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80% CLEARED - 105 MARKETS

MGM/UA Entertainment Co.
Television Distribution
The Katz-Rule, another media planning tool developed by Katz Marketing to help you use broadcast media more effectively.

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Introducing a major breakthrough in Media Planning & Buying to help you get the most for your advertising dollars.

The Katz-Rule

a revolutionary, high-precision scientific instrument for effective Reach/Frequency Planning & Buying

With the Katz-Rule, you can determine:
- how to set media goals to achieve your reach/frequency objective
- the frequency distribution of any schedule
- the effective reach/frequency of past and upcoming campaigns—all at a glance.
Instructions for use:

1. Arrow of "% of Market Reached At Least Once" is placed against appropriate cume of Cume or Reach Level (Line A).
2. Arrow point of transparent diagonal is placed against appropriate GRP level of Gross Rating Point line (Line B).
3. To obtain the full frequency distribution for your schedule, cume data for each frequency level is found on Line A above the intersection of the transparent diagonal and each effective frequency curve line.
4. For planning purposes: KATZ-RULE will equip the user to set media goals and objectives for a specific schedule (GRP’s or TARP’s/Reach/Average Frequency) which will maximize on effectiveness. (Complete Planning Instructions described on KATZ-RULE folder.)
Peter Jennings on relevancy, regionalism and parochialism □ Dark days for Tanner Co. □ MMTC gets a new name □ The tangled web of financial interest-syndication □

FINANCIAL RULES WEB □ Networks mum on plans in wake of tentative rule change. Independent stations are breathing easier, although they still have fears over extent to which networks could control syndication market. Production community unanimous in its contempt for contemplated change. PAGE 25.

TANNER TROUBLES □ FBI raids William B. Tanner Co. headquarters in Memphis, with warrants containing allegations of kickbacks and diverted funds. Tanner denies all charges. PAGE 27.

JENNINGS VIEW □ Peter Jennings discusses his return to the anchor chair at ABC, touching on being relevant, keeping international stories in perspective and being sensitive to regionalism. PAGE 28.

BIGGER CAUCUS □ Group of groups renames itself Television Operators Caucus, broadens membership, elects Henderson, Baker and Chaseman as officers. PAGE 30.

S.F. BOUND □ NAB opens its Radio Programming Conference next week in San Francisco with panels, sessions and workshops on programming, the law and technology. PAGE 37.

CHANGE IN THE WEATHER □ John Coleman loses battle against the clock to gain financial backing for Weather Channel and terminates his relationship with service. John Wyne is named president. PAGE 37.

LONDON CALLING □ Although American programers are less plentiful this year, London Multimedia Market expects more than 2,000 buyers and sellers for next month’s show. PAGE 38.

FOOTSTEPS □ International Satellite Inc. follows Orion’s path with its own application for transatlantic satellite service. PAGE 39.

A OK □ NAB members give association good grades, results of survey show, although opinions of radio and television members often vary. PAGE 41.

COSTA RICA TALKS □ Negotiations between U.S. and Cuba over AM interference resume after two-year hiatus. PAGE 45.


EXTREMES AGREE □ Proponents of both political right and left come out against FCC repealing political attack rules. PAGE 48.

CANADIAN TROUBLES □ Cancom plan to deliver U.S. network programing by satellite in Canada draws opposition from both Canadian and U.S. broadcasters, although for different reasons. PAGE 49.

URBANY MOVE □ Frank Urbany is appointed as assistant to NTIA chief David Markey. PAGE 50.

KELLEY CREDO □ How a go-getter academic has brought news and government services to cableless Washington as his latest foray in the Fifth Estate. PAGE 73.

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Physically and mentally impaired adults get the chance to develop new skills and self-esteem through training and employment at NOC Industries, Inc., in Cadillac, Michigan. To help meet the growing demand for the center's rehabilitation services, WKJF and WKJF-FM Radio lent their support to a benefit basketball game between the Detroit Lions football team and the Northmen, a charity league made up of former college and professional athletes. The stations promoted the game on the air and supplied the public address announcer for the match-up. And without other promotion, the game attracted a sell-out crowd. The President of NOC Industries wrote WKJF and WKJF-FM, "It was obvious that the word was out about this event and we owe that to you."

Using our resources to support an organization that helps handicapped people become self-supporting is all part of the Fetzer tradition of total community involvement.
Future shock

"Screen oriented." That's how most youngsters under age of 18 are shaping up as media users, according to research study for major broadcast group which found results particularly ominous for radio. According to study, adults over 35 are likely to listen to either AM or FM radio, while those between 18 and 35 rarely consider AM as option. Those under 18, however, "are not even considering radio as an alternative" and report TV is their "main source of music, information and entertainment."

Two for ones

Officials of Broadcast Advertisers Reports, commercials monitoring firm, report new entry into TV network market for split-30 messages, pioneered by Alberto-Culver with its 15-15 combinations. BAR officials said in past couple of weeks they've monitored two or three split 30's on NBC (its first) in behalf of Mennen. They're not 15-15's but 20-10's, with .20 for Mennen Speed Stick deodorant and .10 for Hawk after-shave, with "And also from Mennen" bridging the two. BAR people say these and Alberto-Culver's are only split 30's they've found on networks thus far.

BAR monitoring, which covers 75 leading markets one week per month, also puts use of odd-length commercials in spot TV into statistical context. Officials say that in June, latest month when spot results have been fully reviewed, they detected 270 15-second commercials in spot, paired either with another 15 or with 45's. That's 270 out of 461,471 commercials monitored that month.

Added attraction

John Blair & Co. got more than TV station last week when FCC approved its $55-million cash purchase of WKAQ-TV San Juan, P.R., from Telemundo Inc. Station produces one hour per week of novellas—Spanish for soap operas—with light distribution among U.S. Spanish-formatted and Latin America stations. With eye on growing demand for Spanish-language programing, Blair hopes to broaden its domestic and international novella sales. Although Blair says it's not positioning to become major source of Spanish-language programing, it was noted that WKAQ-TV facility houses seven studios, with modern technical capability.

Business as usual

Allegations of fraud and tax evasion against William B. Tanner Co. last week (see page 27) have not dampened enthusiasm of newly formed International Football League and Tanner subsidiary, Tanner Sports Network, to negotiate TV rights for IFL's inaugural season next spring. Tanner Sports Network is "very profitable" and has not been cited in connection with allegations facing parent media barter service, said Jerry Saperstein, commissioner of IFL. "We will continue to meet for further contract discussions," he said. Deal is expected to be closed or killed before meeting of IFL team owners next Sunday, Aug. 28. New league hopes to sign TV pact that would yield $21 million.

Going it alone

Though many TV stations have switched from network affiliate to independent status, few have done so willingly. One that plans to is WPMT(TV) York, Pa., formerly WUBA-TV, acquired last spring by group led by John Serra. Station, now one of CBS's three UHF affiliates in that area (Harrisburg-York-Lancaster-Lebanon), is moving tower to nearby mountain to increase coverage. And Serra, who's also part owner of independent KTRV(TV) Nampa, Idaho, has been identified with independents for years, figures in these circumstances it can do better with no network at all. Date for sign-on as independent: Sept. 15.

CBS officials say nobody stands to lose from deal, and that audience should gain—that CBS's three affiliates all cover same area, so network is not losing coverage; that audience gets new service and that WPMT(TV), with Serra's record as independent operator, should gain as well. They call it "mutual disaffiliation."

Attacking the pile

FCC last week asked congressional appropriations committees for permission to "reprogram" $150,000 to buy data entry equipment to process low-power television applications of which 12,000 are on file. Commission official said agency wasn't requesting new funds; it just wants permission to tap funds left over from those targeted for review of Bell system assets in divestiture inquiry. Official said agency had been able to do that review for less money than expected.

Al Ham network

In move that could have interesting implications for radio, Al Ham Productions, creator of highly successful Music of Your Life format (big band and MOR hits from the 1930's to the present), will announce this week it's joining forces with Interep's Weiss & Powell to form rep network with aim of delivering "upscale" MOYL audience to national advertisers and ad agencies for one purchase price. Format is currently airing on over 160 stations. Four Interep firms (McGavren Guild, Major Market Radio, Hillier/Newmark/Wechsler & Howard and Weiss & Powell) combined represent over 50 MOYL stations. Plans call for stations not represented by Interep company to be recommended as part of network purchase with business channeled through their respective reps.

Meager return

Contributions to National Association of Broadcasters' Television and Radio Political Education Committee are trickling in. TARPEC launched fund-raising campaign aimed at 338 station group owners in July. Latest count shows 17 groups pledged total of $31,700 in amounts ranging from $500 to $5,000. Four groups, Hubbard Broadcasting, Jefferson-Pilot Broadcasting, Pulitzer Broadcasting and Group W, pledged $5,000 each. Campaign is not finished; telephone follow-up is planned. NAB's drive was conducted in consultation with direct mail firm, National Direct Mail Services (NDMS), which received $5,930 of total amount for its services.

Elbow room, and more

FCC's eighth floor, where commissioners have their offices, is set for facelift, but it's not known how soon. Commission last week submitted architect's renovation plan to General Services Administration. Plan calls for reworking commissioners' suites so each will contain four offices (some only have three now), in redistribution of space made possible by reduction of FCC membership from seven to five. Plan also calls for conference room (there isn't one now), and expansion of audio-visual facility in back of commission's meeting room. Official said agency would be lucky, however, if construction began by Christmas. "They [GSA] are not known for their speed," he said.
Comcast upgrades

Comcast Corp., the 18th-ranked MSO, based in Bala Cynwyd, Pa., will purchase Calvert Telecommunications, operator of the suburban Baltimore county cable system, for $65 million ($25 per share with 2.6 million shares outstanding). Calvert is also an applicant for the Baltimore city franchise but if it wins, Baltimore would not be included in the deal with Comcast. The purchase is subject to the approval of the Calvert shareholders, and the transfer must also be approved by the Baltimore county council and the FCC (which must approve the transfer of the microwave licenses).

The suburban Baltimore county system is about 10 years old and its franchise was recently extended to 1998. The system is still under construction, and it currently passes 185,000 homes, of the some 250,000 homes in the franchise area. The system has 92,000 basic subscribers and the company is upgrading channel capacity from 35 to 40. Comcast operates a system in Harford county, Md., which is contiguous to Baltimore county. That system has 15,000 subscribers and serves 23,000 homes. The MSO has 311,000 subscribers (294,000 pay subs) in 28 systems located in Mississippi, Kentucky, Maryland, New Jersey, Michigan and Pennsylvania. It has applied for two of the four franchises open to bids for the city of Philadelphia and also operates systems in the suburbs of that city. The parties expect the purchase to be completed by January.

 Buying and selling

Centel Corp., the Chicago-based MSO with more than 200,000 subscribers, announced last week that it has completed acquisition of Cable Communications of Iowa, which owns systems in 17 Iowa communities with a total of 30,000 subscribers. The price of the sale was about $23 million. Centel also announced purchase of the cable system in Polk county, Fla., from Warner Amex Cable Communications for about $12 million. The system, serving nearly 12,000 subscribers, is adjacent to other Centel systems in central Florida and brings the MSO's subscriber total in that state to 26,000.

The company also announced letters of intent to purchase a system in a Houston suburb from Storer Communications Inc. The system serves 5,200 subscribers and is adjacent to an already existing Centel operation. Another letter of intent was signed to acquire Booth American's cable operations serving 4,800 customers Cadillac, Mich., and several communities northeast of Centel's cable system in Traverse City, Mich. Centel, which also provides telephone service in 10 states, had 1982 sales of $1.16 billion.

Communications Equity Associates, which represented Warner Amex in the sale above, also announced last week that it has brokered several other cable system sales:

- Group W Cable sold a system serving more than 20,000 basic and 10,000 pay subs in the Worcester, Mass., area to Greater Media Inc. of East Brunswick, N.J., for $17.6 million. The multiple times cash flow was over 16. Greater Media owns other systems in Massachusetts serving 40,000 subs.

- Chester County Broadcasting Co. has sold its two systems in West Chester and Coatesville, both Pennsylvania, to LCI Chester Inc., a subsidiary of Lenfest Communications Inc., in a $15.2 million agreement that also included WOJO-AM Coatesville (Changing Hands' July 11). The cable system serves 14,200 subscribers and increases Lenfest's subscriber base in the state to 62,000.

- Warner Amex sold systems in Little Falls, Fergus Falls and Ely, all Minnesota, serving a total of 9,200 basic and 1,700 pay subs to Marcus Communications of Greenwich, Conn., for about $6 million.

Disney on Group W

Group W Cable has signed an affiliation agreement with the Disney Channel which calls for an initial 15 of the MSO's systems, representing 250,000 cable subscribers, to carry the service. Those systems will be launching the Disney service within the next three months. The pact with Group W means that all of the top 10 MSO's have now committed some of their systems to carry the Disney Channel. At last count, Disney had more than 300,000 subscribers and a subscriber universe of more than 6 million cable homes. When plans for the Disney Channel were first announced in late 1981, Group W Satellite Communications was a partner with Disney and was to be responsible for the marketing and promotion of the service. However, Disney severed its ties with GSC last fall, deciding to go it alone with the family-oriented pay service, which it launched last spring.

Commercial attitudes

According to a survey by the Westfield, N.J.-based Statistical Research Inc., a majority of pay cable subscribers would be tolerant of advertising on those channels in exchange for rate stability. Of 75% who said they would tolerate commercial breaks, 37% said they would not even mind such spots during programs, although 37% said they would tolerate the commercials only between programs. Of the remaining 25% of the respondents, 18% said they would object to advertising on their pay channels (al-
th only 10% of those said they would cover dropping the service) and 7% said they were not sure about the acceptability of commercials on the premium channels.

The study also cited CNN and ESPN as having audiences with the strongest income, education and occupation demographics. On CNN, the study reported, 38.1% of all cable households with income of $40,000 or more watch that news service in a given week. Some 47% of those surveyed said they initially decided to subscribe to cable to obtain greater program variety and quality, while 31% said their prime motivation was to obtain better reception. Reasons cited for dropping cable service included lack of use, excessive repetition and lack of program selection.

Pleased with 'Fox'
Although the network was unable to provide specific figures to back up the claim, HBO says that The Terry Fox Story, its first originally produced film, was the “second most watched and enjoyed movie” carried during May on the network. It said that Fox Story was surpassed in the ratings, and in viewer satisfaction, during that month only by the theatrical film, “Missing.” Seth Abraham, senior vice president, performance programming operations and sports, termed the movie’s performance “significant” in that HBO viewers responded favorably to the made-for-cable product form. “Our goal,” he said, “is to consciously make movies that don’t compete with theatrical movies in content, and to offer films that are more story-oriented, intimate and sometimes controversial.” But at the same time, he added, HBO's made-for-cable films (produced under the trademark, HBO Premiere Films) will have “bigger budgets and better production values than made-for-TV movies.” The network’s second made-for-cable movie will debut on Sept. 11, entitled Between Friends and starring Elizabeth Taylor and Carol Burnett.

Album action
Cinemax, HBO’s co-owned program service, will introduce a new music video program service next month entitled Album Flash. The first episode of the half-hour program will feature Linda Ronstadt and songs from her new album, What’s New. The program will serve as a vehicle for introducing new albums by top artists. In addition to selected cuts, the program will feature accompanying video clips or more traditional footage of the artists in the recording studio. The artists will also provide commentary. Album Flash will not be regularly scheduled, but will be timed to appear with the release of various albums.

Cable AdNet expansion
Cable AdNet, a regional cable advertising interconnect based in Hershey, Pa., has added the Philadelphia ADI to its coverage area. Cable AdNet-East began coordinating local and regional sales for Music Television, USA Network, Cable News Network, Satellite News Channel and ESPN last week on 13 Philadelphia-area cable systems serving 215,000 households. The central Pennsylvania interconnect reaches 100,000 homes in the Harrisburg-Lancaster-York-Lebanon ADI.

But where's Bullet?
The king of the cowboys and the queen of the West, Roy Rogers and Dale Evans, are hitting the happy trails again this time on cable television where they will host The Roy Rogers Theater on the Disney Channel. The program, which will begin in October, will feature one of their films—the first being “The Cowboy and the Senorita”—per month. Other titles include, "My Pal Trigger," “Under the Western Stars” and "The Grand Canyon Trail." Evans and Rogers will introduce each film with anecdotes about their careers, co-stars and events that occurred on and off the set during the making of the films.

The aim is cable
Lever Brothers, the maker of Aim toothpaste, and the American Dental Association have joined to create dental health “infomercials” for the Cable Health Network. The venture marks a first in cable programing sponsorship for both the association and the manufacturer. Geared to mothers of young children, Cable Health Breaks provides tips on how to teach and encourage dental hygiene. Ten segments currently air during prime time and can be seen through December.

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Delta DASH* delivers the same day to over 90 cities across the U.S. and abroad, covering 10,000 communities. Why get that small package delivered tomorrow when you can DASH it today? DASH (Delta Air Lines Special Handling) delivers packages up to 70 lbs. to over 10,000 communities. So give us a ring at the Delta Marketing Office in the city nearest you. Or call DASH at (800) 638-7333 for pick up or delivery.

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FIELD COMMUNICATIONS
FORWARD COMMUNICATIONS CORP.
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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

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Mentholatum Co. □ Nytilax (laxative) will be advertised in four-week flight to begin Sept. 12 in four markets. Commercials will be run in daytime and news programs. Target: women, 50 and older. Agency: Jordan, Case & McGrath, New York.

Florida Department of Tourism □ Campaign is scheduled to start in mid-October for five weeks in 30 markets. Commercials will run in all dayparts. Target: adults, 25-54. Agency: Mike Sloan Inc., Miami.

Dunkin' Donuts Coffee □ Four-week flight is scheduled to start in early September in Chicago, with possibility that other markets will be added before air date. Commercials will run in morning periods. Target: men, 18-49. Agency: Ally & Gargano, New York.

White Castle □ Hamburgers will be spotlighted by restaurant chain in 10-week campaign to begin in late August and September in at least six markets, with others to be added. Commercials will run in all dayparts during weekdays and weekends. Target: adults, 18-34. Agency: Simpson Marketing Communications, Columbus, Ohio.

B. F. Goodrich □ Tires will be promoted in co-op advertising program with dealers in three-week flight, starting on Aug. 29 in about 23 markets. Commercials will run in all dayparts. Target: men, 25-54. Agency: Meldrum & Feuswsmith, Cleveland.

Swissair □ Passenger travel will be promoted in six-week flight to begin in late October in New York, Boston and Chicago. Commercials will be scheduled in all dayparts. Target: adults, 25-54. Agency: GrafDesley, New York.

Krazy Glue □ Two-week flight will be launched in late August in about six markets. Commercials will run in all dayparts. Target: adults, 18 and older. Agency: Furman, Roth, New York.

Bil-Mar Foods □ Turkey franks will be spotlighted in advertising to run from one day to one week in 25 to 30 markets, starting on Aug. 29. Commercials will be carried in all dayparts during weekdays. Target: women, 18-34. Agency: Campbell-Ewald, Warren, Mich.


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

It’s not a slogan.
It’s our track record.
We’ve successfully recruited for virtually every kind of executive post in broadcasting, cable television, and publishing. At every level.
The executives we delivered were right for our clients, for their companies, and for the specific responsibilities of each position.
Our clients tell us we’re the best in our field.
We know where to look. We dig deep.
We sift meticulously. We investigate thoroughly.
And we do it all very, very quietly.
If you seek a key executive, let’s discuss why our search and recruitment will be your most effective way to get the person who’s right for you.

Rep & Report

WUSY(FM) Cleveland, Tenn.: To Hillier, Newmark, Wechsler & Howard (no previous rep).

WACX(AM)-WTVX(AM) Jackson, Miss.: To Blair Radio from Selcom.

WSDO(AM)-KPR(FM) Sioux Falls, S.D.: To Blair Radio from McGavren Guild.

WXET(AM) Erie, Pa.: To Blair Radio from Eastman Radio.

KTUQ(AM) Tyler, Tex.: To Blair Radio from Selcom.

KNUE(AM) Tyler, Tex.: To Blair Radio from Jack Masla.
SALUTE HOSTED BY DICK CLARK
Each week Dick Clark presents an hour tribute to one of the music world's superstars. It's wall-to-wall entertainment as giant guest performers join in the fun. 48 weeks of programming, cleared on 125 stations.* A Pierre Cossette Production.

THE POP 'N' ROCKER GAME
A weekly half hour that combines all the excitement of a rock concert with a musical game show. A great way to reach the elusive under-25 audience. Hosted by Sha Na Na's Jon Bauman. 52 weeks of programming, cleared on 87 stations.* A Ron Greenberg Production in association with Alan Landsburg Productions.

HARDY BOYS/NANCY DREW MYSTERIES
For the past two seasons, this off-network hour series has been a magnet for hard-to-reach young adults, teens and kids. Now it's back for a third season. Stars Shaun Cassidy, Parker Stevenson and Pamela Sue Martin (Dynasty). 46 weeks of programming, cleared on 116 stations.*

MEMORIES WITH LAWRENCE WELK, YEAR II
Week after week, year after year, millions of adult viewers open their hearts and homes to Lawrence Welk. Here's a brand new selection of the best of Welk's color hours— with special openings and closings by the maestro himself. 52 weeks of programming, cleared on 127 stations.* Teleklew Production.
NO WHOOPS!

MCA TV has taken the whoops out of program planning.
We brought six advertiser-supported series to the marketplace for the 1983-84 television season. All six are a firm go!
Nobody else even comes close!

MCA TV
Advertiser-supported programming without the whoops!
(212) 605-2751.

THE ROAD TO LOS ANGELES, YEAR II
The Road to Los Angeles has already established itself as the premier pre-Olympic hour series. Now, Year II—with entirely new episodes and all new footage—can be scheduled from January right up to the start of the 1984 Olympics! 25 weeks of programming, cleared on 92 stations.* Produced by Trans World International.

SWITCH
Robert Wagner, one of television's hottest and most bankable performers, stars in this sizzling, suspense-filled action-adventure hour. A sure winner with women 18-49. 50 weeks of programming, cleared on 134 stations.*
Yes and no. Federal Trade Commission's Bureau of Consumer Protection is divided over agency rulemaking that would require antacid advertising to include same health warnings now required by Food and Drug Administration on product labels. Bureau issued report recommending commission adopt rule requiring certain warnings. Ads for antacids containing sodium would be required to say such products may not be safe for people on salt-restricted diets, and ads for all other antacids with FDA warning labels would state that such products may not be safe for all people and warn users to read labels. Deputy director of bureau and its associate director for advertising practices, however, feel differently. They recommended that FTC drop rulemaking "because the evidence does not demonstrate that the absence of label information in antacid advertising is either unfair or deceptive." Commission's Bureau of Economics also recommended that FTC end rulemaking "because the potential benefits of the proposed rule do not outweigh its costs." Rulemaking has been before commission since 1976.

Milestone. Television Bureau of Advertising reports that kcrntv Des Moines, Iowa, has bought 500th MMP (Maximum Media Performance) system. Introduced three-and-half years ago by TVB, MMP is desktop, programable calculator which provides net reach and frequency data for any media schedule consisting of TV, radio and newspapers or combination of any two or three. MMP supplies software module for $350 to member and $550 to non-members. Hardware (TI 559) is manufactured by Texas Instruments. Since its introduction, 500 MMP systems have been sold to 411 companies, including 364 to stations, 80 to advertising agencies, 14 to advertisers, 38 to representatives and four to universities.

Updating. Children's Advertising Review Unit of Better Business Bureau has revised its Self Regulatory Guidelines for Children's Advertising in order to make them more applicable in today's marketplace. Previous edition was issued in 1977. Major change was to broaden scope of guidelines to encompass all media, including cable television for first time. Another revision was elimination of audience-percentage minimums in broadcasting which covered all children's programs and those that had audience composed 50% of children. Guidelines now apply to all advertising directed to children, irrespective of percentage of children watching. CARU was formed in 1974 and has handled 159 complaints of child-directed advertising. Of 159 complaints it has handled, 76% were withdrawn or modified.

MUSIC MAGAZINE CELEBRATION!

Music Magazine Foundation (the people who love music) are honored to be associated with WCBS-TV, New York.

We are proud to serve over 100 stations by presenting conservative, classic music shows.

We will continue to provide exciting music programs.

We respect both your good taste and audience.

Contact: Marc Marion, Director of Syndication
Music Magazine Foundation (215) 735-2400
THE RICHARD SIMMONS SHOW IS

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ACROSS AMERICA

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Jim Francis (213) 460-5740
Carla Hammerstein (213) 460-5832
Tim Noonan (319) 277-6463

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5800 Sunset Boulevard
P.O. Box 500, Los Angeles, CA 90078
TWX 910-321-2928

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Source: NSI May 1983 report on syndicated programs.
How an indie used football to find ratings happiness

Millions of NFL fans will soon be glued to their sets on Sunday afternoons as the new season gets under way. Oklahoma City viewers, however, are getting a one-month headstart with the opportunity to watch more preseason games than fans anywhere in the country.

KOKH-TV Oklahoma City is televising 11 NFL preseason games this month in what is believed to be a first in broadcasting. The channel is independent and is showing games of four different NFL teams—the Dallas Cowboys, Washington Redskins, Kansas City Chiefs and San Diego Chargers. Aside from network games, stations in and around NFL cities typically broadcast only the games of the local teams.

The football schedule represents what many independent stations could do to boost viewer interest and, in turn, station ratings. The flexibility of independent station programming lends itself to new approaches. Nationwide, the impact of independents has been felt in recent years by the networks and their affiliates as network shares decline. Creative programming by independents can accelerate that trend, as is the case in Oklahoma City.

The KOKH-TV games are being shown on a one-day delayed basis. The station has double-headers on all four Sundays in August, along with one Saturday afternoon and two prime time telecasts. Among the match-ups are the Cowboys vs. the Dolphins, the Chargers vs. the Rams and the defending Super Bowl champion Redskins against the Cincinnati Bengals.

The concept of the multiteam schedule came from KOKH-TV president and general manager, David E. Murphy. His idea coincided with a call from the Cowboys, who were looking to expand their telecasts into the market. Dallas is the local pro favorite in spite of the traditional college rivalry between Oklahoma and Texas. Once KOKH-TV was awarded the rights to the Cowboys, the station began to pursue other teams.

The games were chosen by program director, Mel House. He decided on the Redskins because they are the defending Super Bowl champions. The Chiefs are geographically the second closest team, next to Dallas, and the Chargers are attractive because House felt their wide-open style of play would create interest even though local loyalties don't exist.

All three teams were "shocked," House said, at the idea of an Oklahoma station wanting to carry their games. But a check with the NFL office and their own management led the teams to decide the extra exposure and revenue could only be beneficial.

The call from KOKH-TV gave the Redskins their own idea. The team decided to find out who else would be interested in their games and eventually put their own network together. The Redskins got enough stations lined up to warrant a satellite feed. KOKH-TV's other games are being distributed by tape, which is creating several logistical challenges.

A station employee will drive to Dallas or Kansas City the night of the games and hand carry the game tape back for broadcast the next afternoon. To get the Chargers games, KOKH-TV sends an employee to San Diego and hopes the airline fly as scheduled Sunday morning.

The games are creating local interest in a state where any kind of football is king. Radio sportscasters are finding something new to talk about and advertisers are presented with an opportunity to have high visibility within the games. Commercial time in network games is limited, but KOKH-TV owns all the inventory in these games. More than 600 spots are available for sale, allowing the station to offer sponsorships. That kind of exposure is normally limited to national advertisers.

Sales started slowly because some advertisers questioned the impact of a delayed game. But the station used the May ratings to show its strength as the number-one station in the market on weekend afternoons. With higher than normal ratings expected and spot costs much more efficient than network games, advertisers started to fall in line. And any unsold time is still valuable as promotional time for upcoming fall shows.

The first games proved that the independent could deliver higher ratings than its affiliate competition. An Arbitron coincidental taken Sunday, Aug. 7, gave KOKH-TV's Redskins-Falcons contest a 6 rating/22 share. The next highest program only achieved a 2/8. The second game, featuring Dallas against Miami, pulled a 7/20, second only to the PGA golf tournament's 9/25.

KOKH-TV's aggressiveness is a result of fierce competition and crowded market. Oklahoma City has six commercial stations. There are three independent UHF stations which went on the air within the past three-and-a-half years. Their presence has been strongly felt by the affiliate stations. In May 1979, the combined Arbitron share of the three affiliates sign-on to sign-off totaled 89. That was before independents. In May 1983, the total share had dropped to 70, a decrease of 21%. Specific daypart losses are more severe. Combined affiliate shares from 5-6:30 p.m., for example, have dropped 27%.

That, plus 40% cable penetration, has created a television explosion in Oklahoma City. Consequently, all stations, particularly the independents, are looking for new ideas.

That's why KOKH-TV also jumped at the chance to carry ABC's Nightline, starting Sept. 5. The local ABC affiliate, KOCO-TV, wanted to delay the show past midnight, but ABC opted to give the show to KOKH-TV where it will air live in the market for the first time.

Murphy believes, in the long run, that independent programming like the NFL schedule represents "the beginning of the disintegration of the formerly strong network-affiliate relationship." He says the changes in technology, satellite capabilities, Independent Network News and ad hoc networks are all leading to a breakdown in the monopoly over quality programming previously held by the networks and their affiliates. "1980 is the decade for independents to emerge," Murphy said.

Being innovative isn't necessarily easy. There are always risks with any new venture, even NFL football. But independents should be creative and take chances because ratings have proved that people watch programs, not stations. If trends continue, a station that wisely selects its programming can look forward to a bright future.

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Bruce Kriegies is an account executive at KOKH-TV Oklahoma City. He joined the station's local sales staff in 1981. In 1978-81 he was a reporter at KTVK Oklahoma City. While a broadcast journalism student at the University of Missouri-Columbia, he reported and anchored the evening news at the school's NBC affiliate, KOMU-TV.
LIKE A FINE WINE, GROUCHO JUST GETS BETTER AND BETTER.

Say the secret "woid" and beef up your ratings. With "The Best of Groucho", the golden years of television are back. Once again audiences, all across the country, can howl with delight as the zaniest comic genius of the century becomes the most entertaining quizmaster of the century, turning both celebrities and ordinary citizens into hilarious straightmen.

It's laughs galore in 130 priceless 1⁄2 hour episodes featuring celebrities such as Liberace, Frankie Avalon, Pancho Gonzales, Phyllis Diller, Candice Bergen and many others.

The Best of Groucho is fun for the whole family. For older viewers who remember the golden years, its a wonderful piece of nostalgia. For younger viewers its an opportunity to experience one of the truly successful comedy hits in television. To get the Best of Groucho in your lineup, the secret "woid" is WW Entertainment—the people who introduced the highly successful Black Belt Theater.

Give your audience a taste of vintage Groucho, Call us today.

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This week


Aug. 23-25-International symposium on electromagnetic compatibility sponsored by EMC Society of the IEEE. Hyatt Regency, Crystal City, Va. Contact: John Kelleher (703) 560-4438.


Aug. 24-Ohio Association of Broadcasters' "novation schools." Marriott North, Columbus, Ohio.


Aug. 24-"Radio's College of Sales Knowledge," seminar sponsored by Indiana Broadcasters Association. Moshingamelsa County Club, Marion, Ind.

Aug. 24-25-Society of Cable Television Engineers technical seminar on signal leakage. Holiday Inn, Oasis, in Orlando, FL.


Aug. 27-Radio/Television News Directors Association region four conference with University of Oklahoma, Ramada Inn, Norman, Okla.

Also in August


Aug. 31-Sept. 3-Information Film Producers of America national conference, Manor Vail Lodge, Vail, Colo. Information: (213) 795-7866.

September

Sept. 1-Deadline for entries in 18th annual Gabriel Awards competition, presented by UNDA-USA for television and radio programs that creatively treat issues concerning human values. Information: Rev Harry Schiltt, awards chairman. (415) 673-9294.

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) 245-5133.

Sept. 9-10-Radio/Television News Directors Association regional meeting with Mary College, Bismark, N.D. Mary College campus, Bismarck, N.D.

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


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


Datebook
Atlantic City, N.J.

