The Fifth Estate

HOW TV STATIONS CAN GET A PIECE OF THE DBS ACTION

please turn to page 3 for details
Besides helping to speed your cash flow, maintain up-to-the-minute control of scheduling, and expand productivity while reducing personnel costs, what else can a BAT® 1700 System help you do?

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BAT 1700 Systems are products of MAGNICOM, the company formed by Control Data, Applied Data Research (ADR), and Storer Communications to serve broadcasters, large and small. Find out what MAGNICOM SYSTEMS can do to help you.

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Greenwich, CT 06830
HOW TV STATIONS CAN GET A PIECE OF THE DBS ACTION

ABC-TV  CBS-TV  NBC-TV  USSB

1. As you know, your future as a broadcaster is now being challenged by another emerging technology—Direct Broadcast Satellite (DBS). Some believe DBS to be the most serious threat ever to existing stations—with the capability of drastically altering traditional methods of broadcasting. Others see DBS as an extraordinary ground-floor opportunity to protect stations’ current interests by diversifying as partners and affiliates in USSB’s exciting and distinctive hybrid DBS plan.

2. As the first of its DBS channels, USSB will launch a new sign-on to sign-off commercial television network—exclusively for stations. And, USSB will be fully competitive with the three networks in all dayparts with original, first-run programming developed and produced by the major program suppliers.

3. USSB will also debut and schedule advertiser-supported direct-to-home DBS program services including a 24-hour News channel. Further, USSB will offer additional Special Events channels with subscription and pay-per-view potential—as well as other satellite services unique to DBS.

4. Thus, utilizing DBS, USSB partner/affiliates will further prosper as broadcasters—as well as having an unprecedented exclusive opportunity to participate in exciting new businesses.

To learn how your company can join USSB to get a competitive edge in the future of broadcasting via DBS—call us:

United States Satellite Broadcasting Company, Inc.
3415 University Avenue • St. Paul, MN 55114 • (612) 642-4590
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A DIVISION OF HUBBARD BROADCASTING
Your news service is an integral part of your newsroom. And no two TV stations use the AP news report exactly alike.

You've been editing it to your needs, and that takes extra time and energy. That's why APTV is so valuable. It's designed for the TV newsroom.

APTV is the industry's most popular high-speed news wire — used by 123 of the nation's top TV news operations. And it's rapidly becoming the industry standard for electronic newsrooms.

What makes APTV so appealing is the news arrives already edited for use by your staff. No 3rd write-thrus. No newspaper gossip columns.

Many stories are shorter and more to the point. But the big stories still come packed with the background material that can turn a faraway happening into a local news event.

Sure, APTV is the only high-speed service that delivers air-ready news, longer in-depth versions and plenty of updates that are great for day to day coverage. But APTV is even a better buy now as you plan coverage of the Olympics, primaries, conventions and the general election.

On top of everything else, APTV comes complete with our reputation for quality, dependability and unmatched accuracy.

So, to make a long story short, turn to APTV. It's the best thing to happen to TV news in a long time.

For details, call Glenn Serafin at the Broadcast Services Division of Associated Press 212-621-1511.

Associated Press Broadcast Services. Without a doubt.
Subscription television falls on tough times □ Network news takes on single-anchor look □ Music video: the rage of 1983 □ RPC coverage □

STV STUMBLES □ Businesses are cutting back and dropping out of STV arena in face of cable competition and economic pressures. PAGE 35.

LABOR DAY PREMIERE □ Sept. 5, 1983, finds all three network news operations with single-anchor formats. Day also marks premiere of PBS's MacNeil/Leehr hour-long nightly newscast, which is vying for viewers with networks and local stations. PAGE 36.

THE BEAT GOES ON-AIR □ Warner Amex's Music Television has spawned many imitators on cable, broadcast networks and TV stations. PAGE 38.

FAIRNESS VIEW □ NCTA pushes for elimination of fairness doctrine for cable; public interest groups disagree. PAGE 40.

LOGGING CAMPS □ FCC rulemaking on radio logging requirements draws mixed comments from broadcasters; NAB backs FCC-type plan for minimum requirements. PAGE 42.

ALL EARS □ NAB's Radio Programming Conference gathers over 2,000 at Westin St. Francis hotel, to digest Reymer & Gersin study and listen to Sony's AM stereo receiver. PAGE 48. An in-depth look at the Radio W.A.R.S. study by R&G appears on PAGE 50. What that study means to individual stations (contemporary, beautiful music, AOR, urban contemporary, country and news) appears on PAGES 50-54. Panelists explore how AM radio stations can regain ratings ground. PAGE 55. Consultants Carroll and Christy discuss ways to make new music work for stations. PAGE 56. Sharp and Secret preview upcoming regulatory activities from Washington. PAGE 58. Coleman

study finds that Music Television can both help and hurt radio stations. PAGE 60. Experimenters using digital compact disks give technology high marks. PAGE 62.

ABC DRAMA □ Man enters ABC News bureau in Washington, brandishing gun and asking to speak with 'top reporter.' PAGE 64.

SPECTRUM CRISIS □ Three authors say spectrum management is in chaos; preview future business and regulatory courses. PAGE 72.

RENEWAL TAPE □ Case on channel 14 in Washington back up in air after FCC Review Board decision. PAGE 74.

Nielsen Numbers □ Cable penetration in July is pegged at 39.3% of U.S. TV homes. PAGE 90.

STEPPING DOWN □ William Tanner takes leave of absence to assess allegations against his company. PAGE 92.

MARKETING SPECIALIST □ Trygve Myhren believes in making the most of what one has, putting that philosophy to work as head of American Television and Communications by concentrating on quality. PAGE 111.
Satellite Radio Receiving Equipment. Microdyne has it all.

Whether you want to install a complete new system or simply expand your existing one — Microdyne can meet your needs with our complete line of standard and proven satellite radio equipment.

We start with a full line of electronics with conversion at the antenna or in your building. You can optimize the system to your needs and budget. SCPC program channel demodulators are fully tuneable to all radio channels with a front panel switch. Sub-carrier demultiplexers are available.

Microdyne offers a full line of satellite antennas — featuring the precision and lifetime durability of molded fiberglass construction; the simplicity and selectivity of a prime focus feed design.

Where parabolic antennas won't work — in areas of high microwave interference — we offer our highly selective conical horn antenna — an industry exclusive.

Microdyne products are characterized by exceptional standards of performance and reliability. We stand behind these products with our exclusive 48 hour service policy. Our service depots provide 48 hour turn around on all returned equipment.

There is no company more qualified to meet your needs for satellite radio equipment. We provide both down-link and up-link equipment; complete turnkey installation or individual components. We have thousands of satellite terminals installed throughout the world. We have the experience, the hardware and an uncompromising commitment to excellence.

We have it all.

Microdyne Corporation
P.O. Box 7213 • Ocala, FL 32672 • (904) 687-4633 • TWX: 810-858-0307
STL’s, ENG’s safe

FCC this week takes up question of where to move 12 ghz microwave users that might be displaced by direct broadcast satellite service, which has been authorized in 12.2-12.7 ghz band. Indications are FCC will allow those users to move into cable auxiliary relay service band, 12.75-13.25 ghz. It also is expected to permit displaced 12 ghz users to move into 18 ghz band, where cable operators also will be able to expand their auxiliary relay service. Broadcast auxiliary service frequencies in 2 and 7 ghz bands, which are used for studio-to-transmitter links and to send signals from electronic news gathering equipment back to studios, are expected to be protected.

Bird watchers

Affiliate groups of TV broadcast networks have formed joint committee to investigate costs involved in networks’ plans to move from terrestrial to satellite program distribution. One way or another, affiliates know, they will be asked to share costs of satellite distribution and, as one committee member said: “We ought to understand what the hell we are paying for.” To make evaluation of networks’ plans, committee has hired Satellite Systems Engineers in Bethesda, Md.

If price is right

Torbet Radio may soon be sold by its parent company, Bonneville International. Although national radio representative firm is not officially on block, Bonneville has decided to entertain bids due to what Torbet Radio president Peter Moore described as “heavy interest” among other concerns to buy rep company.

Out already?

Notice of proposed rulemaking seeking comment on whether women should receive lottery preferences now accorded minorities is expected to be adopted by FCC at open meeting Sept. 22. Proposal isn’t expected to get much farther than that, however. Consensus at FCC seems to be that idea has three strikes against it. First, it is said that legislation authorizing lotteries, and legislative history, appear to exclude women from eligibility. Second, granting women preferences would dilute preferences minorities receive. Finally, it would be difficult for FCC to distinguish when female applicant was real party of interest, or was merely fronting for husband or other male.

Snags

Reports persisted last week that developments were brewing in projected deal, now 11 months old, in which Gannett Co. would acquire KRON-TV San Francisco from Chronicle Broadcasting in exchange for KOCO-TV Oklahoma City and $100 million (BROADCASTING, Oct. 4, 1982). One version said deal was in trouble because of Gannett’s ownership of USA Today and local paper north of San Francisco—issue raised last fall by Scripps newspaper interests despite Gannett’s promise to sell area’s Oakland Tribune (which it has since done). Another report suggested KRON-TV might be spun off to another entity. Other sources said they’d been told original deal was essentially on track and would proceed either as is or with modifications. Gannett officials refused to comment. So did Chronicle representatives.

Money finder

Direct Broadcast Satellite Corp. has taken important step forward in plan to launch common carrier direct broadcast satellite system in 1986 or 1987. According to sources, A.G. Becker Paribas, New York-based investment banking firm, has agreed to represent DBSC on Wall Street and help find hundreds of millions of dollars it will take to put three-satellite system in orbit. Announcement of agreement is expected this week.

Showdown in prospect

Representative Tim Wirth (D-Colo.) may have assured himself of procedural wrangle when his Telecommunications Subcommittee gathers to consider broadcast deregulation bill. Under understanding reached with Chairman John Dingell (D-Mich.) of parent Energy and Commerce Committee, subcommittee is to report bill—which will have quantification of nonentertainment programming as its main feature—by end of October. But some members take exception to Wirth’s describing measure as “consensus bill.” He used term in letter to National Association of Broadcasters President Eddie Pritts blaming NAB for poor broadcaster response to subcommittee survey of public interest programming (BROADCASTING, Aug. 29). He also used it in letter to subcommittee member Tom Taufe (R-Iowa) (BROADCASTING, Aug 15). Wirth is said to believe consensus support by subcommittee is necessary to move bill through full committee to House floor. But Taufe recalls no agreement on attempt to reach consensus. He notes that under consensus anyone can block action on bill by refusing to support it. His view is that consensus should be reached where possible, and, where it is not, that majority vote should prevail. When Congress reconvenes, he said, “we’ll have to iron this out.”

More football

International Football League, proposed third professional circuit to play in spring, has hired Alvin Cooperman, former vice president, special programs, NBC, as consultant to pursue TV-cable rights pact. Pact that had been proposed to William B. Tanner subsidiary, Tanner Sports Network, fell through in wake of allegations that parent company may have engaged in illicit business practices (BROADCASTING, Aug. 22). Cooperman will attempt to put together rights deal that includes network television, syndication and “multiregion” cable coverage for IFL. Among primary prospects are NBC and Group W Broadcasting & Cable.

Other side

Committee for Prudent Deregulation has shifted focus of its campaign to retain FCC’s financial interest and syndication rules from House to Senate. It’s been lobbying Senate staff during summer recess to gain support for bill introduced by Senator Pete Wilson (R-Calif.) that would protect rules from repeal (BROADCASTING, Aug. 1). One proposed gambit: to attach language to continuing resolution, containing FCC’s fiscal 1984 budget, that would remove FCC’s ability to spend any funds to repeal rules.

Contest

William O’Shaughnessy, president of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., is considering running again for seat on National Association of Broadcasters radio board. O’Shaughnessy, who served on radio board before, is planning to challenge incumbent, Gary Stevens, president of Doubleday Broadcasting, New York. Stevens, whose term is up in June 1984, is expected to seek reelection. It could be close race.
Seeding the market

RCA Americom is considering giving away up to 5,000 earth stations to cable operators in an effort to make its Satcom IV the number-two cable programming satellite. By giving away thousands of earth stations, RCA Americom could increase dramatically the number of cable systems able to receive signals from Satcom IV and thereby increase the attractiveness of the satellite to cable networks, which seek to reach as many cable systems as possible.

According to an RCA Americom spokesman, John Williamson, only some 800 of the industry's 6,200 cable systems have earth stations aimed at Satcom IV. RCA Americom will decide whether to go ahead with the plans in a month or two, he said.

In response to a request for proposal, RCA Americom received Aug. 26 bids from several earth station manufacturers for a minimum of 1,000 and, in increments of 500, a maximum of 5,000 earth stations, comprising dish, mount and low-noise amplifiers. Although RCA Americom would not comment on the probable cost of the earth stations, it is expected to be several million dollars.

