager.

Harold Green, vice president, VP, operations, Field Communications, San Francisco, joins Media Central, Chattanooga broadcast management firm, as executive VP.

Tom Weaver, from Jaco Inc., Nashville-based radio group owner, joins All Pro Broadcasting, El Grove, Wis., as executive VP and general manager of WAKA(AM) West Allis, Wis.-WLUM(FM) Milwaukee.

Charles Filipp, operations director, Salter Broadcasting’s WRWC(FM) Rockton, Ill., WFVR(AM)-WKKD(FM) Aurora, Ill., and WIP(AM) Lake Wales, Fla., elected president of Salter’s WKDD Inc. Joseph Moen, VP and general manager of Salter’s WBEL(AM) Beloit, Wis., elected president of WBLF Inc.

Terry Dean, sales manager, WMLK(AM)-WUBE(FM) Cincinnati, named general manager, succeeding Bob English, who joins Broadcast Programing International, Seattle (see “Programing,” below).

Gary Nielsen, general manager, KETV(TV) Omaha, elected VP and general manager.

Jack Kline, general sales manager, WKS-TV Jacksonville, Fla., joins WOAC(TV) Canton, Ohio, as general manager.

Donates, assistant manager-general sales manager, KTVV(TV) Oklahoma City, joins KSLA-TV Shreveport, La., as VP and station manager.

Richard Rambaldo, general sales manager, WUHF(TV) Rochester, N.Y., named station manager.

Bryon Baylog, from WMMS(FM) Cleveland, joins WDMT(FM) there as station manager.

LuAnn Yattaw, assistant traffic manager, WTCN-TV Minneapolis-St. Paul, named operations manager.

Randi Michaels, VP, radio division and programming consultant, Taft Broadcasting, Cincinnati, joins WLW(AM)-WJKS(AM) there as VP, operations and programing.

Gerald Campbell, project director, Warner Amex Cable Communications, Chicago, named VP operations.

Barry Lewis, VP, director of corporate development and member of board of directors, Katz Communications, New York, elected senior VP.

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**Fates & Fortunes**

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Mary Grams, art director, Doyle Dane Bernbach, New York, elected VP.

Andi Kipersmith Cohen, director of local broadcast services, Benton & Bowles, New York, named VP.

Robert C. Brant, senior VP, director of media and marketing services, Carrafiello Diehl & Associates, Irving-on-Hudson, N.Y., named director of consumer products.

Appointments, Fahlgren & Ferris, Cincinnatii: Lisa Ersrum, media buyer-planner, to associate media director; Dale Plowden, media buyer, to associate planner-buyer; Terri Hegman, media assistant, and Elizabeth MacSwords, media, Abbott Advertising, Lexington, Ky., to media buyers.


Don Micallef, manager of special projects, Katz Television, New York, named associate director of marketing services.

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

Rhode Santamaria, from Seltel, New York, joins Blair Television there as account executive, ABC/green sales team.

Sandra Hawke, from own graphic design studio, Minneapolis, joins Sheggeby Advertising there as creative director.

Appointments, Group W Cable System, Tallahassee, Fla.: Stefanie Jackson, account executive, Lamar Outdoor Advertising, Tallahassee, to advertising sales manager; Joe Bono, member of sales department, Lynda Russell, from National Federation of Business and Professional Women’s Clubs, Washington, and Larry Hendricks, from CableAmerica Inc., Atlanta, Ga., to sales team coordinators, and Nancy Sheppard, traffic coordinator, to account executive.

Robb Gray Jr., general sales manager, KGUN-TV Tucson, Ariz., joins WLRE-TV Green Bay, Wis., in same capacity.

John McElfresh, director of sales, KTVM(TV) St. Louis, joins KDLN-TV there as general sales manager.

Timothy Lynch, from WVEC-TV Norfolk, Va., joins WTVZ(TV) there as general sales manager. Eric Zitron, local sales manager, WTVZ, named national sales manager.

Bob Lawrence, VP and general manager of Taft Broadcasting’s WYSP(FM) Tampa, Fla., joins WLGW(AM)-WSKS(FM) Cincinnati as VP, sales and marketing.

Klee Dobra, general manager, WMVY(FM) Tisbury, Mass., and founding partner, Dukes County Cable Television, Martha’s Vineyard, Mass., joins WWSO(AM) New Orleans as general sales manager.

Harvey Ostroff, account executive, WYSP(FM) Philadelphia, named assistant general sales manager.

Christopher Dann, independent management consultant, joins noncommercial KQED-FM San Francisco as director of marketing.

Jery Grant, account executive, KUJY(FM) Anchorage, Alaska, named sales manager.