Sept. 11-13—Washington State Association of Broadcasters fall meeting. Rosario Resort, Orcas Island, Wash.


Sept. 13—Overview of Cable Television,” seminar sponsored by Bay Area Cable Club and Northern California chapter of Women in Cable. Gallagher’s, Jack London Square, Oakland, Calif.

Sept. 13—Ohio Association of Broadcasters Youngstown managers luncheon. Youngstown Club, Youngstown, Ohio.

Sept. 14—Ohio Association of Broadcasters Cleveland managers luncheon. Bond Court hotel, Cleveland.


Sept. 15—Deadline for entries in “Forum Award,” sponsored by Atomic Industrial Forum, honoring “significant contributions by the print and electronic news media to public understanding of peaceful uses of nuclear energy.” Information: Diane Tarnel, AIF, 7101 Wisconsin Avenue, Bethesda, Md. 20814; (301) 654-9260.


Sept. 15—Ohio Association of Broadcasters Toledo managers’ luncheon. Toledo Athletic Club, Toledo, Ohio.

Sept. 15—Radio Advertising Bureau retail and co-op workshop. Hilton Airport Plaza Inn, Kansas City, Mo.

Sept. 15—Deadline for applications for certification exams of Society of Broadcast and Communications Engineers, information: Certification secretary, SBCE, P.O. Box 50364, Indianapolis, Ind. 46250.

Sept. 16—Ohio Association of Broadcasters Akron-Canton managers’ luncheon. Quaker Square hotel, Akron, Ohio.


Sept. 19—“Syracuse University chapter of National Academy of Television Arts and Sciences’ distinguished visiting professor” lecture series. Speaker: Jerome Domnus, VP, CBS Television Network Sales, S.I. Newhouse School of Public Communications, Syracuse, N.Y.


Sept. 19-20—Minnesota Broadcasters Association fall convention. Sunwood, St. Cloud, Minn.


Sept. 20—Radio Advertising Bureau retail and co-op workshop. Registry hotel, Minneapolis.

Sept. 20-21—Society of Cable Television Engineers seminar. Sessions will cover cable TV signal leakage, fiber optics and fiber optic transmission systems, data and networking, feedback, cellular radio and computer testing systems. Sheraton hotel and conference center, Concord, Calif.


Sept, 21—Women in Cable, Washington chapter.

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• Expensive weekly hunts through record stores for the music you need

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For more information on getting your music in record time. Call Carl Reynolds person-to-person collect at 901-320-4340

William B. Tanner, Company, INC.
Stay *Tuned*

A professional's guide to the intermedia week (Aug. 22-28)

Network television  □  PBS: (check local times) Evening at Pops: Rich Little, Sunday, 8-9 p.m.; NBC: The Firm (pilot), Tuesday, 10-11 p.m.; NBC Reports: Marvelous Machines . . . Expendable People, Thursday, 10-11 p.m.; The Godfather (four-part novel for television comprising "The Godfather" [1972] and "The Godfather, Part II" [1974]), Sunday, 9-11 p.m. (through 9/11); ABC: Two Marriages* (drama/special preview), Tuesday, 9:30-11 p.m.; Another Chance (documentary on prison alternatives), Sunday, 12:30 a.m.-1 a.m.; CBS: "Sherlock Holmes' Smarter Brother" (1975), Tuesday, 9-11 p.m.

Radio  □  (check local times) ABC News: The Dream Revisited (live-part series highlighting "1963 civil rights march on Washington," Monday-Friday or Saturday-Sunday, one minute each, The Dream Revisited (documentary on civil rights), Saturday or Sunday, 15 minutes; I Have a Dream (Martin Luther King 1963 speech), Saturday or Sunday, 16 minutes; CBS Radio: Newsmark: Diamonds in the Rough (minor league baseball), Friday, 9:15-9:40 p.m.

Cable  □  HBO: Mr. Halpern and Mr. Johnson (drama special), Sunday, 8-9 p.m.; WTBS-TV Atlanta: The Good News* (news program featuring "the positive side of human events"), Monday, 7:35-8:05 p.m.


*indicates a premiere episode


Sept. 21-22 — Televison Bureau of Advertising sales advisory committee meeting. Indian Lakes, Chicago.

Sept. 21-23 — Midwestern regional convention of National Religious Broadcasters. Sheraton-West Port Inn, St. Louis.


Sept. 22-24 — American Advertising Federation district five conference. Sheraton Columbus, Ohio.


Sept. 23 — Southern California Cable Club third anniversary dinner/dance. Century Plaza hotel, Los Angeles.

Sept. 23 — Society of Broadcast and Communications Engineers central New York regional convention and equipment show. Sheraton Syracuse, Syracuse, N.Y.


Sept. 23-24 — Seventh annual "South Dakota Broadcasters Day," sponsored by South Dakota State University, SDSU campus and Holiday Inn, Brookings, S.D., 57007; (605) 686-4191.


Sept. 23-25 — North Dakota Broadcasters Association annual meeting. Ramada Inn, Minot, N.D.


Sept. 24-27 — International Institute of Communications annual conference. Discussions include international policies and development; space and technology; broadcasting, and communications issues and research. American Aruba, Aruba, West Indies. Information: ICC, Tavistock House East, Tavistock Square, London, WC1H 9LG.

Sept. 25 — 35th annual Emmy Awards. sponsored by Academy of Television Arts and Sciences, telecast on NBC-TV, from Pasadena Civic Auditorium, Pasadena, Calif.


Sept. 27 — Programing seminar sponsored by Bay Area Cable Club and Northern California chapter of Women in Cable. Gallagher's, Jack London Square, Oakland, Calif.

Sept. 27 — Radio Advertising Bureau retail and co-op workshop. Drabwine Inn, Cincinnati (Fort Mitchell, Ky).

Sept. 27-29 — University of Wisconsin-Extension 29th annual "Broadcasters' Clinic." Sheraton Inn and Conference Center, Madison, Wis.


Sept. 29 — Radio Advertising Bureau retail and co-op workshop. Hilton Inn, Florida Center, Orlando, Fla.


Sept. 30 — Deadline for entries in Ohio State Awards, recognizing excellence in educational, informational and public affairs programs, sponsored by WOSU-AM/FM-TV Columbus, Ohio, Ohio State University. Information: Institute for Education by Radio-Television, 2460 Olentangy River Road, Columbus, Ohio, 43210; Phyllis Madry. (614) 422-0185.


October


Oct. 3-5 — Ohio State University's third annual conference, "Videoest '83: Implications for Marketing." Hyatt Regency hotel, Columbus, Ohio.


Oct. 4 — Radio Advertising Bureau retail and co-op workshop. Holiday Inn-O'Hare, Chicago.


Deregulation defense

EDITOR: Your Aug. 15 article "The Myth of Deregulation" totally misconstrued what the FCC has accomplished in the area of radio deregulation. Contrary to the thrust of your article, the commission never attempted to deregulate the standards governing renewal. What they sought, and what they have achieved substantially, is the elimination of unnecessary paperwork, make work, leg work, petty liability and government intrusion into programing, advertising and other market practices.

Bless the unidentified lawyers. Their opinions are to be respected. But let's look at the facts as we lawyers say. Here's the record on FCC deregulation thus far:

- Gone are the formal ascertainment requirements of the primer's 33 questions and answers and the liability that attached to noncompliance with that precise detail.
- Stations now can do remotes from business locations without risking violation of the commercial limits. A lot of potential revenue was lost prior to deregulation.
- Program length commercials are now a programing option. Previously they were ruled out by the commercial limits.
- The logging rules and the liability and frequent forfeitures which resulted from them are gone. Sure people still log, but do you see it?
- Those glib announcers who can run a 30-second spot into a 50 can no longer get you into trouble—witness the $5,000 fine paid by WMAL(AM) Washington in 1978.
- State associations can again enter into agreements with state tourist agencies where-by the association is compensated handsomely for PSA-type announcements run by member stations on behalf of those agencies.
- Those silly 1st and 16th of the month announcements are down the drain.
- Annual financial reports are no more.
- Short form renewals have replaced the old long forms and the tedious job of assembling a composite week.

The relief is substantial. The opportunities for additional revenue are substantial. The standard for radio renewal has not changed. Indeed, the legislation which NAB is now seeking, H.R. 2382, would codify radio dereg- ulation and establish a renewal standard very similar to the requirement stated in the radio deregulation report and order, i.e., meeting the needs and interests of the community.

Let's not belittle what the Charlie Ferris and Mark Fowler commissions have done to relieve broadcasters of regulations and policies heaped upon them over the years. Nothing done thus far should affect the ability of lawyers worth their salt to insure renewal of their client’s licenses.

We at NAB are damn proud of our role in achieving FCC deregulation and we'll take our kudos from the people who run the stations rather than the Washington pundits.—John B. Summers, executive vice president and general manager, National Association of Broadcasters, Washington.

Editor’s note. People who run such stations as those owned by ABC, CBS, Metromedia and Westinghouse were identified in the article and quoted as saying that operations are proceeding pretty much as though no change in rules had taken place.

EDITOR: I would like to take exception with Mr. Alfredordon's comment with regard to radio deregulation, that "You do find a slack- ing off of responsibility... as you go from larger to smaller stations" (BROADCASTING, Aug. 15).

I recently participated in a study of the results of radio deregulation in the Syracuse, N.Y., market, and I was pleased to discover that almost all of these "smaller stations" had continued to diligently meet the needs of the community through voluntary ascertainment studies and a wide variety of nongovernment programing.

Rather than encountering a "great relaxing of attitudes," my research revealed that these stations continue to be concerned about license challenges, and are determined to act as responsible trustees of the public interest.—Jane S. Wolansky, Scotch Plains, N.J.

The other side

EDITOR: We're delighted with BROADCAST-ING's perspicacity and courage in shouting what has for so long been only whispered. "The Myth of Deregulation" story in your Aug. 15 issue and the accompanying editorial supports what NRBA has been saying since the very day of the FCC's so-called radio "deregulation."

Our Monday Morning Memo of Jan. 19, 1981—only five days after the FCC's initial order—said, "Calling this deregulation seems to us to be a misnomer and to be misleading. It is really reregulation." And we have continued to repeat this for the past two-and-a-half years—to anyone who would listen.—Abbe J. Voron, executive vice president, National Radio Broadcasters Association, Washington.

Compensation complaint

EDITOR: Your network compensation compar- isons (BROADCASTING, Aug. 8) underscored a sad but overlooked fact of our national broad- casting system. Namely that in intermixed markets (one U, two V's, or the like), UHF television stations, irrespective of their audience delivery, are compensated at a much lower rate than their VHF counterparts. The compensation disparity, while admittedly a matter of private contractual relations, is symbolic of the impediments to the full development of UHF television as mandated by the Congress in the All-Channel Receiver Act of 1962 and in the Communications Act of 1934 as amend- ed.

This grossly inadequate compensation ar- rangement only injures the network perpetra- tor in that it perpetrates an inability on the part of the UHF affiliate in an intermixed market to compete effectively with its VHF competition in news, program acquisition and public af- fairs.

Perhaps it would be wise for the FCC and Congress to refocus its attention on the develop- ment of a complete and equal television service throughout the United States as opposed to matters like the financial interest rule (which is a decision as to which side gets the biggest share of a fat hog), low-power TV which has no proved economic viability (in contrast to full-service UHF, which does) or VHF drop-ins where a full service UHF is already available. The commission and Con- gress would do well to concentrate on ending the disparity between UHF and VHF televi- sion.

UHF broadcasters by and large have learned in a trial by fire how to be efficient and competitive station operators. If the networks would make a long-term investment in their respective UHF "affiliate partners" rather than go for the quick buck by perpetuating this compensation disparity, the competitive edge created by this trial by fire would inure to the benefit of both the network and its UHF affili- ates.—Cyril E. Vetter, president, National UHF Broadcasters Association, and president, WRBTV, Baton Rouge.

Sin of omission

EDITOR: I was glad to see BROADCASTING de- vote nine pages to business reporting in the Aug. 15 issue. I was surprised, however, to find no mention of business coverage on World News Tonight and not a word about Dan Cordtz, ABC News's economics editor.

Mr. Cordtz's frequent business reports on World News Tonight are often praised and hon- ored for their ability to examine and clarify complex economics issues. Last year, Time called him "the best" business correspondent in the medium.

Although Mr. Cordtz was on vacation and not available to be interviewed for the article, we believe the story was incomplete without some recognition of his and our contributions to this important field.—Tom Goodman, press representative, World News Tonight, ABC News, New York.

Cume confusion

EDITOR: In the Aug. 15 issue of BROADCAST- ING you ran a story entitled, "From AM to FM, Top 40 is on a Roll." In that article, I quoted as saying KIIS(FM) Los Angeles "reaches over two million people per week."

In the spring 1983 Arbitron, KIIS's 12-plus, 6 a.m.-to-midnight, Monday-through-Friday cume in the TSA was 1,604,000 persons. The two-million figure includes the KIIS-KPRZ(AM) combo. Actually, KPRZ's weekly cume is 465,000 persons 12-plus. However, it is not wise statistically to add cumes, although our sales people like to talk about the two million people our stations reach in the Los Angeles area.—Joseph L. Dorton, president, Gannett Radio Division, St. Louis.
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WDEF-CBS Chattanooga, TN
WFLD-Ind Chicago, IL
WLTZ-NBC Columbus, GA
WKBD-Ind Detroit, MI
KDBC-CBS El Paso, TX
KTHI-ABC Fargo, ND
WJRT-ABC Flint, MI
KAIL-Ind Fresno, CA
WBAY-CBS Green Bay, WI
WAFF-NBC Huntsville, AL
WTTV-Ind Indianapolis, IN
WJTV-CBS Jackson, MS
WDAF-NBC Kansas City, MO
KVU-V Ind Las Vegas, NV
KCOP-Ind Los Angeles, CA
WLUC-CBS/ABC Marquette, MI
WCIX-Ind Miami, FL
WCOV-CBS Montgomery, AL
KTPX-ABC Odessa, TX
WOWT-CBS Omaha, NE
WRAU-ABC Peoria, IL
WKBS-Ind Philadelphia, PA
KTVK-ABC Phoenix, AZ
WPGH-Ind Pittsburgh, PA
KOIN-CBS Portland, OR
KAME-Ind Reno, NV
KNDU-NBC Richland-Pasco-Kennewick, WA
KTXL-Ind Sacramento, CA
KPLR-Ind St. Louis, MO
KSL-CBS Salt Lake City, UT
KCST-NBC San Diego, CA
KBHK-Ind San Francisco, CA
WOR-Ind Secaucus, NJ
KELO-CBS Sioux Falls, SD
KAYU-Ind Spokane, WA
WRSP-Ind Springfield, IL
WTVH-CBS Syracuse, NY
KTUL-ABC Tulsa, OK
WDA-CBS Ind Washington, DC
WDCA-Ind Yakima, WA

Watch for the second March of Dimes National Telethon
Against Birth Defects June 30-July 1, 1984
What next on financial interest and network syndication rules?

Producers and distributors vow fight to finish against compromise; independent stations take comfort in antwarehousing provisions; networks mum on syndication plans

The real-world effects likely to ensue if the FCC makes final its tentative amendments of the financial interest and domestic syndication rules for television networks were subjects of widespread speculation last week.

In Hollywood, the principal producers of television network entertainment programming were fashioning strategy to turn the FCC from its intended course by whatever means necessary. The FCC's proposal to let networks negotiate for financial interests in the programs they select for network presentation was the producers' principal concern.

The distributors of syndicated programming were similarly up in arms over the proposal to admit the networks to domestic syndication of all kinds of programming except entertainment series that have appeared on networks in prime time.

On the other hand, there seemed to be a lessening of worry among independent stations since the FCC proposed to admit networks to limited syndication with fixed restrictions against the warehousing of programs to keep them out of independents' hands. The independents had been as militantly opposed to the FCC proceeding as the producers and distributors before the FCC arrived at its proposed compromise.

The television networks, understandably, were withholding public comment on their plans, if indeed they had any. As spokesmen pointed out, the "tentative" decision of the FCC (BROADCASTING, Aug. 8) must survive scrutiny there, in the Congress and, perhaps, the courts before it can be considered final.

The biggest unanswered question was whether networks would engage in domestic syndication of the kind contemplated by the tentative decision.

CBS/Broadcast Group President Gene Jankowski declined to discuss what has been done to examine or prepare for the possibility of a future in syndication. Through a spokesman, he said the company is waiting for a final decision from the FCC before it decides how to proceed.

The CBS spokesman confirmed that Paul Isacsson, senior vice president for cable and CBG Enterprises, has looked in the question of CBS's entry into syndication, but the spokesmen denied a formal task force had been set up to plot a course for that entry. Isacsson, he noted, oversees the development of many new ventures for the Broadcast Group, including its two-year-old international syndication division. CBS Broadcast International, its owned cable system near Dallas-Fort Worth and proposals for multipoint distribution service.

NBC Vice Chairman Irwin Segelstein said NBC "has no plans to be in the distribution business." NBC's primary interest is to "try to put programs on our network and stations that do well," he said.

Responding to the fears of many producers that the networks will exercise too much control over the marketplace for off-network programing, Segelstein said, "There is no chance we will put programs on the network schedule because they have after-market potential."

As did Jankowski, Segelstein said it is far too soon to begin discussing the networks' future in syndication, because it is not yet known what the FCC will finally decide on amending its rules or whether Congress will intervene in the process.

ABC executive vice president and general counsel, Everett I. Enright, could not be reached last week for comment on ABC's plans, if any, for entering the domestic TV syndication market. A spokesman for ABC Video Enterprises, the division that markets programing overseas and to nonbroadcast domestic users, said he knew of no plans. Herb Granath, president of ABC Video Enterprises, was out of the country and could not be reached.

Although the networks are reticent about discussing any plans for syndication, observers of that marketplace are speculating on prospects of network entry. Phil Oldham, vice president for programing at Katz Communications, speculated that if CBS and ABC decided to enter syndication, they would do so on a small scale at first and in a way to avoid competing with their network operations. As CBS and ABC chose to enter cable programing through specialized services, he said, they would be likely to enter TV syndication with educational or other specialized programs, Oldham conjectured.

Oldham also believes that the networks could offer competition to first-run syndicators of prime access and other programing, should they decide to enter that marketplace. "If I were a syndicator of first-run programing, I'd be very concerned," he said, noting that such in-house programed programs as KABC-TV Los Angeles's Ely on L.A. and KNXT(TV) Los Angeles's and WCBS-TV New York's 2 on the Town, both successful prime access vehicles, could be developed into national programs that could challenge such fare as Group W Productions' PM Magazine and Paramount Television's Entertainment Tonight.

With the networks precluded from syndicating off-network prime time fare, however, Oldham believes there may be insufficient business in first-run syndication to support in-house syndication directions at the networks. Could the networks' relatively new international syndication divisions handle expansion into domestic syndication? John Eger, vice president and general manager of CBS Broadcast International, whose division currently syndicates news, information, public affairs and documentary programing to schools and business organizan...
tions in the U.S. and delivers a daily condensed version (advertiser-supported) of the CBS Morning News to American Airlines flights originating in five major cities, said proposals for CBI's expansion into domes-
tic TV syndication have been considered at the Broadcast Group. The domestic TV marketplace is much different from the international marketplace, he said, however, and it will be up to the Broadcast Group to decide how and if it wants to enter that market. CBI owns the rights to about 50 made-for-TV movies and is currently marketing a weekly version of 2 on the Town, entitled Coast to Coast, to overseas markets.

NABC Enterprises, in existence also for about two years, markets such fare as Little House on the Prairie, and six make-for-TV movies produced in part by NBC, overseas along with public affairs and documentaries. Segelstein noted, however, that the prime access marketplace is one that NBC would not likely be interested in entering and that NBC owned stations have been successful airing the game show, Family Feud, in that time period.

ABC Video Enterprises markets documents, made-for-TV movies and some of the fare from ABC/Heart's ARTS cable channel overseas through the separate divisions, ABC Pictures International, which handles sales to theaters and television, and ABC Video Sales, which licenses programing for videocassettes and disks and cable. ABC Sports also markets programing overseas.

In Hollywood last week, the Committee for Prudent Deregulation, a consortium of those opposed to any tampering with the financial interest and syndication rules, met to brief West Coast members on the FCC action and to plan future means of resistance. The consensus, according to a participant, was that the FCC, in its tentative decision, had "giv-
ened the networks everything they wanted."
The CPD is determined to fight on, he said. "You can expect to see more Hollywood producers and stars on the Hill," said Mel Blumenthal of MTM Productions after the meeting. He was referring to visits paid to members of the Senate and House by such television personalities as Larry Hagman, star of Dallas, to solicit support for legislation that would abort the FCC's action (BROADCASTING, Aug. 1).

Larry Gershman, president of MGM-UA's television group, reflected the general Hol-
lywood view last week when he described the FCC's decision as "terrible." He said produc-
tion companies risk capital when produ-
cing a show and license fees do not cover it. The payback occurs, he explained, in syn-
dication. "If you open up the possibility that the networks can control that, you have no

Since a big enough chunk of the after-
market profits would be going to the net-
works, Gershman added, producers would be discouraged from spending the necessary
money to make quality programing since that programing often is produced at a defi-
cit. "It's going to stifle production. The pur-
opose [of instituting the financial interest and
FBI impounds Tanner records

Investigation spurred by allegations of former employees that firm gave kickbacks and Tanner diverted funds; he denies all the charges

No matter how things work out eventually, Thursday, Aug. 11, 1983, will go down as a dark day for the William B. Tanner Co.

That's the day FBI and Internal Revenue Service agents seized the barter company's Memphis headquarters, seizing records and cash totalling three-quarters of a million dollars -- records that the company had been handing out kickbacks to clients, and that William B. Tanner, company president, had engaged in a variety of scams to divert millions in company funds from official books and into his own pockets.

Tanner, 52, has steadfastly denied all, "These charges are outrageous lies; there's no truth to them whatsoever," he said.

No charges had been filed as of late last week. But federal agents were said to be combing the seized records, trying to decide whether a grand jury should be asked to take a look, a source said.

Of particular interest to broadcasters, many of whom owe Tanner time, is what could happen to the company's time bank, which, according to a company official, is valued at more than $200 million, Edgardo von Eigen, Tanner vice president, media administration, said nothing will happen since the allegations against the company are untrue.

Roderick Erickson, co-chairman and co-chief executive officer of Time Buying Services Inc., New York, guessed, however, the time bank "probably" was perishable. The key, he said, was whether Tanner's contracts with stations were transferable. "But you'd have to be privy to the individual contracts" to know for sure, he said. "They're all different.

Showing keen interest is Media General, the Richmond, Va.-based communications conglomerate that bought the Tanner company in June 1982 for almost $40 million and kept Tanner on as president.

Alan S. Donahoe, Media General vice chairman and chief executive officer, stressed that the investigation was limited to the Tanner company -- no allegations of wrongdoing have been aimed at Media General.

Donahoe added that Media General was as interested in getting to the bottom of the matter as anyone else, and has had its own team of lawyers, auditors and accountants conducting an investigation since the morning after the raid by federal agents.

Perhaps the most momentous allegation, contained in the affidavit used to obtain a search warrant, was that Tanner has been keeping a "hidden inventory" of commercial radio spots.

The affidavit -- presented by an FBI agent who said he based his information on the allegations of two unnamed former Tanner employees and a representative of a former client company of Tanner's -- charged that Tanner kept a hidden inventory of advertising time it acquired through barter arrangements with radio stations. In exchange for jingles and songs produced by Tanner's production department, the firm received the advertising time. The advertising inventory, according to the affidavit, was recorded on a separate set of books, "and the value of these spots is never carried into the general accounting system," the affidavit said.

According to the affidavit, one of the sources said the "hidden inventory" was worth $53 million in 1979. The source further alleged that Tanner has been maintaining separate records for that inventory since the early 1950's, and he said that inventory he had increased by as much as $30 million by 1982. During the last five years, the source estimated that the value of the inventory had increased by about $10 million a year. And based on the increases, the source estimated Tanner had been bringing unreported income of about $8 million a year, at least since 1978.

"In essence, the company was trading material that it operated on their production department, expensing production costs and not including the fair market value of the assets they received as income," the affidavit said.

According to one source, identified in the affidavit as a vice president and controller of the firm until November 1982, payoffs in cash, automobiles, trips and other offerings were "a normal procedure" in the company's operations.

The transactions were charted through separate accounts, to which only a few Tanner employees -- including Tanner -- had access, according to the affidavit.

One example cited was an account for Hotel Promotions Inc., which, according to the affidavit, was used to route payoffs to Jerry Conti, identified as marketing director and general sales manager of the Dunes hotel in Las Vegas, a client of Tanner's.

The source also alleged that Tanner owned slot machines in casinos in which Conti had an interest. According to the affidavit, the source "had reason" to believe Tanner had used $13,050 in company funds to buy the slot machines for his personal gain. "This money represented a source of concealed income for William B. Tanner personally," the affidavit said.

(Conti, who was variously reported to be out of the country or on route from Chicago to California, could not be reached for comment. But according to a spokesperson for the Las Vegas hotel, Conti resigned as vice president, advertising, marketing and entertainment, last April. She also said she didn't think the allegations were true. "He was beyond reproach," she said.)

According to the affidavit, the source also said Tanner "probably" derived personal income from a series of fictitious "turnaround" accounts used to conceal money flowing from the company to Tanner personally.

A second source, identified as a Tanner media director who left the company in October 1981, said cash payoffs were made constantly. "An individual who handled the media advertising account for a particular company may have an envelope filled with cash dropped on his or her desk or find a new automobile parked in their driveway one day," the affidavit said.

Among those who this source said were believed to be receiving payoffs for steering advertising business Tanner's way were Elmer von Eigen, the Tanner vice president who was formerly with the Beneficial Fi-

Source material. The FBI didn't name the sources it used to present enough allegations against the William B. Tanner Co. to get a warrant to search the company's Memphis headquarters, but it did provide clues. In the affidavit presented to get that warrant, one source was identified as a Tanner Co. vice president and controller from January 1979 until November 1982, whose duties included supervising "all aspects of the accounting operation" of the company.

Harry H. Davis, who is now putting together his own company in Phoenix, fits that bill. And, in a telephone interview last week, made no effort to conceal his participation.

Davis, who said he has been an accountant for 30 years, said he hadn't gone to the FBI; it approached him, and he told it what he knew. Despite Tanner's denials, Davis insists his story is true.

While Tanner has pointed Davis as a disgruntled former executive who had been demoted to the mailroom for, among other things, "sexually harassing one of our female employees" (see story), Davis said he resigned because of Tanner's business practices. "He [Tanner] has a very difficult time addressing the truth in anything," Davis said. "I had an awful lot of personal liability exposure. I couldn't put my signature on tax returns that aren't true," he said. "When you're a professional ... a little rinky dink is one thing, but flagrant abuse is something else."

A second source in the FBI affidavit was only identified as having been a media director for the company who left the firm in October 1981 after serving three-and-a-half years. A woman who fits that description was located in Baton Rouge, La., but denied talking to the FBI. Her only knowledge of the affair, she said, had been picked up "in the trades." If the sort of behavior alleged to have gone on at the Tanner Co. actually had, "it wasn't common knowledge to me," she said.

A third source relied upon for the FBI affidavit was described as the manager of corporate security for a former client of the Tanner Co. that had conducted its own investigation after receiving several anonymous tips that it was being defrauded by Tanner with the help of its own media director.
Also "absurd," he said, were the allegations about the hidden, $80-million inventory. The IRS, he said, has audited his company for 15 years, and is currently working on its 1982 returns. When Media General bought the company, he said, its people checked out his company for six months and found nothing amiss.

He also disputed what he described as an allegation that he hadn't paid personal income tax on $8 million each year. "There's no way; it's impossible," he said. "How would those informants know if I didn't pay income tax? If you cut through it, you see how dumb it is." On providing sexual favors: "You know, I just can't believe that. That's just another thing thrown in to have some smear."

Vom Eigen said the company had lost no business as a result of the adverse publicity.

Media General's Donnahoe said the U.S. Attorney in Memphis had promised his team of in-house investigators access to the confiscated records. (They reportedly were examining the records last Thursday [Aug. 18].) He said he didn't know when the in-house investigation would be complete. He also said he didn't know whether the results of that investigation would be released publicly. "We will do what is appropriate," he said.

The Tanner subsidiary, Donnahoe added, is in "sound financial shape" and would meet all of its obligations. He also noted that the Tanner company had been audited by outside accountants before Media General bought it and had been subjected to Media General's "normal" auditing practices since it was acquired.

Dunnahoe added that it was unclear whether the alleged wrongdoings were supposed to have gone on after Media General bought the company. "We regard this as a very sound company basically, and it's very sad all these allegations were made," Donnahoe said.

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**Peter Jennings: out of the orchard and into the anchor chair**

ABC's week-old mainstay of 'World News Tonight' is counting on his years of experience in the U.S. and overseas to aid him in his goal for the newscast—being relevant

Sixteen years after leaving the job as anchor of ABC News's evening newscast, Peter Jennings has begun a second tour. At 45, he has the lines in his face that give him the look of authority he lacked when he was 28. More important, he has the experience of a far-ranging foreign and domestic correspondent to go with that look. As he says, "I've spent a lot of time in the orchard."

And it will be that time spent in the orchard—from covering political campaigns in the U.S. to wars in the Middle East and the hostage crisis in Iran—that will help shape the form and content of the *World News Tonight*, as it struggles to regain the momentum lost in the lingering illness and death of Frank Reynolds. Beyond the experience, Jennings thinks he knows what it takes to produce a good newscast: "Be relevant."

Jennings was discussing those matters last week in his office in the ABC News Washington bureau, which he will vacate when he moves his base of operations to New York next month. He spoke as a Canadian citizen who has reported for ABC News from all 50 states and has worked as a correspondent in most areas of the world. To him, the answer to the question of what makes a good newscast begins with his view of the country.

"I think of it in terms of regions, not states," he said. "In south Florida, you would be broadcasting to people whose cultural identities are very much tied up with the Caribbean... If you're broadcasting to the Pacific Northwest, you're broadcasting to people who have something in common with northern California but have much less in..."
common with the people in southern California, who are more likely to be attached to what some people also call Mexican America....

So what is a good newscast? “It is one with seven or eight or nine reports on any given night that deals with issues and reporting that somehow gets as close as possible to relating to all of those [regional] differences. It’s an enormous task in a country of more than 200 million people—and may be impossible.”

Still, he thinks ABC News hits the mark on individual pieces. And in discussing three on last Monday night’s broadcast (Aug. 15)—one on Siberia, another on the anti-Sandinista Contras training in Honduras and one on a Catholic nun who is a star of cable television (“a pure back-of-the-book story”)—he used one word to describe each: relevant. “If there were any sign I would put on my desk, it would say, ‘Be relevant.’”

Perhaps it is because of his background as a foreign correspondent, but Jennings is convinced that “one thing” that is of national concern is foreign news. His approach, he indicated, is to report it in terms of American interest. He and other foreign correspondents still cover wars, he said. “But in those wars we are much more likely to be more concerned with the American or East-West element.” And in the few years, he added, he has written more about coal, steel, cars and U.S.-European relations than about combat. “That tells us what we have something that is very obviously national here,” he said.

Jennings, then, reflects the view of some correspondents who have felt that their New York offices were caught up in what used to be called the “bang-bang” aspects of a story to the virtual exclusion of an explanation of what lay behind the excitement. “You can say, ‘Those nasty French are subsidizing their farmers and that’s unfair competition,’ or you can sit down of an evening and say, ‘Let us examine the problems of subsidies. Let’s see how the Europeans do it, how we do it. This is why sometimes we listen to our allies.’” But wouldn’t it be tough to do that kind of analytical piece in the 22 minutes available on a newscast? No, not tough at all, Jennings feels. “But it’s tough to make decisions on what to exclude on a given night.”

If “Be relevant” is one sign Jennings would place on his desk, another might be: “Stay cool.” Or, as it was put to him in the discussion in his office: “Take the world view.”