RCA Americom's Satcom III-R—Cabinet I—is the unchallenged number-one cable programing satellite, relaying most of the cable services to thousands of systems across the country. RCA Americom launched Satcom IV with the expectation that it would handle the Satcom III-R's over-flow and quickly establish itself as Cabinet II. For various reasons, not the least of which is severe competition for cable business from Western Union and Hughes Communications, Satcom IV never fulfilled the hopes RCA Americom marketers had for it. Today only a few minor cable services are distributed via the satellite.

In a similar effort to lure cable programers to Satcom IV, RCA Americom proposed a new tariff with attractive lease terms. Under terms of the tariff, which goes into effect this week, programers may lease a transponder for five years from $150,000 per month. What's more, programers who lease five or more transponders will get a 10% discount and those who lease three or more will get a 5% discount. The new tariff is apparently a winner. According to Williamson, several cable programers have already stepped forth to lease Satcom IV's six vacant transponders.

Close to home

Members of the Cabletelevision Advertising Bureau were invited last week to "the most sales-productive day you'll ever spend." Plans for 10 of those days, in fact, were outlined. They're to be a series of no-frills, no-fuss workshops, without lectures or panels, focusing on local advertising sales and held around the country at locations "within relatively short driving or flying time for most people."

"There is no longer any doubt in our minds that advertising is well on its way to becoming a major revenue source for the cable industry," John Walkmeyer of ATC, head of CAB's local sales advisory board, and Susan Wallace of Metrovision, head of the local advertising sales ad hoc committee, said in their letter to CAB members. "But as we all know, it isn't easy. Creative thinking and a continuing flow of informa-

Marching to a different beat. The dichotomy between national broadcast and cable news was never more evident than it was Aug. 27 when 300,000 people assembled before the Lincoln Memorial in Washington to petition the government for "jobs, peace and freedom." While only one of the three broadcast news departments—ABC News—aired a live report on the day-long event, the three cable news networks—C-SPAN, Cable News Network and Satellite News Channel—pulled out all the stops to carry large portions of it live.

The coverage afforded the demonstration by the cable news networks reflected the characteristics of each. C-SPAN carried the main rally, which started shortly after 1 p.m. NY time and lasted until 7 p.m., without interruption and without comment. CNN and SNC arrived on the scene with the first of the demonstrators early in the morning and stayed all day. CNN's live cut-ins in the morning gave way to extensive coverage of the main rally in the afternoon. Unlike C-SPAN's gavel-to-gavel coverage of the rally, CNN's coverage was interspersed with commentary from an on-site anchor booth (left, foreground), interviews with some of the speakers from "backstage" and videotape features relating to the demonstration and its participants. It was also interrupted frequently by commercials and by seven-to-10-minute news updates. In keeping with its cyclical 18-minute format, SNC used cut-ins throughout the day, 90% of which were live.

For each of the cable networks, the coverage of the demonstration was unprecedented in its scope. "Logistically, it's the biggest thing we've ever done," said SNC Bureau Chief Lou Cioffi. SNC had four cameras, including three live ones, on the scene throughout the day, he said. Said Kenny Reff, executive producer of the CNN coverage: "It was the most ambitious, most technically complicated remote that this network has ever done." CNN used five unilateral and three pool cameras for its coverage, he said. C-SPAN captured the afternoon rally with three unilateral cameras and one pool camera. The C-SPAN camera behind the speaker platform was manned by Roxane Belair (right).
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<thead>
<tr>
<th>Date</th>
<th>Company</th>
<th>Location</th>
<th>Description</th>
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<tr>
<td>April 1983</td>
<td>GROUP W CABLE</td>
<td>Serving Bridgeton, Ocean City, Ventnor, Vineland and surrounding areas, New Jersey and Monomnock, West Virginia</td>
<td>Serving over 49,000 basic subscribers</td>
</tr>
<tr>
<td>April 1983</td>
<td>MEMPHIS CATV, INC.</td>
<td>Memphis, Missouri</td>
<td>a subsidiary of Omni Cable TV Corp.</td>
</tr>
<tr>
<td>July 1983</td>
<td>FIRST CAROLINA CABLE T.V. CORPORATION</td>
<td>Dallas, North Carolina</td>
<td>The undersigned represented the seller in this transaction. This notice appears as a matter of record only.</td>
</tr>
<tr>
<td>July 1983</td>
<td>YORK CABLEVISION, INC.</td>
<td>York, South Carolina</td>
<td>The undersigned represented the seller in this transaction. This notice appears as a matter of record only.</td>
</tr>
<tr>
<td>July 1983</td>
<td>WARNER AMEX CABLE COMMUNICATIONS, INC.</td>
<td>Serving Babbitt, Ely, Fergus Falls and Little Falls, Minnesota</td>
<td>The undersigned represented the seller in this transaction. This notice appears as a matter of record only.</td>
</tr>
<tr>
<td>July 1983</td>
<td>CHESTER COUNTY BROADCASTING COMPANY</td>
<td>Coatesville, Downington, West Chester and Chester County, Pennsylvania</td>
<td>Serving over 14,000 basic and pay subscribers</td>
</tr>
<tr>
<td>July 1983</td>
<td>LCI CHESTER, INC.</td>
<td>a wholly-owned subsidiary of LEFEST COMMUNICATIONS, INC. has acquired WCOJAM Coatesville, Pennsylvania</td>
<td>The undersigned represented the seller in this transaction. This notice appears as a matter of record only.</td>
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Laughs on hold

CENTS, the all-comedy cable network, postponed its launch date last week for financial reasons. The Minneapolis-based service had promised to be in business on Sept. 30. It set no new date, saying only that one would be announced soon. "The delay is due to Cable Investment Inc., the company's investment bankers, refining our business plan and securing additional finances," CENTS said in its brief announcement. In the meantime, CENTS said it would continue to secure programing and sign affiliates.

Not worth considering

The National Cable Television Association asked the FCC last week to dismiss a petition of the American Radio Relay League calling on the FCC to prohibit cable from using amateur radio frequencies. "ARRL's motion," the NCTA said, "is infected with empty rhetoric and false accusations.

The conflict between the two organizations is over signal leakage. ARRL has claimed that signal leakage from cable systems is interfering with amateur radio operators and that the cable industry has made no serious effort to solve the problem. In its request for dismissal last week, the NCTA said the "allegations are, at best, unverified and unfounded." The NCTA was particularly sensitive to the charge that it hadn't done anything about the problem. In addition to conducting a campaign to educate its members about signal leakage and its repercussions, it said, it has "successfully investigated to conclusion all but 15 of the 57 complaints about signal leakage interference," as per the comments to the FCC in September 1982. It continues to investigate the remaining cases, it said.

"Thus, it cannot be said that NCTA has not cooperated to the fullest with ARRL in pursuing an efficient, nonregulatory solution to cable/AMATEUR interference problems," NCTA said. "Nor is it accurate to conclude that the only effective remedy to cable/AMATEUR interference problems is to prohibit cable from using amateur frequencies. As the absence of complaint referrals to NCTA in the past seven months emphatically implies, the program implemented by NCTA has been extremely effective."

Fernando favorite

Denver-based United Cable Television emerged last week as the odds-on favorite to win a hotly contested East San Fernando Valley cable franchise in Los Angeles. A final city council vote on the 165,000-home franchise could come as soon as this Tuesday. Last Monday (Aug. 29), the council's cable committee recommended unanimously that United be awarded the franchise, giving it a toehold worth at least $100 million, over competing East Valley Community Cable. East Valley's parent company, Cable America, has the franchise for the adjacent West San Fernando Valley, with about 150,000 homes. The same city council committee had recommended East Valley last week for a franchise in a vote earlier this year, after which a decision was made to reconsider the matter.

NCTA opposition

The National Cable Television Association has opposed a proposal by the Rural Electrification Administration aimed at permitting all REA borrowers—small telephone companies and co-operatives—to invest in nontelephone telecommunications facilities like cable systems (BROADCASTING, July 4).

According to an NCTA filing at the REA, the proposed rule would result in indirect REA funding of at least $100 million into the cable TV business. "Since the Rural Electrification Act prohibits funding of nontelephone services, the proposed rule would violate REA's statutory authority. Beyond this statutory prohibition, the proposed rule would frustrate federal telecommunications policy by favoring publicly funded teleco in an otherwise competitive marketplace," NCTA said.

Learning about school

Airing just after school has ended for the day, (3-3:30 p.m.), the Learning Channel premiers a new monthly series, Inside Your School. "The half-hour series for kids and parents of school children," the magazine will feature reports on "the developments that shape public education," including on-location classroom video segments, guest teacher moderators and examining creative teaching methods. A "Scratchbook" segment will present the celebrities describing the teacher who "most influenced their lives." Actors Ed Asner and Pat Harrington, former Vice President Walter Mondale and President Reagan will be featured speakers. Students will be highlighted in the "Kids In Performance" segment, where they will promote their activities and athletics in public schools.

Inside Your School is produced by the American Federation of Teachers, Washington.
"W H S MULSA, WE CAN PICK UP AL SA E ES A ONCE."

SIMULSAT is the multi-beam antenna from Antenna Technology Corporation, that can simultaneously see all domestic satellites at once with consistent broadcast quality performance. It is being heralded as a major breakthrough by broadcast and cable operators everywhere.

Listen to what Chief Engineer Gerald Dreger of KTVO, one of SIMULSAT’s more than 200 nationwide customers has to say:

“We purchased SIMULSAT, eight months ago. We’re very pleased with it. SIMULSAT does everything I was told it would do and more. We now pick up 5 satellites simultaneously and also run our low power station K40AI off SIMULSAT, which, before was impossible. On top of that, it has the capabilities to help us expand even more. We could reach 13 (domestic) satellites at once. SIMULSAT will pay for itself over and over again.”

Call or write Antenna Technology Corporation for a full-color brochure, and information on turn-key installation and two-year warranty for 3m, 5m and 7m SIMULSAT.
Joe Tennessen is the general manager of Greeley Cablevision in Greeley, Colorado. Recently, Joe and a close friend of his recounted the details of Greeley's successful Disney Channel launch.

In the area of penetration, Greeley had set themselves a not immodest goal of 12%. After just three weeks, they had 18%—that's 50% more than expected—and by the end of three months had reached 21%. Joe confidently predicts “We're certain to double our goal by the time we finish marketing to our non-subscribers.”

Joe also points, with understandable enthusiasm, to The Disney Channel's extremely low churn rate. Greeley's Disney Channel customers, it seems, are satisfied customers. They also tend to add Disney rather than replace another service, as evidenced by its equally low switchout rate.

In recent months, Joe has also experienced growth in his revenue per home. And since there were no other contributing factors during that time, Joe's convinced it's essentially due to The Disney Channel.

And how has The Disney Channel affected Greeley Cablevision's standing in the eyes of Greeley? Joe smiles. "There are times when parents get upset with cable operators because of content and suitability of programming. It's nice to have a couple thousand happy people talking to us. Disney has a Grade-A sterling reputation...and that has to have a positive effect on your community relations.”

One of the most inspiring things about a success story like Joe's is that it could just as easily be yours. And all you have to do to get started is call your Disney Channel regional manager at one of the following numbers: Eastern, Vivian Goodier, 212-758-3833. Central, Neal Weintraub, 312-944-4800. Western, Judi Klosek, 213-840-7883. Southwestern, Garnet Rich, 214-869-1726. Southeastern, Bob Mason, 404-329-0087.
ACTacts again. Alleging that running of trailers promoting cigarettes in movie theaters is taking "unfair advantage" of children, Action for Children's Television last week filed complaint with Federal Trade Commission, requesting that cigarette manufacturers be barred from promoting their products alongside movies with general and parental guidance ratings. Peggy Charren, ACT president, said there was no rule prohibiting such promotional uses now. ACT is concerned, however, since practice of running promotional trailers in movie theaters seems to be on increase. One theater in Massachusetts, she said, had even run trailer promoting Brown & Williamson's Kool cigarettes before showing of "Snow White." "Peddling cigarettes to young moviegoers is the worst kind of unscrupulous advertising," Charren said, contending that FTC should move in immediately to "protect this vulnerable audience."

Utility use of TV ads. Survey by Television Bureau of Advertising reports advertising by electric and gas utilities increased 17% during first half of 1983 over same period in 1982. Percentage increase translates into advertising expenditures of $12.3 million during this year's January-to-June period, versus $10.5 million last year. Top utility advertiser so far this year is Consolidated Edison Co., with total of $1.1 million. Second place goes to Pacific Lighting Corp., which spent $612,700. Duke Power Co. commanded third largest TV ad budget, $612,700. Following Duke was C.E.I./Ohio Edison Co., which spent $640,000 on TV advertising. TVB also noted increasing number of utilities are using issue-advocacy advertising on television. Survey of 54 utility companies points to 54% of issue-advocacy dollars went to TV in 1982, while 42% went there in 1980.