Richard DeFabio, from WASY(AM) Gotham, Me., joins WLYT(FM) Haverhill, Mass., as sales manager.

Joseph Wendt, account executive, WALT-Mobile, Ala., named local sales manager.

Kenny Caldwell, account executive, WXGA(TV) Macon, Ga., named local sales manager.

Wendy Chamberlin, public service coordinator and promotion assistant, WDHO-TV Toledo, Ohio, joins WSPD(AM) there as co-op sales director. Cathy Recker, from Aid Association of Lutharians, Perrysburg, Ohio, joins WSPD as account executive.

Jason Elkin, from WJCS-TV Jacksonville, Fla., joins WTEN-TV Columbus, Ohio, as local sales manager.

Allen Steiglitz, regional sales manager, WSHE(FM) Fort Lauderdale, Fla., named local sales manager.

Thom Neeson, local sales manager, WLTV-Cambridge, Mass., named national sales manager. Derek Dalton, account executive, WLTV, succeeds Neeson.


Melinda Willey, owner and operator, Focus-One Advertising, Fresno, Calif., and Spencer Williams, national sales manager, KDOK-TV Anaheim, Calif., join KCKA-TV Sacramento, Calif., as account executives.

Deoreis Silvia Robinson, from WLDI(AM) Boston, joins National Black Network, New York, as account executive.

Jerry Lyles, from WCMH-TV Columbus, Ohio, joins WXYZ-TV Detroit as account executive.

Ann Murphy, from WHUE-AM-FM Boston, joins WBZ(AM) there as account executive.

Jane Flavin, from Katz Independent TV Sales, Boston, joins WXNE-TV there as account executive.

Bob Coletti, researcher, Mideco, Salt Lake City independent research firm, joins KICU-TV San Jose, Calif., as account executive.

Marcy Himmelfarb, retail sales manager, WRLX(FM) Baltimore, joins KDLN-TV St. Louis as account executive.

Linda Rademacher, from Joe Kelly’s Restaurant, Oklahoma City, joins KTVV(TV) there as account executive.

Claudia Cole, market development coordination, WDIV(TV) Detroit, named account executive.

### Programing

Charles D. Young, VP and general manager, Metromedia-owned KTV(TV) Los Angeles, joins Metromedia Producers Corp. as president, succeeding Robert Wood who resigned in May (BROADCASTING, May 23). He will be based in Los Angeles. Barbara Pulizt, director of media sales, Richard Simmons Show, MT Television, New York, joins Metromedia Producers Corp. there as Eastern media sales director. Susan Bender, director of sales administration, Metromedia Producers Corp. Boston, assumes additional responsibility: as director of Latin American sales.

Barrie Robertson, director and general manager, CBS/Fox Video, Sydney, Australia, named managing director, South Pacific, remaining based in Sydney.

Robert Fell, VP, director of sales and marketing, Hearst/ABC Video Services, New York joins Cable Health Network, Chicago, as VP, Midwest regional manager. J. Ray Padden, executive VP, Metro Networks, Los Angeles, joins CHN there as Western regional manager.

Jarobin Gilbert, VP, NBC-TV, New York named VP, sports project planning and business development, NBC Sports there.

Gary Conner, VP, Satori Entertainment, New York, named senior VP, Jeffrey Sass, production manager and director of acquisitions, Satori, named VP, acquisition and production.

Tony Brown, VP, special projects, Metromedia Producers Corp., Boston, joins Blair Video Enterprises, New York, as VP and general sales manager.

Eddie Keller, VP, media and co-op advertising, 20th Century-Fox, Los Angeles, joins MGM/UA there in same capacity for motion picture marketing division.

Jim Merrill, publicity manager and production executive, Playboy Productions, and Lori Raine Nakano, independent publicist, have formed Merrill & Associates, personal management and production company, based in Los Angeles.

Lesley Gallo, administrator of marketing NBC Enterprises, New York, named manager, international sales.

Bob English, general manager, WMLK(AM) WUBE(FM) Cincinnati, joins Broadcast Pro gramming International, Seattle-based syndication firm, as president.

Michael Mason, regional manager, Southern Region, Home Box Office, Atlanta, name regional director.
Lisa Mionie, independent casting director, Los Angeles, joins ABC Entertainment, New York, as manager, daytime casting, East Coast.

Michael Sryan, executive producer for cultural affairs, Maryland Public Television, Owings Mills, Md., named program schedule and acquisitions manager.

Gary Goslee, production manager, KAAL(TV) Austin, Minn., named program director.

Greg Grimeley, senior director, KAAL succeeds Goslee.

William Logan, program operations manager, WTV Columbus, S.C., joins WOTV Grand Rapids, Mich., as program manager.