In that respect, he feels that being a Canadian reporting on matters affecting America has been a plus. “Canada, being a small country, in terms of population, and not a superpower, has a less passionate view of the world,” he said. He felt that distinction particularly during his coverage of the hostage crisis in Iran. He recalled seeing videotapes of newscasts showing Americans burning the Iranian flag. “That kind of passionate nationalism hurts us as a country,” he said.

But that detachment is not necessarily restricted to Canadians, although it may come easier to them—several work as foreign correspondents for the major networks. Jennings is in the process of becoming a U.S. citizen (“Closed Circuits,” Aug. 15). (Nothing special about the timing, he said. But after 19 years in America, he has acquired a wife, American, and two children, American, and for the first time in years expects to be located in one place long enough to do the job of acquiring citizenship.) And it is not likely his detachment will be foresworn along with his Canadian citizenship.

Many of the American reporters who were in Iran felt as he did, he said. “What’s required of reporters is that they not be caught up in the passion.” They should at least try to jettison their “cultural baggage.” But for the “world view,” there is nothing like experience, he indicated. “I’ve been so many places and seen the White House get so excited and heard the White House and the State Department talk about so many breakthroughs, and you can get very excited about it. We’re at home. But if you’re on the ground and you know what’s going on, you get a lot less excited.”

Jennings has been acquiring experience since 1958, when he was 20 years old and began working for CFRAM Brockville, Ont. (Thus, along with CBS’s Dan Rather and NBC’s Tom Brokaw, he is part of the first crop of network anchors whose experience in journalism is almost, if not entirely, connected to radio and television.) In September 1964, he landed in New York, a freshly minted ABC News correspondent, and immediately flew to Jackson, Miss., to start covering the civil rights story. Except for the time from February 1965 to December 1967 when ABC gambled that young, handsome Peter Jennings was the way to attract the youthful viewers—and lost—he has been a correspondent ever since. Even in the five years he served as foreign desk anchor for World News Tonight, based in London, he traveled extensively.

For, on giving up the anchor chair—and he says he had suggested to the management that a change would be good both for him and ABC—he proceeded to resume the task of acquiring the journalistic credentials he felt he had lacked as anchor. And in that regard, ABC was the right place to work. It allowed him to range the country with a camera crew, covering the key issues of the day—law and order, civil rights and the economy. In 1968, he covered the presidential campaigns of Eugene McCarthy and George Wallace. And he reported on the unrest sweeping American campuses as the Vietnam war heated up. In late 1968, he traveled to Cuba—his Canadian passport gave him an advantage over American journalists who were unable to gain access—and produced material for a 10-part series. On his return, he resumed his wanderings around the country, so by the time he was dispatched to Rome as a foreign correspondent in 1969, he had kept the promise he had made to himself when he arrived in the U.S. five years earlier—he had been in every state.

Then he really began traveling. Indeed, Jennings, who speaks French, some Italian and “a smattering of Arabic,” may be the most traveled journalist of his generation. No one has added up all of the countries he has visited, but he has been in most countries of Africa, in every country in western Europe, and in 80% of those in eastern Europe. He is at home throughout the Middle East. (He was based in Beirut from 1970 to 1975, and knows Lebanon “like the back of my hand.”) He is “weakest” in the Far East. Still, he has reported from the Philippines, Japan, Korea and Vietnam.

Thus, he has labored long in a very extensive orchard. That can affect a correspondent as he moves up to an executive position, and the authority that goes with his new job is reflected in the second title he carries—senior editor of World News Tonight. He is very aware of the pressures news executives feel to keep abreast of the competition—never mind if the effort smacks of herd journalism or if there is a tendency for the newscasts of all three networks to resemble one another. “I’ve been on the other end of these telexes saying, ‘CBS had great cutaway of bomb thrower,’ and I know full well the next day the poor son of a bitch from CBS is going to say, ‘Jennings had great cutaway of dog biting man. Where were you?’ If I could elimi-

Fall gun jumping

An earlier-than-usual start for a number of new and returning programs in the fall lineups of all three major networks is apparently in the works. Although the official start for the fall season is Monday, Sept. 26, ABC-TV announced last week it would jump the gun with Lottery and Webster, two new series, and Matt Houston and Benson, two returning series. Lottery will premiere Friday, Sept. 9, in a 90-minute special beginning at 8 p.m., followed by a 90-minute Matt Houston special. The following Friday, Sept. 16, Benson will premiere in its regular 8 p.m. slot, followed by the premiere of Webster at 8:30 p.m. and episodes of Lottery (9 p.m.) and Matt Houston (10 p.m.) in their regular time periods.

NBC-TV will premiere its new half-hour comedy, We’ve Got It Made, on Thursday, Sept. 8, in its regular 9 p.m. slot and its revamped, relabeled and rescheduled news magazine, First Camera, on Sunday, Sept. 18, in its regular 7 p.m. slot. A special edition of Real People will start on Wednesday, Sept. 14. NBC anticipates announcing the start dates for the rest of its lineup sometime this week, according to a spokeswoman, who also said a number of those dates are likely to be prior to the official start.

At CBS-TV, no decisions have been made about early start dates, according to a spokes-

Broadcasting Aug 22 1983

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Metromedia appeals Craft decision. An attorney for Metromedia Inc. has asked the judge in the Christine Craft case to overturn the jury's verdict of $500,000 to the former co-anchor of KMBT-TV Kansas City (BROADCASTING, Aug. 15). The attorney, Donald W. Giffin, said there had not been enough evidence to submit the case to the jury after the two-week trial of Craft's $1.2 million sex-discrimination lawsuit. Metromedia, which owned the station when Craft was hired as co-anchor and then demoted to reporter—a demotion she did not accept—has also asked Judge Joseph Stevens Jr. to disregard the jury's recommendation that Metromedia be found guilty of sex discrimination. Under federal law, a judge must make that finding. The jury awarded Craft $375,000 in actual damages and $125,000 in punitive damages after finding that Metromedia had defrauded Craft in initially stating she had been hired solely for her journalistic skills and then attempting to alter her appearance. Craft, 38, said her superior at the station had said she was "too old, unattractive and not deferential enough to men."

Metromedia last week filed a document with the court disputing the claim it had promised not to attempt to change her looks. Craft is on leave from her present job of anchoring the news for KEYT Santa Barbara, Calif.

But in any event, Jennings seems to be settling in for a long haul—longer than the last time he anchored the news for ABC. On a cabinet in his office is a battered briefcase. one Jennings said he bought on the day he joined ABC News. "When it falls apart is the day I leave the company," he said. Then he added, "I just had it fixed."

Caucus expands

New trade association, at first board meeting, agrees to let any TV group owners in and changes name to Television Operators Caucus

The broadcasting industry's newest trade association, Market Television Caucus, began to take shape last week at MMTC's first board meeting. One of the board's first decisions was to modify its membership requirements to include all TV group operators and to change its name to Television Operators Caucus, which would more accurately reflect the intended composition of the new association.

The board also elected officers: president and chairman, David Henderson, president and chairman of Outlet Co.'s broadcasting division; vice president, William Baker, president of Group W's TV group; and secretary-treasurer, Joel Chaseman, president, Post-Newsweek Stations.

Henderson and Chaseman were the chief organizers of the association, which grew out of an earlier caucus of 42 major station groups (BROADCASTING, June 13, July 11). TOC was created to give group owners a distinct Washington presence before Congress and at the FCC.

In addition, Henderson said, the board agreed to develop positions on two areas of regulatory concern—the FCC's tentative decision to abolish its financial interest rule and allow the networks back into limited domestic syndication and the FCC's proposal to liberalize its multiple ownership rules.

Most of TOC's member companies have already taken positions on financial interest and syndication rules. The TOC's position is yet to be determined. TOC favors repeal of the multiple ownership rules.

Henderson said that TOC revised its membership requirements after receiving several queries from group owners interested in joining the caucus but not operating in the top 50 markets (BROADCASTING, Aug. 15). He noted that the caucus didn't want to be exclusive and was willing to accept any group operator as long as the company's chief officer "demonstrates a willingness to participate."

One of TOC's chief goals is that the organization's structure remain modest and informal. Caucus leadership has repeatedly stated that the members intend to conduct their own lobbying. A part-time coordinator will be hired and a committee has been formed to find that person. Henderson said. The coordinator, he added, will serve as the "traffic cop and gather information." After a coordinator is picked, TOC will discuss the location for its Washington office. Henderson said. The caucus also approved a rough draft of bylaws and a dues structure. TOC decided not to select a specific law firm to represent it, but will use, on a rotating basis, attorneys already on retainer by member companies. Many Washington communications law firms were reportedly competing to represent TOC.

Henderson said the board will meet again in late September. In the meantime, TOC plans to confer with FCC officials, members of the House Telecommunications Subcommittee and National Association of Broadcasters President Eddie Fritts and Gert Schmidt, NAB's joint board chairman.

Some of the broadcasting industry's leading executives sit on the TOC board. They are: Terry Lee, president and chief operating officer, Storer Communications; Joe Dougherty, president, broadcasting division, Capital Cities Communications; William Schwartz, president and chief operating officer, Cox Communications; Dudley Taft, president, Taft Broadcasting, and Bob Bennett, president, Metromedia Television.

nate that stuff, man. I'd retire a happy man."

So compassion for the journalist still in the field is one feeling Jennings carries with him into the executive offices. A related one is a determination to give World News Tonight its own look. (Maybe the ABC correspondent should be doing something different from the CBS competition.) There is yet another carry-over from his days as a correspondent—the itch to go where the action is. And he hopes to be able to scratch it.

"I've argued to the company that if we can move the anchor overseas to some of the most godforsaken places on the face of the earth it must be worth it to miss the anchor to some of the most technologically tied-in places in the world." He recognizes that the additional responsibilities he would have for anchoring a newscast would make the logistics somewhat more complicated than those involved in shuttling him, as foreign desk anchor, from London to say, Beirut, to cover the bombing of the American embassy. But he does not think the problems would be insurmountable. And he thinks the benefits would be more than worth the effort.

"The foreign anchor worked best," he said, "when it was involved in a regional story." He recalled that the Israeli judicial report on the murders of the Palestinians in the refugee camps in Beirut contained five elements—two involving Israel; a third, Lebanon, a fourth, Syria, and a fifth, Washington—generating five pieces. No viewer who was paying attention would miss an element of the story. Jennings said. So why not do the same thing with a major story in the United States, say, a murderous heatwave in the Midwest, with the newscast anchored from St. Louis?

Of course, Jennings last week had been on the job as sole anchor for all of a week. Won't the itch to cover fires around the country fade and the detached "world view" be overcome by the practicalities and competitive pressures involved in having a major role in directing a network newscast? As for losing his sense of detachment, Jennings thinks that the person sitting in the anchor chair is the least likely to become passionate about an issue. "You're getting it from all sides." But he is aware of the danger of losing detachment after a time out of the field. "How long I can keep it, I don't know. I'm very conscious of that."

TOP OF THE WEEK

Chaseman Baker Henderson

Broadcasting Aug 22, 1983
BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

Aug 29 Radio 1983. BROADCASTING's annual examination of the medium, including a look at spot radio, syndication, formats, satellite services, the newest in technology, the general economic climate and our annual chart of the top 10 stations in the top 50 markets. Also featured in this issue, an agenda and list of exhibitors for the National Association of Broadcasters' Radio Programming Conference, which will be getting under way in San Francisco as this issue rolls off the press.

Sept. 5 Gavel-to-gavel coverage from RPC VI: general sessions, panel sessions and exhibits. And in advance of what is fast becoming one of the cable industry's major conventions, the Eastern Cable Show in Atlanta, a complete agenda and exhibitors list.


Oct. 10 State of the Art: Technology. Digital technology, for both radio and television; high-definition television, AM stereo and audio processors. What's available, where to get it and how much it costs. And what the experts predict will be state-of-the-art as the information age unfolds. Also in this issue, complete coverage of the National Radio Broadcasters Association convention, this year in New Orleans.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.
Digital album delivery

ABC's Rock Radio network has launched a satellite-delivered album service for affiliates. Stations will be able to tape an artist's new album for air play as soon as it becomes available. Whenever possible, ABC Radio will digitally transmit master tapes of new albums, enabling stations to get "optimum audio quality" from the broadcasts, according to Denise Oliver, director of programing, ABC Rock Radio network.

The service was inaugurated at the end of a 15-minute news conference with two members of the group Asia (Carl Palmer and John Wetton) which aired live over the Rock network on Aug. 9. ABC then transmitted the group's new album, Alpha (released the previous day), in its entirety for affiliates' use. "This is the first time a radio network has provided this kind of service to its affiliates," Oliver said. "It helps the record company as well as our affiliates by insuring quick delivery of new records by major rock acts," she added.

ABC's Rock network plans to feed affiliates upcoming new album releases by both The Moody Blues and Rainbow. ABC Radio's six networks use the RCA digital satellite system via Satcom I-R thus allowing not only Rock network affiliates to use the new album service, but affiliates of ABC's other youth-oriented networks as well, according to an ABC spokeswoman.

Reasons for radio

Six people out of 10 (60.3%) regard radio as their primary source of news in early morning. Seven out of 10 (71.2%) count on it for early-morning weather reports. But it's more than an early-morning medium, and the uses to which it is put often vary widely according to whether it's AM or FM. Most AM listeners tune in "regularly" for news/weather, but also (in descending order) for such other services as complete news, music, traffic reports, personalities or DJ's, contests, "better sound," talk shows and sports. FM listeners rank news/weather third, behind music and better sound and ahead of personalities or DJ's, complete news, traffic and contests.

These are among the findings of the first of a series of studies conducted for Blair Radio by Frank Magid Associates in what is projected to be an ongoing monitoring of trends of radio listening and audience attitudes toward radio programming. The study was conducted last December among a national sample of 489 adults who had listened to radio for an hour or more in the past 24 hours.

The study also found, among other things, that people tend to have "favorite" stations, but more often have favorite FM stations (59.4% of the males, 61% of the females) than favorite AM stations (30.2% of the males, 31% of the females). Even their favorite stations sometimes offend them enough to make them switch to other stations: 42% said this had happened, and it happened more to FM stations (43.9%) than to AM's (38.4%).

The Blair-Magid study also took a look at cable's effect on other media. Some 45% of the respondents had cable, and almost half of these had a cable music service such as MTV. About 15% of these said they watched the music service regularly, about half said they watched it occasionally and close to 40% said they never did. The presence of cable seemed to have contradictory effects: 32% of the cable respondents said they watched less regular TV than in pre-cable times, but 25% said they watched more regular TV now; 16% said they spend less time with radio but 9% said they are spending more time with radio; 18% said they spend less time with newspapers, 2% said they spend more. Blair's report concluded: "Cable television does not seem to have a major effect on radio or newspaper, and its effect on TV may not be large."

Spreading the word

Radio Advertising Bureau President Bill Stakelin announced plans last week to form a speakers bureau within the association using association staff and leading radio executives "to help the story of radio across America." Stakelin said he has made speaking engagements for himself at the following events: Washington State Broadcasters As-

Chicago support

"Our listeners pledged more money on an hourly basis than any other public radio station in the country," said Carole Nolan, general manager of WBEZFM Chicago, after the Aug. 1-3 nationwide fundraiser for financially plagued National Public Radio. WBEZ received an average $7,900 per hour, going as high as $10,000 at times, during the 25-hour event. The station's total pledges topped off at $190,000, second only to WBURFM Boston, which raised $250,000 ("Riding Gain," Aug. 15). But, according to WBEZ, the Boston station extended fundraising to 72 hours.

More and more info

Arbitron Ratings' Qualidata service for 1983 is now giving radio subscribers more specific data about their listeners. This year, for the first time, local grocery and department stores as well as fast food franchises are highlighted by name. Home entertainment equipment purchases, local magazine circulation and cable television penetration are now specified. And designer jeans and acne preparations have been added to the teen-only products category. Diary keepers from Arbitron's fall 1982 and winter 1983 survey were reinterviewed to collect product and media data usage and life style information. According to Arbitron, it was the largest sample ever used for local market qualitative data.

The service, which indicates how often station listeners use a certain product in comparison to the average population of the market, is now available in Dallas-Fort Worth, bringing the total number of cities now using Qualidata to 10.

Child locator

Thousands of children are reported missing each year, and many could be found more quickly if authorities had more to go on than verbal descriptions given in haste by often distraught parents. On that theory, and to provide that extra edge for authorities (and for Seattle-area children and their families), KING-AM-FM-TV Seattle, the Pay'n' Save drugstore chain and the local Pepsi bottling company are conducting a "Junior Challenger ID Card" campaign.

Beginning yesterday (Aug. 21) and running through Sept. 25, ID stations will be set up on a staggered schedule in some 25 Pay'n' Save stores. There, at no charge, parents can have their children photographed and fingerprinted and their vital statistics recorded. Each child gets a laminated card with picture, fingerprints and the rest, and the parents get an identical card, except larger, to give to authorities if the child is reported missing. For starters, the stations, drugstore chain and bottler held a party on
THESE RADIO STATIONS ONLY HAVE TWO THINGS IN COMMON . . .

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Spring '83 Arbitron • (Mon-Sun/6 am - midnight)

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A high-tech series that delivers the family audience by bringing video arcade competition into the viewer's home.
Featuring new host Geoff Edwards, "Starcade" is the game show of the '80s, with the fast-paced format that brings vicarious thrills to its viewers. "Starcade" will definitely be available for worldwide distribution as a five-a-week strip or one-a-week, Fall '83.

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Aug. 14 at the Seattle Center, with free Pepsi, balloons, visors and live music, and turned out cards for more than 100 children and their parents.

CNN additions

The Atlanta-based CNN Radio Network added 10-minute morning newscasts at the top and bottom of the hour from 6 a.m. to 11:30 a.m. last Monday (Aug. 15). Earlier this month CNN launched a one-hour early morning (5 a.m. to 6 a.m. ET) news block ("Riding Gain," Aug. 1). Anchors for the newscasts are Dave Straub, Peter Combs and Carmen Burns.

The network is also airing until Oct. 5 Countdown to Olympics—four different 90-second features fed live each day (9:17 a.m., 2:17 p.m., 6:17 p.m. and 9:17 p.m., Monday to Sunday) and re-fed a half hour later each time. Stations must carry at least two features per day, according to a network spokesman. Exclusive sponsor for the program, which is hosted by U.S. 1980 Olympic Gold medal winner Eric Heiden, is Transamerica Corp. CNN Radio, which made its debut April 1, 1982, as an audio service for cable's CNN Headline News, is represented nationally by the Christal Co.

CBS get-togethers

CBS Radio Network will initiate a series of three regional conferences for affiliates next Sunday (Aug. 28) at the Hyatt Union Square hotel in San Francisco. The West Coast meeting, which coincides with the opening day of the National Association of Broadcasters' Radio Programing Conference in that city, will begin at 8 a.m. with a continental breakfast and last until 3 p.m. The topics of sales, advertising and promotion and news will be discussed by David Kleinbart, Western district director for affiliate relations; Norman Ginsburg, director of affiliate/audience promotion, and Joseph Dembo, vice president of news. Michael Elving, executive vice president and general manager of the CBS Radio Network, will address network/affiliate relationships.

A regional meeting for Southeast affiliates is scheduled to take place on Sunday, Oct. 2, in New Orleans—the opening day of the National Radio Broadcasters Association's annual convention—with a conference for Midwest stations slated for Nov. 2 in Chicago.

Into love

Viacom's WLAX(FM) Chicago recently launched a new “love song” pop adult format geared especially for the 35-to-44-year-old audience, according to Jack Taddeo, the station's new program director. Taddeo said the company decided to make the change after extensive market research by Surrey Communications Research. The station's playlist now features such artists as Frank Sinatra, Nat King Cole, Lionel Ritchie and Barry Manilow. For the past year-and-a-half, the station had been used for “experimental,” easy-listening/beautiful music program by Bonneville Broadcasting through a three-year deal with Viacom. But according to John Patton, chairman and chief executive officer of Bonneville Broadcasting System, both his company and Viacom decided to terminate the deal.

Through the WLAX experiment, Bonneville was able to test how contemporary the easy listening format can go and remain successful. As a result of the testing, Patton noted that selections on a good easy listening station should be between 25% and 50% vocal cuts. “We have confirmed that to retain the 'environmental listener' the format must retain its essential instrumental character,” he said.

Bonneville also used the WLAX facilities for testing and developing its individual selection (cart) system now being used for the syndicator's satellite-delivered easy listening format.

RKO offerings

The RKO Radio Networks have unveiled their 1984 program packages for RKO I and II affiliates with the special Olympic Express package topping the list. RKO plans to air both 60- and 90-second reports from the winter Olympic games in Sarajevo, Yugoslavia, and from the summer games in Los Angeles. In addition, RKO will satellite deliver an “exclusive live superstar” concert for summer Olympic participants and officials held at the Olympic village at the University of Southern California. The anchors for the Olympic coverage are Charley Steiner, manager of sports for RKO I, and John Madden, RKO II's sports commentator. RKO is giving the first 150 stations who clear Olympic Express a chance to win a two-day trip from Chicago to Los Angeles on an antique private railroad car with John Madden.

New RKO programs for next year are: Live From The Record Plant (a Los Angeles recording studio), which will feature one or two headliners (either musicians, actors or comedians) who will answer calls from listeners over an 800 phone number, and a new five-hour contemporary music program scheduled to air from 7 p.m. to midnight NYT.

Making its debut on Sept. 4 is RKO Presents Live In Concert, a series of 90-minute live concerts.

In the marketplace

Country performers Willie Nelson and Anne Murray will co-host the 1983 Country Music Association Awards Show, which will be satellite delivered via Westar IV to stations by Mutual Broadcasting. The event, which will originate from the Grand Ole Opry in Nashville, will also air over CBS-TV. Preceding the simulcast, Mutual will present A Preview of the 1983 Country Music Awards, a 30-minute overview program hosted by WHN(AM) New York personality Lee Arnold. Following the awards program, Mutual plans to air post-award festivities live from the balcony of the Opryland hotel ("Riding Gain," April 25).

Starfleet Blair will produce a live Elvis Costello concert from the Frank C. Irwin Center in Austin, Tex., for NBC's Source network on Wednesday, Sept. 7. To date, at least 50 stations plan to air the satellite-delivered event.
San Francisco to present state of the art in radio programing

The NAB's annual RPC offers format research, programming, competition, legal and technical workshops

A study offering a psychographic analysis of different formats promises to be a major attraction for radio executives attending next week's National Association of Broadcasters' sixth annual Radio Programing Conference (Aug. 28-31) at the Westin St. Francis hotel in San Francisco. The study was conducted last month among 1,300 radio stations by the Detroit-based research firm of Reymer & Gersin, and will be unveiled during Monday's (Aug. 29) opening general session at 1 a.m.

As of last week, pre-registration for the conference topped 1,700 (including exhibitors, hospitality suite participants and spouses). This figure is "slightly ahead" of last year, according to Wayne Cornils, vice president/radio, NAB, who expects attendance this year to top 2,000. There will be 46 exhibitorsmanning 46 booths in 20,000 square feet of exhibit hall space as well as 53 hospitality suites—down from last year's count of 67.

Sessions during the three-and-a-half-day event will range from new music to new technology along with seven format clinics which, for the second time in six years—the first occurred in 1981—have been moved from their usual nighttime slots into the regular day schedule. Last year “diminishing attendance” was attracted when the format rooms were scheduled on Sunday and Monday nights, according to Gary Stevens, Doubleday Broadcasting president and RPC '83 Steering Committee chairman. Attendees of the format sessions this year will also hear excerpts of the Reymer & Gersin study that are applicable to their programing area.

Besides the Reymer & Gersin study, a Monday afternoon workshop on Warner Amex’s Music Television (MTV) cable service titled, “MTV: Friend or Foe?” is expected to be well attended. Plans call for Les Garland, vice president/programming, MTV, to discuss MTV's strategy and then open the discussion among three panelists: John Langer, program director, KKBR-AM-FM Houston, and consultants John Sebastian and Jeff Pollack. Additionally, Dallas-based radio consultant Jon Coleman will reveal results of a study his firm, Coleman Research, has conducted on MTV’s impact on radio audiences, first in a private presentation for clients on Saturday, and then during an open meeting on Sunday at 2 p.m.

Also of particular interest should be the contemporary hit radio (CHR) format session on Monday afternoon at 4 p.m. The format is currently the new programing sensation for FM stations (BROADCASTING, Aug. 15).

Other conference highlights include sessions on the direction of AM radio, positioning news, sales and new technology (digital/cable/SCA's). There will also be two sessions devoted to radio network programing on Tuesday. And for the fourth consecutive year, NAB will present a special luncheon session called “How to Make Money With Your Mouth” on Monday. Featured this year will be air personalities Howard Stern of WNBC(CAN) New York and Rick Dees of KIIS(FM) Los Angeles. Moderating the affair again will be Mutual’s all-night talk show host, Larry King.

New this year will be the creation of a closed circuit contemporary hit radio station called KRPC which attendees will be able to critique during sessions on Monday and Tuesday beginning at 5:15 p.m. The station will originate from the exhibit hall and be fed, not only throughout the St. Francis hotel, but also three other hotels in the area: Hyatt Regency, Sir Francis Drake and the Holiday Inn at Union Square. KRPC will air live during exhibit hall hours on Monday (11 a.m.-6 p.m.) and Tuesday (11 a.m.-7 p.m.). During the other hours, it will be an automated service provided by the San Francisco-based Audio Independents from the company’s hospitality suite.

Sunday, the opening day of the conference, has three, two-hour concurrent labs (legal, research and consultants) beginning at 3 p.m., followed by the opening night cocktail party at 6 p.m.

Closing out the conference on Wednesday morning at 9 a.m. will be a session on the legal aspects of the technological and regulatory changes radio is expected to face in 1984. Moderating will be John Aquilino, KJLH(FM) Los Angeles. Additionally, this year’s general session will include presentations from the Federal Communications Commission (FCC) on the FCC’s new policy on CEM, and an overview of the rate structure for new radio stations.

Landmark names Wynne to head Weather Channel

He will keep responsibility for broadcasting and video division while taking over cable service after Coleman fails in his bid to buy it

John Coleman, founder and president of The Weather Channel, has “terminated” his relationship with the Atlanta-based cable programing service after he was unable to secure the financial backing to buy the 24-hour network from its principal owner, Landmark Communications. Landmark has named John Wynne, president of its broadcasting and video enterprises division, president of TWC. In addition, TWC announced that it would institute a carriage fee of five cents per basic subscriber on cable systems carrying the one-year-old, advertiser-supported service.

Landmark, jointly-held Norfolk, Va.-based broadcasting group owner, MSO and newspaper publisher, owned 80% of TWC, which last year lost $7 million and currently is losing about $1 million a month. Several weeks ago Coleman and Landmark reached an out-of-court agreement under which Coleman had an option to buy the network or lose his 20% interest to Landmark.

In a prepared statement, Coleman said he approached 48 different companies about buying TWC but each one said, “No thanks.” According to Landmark’s Wynne, carriage fees had to be instituted to keep the service from going out of business. “We couldn’t make it without it; we didn’t have enough advertising revenue to cover it any time in the foreseeable future,” he said. Wynne explained that if all the cable systems carrying TWC agreed at the same time to start carriage fee payments, TWC could realize $6 million annually in fee revenues. However, Wynne warned that “Of course, that won’t happen; you’ll never get everybody to agree on anything.” Wynne is optimistic that cable operators will not drop the service, “I’ve had nothing but positive responses from our major customers that I’ve called.”

TWC is now on about 1,000 systems and serves 900,000 to 950,000 households. According to Gary Koester, vice president, Eastern sales, the service is now carrying...
About 50 major advertisers. The service has 10 minutes of commercial time available every hour and gives two minutes to the local cable system to sell. Advertising rates range from a low of $300 to a high of $800 for a 30-second spot, but Wynne and Koester declined to indicate how many spots are left unsold. Koester said the service is picking up about 300,000 households per month, and expects by the end of the year to reach 11-12 million, up 15 million by mid-1984 and 18 million by the end of 1984.

Wynne, will retain his old duties as head of Landmark's broadcasting and video enterprises division. (Landmark owns Telecable, the 14th ranked MSO). He said he will not permanently relocate from his home in Norfolk, but anticipates having to stay in Atlanta until the end of the year. "By then we'll probably put someone in the general manager's slot," Wynne also noted that "we've got a good staff here, I don't contemplate any changes." He said his first priority is to sell the carriage fee plan to the cable operators.

TWC's current list of advertisers includes Allstate Insurance, American Express, Champion Spark Plugs, Chevrolet, duPont, Eastman Kodak, General Foods, Orkin, Procter & Gamble, Prudential-Bache Securities, RCA, Sears Roebuck, Shell Oil and United Airlines.

**U.S. programers head for England**

Despite a diminished American presence among program exhibitors, the second annual London Multimedia Market is expected to draw about the same number of registrants as it did last year, with another 300 attending to its sponsors ("Closed Circuit," Aug. 15). Last year's London show, which attracted representatives from the international broadcasting, cable and home video markets, was attended by more than 2,000 buyers and sellers from more than 50 countries and included 143 exhibiting companies.

This year's market will take place at the Gloucester hotel from Sept. 19-23. To date, 41 U.S. companies have registered for the event, including 24 who have indicated they were attending as program buyers. Last year, 57 American firms rented suites.

About 100 exhibitors, all told, have signed up this year, according to Karol Kulik, LMM market director. She said that about 400 registrants, 300 buyers, 30 observers and more than 75 members of the press have notified they will be coming. In addition, Kulik said she expects another 100 to register by the show, with about another 800 registering at the show itself. That puts total registration at roughly the same level as last year's. Kulik noted that 860 registered during LMM last year.

Michael Solomon, chairman of Telepictures Corp., the programing and syndication production company that is currently riding high from its second season of syndicating first-run episodes of People's Court, is enthusiastic about LMM. (Telepictures reported 43% of its first-six-month 1983 sales of $20,763,000 were due to People's Court.) Solomon said that he hopes LMM will replace MIFED, the annual theatrical and television programing conference in Milan, Italy, because, according to Solomon, television has been "kind of a nonentity" at MIFED. Solomon said MIFED served primarily the theatrical community, while its television market has always existed more as an after-event for a group of European buyers who meet right before MIFED.

But several American companies that were exhibitors last year will not be renting suites and exhibiting this year. Some firms note, however, that they will attend on an "unofficial" basis, or have someone from their London offices on hand. Those companies include ABC Video Enterprises (along with ABC Motion Pictures and ABC Sports), Viamco International, Group W Productions, MCA-TV International and Westinghouse Broadcasting and Cable ("Closed Circuit," Aug. 15). Their reasons ranged from the proliferation of trade shows to poor hotel and convention facilities at last year's show.

Among American companies planning to attend, HBO, the pay cable service, is returning as a buyer. "to see what's available," and will be "looking at co-financing possibilities" for programing. CBS International will go us a seller offering some of its new programing, such as 60 Minutes and the Walter Cronkite series, Universe, and Coast to Coast, a new, weekly, half-hour, soft-news magazine about trends in U.S. fashion, sports and people. Coast to Coast material comes from 3 on the Town, a prime access strip airing on CBS-owned KNXT/TV Los Angeles and wchs-TV New York. A CBS International spokesman described LMM as a show that draws buyers from Europe and the Middle East, while Latin America contacts are made at NATOPE International and annual private screenings in Los Angeles.

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**Ratings Roundup**

Loaded with a heavy schedule of reruns, CBS-TV captured first place in prime time ratings for the week ended Sunday, Aug. 14, in a week when television viewing for all three networks was up significantly over the week before. According to A.C. Nielsen's National Television Index, CBS averaged a 13.3 rating/25.3 share, just a half rating point ahead of NBC, which averaged a 12.8/24.6, and almost two rating points ahead of ABC, which averaged an 11.4/21.9.

For the week, the three networks' combined average was 37.5/71.8, up from 34.4/67.1 the week before.

CBS won Tuesday, Wednesday and Sunday nights, while NBC took Monday, Thursday and Friday and ABC Saturday. Among the top 30 programs, CBS had 12, NBC 10 and ABC 8.