GM sponsors KenCen. General Motors will be full sponsor of The Kennedy Center Honors: A Celebration of the Performing Arts broadcasts on CBS for 1983 and 1984. Annual events have been presented on CBS since they began in 1978.

FCB's plans for NCK. Foote, Cone & Belding has agreed in principle to acquire the NCK Organization Ltd., London, in stock transaction. Deal is complicated by NCK's majority ownership of Altschiller Reitzfeld Solin, New York. New York Times reported Aug. 29 that Altschiller announced it was severing ties with NCK. NCK did not confirm announcement. When merger is completed, NCK's chairman, Edward Roncarelli will become president of FCB's multinational business group. Emine Messiqua, former president of NCK Europe, will become president of combined European operations.


Sperry & Hutchinson. Promotion for green stamps collection and trade-in will air in Harrisburg, Pa.; Dallas; Tampa; Miami; Orlando, Fla.; Providence, R.I., and Tulsa, Okla. Spots will air in early and late fringe beginning Sept. 6 and running through Sept. 25, and again from Oct. 10 to Oct. 30 and then from Nov. 14 to Nov 27. Target: women 18-49. Agency: A. Eicoff & Co., Chicago.


Murphy Phoenix Co. Spots will air for Murphy's oil soap, household cleaning product, in about 100 markets from mid-September to mid-November. Flight comprises daytime, early news and prime access. Target: women 18-49. Agency: John Goulet Advertising, Cleveland.


Central Soya Inc. Golden Fresh chicken will be promoted for four weeks in test run in Richmond, Va. Spots will run in all dayparts starting Sept. 26. Target: all women. Agency: Bonsib Inc., Fort Wayne, Ind.

The Peoples Store. Various products will be promoted in two upcoming flights scheduled for late November and again in early December. Spots will run during all dayparts in Seattle.
CAPTURE YOUR MOST WANTED AUDIENCE!

Angie Dickinson is POLICE WOMAN, the key to capturing young urban adults 18–49 like no other crime drama on TV!

POLICE WOMAN. 91 hours.
Available now!
Tektronix introduces a new product to help improve your signal quality. The 1740 series portable waveform/vector monitor.

We know that in-studio or out on remote, space is critical. And the smaller the equipment is, the better. So we've combined our waveform and vector monitoring functions, and integrated them into one compact, go-anywhere package.

**TWO MONITORS IN ONE PORTABLE PACKAGE...**

**THAT'S A NICE SWITCH.**

**HALF THE RACK SPACE.**

At 8½ inches wide and 18 inches long, the 1740 series uses only half the normal rack width. That means you gain more usable space and more flexibility than ever.

To change from waveform mode to vectorscope mode and back, just press a button. Couldn't be simpler.

There's a brighter CRT display on the 1740 series too. Viewing is easy even in high ambient light.

And, because it operates on either AC or DC, the 1740 can go wherever you go.
TWO-IN-ONE ECONOMY.

Using one monitor where two were needed before lowers your equipment costs. And because the 1740 series is completely portable, it makes a sensible purchase for either studio or field use.

And there's more. The 1740 series operates on only 50 watts of power. And that means less heat build-up (which is important in crowded equipment racks).

And in addition, there's a single line display preset for monitoring VHS.

SEE FOR YOURSELF.

Now that you've heard about our new two-in-one tool, you should see one. Call or write us for a demonstration. We have field offices in most cities. Or you can call Toll Free 800-547-1512 (in Oregon 800-452-1877), or contact your authorized Tektronix professional video dealer.

And remember, you can depend on Tektronix for video monitoring equipment that works, and for technical support and service worldwide.

WORKING HARD FOR YOUR SIGNAL QUALITY.

Tektronix, Inc.
P.O. Box 1700
Beaverton, OR 97075


Associated Milk Producers
Association Campaign for "fluid milk products" will air in 35 markets from Sept. 19 to Oct. 16. Late night and weekend spots are planned. Target: men and women, 12-34. Agency: Crume & Associates, Dallas.

Gannett Corp. Extensive campaign for USA Today newspaper will begin Sept. 5 for several weeks in Boston and Cleveland markets. Spots will run in prime time for TV and drive times for radio. Target: upscale adults, 25-54. Agency: Young & Rubicam, New York.

Michigan Travel Bureau Television campaign for fall travel will begin Sept. 6 and run for six weeks. Radio spots will run for four weeks starting Sept. 13. TV and radio markets are the same: Chicago; Indianapolis; Fort Wayne, Ind.; Cleveland, Dayton and Columbus, all Ohio; Milwaukee; Green Bay and Wausau, both Wisconsin, and Minneapolis-St. Paul. TV air times will be early and late fringe. Radio spots will run 6 a.m.-7 p.m. Agency is Ross Roy Inc., Detroit.

Family Fitness Centers Campaign will begin Sept. 6 for various weeks through mid-December, promoting fitness and club membership. TV spots will run in all dayparts; radio spots will air during mix of drive and midday times. Markets include: Seattle; Portland and Eugene, both Oregon; Spokane and Yakima-Tri Cities, both Washington; Boise, Idaho; San Francisco, and San Jose, Calif. Agency: Evergreen Media, Edmonds, Wash.

Independent Lennox Dealers Group advertising campaign for pulse furnaces is set to begin in mid-September and continue through Dec. 1. Spots will air in more than 25 markets in Midwest, East and Southeast. All dayparts will be used. Target: homeowners. Agency: Deppe & Associates, St. Louis.
SNC IS HOT OFF THE SATELLITE.
THAT'S WHAT'S MAKING US THE HOTTEST NEWS IN CABLE TV.

We’re the only all-news, 24-hour-a-day cable TV news service that’s out to inform America in a way it’s never been before—quickly, efficiently, conveniently. We’re the only TV news source that’s all-live all the time. When it comes to keeping America up to the minute every minute of the day, there’s just no equal.

Combine the strength of ABC and Group W and you get America’s largest TV news gathering organization. You get the hottest news in town.

Satellite News Channel.

HOT OFF THE SATELLITE.

A Service of Group W and ABC News.

Come see us at Booth #1419
This week

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. Future shows: Sept. 6-8, 1984 and Aug. 25-27, 1985, both Georgia World Congress Center.


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

Nov. 3-5—Society for Private and Commercial Earth Stations (SPACE) second annual convention and international exhibition. Sherraton Twin Towers, Orlando. Fia Information: (202) 887-0600.

Nov. 7-10—AMP '83, American Market for International Programs, organized by Perard Associates with MIDEM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach. Information: Perard, 100 Lafayette Drive, Syosset, N.Y., 11791, (516) 364-3686.


Dec. 11-12—National Cable Television Association's National Cable Programming Conference. Biltmore, Los Angeles.


April 27-May 3, 1984—MIP-TV international TV program market. Palais des Festivals, Cannes, France.


May 7-9, 1984—ABC-TV annual affiliates meeting. Century Plaza, Los Angeles.


munications and co-sponsored by Capital Cities Foundation and AP Broadcasters. Dallas/Fort Worth Hilton Conference Center. Information: (213) 651-7372.

Sept. 10—National Academy of Television Arts and Sciences, St. Louis chapter, Emmy awards presentations. Chase Park Plaza hotel, St. Louis.


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

Also in September


Sept. 11—New Jersey Broadcasters Association 37th annual convention. Golden Nugget casino/hotel, Atlantic City, N.J.

Sept. 11—Washington State Association of Broadcasters fall festival, Rosano Resort, Orcas Island, Wash.


Sept. 12—National Academy of Television Arts and Sciences engineering Emmy awards dinner. Sherratt Center, New York.


Sept. 13—17th annual World Communications Day sponsored by United States Catholic Conference, Communication Committee. Speakers include Ambass.

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 Tamef, AFT, 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. 16—Deadline for applications for certification exams of Society of Broadcast and Communications Engineers. Information: Certification secretary, SBCE. P.O. Box 50844, 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 Dominus, VP. CBS Television Network Sales. S.I. Newhouse School of Public Communications, Syracuse.


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


Sept. 20—National Academy of Television Arts and Sciences news and documentary Emmy awards presentation. Roosevelt hotel, New York.

Sept. 20-21—Society of Cable Television Engineers seminar. Sessions will cover "Cable TV signal leakage, fiber optics and fiber optic transmission systems, data transmission techniques and consumer database systems, cable law and regulatory issues." Information: (213) 582-2833, ext. 103.
and networking, feedtorward, cellular radio and computer testing systems. Sheraton hotel and conference center. Concord, Calif.


Sept. 21-22 — Television 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. 21-24 — Telecure Network of America 35th annual convention. Speakers include William McGowan, chairman and chief executive officer, MCI Communications Corp., and Robert Galvin, chairman and chief executive officer, Motorola Inc. Chicago Marriott Downtown, Chicago.


Sept. 22-24 — American Advertising Federation district convention. 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. 24-27 — Seventh annual “South Dakota Broadcasters Day,” sponsored by South Dakota State University, SDSU campus and Holiday Inn, Brookings, S.D., 57007; (605) 689-4191.

Sept. 23-25 — Minnesota Association of Broadcasters annual convention. Speakers include James Rosenfield, executive vice president, CBS/Broadcast Group, and Eddie Fritts, president, National Association of Broadcasters. Sebasco Resort, Sebasco Estates, Me.

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

Sept. 23-25 — National Academy of Television Arts and Sciences annual chapter presidents meeting. Hotel Ponchatoula, Detroit.


Sept. 24-27 — International Institute of Communications annual conference. Discussions include international policies and development; space and technology; broadcasting, and communications issues and research. Americana Aruba, Aruba, West Indies. Information: IIC, 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 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. Drawbridge 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, Fionda Center, Orlando, Fla.


Sept. 30 — Deadline for entries in Ohio State Awards, recognizing excellence in educational, informational and public affairs programs, sponsored by WOSU-FM-TV Columbus, Ohio. Ohio State University. Information: Institute for Education by Radio-Television, 2400 Clintonary River Road, Columbus, Ohio, 43210; Phyllis Madry, (614) 422-0185.


October

Telepictures CORPORATION

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New York, N.Y. 10016
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Broadcasting Sept 5 1983 23

The People's Court

SOLD IN 50 MARKETS

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45 KENS-TV San Antonio
46 WOWK-TV Charleston
47 WAVY-TV Norfolk
48 WHPT-V Wilkes Barre
49 WBRE-TV Wilkes Barre
50 WRGB Albany

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**THE PEOPLE'S COURT**

**SOLD IN 600 MARKETS**

| 51 | WDTN | Dayton |
| 52 | WGHP-TV | Greensboro |
| 53 | WJRT | Flint |
| 54 | KTHV | Little Rock |
| 55 | WXEX-TV | Richmond |
| 56 | KTBS-TV | Shreveport |
| 57 | WIXT | Syracuse |
| 58 | KTUL | Tulsa |
| 59 | KAKE-TV | Wichita |
| 60 | WTOL | Toledo |

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**Stay Tuned**

A professional's guide to the intermedia week (Sept. 5-11)

**Network television** □ PBS: (check local times) MacNeil/Lehrer NewsHour*, Monday 6-7 p.m.; ABC: ABC's Nightline*, Monday 7-8 p.m.; ABC: Good Morning America*, Monday 7-9 a.m.; ABC: 20/20*, Monday 8-10 p.m.; ABC: 20/20*, Monday 10-11 p.m.; ABC: 20/20*, Monday 11-12 a.m. (check markets cleared); NBC: Dateline, Monday, 6-7 p.m. (check local times).

**Cable** □ HBO: When Women Kill (documentary), Wednesday, 8-9 p.m.; Between Friends (dramatic special), Sunday, 8-10 p.m.; Arts: Women in Jazz part I (four-part music series), Friday, 11-11:30 p.m.; BET: Video Soul* (music video program), Monday, 9-11 p.m.; Learning Channel: Inside Your School*, Tuesday, 3-3:30 p.m.

**Syndication** □ (check local times) Thrice of the Night* (Alan Thicke talk show), Monday, 11:30 p.m.-1 a.m. [100 markets cleared].

**Museum of Broadcasting** □ (1 East 53rd Street, New York) The Early Days, Beatty documentary, now-Oct. 1 (extended); HBO: The First 10 Years, return of earlier exhibit, Tuesday-9/17.

* Indicates a premiere episode.

nue, Elmhurst, Ill., 60126; (312) 834-7773.


**Oct. 3—National Academy of Television Arts and Sciences, Syracuse University chapter, "media professionals series." Speaker: Gene Jankowski, president, CBS/Broadcast Group, S.J. Newhouse School of Public Communications, Syracuse, N.Y.

**Oct. 3-5**—Ohio State University's third annual conference on videotex, "Videotext III: Implications for Marketing." Hyatt Regency hotel, Columbus, Ohio.

**Oct. 3-5**—Electronic Industries Association 50th annual fall conference. Fairmont hotel, San Francisco.

**Oct. 3-6**—Southern Educational Communications Association 15th annual conference, hosted by WKNO-FM-TV Memphis, Peabody hotel, Memphis.