Ed Scarborough, program director, KHTF(FM) St. Louis, joins KNX-FM Los Angeles in same capacity.

Marc Kuhn, from WWDB(FM) Philadelphia, joins WXZAM Miami as program director.

Peter Stewart, from KHR-FM Austin, Tex. joins KRK(FM) Shreveport, La., as program manager.

Michael Demeree, from WLAX-V Biloxi, Miss., joins WOAC(TV) Canton, Ohio, as production manager.

Susan Conover, producer-director, Connecticut Public Television. Hartford, Conn., joins noncommercial WEBS(TV) Bridgeport, Conn., as executive producer and senior director.

Jocelyn Chan, research coordinator, Golden West Television, Los Angeles, named director of research.

Seymour Miles, from Grey Advertising, New York, joins Westwood One there as account executive.

Sam Sperry, consultant, Northwest Power Planning Council, Portland, Ore., joins KING-Seattle as assignment editor, sports department.

Steve Blakesley, from WAVE-TV Louisville, Ky., joins KING-TV as director of special projects.

Louis Buchheit, producer-director, WZZM-TV Grand Rapids, Mich., joins WKBW-TV Buffalo, N.Y., as director.

Jack McConnell, farm director, KMMJ(AM) Grand Island, Neb., joins KFKA(AM) Greeley, Colo., in same capacity.

Donna Harris, executive producer, news, WFED-TV Chicago, named executive producer, PM Magazine.

Jim Kelly, sports reporter, CBS Morning News, joins WNEV-TV Boston as evening sports anchor.

**News and Public Affairs**

**Thomas Petner,** managing editor, WCBS-TV New York, joins WOR-TV there as news director.

**Joe Coscia,** executive producer, 5 p.m. broadcast, WCBS-TV New York, joins WNBC-TV there in newly created position of executive editor.

**Ricki Stofsky,** producer of special reports and special projects, WNBC-TV, named senior producer.

Tom Wolzien, executive producer, weekend editions, NBC Nightly News, New York, named VP, executive producer of newly created news production and design department.

Rob Sunde, from WCBS(AM) New York, joins ABC Information Network there as director of news.

Nick Lawler, deputy news chief, ABC News, Los Angeles, joins WTCN-TV Minneapolis-St. Paul as news director. Linda Allen, freelance writer, joins WTCN-TV as administrative assistant, public affairs.


Jack Doniger and Bob Hopper, staff members, Associated Press Radio, New York, have been named anchors for two new drive time news capsules. Doniger will handle two-minute Newswatch and Newsmakers capsules in morning drive, while Hopper anchors afternoon broadcasts of same. Broadcasts are part of AP's expanded programming lineup of 24 additional newscasts and four additional business reports each weekday ("Riding Gain" May 16).

Appointments, news department, WTVN-TV Columbus, Ohio: John D'Amico, executive news producer, to assistant news director-executive news producer, Rodney Bremennan, staff director, to news director, 6 and 11 p.m. news, and Arnold Denger, from WBNZ-TV Columbus, to producer, 6 p.m. news.

Appointments, WKRT-TV Wichita, Kan.: Cindy Whitman, managing editor, El Dorado (Kan.) Times, to noon producer; Joanne Lof-
Land, production assistant, to producer; Sharon Levy, editor, KBTY(TV) Denver, and Ron Stover, from KSNW(TV) Wichita, Kan., to "photojournalists"; Gigi Lyons, reporter, WORX-TV Rockford, Ill.; Craig Owenson, reporter, WAPT(TV) Jackson, Miss., and Gillian Logan, anchor-reporter, noncommercial KANU(FM) Lawrence, Kan., to reporters.

Mike Hevel, writer-producer, WCP0-TV Cincinnati, joins WLWT(TV) there as news producer.

Neal Dickerson, news producer, WGRZ-TV Buffalo, N.Y., joins KMOV-TV St. Louis as Newsroom Report Tonight producer.


Mike Scott, from KPWR-TV Bakersfield, Calif., joins KUED(TV) Fresno, Calif., as weekend anchor-producer.

Elaine Green, member of news staff, WCP0-TV Cincinnati, named nightly news editor and anchor alongside Janet Gross, all-night anchor, WCP0-TV, named reporter. Hasker Nelson, writer-reporter, WCP0-TV, named community affairs assistant.

Judy Rooks, business-economics reporter, KGIN-TV Portland, Ore., named co-anchor 5 p.m. news.

Marvin Gatch, from KOA(AM) Denver, joins KOSI(FM) there as morning news anchor.

Cynthia Grebe, from WRTV-F Flint, Mich., joins WTV(TV) Grand Rapids, Mich., as weekend anchor-reporter.