ABC's new first-run limited series summer programs took a beating. Reggie captured a 13.9/23 and landed in the top 20 during its special premiere the week before when it was sandwiched between Three's Company and a Barbara Walters Summer Special on Tuesday night, but sank to a 9.5/17 last week during its regular Thursday period and tied with NBC's Powers of Matthew Star for 54th place. The third episode of The Hambton scored an 8.9/16, its lowest rating yet. CBS News's On the Road with Charlie Kuralt and Our Times with Bill Moyers placed in the top 25 with 14.6/29 and 14.5/28, respectively, beating out ABC's Half Hour Comedy Hour (12.3/25) and Joanie Loves Chachi (12.9/25), and major league baseball on NBC (11.1/21).

**The First 20**

1. Newhart
   CBS 19.6/33
2. Trapper John, M.D.
   CBS 19.1/34
3. NBC Monday Night Movie—Wait Until Mother Gets Home
   NBC 18.5/34
4. Jeffersoun
   CBS 18.0/32
5. Hill Street Blues
   NBC 16.9/31
6. Simon & Simon
   CBS 16.9/30
7. 7 to 5
   ABC 16.5/30
8. Cheers
   NBC 16.5/29
9. Hart to Hart
   ABC 16.4/30
10. Three's Company
    ABC 16.4/30
11. Facts of Life
    NBC 16.3/30
12. CBS Tuesday Night Movie—A Matter of Life and Death
    CBS 16.1/29
13. Magnum, P.I.
    CBS 15.9/30
14. 60 Minutes
    CBS 15.3/34
15. Knight Rider
    NBC 15.3/30
16. CBS Wednesday Night Movie—Monte Mark, I Love You
    CBS 15.2/27
17. NBC Sunday Night Movie—Texas Tennis—A Bridge Too Far
    NBC 14.8/27
18. 2000
    ABC 14.8/27
19. On the Road with Kuralt
    CBS 14.6/29
20. Fantasy Island
    ABC 14.6/29

**The Final Five**

64. NFL Presason Football—New York Giants vs. Pittsburgh Steelers
    ABC 7.6/16
65. NBC Reports
    NBC 7.6/16
66. Fairies
    CBS 6.8/15
67. Monster
    NBC 6.4/13
68. Kodan
    CBS 5.2/11
Another trans-Atlantic satellite service proposed

International Satellite Inc. is latest company to plan video and data transmission; Intelsat sees it as threat

Another would-be provider of communications satellite service across the Atlantic has emerged—International Satellite Inc., a combination of three companies, with interests in telecommunications, and several individuals. Like its entrepreneurial predecessor in the trans-Atlantic telecommunications sweepstakes, the Orion Satellite Corp., ISI claims its service would complement rather than compete with the International Satellite Organization, which, by agreements to which the U.S. is a party, enjoys at least a qualified monopoly in international satellite service. But Intelsat and the Communications Satellite Corp., its U.S. link, see ISI’s proposed service, as they see Orion’s—as an economic threat.

ISI, according to the application it filed with the FCC for a North Atlantic regional satellite system, intends to link all of the contiguous 48 states and Western Europe as far east as Rome. It is seeking approval to build and launch two satellites—one to be positioned at 58 degrees west longitude and the other at 56 degrees west latitude. It also wants authority to build a third as a spare. Total estimated cost—$230 million.

One difference between the ISI and Orion applications is that Orion is proposing a completely “private” system, in that transponders would be sold to customers. ISI, which plans to serve primarily the video distribution and high-speed data markets, would offer something less than half of its capacity on a tariffed, common carrier basis.

Thus, ISI’s becomes the second proposal to present not only the FCC but the executive branch with significant questions bearing on national and foreign policy to ponder. In April, the State Department and Commerce’s National Telecommunications and Information Administration asked the FCC not to act on the Orion application until they had completed a government-wide review of the issues involved (BROADCASTING, April 11). And before that review is completed—the end is not in sight—officials believe that additional Orion- and ISI-type applications will have been filed.

ISI’s contention that it would complement rather than compete with Intelsat is based on its contention that the “state-of-the-art” technology it will employ will enable it to provide service not now available in the North Atlantic region “on a cost-spectrum-efficient basis.”

“The inherent advantages of the customer premises Ku band earth stations” ISI’s system will employ will “provide direct single-hop, urban location services from the Pacific Coast of the U.S. to the Adriatic Coast of Italy, as well as to U.S. and European points in between,” ISI said. “Such North Atlantic regional service is not available today on any existing Intelsat facilities, nor is it being built into any Intelsat spacecraft under construction for use in the mid-1990’s.”

Furthermore, ISI said, by serving new markets rather than by invading those served by Intelsat, it would not cause the existing system “significant economic harm”—and would, therefore, comply with one of the provisions of the Intelsat intergovernmental agreement. What’s more, “as a means to further insure that Intelsat will not suffer significant economic harm,” ISI said, it is prepared, “if necessary, to forgo several years participation” in the delivery of AT&T’s international telephone service. Such service, ISI said, provides Intelsat with 85% of its overall revenues.

ISI also proposes a kind of public interest dividend in return for a grant—a gift to the UN of the equivalent of one transponder on one satellite “for whatever disposition the appropriate authorities believe best advances the purposes of that organization.” Interestingly, Intelsat is known to have been negotiating for the past several months with UN officials over the possible donation of satellite capacity for use by peace-keeping forces or in its disaster-relief mission.

As part of its argument that it would not cause Intelsat “significant economic harm,” ISI includes an economic analysis of the sources of Intelsat’s revenue. With Intelsat forgoing full-time telephone service for several years and with its revenue coming, it says, from markets not served by Intelsat, ISI concludes that it would divert no more than 3.18% of Intelsat’s total revenue services over the five to seven year period following launch of the first ISI satellite. And that diversion would occur, ISI said, “during a period when Intelsat is expecting a 14% to 14.5% annual growth.” Reducing that growth to 13.5% or 14%, ISI added, “could surely not be considered as causing significant economic harm.”

However, the economic analysis also indicates that ISI would cut more deeply into Intelsat’s revenues once the proposed moratorium on ISI’s provision of international telephone service is lifted. The analysis indicates ISI would capture up to 25% of Intelsat’s growth by 1995 while it carried 7% to 8% of the predicted satellite traffic for the North Atlantic region.

In offering other arguments for approving the application, ISI speaks of the virtues of the competition its system would introduce to a segment of the international telecommunications satellite industry, “which has been monopolistic to date.” And it notes that national policy, as implemented by the commission, favors competition and deregulation. Among other things, ISI says, “By competing with Comsat for satellite service in the North Atlantic region, ISI could help to assure that Comsat’s rates to the retail carriers would be competitively priced.”

Intelsat and Comsat were quick to fire at the ISI application. Richard Colino, director-general-elect of Intelsat and others from the organization, displayed ISI’s contention that it would be providing service not now available from Intelsat. The service is being provided, they said. And they also said ISI’s own figures of projected growth indicate that, if other satellite systems entered the market and matched ISI’s performance, Intelsat’s rate of growth would be reduced to zero. A spokeswoman for Comsat said that organization “will oppose the application vigorously.” She said Comsat is “the only authorized body to serve as the international satellite link.”

The principal stockholder in ISI is TRT Communications Inc. Co., a subsidiary of United Brands, which owns 43% of the applicant. TRTC provides international and domestic record communications services. Satellite Syndicated Systems Inc., a telecommunications holding company, owns 15% of ISI. One of SSS’s subsidiaries is Southern Satellite Systems Inc., which operates a satellite-based resale carrier that transmits the signal of the WBTS(TV) Atlanta to 5,000 cable systems. And Kansas City Southern Industries Inc., which owns 14% of ISI, has
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.

Dividends. Scripps-Howard Broadcasting Co. declared regular quarterly dividend of 20 cents per share, payable Sept. 9 to shareholders of record Aug. 26. Scripps-Howard Broadcasting is traded OTC and is 75% owned by E.W. Scripps Co. ABC declared dividend of 40 cents per share on common stock, payable Sept. 15 to shareholders of record Aug. 19. Storer Communications Inc. declared dividend of 10 cents per share on its common stock, payable Sept. 6 to shareholders of record Aug. 19. Post Corp. declared quarterly dividend of 15 cents per share, payable Sept. 30 to shareholders of record Sept. 16.

Chyron loan. Chyron Corp., Melville, N.Y.-based manufacturer of electronic graphics and titling systems, said it agreed to make secured loan to Orrox Corp., Santa Clara, Calif., of $2.7 million in exchange for warrants to purchase up to 5 million shares, or 66%, of Orrox's stock. In connection to advance of $250,000 for loan, Orrox has sold warrants to Chyron to buy 450,000 shares. Balance of loan will be made after approval of Orrox shareholders. Orrox, which manufactures videotape editing systems, reported six-month loss of $1,219,000 on sales of $4,197,000. Sales for the same period in 1982 were $5,784,000.

Affiliated Increase. Affiliated Publications Inc. reported second quarter net income increased 40% over same period last year to $5,427,000, or 69 cents per share, on revenues of $73,149,000, up 12%. However, broadcasting revenue, which contributed 48% to total second-quarter revenues, declined 10% over same period year before, to $3,573,000. Broadcasting operating income declined 36.7% to $572,000, while operating income from newspaper division increased 48% to $12,878,000. Affiliated also said second-quarter results were depressed because of losses associated with its 45% interest in McCaw Communication Companies Inc., Bellevue, Wash.-based cable and radio common carrier. Affiliated said losses amounted to $551,000, or seven cents per share.

Oak's drop. Oak Industries Inc., Rancho Bernardo, Calif.-based STV operator and manufacturer of electronic communication equipment, reported second-quarter losses of $69.3 million or $4.24 per share, on sales of $113.6 million as compared to net profit of $7.8 million on sales of $145.4 million for same period year ago. Oak said second-quarter losses were principally due to $49.2 million in nonrecurring provisions for special reserves and $5.7 million in termination costs associated with closing its Dallas and Phoenix STV operations. But before inclusion of nonrecurring items and recovery of $4.3 million from cable equipment patent license lawsuit, Oak said losses amounted to $10.4 million. Oak said it has set up $49.2 million special reserve fund to cover potential inventory losses and uncollected receivables stemming from softening in cable TV equipment market.

Telepictures jump. Telepictures Corp., program syndicator, producer, publisher of Muppet Magazine and, subject to FCC approval, owner of KMTV-TV Midland, Tex., reported second-quarter earnings increased 55% over same period year ago to $471,000, or seven cents per share, on revenue of $11,123,500, up 141%. Telepictures said principal factor in increase was licensing, for second season, of first-run series, People's Court, which it said accounted for 39% of sales during second quarter and 43% of sales for first six months of this year.

CBS-Tandy deal. CBS Inc. and Tandy Corp. made agreement under which each company will grant each other conversion rights to wide range of computer software programming. Agreement calls for CBS Software and CBS Electronics to have worldwide rights to convert and market selected Tandy software programs for computers other than those marketed by Tandy under its own brand names, while Tandy Corp.'s Radio Shack division gets similar worldwide rights to selected CBS programs for use in TRS-80 computers distributed through its Radio Shack Computer Center and retail stores.

Cox debt. Cox Communications filed $50 million shelf registration statement with Securities and Exchange Commission, which increases Cox's registered debt to $75 million, company said. Cox said it would sell securities "from time to time" on terms to be established at sale time. Underwriters are First Boston Corp. and Merrill Lynch Capital Markets. Cox said proceeds could go toward $70-million cash purchase of Field Communications's Wdbr-TV Detroit and to reduce outstanding bank debt.

MCA record. For second quarter ended June 30, MCA Inc. has reported revenue of $351.4 million, down slightly from $352.8 million for same period in 1982, with net income down from $38.6 million, or 81 cents per share, in 1982 to $37.2 million, or 78 cents per share, in 1983. Operating income was $44.3 million, compared to $53.7 million for 1982. Results boost MCA's six months revenue, operating income and net income to highest level in firm's history.
July to NAB's executive committee and a further analysis of the results was presented to the committee last week at its monthly meeting. A final report will be issued at the radio and television boards' joint meeting in January.

The survey revealed that radio respondents were generally more interested in almost all of the new services proposed by NAB in its survey, particularly the insurance programs and other services providing cost-savings to the stations. TV broadcasters, on the other hand, showed more interest in quarterly financial analysis consultation, while group operators were more interested in market research consultation, union seminars and promotion planning and personnel management seminars. Major station groups (57%) expressed a willingness to pay an additional fee for individualized services, while 50.9% of radio members and 43.8% of TV operators were of similar mind.

Roughly three-fourths of the respondents (72.3%) predicted that they would use NAB's services "at least as much in the future as they have done in the past," while only one-fourth (24.3%) said they would increase their use of NAB services. Members were also asked to rate NAB's current services: 60.8% found NAB's representation at the FCC, other agencies and in the courts, "very valuable," followed by 16.7% reporting that its congressional representation was also "very valuable." Services of lesser value included: station visits by NAB regional managers (31.5% said they were valuable), labor relations/collective bargaining assistance (32.3%), and minority telecommunications seminars and information (14.5%).

"Radio respondents rate Highlights, the NAB's newsletter, and the insurance programs higher than TV stations rate them. NAB services that television stations and group radio-TV respondents said were of most value were: employee compensation/benefits report; annual radio/TV financial report; engineering seminars; labor relations/collective bargaining assistance; executive forum; quarterly labor report, minority telecommunications seminars and assistance," NAB's report on the survey said.

A majority of participants (90%) rated NAB's government relations performance as "effective." However, there were some different opinions about NAB's lobbying priorities. While 94.3% suggested NAB place heavy emphasis at the FCC, 89% said Congress was where the attention should be placed. However, radio broadcasters felt "more emphasis should be placed on representation at the State Department and in other international forums."

In the area of legislative priorities, broadcast deregulation was at the top (76.6% saying it was "very important") followed by First Amendment Rights (64.4%), political broadcast rights (50.2%), spectrum allocations (50.6%), new communications technology (53.9%), advertising (37%), ownership restrictions (34.3%) and copyright issues (31.7%). "Some statistically significant, although not very large, differences are found in the perceived importance of several..."
regulatory and legislative issues among the three groups," the report said. "Television broadcasters place more importance on First Amendment rights, new technology and copyright issues. Ownership restrictions are of greater importance to radio/television group respondents," the report said.

Broadcaster involvement in legislative activities, according to the survey, was high. "Nine out of 10 (89.4%) broadcasters report that they have expressed their views on pending broadcast legislation to their congressman and/or senator. Broadcasters also believe that it is important for the NAB to inform and motivate broadcasters to express the industry's views." Radio broadcasters, the survey revealed, were not quite as active as the others.

NAB's survey also examined the differences that occur among stations because of market size. "More interest in the insurance program exists among both radio and television stations in smaller markets. Radio and television stations in larger markets report more participation in the convention. Opinions about NAB were remarkably consistent across television respondents in all size markets. The larger-market television stations, however, find more value in grassroots lobbying, and more likely to participate in the convention, more likely to participate in grassroots lobbying, and more likely to donate to TAR-PAC [Television and Radio Political Action Committee]. Stations in smaller radio markets are more interested in proposed services which extend their business capability and offer potential cost savings," the report stated.

In addition, the members were asked to rate NAB's convention. Two-thirds (66.3%) said they considered it to be "better or as good as" other conventions they attended. Radio broadcasters, however, seemed less familiar with the convention. Approximately 27% of radio broadcasters answered "don't know" when asked to compare the NAB convention with other conventions.

The groups' evaluation of convention services showed some differences. Radio broadcasters preferred more panels with broadcasters and outside experts than television operators, while TV gave a higher rating to NAB's engineering conference. Radio (56.5%) wanted more "how-to workshops" than TV (44.4%), but group operators (58.3%) wanted even more. They all wanted more opportunity to meet congressional and government leaders.

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**Changing Hands**

**PROPOSED**

KPLC-TV Lake Charles, La. Sold by Calculi

KPMG Communications Inc. for $18 million. **S**eller is owned by G. Russell Chambers, president, who has no other broadcast interests. **B**uyer is headed by Brian N. Byrnes, president, It is a subsidiary of NASCO Inc., a closely held manufacturer and distributor of sporting goods and allied products, based in Springfield (Nashville), Tenn. Byrnes is former general manager of WSM(AM) Nashville. KPLC-TV is NBC affiliate on channel 7 with 295 kw visual, 59 kw aural and antenna 1,480 feet above average terrain. **B**roker: Blackburn & Co. Inc.

WXFM(FM) Elmwood Park, Ill. (Chicago) Sold by WXFM Inc. to Cox Communications Inc. for $9 million, including noncompete and consulting agreements. **S**eller is headed by Robert C. Vistor, president. It has no other broadcast interests. **B**uyer, based in Atlanta, is publicly traded major station group and cable owner, headed by Garner Anthony, chairman of executive committee. It has sold, bought or FCC-approved to BMI, KRBX(AM), Baltimore (see below) to comply with FCC multiple ownership rules. **B**roker: Blackburn & Co. Inc.

KLIF(AM) Baltimore Sold by Cox Communications Inc. to Island Broadcasting Co. Inc. for $5.750. **S**eller has bought WXXF(FM) Chicago (see above). **B**uyer is headed by Alan S. Beck, president and former general manager of WLIF, who also owns WALK-AM-FM Patchogue, N.Y. WLIF is on 101.9 kHz with 13.5 kw and antenna 960 feet above average terrain.

**KLRL(AM) San Antonio, Tex. Sold by Classical Media Inc. to C&W Wireless Inc. for $1.4 million. **S**eller is equally owned by Edward G. Aslising III and brother-in-law, Stuart Epperson. It also owns WZEL(AM) Boston; WYNN(AM) New York; KAKC(AM)-KCFO(AM) Tulsa, Okla., and KMBC(AM) San Antonio. **B**uyer is owned by Ron Campbell, Houston-based real estate developer, who has no other broadcast interests. KLRL is on 96.1 kHz with 100 kw, and antenna 475 feet above average terrain. **B**rokers: Dan Haug-lett & Associates and Milton Q. Ford & Associates.

**KNEF(AM) Tucson, Ariz. Sold by KNDE Inc. to Rex Broadcasting Corp. for $2.65 million. **S**eller is owned by Raymond I. Kandel, president. It also owns KTUC(AM) Tucson. **B**uyer is owned by James Slone, president (71.5%), Thomas Chandler and Robert L. Chandler (14.2% each). It also owns KUCL(AM) Tucson; KROD(AM)-KQFM(AM) El Paso, and KRUX(AM) Lubbock, Tex. **B**roker is on 99.5 kHz with 30 kw and antenna 73 feet above average terrain. **B**roker: Blackburn & Co. Inc.

**WELO(AM)-WZLO(FM) Tupelo, Miss. Sold by Northeast Radio Inc., principally owned by National Association of Broadcasters president, Eddie Fritts, to Big Thicket Broadcasting Inc., principally owned by Richard Beauchamp, for $1.46 million (see "In Brief"). **B**roker: Dan Hayslett & Associates and Milton Q. Ford & Associates.

**KOWL(AM) South Lake Tahoe, Calif. Sold by KOWL Inc. to Sierra Broadcasting Inc. for
President knocks Central American press coverage. President Reagan has turned critic of the news media in their coverage of U.S. policy in Central America. The American public, he says, would not know of the “quiet, solid progress” the U.S. is making in its “peacekeeper” role in Central America because of “the discouraging hype and hoopla that you often hear.” Reagan, who was speaking to the annual convention of the Veterans of Foreign Wars, in New Orleans last week, noted that a VFW official, Bob Currier, recently returned from a trip to Central America and complained that news accounts of developments there give a “distorted view of what is actually taking place.” Reagan did not quarrel with that assessment. “You wouldn’t know from some of the coverage that the greatest portion of our aid to Central America is humanitarian and economic,” Reagan said. “You wouldn’t know that democracy is taking root there.” But he said he does not blame only the media. “In many cases they are just reporting the disinformation and demagoguery that they hear coming from people who put politics ahead of national interest.”
## Stock Index

### Broadcasting

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The Standard & Poor's 400 Industrial Average was 186.50, up 18.45 from 239.

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**Notes:** A-American, N-N.Y., O-Over the counter, T-Toronto (some bid prices by Shearson/AE, Wash., (0 in P/E ratio is deficient). NASDAQ: National Information Utilities Corp. will start trading on NASDAQ once its first offering has been declared effective by the SEC. The company has set its initial venture with National Public Broadcast to transmit digitally encoded information over subcarrier channels. Microwave Filter Company Inc., which went public in 1974 with Regulation A offering, and has 2.2 million shares outstanding, plans to apply for NASDAQ listing. At least half of East Syracuse, N.Y. company's revenue comes from supply filters and other devices to cable and broadcast industry. For nine months ending June 30, revenue was $2,605,000. Footnotes: * Value of 750,000 shares (25% inside company) had jumped 53% before releasing last week. Rumors are about Xerox, and some are about Xerox. The company is expected to announce a $550,000 loss on revenue of $2.7 million. **-2 split. ***-3 split. ****-10 split. ***** More bad results.
U.S., Cuba talk over AM interference

After long hiatus, two countries meet in Costa Rica to discuss technical problems of AM band

Some two years after U.S. and Cuban officials ended talks in Washington aimed at resolving AM interference problems, representatives of the two countries met in San Jose, Costa Rica, two weeks ago to resume those efforts. U.S. spokesmen were circumspect in reporting on the results; they stressed the sensitivity of the issues involved. But they indicated that, at a minimum, the two sides will probably meet again.

A World Communications Year seminar, held under the auspices of the International Telecommunication Union, provided the setting the State Department would accept for a meeting with Cuba on the issue, which is a matter of major concern to American broadcasters. The ITU’s secretary general, Richard Butler, played a key role in persuading the two countries to meet, and the international organization’s secretariat set up the session, which lasted two days, Aug. 8 and 9.

American AM broadcasters have been complaining for years—increasingly in recent years—of Cuban-caused interference. And they fear that the Reagan administration plan to establish an AM station—Radio Marti—to broadcast news of Cuba to that country will only exacerbate the problem. State Department sensitivity to the industry’s concern was evident in the presence of four industry representatives on the seven-member U.S. delegation.

Administration plans for Radio Marti leaked to the press in August 1981, as U.S. and Cuban officials were concluding a second meeting on the two countries’ AM interference problems. Two months later, Cuba cited those plans as one of its reasons for walking out of the western hemisphere conference in Rio de Janeiro. The conference developed a plan for western hemisphere use of the AM band, but left U.S.-Cuban problems unresolved and with no mechanics for resolving them.

A State Department spokesman described the talks in San Jose as “businesslike and addressed to the technical aspects of AM broadcasting.” The State Department acknowledged that the Cubans raised the Radio Marti issue—but declined to reveal the U.S. response, other than to say that the delegation “made clear our position on this issue.”

The U.S. position in the past has been that Radio Marti is nonnegotiable. The talks went beyond U.S. problems. The leader of the U.S. delegation, Kalmann Schaefer, foreign affairs adviser to the FCC, noted that Cuba was not satisfied with the results of the Rio conference and had interference complaints of its own, although not as many as the U.S. “We didn’t resolve any thing,” Schaefer said. “We repeated our position on interference, and said we are ready to work for solutions.” And he said the U.S. believes solutions can be found to the problems both countries face.

At times, during the day-and-a-half of talks, things did not go smoothly. Schaefer said, “Sharp words were exchanged. But at the end, each side recognized the other’s problems.” As matters were left, the U.S. and Cuba were to exchange additional information on their respective AM inventories.

“Then we will see if we can meet again,” Schaefer said. “The object was to discuss issues and hold out hope for additional meetings to work out solutions. I think that hope exists.”

A question troubling broadcasters, however, is whether an administration success in winning congressional authorization for Radio Marti—and it is making headway in that effort—will torpedo the talks that resumed two weeks ago in San Jose. When the question was put to Schaefer, he said, “I don’t know the answer.” He said he “didn’t get any feel for that question” in San Jose.

Joining Schaefer as members of the U.S. delegation were Wilson LaFollette, of the FCC; William John, of the State Department; Cullie Tarleton, of Jefferson Pilot Broadcasting Co. and chairman of the All-Industry Cuban Interference Task Force; Vincent Pepper and Matthew Leibowitz, communications attorneys long involved in the Cuban-interference problem; Wallace Johnson, former chief of what was then the FCC’s Broadcast Bureau and now a consulting engineer, and Jim Eddens, vice president and general manager, WOW(AM)-KEZ0(FM) Omaha. One Radio Marti proposal would establish the station in WOW’s frequency, a proposal fervently opposed by WOW. The Cuban delegation was headed by Rene Hernandez Cartaya, first vice minister of communications.

State engineering board accuses Johnson firm of legal violations

Tennessee says consulting firm is breaking law by filing FCC applications since Johnson is not a registered engineer

The Tennessee State Board of Architectural and Engineering Examiners has found that Edward M. Johnson Associates Inc., the Knoxville-based communications consulting firm, has been offering engineering services in violation of state law (BROADCASTING, Aug. 8). Although it also has ordered Johnson, who has been filing out FCC applications for a variety of clients, to “cease and desist,” Johnson is ignoring that order and conducting business as usual.

In a letter dated Aug. 4, the board notified Johnson that it had arrived at the “opinion” that Johnson, who is not a registered engineer (in fact, he’s not an engineer at all), was offering engineering services to the public in violation of state law. “Until such time as you become properly registered in Tennessee, you are hereby ordered to cease and desist the offering of engineering services to the public both in your name and in the name of your firm. Your failure to voluntarily comply with this request will result in further legal action by the board,” the board said.

Johnson, however, told BROADCASTING his attorney, Millard V. Oakley, had talked to the board’s attorney Monday morning (Aug. 15). Oakley said Johnson had assured him that there was “no problem” and that “the board is through with it.” Also, according to Johnson, his company did not practice the kind of engineering that the board has jurisdiction over. “The only ones who can regulate

late the filing of the applications to the FCC is the FCC itself,” Johnson said.

Oakley, the board attorney and an FCC spokesman all said Johnson had his facts wrong. Oakley, for starters, said although he had placed a call to the board attorney, he hadn’t talked to him as of early last Tuesday (Aug. 16), and had only informed his client that it was his opinion there was no problem.

John King, the staff attorney for the board, said Johnson was wrong about the board’s jurisdictional reach. “We cover the whole spectrum,” he said.

William Russell Jr., spokesman for the FCC, said the board didn’t regulate those who filed applications at the agency. “But clearly the states have the right and the power to regulate professions like engineering and to license those professions,” Russell said.

Oakley added that Johnson and company would continue their operations, both because Johnson was not practicing engineering, and because the board’s action didn’t carry the force of law. “It’s business as usual,” Oakley said. “There’s been no judicial action taken that would impede or impair Johnson’s business as usual, and he’s going on.”

According to Oakley, Johnson has violated no laws. “You don’t have to be an engineer to fill out FCC forms,” he said.

King said Johnson and company were correct to an extent in asserting that the board had no direct power to force them out of business. The board, he noted, generally only had the power to revoke licenses, and since Johnson isn’t registered, “he doesn’t have anything we can take away.”

Nonetheless, King said, the Tennessee
Hatfield report examines problems in land mobile

Study says public safety users can dramatically increase capacity by employing more efficient technology and thus leave UHF spectrum alone

Public safety land mobile users should stop looking toward expanding their operations by using more UHF television spectrum and start thinking about using more efficient technologies that could increase their current capacity by 10 times. That is the thrust of a new report by Dale N. Hatfield Associates.

According to the report, "A Plan For Meeting Public Safety Community Requirements Through New Technologies and Advanced Spectrum Management Techniques"—which was commi ned by the Association of Maximum Service Telecasters, the National Association of Broadcasters, the Corporation for Public Broadcasting, the National Association of Public Television Stations, the Association of Independent Television Stations, ABC, CBS and NBC—new narrow-band land mobile systems, such as amplitude compandered side band (ACSB), can provide three or more channels for every channel public safety users occupy with conventional technologies.

Under the Hatfield plan, land mobile users could be shifted from wide-band to narrow-band systems in the 150 mhz band in stages, using currently unused spaces between existing land mobile channels as "staging areas." Additional capacity could be created through "trunking"—a technology using computers to distribute vacant channels among users when needed. Also, according to the report, the FCC should authorize associations of public safety agencies to coordinate and operate public safety radio communications facilities.

According to the report, a shift to ACSB technology would increase public safety capacity in the 150 mhz band—supposedly public safety's "band of choice"—from the 250 channels to about 870. With further technological improvements, those 250 channels could be increased by 2.87 times the "foreseeable potential capacity for those 250 channels could reach 6,020," the report said.

To convert users to the narrow-band technology, the report said new narrow-band channels can be added by interweaving them in space between existing channels. According to the plan, public safety users on several high-band FM channels could be moved to the narrow-band "staging area" channels, a move that would open up even more new narrow-band channels on the vacated FM channels.

Also, according to the plan, the FCC could create "Radio Communications Districts," which would be eligible for licensing in the public safety and special emergency radio services. Narrow-band channels in the high band frequencies would be licensed to the districts on a primary user basis, and the districts would make public safety communications capacity available to participating agencies on a shared basis.

The FCC, the report added, also should apply the same techniques in restructuring the remainder of the 150 mhz land mobile band. "If the entire band, not just the public safety nucleus, were restructured, it could more than double the number of channels available to other services at high band, while providing public safety with about twice the number of new channels that the [Los Angeles county sheriff has requested in petitions at the FCC]," the report said. "The capacity of the entire band could be further increased 10 or more times by using near-term technology and management techniques; increases of 20 or more times capacity are possible with mid-term techniques."

Tom Paro, AMST president, said the report demonstrated that "public safety can have efficient additional communications capacity without impairing the public's television service through costly and disruptive spectrum reallocation."

Beeper bonanza

Indicating that interest in beeping must be amplifying, 16 companies have applied to the FCC for permission to launch national paging networks. Those applicants include: National Message Network, a joint venture of MCI Communications Corp., Metromedia Inc., Communications Industries Inc. and American Express Co. ("In Brief," Aug. 15); National Satellite Paging Inc., a joint venture of Mobile Communications Corp. of America, Western Union Paging Systems Inc. and National Public Radio; Radio Paging America, a joint venture of RCA Global Communications Inc. and Page America Group Inc.; CBA Page Inc., which is owned by Charisma Communications Group, the Starkville, Miss.-based owner of six radio stations; Ameri Page Inc., which is owned by Graphic Scanning Corp.; American Switch Co., a joint venture of Millicom Inc., TRT Communications Corp., Kansas Southern Industries Inc. and Maximell Telecom Plus Inc.; American Paging Network Inc., which is owned by Telephone and Data Systems Inc., National Paging Networks, a partnership of Via/Net Companies and H. Frank Dominici; Pagernet Inc., a partnership of Lawrence Rogow, Garry Spire and others; Cybertel-Cox Beep USA Nationwide Paging, a partnership of CyberTel Corp. and Cox Communications Inc.; United Paging Corp., which is owned by United Cable Television Corp.; Contemporary Communications Corp.; Amcom Paging Services Inc., which is owned by Brian E. Galiher; Radiofones Inc., which is co-owned by Lawrence Gayre and James Garvey; Rainbow Corp., which is owned by the Carty Corp., and Columbia Paging Corp., a joint venture of Metropolitan Radio Telephone Systems Inc. and MBM Investments Inc.

Audio first

A report by International Resource Development Inc., Norwalk, Conn., says videotext will succeed only after voiced-based "audio-text" services are introduced to allow consumers to get accustomed to retrieving information electronically. The firm cited AT&T's Dial-It service as an example of the way to go: retrieving information through the telephone, a device with which the consumer is already familiar. "Because of the easy availability of the telephone, audiotext will be the early leader in the revenue race between the two," IRD said. Videotext will reach its potential, IRD said, "only after telephone-based shopping and banking services have wormed their way into the public's consciousness."

DBS on campus

Direct broadcast satellite service on college campuses? That is what Campus Network Inc., New York, a subsidiary of Sattinet Inc., has in mind. It has made an agreement to purchase five "Video Centers" from Scientific-Atlanta to be placed on selected college campuses. Each center will include a large-screen video projector, stereo sound, a central processing unit, a Ku-band earth station and an S-A multiplex analog components (MAC) decoder. The MAC encodes the signal to prevent piracy and also enhances picture quality, CNI claims. CNI eventually plans to send concerts, plays and other programs to large- and small-screen venues at some 250 college campuses over the 12-14 ghz Ku-band. Although not a true DBS system because of its low power (200 w), CNI says certain hardware features and the service's marketing plans "will make Campus Network an important model for the DBS developers." The five centers are to be installed by October.