**Oct. 3-7**—VIDCOM/MIIID, international conference and exhibition for cable, home video and video games. Old Palace and New Palace des Festivals, Cannes, France.

**Oct. 4—Radio Advertising Bureau retail and co-op workshop; Sheraton Denver-O'Hare, Chicago.


**Oct. 6-9**—National Black Media Coalition 10th anniversary media conference, "Trends, Changes and New Directions." Speakers include: FCC Commissioner Henry Rivera; Representatives Tim With (D-Colo.) and Mickey Leiland (D-Tex.); National Cable Television Association President Tom Wheeler; Al Neuharth, Gannett; Joel Chasman, Post-Newsweek; Ed Pliter, Corporation for Public Broadcasting; and Felicia Jeter, CBS's Nightwatch, Hyatt-Ragby, Washington.


**Oct. 9-11**—Texas Association of Broadcasters fall engineering conference and convention. Hyatt Regency, Fort Worth.


**Oct. 11**—Technical seminar sponsored by Bay Area Cable Club and Northern California Chapter of Women in Cable, Galagher's, Jack London Square, Oakland, Calif.

**Oct. 11-15**—Sixth Grand Ole Opry birthday celebration and annual country music celebration. Grand Ole Opry, Nashville.

**Oct. 12—Radio Advertising Bureau retail and co-op workshop, White Plains, N.Y.

**Oct. 12-13**—National Association of Broadcasters' 16th AM directional antenna seminar. Airport Marriott Inn, Cleveland.

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


**Oct. 13-15**—Ohio Association of Broadcasters fall convention, Epcot Center, Orlando, Fla.

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


**Oct. 18—Southern California Cable Association meeting, Speaker: Ed Horowitz, vice president, operations, Home Box Office. Airport Hilton hotel, Los Angeles.

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


**Oct. 19-21**—Eighth annual conference of Public Service Satellite Consortium and its subsidiary, Services...
Cable systems all over the country are receiving great response and community attention from Nashville Network promotions. The kind of response that generates warmth, satisfaction and involvement within their communities.

For example, Buckeye CableVision introduced The Nashville Network to Toledo, Ohio by sponsoring a free, launch-night concert, featuring country star Jerry Reed. Over 4,500 people enjoyed the concert, got a look at cable’s first country channel and had the cable system to thank for a great time.

Two cable systems in Portland, Oregon, Liberty Cable Television and CableSystems Pacific, also experienced The Nashville Network’s drawing power. They joined together and held an enormous country fair, “Nashville Northwest.” The results? Over 8,000 people attended! Community and non-profit organizations benefitted from their participation. Country fans enjoyed a day of country fun. And the cable systems walked away with good publicity, greater visibility, happier subscribers, and more responsive potential customers.

In short, they won the respect and goodwill of the community.

So, if you’re looking for a way to warm your community to the idea of cable, give us a call today at (800) 243-9141. We’ll be glad to show you how The Nashville Network can attract some attention in your community.

The Nashville Network is a service of Group W Satellite Communications and WSM Inc.
Fair fairness report

EDITOR: I want to commend you for your very good article on the criticism that 
Accu- tion In Media, the American Legal Founda - 
The American Business Media Counc - 
, the Conservative Caucus and the 
Leadership Council directed at the FCC's 
mitigated plan to gut the fairness doctrine 
(BROADCASTING, Aug. 22). Yours was the 
only account that reported what we empha - 
sized at our press conference that the oppo - 
sition to the FCC's move comes from both 
conservative and liberal organizations.

You quoted an aide to Mark Fowler as 
saying that I didn't know the facts when I 
criticized Fowler for not enforcing the 
fairness doctrine. He was quoted as saying: “We 
act on every fairness doctrine complaint.”

The question is, how many of the com - 
plaints do they simply reject and how many 
result in adverse actions against licensees. 
For some strange reason, the FCC won’t di - 
 exile the data for 1982, but in 1981, only 
five complaints resulted in adverse actions. 
That amounted to less than one-half of 1% of 
the complaints filed.

AIM's experience is that it's a total waste 
of time to file fairness complaints with this 
commission. The most carefully document - 
ed cases are brushed aside. For example, the 
FCC refused to take any action on our com - 
plaint against CBS for smearing the FBI and 
refusing to air the other side of the story on 
the ground that smearing the FBI is not a 
controversial issue of public importance.

They were not at all impressed by a thick file 
of newspaper clippings showing that papers 
throughout the country had treated the case 
as important and controversial. I could only 
conclude that Mr. Fowler has no interest in 
efficiency of the law which he has urged Con - 
gress to repeal. —Renee Irvine, chairman, Ac - 
curacy In Media, Washington.

Dereg declaration

EDITOR: Deregulation a myth? Hardly! If 
anything, deregulation is one of the most 
pleasant realities in memory (BROADCAST - 
ING, Aug. 15).

The license of the small market daytimer 
was recently renewed for seven long years, 
and all I did was fill out a simple postcard. 
The eight times I had renewed this station’s 
license previously are now but a bad mem - 
ory.

The point that seems to escape so many 
people is that complying with the burden - 
some rules and regulations in radio prior to 
deregulation was never the problem so much 
as the required documentation. Performance 
was one thing… proving it every three 
years was something else again. That so 
many broadcasters have not noticeably altered 
broadcast patterns or routines comes as no 
surprise. We haven’t either. But the beauty 
of deregulation is that we can change whenever 
we please, and we don’t have to clear it 
with a Washington lawyer, either. Perhaps 
this causes their cynical skepticism, or is 
their cautious concern overstimulating panic? It 
seems to me that the real myth is for broad - 
casters to believe they need a Washington 
lawyer on retainer to stay in business. Not 
amore, Seymour.

Thank you, FCC’s past and present for 
deregulation, and a plea to help NAB’s ef - 
forts to have Congress codify it with votes 
overriding Tim Wirth. —Bev E. Brown, KQAS 
(CAB) Carthage, Tex., and NAB board member.

Good planning?

EDITOR: Based on the recent weather condi - 
tions in South Texas and the results of hurri - 
cane Alicia, it does seem prophetic and ap - propos that an applicant for channel 48 in 
Galveston, Tex., should be Ark Communications 
(BROADCASTING, Aug. 15).—John C. Herklots, 
Herklotz & Associates, Pacific Palisades, Calif.
Warner Bros. commitment
to supply the very best
features continues with

TV1
Using awards to gather recognition, not just dust

When your name explodes through the public address system, you jump for joy. All your friends and colleagues are there, and they're applauding you wildly. Through the swirling spotlights and extended hands you manage to stagger onto the stage, where a smiling face hands you a glistening medallion, or maybe a shimmering statuette. You bow gracefully, and the smiling face points you toward the cameras, which flash at you like super novas. You knew your stuff was good, and now your peers have signified your achievement as one of the year's best. But look, the super novas have singed your eyebrows and scorched your rented tuxedo.

You've won an award. Now what?

When you come right down to it, that's why people enter awards competitions (for the excitement, not the singed eyebrows). But when the next morning arrives, you've got a choice: You can rest on your laurels, ruck your award away that empty illuminated display case in the office lobby, and shove a brief and forgettable memo onto the boss's desk; or you can make your award work for you by aggressively marketing your company's creative processes and resources.

As an expression of what you can do, an industry award can carry you many miles, or can sit collecting dust. Opt for the former. It won't take a lot of time and energy, and you won't have to hire an outside agent.

Each year, many of the stations and companies that win awards in our International Film & TV Festival of New York do a credible job of letting the world know about their success. This goes for their on-air promotion, as well as their marketing. Although we're equipped to publicize our winners to some extent, this can't be done on an individual basis. I'm sure that after winners are announced in our 26th annual competition next Nov. 9-11, many companies will again make an effort to broaden awareness of their achievements. But just as many will do nothing at all. So taking that extra marketing step guarantees that it will shine in its own light, giving you the individual exposure you've earned.

Networks, large-market stations and the bigger producers will have plenty of people around to create publicity and trade advertising, in addition to the other components of awards marketing. But here, for those talented and award-winning broadcasters and producers not blessed with these resources, are some simple steps to follow when preparing to market your award.

Prepare a press list of those publications that are important to you and your industry. Then put together a press release with all the pertinent details about your winning production (the names and roles of employees or associates involved in its genesis and execution; how and why it was produced). Make sure it's neatly typed and double-spaced. And don't forget to include information on the competition itself, such as the category in which you won; the number of entries in the category; and background information on the nature of the competition. The donors of awards will be happy to provide you with fact sheets and other materials to help you put your release together.

Include, if possible, a captioned photo of your particular award presentation. The caption should include the name of the award presenter and the name and title of the recipient, as well as a summary of what the release gives in detail. Both the caption and release should have a contact person's name and phone number, just in case an editor has a question or two about your award. If you'd prefer, a still from your winning production will do just as well.

More in-depth pieces, in the way of a "case study," are attractive to editors, and offer insights to your company's creative processes and resources. They'll also support your other press materials.

It's always nice to tell your audience that "you done good." Use local print media to convey your message. Don't be too reluctant to brag a bit on the air, either. The fact that your local wares have earned international recognition should be something worth mentioning. It wasn't just your production that won, but your service to your viewers as well.

Trade advertising is an effective means of telling your peers, competitors and advertisers about your achievement. Your ad might include: a photo of your award; the competition's logo; a photo of the employees involved; a photo of the awards presentation; a still from the winning production, and so on. More so than in publicity, advertising is a true reflection of your goals and philosophy, and merits more attention. If you're a syndicator or independent producer, you may want to offer a screening of your winning production.

If you're informed by a particular competition that you're up for an award and you're interested in advertising, make sure you inquire about ad deadlines well in advance.

Trade ads and publicity play a role here. Your employees read the trades just as you do, but so do prospective employers. Seeing their names or photos in print bolsters morale, and makes those involved feel they're actively sharing the award. Winning an award will illustrate your commitment to excellence in news, public service or entertainment programming; and this, no doubt, will catch the eye of top-notch prospects.

And if you're in an especially jubilant mood, you might want to obtain duplicate awards for those involved. Duplicate awards are visible, tangible reminders of an employee's personal contribution. (The boss would probably love one too.) If you're big enough to have a house organ, make sure the editor receives notice of your award, along with employees' names, functions and other details.

I'm sure you've noticed by now that none of this is earth-shattering news. Pretty straightforward, you say. Well then, why do so many winners sit back on their busts, medals, statues, obelisks, plaques, globes and other shiny artifacts, doing nothing? Perhaps in the busy world of broadcasting it's too easy to overlook the obvious while clamoring for the difficult.

Since you worked your tail off making your creative vision a reality, and then sweated so much wondering how it would fare against its competition, there's no reason why you shouldn't make your awards continue to be a viable marketing vehicle.

So why shouldn't you use your award to garner the recognition you deserve?
UPI CUSTOM NEWS SERVES ONLY THE NEWS YOU WANT. WHEN YOU WANT IT.

UPI now has the way to satisfy your audience’s hunger for news—and your craving for ratings. UPI Custom News. We call it the “clutter cutter” because it allows you to pick and choose the news you want without wading through copy.

State news. National news. Farm news. Sports. Weather. Business. Entertainment. Just about any news category you can think of is on the UPI Custom News menu. From the list of hundreds of available items, you make all the specific selections of what you would like to receive and what you don’t want to see.

UPI Custom News delivers your maximum daily news requirement via satellite, on our affordable high speed printer.

Give your audience all the news they want.

Programmed the way you want.

Make your main course

UPI Custom News.
At 11 AM this morning, the Rolling Stones played to an empty house. At 2 PM, Nolan Ryan pitched a no hitter to no one, and at 3, the day’s news fell on deaf ears.

No doubt you need 24 hours of sports, news, weather and music.

But now what you need is 24 hours of audience.

You’ve always called them subscribers. But a subscriber who isn’t part of an audience isn’t happy. And an unhappy subscriber is a potential disconnect.

At USA, we’ve solved this basic problem. We’ve programmed every single moment of the day to appeal to the audience that’s home at the time.

Like Daytime for women. We start the morning with shows like “Alive and Well” to exercise the body and follow with “Sonya” to exercise the mind.

Then mornings and afternoons after school, we feature “Calliope” and “Cartoon Express” expressly for kids.

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

Then late at night we have cult entertainment on “Night Flight” and rock and roll night club acts on USA “Hot Spots” for teens—as well as for teens at heart.

That way, no matter what the time, we give you an audience that’s changing with it.

It’s an idea that’s made the USA Cable Network the one network that’s getting a sitting ovation. And a family audience that’s applauding your programming is a family that’ll keep on subscribing. Then of course, the more people you have who are happy with cable, the more new people you can sign up.