Edward Evans, public affairs director, KRTH(AM) Los Angeles, joins KHI-TV there as public affairs manager-editorial writer.

Susan Kidd, anchor, KTV(TV) St. Louis, joins WRC-TV Washington in same capacity.

Tracy Barry, anchor-reporter, KSTV(TV) Tacoma, Wash., joins KATU(TV) Portland, Ore., in same capacity.

Aleli Camama, from KSJO(AM) San Diego, joins KCNNA there as news writer.

James Bunn, assistant cable news manager, Scripps-Howard Broadcasting, Fairfield, Conn., joins KPX(TV) San Francisco as reporter.

Howard Thompson, from WPLL(TV) Springfield, Mass., joins WFST(TV) Hartford, Conn., as reporter.

Melanie Morgan, reporter, KICU-TV San Jose, Calif., joins KGQA(AM) San Francisco in same capacity.

Technology


John Cambon, founding board member and chief financial officer, Digivision, San Diego video equipment manufacturer, named president, succeeding Sherman DeForest, who continues as chairman of board. Hugh Gil- logy, director of marketing and sales, high resolution video systems, named VP.

James L. Magruder, VP, operations, Uninet, Kansas City, Mo., subsidiary of United Telecommunications, joins RCA Cylix (satellite-delivered) Communications Network, Memphis, as VP; operations.

James Barnes, from WPX(RTV) Pittsburgh, joins Television Syndication Center, Group W there, as engineering supervisor.

Joe Perez, chief engineer, KFTY(TV) Santa Rosa, Calif., elected VP of parent, Sonoma Broadcasting.

Tom Shedlick, assistant chief engineer, Via Consulting, Washington, and Viacom's WRVR(FM) Memphis as chief engineer.

Promotion and PR

Nancy LeBrun, senior producer, Bravo, Rainbow Programming Services, Woodbury, N.Y., named promotion manager. Judith Kessler Baum, from Home Box Office, New York, joins Rainbow as writer-producer, Bravo. Appointments, media relations, Home Box Office: Deborah Rosen, from own Los Angeles-based public relations firm, to director, media relations, West Coast, there; Richard Licata, manager, Cinemax publicity, to director, HBO premiere films and Cinemax publicity, New York; John Kelley, senior publicist, HBO, premiere films, New York, to manager, premiere films publicity; Peter Garafola, senior editor-producer, to manager editorial-photo publicity; Richard Rothstein, assistant editor-producer, succeeds Garafola.


Lucius Barre, from Polygram Pictures, Los Angeles, joins Samuel Goldwyn Co. there as national publicity director.

Don North, independent producer, joins Gray & Co., Washington-based public relations firm, as director of broadcast services and account executive.

Marta Leipzig, senior copywriter and broadcast producer, Abramson & Associates, Washington, joins The Adams Group, Rockville, Md., based public relations and advertising firm, as copy chief.

Shannon English, account executive, Warner Amex Cable Communications, Canton, Ohio, joins WAC(TV) there as program-promotion director.

Donna Friedman, promotion assistant, WDCATV Washington, named promotion writer-producer.

Allied Fields

William Abbott, assistant general counsel, NBC-TV, New York, joins communications law firm of Fawer, Brian, Hardy & Zatzkis, New Orleans.

Sharon Earley, executive director of operations, National Captioning Institute, Washington, named executive director of marketing.

Robert J. Buenzle, Robert J. Buenzle, Chairman, Washington joins law firm of Finley, Kumble, Wagner, Heine, Underberg, Manley & Casey there, continuing to specialize in communications and telecommunications law.

John Kernan, from Delitak Corp., San Jose, Calif., joins Gill Management Services there, supplier of computer software to cable companies, as VP, planning and product development.

Jerry Gardner, VP, Radio Advertising Bureau, resigns to form own Dallas-based consulting firm, Communications Marketing Inc.

John Dunn, VP, general manager, WBCS-FM Milwauke, and Frank Woodbeck, VP, and general manager, WKBW(AM) Buffalo, N.Y., named to advisory board of ABC Direction Network, New York.

Bryan Burns, director of marketing and broadcasting, Kansas City Royals baseball team, named director of broadcasting, major league baseball, New York.

Dave Murray, chief meteorologist, KSDK(TV) St. Louis, elected chairman of American Meteorological Society’s board of broadcast meteorology.

Deaths

Frank Norwood, 55, executive director, Join Council on Educational Telecommunications, Washington, and former consultant to Corporation for Public Broadcasting and National Telecommunications and Information Administration, died of stroke June 30 a suburban hospital, Bethesda, Md. He is survived by his wife, Shirley, son and daughter.