Decoder delivery

The wait is over for teletext decoders for Keyfax's teletext magazine being distributed over the vertical blanking interval of WTBS(TV) Atlanta. The decoders have re-
Tocom order

Tocom, a Dallas-based cable equipment supplier, has received a $3-million order for its 55-plus baseband addressable converters and associated equipment from Joyce Cable of Romeoville, Ill. The order calls for 33,000 units to be delivered over two years.

Joyce General Manager Rob Sandier said the revenue potential associated with Tocom's remote control units and its theft of service features caused Joyce to choose Tocom. Joyce serves 18,000 subscribers, but that figure can double after franchises recently awarded to the company are wired.

Redder reds from Amperex

Amperex Electronics Corp. of Slatersville, R.I., has introduced two new 30 mm Plumbicon red tubes—the XO-1415 and the XO-1413—in which image retention (burn-in) is said to be reduced without compromising sensitivity or resolution. “This gives the television producer,” the North American Philips subsidiary says, “much more flexibility with special effects and picture control under difficult lighting conditions.” Except for the XO-1415 tube having a built-in infrared filter, the two new tubes are identical. They fit all 30 mm cameras now on the market.

Oversight

The Association of Federal Communications Consulting Engineers has endorsed an FCC petition by the Telecommunications Reasearch and Action Center for a rulemaking aimed at bringing anyone who helps prepare a broadcast application, “or other submission to the commission for remuneration,” under the FCC’s disciplinary authority (Broadcasting, May 30). The AFOCCE suggested that an ad hoc committee, consisting of representatives from the FCC and the industry, be formed to come up with specific proposals to accomplish that aim.

$2 million moves north

Magnavox CATV Systems Inc., Manlius, N.Y., announced that it has received an order from Caguas Cable Systems of San Juan, P.R., for approximately $2 million worth of cable hardware. The order included 440 MHz distribution equipment and Magna 7500 headend gear and Magna 6400 addressable converters, which feature the encryptic en-coding scrambling system.

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Right and left coming together over fairness doctrine

FCC plan to repeal personal attack and political editorializing rules is opposed by groups ranging from Accuracy in Media to Telecommunications Research and Action Center

The first volley in what promises to be a lively battle over the FCC’s proposal to repeal the personal attack and political editorializing rules was fired last week. It came from the right. But before the fight is over, the left is expected to be banging away at the proposal as well.

Reed Irvine, chairman of Accuracy in Media, speaking at a news conference, said repeal of the rules would lead to abuses by broadcasters of the freedom they would be given. He said not many would refrain from using the “tremendous gift” that would be theirs to “enhance their position.” The power to “manipulate the public and affect elections,” he said, would “enhance the value of a broadcast license.”

Irvine, whose media watchdog organization is regarded as conservatively oriented, spoke in behalf of a number of groups sharing the right side of the political spectrum—American Legal Foundation, American Business Media Council, Committee for a Free Press, the Conservative Caucus and the Leadership Council. Appearing with Irvine at the news conference were Howard Phillips, of the Conservative Caucus; Paul Lyons of the ABMC, and William Kehoe of the ALF.

But Irvine said groups representing the other side of the political spectrum share the same views of the commission’s proposal. Indeed, he said he had not been aware of it even though the commission announced the notice of proposed rulemaking in May (BROADCASTING, May 16) until Sam Simon, executive director of the Telecommunications Research and Action Center, informed him of it in the preceding week.

Simon later made it clear that he and Irvine are in agreement on the issue. “I’m glad he did it [held the news conference],” Simon said. “There needs to be more public aware-

ness of this.” And Simon is doing what he can to stimulate it. He said TRAC is contracting “a large number of non-profit public interest groups, providing them with background information and sample comments.”

Media Access Project, another public interest group with a traditional liberal bent, is also gearing up for a major effort to oppose repeal.

“We want as many different groups as possible to file,” Simon said. Comments are due Sept. 5, postponed from Aug. 22.

The rules at issue were adopted some 20 years ago as auxiliaries to the fairness doctrine. The political editorial rule, adopted as a result of complaints about alleged unfairness on the part of KTTV(TV) Los Angeles in California’s gubernatorial campaign in 1962, requires stations attacking or supporting a candidate to offer the candidate an opportunity for response. The personal attack rule requires a station to afford reply time to persons or groups whose “honesty, integrity, character or . . . like qualities” attacks during a discussion of controversial issues of public importance.

The FCC, which acted in response to a petition filed by the National Association of Broadcasters in 1980, indicated in its notice of proposed rulemaking, that it did not believe the rules served a useful purpose. It said that, without apparent justification, they deprive licensees of the editorial discretion that it said is generally favored under the fairness doctrine.

Besides expressing concern over the manner in which he believes broadcasters would use the freedom that repeal of the rules would afford them, Irvine said retention of the personal attack rule, at least, would be in the industry’s interest. He said that in affording persons attacked an opportunity for reply, it serves as a “safety valve.” Its removal, he said, would lead to a proliferation of libel suits against stations.

Phillips indicated the dilemma groups such as his have in opposing what is billed as a deregulatory move. “This is not a case of opposing deregulation,” he said. “I favor deregulation when you have the checks and balances of the marketplace.” He did not think that protection was available in the case of broadcasting.

The developing alliance between conservative and liberal groups in opposing repeal of the rules is not the only indication of how the issue is causing a reforming of alliances. FCC Chairman Mark Fowler, who when appointed was considered the darling of the conservatives, is no darling to Irvine.

Because of Fowler’s support for congressional repeal of the fairness doctrine and the equal time law in which the doctrine is contained, Irvine sees him as a “libertarian . . . out of touch with the needs of the country. He is doing enormous damage to the country.” And he charged that Fowler “has already effectively abrogated the fairness doc-

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trine by refusing to enforce it.”

Fowler was on vacation last week and unavailable for comment. But his administrative assistant, Willard R. (Randy) Nichols, fired back for him. He let pass Irvine’s characterization of Fowler. “But as for as not enforcing the fairness doctrine,” Nichols said, Irvine “doesn’t know the facts. It’s too bad he didn’t check his facts before he pops off. We act on every fairness doctrine complaint.” He noted that Fowler has said publicly the commission will enforce the fairness doctrine. “It’s the law of the land,” Nichols said.

Cancom plan to deliver U.S. networks by satellite meets varied opposition

Americans are upset over lack of copyright payments for TV stations carried; Canadian broadcasters object to the new competition

U.S.-Canadian relations in telecommunications matters are not only strained; they are confused. Quarreling over the power of a direct broadcast satellite, as they did at the recently concluded DBS conference of western hemisphere nations, in Geneva, is one thing. But when the Canadians express concerns over “cultural imperialism,” as they did in those arguments over satellite power, and then help themselves well, some Americans find that hard to understand. That seeming peculiarity has been thrown into relief in Canada in the past few months because of plans of Canadian Satellite Communications Inc. (Cancom) to deliver programming of ABC, CBS, NBC and the non-commercial Public Broadcasting Service—the so-called 3-plus-1 package—by the Anik D satellite to cable systems in major markets. The Canadian Radio-Television Telecommunications Commission, which in March granted Cancom permission to deliver CBS, NBC and PBS programming from Detroit and ABC programming from Seattle throughout Canada, is now considering applications from cable systems to carry the material.

The Canadian broadcasting establishment is vigorously opposed to the Cancom proposal. The Canadian Broadcasting Corp., the CTV and TVA television networks and the Canadian Association of Broadcasters on Aug. 9 jointly wired the CRTC to urge it to call a special public hearing on the issue. They described the matter as “crucial” to the future of Canadian broadcasting.

A key issue in Canada is the question of whether cable systems in major markets will be permitted to take the signals. Cancom’s originally intended market was the remote areas of Canada that do not receive a full complement of network signals. Now, the question is whether cable systems in major markets should be offered the signals as well. Cancom wants to provide that service as a means, it says, of offsetting the cost of serving the remote areas.

But the Canadian broadcasting establishment is up in arms over the prospect of Cancom delivering its 3-plus-1 package to cities like Regina and Saskatoon in Saskatchewan. The broadcasters’ concern, however, is not the content of the programming—they are not worried about Canadians overdosing on The Jeffersons or Three’s Company or Knight Rider. Their concern is the stations that are the source of the U.S. programming. At present, cable systems are requiring the network programming of stations in North Dakota—KUMV-TV (NBC), KXMD-TV (CBS), both Williston, and KTHI-TV (ABC) and KSRE (PBS), both Minot. The Canadian broadcasters are worried that the overall programming of the big-city stations that would replace them—WJKB-TV (CBS), WDIV (NBC) and WTVS (PBS), all Detroit, and KOMO-TV (ABC) Seattle—would, in the words of Rome Forest, president of the CAB, be “more interesting.”

The Canadian broadcasters, in their telegram to the CRTC, expressed concern that approval of the Cancom plan would lead to the transformation of the big-city outlets into “superstations” that would have the potential to compete with Canadian stations for advertising revenues in Canada.

Little is being heard in Canada about possible copyright liability being incurred—probably because American holders of the copyright in involved program material and broadcasters, have been unable to persuade Canadian courts that copyright payments should be made. Those courts—like the U.S. Supreme Court in the days before the 1976 Copyright Act—have held that the simultaneous redistribution by a cable system of a broadcast program does not constitute a public performance and, thus, is not subject to copyright liability.

Nor has the CRTC been any help. ABC, CBS and NBC filed oppositions with the CRTC to Cancom’s proposal, but without success. The CRTC directed Cancom to resolve the issue with the broadcasters involved. It did not get the networks’ permission to carry their programs, but the CRTC said Cancom had complied with the directive.

All of which puzzles some network officials. “Canada is concerned about ‘cultural imperialism’,” one said. “But it allows business entities to take without compensation existing U.S. network material, commercial and public.” Adding to the Americans’ sense of frustration is that, under the U.S. Copyright Act of 1976, Canadians are entitled to a share of the royalty payments made by U.S. cable television systems because of the compulsory licenses designed to provide compensation for copyright owners.

But American copyright owners are not going untroubled. The Canadian government for some years has been working on a revision of its copyright law, and U.S. broadcasters, motion picture producers and others are urging the U.S. State Department and the Copyright Office to write into the law protection for foreign copyright owners of the programs Canadian cable systems offer. Such a change could make a significant difference to U.S. copyright owners. Some 80% of Canadian homes have cable. An official of the Copyright Office said the government is “sensitive” to the concerns of the U.S. copyright owners and has discussed the matter with Canadian officials. He said the U.S. has observed that changes in the Canadian law affecting protection to foreign copyright owners would be in Canada’s interest as well as the U.S.’s. For Can-
NTIA appoints Urbanay
to beef up international sector

He will be special assistant to
Markey with responsibility for
international negotiations

The Commerce Department’s National Telecommunications and Information Administration is moving to strengthen its role in the development of international telecommunications policy. Francis S. Urbanay, who is now acting director of NTIA’s office of spectrum plans and policies in the Office of Spectrum Management, and is a highly regarded veteran of a number of international telecommunications conferences, has been named special assistant for international affairs and placed in charge of all of NTIA’s activities in that area.

Markey, who is assistant secretary of commerce for communications and information, said he made the appointment and change in organization to improve NTIA’s “ability to develop and present international telecommunications policy.” He said that the area is increasingly important in terms of international trade and that Urbanay is “one of the country’s leading experts when it comes to international telecommunications and international conferences.”

Accordingly, Markey said, “It makes sense to give him lead responsibility for NTIA’s policy activities in this area, and it ought to make us a more effective voice in support of United States interests abroad.”

Urbanay, whose experience in government and telecommunications dates back to 1967 when he joined with the White House director of telecommunications management, served as assistant chairman of the U.S. delegation to the World Administrative Radio Conference in 1979 in Geneva, as well as to the International Telecommunication Union conference in Nairobi, Kenya, in 1982. He was also a member of the delegation to the recently completed Regional Administrative Radio Conference in Geneva on direct broadcast satellite service. He is a graduate of Harvard University and holds degrees in law and business from George Washington University.

The international telecommunications policy functions to be coordinated under Urbanay are those now divided between the Office of International Affairs and the Office of Spectrum Management. The first deals with such matters as international industry structure and performance, transborder data flows and copyright safeguards. The second has lead responsibility for developing and presenting U.S. views and positions on radio frequency management at international conferences.

The two offices will continue to remain separate, at least for the time being, but with activities coordinated under Urbanay. The new special assistant for international affairs will also monitor the activities of NTIA’s Institute for Telecommunication Sciences, in Boulder, Colo., bearing on international telecommunications matters. The ITS plays a key role in the technical committees of the ITU.

NAB sets up task force
to monitor telephone activity

Association to keep members informed of status of various bills in Congress that could affect broadcasters

At least a dozen bills dealing with telephone legislation are pending in Congress, and a number of them may have significance for broadcasting. But before legislative action occurs, the National Association of Broadcasters plans to alert its membership to the potential problems and is forming a special task force to monitor the legislation.

The NAB wants to keep an eye on the legislation to insulate that broadcasters are not unfairly taxed, said an NAB official. The task force, said Erwin Krasnow, NAB senior vice president and chief counsel, will provide information to members on the legislation and conduct a study to find out how broadcasters are using telephones, microwave and satellite services. The long-term implications of the legislation will also be examined, he said.

Congress is concerned that local telephone rates may skyrocket after the breakup of AT&T and its operating companies and is determined to hold down those rates. In the past, local rates have been subsidized by long-distance telephone service and equipment sales. Congress fears that with increased telecommunications competition, deregulation and the AT&T divestiture, those subsidies will cease, forcing consumers to make up the loss.

Some legislators are dissatisfied with the FCC’s access charge decision, adopted last December, that would force residential customers to pay for local telephone company facilities they actually use, or that are dedicated for their use, to make interstate calls.

The legislation now pending would primarily repeal the FCC’s access charge decision and require the FCC to insure that long-distance service continues to subsidize local residential and rural telephone service.

In response to the congressional outcry on its access charge decision, the FCC revised the plan so that telephone users would be charged a special fee of $2 a month next year for each telephone line. Business users would be charged a maximum of $6 a line for access. The new proposal also calls for raising the maximum residential charge to $3 in 1985 and $4 in 1986. Business would be charged a maximum of $6 during each year.

Congress has its own ideas about subsidizing the local rates. Some of the measures suggest that users who bypass the local telephone services would be forced to subsidize the local rates and as more and more broadcasters use satellite and microwave services to deliver programming there is a possibility their distribution may fall under a taxable category.

Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, and Representative John Dingell (D-Mich.), chairman of the House counterpart, have introduced measures (S.1660 and H.R.3621) aimed at keeping local rates down. The legislation is on a fast track, and the legislators are aiming to report a bill out by October—giving broadcasters limited time to present their case.

Not only that, it is unclear what some of the measures intend (even the Packwood and

In the industry

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Dingell bills have raised some questions. "There are probably 25 bills pending," said Mary Jo Manning of the Washington law firm of Wilkes, Artis, Hedrick & Lane. Manning, a former chief counsel of the Senate Communications Subcommittee, briefed NAB's executive committee last week. "Some of them have a greater impact upon a broadcaster than others. Some provisions of one bill are good and other provisions of the same bill may be bad. In some instances what you are talking about is nothing more than uncertainty and ambiguity within the legislation.

"The Congress has been particularly concerned that larger users, like broadcasters, instead of using this local exchange will bypass it. Members of Congress are concerned that over time this bypass of service could erode the Bell operating companies' economic viability," Manning said. Manning pointed out that broadcasters are big users of conventional telephone services as well as specialized services. With a rise in business rates, their costs of conventional telephone services would go up like those of other business. "I think the larger concern the broadcasters have to have is with their private use of them having a greater impact," said Manning. Under most of the bills, private systems would pay a surcharge, in one form or another. Because broadcasters are users on both the local exchange and the interexchange level, the question is what their direct assessment be, she said. "In large measure we are talking about interpretation and definition. The legislation in many instances is unclear. I think the main concern the broadcasters would have at this point is one of information, of making the Congress understands how they use these services. How important they are, for example, to newsgathering. This isn't the same type of thing as a corporation deciding to construct its own facilities for telephone purposes and not use the local telephone company. That's very different from how a broadcaster uses it."

"The broadcaster has to have a more long-range concern, and that is the extent to which this rate legislation will ultimately affect the competitive situation between the broadcaster on one hand and the telephone company on the other."

---

**No one sides with ACT on cut-off button**

FCC urged to reject pitch for electronic censoring of ads in children's TV programs

Action for Children's Television's request that the FCC require TV broadcasters and cablecasters to insert inaudible signals at the beginning and end of ads aimed at children—a move that would permit parents to delete those commercials electronically (Broadcasting, June 20)—has drawn negative reviews from broadcasters and advertisers in comments at the commission.

**AFTRA voices dereg opposition.** The deregulation of the broadcasting industry was opposed strongly during the 46th annual convention of the American Federation of Television and Radio Artists in Pittsburgh.

In a resolution adopted during the meeting, delegates said that broadcast deregulation would "take the ownership of the airwaves out of the hands of the people and give it to broadcast licensees." AFTRA said that many members of minority groups and women would be threatened by broadcast industry deregulation.

Also at the meeting, Bill Hillman was re-elected to his fifth term as national president and Ann Loring of the New York local was elected first vice president.

The National Association of Broadcasters said it agreed that parents should be permitted and encouraged to exercise discretion over what their children view. "However, this discretion can be exercised without government intervention and certainly without the assistance from a proposal that has serious demonstrable deficiencies and potentially severe economic consequences," NAB said.

CBS said the practical impact of ACT's request would be to eliminate advertising for children. "The consequence of that loss of advertising revenue, as the FCC itself predicted, would be a harmful effect on not just the quantity, but also the quality of children's programing," CBS said. "We believe the First Amendment does not sanction governmental actions that would have such a direct and negative impact on the content of programing."

The National Cable Television Association was of a like mind. "No federal agency has ever determined that these commercials are inherently harmful to children," the NCTA said. "The FCC, in fact, has pursued a policy which accepts a symbiotic partnership between children's ads and programing. Because petitioners fail to present evidence to justify a change in the FCC's approach to children's advertising, their petition should be denied."

The American Advertising Federation said ACT's proposals were simplistic, counterproductive and unnecessary. "The AAF strongly supports the truthful, nondeceptive advertising of legal products. We oppose any attempt by the government to facilitate directly or indirectly the censorship of such advertising. In our view, truthful, nondeceptive advertising to children is legitimate and desirable and provides information with respect to products that children and their parents find useful. There is simply no need for government intervention in this area."

M&M/Mars, which identified itself as a food manufacturer, said the assertions made in support of the rule were "so poorly reasoned and so inadequately substantiated by legal, scientific or psychological authorities as to be unworthy of any serious consideration by the commission."
20th Century-Fox Television has agreed not to market its off-network giant, M*A*S*H, to stations in Rockford, Ill., until a federal district court judge rules whether the company is justified in demanding a 500% increase in fees paid by WIFR-TV, Freeport (Rockford) Ill., which is seeking to renew its license for the series. Brad Koch, an attorney for WIFR-TV, said the station has for several years owned the rights to air episodes from the first eight years of M*A*S*H and encountered the request for a fee increase when it sought to exercise an option in its contract to pick up years nine through 11. To renew, 20th Century-Fox wanted to raise its per-episode fee for years one through eight from $318 to $4,000, according to Koch, and to charge $4,500 per episode for years nine and 10 and $5,000 per episode for year 11. WIFR-TV maintains its contract requires continuation of the present rate schedule but 20th Century-Fox, which holds similar contracts with most other stations carrying M*A*S*H, believes it is justified in asking for the increase because of the success the series has enjoyed in syndication. Although he would not confirm the price increases WIFR-TV says it has been asked to meet, Bob Morin, vice president, worldwide syndication for 20th Century-Fox Television, said the company has gotten similar increases "everywhere else it has gone" with M*A*S*H. The federal district court is expected to rule Sept. 9.

**New game**

CBS-TV is adding a new half-hour game show, *Press Your Luck*, to its weekday schedule beginning, 9:30 a.m. NYT on Monday, Sept. 19. The program will be hosted by Peter Tomarken and will challenge three players to press their luck in competition for various prizes and cash. The show, a Carruthers Co. presentation, replaces *Child's Play*, which has its last broadcast in the time slot Sept. 16.

**CBN's latest**

Christian Broadcasting Network, Virginia Beach, Va., has in preparation a one-hour special that deals with the "innermost concerns of nearly every American." The special, which is still untitled, is based on the results of a nationwide Gallup Poll on life's most pressing problems, according to CBN. Although the nature of the questions were not disclosed, CBN said there would be some dramatic segments. The program is to be syndicated to major markets for showing next January.

**Hand-in-hand**

WABC-TV New York, in cooperation with the New York City Partnership Task Force on Crime and the city's police department, has launched an ongoing series of reports called *Crime Stoppers*. The series will reconstruct felonies at the site of occurrence for presentation four times each week over WABC-TV's 5 p.m., 6 p.m. and 11 p.m. *Eyewitness News* and *The Morning Show*, which airs from 9 to 10:30 a.m. each weekday morning.

Pictured are (l-r): William Fyffe, WABC-TV vice president and general manager; Ellen Sulzberger Straus, chairman of the New York City Partnership Task Force on Crime; Robert J. McGuire, New York City police commissioner; Bill Beutel, WABC-TV's *Crime Stoppers* correspondent, and Frank J. Macchiarola, New York City Partnership president. *Crime Stoppers* hopes to turn up persons having evidence in connection with the depicted crimes and encourage them to call a special hotline number manned by NYPD detectives.

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burgh. Magician Harry Blackstone Jr. will serve as host. Performers signed include Mr. T. of A Team, Tom Wopat of The Dukes of Hazard, recording stars Kim Carnes and Jeffrey Osborne and the band, Sorcery. The special has been produced by Dick Clark Productions. Syndicast says that Colecio and Bristol-Meyers have signed as national sponsors.

LBS reports that Miller Brewing has signed for all five national 30-second spots in Trick Or Treat, which is expected to attract a lineup of more than 100 stations, including all five CBS O&O’s. The program also is the pilot for a new weekly access series for the 1984-85 season to be titled Tales From The Darkside, a joint venture of Lexington and Laurel Entertainment.

‘Woman’ on the move

Golden West Television has added WABC-TV New York to its lineup for Woman to Woman, a new, syndicated morning talk show hosted by former Hour Magazine host Pat Mitchell and scheduled to debut Monday, Sept. 12, on 46 stations. WABC-TV, which took the program in its half-hour format, plans to air it at 10:30 a.m., following its locally produced, Morning Show, and replacing the syndicated game show, Card Sharks, which is being dropped from the schedule. New York’s addition to Woman to Woman’s lineup brings the program’s clearance of U.S. homes to 40%, short of the 70% national advertisers demand but closer to the 60% Golden West is projecting it will have by year’s end. Other stations in top-10 markets that have signed to carry the program in either its hour or half-hour format are KTLA-TV Los Angeles, WNEW-TV Boston, WJLA-TV Washington, WKXW-TV Cleveland and KXAS-TV Dallas-Fort Worth. Golden West, whose GWB Production is producing the series in association with Woman to Woman Productions, has committed to 26 episodes of the series.

Fish story

Talk about a fish story: The 4X Network in western North Dakota has a live one to tell. The 4X stations—KXMC-TV Minot, KXMB-TV Bismarck, KXMD-TV Williston and KXIX-TV Dickinson—turned five specially tagged walleyes loose in the area’s Lake Sakakawea and offered cash prizes totaling $160,000 to registered fishermen catching them. The estimated population of walleyes in the lake being between five million and six million, the odds were at least a million-to-one. Even after some 50,000 eager anglers signed up (at approximately 100 retail outlets, ranging from bait-and-tackle shops to clothing stores, throughout the 4X area), the odds would have favored the marked fish by at least 100-to-1 even if all 50,000 fished at the same time (as they probably could; the lake has 200 miles of shore line).

Whatever the odds, a vacationing visitor from California, whose wife is a Williston native, pulled in a fish wearing the 4X tag—and won $100,000 cash for being first.

The 4X stations and their sponsors got a lot of publicity out of the affair, starting with announcement of the promotion and registration of anglers (which picked up noticeably after the $100,000 catch was brought in). Afterward, the winner cut promos for the stations, was written up in local papers and was guest at an award luncheon. Lieutenant Governor Ernest Sands went to the luncheon. "We don’t know how we could have generated so much publicity for the state, its fishing and its recreation sites," he said. "It is like lightning." Said Henry Benchler, general manager of KXMB-TV: "It’s all anyone is talking about up here."

Oh yes: As of last week, the four other 4X-tagged walleyes were still out there, plus one released in 1982, when nobody caught anything to cash in. The next one caught will be worth $25,000, the others $5,000 each, but they must be caught before next April 30. The prize money, like the $100,000 already won, is covered by a policy that the 4X stations bought from L.W. Biegler Inc. of the Illinois Insurance Exchange. The policy reportedly cost $6,000.

In the marketplace

He-Man and Masters of the Universe, a daily, half-hour animated series based on toy figures manufactured by Mattel and syndicated by Group W Productions, Los Angeles, has cleared 90 stations reaching nearly 80% of U.S. homes. The news series, which is produced by Group W’s animation division, Filmaton, has also been sold to stations or networks in the United Kingdom, Australia, Italy, Peru, Colombia, Ecuador, Argentina, Netherlands Antilles, the Bahamas, Trinidad, Jamaica, Barbados, Puerto Rico, Chile, Bolivia, Uruguay, Paraguay, Costa Rica, Hong Kong and Swaziland and to the Armed Forces Network. Its U.S. premiere is set for Sept. 26.

Alan Enterprise has acquired exclusive U.S. television rights to American Caesar, a five-hour miniseries based on William Manchester’s biography of General Douglas MacArthur and starring John Huston in the title role. The series, premiering this summer on Canada’s First Choice pay television service, will be available in the U.S. first to pay program services and later for broadcast syndication. The series, produced by Ian McCloud, was funded by Amber Financial Services of Toronto.

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Broadcasting Aug 22 1983 53
As compiled by BROADCASTING, Aug. 8 through Aug. 12, and based on filings, authorizations and other FCC actions.

**AM applications**

**FM applications**
- Delta Junction, Alaska—Delta Communications Inc. seeks 97.5 mhz, 3 kw. HAAT. 300. Address: Woonsocket. Delta Junction 99737. Principal: James F. Funderburk, president (80%) and wife. Shoung Funderburk (20%). It has no other broadcast interests. Filed Aug. 5.
- Flaggstaff, Ariz.—Previcott P. Mears seeks 97.5 mhz, 100 kw. HAAT. 1.508 ft. Address: 2800 East Dallas, N. Albuquerque. 87110. Principal has no other broadcast interests. Filed Aug. 5.
- Flaggstaff, Ariz.—Star West Broadcasting Inc. seeks 97.5 mhz, 100 kw. 1.43-kW ERP. Address: 11384 Bundy. Huntington Woods, Mich. 48070. Principal is headed by Donald A. Nichol, president, wife. Louis A. Nichol (40%). Mary C. Rowe and husband. Robert A. (10%). Goes are employed at WXYZ-TV(AM) Detroit, 8118. Address: P.O. Box 60394, Fairbanks 99706. Principal is headed by Don B. Ernsman Jr., president. Filed Aug. 8.
- Flagstaff, Ariz.—Witsch Communications Inc. seeks 97.5 mhz, 100 kw. 1.43-kW ERP. Address: 411 N. 10th Street. Phoenix. 85014. Principal: Albert W. Hunsicker, president, wife. Sandra Hunsicker (66.6%) and James R. Hunsicker (33.4%). Sweets is employed of Western Cities Broadcasting Inc., who owns KZZP(AM)-FM Mesa. Ariz. Filed Aug. 8.
- Flaggast. Ariz.—Trident Communications Inc. seeks 97.5 mhz, 100 kw. 1.43-kW ERP. Address: 411 N. 10th Street. Phoenix. 85014. Principal: Albert W. Hunsicker, president, wife. Sandra Hunsicker (66.6%) and James R. Hunsicker (33.4%). Sweets is employed of Western Cities Broadcasting Inc., who owns KZZP(AM)-FM Mesa. Ariz. Filed Aug. 8.
- Bakersfield, Calif.—Kern Communications Co. seeks 107.9 mhz, 1.25 kw. Address: 3901 11th Street. Bakersfield 93309. Principal: Albert W. Hunsicker, president, wife. Sandra Hunsicker (66.6%) and James R. Hunsicker (33.4%). Sweets is employed of Western Cities Broadcasting Inc., who owns KZZP(AM)-FM Mesa. Ariz. Filed Aug. 8.
- Valdosta, Ga.—Cherry Lynn Rogers seeks 97.6 mhz, 3 kw. HAAT. 300. Address: Route No. 5, Eastman. Ga.

**Summary of broadcasting as of June 30, 1983**

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<td>Aural STL &amp; intercity relay</td>
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*Includes of-air licenses*

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**New stations**

- **Broadcasting, Aug. 8**

**TV applications**

- Port Huron, Mich.—TV 46, Inc. seeks ch. 46: ERP: 3,900 kw vis., 3,900 kw uuat. HAAT: 914 ft. ant. height above ground: 983 ft. Address: 1037 Water Street, Port Huron 48060. Principal is owned by Charles O. Townley, president (55.4%), and five others. It has no other broadcast interests. Filed July 29.
AM actions


FM actions


Plantation, Fla.—South Florida Broadcasters application returned for facilities of WXYF(AM) Fort Lauderdale, Fla.: 105.9 mhz., 100 kw. horiz., 97.5 kv. veg.; HAAT: 1,048 ft. Address: P.O. Box 2, Cidra, P.R. 00639. (BP-83-316A1). Action July 27.


Fairfield, Tex.—Freestone County Broadcasting granted 92.1 mhz., 3 kw., 1,100 ft. Address: 1939 Bay Drive, Shreveport, Calif. 71105. Principals: Elizabeth Mitchell (31%); John Mitchell (29%); Irene Robinson (21%) and Ivy Robinson (19%), who have no other broadcast interests. (BP-8362102A). Action July 22.


TV actions


Ownership changes

Applications

WPPI-KAM Flomont, Ala. (990 khz, 500 w-D)—Seeks assignment of license from Ashworth Broadcasting Inc. to Godwin Broadcasting Corp., for $150,000. Seller is owned by Ernie Ashworth, president and family. It has no other broadcast interests. Buyer is principally owned by Charles R. Godwin, president (57%). It has no other broadcast interests. Filed Aug. 3.

KNDR/HF Tucson, Ariz. (99.5 mhz, 30 kw.; HAAT: 73 ft.)—Seeks assignment of license from KNDE Inc. to Rex Broadcasting Corp. for $2.65 million. Seller is owned by Raymond I. Kandel, president. It also owns KTUC(A) Tucson. Buyer is owned by John Green and James E. Moore (70% before; none after) to Lowell S. Jumpers and others (30% before; 100% after). Consideration: $34,250. (BPCT-834603K). Action Aug. 2. Buyer is owned by Lowell S. Jumpers, president and wife, Sheila D. (30% each). Gregg B. Little (189) and Willie R. Harris, who will retain his 30% interest. It also owns KELC(A) Englewood and KCCMA(AM) Parkers, both Ar- kansas. Jumpers and Little also have interest in new FM at Guerdon, Ark. Jumpers also owns KFFB(AM) Fairfield Buy and KAKAI(AM) Demopolis, both Arkansas. Filed Aug. 5.

KHIN(AM) Placeville, Calif. (91.1 mhz, 680 w.; HAAT: 570 ft.)—Seeks transfer of control of Footlock Broadcasting Corp. to Paul E. Gregg and Chris W. Kidd (47.5% before; none after) to David Evans and I. Nevin Smith (49.5% before; 100% after). Consideration: stock transfer only. Principals: Seller is also owned by Ross Shelton (3%). It has no other broadcast interests. Buyers have no other broadcast interests. Filed Aug. 2.