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

The sensation of moving with speed and grace is a dream made possible for the handicapped through a special ski program at Winter Park, Colorado. And when KOLN-TV/KGIN-TV in Lincoln, Nebraska, heard about the program, it organized a trip for two local people and sent a production crew to record their experiences. Cameras followed the 7-year-old boy, a victim of cerebral palsy, and the young paraplegic woman throughout the week. The station then devoted several segments of its daily public affairs and news program, "10/11 Mornings," to the story. Highlights of the trip were also aired during the prime-time, "Etc.," and tapes featuring the boy have been shown on local children's shows.

KOLN-TV/KGIN-TV publicized the free Winter Park ski program to encourage handicapped people to participate. Helping make people aware of opportunities to enhance their lives is all part of the Fetzer tradition of total community involvement.

The Fetzer Stations

WKZO  WKZO-TV  KOLN-TV  KGIN-TV
Kalamazoo  Kalamazoo  Lincoln  Grand Island
WJFM  WKJF  WKJF-FM  KMEG-TV
Grand Rapids  Cadillac  Cadillac  Sioux City
Bloom is off STV rose

Some companies are cutting back, while others are getting out of the business altogether; coming of cable, economic climate blamed.

There was optimism about the future of STV a year ago, when the FCC decided to change four of its rules governing STV operations (Broadcasting June 21, 1982). In a unanimous vote, the commission ended the requirement that STV stations air at least 28 hours of conventional programming, allowed STV operations in markets with fewer than four conventional stations, ended the requirement that STV operators ascertain community programing needs and permitted operators to sell decoder to subscribers, an action opposed by the industry.

The consensus within the industry and at the FCC today is that the deregulatory action passed by the commission has done light to affect the prospects of the industry. Instead, a number of factors have surfaced to indicate that the STV window may close sooner than expected. Cable penetration, operating expenses and, to a lesser degree, piracy are cited as the primary factors hurting the business. In response to declining subscriber bases, several major STV players this year have either bailed out or pruned back their operations in markets across the country.

Among the operations that have closed so far this year: STAR shut down its operation in Boston; Oak shut down in Dallas and Phoenix; United Cable ended its STV operations, closing systems in Chicago, Cincinnati-Dayton and Minneapolis, and American Television and Communications sold its Cleveland system. Industry-wide, the STV subscriber base is down 30% from the year before. By way of comparison, MDS subscribers increased during the same period from 500,000 to 530,000 and cable subs from 27.9 million to 32.9 million.

- Oak Media Corp., a subsidiary of the Calif.-based Oak Industries Inc., incurred an $8.7 million loss from the termination of its Dallas and Phoenix stations last quarter. In addition to facing the industrywide problems, Oak ran up against contractual disputes with the Dallas and Phoenix station licensees from which it leased time and, in April, announced their closings. The subscriber base for its five ON TV operations, which during 1982 had increased slightly to 582,000, had, by April, decreased to 522,000 and was reduced another 45,000 with the Dallas and Phoenix terminations.

Oak blamed subscriber reduction on a "high disconnect rate," which the company said was 3% per month in 1981, 5% in 1982 and is now estimated by one analyst to be 7%.

The company said it has abandoned expansion plans previously announced in its most recent annual report. It has three remaining systems: Los Angeles, with 285,000 subscribers, the largest system in the country; Chicago, with 112,000, the second largest, and Miami with 35,000. In a response to declining subscribership in Los Angeles, down 100,000 from a year before, ON TV, which also provides TV programming to other STV operations, cut its adult programming there in half and pushed it into a later time slot.

- United Cable Television Corp., a Denver-based MSO, has announced it plans to divest its 50% interest in HEN Inc., an operator of three STV stations, which it bought from Buford Television in January 1982 for $20 million.

United reported that although it had record revenue and operating income for the STV operation on April 1 because "we made a mistake," according to Michael Kievman, senior executive vice president, Cox Broadcasting. He said the STV operation, which was launched in June 1982, never attracted a strong enough subscriber base. He cited the 1982 recession along with the "ever growing awareness" that multi-channel cable would one day penetrate most of St. Louis as reasons potential customers said: "I'd rather wait."

Cox estimated it would have taken 50,000 to 60,000 subscribers before its St. Louis STV operation, broadcast over Cox-owned KDLN-TV, would turn a profit, Kievman said, far more than the 15,000 it had at shut-down time last April. Cox "did a great deal of research before discontinuing," Kievman added, but concluded "the business had a limited life span."

- Wometco Enterprises operates the oldest modern STV operation in the country—a 100,000-subscriber system in New York that also covers New Jersey and Connecticut. It also operates a 10,000-subscriber system in Philadelphia, but the licensee from which it leases time is in receivership and the station is up for sale. Although the New York operation is believed to be one of a handful in the country (along with Oak's Chicago system...
sara said Golden West invested had “a lot” in its operations. He volunteered that he felt prospects for the incipient DBS industry were much the same.

STV industry executives feel that the FCC’s decision to deregulate the business last year has had negligible effect on the course of events. More frequently blamed are economic and market forces. Alan Cole-Ford, a pay TV analyst with Paul Kagan Associates, Carmel, Calif., noted STV’s problems “have been percolating for some time.” The real “Achilles heel,” he said, is single-channel programming.

Based on his research, Cole-Ford said there are at present 19 STV stations in operation, eight fewer than at this time last year. The national STV subscriber base has declined to 985,560 from 1,410,977 the year before, he added. And, since the FCC’s ruling last year, Cole-Ford said, not a single new STV operation has been launched, indicating that no one is rushing to fill the markets with fewer than four conventional TV’s opened up by the commission’s rule change.

The erosion in the national STV subscriber base is confirmed by Kathleen Cherney, executive director of the Subscription Television Association in Washington. She notes that some of the problems STV operators faced were of their own making: “There had been a lot of mismanagement, they have changed their way of advertising and marketing. Previously companies had a huge number of people and a big budget. The industry was going great guns two years ago; everything was looking rosy.”

Another major problem chipping away at STV is piracy, but just how major is a matter of differing opinion. And while the FCC’s decision allowing operators to sell decoder boxes to the public is believed not to have turned into the nightmare the industry first expected (few operators have elected to sell them), it’s still a concern.

“It’s not at all clear to me the extent deregulation has contributed to the piracy problem,” said Frank Wiggins, a communications attorney with Cohn & Marks, Washington. “Piracy predates deregulation. It’s a problem that has been mounting.” Wiggins, who represents Wometco, said he sent investigators to Manhattan retail outlets to make inquiries about the availability of un-authorized decoder boxes. They visited 65 outlets, Wiggins reported, and three reported having decoder boxes available, but only one had a unit for sale immediately. “The marketing of boxes remains a clandestine operation,” he said, and he believes most are crudely manufactured in basements and garages.

Exact piracy figures are difficult to come by. Randall Sherman, an attorney for Oak Media, commented: “We’ve never been able to put a tag on it. It’s like asking Sears how many shoplifters it has.” At present, he said, Oak “has dozens of cases, many with multiple defendants,” that it is litigating. Sherman reported decoder boxes in Los Angeles have been selling on the street for $200 and $350 a unit.

Comments from FCC officials indicate the commission has no further major plans affecting the industry, although it has announced its intention to consider changing two rules: the information requirements for STV applicants and the rule currently exempting them from TV technical requirements. Randy Nichols, chief of staff to FCC Chairman Mark Fowler, said, “It’s quite clear that deregulatory efforts haven’t done anything but help. STV problems, as best as I understand them, are strictly economic. They have always had a difficult competitive issue. With the rules gone there is nothing that the FCC has to do with them. The STV industry hasn’t asked us to do anything lately. The marketplace makes some [alternate programming systems work] and cuts some of them.”

"We don't want to get within 100 miles of that business again."
— Cassara of Golden West TV

Commercial networks square off with single-anchor formats while PBS treats the medium to its first hour-long news in prime time; continuing changes come under heading of business as usual

Today (Sept. 5) marks several turning points in television network journalism. On an operational level, ABC’s Peter Jennings and NBC’s Tom Brokaw join CBS’s Dan Rather as sole anchors of their respective network evening newscasts, with all three based in New York. It’s the first time that all three networks will be competing among each other with the same format in seven years. And on a more historic level, today marks the launch of the first hour-long news in prime time—the newly retitled MacNeil/Lehrer NewsHour, which will be seen on 280 PBS stations across the nation, and which one network news executive concedes may take away a number of commercial network news viewers. The expanded NewsHour will be fed at 6 and 7 p.m.

Network news executives tend to downplay the significance of the events that will unfold today, and see the so-called intensified competition that has been reported so widely as simply the nature of television journalism.

“It’s never business as usual,” said Ed

Joyce, executive vice president, CBS News. “We wake up hungry every morning. And on Monday we should continue to do exactly what we have been doing.”

In assessing the changes in format of CBS’s two competitors, Joyce speaks as one sitting in the catbird seat. He compares the CBS Evening News to a Broadway show and the NBC and ABC news programs as “road company versions, which aren’t as good.”

William Wheatley, senior producer at NBC Nightly News, said that a few modifications would be in place on the set for Brokaw’s debut as sole anchor, but that no major overhauls were planned. The graphics chart that had appeared behind Brokaw will be moved up front and to his side, while the chart’s aspect ratio, which was much longer than wide, will be reapportioned much along the lines of a television screen.

“Editorially,” said Wheatley, “we have strengthened our special segments [long form] staff with two new producers.” He said that with the added staff, Nightly News will perhaps produce 12 special segments per month compared to the eight specials
that have been the norm. He indicated that it’s possible a special segment may air today or perhaps within Brokaw’s first week as sole anchor.

Wheatley added that NBC will also be doing more “backgrounding” stories on complex issues that may help viewers more fully understand breaking events.

The network news business “becomes more competitive all the time,” suggested Wheatley, as the world becomes more complex. “And we are entering a period of increased competition now,” he added, “but I think that it leads to improvements in our coverage.”

“It’s difficult to characterize all of this,” said Robert Frye, executive producer of ABC World News Tonight. “It represents a watershed in the sense that all three networks have sole-anchor formats, but more importantly for us, the point of departure is the move to New York. That provides us with an opportunity to consolidate our resources and get to work.” In New York, Jennings will be seated at a desk and behind him will be the new ABC newsroom, although the two will be separated by a glass wall.

Editorially, the news teams will be developing a number of special assignments that had to be put off when Frank Reynolds became ill last April. “Because of the summer we’ve been through, we had to put a lot of things on hold,” said Frye.

Frye also claimed that in the future more stories will try to provide an explanation for events and not just facts. “Network journalism has evolved to the point where we aren’t just a headline service,” he said.

Expansion of the MacNeil-Lehrer broadcast involves even more elaborate changes. (The show is produced by WETA-TV Washington, WNET-TV New York and MacNeil-Lehrer-Gannett Productions.) Instead of looking at one story in depth each night, says executive producer Lester Crystal, “we’ll be able to look at two or three.” And to enhance the coverage, the program will implement live and taped reports from the field, giving the program the feel, perhaps, of a noncommercial *Nightline* (ABC’s late night news series). Robin MacNeil remains in New York and Jim Lehrer in Washington.

The program has added two new correspondents recently, Judy Woodruff, former White House correspondent for NBC, and Kwame Holman, from Wtoc-TV Savannah, Ga. Woodruff will be the show’s chief Washington correspondent, doing studio interviews, field reporting and occasional anchoring. Holman, former on-air reporter and public affairs producer for Wtoc-TV Savannah, Ga., will cover the Midwest, Southwest and far West from a newly established production center in Denver. The New York-based reporter will be Charlayne Hunter-Gault, who has spent the past four years as general correspondent and back-up anchor for MacNeil/Lehrer Report.

Although executive producer Crystal sees the program more as an alternative to the commercial offerings, NBC’s Wheatley said of the expanded program, “there’s a chance the program could take some of our viewers” (referring to the three commercial networks).

According to Crystal, the philosophical approach of MacNeil/Lehrer remains the same—to provide “in depth” coverage—but the intent is to do more of it.

With public television “journalistic decisions will not be made implicitly or explicitly...with ratings in mind,” Crystal says—a circumstance that permits greater news freedom. AT&T is underwriting the program with $20 million, the largest corporate grant to public television in a single year, PBS said. The Corporation for Public Broadcasting is chipping in another $4 million and member stations about $5 million. Over 270 stations will carry the show.

The MacNeil/Lehrer team is aware that there’s a downside involved. As Jim Lehrer told Broadcasting in an “At Large” interview last November, “We’re risking seven years of having built this program the way it is. [But] if you watch us for an hour, there’s not a necessity to watch anybody else.”

**Metromedia’s movie makeup**

Metromedia has lined up eight movies for the Metromedia Movie of the Month series it plans to launch on an ad hoc network early next year, and has salesmen out selling the barter package to stations and commercial time to national advertisers.

Stations will get four minutes per hour for local sale while Metromedia gets six. Officials said both advertisers and stations were showing high levels of interest but that it is too early to identify any of either. The stations are expected to be primarily independent, but with at least a sprinkling of network affiliates in the lineup.