William H. Luchtman, 45, VP, general manager, WAWS(TV) Jacksonville, Fla., and former VP, general manager, WZUU-FM Milwauke, died of cancer July 6 at Jacksonville Memorial hospital. He is survived by his wife, Delores, four sons and daughter.

John F. Talcott, 63, former general sales manager, wTVX(TV) Fort Pierce, Fla., and one time general manager, WLNG-AM-FM Sag Har bor, N.Y., died of apparent heart attack July 7, at his home in Port St. Lucie, Fla. He is survived by his wife, Olivia, two sons and two daughters.

Ernest Chappell, 80, radio and television announcer whose broadcasting career spanned more than 30 years, died July 4 followin stroke at his home in North Palm Beach, Fla. Chappell’s radio credits in 1930’s and ‘40 included spokesman for Palm Mall cigarettes and an announce for Edward R. Murray’s nightly newscast and 50s news anchor and for Amos ’n Andy. He is survived by his wife, Helen, son and three daughters.

Jeanne Anne Fowler, 58, director of promotion, KGEO(AM) Long Beach, Calif., died of complications of undetermined virus May 2 at Long Beach hospital. She is survived by her husband, Clinton, one son and three daughters.
McCann's Gene DeWitt: 
Old/new media overseer with a gleam in his eye

Gene DeWitt, executive vice president and director of media services for the U.S.A. region of McCann-Erickson Worldwide, New York, says his career interests have always centered on advertising and publishing. He chose advertising, he says, because "you get a chance to be creative and have the opportunity to move up quickly."

This evaluation proved accurate. Armed with a BA degree in English from Tufts University in Medford, Mass., in 1965, he landed a job as a media trainee with Dancer Fitzgerald Sample, New York. Over the next 14 years, he sharpened his skills in media and television programing with such posts as media director of Ogilvy & Mather, executive vice president and media director at Rosenfeld, Sirowitz & Lawson and senior vice president and director of media and network services at BBDO. In 1979, he joined M-E in his current post.

Gene DeWitt and his colleagues at McCann have been on a whirlwind schedule for the past month putting together proposals for the new prime time up-front schedules that will be the centerpiece of the estimated $130 million their agency will allo to network TV during 1983.

DeWitt, a critic of network program quality, assesses the new network programs "as somewhat better than they have been in the past." He believes the networks have placed a stronger emphasis on quality for next fall, spending more money on pilots. But, he adds: "Some of the concepts are rather silly."

Network programing is only one area of DeWitt's domain. As executive vice president and director of media services for the U.S.A. branch of McCann, he supervises a staff of more than 325 specialists in offices throughout the country. His jurisdiction extends to spot buying, media planning and research, outdoor and network programing. McCann is a broadcast-active agency, having spent more than $300 million on television and radio in 1982, 60% of its total expenditures.

DeWitt, a tall, huskily built man who participated in football, tennis and cross-country running in college, says he has been "most fortunate" in his employment with the various agencies for which he has worked. During his tenure at Rosenfeld, he says, he helped build a media department at a new agency. At Ogilvy, he was part of a group that over a five-year period helped move the agency from a $60 million unit to one billing more than $200 million.

"At BBDO in 1978, I had the chance to remake a major agency's media department," he continues. "And here at McCann, I've learned the Interpublic approach of fusing media with creative to generate new business."

He points to "an industry in ferment" and says: "The time is ripe for coalitions of advertisers, agencies, station groups and producers to enlarge the supply of quality television programing."

DeWitt tabs the ad hoc networks, based on past performances, as vehicles that "make sense because the buy is cost-efficient." He acknowledges that programing is the key to success, and appropriate properties are not easy to locate.

A case in point is McCann's own incursion in the world of ad hoc. Last January, DeWitt told the convention of the Association of Independent Television Stations (INTV) that joint ventures posed an opportunity "for the agents to sharpen their competitive edge against the new sources of TV entertainment and indicated that McCann would support such projects.

Now, six months later, DeWitt says that M-E is still working in that terrain. In fact, he adds, the agency had become active in joint ventures before he made his pronouncement. "We've talked to a number of producers about developing original movies," he reports, "but we were not able to find any appropriate properties. But I think we will have programing to announce later this year. I can't discuss this now, but it will be programing for some of our clients."

The competition faced by the television networks from ad hoc groups, cable, pay TV and independent stations, DeWitt says, will be cutting into network shares, but he is confident the networks will survive. He points out that the advertising pie will grow substantially in the years ahead but the "slices will be smaller."

He is particularly bullish about basic cable television, mentioning that "we have patterned our buys on the way we buy radio to reach cumulative audiences." DeWitt estimates that McCann will be doubling its investment in 1983 over 1982 on basic cable.