WWQW(AM)-WPFM(AM) Panama City, Fla. (1430 khz, 5 kw.-U; DA-2: FM; 1079 mhz., 100 kw.; HAAT: 840 ft.)—Seeks assignment of license from Media South Inc. to Culpepper Communications Inc. for $2,105,000 (BROAD- CASTING; Aug. 1). Seller is owned by John Dorris, president, and James Broadus, executive vice president. Broadus has interest in WNNX(AM) Tallahassee, Fla., which has been sold, subject to FCC approval (BROADCASTING, June 13). Buyer is owned by John C. Culpepper Jr. (51%) and Barry Turner, president (49%). Culpepper has interest in Arkansas cable systems. It also owns KDKQ(AM)- KFLM(AM)-Tyler, Tex., and is applicant for new FM’s at Bryan, Tex., Idaho Falls, Idaho, and Helena, Mont. It also owns KAGC(AM) Bryan,Filed Aug. 2.

WQSAI(AM) Sarasota, Fla. (1220 khz, 1-kw.-D)—Seeks assignment of license from SunCom Inc. to Horizon Communications Inc. for $547,500 (BROADCASTING, July 18). Seller is owned by Edward A. Rogers, president and Carroll P. Newton (50% each). It has no other broadcast interests. Buyer is owned by James Seemiller, E.F. Schwarzer and Mario Anese. It has no other broadcast interests.Filed Aug. 4.

KLEI(AM) Kailua, Hawaii (1130 khz, 10 kw.; U)—Seeks assignment of license from Carl L. and Dorothy L. Schueller to Merit Media International for $617,500. Seller also KRUZ(AM) Santa Barbara, Calif. Buyer is owned by John R. Ward, president. It also has bought, subject to FCC approval, KOVU(AM) KUZ(AM) and KSOF(AM) Flagsia, both Arizona (BROADCASTING, Aug. 1). Filed Aug. 4.

KJIOB(AM) Coeur D’Alene, Idaho (103.1 mhz, 2.2 kw.; HAAT; 550 ft.)—Seeks transfer of control of Idaho Broad- casting Co. Inc. from Clifford A. Nood and others (100% before; none after) to RW Broadcasting Group Inc. (none before; 100% after). Consideration: $225,000. Principals: Seller is also owned by William L. Weed Jr., Alfred L. Skaar and Michael J. Elgee (25% each), Weed also is partner of KQQQ-AM Pullman, Wash. Rest have no other broadcast interests. Buyer is owned by John H. Fook, president, John R. Hebert and Luke Williams (one-third each). It also is applicant for new FM’s at Casper, Wyo., and Helena, Mont. Rest have no other broadcast interests. Filed Aug. 3.

KFLI(AM)-KQZK(FM) Mountain Home, Idaho. (1240 khz, 1 kw.-D; 250 kw.-N; FM: 99.3 mhz., 3 kw.; HAAT: minus 67 ft.)—Seeks assignment of license from KFLI Radio Inc. to Mountain Valley Broadcasting for $375,000. Seller is owned by John C. Mitchell, president (two-thirds); his brother, George C., and their mother, Athena (one-third each). It also has interest in KLQG(AM)-KQZK(FM) Council Bluffs, Iowa. and KGFW(AM)-KQQY(FM) Kearney, Neb. John Mitchell is also applicant for new AM at Belle- vue, Neb. Buyer is owned by Jack H. Jensen (52%) and his brother, Rex K. (48%). Jack Jensen is applicant for new FM at Kanab, Utah. It also owns KHLJ(AM)-KWCX(FM) Wilcox, Ariz. and KRTZ(FM) Cortez, Colo. Filed Aug. 5.

KSMX(FM) Fort Dodge, Iowa. (92.1 mhz., 3 kw.; HAAT: 300 ft.)—Seeks assignment of license from Smithway Broadcast- ing Corp. to ABC Radio of Fort Dodge Ltd. for $75,000. Seller is headed by Harold Smith, president, Buyer is owned by Harold O. Basian, president and others. It has no other broadcast interests. Filed Aug. 4.

WAAM(AM) Ann Arbor, Mich. (1600 khz., 5 kw.-U; DA-2)—Seeks assignment of license from The WAAM Broadcasting Corp. to Whitehall Convalescent Homes Inc. for $500,000. Seller is headed by Warren P. Williamson Jr., chairman. It also owns WKBN-AM-FM Youngstown and WIMA(AM) Lima, both Ohio. Buyer is owned by Lloyd R. Johnson, president, who owns nursing homes in Ann Arbor, Farmington and Novi, all Michigan, and in St. Peters- burg, Fla., area. It has no other broadcast interests. Filed Aug. 2.

KYKX(AM) Grants, N.M. (95.3 mhz., 3 kw.; HAAT: 215 ft.)—Seeks assignment of license from Grants Broadcasting Co. to Rainbow Broadcasting Co. for $115,000. Seller is headed by Richard E. Oppenheimer, president. It also has interest in KIXL(AM)-KXI-FM Austin. KBKM(AM)-Edin- burg; KDVE(AM) Nederland; KKLX(AM)-KWKL(AM) Big Spring, all Texas. and WZEW(AM) Fairhope, Ala. Buyer is owned by Michelle Z. Elliott, president. It has no other broadcast interests. Filed Aug. 8.

CP for new TV at Greensville, N.C. (ch. 14; ERP: 5000 W).
AM actions

- KZKZ (690 kHz) Flagstaff, Ariz.—Returned application for CP to increase day power to 10 kw and change TL. Action Aug. 2.

- WNR (680 kHz) Binghamton, N.Y.—Granted CP to make changes in ant. syst. Action Aug. 5.

- KLUT (570 kHz) Salt Lake City—Dismissed modification of CP (BP-810204AT) to make changes in nighttime pattern. Action Aug. 2.

- KXAI (1170 kHz) Seattle—Granted CP to change power to 50 kw; install DAZ-2; change TL, and make changes in ant. syst. major environmental action under section 1.105.

FM actions

- KVUE-FM (101.7 MHz) Santa Rosa, Calif.—Granted CP to make changes in antenna system; decrease ERP to 3 kw; decrease HAAT to 300 ft.; change TL and change coordinates. Action July 28.

- WQZE (99.3 MHz) Fort Myers Beach, Fla.—Granted CP to make changes in ant. syst. Action July 28.

- WCVT (89.7 MHz) Towson, Md.—Granted CP to make changes in antenna system; change type antenna; increase ERP to 10 kw, decrease HAAT to 246 ft.; increase TPO to 5 kw, and accept waiver of section 73.509 of rules. Action July 27.

- WCDM-FM (106.1 MHz) Hyattsville, Md.—Dismissed CP to increase ERP to 50 kw; increase HAAT to 500 ft., and change TPO. Action July 28.

- WOPK-FM (96.3 MHz) Oak Park, Mich.—Application renewed for CP to increase ERP to 100 w. Action Aug. 4.

- KKIB (104.9 MHz) Breckenridge, Minn.—Granted request of section 73-1201 (B12) of rules to identify as "Breckenridge-Moosehead." Minn. Action July 28.

- WKV-FM (106.7 MHz) Vicksburg, Miss.—Granted CP to make changes in antenna system; change TL, and increase HAAT to 914 ft. Major environmental action under section 1.105 of rules. Action Aug. 5.

- KUIM (89.1 MHz) Missoula, Mont.—Granted CP to make changes in antenna system; change power gain to 2.15 and ERP to 14.34 kw. Action July 28.

- WCMF (95.5 MHz) Rochester, N.Y.—Granted CP to make changes in antenna system and increase ERP to 70 kw. Action Aug. 4.

- KLOZ (101.2 MHz) El Paso, Tex.—Granted CP to make changes in ant. syst.; change TPO; increase ERP to 100 kw, and increase HAAT to 1,190 ft. Action Aug. 5.

- KISS (99.5 MHz) San Antonio, Tex.—Granted CP to make changes in antenna system; change TL, decrease ERP to 97 kw; decrease HAAT to 1,480 ft., and change coordinates. Action Aug. 5.

TV actions

- WLAE-TV (ch. 32) New Orleans—Granted CP (BETX-810710KG, as mod.) to make changes in ant. syst. Action July 29.
RADIO

HELP WANTED MAINTAINED

Strong selling manager for established FM in unusually attractive, growing medium market. Write Box A-109.


Station management, Bachelor's degree and experience in radio station management required. Management of a university public radio station preferred. Must have expertise in fund raising and fiscal management, recruitment and supervision of staff, programming for public radio and knowledge of FCC rules and regulations. Substantial benefits package. Application deadline: September 1, 1983. Send application/resume to: Dr. Edd Miller, Chairman, Communications Department, Northern Kentucky University, Highland Heights, KY 41076. An affirmative action/equal opportunity employer.

JKS Communications, We have two stations in Wisconsin and Maryland. We need someone with experience from selling management people. Sales managers & salesmen wishing to get into management should apply. Station managers with one or two years experience are also encouraged to apply. Our company will also work with hard working entry level individuals looking to break into management area. Send resume and pertinent information to Jeff Smith, JKS Communications, 543 South Tomahawk Avenue, Tomahawk, WI 54487. EOE.

General Manager, Helping friend get new 100,000 watt Midwest FM on air. Targeted for January. Must be key sales person, leader, equity Call, write me: Herb Hobler, Chairman, Nassau Broadcasting, Box 1350, Princeton, NJ 08540. 609-921-3800.

Radio Advertising Bureau, Inc. Regional manager. Sales management person, now working the Northeast region. He would fill in that area, and to cover regional cities such as Philadelphia, Baltimore, Boston, Washington, DC and other key cities as regional manager for the Radio Advertising Bureau. Fascinating range of assignments. Develop and maintain membership for RAB, selling radio as a medium to regional and national accounts in your area of responsibility and coordinating this vital activity with the individual efforts of local broadcasters. You favorably influence the future (and present) of radio. Able to sell, teach and organize. Platform speaking and presentation skills essential. Opportunity for continuing growth and exposure to all facets and total range of radio. Write to Joe Vincent, Sr. Vice President, Radio Advertising Bureau, 485 Lexington Ave., New York, NY 10017. No phone calls, please.

Manager's position with 100% buy-out arrangement. Small market, Southeast mountain resort area. Profitable. Write Box A-130.

Staff assistant development director. WFCR-FM radio station, University of Mass. - Amherst. Responsibilities for overseeing development activities at WFCR, including fundraising, publicity and public awareness and supervision of the development department. Demonstrated fundraising and grantwriting experience and extensive communications and management skills required. Prefer some college and, Personnel Coordinator, Division of Continuing Education, S.E. Entrance/Library, University of Massachusetts, Amherst, MA 01003. Deadline: September 17, 1983.

Successful and growing Texas group seeking general manager for east Texas and/or Central Texas medium market AM/FM stations. Above average facilities. Growing areas. The individual must be goal and bottom line oriented. Prior radio experience necessary. Send resume and references to: George Franz, Box AA, Texas Medical, TX 75670. EOE.


Acquisition-oriented start-up group seeks general manager for top 50 facility. Qualified candidate must possess successful track record & strong sales background. Equity participation. Send resume to Box A-169.

HELP WANTED SALES

WCTC Radio, Lima, Ohio, has opened for experienced account executive to take over list. Salary plus commission. Call Robert F. Rice, 415-229-3249. EOE.

Butt-busters only!! The sky's the limit with the most dynamic organization in the border. It won't be easy, but if money motivates you, then move up to KFRG, the spirit of Laredo. Be ready to work hard—hard. But be ready to make more money than you ever did. You must be the best. Call 512-724-9800, Mr. Gersten.

Sales manager for Hispanic combination AM-FM, Salt Lake City market. Send resume to: Richard Schwartz, KKBX, Box 388, Salt Lake City, UT 84110.

Ground floor opportunity in sales management. You should be experienced in hiring and motivating a high quality, stable, sales staff. You should know how to use the latest sales tools and technologies. You need expertise as a sales person, teacher, coach, and team player. Major Southwest market. Send resume with reference to: Sales Manager, PO Box 27701-386, Houston, TX 77227. EOE/M-F.

Sales Manager, WMJG Long Branch NJ - approaching #1 in sales in its market of over 500,000. Please experienced radio sales leader (3-5 years on the street, 1-2 years management) with proven organizational ability and communication skills for immediate opening. Resume to: Jon Hoffman, 156 Broadway, Long Branch NJ 07741.

Progressive California medium market AM/FM looking for persons with proven sales ability with further potential. Will provide training by top national sales pro. Management spots available in future acquisitions. Call KUBA, 916-673-1900. EOE.

Florida. AM/FM needs 2 professional radio salespeople to cover 3 years. Full time radio street sales experience. Begin in Jacksonville. We're now making Metro market of 250,000. Let's talk! Resume to PO Box 216, Ft. Myers, FL 33902. EOE.

Sales representative, experienced, for central California small market FM with large market standards. Resume, references to 2525 C Solano Rd., Shell Beach, CA 93449. EOE.

Account Executive to sell AM and FM in south Florida. Experience a must. Call General Manager: 305-692-1000. EOE.

Southeast, Account representative needed for AM-FM in college market. Send resume to WAOA, PO Box 2363, Opelika, AL 36803. No phone calls. EOE.

Join the most professional sales team in broadcast. United States Advertising Service still has openings in the Northeast, Southeast and Middle Atlantic states. We offer radio stations a computerized co-op system that can increase local billing much as 50%. Sales Manager and Account Executive positions within your state. Experienced broadcasting should expect to earn a minimum of $50,000 and still have time to enjoy Massanutten, New Hampshire, and a CYBO game. Call Bob Manley, 805-372-2329 for details.

Jacksonville, Florida. Religious AM station needs experienced salesperson. Send resume to PO Box 18656, Jacksonville, FL 32245.

Very good potential for AE who will follow instructions and make the calls. Small market but exceptional area. South Central. 618-382-4162.

Salesperson to sell retail business in Washington DC greater metro area. Must be ethical, creative, tough street fighter. References will be thoroughly checked after the interview. Great opportunity. Combination sales, management. Must be interviewing now. Qualify and interested? Rush resume and covering letter. Phone calls not accepted. Your confidence will be respected. Assistant Retail Advertising Manager, The Washington Times, 3600 New York Ave. NE, Washington DC 20002.

Radio Sales. We are a group of eight stations looking for good street salesman to join our staff selling our latest acquisition in one of the wealthiest counties--Kalamazoo minutes from NWC. Good pay, commissions, benefits and advancement possibilities for right person. Must be close enough for personal interview at your expense. Call Mike Schwartz, WZFM, 914-747-1071. EEO employer.

Christian radio - Grand Rapids or Miami - need experienced, self-motivated individual to represent a Christian radio station. This is not a desk job. If you qualify, please send your resume to: Fred Jacob, c/o WYGR, 325 E. 28th Street, Grand Rapids, MI 49506. Phone 616-452-3111. EEO.

HELP WANTED ANNOUNCERS

TT/talk/news Tribune Broadcasting's WGN of Californi, Inc. is seeking major market caliber talk show host with experience, attention to detail, mature confi- dence, intelligent, creative, and able. Send T&R to: 2225 19th Street, Sacramento, CA 95818. Attn: Personnel.

Dynamic and dominant AOR in south Texas coastal area looking for someone with a strong background in radio to join its programming department. Experience plus a thorough working knowledge of production and promotions is essential. Send tape and resume along with references to: Operations Manager, C-101, PO Box 9781, Corpus Christi, TX 78469. No calls, please. EEO.

New adult contemporary in major Southwest market now accepting tapes and resumes for all on-air positions. State-of-the-art facility, great climate, excellent salaries and benefits. Send tapes and resumes with references to: Sunshine, PO Box 27701-386, Houston, TX 77227. EOE-MF.

Well-rounded air person needed for announcing, production & news at #1 contemporary/ beautiful music station. Attractive New England country setting. Modern facilities. Position available immediately Salary offer. Please New England area resident. Reply only by phone to KUSQ at 5 years experience. Tape and resume: Les Ross, Operations Manager, WRSR, West Side Station, Worcester, MA 01602. EOE.

Future openings. WTTW is accepting resumes for future openings for full time positions of DJ and news reporter/announcer. Send resume and air check tape to Charlotte Webb, WTTW, 535 S. Walnut St., Bloomington, IN 47401. Tapes cannot be returned. EOE.

Morning personality. Country FM. Medford/Grants Pass. Humor, energy, preparation, great production! We pay well! T&N: KING, Box 388, Gold Hill, OR 97525. EOE, M/F.

PA suburban station has opening for experienced anniversary. Resume only to Box A-146. AA/EEO.

Notice to Sunbelt broadcasters, Mississippi stations, all markets, need you in sales, announcing, Contact MBA Office, PO Box 4561, Jackson, MS 39216, with resumes, for serious move to the hospitality state.

Midwest opening for an experienced radio professional with a strong two-way one-on-one communication skills. Excellent copywriting and production skills required. High moral character is important. We are a growing regional country music station with a high personality program. Must be experienced in excellent working environment. Female applicants are also encouraged. Call Rick Carson or Ed Moore, 219-875-5166. WCMR, Box 307, Elkhart, IN 46515.
HELP WANTED TECHNICAL

Chief engineer for Oregon coastal AM/FM. Possibility of future advancement to director of engineering for chain. Resume to KSHR, Box 250, Coquille, OR 97423.

Good Texas station with fine line equipment needs a full-time chief engineer for maintenance. Fulltime AM and fulltime FM. We’re looking for a stable person who takes pride in his work. Applicant should have experience in line equipment, knowledge of studio equipment, SL and transmitter. FCC required. Send resume to Communications Department, KXIR, Box 61470, Houston, TX 77261.

Class C FM in major Southwest market needs competitive, quality-oriented chief engineer. Successful applicant will be experienced in construction, installation, and maintenance of state-of-the-art studio and transmitters. Send resume with references to Engineering, PO Box 277103-366, Houston, TX 77227. EOE - Mi.

Chief engineer - 2500 watt FM radio station; television production director for five stations; also in charge of studio equipment, SL and transmitter. FCC first class required. Send resume and cover letter in confidence to Jerry King, WOHO/WWWM, Toledo, responsible for all technical aspects of operation. Send resume with sufficient references to Jerry Kupler, VP/Director of Engineering, Inner City Broadcasting, 801 Second Avenue, NY, NY 10017.

HELP WANTED NEWS

News director for east Texas AM/FM combo. Must have experience, good delivery, and writing skills. Sports PBP helpful, but not necessary. Tape, resume, salary requirements to RW Hill, PO Box 1111, Nacogdoches, TX 75963. EOE.

Lots of news happens in Laredo. Show us you can cover it in a remarkable way with fresh, new ideas and you've got a secure future. The pay is excellent, the staff superb, and the winter’s a lot milder than where you are now. Your start date is January 1984. Salary and requirements to Jerry Kupler, VP/Director of Engineering, AM/FM, Great Lakes medium market. EOE. Resume only to Box A-99.

News director, Pottstown, Pennsylvania. Opportunity to grow in one station town/group owner. Must have at least 2 years experience, Phone Mr. Scott, 215-326-4000.

Experienced newsroom for Reno station. T&R to C. Odessky, Box 5792, Reno, NV 89513. Females also encouraged. EOE.

Morning anchorperson for dominant Colorado AM/FM. Bright, sparkling delivery backed by solid writing and reporting. Our five-person newsroom is a consistent award-winner. Tape and resume to Barry Bir, News Director, KQII-QFM, Box 340, Grand Junction, CO 81502. EOE.

Hard digging newsroom wanted immediately for Midwest AM/FM duo. Send complete resume including salary requirements, plus tape, to Neal Mason, WFLJ Radio, 317 S. Avellini, Flint, MI 48506.

Ready to move up? News director sought. Heavy local commitment. October start date. Tape/Resume to Randall Bangar, WBTH, Box 261, Williamston, WV 25661. EOE.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Operations manager for public radio stations. Requirements: 5 years experience in all facets of public radio operation, plus good management background. Knowledge of educational radio. Deadlines. Salary. Send resume and audition tape to David Seach, FMKJ/FMFM, University of North Dakota, Box 8116, Grand Forks, ND 58202, EOE.

Production/Operations manager for non-commercial KTEP-FM, an NPR affiliate serving the El Paso area with 100,000 watts. Responsibilities include supervision of news and production operations including scheduling of facilities, training of personnel and oversight of off-net taping. Bachelor's degree required. As a service to the public, audio production and NPR operations. Bilingual (English/Spanish) capability preferred. Apply to: David Wilson, KTEP-FM, University of Texas at El Paso, El Paso, TX 79968. Closing date: September 5, 1983.

Program director — needed for top rated, group owned contemporary pop FM in Cincinnati. Excellent skills in entire area of program operation. Write to Box A-137.

Program manager for a major market AOR station. Experience in all areas of radio station promotion. An EOE station. Resume only to Box A-141.

Program director/operations manager for small market AM/FM duo. Must have a demonstrated ability to deal with people effectively. Beaches next door. Send tape & resume to WBCA/WWM, Box 426, Bay Minette, AL 36507. 205-397-5596.

Producer/director-radio. KUMR needs a producer/director for a new FM station that will hit the airwaves in early December. Four years experience in radio. Send resume, bio, and 3 references to Box 118, UMR University of Missouri-Rolla, Rolla, MO 65401, or call 314-341-4241, UMR is an affirmative action/equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Selling GM with hands-on experience in all phases of radio available due to sale of station. Community-oriented station manager with fine management skills and bottom-line success stories. Seeking long term position in a medium market with fine station. Apply to Mr. Barlow, 301-649-129.

Creativity!—sparks creativity! Catalytic management brings forth the best from a talented team! A business that makes a difference between yesterday’s standards and tomorrow’s horizons, leadership is the key to maximum profit. Are you getting the largest percent possible from your station? Is it time to take a bigger share of the market? Dynamic, successful general manager now open for new challenge in N.Y., L.A., or S.F. Substantial experience and income indices all match. Write Box A-96.

Group management. Resourceful, imaginative and practical developer of people and products. 16 years of very successful station and group management experience. Dedicated to growth through long term association with quality organization. Write Box A-48.

Success for your stations begins by putting your business card in an envelope and sending it to Box A-129.

Top-flight flight winner, two years experience in major market area. Let me work for you! Mack, 312-636-1746.

Start now, going anywhere. Entry level position, DJ, news, engineering, PBP, production. Jim, 319-355-6456, days.

Top-flight flight winner, two years experience in major market area. Let me work for you! Mack, 312-636-1746.

Start now, going anywhere. Entry level position, DJ, news, engineering, PBP, production. Jim, 319-355-6456, days.

Distinctive style, mature, authoritative delivery. Good production, DJ, news, copywriting. 391-355-6456, days.

Excellent employee, PBP sportscasters, features, Dan Magnotta. Box 234, Mt. Pocono, PA 18344, 717-688-6606, anytime.

GM or CEO seeking group owner of medium and small market operations. Twenty years experience, top track record, knows how to make radio pay. Full knowledge of all aspects. Strong sales and management background. Write Box A-145.

Attention station owners! Is your billing down? Is your manager free-loading? I’m a former sales manager with 20 yrs. sales experience & management. I’ll manage your station (with option to purchase), hire/retain salespeople, make station personnel productive. Community-minded, local oriented programs that sell. Experienced in all markets. Better phone number. Older, sober, adult. Write Box A-147.

Seven years of experience in contemporary radio. Advanced management degree. Ready to spearhead the financial & competitive positioning of your large market radio station. GM position desired. Write Box Z-1.

High performing general manager with in-depth knowledge of radio covering 20 years of successful management. Specializing in strong sales and profit development ability. Organizational and basic management skills. If you are an owner who wants an achiever and can afford quality, write Box A-154.

Gen. Mgr. medium markets. Operational Mgr. looking for position in Chicago market. Experience in all sales, promotion, and advertising. Write Box A-152.

Account executive, experienced in sales, promotion, sports coverage, announcing. Willing to relocate. Look for opportunity to better utilize my talents. Write Box A-152.

SITUATIONS WANTED SALES

Experienced account executive with sales manager’s experience desires sales/sales manager’s position. Prefer PA area. Write Box A-140.

You can win too! Recent winner NYSBA Outstanding Sportscaster Award. Everyone will love my new/old station. New/old/old/old job. Write Box Z-1.


You can win too! Recent winner NYSBA Outstanding Sportscaster Award. Everyone will love my new/old station. New/old/old/old job. Write Box Z-1.


Young, energetic female announcer looking for opening in small market. Will relocate. Reliable & hard working, with a keen interest in all kinds of music. For tape, write Box A-136.

Presently employed two stations part-time, one in top 100 market. DJ, experienced PBP, want to move up. Go anywhere. Jon 319-355-6456, days.

Go anywhere now. Entry level position. DJ, news, engineering, PBP, production. Jim, 319-355-6456, days.

Top-flight flight winner, two years experience in major market area. Let me work for you! Mack, 312-636-1746.

Start now, going anywhere. Entry level position. DJ, news, engineering, PBP, production. Jim, 319-355-6456, days.

Distinctive style, mature, authoritative delivery. Good production, DJ, news, copywriting. 391-355-6456, days.

Announcer/product ace-10 years commercial experience, blessed with great pipes, BM/MM/oldies formats. Your state of the art equipment will love my voice. Mack, 312-636-1800.

Excellent employee, PBP sportscasters, features, Dan Magnotta. Box 234, Mt. Pocono, PA 18344, 717-688-6606, anytime.
HELP WANTED

HELP WANTED TECHNICAL

Looking for a position as a chief engineer in a major or medium market radio station(s). Prefer station in the northern section of the country which is or will be automated within the next 5 years. Send resume along with 5 years' experience in this chosen field and I believe in and practice professional engineering techniques with references to prove it. Please-no air shit. Contact: Robert King, 2800 Golf Club Drive, #5B, Palm Springs, CA 92264. Call anytime: 619—321.3193.

Experienced in all phases of radio including field work with major manufacturer. Looking for a major market broadcaster who is concerned with operating a quality technical facility. Reply Box A-135.

HELP WANTED NEWS

Sports director looking for good opportunity PBP experience, will consider news director. Call 717—867.5056.

Recent college graduate sportscaster/play-by-play phone-in host seeking position at strong sports station. Mark Odlitter, 312—693.2815.

Proven award winning journalist wants to relocate in Ohio, Kentucky or Indiana as your news director. Programmed and field experience. Reply Box A-55.


HELP WANTED PRODUCTION, OTHERS

Country/oldies. I can make your medium market station cook. Prefer AM in West or South. Call 305—937.7027, or write Box A-138 for experience, enthusiasm and world's greatest aircheck.


HELP WANTED SALES


Major NE three-station public operation is looking for qualified sales manager. Will be involved in all facets of the day to day operation. Excellent opportunity. Send resume to: Director of Development, Office B, WNEC, Box 1263, Buffalo, NY 14240. An equal opportunity employer.

KOKI-TV, Tulsa 23—Oklahoma's leading independent is looking for a strong, aggressive local sales manager. Please do not make inquiry if you do not have extensive television local sales experience, leadership ability and still expect to be a viable, upward-trending station with excellent internal support. This is a real growth opportunity. No collect phone please. Write Box A-102.

Sales manager: Small eastern market has opening for dynamic sales manager. Need individual who is creative, resourceful, and a motivator. Must have experience in general interest, national sales a plus. Send resume and salary history Equal Opportunity employer. White Box A-143.

Professional electronic media sales representative. Salary in the mid-teens, plus commission and company benefits. Qualified candidates must be motivated and have a background in the field of new exciting television experience in east Texas area. Send resume immediately to: Longview Newspapers, White Box A-172. Longview, TX 75606. Attention: Bert Haney.

Account executive. Strong ABC affiliate in major Southeast market looking for experienced professional. Previous broadcast sales experience required, with ability to develop and implement new promotional materials and new direct business and in television vendor support programs. Must have management potential and be well versed in research and rating information. Minimum 3 years experience required. Send resume to: Box A-23, EOE.

We have the best programming, the best numbers and the best people in our ADI. We need a local sales manager to respond to match our dominant market position. Applicants must have solid local sales experience and a cool, clear understanding of what it takes to lead an 8-person staff to record sales. Send resume and salary history to: Mike Smith, GSM, KWWL-TV, 500 East Fourth Street, Waterloo, IA 50703. EOE.

 Experienced local sales manager for group-owned, network affiliated television station in mid-forties market. Must be leader, motivator, innovator. Write Box A-153, EOE.

HELP WANTED TECHNICAL

Chief engineer for small-medium market group owned VHF station, if you have a sound maintenance background, including transmitter and studio equipment, and are ready to become an engineering manager, this can be your opportunity. Apply immediately to resume Box A-116. An equal opportunity employer.

Maintenance engineer: KBSC-TV (52), Glendale, CA. Immediate opening, FCC license and 4 years' minimum experience in broadcast maintenance, with emphasis in television and radio. Send resume to: Personnel Department, Spokane School District #1, 200 Bernart St., Spokane, WA 99201, attn: KPST. Equal opportunity employer. Send resume to: Personnel Department, Spokane School District #1, 200 Bernart St., Spokane, WA 99201, attn: KPST. An equal opportunity employer and affirmative action employer.

Assistant chief engineer-strong background in broadcasting a must! Some administrative responsibilities mixed with future planning and growth of station. Engineering department is young and growing. Excellent opportunity for the right person to get on board, as the station will be remodeled very soon. Salary commensurate with abilities. Send resume to Rod Hughes, KWWL-TV, 500 East Fourth Street, Griswold, IA 50751. Equal opportunity employer.

TV production technician: one year operation or maintenance experience with 1/2 videocassette recorders, and studio equipment, or equal. Associate degree in electronics preferred. Send resume and references to Box A-22, EEO. Immediate opening. Sales person. Must be well-spoken, have a confident manner, and have good telephone and live on-air experience. Must also have a college degree or equivalent education. Salary $27,605-$32,959, with excellent fringe benefits. Send resume to: Public Affairs Director, KBSC-TV, 500 East Fourth Street, Griswold, IA 50751. EEO. An equal opportunity and affirmative action employer.

Director of engineering, PBS station seeks person responsible for daily and long range management of engineering department. Broadcasting engineering and management experience required. Salary range: $27,605-$32,959, with excellent fringe benefits. Send resume to: Personnel Department, Spokane School District #1, 200 Bernart St., Spokane, WA 99201, attn: KPST. Equal opportunity employer. Send resume to: Personnel Department, Spokane School District #1, 200 Bernart St., Spokane, WA 99201, attn: KPST. An equal opportunity employer and affirmative action employer.

Technical director: This medium market station is looking for a new technical director. Must have sound background in electronics, video recording and post production. Reply Box A-159. Equal opportunity employer.

V.P. broadcasting operations for Denver-based, publicly held TV broadcast firm with multiple stations. You must have had experience at the general manager level and demonstrated the ability to work with independent owners. Salaries plus incentive stock options. Reply to Box A-90 in confidence.

California's #1 independent television station has an opening for a career-minded person as traffic manager. Must be able to handle major telephone calls, on-air, off-air, PROM, volunteer experience. Bachelors degree or equivalent experience required. Work samples and references must accompany resume. Deadline: September 2, 2003. Contact General Manager, WSPW-TV, 333 Dexter Ave, N, Seattle, WA 98109. KING-TV is an equal opportunity employer.

Managing director: Major responsibility to oversee production of camera-record of Florida legislative activities and governmental related projects. Requires 4 years of increasingly responsible production experience. Salary $32,000, with excellent fringe benefits. Submit letter of application and resume to Business Manager, Florida Public Broadcasting Service, Inc., P.O. Box 20066, Tallahassee, FL 32307. Deadline for application receipt: 9/7/03. EOE, M/F.

HELP WANTED PRODUCTION, OTHERS

Assistant engineer: Now hiring for full time broadcast engineering position. Must have a minimum of two television stations, preferably in the mid-teens, plus 5 years experience looking for a position with a major manufacturer. Send resume to: Jimmy Wright, KOKI-TV, Box 7726, Fresno, CA 93747. An EOE/M/F.