Metromedia authorities said they were shooting for a January launch, and that they are committed to a full year’s worth. As yet they have no U.S.-made feature films in the field. Eventually, as they have said before, they hope to go from a monthly to a weekly frequency.

Metromedia Movie will be two hours long, and the deal with stations provides for two runs of each movie within a specified week or 10-day period.

The eight movies set thus far include three made-for-HBO movies announced earlier (Broadcasting, June 27), plus “Breaker Morant,” the award-winning Australian film, from Quartet Films, “Lions of the Desert,” about the World War II Italian campaign in Libya, from World Horizon Television; The Edward R. Murrow Story, which Alan Landsburg Productions is making for Metromedia, and which is currently being cast; Squaring the Circle: The Lech Walesa Story, and The Glory Boys, an international spy thriller being underwritten by Metromedia, Landsburg Productions and Yorkshire Television of England. Officials said one of these, “Lions of the Desert,” is a long film and may be presented in two parts.

The HBO films in the package are The Terry Fox Story, which premiered on HBO in June; Right of Way, starring Jimmy Stewart and Bette Davis, which is expected to be shown by HBO this fall, and The Cold Room, starring George Segal, which is likely to be seen on HBO early next year. These are three of eight HBO premiere films that Metromedia has acquired rights to broadcast on its network over the next two years.
Video sells the radio stars

Cable music service has spawned hundreds of video music shows on other cable networks, broadcast networks and local stations; record promoters and stations say trend is beneficial for both industries; genre making inroads on LPTV stations

Spurred by the resurgence of top 40 music radio, hundreds of broadcast stations and cable stations are adding music programming to their own video music shows. Record companies report they are mailing out "hundreds" of promotional videotapes each month to broadcast and cable outlets, while program directors on the receiving end report viewer attention is catching fire. Many of the locally produced video music programs are also done in conjunction with a co-owned or co-located radio station.

Besides Music Television (MTV) and locally produced music programming, the video music program field is also becoming crowded with other players. NBC has introduced Friday Night Videos, its weekly program of video music clips and wrap-around segments, and last June, superstation WSBTV Atlanta started featuring Night Tracks, six hours of video music programming every Saturday and Sunday morning beginning at midnight. Also, Time Inc.'s pay-cable service, Cinemax, will introduce Album Flash a weekly half-hour series showcasing album recording artists in a video music-based format debuting Sept. 13.

Scheduled for cable launch Sept. 15 is The Music Channel, a joint venture between Tulsa, Okla.-based Satellite Program Network and Phoenix-based Community Television Network. The satellite-fed video music service will provide seven hours of programming each weekday with an adult contemporary format over the SPN network.

In addition, Viacom's pay-cable service, Showtime, has been using video clips for segments called Take Five, which it uses as a "filler" between longer feature programming. It also recently introduced Showtime Video Rock, a series of two, one-hour specials every month on rock and popular music.

Last March, advertiser-supported USA Cable Network introduced a half-hour evening strip called Radio 1990 which, besides relying on video clips, also reports on popular fashions and interviews rock musicians. Since 1981, USA has also been running Night Flight, a marathon eight-hour block of video music, concert footage, interviews and popular culture every Friday. And Saturday night beginning at 11 p.m. Both Radio 1990 and Night Flight are produced by ATI Video in New York.

Washington-based Black Entertainment Television, an advertiser-supported cable programming service in more than 4.5 million homes, today (Sept. 5) is launching a two-hour, three-times-per-week video music and entertainment program called Video Soul. It's designed to spotlight popular black musicians and groups, which its creators charge are ignored by MTV and other nationally distributed video music program services.

However, just as much action in video music programming is occurring at the local level, where television stations and cable systems are serviced without charge by the record companies with video music tapes and compilation reels. According to both sides, everyone benefits: The record companies consider it good promotion and exposure for their artists, and the outlets see it as a source of free programming in which they can sell advertising.

Record companies say it's quick to add, however, that their video music promotion efforts do not supplant their traditional music promotion campaigns coordinated through radio stations. And although record companies report no hard research has been done on the subject, early signs indicate that video music promotion is becoming essential to introducing new acts and selling records.

CBS's Columbia Records division is servicing about 100 local broadcast and cable outlets with promotional videos, according to Debbie Newman, director of artist development/video promotion at Columbia. "It's proliferating to such a degree that we can't keep track of them any more," she said, echoing an often heard remark. Newman said she's "more concerned with servicing a VHF network affiliate or independent than a cable system with 7,000 subscribers," but noted also that other factors, tie-ins with local radio stations and the outlet's responsiveness, go into deciding whom to service.

At Capitol Records, promotion department staffers estimate they're currently servicing over 200 different video music shows, including those on cable networks and syndicated programs. Michelle Peacock, national director of press and artist development at Capitol, said about 100 are local broadcast and cable outlets, with 75% of the local television stations that produce their own video music programs. She calls the 100 outlets a "conservative" estimate. "It really has happened in this last year," Peacock said. "The year before we could see it coming, but with the success and recognition of MTV, everyone wanted to get on the same bandwagon." Warner Bros. Records estimates it is servicing about 50 local outlets. Jo Bergman, vice president, video, termed the current situation "volatile." She said Warner Bros. has "been servicing quite a few local shows that seem to be on the air for three and four months and then disappear." Bergman added, however, that "since the advent of MTV we noticed a subsequent interest on the local level."

Bergman agreed with Peacock that it was still too early to measure the promotional benefits. "We can't tell you, outside of MTV, how effective this is from a promotional point of view. Frequently we don't have the information back from these local people to tell us . . . It would help if we were aware exactly how it was handled."

Although the record companies decline to discuss how much is being put into video music promotion, it's clearly substantial. It may also not be enough. Promotion departments claim they are swamped with requests
from local broadcast stations and cable systems, which they cannot service fast enough.

Television stations are tailoring video music programs to their individual markets. At independent WPHL-TV Philadelphia, station manager and program director, Zvi Shoubin, said he did his own survey and discovered an urban contemporary format would play best. He put together two half-hour strips daily, one at 7 a.m. and the other at 11 p.m., both “wall-to-wall music.” Unlike many stations that borrow an announcer from a co-owned or co-located radio station to introduce the videos, Shoubin said he wanted “minimum interruptions” and decided to go with straight music videos played back to back. Shoubin claims the program is so successful that he’s entertaining offers from local inventory.

And like others on the receiving end, Shoubin is not happy with NBC’s offer to pay the record companies a fee for the videos it broadcasts on Friday Night Videos. That sets a bad example, Shoubin thinks. “Once you start paying, you kill the golden goose,” he said.

On Friday, Aug. 16, WDVM-TV Washington introduced Video Music Connection, a one-hour video music show produced in cooperation with co-located WYSIAM, the number-one ranked urban contemporary station in the market. Cable penetration in the Washington market is only 13%, said Ed Jones, WDVM-TV’s program director, so the station “made the decision to lock in the franchise.” Jones explained that “we’re looking to become the local MTV.” The show, which airs at 8 p.m., is “being looked at very hard for access,” he said. Jones also said that most of the syndicated video music programs he looked at were barter deals, and he didn’t like the idea of giving up more commercial inventory. Even after production costs, he noted, the station still comes out ahead.

Four of the five ABC-owned-and-operated television stations are producing their own video music shows in cooperation with co-owned or co-located radio stations. According to Rick Sklar, vice president of ABC Radio, who also is consulting the ABC-owned TV stations on producing their own video music shows, the phenomenon is “not just a flare-up on the horizon.” Each of the ABC-owned TV’s is producing video music programs suited to the audiences in their respective market, he said. WABC-TV, for example, calls its locally produced show, New York Hot Tracks, and programs it with an urban contemporary format. It’s hosted by Carlos deJesus, program director and announcer at WKTU(FM) New York, an urban contemporary station. Hot Tracks runs opposite Friday Night Videos on WNBC-TV and, according to WABC-TV, has beaten it in the ratings for three consecutive weeks last month. Based on Nielsen overnights, WABC-TV said, on Friday, Aug. 26, Hot Tracks scored a 4.6/17 to Friday Night Video’s 3/12. However, neither did as well as the CBS late movie on WCBS-TV, which that night scored a 6.5/21.

WABC-TV is not the only television station with a ratings success story for its locally produced video music program. WIEF-TV Erie, Pa., an ABC affiliate, is beating the other two network affiliates early Saturday afternoon when it runs its own Video Rock in association with co-owned WJET(AM). The show bears no relation to WPHL-TV Philadelphia’s Video Rock.) Ken Fanazinini, program director at WJET-TV, reported Video Rock scored an average 6/35 in the July Arbitron, ADI, better than the 5/8 American Bandstand scored preceding it. During the same time period, the NBC affiliate had a 5/32 with a sports program, and the CBS affiliate a 2/10 with a children’s program.

Carlos Fernandez, program director at WIBW-TV Topeka, Kan., reports that his station’s locally produced, FM Vision, is in its 15th week and averaging 20 request letters per show. “That’s phenomenal in this market,” he said. The July Arbitron book showed FM Vision with an average 24 share, beating the Tonight Show with Johnny Carson, which claimed a 21 share for the same period, he said. The station’s investment in the program was $150, Fernandez said, and that went to an artist to design a logo. One advertiser just bought two positions per show for the next 12 months. The half-hour airs Fridays at 11 p.m.

Booker Wade, the former FCC attorney who is now president of The Music Channel, said that 17 low-power television stations and two full-power stations have already signed on for that service’s scheduled Sept. 15 launch. He added that he expects the number of low-power stations to double within a month. The adult contemporary formatted video service will have eight minutes of commercial time available each hour, he said.

**What hath MTV wrought?**

Warner Amex Satellite Entertainment Co. launched Music Television (MTV) on Aug. 1, 1981, sending the service into 2.5 million homes—its now available in more than 14 million. Record company promoters credit it with making music videos a household word and spawning subsequent video music program services and locally produced shows.

Some of the nationally distributed services include NBC’s Friday Night Videos and superstation WXYZ-TV Atlanta’s Night Tracks. Cable distributed services include Showtime Video Rock on Showtime, along with its Take Five “fillers” between longer feature programming. USA Cable Network features Radio 1990 and Night Flight, which mix popular culture entertainment with video music. The Playboy Channel last month launched Hot Rocks, featuring videos it describes as “suggestive, not explicit.” Cinemax, beginning Sept. 13, will have a weekly half-hour series titled Album Flash, and starting today (Sept. 5), Black Entertainment Television is programming 15 hours of Video Soul each week (see below). Also, The Music Channel, a joint venture between Tulsa, Okla.-based Satellite Program Network and Phoenix, Ariz.-based Community Television Network, a low-power TV operator, is scheduled to launch over Satcom IV, transponder 3, on the SPN network beginning Sept. 15.

At the local level, four of the five ABC-owned and operated stations are programming their own video music shows, with the fifth expected to add one soon.

Some other stations that also are programming their own video music shows at least once a week are: WDVM-TV Washington (Video Music Connection); WPHL-TV Philadelphia (Video Rock); KAUT-TV Oklahoma City (Rock Street); WSNW-TV Nashville (Miscellania); WJET-TV Atlanta (86 Juke Box Video); WJET-TV Erie, Pa. (Video Rock); WTMJ-FM Milwaukee (Video Music Machine); WIBW-TV Topeka, Kan. (FM Vision) and KMOX-TV St. Louis (untitled, to launch Sept. 24).

Two low-power stations operated by Community Television Network in Mobile, Ala., (ch. 69) and Phoenix (ch. 61) are programming 18 hours per day with video music and soon will expand that to 24 hours. In addition, Community Television Network plans to do that with CP’s that have been granted for LPTV stations in Reno, Flagstaff, Ariz., and Shreveport, La.
said. It will program seven hours per day, Monday through Friday, and, at additional cost, stations have the option of taping the seven hours and repeating the programing.

Cable systems that pick up the service will also be charged a carriage fee of three to five cents per subscriber, he said, while low-power stations will be charged a flat rate of $500 to $3,000, depending on market size. In addition, he said, the programing will include music news, interviews and “video jocks” introducing the videos.

While it may sound like a clone of MTV, Wade disagrees. He said it would have more of a 7/14 format, like contemporary hit radio, which is currently experiencing a resurgence in radio (BROADCASTING, Aug. 15). He views The Music Channel as “complementary, not competitive,” to MTV.

At present, at least two low-power stations are programming 18 hours a day of straight music videos. They are operated by the Community Television Network, to which Wade is a consultant.

One of the low-power stations, TV 69 in Mobile, Ala., reaches 245,000 homes in a nine-mile radius, and has an antenna 300 feet above average terrain, Wade said. However, according to Ray Miller, program director at the station, the signal can be picked up “across the bay 12 miles away.” Miller said he surveys the record stores in the area to see what’s selling to get an idea of the audience’s musical taste. TV 69 signed on the air last March 14, Miller said, and considers itself “more a radio station you can watch.”