In fact, DeWitt is optimistic that all media will find their niches in the years ahead. Radio, he observes, has weathered many storms and will find its place. But he has one complaint about media competition more effectively against the new sources of TV entertainment and indicated that McCann would support such projects.

DeWitt says he enjoys watching television. He is a particular fan of news programs and news magazines and feature films, and "loved" both Taxi and Square Pegs. He believes local news needs improvement. He says it is "becoming fluffy entertainment and does not provide local services."

DeWitt is an avid reader, going through about 40 magazines and a few books each month. He enjoys fishing, jogging and hiking, and frequently commutes from his home on West 47th Street to his office more than 30 blocks away on foot or bicycle.
In Brief

Field Enterprises announced Friday it will close its WJAZ-TV Burlington, N.J. (Philadelphia) and turn its channel 48 license back to FCC effective Sept. 1. Field has sold its other TV stations and has been trying to sell WJAZ-TV. Announcement said Field had concluded it would obtain “greater value” by closing station and selling off assets than by continuing operations in hope of finding buyer for station. WPHL-TV Philadelphia, on channel 17, was said to have agreed to buy program rights and production equipment from WJAZ-TV, which commenced operations Sept. 1, 1965—18 years to day from its projected closing. FCC spokesman said people there “couldnt remember the last time” TV station license was returned.

John Blair & Co. and Fairbanks Broadcasting Co. announced they had reached definitive agreement for Blair to purchase KVAL, KAMM-AM-FM, Dallas and WIGGI (AM) Indianapolis from Fairbanks for $50 million in cash, subject to FCC approval (“Changing Hands,” May 9).

Average TV station had pre-tax profit of $1.25 million during 1982—17.7% increase over previous year, according to financial survey by National Association of Broadcasters. Also according to survey, gross time sales increased 9.7% to $6.3 million; net revenues increased 6.1% to $5.4 million; national and regional spot revenues increased 12.6% to $2.97 million; local advertising increased 8.8% to $2.8 million; nonbroadcast revenue dipping 8.7% to $107,000; tradeouts and barter transactions decreased 5.9% to $121,000; operating expenses declined 3.1% to $563,000; and programming expenses were up 7.4% at $1.6 million. Survey, based on replies from 411 stations, also showed typical station spent $33,500 on music license fees and $336,700 on program and film rights. Number of full-time employees remained 78; salaries rose 6.2% to $1 million.

CBS Inc., under strong pressure to produce “a solid earnings turnaround” this year, reported last week that it was getting there, with net income up 36% for 1983’s second quarter and up 30% for first half. CBS/Broadcast Group, which normally accounts for 85% or more of company’s operating income, reported second-quarter profits of $103.3 million, up fractionally from $102.7 million year ago, but CBS Chairman and President Thomas H. Wyman found merit in holding even. He said it was accomplishment in face of weak network TV scatter market and demonstrates effectiveness of CBG’s cost management effort. CBS TV profits were down from year ago, thanks to much-publicized mishandling of timing of general economic recovery (BROADCASTING, May 23, et seq., but Wyman said decline was offset by profit gains by CBS Television Stations and CBS Radio divisions. CBS/Broadcast Group operating profits for first half declined 13.3% to $178.2 million, while Group’s revenues were up 3.3% in second quarter, to $563.2 million, and up 5.5% for first half, to $1,124.3 million. For company as whole, CBS reported net income reached $58.7 million or $1.98 per share in second quarter, up 36%, on revenues of $1.06 billion, up 7%. For first six months, net income rose 30% above year-ago levels to $76.6 million, or $2.55 per share, on revenues of $2.1 billion, up 6%.

CBS researchers said CBS won daytime ratings race for week ended July 10, and by bigger margin than week before (“In Brief,” July 11) making first time it had topped ABC-TV two weeks in row since April 1979. For 10 a.m. to 5 p.m. period, CBS claimed average 7.0 rating to 6.5 for ABC and 5.0 for NBC. For hours when networks compete head to head—11 a.m. to noon and 12:30-4 p.m.—it was CBS 8.0, ABC 7.0, NBC 5.0.

Young & Rubicam U.S.A., concerned over FCC’s proposed deregulation of television stations, has distributed questionnaires to TV outlets throughout country asking them to indicate their future policies regarding commercial standards and commercial log-keeping, and return questionnaire within month. Questions concern current station policy regarding nonprogram times per hour, anticipated changes if deregulation occurs, any changes station may be planning to make and whether they plan to maintain if as they have in past. According to some executives of broad- casting groups, national representatives and advertising agencies there is not likely to be any significant change in station operation if deregulation occurs.