Executive director/general manager, for channel 34, WNIT-TV public television. Qualified candidate will have a working knowledge of the technical and personnel aspects of public television station. Responsible for personnel, programming, fund raising and the day to day operation of station. Undergraduate degree preferred. Salary to Joe Sharp, P.O. Box 4157, South Bend, IN 46634.

Development director—Public TV station seeks aggressive self-starter to lead four-person development staff. Experience in fund raising and the day to day operation of station. Undergraduate degree preferred. Salary to Joe Sharp, P.O. Box 4157, South Bend, IN 46634.

The University of Idaho is an Equal Opportunity/Affirmative Action employer. Applications are now being accepted for a chief engineer position in the Department of Engineering Technology. The group owned station is looking for a chief engineer. Must be leader, motivator, innovator. Write Box A-153, EOE.

Broadcasting Aug 22 1983
HELP WANTED TECHNICAL CONTINUED

Maintenance engineer-minimum of 3 years in broadcast- casting and FCC license required. Responsibilities include repair and maintenance of ENG equipment and reconfiguration. Send VTR and production control. Send resume to: Rod Hughes, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63701. Equal opportunity employer.

HELP WANTED NEWS

News director: We're a successful, strong station doing news four times a day. We're looking for a news judge, administrative ability, creative mind and good with people. Send resume and a 20 minute interview on tape to news director. Previous experience required. Ready to move up? Send resume to Jack Gilbert, Sr. VP, KCAG-TV, 7th & Doug- las, Sioux City, IA 51101. In confidence, EOE.

News director: Attractive SE resort area market needs experienced news director. Current owners have a strong and stable news network affiliate. Send resume and salary requirements only to Box A-118.

News director: Pacific Northwest CBS affiliate seeks candidate who can provide leadership and motivation to #1 news staff. Five years' experience in television news is a must. A King Broadcasting Company station. Submit resumes to General Manager, KREM-TV, P.O. Box 8037, Spokane, WA 99203. EOE.

TV news director, KAMU-TV Produces and anchors nightly newscast. Supervise fulltime and student staff. Maintain liaison with station and in-depth of communications. Masters in journalism and 2 years' experience required Send resume to Personnel De- partment, Texas AM Univ., College Station, TX 77843. EOE/AA employer.

Executive producer-someone with top-notch manage- ment, production, journalistic skills to become number two person in very successful news depart- ment. Send resume and samples to: John Holtzman, KMFB- TV, P.O. Box 80888, San Diego, CA 92106.

News reporter/producer: experience in investigative reporting. Good writing skills and television news expe- rience required. Send tape and resume to News Director, P.O. Box 1488, Lake Charles, LA 70602.

Reporters. Top 60 Market newscast with a top 10 news product is looking to strengthen its staff with sol- id, experienced beat reporters. If digging up stories and beating the competition is what you like to do, drop us a resume only to Box A-65. Equal opportunity em- ployer.

Producers. If you enjoy producing solid, state-of-the-art newscasts, then you're firmly in command, you might be interested in joining our team. Top 50 market with an excellent product is looking for top-notch, up and coming newspeople. Please send resume only to Box A-66. Equal opportunity employer.

Anchors. Dynamic anchors being sought for several possible openings. Strong writing and producing back- ground a must. Reporting experience also helpful. Top 50's midwest market. Please send resume only to Box A-66. Equal opportunity employer.

Sports anchor. Enthusiastic, knowledgeable, and pro- duction minded professional preferred. 6PM & 10PM newscasts. Send tape & resume to: Phil Thomas, News Director. WHO-TV, 1801 Grand Avenue, Des Moines, IA 50308. Equal Opportunity Employer.

Weathercaster-commercial television experience required. Experience in reporting, anchoring and photography a definite plus. Must be able to work immediately. Send resume to: KTOA-TV Box 1760, Rapid City, SD 57709.

Meteorologist, midwest medium market. Experience, AMS seal preferred. Good communicator. Tape and resume to News Director, WISC-TV 7025 Raymond Road, Madison, WI 53711. EOE.

News photographer: for 16 member department in SE. Should have a 5 years' experience in production. Must be able to produce airborne ENG. Please send resume and letter to WPXH-TV, 1001 Reynolds St., Augusta, GA 30903.

News director: Group-owned NBC affiliate looking for innovation, organization and good management/people skills. Quality 14-person staff serving growing com- munity and two-state area. 3 years' experience required. EOE. Contact Jack Conners, KTTC-TV, 601 1st Avenue SW, Rochester, MN 55902.

Co-anchor/reporter for 6 and 10pm news. Must have previous reporting and anchoring experience. Also must be good writer and communicator. Send tape and resume to: Box 271, WCBI-TV, Box 357, Columbus, MS 36701. EOE.

ENG editor needed at Pacific Northwest affiliate sta- tion. Proven skills in news editing required. Experienced editors send resume and tape to Jo Shilling, P.O. Box 9484, Seattle WA 98119. EOE.

Sports photographer needed yesterday. Major mar- ket television station looking for someone who will be shooting and editing ENG for nightly sports segments and weekly sports magazine show. Send tapes and resume to: Dave Sheehan, Sports Director, KRIV/Metromedia, Inc., 3935 Westheimer, Houston, TX 77027.

News director-looking for right person to take charge of major market news department. Group owned sta- tion. Equal opportunity employer. Send resume only to Box A-170.

Sports director-Northern Midwest NBC affiliate has an immediate on-air opportunity. We want a positive, ag- gressive and knowledgeable sports pro who will pro- duce a local story every day. Quality talent with proven radio background and TV sports people who want to move up welcome. EOE. Send résumé and tapes (no calls) to KTTC-TV 601 1st Avenue SW, Roch- ester, MN 55902.

HELP WANTED PROGRAMMING, PRODUCTION & OTHERS

Art director. Prior television experience must have proven abilities in print, layout, illustration, news graph- ics, set design and experience working with electronic graphics. Must be capable of handling production, writing, and directing, video production. Ability to handle deadlines. Send resume, samples of work and tape, along with salary requirements, to KTOO, 1800 5th Avenue, Juneau, AK 99801.

Promotion director-Northeast medium-sized affiliate seeks experienced individual capable of planning and executing strong campaigns. Must be high energy, take-charge, creative, self-starter with ability to write, produce and oversee multi-faceted campaigns. Rush resume only to Box A-122. EOE/M/F.

Cameraperson; number 1 station in 30th market seeks creative cameraperson for promotion and commercial work. Must be well organized, people-per- son, self-starter. News background a plus. Send tape and resume to: Creative Services Director, WSMV-TV, P.O. Box 4, Nashville, TN 37202.

TV prod. dept, has an opening for a highly motivated and enthusiastic creative writer. College grad is preferred, with minimum 2 years' experience in TV com- mercial, program promotion, program showing and editing. Some 35mm experience with photography required. Resume only to Box A-91. EOE.

Hey editors! Tired of the cord or the big city rat race? Well, this is ad is for you! The fastest growing production company in the Southwest is seeking an accomplished associate producer for their TV pilot. Some television experience a must. Send resumes and tapes to Dan Rogers. Tele- vision Productions, 834 N. 7th Ave., Phoenix, AZ 85007. No calls please.

Associate producer/television host for public tele- vision station with expanding signal coverage through- out the Pacific Northwest. College graduate required with minimum two years' experience in KTV set production. TV production and directing, video production. Send resume and letter to: PO Box 318, Bowling Green, KY 42102. EOE.

Assistant promotion manager for news. Prestigious station in one of nation's most desirable markets (top 15) seeks aggressive marketing professional who can act as liaison between promotion and news, concep- ting and producing promotions and scripting and preparing copy and scripts essential. Must be able to work in a newsroom atmosphere while retaining marketing per- spective and be able to interpret success stories with fast turn around. No beginners. Excellent salary. Re- sume only to Box A-66.

New syndicated daily show covering all U.S. Looking for talent, field producers, writers, videographers. Send resume to Airdale, Inc., 1600 Portland, St. Paul, MN 55104. 612-646-9600.

Producer director—University TV station. Minimum 5 years experience. Send resume and B.A. required. Experience in all phases of production essential. Varied background in documentary, cultural, instruction, pub- lic affairs, and special events desirable. Application deadline-9/19/83. Position open-10/1/83. Forward let- ter of application, 3 letters of recommendation, an offi- cial transcript of grades for all degrees conferred, a recent tape sample, and an audition to Ron Gargas, WBGU-TV, Bowling Green, OH 43403. WBGU-TV is an AA/EEO.

VTR editors, operators, ENG, CMX, animation artist & camera people needed for freelance & per-diem work. Resumes to: PO Box 843, NY, NY 10165.

TV associate producer/host for weekly half-hour tele- vision magazine show. Strong writing and producing skills must be present. Must be able to work with great equipment, top numbers, hit programs. First-class news, and a boss whose boss loves promo- tion. We've got the right stuff, but we need a promotion pro to make it cook. Resume only to Box A-150. EOE.

Program manager for PTV station in Alaska's capital. Duties include program scheduling, promotion, pro- gram development and on-air fundraising. Station is strongly committed to local and regional programming. Salary: One permanent P-D position is available and one graduate assistant position. Minimum salary $30,000 DOE, plus benefits. Send resume to Robert Watson, KTOO-TV 224 4th Street, Juneau, AK 99801. Deadline September 12, 1983. KTOO is an AA/EEO.

Producer-director: responsible for producing and directing varied programing for broadcast over the Alabama Public Television Network. Applicants should be knowledgeable of current production techniques and have experience in field, studio and post produc- tion. The producer will be required to conduct taped and live studio interviews and special assignment reports. Good working skills are essential, as is a B.A in broadcasting or the equivalent related experience. One permanent P-D position is available and one graduate assistant position. Minimum salary $30,000 DOE. Contact Judy Stone, 205-348-6210. Send resumes to Employ- ment Office, Box 6163, University, AL 35486. The University of Alabama is an equal opportunity/affirma- tive action employer.

SITUATIONS WANTED NEWS

TV sports-currently weekend sports anchor/weekday reporter in 15th market. Pre and post production skills excellent, PBP experience. Rob, 607-723-1732.


Top 15 market anchor seeks major M-F anchor/cher- echer for the syndicated special event program. Impeccable credentials with number one resume your way to Ron. Write A-50.

Black female, M.S. Columbia University print radio experience. Wants start in television reporting. Call Sa- barina, 703-797-3769, mornings.

Available immediately! Experienced, award winning, former National & Regional television meteorologist with AMS seal. Call 915-592-8332.

CABLE
HELP WANTED SALES
Opportunity in local cable sales. Growing market. Commission only. Reply P.O. Box 849, Vero Beach FL 32961.

HELP WANTED NEWS
Experienced anchor/reporter for beautiful sunbelt area. Must have excellent on-air presence & writing skills. Not an entry level position. Good pay & benefits. Send resume only to Box A138. An EOE.

ALLIED FIELDS
HELP WANTED MANAGEMENT
Would $100,000 a year income be worth an interview to you? If your have a minimum of 10 years in broadcasting, responsible for general management and/or sales management and would like to achieve financial independence, send in resume in strict confidence to: Box A-52. An EOE.

HELP WANTED TECHNICAL
Electronic tech. 2, FCC first class radio telephone license. Completion of technical electronics course and minimum 2 yrs. electronics experience req. Able. to work independently essen. Able. to troubleshoot defective audio, video & film equipment and make appropriate repairs. Familiar with local & microwave radio. Good interpersonal skills nec. Valid ILL. drivers lic. req. Competitive salary and benefits pkg. Forward resume or call Manager: WYTM, Northwest University, 720 University Place, Evanston, IL 60201. AA/EOE.

WANTED TO BUY EQUIPMENT
Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Turtleback Street, Laredo, TX 78304. Manuel Flores 512-723-3331.

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

Instant cash-highest prices. We desperately need UHF transmitters, ENG field cameras, studio equipment. Call Bill Kieth, Quality Media. 404-324-1271.

FOR SALE EQUIPMENT


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

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

HELP WANTED

SUN BELT OPERATION

is looking for high-energy announcers for our '50s and '60s format. Interested applicants are requested to send a resume only to:

BOX A-132.

An equal opportunity employer

GENERAL MANAGER

for group-owned, super facility in lower Midwest. If you are good in sales training, can work with people and achieve goals, you will be rewarded. Write Box A-108, EOE.

BUSINESS MANAGER

Major market group radio station. Minimum 2 years' experience as business manager; assistant business manager; excellent benefit package. Send resume and salary requirements to Box A-123. An equal opportunity employer.

TOP TEN MARKET PROGRAM DIRECTOR

Outstanding FM opportunity for well-rounded manager. Resume only to Box A-157. AA/EEO.

HELP WANTED SALES

TELEVISION

MAJOR MARKET TELEVISION SALES MANAGER OPPORTUNITY

A top 25 market network affiliate needs an aggressive, competitive self-starter to manage local sales department. Must have prior television sales experience and prefer prior television sales management experience. Must be able to supervise professional staff of 7 local salespeople. Computer and marketing experience helpful. This could be the opportunity of a lifetime. You'll work with the very best. Lots of potential for the right person. If you are that person and can meet the above qualifications, please submit any pertinent written sales information and accomplishments to Box A-155. EOE, M/F.

For Fast Action Use

BROADCASTING'S

Classified Advertising

TELEVISION

Help Wanted Technical

ENGINEERING SUPERVISOR

Supervise day-to-day engineering and production activities, including maintenance, special events, equipment orders and installation, leico satellite service, scheduling and system design. Min three years broadcast TV experience preferred. Must understand solid state electronics and know NTSC TV systems. Prefe TV maintenance and supervisory experience; good communication and people skills necessary.

ENG MAINTENANCE TECHNICIAN

Maintain ENG field equipment to highest possible standards: perform routine machine rework. Requires three years broadcast maintenance experience; strong background in servicing BVU type, 34 video machines. Sony Bet and TCA-TK 76 camera: understanding of microwave systems; FCC general license minimum. Send resumes to Human Resources, KPIX, 855 Bailey, San Francisco, CA 94111. KPIX is an equal opportunity employer.

KPIX 5 W

50th Anniversary of the San Francisco Chronicle

INSTRUCTION

San Francisco, FCC license, 6 weeks, 10/10/83. Results guaranteed. Veterans training approved. School of Communication Electronics, 612 Howard St., SF, CA 94105. 415—392-0194.

Help Wanted Sales

NEW WORCESTER CLASS B FM

needs salespeople. If you know the Worcester market, you know the earnings potential! Call Susan Pelletier, 617—343-4897.
Help Wanted Sales Continued

GENERAL SALES MANAGER

Network affiliated VHF TV station located in Texas is seeking an experienced general sales manager. We are a progressive communications company that owns several established, growing stations. We are seeking an aggressive, highly motivated individual to work with us in meeting the challenges that exist in the communications industry. Individual must have 2-5 years of TV sales & sales management experience.

This position offers tremendous resources, responsibility & opportunities for advancement. The salary is attractive & we offer an excellent benefits package. Please send resume & salary requirements to:

BOX A-127.
An equal opportunity employer, M/F

Help Wanted Management

We Only Want One Person
To Answer This Ad...

The Right One.

- If you are the right person, you are an experienced producer of hard news or investigative reporting with established credentials and a successful track record of national or major market distinction. You understand journalistic integrity and possess on-camera presence and narration skills.

If you are all of this and can prove it, we want you to be our Producer/Narrator.

Why are we being so particular? Because we're a consortium seeking a new approach to program development for television syndication. Some of our members are listed in the roster below. If you're the right person, you'll understand why we're looking for someone special.

- Send complete resumé to
  King World Productions
  480 Morris Ave.
  Summit, New Jersey 07901

- Capital Cities Communications
  King World Productions Inc.
  New England Television Corporation
  Post NewswEEK Video
  Scripps Howard Broadcasting Company

Help Wanted News

DIRECTOR
WBAL-TV
BALTIMORE, MARYLAND

We are looking for the best. If you have 3-5 years' experience directing news, and you feel you're ready for the challenge of a major market, this is your opportunity. We are a competitive, state-of-the-art station with a reputation for good production. If you think you've got what it takes, send your resume and a tape of your best work today. College degree preferred.

Executive Producer
WBAL-TV
3800 Hooper Avenue
Baltimore, MD 21211

NEWS DIRECTOR

Experienced, aggressive news director for major market. A great challenge at a dynamic, growing station in sunbelt state. Send complete resume in first letter. All inquiries held in strictest confidence. Send resume only to Box A-171. Equal opportunity employer.

EXECUTIVE NEWS PRODUCER
WBAL-TV Baltimore, Maryland, is looking for an executive news producer. Applicant should be creative and have demonstrated abilities as a show producer. Management capability for supervision of a large staff is also required. The executive producer must work with producers and writers on newscast format, production, and writing. Send resumes only (tapes requested later). Director, Human Resources, WBAL-TV, 3800 Hooper Avenue, Baltimore, MD 21211.

REPORTER
Unique opportunity with tropical island cable TV system. Winner of national awards for cable news. Send tapes and resumes to: R. Jerry Staggs, General Manager, Guam Cable TV, 530 West O'Brien Drive, Agana, GU 96910.

NEWS PRODUCER

The number one station in the Bay area has an immediate opening for a news producer with a minimum of three years' TV news producing in a medium to major market. Must have excellent writing skills, sound production judgment, and demonstrated management skills. College degree preferred. Familiarity with Bay area helpful. Send resume to Human Resources, 650 Battery Street, San Francisco, CA 94111. EOE.

EXECUTIVE PRODUCER

KFRC-TV Houston, needs an aggressive, creative, experienced news leader with strong writing and production skills. If you are a proven trend-setter, send resume to Bill Goodman, News Director, P.O. Box 2222, Houston, TX 77252. EOE.
Help Wanted Programing, Production, Others

**GRAPHICS MANAGER**

WJLA-TV is now seeking a creative professional to supervise the on-air Graphic look of all WJLA programs.

The chosen candidate will direct creative activities of staff designers, select and guide outside production houses, independent designers and other graphic related suppliers.

Requirements include a thorough knowledge of production techniques, creation of program and commercial graphics set concepts, printing and type, computer and traditional forms of animation and strong in personnel and administrative skills.

We offer an excellent salary and incentives, generous fringe benefits and an atmosphere conducive to professional advancement.

For immediate consideration, please send resume with salary history to:

Jim Griffin
WJLA-TV
4461 Connecticut Avenue, N.W.
Washington, D.C. 20008

An Equal Opportunity Employer

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Situations Wanted News

**MAJOR MARKET SPORTS DIRECTOR**

Wants to move. Young veteran ready for bigger things. Bringing authority & that touch of class. Write Box A-124.

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**ALLIED FIELDS**

Help Wanted Management

**EXECUTIVE VICE PRESIDENT**

Electronic Communications Division

The individual selected as the Executive VP of our electronic communications division will be responsible for seeking out new business opportunities in the areas of LPTV, full service TV, Cable TV programming, video cassette programs and radio.

Need excellent organizational/planning skills and business acumen; will be responsible for organizing the division, writing business and marketing plans and implementing the approved plans. Will also be responsible for obtaining approvals from governmental agencies, negotiating contracts for facility sites, purchase equipment and buildings and develop programming. This position requires a good background in electronic communications development and management.

Compensation commensurate with experience. Excellent benefits. Forward introductory letter and resume to:

Box A-164.

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Help Wanted Technical

**Studio (Chief) Engineer**

Viacom Cablevision of Long Island, Suffolk County’s largest cable services company, has need for a Chief Engineer with full responsibility for in-house and remote equipment.

Our ideal candidate will have an educational background which includes basic electronics, communications electronics, television theory and engineering, and audio and video troubleshooting. Experience on video equipment maintenance and repair, television systems operation, and related test equipment is essential.

We offer a competitive salary and an outstanding benefit package. For confidential consideration, send your resume with salary history to Personnel Manager, Viacom Cablevision of Long Island, 1800 Motor Parkway, P.O. Box 1800, Hauppauge, NY 11788. An equal opportunity employer, m/f.
For Sale Stations

**Wilkins and Associates**
Media Brokers

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

**THE HOLT CORPORATION**

PROFITABLE AM/FM
East Coast. Less than 8x cash flow. Under $5.5 million.

Westgate Mall © Bethlehem, Pa. 18017
215-865-9775

**CHAPMAN ASSOCIATES®**

nationwide mergers & acquisitions

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To receive offerings within your area of interest, or to sell, contact John D. Emery, President, Chapman Associates, Inc., 1835 Savoy Dr., Atlanta, GA 30341. (404) 458-9226

**JAMAR • RICE CO.**
Media Brokerage & Appraisers
William J. Rice
(803) 327-9570

**TOP 50 SE MARKET**
Full power FM and 5000 watt regional AM priced at less than 2 1/2 times gross. Includes transmitter real estate. Outstanding opportunity for growing group operator. Owner interested in serious and qualified cash buyers only. Write Box A-167.

**5 KW STATION**
Unique summer/winter resort in NY FM CP filing in progress. Excellent equipment. Priced to sell. $230,000, terms. 716—945—1618.

**PROFITABLE FULLTIME AM**
Texas market - priced to sell. $500,000, terms. Write Box A-134.

**FLORIDA**

For Sale Stations Continued

EXCELLENT TV BUY!

- Independent In Good Southern Growth Market.
- Top 150 TV ADI Market.
- Good Signal.
- Good Power.
- New Equipment.
- Unique Circumstances
  Make This Unusually Fine TV Facility Available.
- Exceptional Opportunity At Only $3,000,000.
- Good Terms To Qualified Buyer.

Call 901/767-7980
In Complete Confidence!

H.B. La Rue, Media Broker
Radio TV City Appraisals

H. B. La Rue, Media Broker
West Coast: 44 Montgomery Street, 5th Floor, San Francisco, California 94104
East Coast: 600 East 17th Street, Suite 3109, New York, NY 10021

TOP RATED MIDWEST AM
Medium market. "under-radioed": A-C format; Billing trend like an FM. $1,300,000 gross; Cash buyer can negotiate exceptionally attractive price. Qualified principals only! Write Box A-165.

TEXAS MEDIUM MARKET
Fulltime AM, priced 1/2 times gross, $900,000, terms available. Write Box A-133.

For Fast Action Use BROADCASTING's Classified Advertising

Broadcasting Aug 22 1983
WALKER MEDIA & MANAGEMENT, INC.

Northeast AM/FM. Beautiful plant, gear, and real estate. $700,000, with $200,000 down. Please contact Bill Walker, 703-521-4777.


Media Investment Analysts & Brokers
Bob Marshall, President

This profitable class A FM facility located in attractive Southeastern coastal market is an ideal situation for an aggressive owner/operator. $650,000, on terms. Favorable lease, good technical equipment.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252
809 Corey Creek - El Paso, Texas 79912 915-561-1038

ILLINOIS

5KW fulltime AM, in medium-small market. Exceptional billing and profit history. Asking price of $1,250,000. Write Box A-166.

INTERMOUNTAIN

AM/FM STATIONS

One of America's top 5 growth states. Great opportunity. Terms: FNB, 4014 Beus Dr., Ogden, UT 84403. 801-621-0234.

FOR SALE

FM in medium size midwest market with class C license. 1983 billing $1,000,000. Cash price of $250,000 includes full-time AM companion and valuable studio real estate. No brokers, please. Write Box A-166.

BROADCASTING'S Classified Rates

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

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

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

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

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Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word; $15 weekly minimum. Situations Wanted (personal ads). 50¢ per word; $7.50 weekly minimum. All other classifications: 95¢ per word; $15 weekly minimum. Blind box numbers: 53 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: $42 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.
**Media**

Thomas Josephsen, VP-general manager, KFVS-TV Cape Girardeau, Mo., joins WCRD-TV Charleston, S.C., in same capacity.

Lee Larson, general sales manager, KLOS-FM Los Angeles, joins KOA(AM)-KOAA(FM) Denver as VP-general manager.

J. Shannon Sweatle, VP-general manager, KVRK(AM) Seattle, assumes additional responsibilities as VP-general manager of co-owned KPLZ(AM) there.

Maurice Loewenthal, president, WTMI(AM) Miami, Fla., joins WRRK(AM) Dallas as general manager.

Joseph Murphy, station manager, WLIX-TV Lansing, Mich., named VP. Linda Murphy, business manager, WLIX-TV, named VP-finance.


William Hutchison, on board of directors of Infomart, videotex software supplier, and president of his own consulting firm, Toronto, named interim president and chief executive officer of Infomart, also in Toronto.

John Groom, general manager, SelectTV of San Francisco (KTSF TV), joins United Cable as general manager of its systems in Hacienda Heights and South Whittier, both California.

Richard Quackenboss, director, special services, NBC-TV, New York, named VP, sales/affiliate services.

David Lalich, assistant controller, Group WTV Station Group, New York, named controller.

Richard Lynn, in-house counsel, Chadbourne, Parke, Whiteside & Wolff, New York, joins USA Cable Network, Glen Rock, N.J., as manager, business affairs.

Louis Nogales, executive VP, Golden West Broadcasters, Los Angeles, joins UPI as executive VP for administration, based in New York.

Phyllis W. Olson, assistant controller, radio, Multimedia, Greenville, S.C., named assistant corporate controller.

Kenneth A. Jarvis, station manager, noncommercial KNCT(AM) Belton, Tex., joins noncommercial WPNB-TV Morgantown, W.Va., as general manager.

**Marketing**

Meredith Newman, account supervisor, D'Arcy-MacManus & Masius, New York, named VP. John Claxton, writer, Quinlan, Keene, Peck & McShay, Indianapolis, joins DM&M in St. Louis as writer.

Gary Press, program supervisor, Leo Burnett, New York, named VP-programming.

Jean Arena and Robert Steigelman, VP-associate creative directors, and Harry Kay, VP-director of corporate media planning systems, Kenyon & Eckhardt, New York, named senior VP's.

James Mitchell, associate media director, N W Ayer, New York, named VP.

Appointments, BBDO, New York: Don Kennedy and John Osborn, media planners, named media supervisors, and Diane Farella, Karen Larcombe and Andrew Pincone, assistant media planners, named media planners.

Appointments, Tatham-Laird & Kudner, Chicago: Ron Schneider, media planner, named media supervisor; Cindy Benson, assistant broadcast buyer, named broadcast buyer; Susan Lazar, account research manager, J. Walter Thompson, Chicago, joins TLK as group research director, and LuAnn Hamel, assistant planner, named media department planner.

Laurel Baer, director of media and marketing services, Marsteller, Chicago, named senior VP.

Robert Neary, account supervisor, Creamer, Dickson, Basford, Hartford, Conn., named group manager, Providence, R.I., office.

Toni Meyer, VP-public relations, Ogilvy & Mather, New York, joins McCann-Erickson Worldwide, New York, as senior VP-director of communications.

Austin Patrick, manager of media development, N W Ayer, New York, joins Trout & Ries there as director of media services.

Steve Neely, producer, Foote, Cone & Belding/Honig, San Francisco, named executive producer.

Christine Baldwin, from Alonzo Records, Minneapolis, joins Chuck Ruhr Advertising there as media analyst.

Carol Terova, local sales manager, Continental Cablevision, Lansing, Mich., joins W.B. Doner & Co., Detroit, as assistant account executive.

Rick Pieters, account executive, Harrington, Righter & Parsons, Los Angeles, named sales manager of blue team. Linda Sula, account executive, Blair Television, San Francisco, and Bruce Roberts, from Blair Video Syndication, Los Angeles, join HRP, Los Angeles, as account executives.

Scott Shannon, account executive, TeleRep, New York, joins Katz's red sales team as account executive.

Jeremy Handelman, manager, market planning, CBS Television Network, New York, named director, sales and sports research.

Ron Kaufman, VP-television retail account supervisor, W.B. Doner, Detroit, joins WCPQ-TV Charlotte, N.C., as general sales manager.

Wayne Betoney, account executive, WAFB-TV Baton Rouge, named general sales manager.

Pat Cox Norris, account executive, WAFB-TV named regional sales manager.

Ron Johnson, account executive, KTRK-TV Houston, joins KTIV-TV Sioux City, Iowa, as VP-general sales manager.

Jim Dias, account executive, CBS Television Sales, Atlanta, joins KNX(TV) Los Angeles as manager, retail development and national sales.

Howard Zeiden, national sales manager, WMAR-TV Baltimore, named sales manager.

Bill Meyer, local sales manager, KHSV-TV Chico, Calif., named general sales manager.

Bob Fulmer, account supervisor, Baltimore Sunpapers, joins WCBM(AM) there as general sales manager.

Dick Williams, sales manager, WEMP(AM)-WMYX(FM) Milwaukee, named general sales manager. Kathy McCombe, account executive, WEMP-WMYX, named to new position of local retail sales manager.

Glenn Schiller, account executive, KWEN(AM) Tulsa, Okla., named general sales manager.

John Stolzenburg, national sales manager, KRAK(AM)-KEWT(AM) Sacramento, Calif., joins KCBQ-AM-FM San Diego in same capacity.

Greg McElroy, account executive, WMGC(AM) Los Angeles, named local sales manager.

Bev Oster, account executive, KCNN(AM) San Diego, named local sales manager.

Dick Hyatt, national sales manager and program director, WGHQ(AM)-WBPM(AM) Kingsport, N.Y., joins WRDO(AM)-WSCL(AM) as president and general manager. Jay Jordan, general sales manager, WBBM(AM) Chicago, joins WRDO(AM)-WSCL(AM) Augusta, Me., in same capacity. Steve Boutelle, account executive, WGHQ(AM)-WBPM(AM), joins WRDO(AM)-WSCL(AM) in same capacity.

Lisa Pierce, advertising copywriter, Stewart's Dry Goods, Louisville, Ky., joins WCH(AM)-WKJI-FM there as director of co-op.

Jerry Paton, account executive, WBCK(AM) Indianapolis, named local sales manager for co-owned WNAP(AM) there.

Pat Moody, anchor, WSJ(AM)-WFKR-FM St. Joseph, Mich., and national sales manager of parent, Midwest Family Radio Group, assumes additional duties as local sales manager for both stations.

Randall Smith, account executive, WOWK-TV Huntington, W. Va., joins WILA-TV Washing-
Jill Wanagat, research analyst, ABC Spot Sales, New York, joins ABC-owned WWYX-TV Detroit as senior research analyst.

Joe Arinstein, from WLU(FM) Chicago, joins WYFR(FM) there as account executive.

Richard Meilzish, account executive, WBBY(FM) Westerville, Ohio, joins WHK(HAM) Cleveland in same capacity.

Jeffrey Rehl, account executive, WBBY(FM) Westerville, Ohio, joins WLQ(FM) Columbus, Ohio, in same capacity. Sharon Eisenhauer, booth announcer, WBNS-700 there joins WBBY(FM) as account executive.


Programing

Jonathan Axelrod, executive VP, production, Columbia Pictures Television, Los Angeles, joins New World Pictures there as president of the newly created motion picture and television production division.

Ann Daniel, VP-dramatic series development, ABC Entertainment, Los Angeles, named VP, prime time series development.

Gus Lucas, VP-programming planning and assistant to senior VP, prime time, ABC Entertainment, Los Angeles, named VP and assistant to president, ABC Entertainment. O.J. Simpson, former NFL running back with Buffalo Bills and San Francisco 49's, joins ABC Sports as commentator on Monday Night Football telecasts.

Charles Schnebel, VP-current programs, Columbia Pictures Television, Los Angeles, joins CBS Entertainment there as VP-current comedy program production.

Debra Gonshe, manager of program development, CBS/Fox Video, New York, named director, program development.

Jim Dauphinee, executive producer of Corinthian Broadcasting's Good Afternoon, joins CBS Television Stations division as director of programs, East Coast, based in New York.

Robert VanDerheyden, director of program services for CBS Owned FM Stations, New York, since 1981, has assumed title of vice president/programming for both Radio/Network and CBS FM Stations. VanDerheyden is taking on additional responsibilities with departure of Radio/Network's director of programming, Leslie Corn, later this month ("In Brief, Aug. 8).

Bruce Rush, director of development, Carson Productions, Los Angeles, joins Alan Landsburg Productions there as director of dramatic development.

Lindsey Parsons Jr., VP-executive production manager, CBS Theatrical Films, Los Angeles, joins MGM/UA Entertainment there as senior VP-production management.