The low-power station also thinks like a radio station, Miller explained, by programing different formats during the day. In the morning it will start off with an adult contemporary format, he said, then move to top 40 in the afternoon and to harder rock in the evening.

The Community Television Network is doing the same with a low-power station it’s operating in Phoenix, as well as three more it plans to operate in Flagstaff, Ariz.; Shreveport, La., and Reno.

According to Wade, advertising sales at the Mobile and Phoenix stations are about “85% of what we projected.” He pointed out that they’re attracting “much more the traditional radio advertiser.”

At Black Entertainment Television, Bill Speed, the producer of Video Soul, is also looking at the programing in terms of radio. He explained that the videos will be played on a rotational basis and be guided by a color chart, just as is done with records at a radio station. The program, which will run for two hours three times a week, will also showcase nonprofessional black musicians and feature amateur wannabes.

WSMV-TV Nashville is in its 15th week of programing Miscellania, its weekly hour-long video music program, which airs on Saturday at midnight. “MTV is too heavy-metal oriented. I wanted to produce a program a little more watered down, mainstream, but still basically playing AOR radio,” explained Jimmy Carter, executive producer of Miscellania. According to the July Arbitron book, Carter said, the first half of Miscellania beat Paramount’s Solid Gold, which ran opposite it. Miscellania averaged a 3/30 against Solid Gold’s average 2/28, Carter said. Solid Gold was followed by America’s Top 10, which managed to tie the second half of Miscellania with a 3/30. The third network affiliate averaged a 1/8 for the period.

Miscellania also features announcers from local radio stations. Miscellania follows Saturday Night Live, Carter said, and “I’m seeking basically the same audience.” As video music crops up on local television stations, cable systems, low-power TV outlets and cable networks, record company promoters wonder where it all will end—if, indeed, it will. Most see the programing segmenting as local outlets increase—much as radio did, they say. And there are a lot questions unsettled, promoters and program directors warn, about how artists will eventually be compensated. But most feel that, as in the record industry, a solution will be found. If fees are imposed on the use of videos, many broadcasters say the programing could be dropped. At the moment, however, record companies and outlets agree all benefit.

“The whole thing has grown so fast that it’s caught people by surprise, and that in itself is a little scary because we don’t want it to do that,” noted Capitol Record’s Peacock.

“This has been developing over the last three years, but it’s just in the past six months when you see a story about the video revolution on 60 Minutes or 20/20, that you know it’s hit the average American...It’s not a fad.”

**Back and forth on fairness**

Comments on FCC plan to relax rules for cable draw support from industry, objections from various citizens groups

The FCC’s proposal to re-examine its application of the fairness doctrine and equal time rules to cable television has drawn a predictable response in comments at the FCC. Cable operators are getting rid of those obligations, but public interest groups are against it.

Among the questions the FCC’s notice raised was whether the fairness obligations should be scrapped altogether (BROADCASTING, April 4). The commission also asked whether cable operators can meet fairness doctrine and equal time obligations by providing access channels.

The National Telecommunications and Information Administration, which in a 1980 petition had urged the commission to delete the application of the fairness doctrine to cable systems that voluntarily offer an unrestricted access channel to the public, endorsed that proposal again. “Access channels will encourage vigorous debate over a broad spectrum of community concerns,” the NTIA said. “The use of access channels is, therefore, an appropriate method by which cablecasters can meet fairness goals.”

The American Newspaper Publishers Association endorsed the elimination of all the obligations that aren’t “suitable” or required by law. “Competition and maximum editorial freedom will provide consumers with the greatest number of choices and the most extensive interplay of ideas, consistent with paramount First Amendment objectives,” the ANPA said.

The National Cable Television Association urged the commission to repeal the cable fairness doctrine completely. “Because cable fairness is a commission policy rather than a statutory obligation, the commission has complete authority to free the cable industry from onerous and unnecessary fairness requirements,” the NCTA said in an opinion disputed by others. “By doing so, the commission will vindicate the First Amendment rights of cable operators and spare itself from the senseless task of deciding which cable programs should trigger fairness obligations.”

Viacom International Inc. supported complete elimination of the obligations. It also opposed basing repeal upon access obligations. “If the commission can require cable operators to provide access channels as a condition to exemption from burdensome rules, it can insist on this condition for the grant of other authorizations to operate,” said Viacom. “It is irrelevant that some cable operators provide access in response to franchise provisions.”

“The commission proposal takes one step forward and then two steps backward,” Viacom continued. “Because the fairness and political cablecasting rules are unconstitutional and unnecessary, they should be eliminated, not used as a bludgeon to induce cable operators to achieve other commission policy goals which the courts have determined to be beyond its jurisdiction.”

Time Inc., which owns American Television and Communications and Home Box Office, said there was no statutory mandate that cable systems comply with the fairness doctrine. Also, according to Time, the FCC cannot constitutionally impose fairness doctrine or equal time opportunities on cable. “However,” said Time, “if the commission decides that is is not constitutionally prohibited from applying these requirements to cable television and chooses to continue applying them, it should not adopt rules specifying the manner in which cable must comply. Cable television can meet the objectives of the fairness doctrine and equal opportunity requirements without the imposition of the rule proposed in the notice or any specific rules.”

Group W Cable also urged the FCC to reject the access trade-off. “NTIA’s proposal would provide access by speakers to an audience, not access by the audience to ideas, and therefore could not provide a reasonable substitute for the fairness doctrine,” said Group W. “The solution is not to substitute a meaningless exercise for an undesirable
policy. The answer is to repeal the undesirable policy."

Group W also said that any effort by the commission to impose programing obligations on cable systems through program suppliers would "simply shift the constitutional, jurisdictional and administrative deficiencies to impact other parties."

The American Legal Foundation, which identified itself as an umbrella pro-free-enterprise public interest legal center in the nation devoted exclusively to media issues, said Section 315 of the Communications Act prohibited outright repeal of the fairness rule, but did not limit the FCC's discretion in applying it. "ALF respectfully recommends the adoption of NTIA's proposal that cable system operators be permitted to discharge the political cablecasting obligations by providing an access channel on an uncensored, first-come, first-served basis and the repeal of the cable fairness rules as unnecessary."

The Telecommunications Research and Action Center and the International Union, UAW, opposed the commission's proposals, which they said "misinterpret constitutional law, legislative history and explicit statutory language."

A "reasonable" application of the fairness doctrine and equal time obligations to cable would be to apply them to all locally originated cablecasting, including advertising, they said. In addition, both rules should be applied to issue and political ads on channels provided by national cable programers via satellite.

The Office of Communication, United Church of Christ, and the Communication Commission of the National Council of Churches of Christ in the U.S.A., said "each of the commission's proposals in this proceeding places a strain on the statutory limitations of its authority."

The United States Catholic Conference said the application of the fairness doctrine to "origination cablecasting"—offerings over which cable operators may exert editorial discretion in some manner—was mandated by statute and cannot be eliminated by the commission. "The conference urges that the rationale which initially impelled the commission to impose fairness obligations on origination cablecasting, and Congress subsequently to endorse that action by enacting the fairness doctrine into law, is still meritorious."

The Public Media Center urged retention of the rules and "vigorous" enforcement of them. "This is the unambiguous mandate of Section 315 [of the Communications Act], the law of the land," the center said.

In comments submitted ahead of the deadline, the National Association of Broadcasters gave the proposal an ambivalent endorsement, criticizing its suggestion that application of equal time and fairness doctrine obligations is more justified for broadcasting than cable (BROADCASTING, Aug. 15). "NAB supports the commission in its efforts to repeal Section 315 and the fairness doctrine as applied to cable television operations, broadcast licenses and all other components of the electronic press," the NAB said.

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**Tug-of-war over 83°**

U.S. and Cuba are in a race for that 4/6 ghz satellite slot

Last Friday, FCC staffers were rushing to complete work on documents to be mailed to the governments of Canada and Colombia and to the International Telecommunications Satellite Organization, with copies to be sent to the International Frequency Registration Board, in Geneva. The mailings would be the first move in the second step of the process prescribed by international radio regulations for notifying the IFRB of plans for the operation of a satellite in the fixed satellite service. The satellite involved—RCA America's Satcom IV—has been operating in the 4/6 ghz band, in its orbit at 83 degrees west since June 1982. But FCC and State Department officials brush that off as a technicality. Their concern is moving fast enough to foreclose a claim by Cuba to the spot (BROADCASTING, Aug. 29).

Cuba, which supports the commission's proposal poses "no problem." However, Cuba's "advance publishing," on July 19, of word of its plans for a satellite at 83 degrees west—

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**Sex discrimination in the news**

A U.S. judge last week upheld the $500,000 jury award to former television anchor Christine Craft, who said Metromedia Inc. had been guilty of fraud in hiring her for KMB-C-TV Kansas City, Mo. (which has since sold), on the basis of her journalistic credentials and then insisting she change her appearance and wardrobe (BROADCASTING, Aug. 15). Judge Joseph E. Stevens denied Metromedia's motion for a directed verdict. Stevens has yet to rule on what Craft considers the "core" of the case—her claim that Metromedia was guilty of sex discrimination. The jury has advised Stevens to rule in the affirmative on that issue. Metromedia within the next week will also ask him to rule on a request either to reconsider his rejection of its request for a directed verdict or to order a new trial. It has not decided whether to appeal to a higher court.

Now, another case involving alleged sex discrimination has been filed, this one by a former woman anchor in Topeka, Kan., who named her former employer, the Kansas State Network Inc., in the complaint she filed with with the Kansas Commission on Civil Rights and the U.S. Equal Employment Opportunity Commission. Mary Loftus Freeman, who worked for more than six years for KSN TV Topeka, and its predecessor, KTSN(1V), said in her complaint that she had been told on June 10 that she was being terminated because the station wanted to pursue "a new image." She was told it was "not her fault," according to the complaint. Freeman, 31, said she learned of the station's decision from KSN executives about three hours after she returned home from the hospital following the birth of her child. She also claimed she was paid less than her male co-anchor. Freeman does not make a specific request in her complaint. However, the state commission can award actual damages and order reinstatement; the federal commission's authority is limited to issuing a "right to sue" letter. Freeman now works for WWB-TV Topeka but not as an anchor. She produces a noon informational program and does a five-minute morning news spot. Al Sandubrae, executive news director for the six KSN stations, said the complaint raises "a highly emotional issue, but we feel it has no basis in fact."

Craft is not working as an anchor either. She had left KMB-C-TV rather than take a demotion to reporter, and returned to her former anchor job at KEY-T-V Santa Barbara, Calif. However, she took an unpaid leave of absence to pursue her suit against Metromedia. Following the trial and jury verdict, Craft said she "was unable to give myself 100% to the station." She has been sought after for interviews and for appearances on television talk shows. She said she was also absorbed in continuing developments in her litigation. So she left KEY and is focusing in the near term on writing magazine articles and undertaking a "limited number of lectures." She also plans a book on her experiences. As for the judge's decision last week, she said, "I'm thrilled, excited and surprised." She said she had been "prepared for the worst."
laying claim to the orbital slot occupied by Satcom IV—which relays signals of all three major broadcast networks and a number of cable television services—rests on completing the coordination step by mid-January. But the U.S.—and RCA Americom and the Satcom IV customers—could find themselves in a dicey situation as the new year approaches.

The regulations call on affected parties to respond to the coordination request within four months of the IFRB’s publication of the coordination documents—to state whether or not they regard the proposal as compatible with their existing or planned satellite operations. If they do not regard it as compatible, the process could drag on for months and even years. But U.S. officials expect the coordination of Satcom IV to be completed well within the four-month response period. Since the FCC usually publishes coordination documents in satellite proceedings within two months of receiving them, the U.S. could complete the process now beginning in less than six months. And that would be soon enough, U.S. officials believe, to bar Cuba’s effort to start coordination by refusing the necessary agreement. For the regulations provide that an objection to a proposal that has been “advanced published” would prevent the government involved from recognizing the coordination phase until six months after it had begun the notification process. (Without an objection, the process could begin four months later.) And the U.S. is certain to claim the Cuban proposal would cause problems for Satcom IV. But even under that optimistic scenario, the U.S. could win the race for the high ground by no more than a matter of days.

The Cuban proposal has done more than inspire the government to action on the Satcom IV matter.

The first satellite—after Satcom IV—for which the U.S. will initiate the coordination process is Hughes’s Galaxy II. It has not yet been launched, but it is to be inserted into an orbit at 74 degrees west, nine degrees from the orbit Cuba is seeking and that Satcom IV is occupying. Coordination with Canada, Colombia—the “antelat” and possibly Brazil—would be required. To foreclose a Cuban problem, the U.S. wants the Galaxy matter taken care of promptly. One commission official said the documents might be ready for mailing this week.