Judy Woodruff, chief Washington correspondent for NBC-TV’s 7 p.m. show, joins public broadcasting’s MacNeil/Lehrer Newshour today (July 18) as chief Washington correspondent. “New Hour” premieres Sept. 5, she will serve as backup for anchors Robert MacNeil and Jim Lehrer, in addition to doing studio interviews and field reporting. NBC News President Reuven Frankher her luck in statement to NBC News bureaus, saying, “All us at NBC News regretted (she) has chosen to end her eight-year association with us. We had hoped she would stay, but we cannot agree on requests for certain assignments. Wherever her career takes her from here, she goes with the best wishes of NBC News.”

One on One, ABC’s late night half-hour interview program (12 a.m.) with host Gregory Jackson will be scrapped, effective July 14. Poor ratings and lack of station clearances are said to be prime reasons for cancellation, ABC affiliates, only 140 are clearing program regularly. Ratings for program were in 1.0-2.0 range, more than full point lower, on average, than its predecessor Last Word, also hosted by Jackson (with interview segment by P. Donahue), which was also canceled (last April) due to poor rating. Jackson is still under contract with ABC News and will be re- signed. Half-hour time period now filled by One on One will rev to stations, although ABC spokesman indicated there is possibility that network may develop program for period in future but add that nothing is in works currently.

Federal Trade Commission last week ordered two major manufac- turers of pain relievers, Bristol-Myers Co. and Sterling Drug Co., to drop claims of superiority for their products after finding that the advertising by each company is deceptive. Decision affects Bristol-Myers’s Bufferin, Excedrin and Excedrin P.M., and Sterling Drug’s Bayer aspirin, Cope, Midol and Vanquish. Official of Sterling said company is reviewing order and is likely to file appeal with federal court. Spokesperson for Bristol-Myers said appeal would be filed probably with U.S. Court of Appeals. Commission held that false advertising by the companies must disclose if advertised product contains aspirin when making comparisons with plain aspirin. Order also states that, in general, advertising claims must be supported by data, such as data that were two well-controlled clinical studies although other form of proof may be acceptable on case-by-case basis. Decisions allowed to cover Ted Bates & Co., advertising agency for Bufferin; Young Rubicam, agency for Excedrin and Excedrin P.M., and Lois Land Callaway, agency for Vanquish.

Prime Cable Corp., Austin, Texas-based MSO, and Cable Americ Inc., have agreed to form new partnership that will own and manage five Atlanta-area cable systems currently owned by Cable America Inc. New joint venture would make Prime Cable manager general partner of systems located in Atlanta, DeKalb, Collin, Lake and Alpharetta, totaling 107,000 subscriber places. Agreement also states that, in general, cable operators must file in writing to buy in whole or in part. Price was undisclosed, but analyst put total value of systems at about $7 million to $85 million.

Urbana Cable Television Inc.; wholly owned subsidiary of Commicication Corp. of America, acquired assets of Champagne Cablevision and C&A Cablevision, which operate cable systems in Urbana West Liberty and Mechanicsburg, all Ohio, with total of 3,900 basic subscribers. Price was undisclosed, but sources put figure about $2.5 million. Ted Hepburn Co. brokered sale.

Operation Prime Time said its presentation of Blood Feud was the highest rated syndicated special to air this year to date, scoring 21

Broadcasting Jul 18 1983
Minority support. Handshake were in order last week in wake of National Association of Broadcasters announcement that it will support H.R. 2231, Bill, introduced by Representative Mickey Leland (D-Tex). Panel, evolved from recommendation of FCC Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications. It would permit use of tax certificates for nonbroadcast facilities and increase value of used equipment that can be written off when buying existing facilities.

Association of Broadcasters has asked FCC to reconsider past decision authorizing teletext to prohibit cable operators in stripping service out of broadcast signals; to exempt, "at last the outset," all teletext services from common carrier status and to expand its "unnecessarily restrictive" definition of teletext. Whether teletext should be used for the transmission of local games and computational routines is a decision best left to marketplace, NAB said. Among those also requesting commission to prohibit cable from stripping teletext were CBS, NBC, ABC 13.8 and NBC 13.8. Oversight showed Fed ranking st in its time period in New York, Los Angeles, Chicago, San Francisco and Detroit, OPT said.

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A start

A "Structural Study Committee" was appointed by the executive committee of the National Association of Broadcasters last week to think about reorganization. The committee is to study the proposal of Peter Kenney, retiring Washington vice president for NBC and veteran NAB director, that the association be converted to a federation with separate and strong divisions for radio and television.

Unfortunately, the committee was given no deadline to complete its work. Kenney suggested one that seemed reasonable: before the next NAB board meeting.

A seventh appointment to the committee membership is yet to be made. Why not Peter Kenney?