Perry Katz, director of research, Columbia Pictures, Los Angeles, joins marketing division, MGM/UA Entertainment, as VP-research. Appointments, media and co-op advertising department, MGM/UA Entertainment: Maryanne Coury, marketing director, Playboy Enterprises, Los Angeles, named director of media; Sandy Schupak, marketing coordinator, motion picture marketing division, to New York advertising manager; Virginia Reeves, West Coast co-op manager, to director of co-op advertising; named co-op coordinators: Audrey Johnson, assistant to West Coast co-op manager, Kathryn Matthews, co-op coordinator, Warner Bros. Pictures, Los Angeles, and Brett Stover, project manager, Entertainment Marketing Corp. of America.

Jack Walltied, VP-production and operations, Golden West Television, Los Angeles, assumes additional responsibilities as executive in charge of all productions. Timothy Noonan, program director, KGAN-TV Cedar Rapids, Iowa, joins Golden West Television as Midwest sales representative.


Ben Glazer, controller, Metromedia Producer's Corp., Los Angeles, named VP-controller.

Garth Gentlin, account executive, Unilet Video, New York, named VP-sales.

Robert Webb and Jeffrey Kinney, from Lorimar Television, Los Angeles, join Genesis Entertainment, Atlanta, as regional sales managers.

Bobby Taylor, marketing director, Prism, regional pay television network, Bala Cynwyd, Pa., named affiliate relations director.

Lucy Phillips, production coordinator, One Pass, San Francisco, joins Group One Productions there as associate producer.

David Landau, Eastern sales manager, United Stations, New York, named VP-Eastern sales. Ruth Presslaff, station clearance representative, United Stations, named manager, affiliate relations.

Ron Klayman, director of broadcast services, WMC-TV Memphis, named assistant general manager, programming. J. Clifton Raphael, director, WSET-TV Lynchburg, Va., joins WMC-TV as producer-director.

Bob Brooks, producer, WDIV-TV Detroit's Mord Crim's Free 4 All, joins KTVI-TV Sioux City, Iowa, as VP/programming and operations.

Thomas Shradar, VP, McDonald, Babb & Clarkson Advertising, Portland, Ore., joins KPDX-TV there as production manager.


Bob Koshinski, PM magazine reporter, WOR-TV Buffalo, N.Y., joins WKBW-TV there as sports producer.

Kate McSweeney, assistant to VP, programming, Taft Broadcasting, Cincinnati, joins WCKX-TV Miami, Fla., as program administrator.

Dan Shanahan, program director, KQIX-FM Grand Junction, Colo., joins KRDQ(AM) Colorado Springs in same capacity.

Pat Martin, program director, WBCS-FM Milwaukee, joins WRWR-FM Racine, Wis., in same capacity.

Mark McCain, evening air personality, KKXY(FM) Little Rock, named music director.

Dave Otto, air personality, KZZP(AM) Phoenix, joins WPA(AM) Dallas in same capacity.

News and Public Affairs


Dennis Sullivan, producer, NBC's Monitor, named senior producer.


Thomas Saizan, news director, WOTV(TV)

When Sherlee Barish is asked to fill an executive position or a news talent opening at a television station, you bet her candidate is the best you can find. She not only attracts the most successful candidates, she also has the greatest expertise in finding and recruiting the top person. More than 1,000 past placements prove it.

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Grand Rapids, Mich., joins WRAU-TV Peoria, Ill., as VP-news director.

Michael Cohen, executive news producer, KPRT-TV Houston, joins WNGE-TV Nashville as assistant news manager.

Randy Covington, executive news producer, WBZ-TV Boston, named assistant news director. Peter Maroney, producer of special news series, WBZ-TV, succeeds Covington.

Joel Cheatwood, assignment editor, KPIX(AM) San Francisco, named executive news producer. Dianne Fukami, producer of KPIX’s 6 p.m. newscast, named executive producer.

Phyllis Kirk-Bush, assistant to general manager, CBS-owned KNX(AM) Los Angeles, joins CBS News there as associate director, communications, West Coast.

Greg Wayland, from WTSF-TV Tampa-St. Petersburg, Fla., joins WNEW-TV Boston as reporter.

Matt Stevens, from KRBC-TV Abilene, Tex., joins KVOA-TV Tucson, Ariz., as weekend anchor.

Leanne Gregg, producer/anchor, WRCH-TV Chattanooga, joins KYTV(AM) Springfield, Mo., as general assignment reporter. Mark Thomas, sports director, KPMO-TV Fort Smith, Ark., joins KYTV as weekend sports announcer.

Richard Bernard, from WHO-TV Dayton, Ohio, joins WDTN(AM) there as reporter.

Jim Kiertner, from KAKE-Wichita, Kan., joins WMEN-Saginaw, Mich., as reporter.

Marti Johnson, from KUMV-Williston, N.D., and Bill Ellison, from WDXA(AM) Jackson, Miss., join WAFT(AM) Jackson, Miss., as reporters.

Lou Henry, attorney, Thousand Oaks, Calif., joins KHZ(AM) Los Angeles as news director.

Peter Moller, news director and operations manager, KSON(AM) San Diego, joins KCNI(AM) there in same capacity.

Bryan Thieke, news producer, KMWH-TV Denver, joins KOIRO-Seattle in same capacity. Cris Wisner, unit assistant, KOIRO, named ENG editor. Vic Bakke, unit assistant, KOIRO, named news photographer.

William Reker, from KTO(AM) Oklahoma City, joins KOMA(AM) Seattle as weekend anchor-reporter.

Reid Miller, assistant bureau chief, AP, Washington, assumes additional news responsibilities in Latin America. Charles Lewis, personnel manager, AP, New York, named assistant chief of Washington bureau. James Williams, AP broadcast executive, southern California and Nevada, named general broadcast executive responsible for relations with broadcast members, and cable television subscribers in Eastern states, based in Washington.

William Evans, director, WTVC(AM) Chattanooga, joins WMObjective Memphis as director of weekend newscasts.

Bill Hernandez, photographer, KABC-TV Los Angeles’s ‘Eye on L.A.,’ joins KAKE-Wichita, Kan., as photographer and field producer for PM Magazine.


Linda Rhodes, from KGUN-TV Tucson, Ariz., joins KVOA-TV there as weather anchor.

Technology

Harry Rubin, director of financial planning, RCA, New York, named staff VP-strategic planning and video coordination. Paul Burns, VP-design and research engineering, Clinto Electronics Corp., joins RCA video component and display division, Lancaster, Pa., as VP-market planning, services and strategic planning. John Rayb, manager, equipment development, RCA video component and display division, named VP-manufacturing.

Jack Woods Jr., from ITT, Cape Canaveral, Fla., joins Scientific-Atlanta, Atlanta, as manager of business communications, satellite communications division.

Dale Russell, assistant chief engineer, KFVS-TV Cape Girardeau, Mo., joins KTV-AM Sioux City, Iowa, as VP-chief engineer.

Robert Baumann, VP-human resources, Mead Corp., Dayton, Ohio, joins Comsat, Washington, as VP-human resources and organization development.

William Kraemer, freelance construction and engineering consultant, joins KLKO-TV Longview, Tex., as engineer for engineering for station and three translators, scheduled to go on air in February 1984.

Gene Belardi, chief, FCC Common Carrier Bureau’s mobile services division legal branch, Washington, joins Metromedia in Washington as attorney.

Appointments at MCI Airsign: Barry Elvin, branch manager, MCI Telecommunications, Kansas City, Mo., named manager of MCI’s branch offices in Florida; Gregory Taylor, senior manager, data processing, MCI, Washington, named branch manager, Dallas-Fort Worth; Richard Stewart, district sales manager, Motorola, Atlanta, named Atlanta branch manager, and Richard Severy, attorney with Palmer and Willoughby, Anaheim, Calif., named counsel for regulatory matters, Washington.

Promotion and PR

Cil Frazier, promotion manager, WTVM(AM) Chattanooga, joins WPEC(AM) West Palm Beach, Fla., as creative services manager.

Larry Newton, broadcast writer-producer, McDonald/Davis & Associates, Milwaukee, joins WWAH-TV Charleston, W.Va., as creative services director.

Patti Jay, from Century Advertising, Denver, joins KZ(AM) there as promotion director.

Mari Ann Winkfield, executive director, sales promotion and marketing, Atlantis Gallery specialty mall, joins WSB(AM) Atlanta as advertising and promotion manager.

Larry Parker, from WESH-TV Orlando, Fla., joins WXT(AM) Jacksonville, Fla., as promotion producer-director.

M. William Butler, promotion director, Turner Broadcasting System, Atlanta, joins ESPN’s Business Times in New York as promotion and publicity director.

Allied Fields

Richard Brandt, chairman and CEO, Trans-Lux Corp., New York, and director, American Film Institute, elected chairman, AFI, Washington.

Laurence Gold, VP, Market Research Corp. of America, Chicago, joins A.C. Nielsen, Northbrook, Ill., in newly created post of director of marketing, consumer-based services.


Deaths

Ross Roy, 85, board chairman of Ross Roy Inc., Detroit, and pioneer in automobile advertising, died last Thursday (Aug. 16) at his home in Grosse Point Shores, Mich., after brief illness. He founded his agency in 1928 and it has grown to bill about $220 million in 1982, with broadcast billings of more than $100 million. Ross was credited in 1920’s with having devised technique called "product knowledge," consisting of product comparison information which he applied in auto advertising. Agency still has automobile business from Chrysler but its client list has expanded to include: Coca-Cola Bottlers of Detroit, K-Mart Corp., National Yellow Pages and Upjohn Co. He is survived by his wife Celia; daughter, Arlene Roy Hendrie, and two sons, Rex and Ross.

R.W. Kluckman, 54, chairman and president of Zenith Radio Corp., Glenview, Ill., died of heart attack, July 18, at Alexian Brothers hospital in Elk Grove Village. He is survived by his wife, Mary, and his children, Jeffrey and Jane.

Richard Clark, 45, veteran ABC News and CBS News producer, died of heart attack on Aug. 8, while vacationing on Long Island, N.Y. Clark worked most recently as producer on ABC’s 20/20 and formerly as producer for CBS’s 60 Minutes. He is survived by his children, Michelle and Richard Jr.

William Lafferty, 41, chief engineer, WDO-C(AM)-WQH(AM-FM) Prestonsburg, Ky., died of leukemia on Aug. 11 at Lexington, Ky., hospital. He served as announcer and chief engineer for stations for 22 years. He is survived by his wife, Marie, and four children.

Vincel J. Marsicano, 62, engineer, WTLN-AM-FM Apopka, Fla., died of heart attack at station Aug. 7. He is survived by his wife, Louise, and son.
Michael Kelley: A communications connector

To describe Michael Kelley's background as diverse is an understatement. But to limit that description to a list of his credentials is even more misleading. For the former Corporation for Public Broadcasting board member, radio station licensee, professor of linguistics and medieval literature, former professional piano player, author, radio announcer and creator of George Mason University's unique microwave television service has a knack for transforming ideas into practical application, combining otherwise disparate elements of the Fifth Estate in the process.

Michael Kelley is a "connector." As he describes himself: "My mind easily grasps a lot of different things and sees connections that other persons don't necessarily always see. I like to figure out easy ways do them." He could have added that he has a distaste for federal grants and can smell business opportunities.

One of his recent projects is the creation and operation of the Capitol Connection, George Mason's answer to a cable-less Washington. On an instructional television fixed service channel the Capitol Connection beams C-SPAN's congressional sessions, FCC deliberations and Satellite News Channel programming to more than 200 subscribers, including the White House, for $695 per year. The Connection came about, he says, from a "little funny thing about [Representative] Charley Rose [D-N.C.], talking about a low-power television station in the House of Representatives" that appeared in BROADCASTING in July of 1981. "I thought that seemed strange," he says now. "I didn't like [the idea] of the House... running its own television station in the Capitol."

At the time that Kelley saw the article, he had been assigned the task of improving George Mason's telecommunications department of which he is director. (He is also assistant to the university's president.) He had already obtained a satellite dish, and the university was thinking about going into teleconferencing. But, he says, he saw the chance to beam the House proceedings as "made to order for us." By August, the project was planned, permission was granted by the university foundation board and a loan was obtained upon his promise of repayment "out of my own pocket!" if the Connection failed to produce the necessary revenue. The application was filed with the FCC Sept. 1 and by Sept. 22 it was granted. The Connection was on the air by Dec. 18. According to Brian Lamb, president and founder of C-SPAN, the Carter White House had been trying to get C-SPAN's coverage of the House for three years. "They had OSA and the Carter people and members of Congress and everyone else" working on it, and "everyone kept coming up with reasons why it couldn't be done. Mike was the first one to come up with a very simple proposal," says Lamb.

Providing the answers "at the right time" and doing it with enthusiasm seem to be Kelley's forte. Turning 43 last week, he could pass for someone younger. And more years fall away during his frequent moments of exuberance. While explaining the process of his work, whether it is arranging for the donation of a satellite, a transmitter or someone's time and energy, he often breaks into laughter, almost as if he can't believe it himself that he has brought off what he wants. According to Lamb, the key to Kelley "is that he is not afraid to ask for the impossible. People trust him... and most of his ideas make sense."

The fruits of his efforts become apparent during a stroll across George Mason's campus in suburban Fairfax, Va. Building from a shoestring operation to an ever-expanding telecommunications department, Kelley points to the different pieces of communication equipment that have been donated to the school, including a satellite dish, four television cameras and, from Lady Bird Johnson, WEEL(AM) Fairfax.

All these donations fit in with his view that federal grant money "is a mistake" because if "you spend all your time shaking the tin cup, you don't get any work done. Really, you become a bureaucrat." He saw this firsthand, he says, as a member of the CPB board from 1979 to 1983. "I watched those guys in public television and public radio," he says, "sit around spending most of the time figuring out how to punch the right buttons at CPB or from the grant people and not being really innovative and dynamic broadcasters."

For broadcasting, he says, "is a wonderful service." But, "if it were really doing the job it should be doing, it wouldn't need any federal funding, except just a very small amount." He believes strongly in "as much grass roots support as possible... The commercial broadcasters should be willing voluntarily to help support the local public television and radio station with generous tax-deductible contributions and public service announcements during fund-raising times."

His business sense comes out when he adds that "strong public broadcasting stations are in a very real sense an advantage to the commercial operator since noncommercial stations, by their very nature, hold down the total inventory of spot sales available in the community. Mine is an idealistic solution," he admits, "but I think it can work without spectrum fees, government intervention, or, God forbid, allowing the public stations to sell commercials."

Kelley has made his own contributions to educational TV. In 1970-71 he produced, coordinated and developed an award-winning series of 90 color television half hours entitled Time for English, instruction in beginning, intermediate and advanced English prompted by a news report that 100,000 people in the Washington area didn't speak English. The program is still in use and has expanded into a graduate certificate program at George Mason to instruct teachers on how to teach English as a second language.

Most recently he has begun to take ITFS in still another direction. Battling the fact that ITFS is "the only service that I know of in the Mass Media Bureau where they tell you what you can and can't program," Kelley has managed to increase the "innovative uses" of the spectrum. As he sees it, even movies on ITFS can be instructional. "We teach film classes at the university, we teach drama. Why couldn't I put the films on there so students wouldn't have to come out to the university [to watch] the films? And sports would be a perfect adjunct to the university's sports program...You just have to make it case by case."

Case by case and step by step, Kelley wants to "to try things out. I've let it be known... that we're here with spectrum space and ready to take this thing and make it into a learning lab for the industry." If his past record for getting things done is any indication, the industry would be wise to pay attention.
EUE/Screen Gems, a leading television commercial production firm, has been sold by Columbia Pictures Industries to George Cooney, who has been executive VP/general manager of company since 1972. Terms of transaction were not disclosed. EUE/Screen Gems Ltd has 86 employees and owns three other production companies—Murray Bruce Productions, Independent Artists and Ian Leech & Associates. EUE/Screen Gems' annual sales are reported to be in $300 million range.

Katz Sports, division of Katz Agency, said Friday that it and Anheuser-Busch have acquired exclusive television rights to basketball games of Big Eight college conference for three years, starting with 1983-84 season. Katz said they would syndicate 30 games per season on regional broadcast network to be created in six Midwest states, syndicate 25 or 30 other games per season to cable (including new, Sports Time cable network that Anheuser-Busch and other partners plan to launch next April), and also sell some games to national networks. They reportedly have already sold three games to NBC-TV and one to CBS-TV. Officials declined to reveal rights costs, but earlier reports said Katz, on behalf of Anheuser-Busch, originally bid about $7.5 million for three years but TVS Television Network, which has carried Big Eight games last five years, then upped its offer and that Katz presumably matched or bettered it (In Brief, July 4, et seq.). Other sources said last week that $7.5 million was believed to be “still in the ballpark.”

Although no stations have signed on yet, Nielsen announced its plans to provide meter-based measurements to Washington and Dallas-Fort Worth markets, to “begin no later than October 1984. Washington is eighth-ranked market and Dallas-Fort Worth 10th and growing. Nielsen said initial sample size in each market would be 300 metered households, increasing to 400 within five year while diaries used to measure audience composition will remain current levels.

Definitive agreement has been signed by Outlet Co. and Rockefell Center Inc, defining terms of merger of two companies (BROCASTING, May 9). Terms call for RCI to pay Outlet $45.33 per share for Outlet common stock and for total of $332.1 million, including assumption of debt. Applications to transfer licenses have been filed at FCC, and proxy statement is in preparation for special stockholders’ meeting in October.

Cox Cable announced it was ceasing discussions of possible joint application with Calvert Telecommunications for Baltimore City cable franchise because of latter’s decision to merge its Baltimore county cable system with Comcast. Balu Cynwyd, Pa.-based MS (see “Cablecastings,” page 8), Cox, which has been conducting “informal” discussions with Calvert about joint venture, said would now pursue discussions with city on its own. City’s Board Estimates previously recommended Calvert’s application to city council, but council rejected it last June on grounds of percent of union involvement and local minorities in contract. Competetive applications are now back in hands of Board of Estimates. Cox spokesman said Calvert’s proposal for merger of its Baltimore county system subtracted from “local angle” joint venture could present city. Calvert action took Cox “pretty much by surprise,” spoke man said.

Ordinary children who have done extraordinary things will be celebrated in new series of 30-second features on ABC-TV, starting Saturday, Sept. 10, and entitled ABC Special Kids. Acts of heroism triumphs over personal handicaps and exceptional contribution to community service are among achievements to be featured series, which will utilize reports originally produced and broadcast by ABC affiliates.

Trading in Wometco Enterprises stock was suspended for two hours (Aug. 18) after company advised New York Stock Exchange that it was holding discussions concerning company possible acquisition. Although previously denied by management.

Debate arranging. The National Association of Broadcasters, in a display of civic mindedness, plans to conduct a voter awareness campaign next year that could involve the NAB as sponsor of joint appearances of presidential candidates during the primaries and the general election. NAB officials are also planning to make the 1984 election the theme of the association’s campaign in Las Vegas next April.

No specific plans or commitments have been made, let alone approved. The executive committee last week signed off only on the general plans for a voter awareness campaign and for the theme to be followed in the 1984 convention. As for the details, they remain to be developed. The NAB staff hopes a final plan—and its costs—can be presented to the executive committee for approval in October.

Rory Wilcox, the NAB’s executive director for public affairs and one of the staffers developing the voter awareness plan, said a wide range of options for implementing the campaign is being considered. They range from providing stations with information designed to stimulate voter turnout to sponsoring presidential debates or joint appearances. In developing the campaign, she said, NAB officials have been confering with broadcasters and networks, in an effort to develop an all-industry plan as well as with representatives of all announced Democratic candidates for that party’s nomination.

NAB staffers also discussed the proposals with officials of the League of Women Voters—Dorothy Ridings, of Louisville, Ky., president, and executive director Carol Parr—last week. Parr said the sides developed possible areas of cooperation—she noted the league conducts its own get-out-the-vote drives.

But she also said the league fully intends, as it has in the past two presidential elections, to sponsor candidate joint appearances during the primaries and general election. And in that connection, Parr noted a disagreement with the NAB—it wants the FCC to repeal its regulations to permit broadcasters to sponsor such appearances; the league opposes changes in the regulations which have paved the way for it to emerge as the sponsor.

Wilcox said NAB planners would like to arrange a candidates forum involving the Democratic presidential candidates at the NAB convention. However, she also said the convention planners are anxious to have President Reagan attend. At first, she said the NAB would be prepared to plan on the Democrats’ appearance and that if necessary to secure the President’s presence, she said that, in view of the campaign’s purpose, the NAB would hope to attract the President “even if the Democrats are there.”

Wilcox said the reason for the campaign is the unique role broadcasters play in elections. “People look to broadcasters for information, she said. Also noted that, despite the law requiring broadcasters to charge candidates at their lowest unit rate, broadcasters “take a large part of the campaign dollar.” As a result, she said, “we ought to be more civic-minded in instructing the public.”
Miami-based station group owner, MSO and soft drink bottler has been rumored to be likely candidate to change hands since surrender of commission action that could permit stations was Aug. 15. Womecto is 36% owned by Wollson heirs. Company declined to identify possible suitors and stated "no agreement or understanding had been reached and there can be no assurance that any agreements will be reached or that any transaction will take place." Possible buyers include Coca-Cola Co., Atlanta, and leveraged buy-out by Womecto management. Womecto stock closed Thursday at $42.26, up $5.125.

**New UHF station serving Philadelphia market on channel 48 should be available for applications in early part of September.** Field Communications is still planning to turn its license for wksx-tv Burlington, N.J. (Philadelphia) back to FCC at end of broadcast day Aug. 29. FCC official said applications would be accepted as "soon as we give public notice that the license has been canceled and the call has been deleted," process that shouldn't take more than week. Field announced it had concluded it would obtain greater value by closing station and selling off assets (Broadcasting, July 15) than keeping it the market. Former President, president of Field Communications, last week said station's programming inventory already has been sold to Providence Journal Co.'s WHFL-Philadelphia. Company plans to hold on to electronic equipment and real estate until after station signs off, he said.

**STE Satellite Corp. (GSAT) has asked FCC to reject request by United States Satellite Broadcasting Co. (Hubbard Broadcasting), seeking stay of commission action that could permit stations was Aug. 15; FCC has received authorization to launch direct-to-home K-band satellite broadcasting system this year.** USBS has received authorization to launch direct broadcast satellite system, is appealing GSAT decision to Court of Appeals in Washington, D.C., and wants FCC to stay order pending appeal. GSAT, in filing at FCC, has made several claims, including that FCC is not engaging in business USBS perceives as competitive with its own DBS plans. "For the past year, USBS has engaged in a relentless campaign to protect itself from perceived competition from USCII," GSAT said. During this period, USBS has filed unauthorized pleadings repeatedly, has leveled serious and baseless character charges against GSAT and USCI and has advanced arguments once since in the court. USBS, in an attempt to characterize itself as frivolous. USBS's instant motion for stay is totally consistent with this long and unfortunate history and must be summarily denied."

Radio and television broadcasters' response to House Telecommunications Subcommittee's programing survey is far under what Congress had expected. Deadline for telegen questionnaires mailed to about 940 TV stations was Aug. 5; so far, about 190 stations have returned survey. Returns for radio stations have also been low; about 120 stations have replied out of 1,200 mailed out (radio's deadline is Aug. 22). Subcommittee spokesman noted that without adequate number of completed surveys, Congress faces "serious problem" trying to ascertain current programing. CBS, on behal of its owned and operated stations, declined to respond to survey; according to letter from Roger Colloff, VP-policy and planning, CBS/Broadcast Group, to subcommittee. Colloff explained that CBS supports repeal of comparative renewal process but is opposed to quantification of programing standards.

National Association of Broadcasters President Eddie Fritts, former adio broadcaster and owner of four AM's and four FM's, sold his WPeleo, Miss., stations, WELMAM-WLQOLI-FM, for $1,460,000 (see "Changing Hands," page 42). Fritts sold stations on Aug. 5 to Big Thicket Broadcasting, owned by Richard Beauchamp (80%), Bud Holacek (10%) and Henry Kane (10%). Big Thicket also owns KYTL(MFM Tyler, Tex., and KRRK-KQSWIM) Rock Springs, Wyo. Beauchamp is president of Refrigerated Transport Co., Atlanta. Holacek is president of Big Thicket, Inc., Bridgeport, Conn.-based BHI, and received regulatory approval to buy Mobilephone Paging Radio Corp., investment. R.I.-based RIC. Combined price tag amounts to $102 million. Metromedia said.

Jack Smith, chief, FCC Common Carrier Bureau, has named William Adler, chief, mobile services division, to be acting deputy bureau chief (policy). Kenneth Levy, chief, tariff division, has been named acting deputy bureau chief (operations). Jared N. Fritz, legal assistant to Chairman Mark Fowler, has been named acting chief, tariff division.

**New makeup.** Chairman for National Association of Broadcasters committee have been designated. They are as follows: Cutline Tableton, Jefferson Pilot Broadcasting, Charlotte, N.C.; Cuban Interference Task Force; Robert Hikker, WSCR(AM) Atlanta, N. C.; broadcast deregulation committee; William Winsneski, Mutual Broadcasting System, Atlanta, Va.; broadcast engineering conference committee; Clyde Price, WQTC-AM-FM Tuscaloosa, Ala., bylaws committee; Crawford Rice, Gaylord Broadcasting, Dallas, children's TV committee; Eugene Coven, ABC, Washington, and Ed Giller, WPTV-AM-FM Toronto, Pa., congressional liaison committee, Ted Shider, KAWA(AM-FM)-RV Little Rock, Ark., and Bill Turner, KEAV-TV Sioux City, Iowa, convention committee; David Pfluger, WPXN New York, copyright committee; Robert Flanders, McGraw-Hill Broadcasting, Indianapolis, engineering advisory committee; Martin Rubenstein, Mutual Broadcasting System, First Amendment committee; Bill Bengston, KOAM-Tv Pittsburgh, Kan., 100-plus TV markets committee; Arch Madsen, Bonneville International, Salt Lake City, international committee, Dean Sorensen, KCRAM(AM)-ENYFM Pierce, S.D., membership committee; William Hansen, WOLL-WUOFM-Joliet, Ill., medium market radio committee; Gary Stevens, Doubleday Broadcasting, New York, metro market radio committee; Eugene Jackson, National Black Network, New York, minority executive council, Peter Kiser, Evening News Association, Detroit, research committee; Chuck Cooper, WQCR-AM-AM-FM in Stakville, Miss., small market radio committee; Mike Lareau, WOCO-AM-FM Grand Rapids, Mich., task force on radio allocations; George Devault, WPTA-WTNFM Kingsport, Tenn., UHF TV committee; Wallace Jorgenson, Jefferson Pilot Broadcasting, Charlotte, N.C., TV must-carry task force; Jerry Holley, Stauffer Communications, Topeka, Kan., TV board composition committee; Martin Beck, Beck-Ross Communications, Rockville Center, N.Y., and Holley, NAB structures committee; Kitty Broman, Springfield Television, Springfield, Mass., TV information committee.

**Contract talks between NBC and National Association of Broadcast Employees and Technicians are scheduled to resume tomorrow (Aug. 23). Present contract, for three years, was to have expired March 31. It is extended during lengthy negotiations that started in San Diego last February, then resumed in Washington in May before breaking off last month (Broadcasting, July 11).**

Metromedia has signed agreements to buy RAM Broadcasting of Texas Inc., Dallas-based radio common carrier, Network 1 Inc. and Teltec Saving Communications Co., Miami-based long-distance telephone resale company. It also has acquired Associated Communications Inc., Bridgeport, Conn.-based RCC, and received regulatory approval to buy Mobile Paging Radio Corp., Philadelphia. R.I.-based RCC. Combined price tag amounts to $102 million. Metromedia said.

**Former FCC Commissioner Anne Jones has joined law firm of Sutherland, Asbill & Brennan.** Jones, who starts as partner Sept. 1, will be based in firm's Washington office and head communications practice.
One for the front burner

The National Association of Broadcasters is volunteering to act as arranger of broadcast debates featuring the leading candidates in the 1984 presidential election. It is a role that is logical for the NAB to assume, provided the association can nudge the League of Women Voters out of the way. The league has staked a claim to the role in the past two presidential campaigns, while the NAB's mind was presumably on other things.

There would, of course, be no reason for either the NAB or the League of Women Voters to play any role if the FCC would get around to repairs it proposed a year ago to make in its political broadcasting rules. In fact, the repairs were urged upon the FCC by the NAB, along with the Radio-Television News Directors Association and Henry Geller, head of the National Telecommunications and Information Administration under Jimmy Carter and a strange bedfellow indeed to be found in the room, let alone hay, with the NAB or RTNDA. In this case, the rules to be fixed are so inane that anyone with sense, of which Geller has a good deal, can agree to oppose them.

In 1962, during one of the more witless moments in the FCC's history, the commission ruled that a debate between political candidates at a UPI convention for editors was not a news event that qualified for exemption from the equal-time law. Thirteen years later it decreed, upon second, but no less unhinged, thought, that such a debate was a news event, but not if broadcasters had anything to do with the arrangements. Enter the League of Women Voters.

Not content to stop there, the FCC of 1975 also decided that the rebroadcast of an exempt debate more than 24 hours after the event would trigger the equal-time law. At the same time it wrote a gratuitous reference to news documentaries in such a way as to remove the equal-time exemption from any meaningful appearance by a candidate.

Last July, the FCC issued a proposed rulemaking to remove all of those restraints. Comments were filed last October. The word at the FCC last week was that a proposed decision was being drafted, but no signs of urgency could be detected.

This sort of thing seems to an outsider to be right down the deregulatory alley, removing three horrible examples of the "regulatory accretion" that Mimi Dawson, for one, has deplored.

How about action soon, in time to be of use in a political season that is already under way?

Core problem

If doubts remained, the Cable Television Administration and Marketing Society's annual conference two weeks ago should have dispelled them. One of cable's most urgent challenges, that conference made clear, is to get its subscriber penetration up, hold what it has and add more. Speaker after speaker told of efforts, often innovative and almost always expensive, to elevate penetration into the 50% range (Broadcasting, Aug. 15).

The problem is neither new nor newly discovered. At bottom, it is the reason that the National Cable Television Association set up the Council for Cable Information last spring (Broadcasting, May 9, et seq.). CCI's mandate is straightforward: Clear away the myths and misconceptions, and get cable accepted by the public (and, of course, by investors too). It increasingly is, and should be, the mandate of cable companies in their individual franchises as well as through the CCI.

Cable of course has special problems in selling itself. For instance, although it offers much, it costs something. Cost can be a reason, and probably as often the excuse, for not buying. And in a transient society, cable will always have churn to contend with (but lately it seems to be encountering more, beyond the movement of homes and people). In addition, some of cable's problems are of its own doing, particularly through downgrading of service, as CTA and speakers emphasized.

Perhaps, in these circumstances, no one should have been surprised to hear so much emphasis being put on penetration in the 50% range, almost as if it were the ultimate goal. Is cable to be a halfway medium? We don't think that is or should be cable's status. But it seems logical to suggest that cable's difficulty in reaching the 50% plateau implies greater difficulty, and longer time, in going significantly beyond that mark. When half a loaf looks all this big, the CCI has its work cut out.

Why the surprise?

The House Telecommunications Subcommittee is expressing disappointment at the meager response to its survey of radio and television programming. The wonder is that the subcommittee had any response at all.

The questionnaire was intended to provide a basis for standards that would quantify programming judged to be worthy of license renewal (Broadcasting, July 18). It asked questions in enough detail to arouse quite understandable fears that the subcommittee was headed in the direction of explicit standards defining how much of what kind of programming must be provided to the young, the old, the black, not to mention "Hispanics, American Indians, Alaskan natives, Asians or Pacific Islanders." As noted on this page at the time, the questionnaire professed no interest in whites of European descent between the ages of 12 and 65 as components of the radio and television audience.

It must be clear to everyone by now that Chairman Timothy Wirth (D-Colo.), the choreographer of this charade, has discovered a way to stave off broadcast deregulation indefinitely: Send out a questionnaire that is bound to evoke an inadequate response. Profess shock at the lack of cooperation. Proclaim inability to draft standards in the absence of knowledge of what is on the air now. Wash hands of the whole thing.

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