Postman rings twice

Tim Wirth has sent out the first wave of "quantification" questionnaires, these to television stations. The second wave is to go out this week, to radio. If the information solicited is a guide to the "deregulation" that the chairman of the House Telecommunications Subcommittee has in mind, broadcasters will hope that the president of the National Association of Broadcasters was right when he said that the NAB had the clout to kill legislation if killing became necessary.

Wirth wants to know what is on the air now in several categories of programing: news, local and originating elsewhere; public affairs, local and originating elsewhere; all other programing (excluding entertainment and sports), local and originating elsewhere.

That's for starters. Next Wirth wants lists of individual programs primarily designed for children aged 12 years and under (with a subcategory of children's programs that are primarily informational), primarily designed for minorities (defined as "blacks, Hispanics, American Indians, Alaskan natives, Asians or Pacific islanders") and primarily designed for persons who have attained the age of 65. Whites of European descent between the ages of 12 and 65 don't interest the Telecommunications Subcommittee.

It isn't quite clear what Wirth intends to do with whatever information his questionnaires elicit. It can be assumed that he will come up with industry averages for the percentages of program time devoted to local and imported news, public affairs and other programs that are neither entertainment nor sports. A high-minded legislator with the elevation of the national culture ever on his mind would of course use those averages in writing legislative standards. How Wirth will translate into standards the individual program information he receives in the children, "minority" and geriatric categories will not be guessed here, but he doubtlessly will call it inept to discard the data.

Eddie Fritts, the NAB president, sent a message to television broadcasters disassociating the NAB from the Wirth mailings, an act of self-preservation. "Whether and how you reply is strictly up to you," Fritts told the broadcasters. "NAB opposes quantification because of its obvious First Amendment conflicts." Fritts said, "and because NAB strongly believes that TV deregulation can and should stand on its own without any new government controls or standards."

That wasn't quite what Fritts said when he testified to the Wirth Subcommittee seven weeks ago that the NAB would accept some sort of quantification for television but not for radio. Whatever he said then, what he said last week was right. But with Wirth firmly in command of the legislative process now, the last sentence in Fritts's message last week took on significance: "You can be sure that we will be diligent in defeating any unacceptable legislation."

Whatever happened to that inventive plan to circumvent Tim Wirth and move deregulation in the parent Commerce Committee?

All things considered...

A phrase making its first appearance on this page, but probably not its last, sad to say, is "power flux density." Don't leave; this may get clearer as it goes along. The power flux density that the United States wanted for direct-to-home broadcasting from satellites was denied by international agreement last week, as is reported at some length elsewhere in these pages. The loss was serious enough to precipitate talk of unilateral adoption here of the U.S.-desired standard anyway.

The diplomatic term for what the U.S. may do is "taking a reservation." Put in straight talk, it could be said that the U.S. may invoke whatever standards it wants, no matter what its neighbors have agreed to.

The standards that were adopted at the western hemisphere conference that ended in Geneva last week provide less power than the U.S. says is needed for high-definition television that CBS has proposed to broadcast and for enhanced color systems. They also will require receiving dishes roughly three feet in diameter instead of the two-foot dishes that the U.S. standards would serve. The extra surface can make a difference when the wind blows and, of course, will add to costs.

As to other decisions in Geneva—on the number and position of orbital slots for the satellites that are to do the broadcasting— the U.S. fared better. It did not get everything it sought, nor did it expect to. But the American delegation seems to agree that it got enough to accommodate with reasonable efficiency all the applications that the FCC has granted for DBS operation and some others that may materialize.

Things could have turned out worse, and probably would have if the U.S. delegation had been less prepared. Chairman Abbott Washburn, Vice Chairman Kalmann Schaefer and the members deserve a round of applause.

"Dinner is ready."
We at KDKA-TV have been privileged to be part of Bill's three decades of dedication and loyalty to his profession.
The Show-Stopper Stole the Show.

At the NAB '83 show, ADM Technology introduced the 9000 Series of Tele-production consoles — the newest, most advanced audio consoles in the industry. It was a smash hit! The 9000 Series brings together in one console a quantum leap in audio processing and control as well as ADM’s unsurpassed reliability. The 9000 is a true stereo console with a microprocessor-based, random access, line level input router. Together with its computer-controlled output assignments, the 9000 will store in its non-volatile memory 99 input/output assignments. Designed for television production, post-production and on-broadcast, the 9000 is compatible with SMPTE’s emerging standards. Like all ADM consoles, it is backed by our exclusive 5-Year Warranty. For more information, contact ADM Technology, Inc., 1626 E. Big Beaver Road, Troy, MI 48084. Phone: (313) 524-2100. TLX 23-1114.