One question not yet resolved is whether the failure to complete the notification process before placing satellites in operation jeopardizes U.S. rights to the orbits involved. The third and final step-notification to the IFRB, which then must determine that all requirements have been met—must be completed three months before the satellite is placed in operation. One commission official said the failure to meet that requirement presents “no problem.” Another official said, “If we complete the coordination process before Cuba starts its, our store is less susceptible to being raided. But there is risk.” Then he said the U.S. is “in a gray area—the radio regulations don’t foresee launching a bird” before completing the procedures.

**FCC’s logging plan splits broadcasters**

NAB basically likes commission idea requiring list of issues and programming; networks say plan will be overly burdensome

The FCC’s further notice of proposed rulemaking aimed at coming up with some sort of radio logging requirement that can pass muster with the Court of Appeals has drawn a divided response from broadcasters.

In comments at the FCC, the National Association of Broadcasters endorsed a plan much like the FCC’s. NBC, however, warned that the FCC’s proposal could discourage broadcasters from relying on formats presenting a lot of news and information programming.

As part of its “radio deregulation” order, the commission originally had dropped its program log-keeping requirement. It still requires a record of 10 randomly chosen airings, coverage of issues responsive to their communities, even though the only documentation the commission required was a list of five to 10 community issues along with examples of programming aired to address those issues—the “issues program list”—which broadcasters were to place in their public files.

The court questioned the decision to eliminate the log-keeping requirements, contending that the issues program list didn’t give an overall view of what the licensee was doing, leaving both the FCC and the public without any method, outside of completely monitoring a station’s programming, to gauge a station’s overall public service performance (Broadcasting, May 16).

In its further notice of proposed rulemaking, the commission’s favored, if only tentative, proposed solution was to require licensees to maintain the issues program list and a log of all issue-related programming aired, including the date, time and duration of those programs and a description of the issues addressed (Broadcasting, July 4).

In its comments at the FCC, the NAB recommended that radio broadcasters be required to maintain only “simple, individually tailored” records of issue-oriented programming aired, in addition to an annual list of between five and 10 of the issues addressed, to insure compliance with the court’s remand.

According to the NAB, the issues list would set forth many of the issues addressed by the licensee; the record of issue-oriented programming would provide a “reasonable” basis for public analysis of licensee responsiveness. By eliminating the programs portion of the annual issues program list, the FCC would avoid the duplication that would result if the new record of issue-responsive programming simply added to the existing issues-program list, NAB said.

The National Radio Broadcasters Association said it opposed the concept of imposing new or additional logging requirements on broadcasters. Nonetheless, it thought that, if the commission determined that more programming information was necessary, it should be left to the discretion of the licensee to determine the format in which this information should be kept. “Whatever the format, the licensee ought to be free to select the methodology that imposes the least burden consistent with the objective of insuring that the pertinent information is maintained.”

NBC opposed the commission’s tentative proposal that radio broadcasters be forced to retain records of all issue-oriented programming, contending that requirement could discourage formats that rely heavily on discussion of major local and national issues, such as all-news, call-in or talk formats.

“NBC does not have an exact estimate of the cost of keeping a comprehensive written listing of issue-responsive programming. However, based on actual experience, we believe that for stations with all-news or all-talk formats, the costs of preparing and maintaining such a record system would be enormous,” NBC said.

ABC also thought the FCC’s tentative proposal to be unnecessary and overly burdensome. “Rather than instituting a new record-keeping requirement, the FCC should move from the issues-program list, and designed to tabulate all issue-responsive programming (a requirement far greater than existed under the prior program logging requirement), we believe such list should be retained as the sole requirement, slightly revised to encompass significant issue-responsive programming broadcast during the previous 12-month (or, at most, six-month) period. The exact scope of these periodic listings would be left to license discretion, dictated by the nature of each individual station’s program format.”

CBS urged the FCC to reject all of the proposals offered for comment. “CBS is of the view that the appropriate response to the court’s remand is for the commission to re-examine the logging issue and provide a more complete and coherent rationale for its initial action in the matter,” it said.

A number of radio licensees, including Argonaut Broadcasting Co., Forward Communications Corp. and Infinity Broadcasting Corp., also said the FCC’s tentative proposal was unnecessary and would result in substantial and unjustified practical burdens.

Broad Street Communications Corp., Cosmos Broadcasting Corp., Cox Communications Inc., Plough Broadcasting Inc. and WGBI Inc. said the court’s concerns could be satisfied by new record-keeping requirements. “It is a relatively simple matter to list logs that listed issue-oriented programming, with licensees having discretion as to what programs—news programs, public affairs programs, and other types of nonentertainment programs—are included. Such logs would indicate each listed program’s title, date, time and duration, together with such additional information as the licensee, in its discretion, deems necessary to identify adequately the issues dealt with (such as, for example, the program’s guests or topics). Specific designation of a particular issue or issues would be permitted but not required,” they said.
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Arbitron cume expansion

Members of the Arbitron Radio Advisory Council will meet this fall with leaders of radio trade organizations and major station groups in search of financial support for a full-scale field test of methodology for producing four-week radio audience cume reports. Preliminary tests by Arbitron last year indicated that in some cases four-week cumes produced audience numbers 40% higher than present one-week cumes ("In Brief," Dec. 13, 1982).

The decision to proceed with a presentation and solicitation was underscored at a council meeting in Afton, Okla., in mid-August. The council's ad hoc committee on the cume question, headed by Chairman Ted Dorf of WGAY(AM), Silver Spring, Md.-WGAY-FM, Washington, will meet with leaders of the National Association of Broadcasters, the National Radio Broadcasters Association, the Radio Advertising Bureau and the Station Representatives Association, among others. Total cost of a full-scale test was put at about $750,000. With Arbitron expected to absorb about $250,000, the goal is approximately $500,000. A date for the meeting has not been set.

In other developments at the council session, Arbitron officials said they would introduce Arbitrends—the new name for their three-month rolling reports to be delivered via computer—this winter in the 22 markets that now get winter books. Every 28 days, Arbitron will deliver a report providing averages for the immediately preceding three-month period. These will replace the reports that in the past have dealt only with the immediately preceding month, and Arbitron's plan is to have them available via computer rather than in hard copy.

Arbitron also said it will put into effect in 1984 its new limitation on the use of slogans for station identification in listener diaries. The limitation will permit use of a slogan no more than 25 characters in length. Arbitron also reported that it plans, in the fall of 1984, to revise its market definitions to reflect changes the government has made in defining nonmetropolitan areas.

Council members expressed concern over declines in Arbitron radio sample sizes. The council urged the company to take steps to reverse the trend—and to publish, in each report, the sample-size goals as well as the size actually achieved, so that users may know whether the survey exceeded or fell short of its objective, and by how much.

In cement

Mutual Broadcasting announced plans last week to add permanent, satellite uplink facilities in New York, Chicago, Los Angeles, San Francisco and Houston to its national satellite system, to go along with its complex in Bremar, Va. According to Mutual, satellite services have already begun from Houston with technical test and final integration plans expected to be completed at the other sites by Nov. 30. The uplink dishes will allow Mutual to originate broadcast as well as nonbroadcast signals from six sites.

Shortwave reach

A high-powered top 40 shortwave rock station licensed to the Pacific island of Saipan is attracting attention this summer, according to Doug Flodin, promotion manager for Canoga Park, Cali.-based radio producer/syndicator Drake Chenault Enterprises, MTV's network's original format.

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Radio 'post'

Special radio programming drawn from the archives of The Saturday Evening Post will soon be in the works due to a $500,000 agreement between Dallas-based Otis Conner Productions, a producer of radio station jingles and commercial music packages, and Curtis Publishing, publisher of The Saturday Evening Post. The deal, which was completed on Aug. 27, calls for Otis Conner Productions to produce and distribute the programming. The first project is the production of a six-hour Christmas special which blends narration with seasonal music. The works for next year are a July Fourth holiday special called A Celebration of America, and an Olympic series timed for next summer's games in Los Angeles. In addition, Otis Conner Productions plans to launch a weekly three-hour contemporary hit music countdown show.

Vintage radio

A total of 260 new short-form series documenting the "true" circumstances surrounding the birth and development of popular hit songs from the 1930's to the present is being readied for a 1984 debut by the Brooklyn-based Musical Sound Review Ltd. Each feature or "song essay" is about three minutes long and stations can choose from five categories: 1930 to 1949, 1950 to mid-'55, mid-'55 to '59, 1960 to '69, and 1970 to the present. The original hit song by the original artist is included in each song essay, according to Francis Chalk Pallotta, company president. The series will be sold on a barter or cash basis in the top 100 markets.

Olympic activity

The AP Sports Network announced it will broadcast more than 500 special reports from the site of the 1984 Olympics in Sarajevo, Yugoslavia, and Los Angeles. This is in addition to AP Sports' 512 regularly scheduled sportscasts which also will originate from the sites of the summer and winter games while they are in session. The live specials, titled Going for Gold, will be two- and a half minutes long and include a 30-second commercial availability. AP Sports will also produce three daily wrap-up reports, each three and a half minutes long, including a 30-second commercial availability. The series will be fed live hourly from 7:06 a.m. (NYT) through 8:06 p.m. each day of the winter games (Feb. 7 through Feb. 19). During the summer games, the series will be fed live hourly from 7:06 a.m. (NYT) until 2:06 the following morning, from July 28 through Aug. 12. AP Sports is sending seven broadcasters to the winter games and 10 to the summer games.

TV jingles

TM Productions of Dallas IS syndicating two new television commercial packages for radio stations. The "I Love My Country" campaign is a series of life-style vignettes available for country formatted stations. The "Hot Lips" campaign, a series of scenarios depicting people singing along with hit songs, is available for both adult contemporary and contemporary hit radio stations. Prices start at $4,500. Both commercial campaigns, which can be customized, were demonstrated at last week's NAB Radio Programming Conference.
Is SCA paging a possibility?

SCA paging is not only a possibility, it is a reality. Radio station KFRX in Lincoln, Nebraska began SCA paging in July, 1983.

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'W.A.R.S.' and MTV top topics at RPC

Competition in the radio industry, which is heating up to an intensity not seen in a number of years, took a brief hiatus last Sunday through Wednesday (Aug. 28-31), as many of the competitors travelled to San Francisco’s St. Francis hotel for the sixth annual National Association of Broadcasters Radio Programing Conference. More than 2,000 programers, managers and other radio executives attended this year’s event, which, in addition to offering updates on the latest in programing services, featured the unveiling of new research, commissioned by the NAB, into why people listen to different radio formats.

Although attendance was up at this year’s convention, the number of companies exhibiting their wares in hospitality suites was down. A small exhibit hall housed about the same number of companies as did last year’s RPC in New Orleans. Among the hall’s major attractions was Kahn Communications, which demonstrated a new Sony receiver capable of receiving all four of the AM stereo systems currently on the market. Official figures put this year’s attendance at 2,227, up 143 from last year’s.

Dominating discussion at the conference was a new research study, “Radio W.A.R.S.,” commissioned by the NAB and conducted by the Southfield, Mich.-based firm of Reymer & Ger-sin. The study, unveiled during the opening general session last Monday (Aug. 29), outlined the “psychographic” makeup of the listeners of nine radio formats: album-oriented rock, adult contemporary, top 40, country, beautiful music, nostalgia, urban contemporary, news/talk and full-service. The purpose of the study was to give stations an idea of how to tailor their formats and marketing to the wants of their target audience.

R&G used a nationwide sample of 1,300—100 listeners in 13 markets. Programers were sharply divided in their reaction to the survey. Those from stations with youth-oriented formats, such as AOR and top 40, which are very heavily...
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researched, criticized the size of the sample, saying it was too small, especially for dividing listeners into subgroups of each format. Other executives such as Dick Ferguson, president of Katz Broadcasting, found it "motivating."

"The study accomplished what we wanted it to accomplish—to make the radio programmers think," said Wayne Cornils, vice president/research of the NAB. The fact that some attendees disagree with the results is healthy, he said.

With the study being discussed in each of the seven format rooms and since those sessions were rolled back into the regular day agenda instead of being held at night like last year, attendance was very good, peaking, perhaps, in both the AOR and top 40 workshops. However, several people expressed disappointment that the format workshops did not concentrate on enough programming issues.

A session that drew one of the larger audiences was that on Warner Amex’s Music Television cable service. Les Garland, MTV’s vice president for programming, announced the results of research on MTV’s impact on radio listening. The cable service’s effect on radio listening was also the topic of a study conducted by Dallas-based researcher Jon Coleman and released just prior to the opening of the RPC (see story, page 60).

Another highlight of the conference were the two sessions on the value of network programming organized by Maurie Webster, special consultant to the Radio Network Association.

Home Box Office, which is conducting a feasibility study on whether or not it should launch cable audio services, was noticeably in attendance, represented by three of its consultants: Bob Henneberry, Joe Capobianco and Sam Holt, who all have radio programming backgrounds.

Traffic in the exhibit hall and in the 53 hospitality suites was characterized as very light to moderate. However, many of the people manning booths and hosting suites said that those who came by were the "decision makers." Several syndicators noted that businessmen checking out their hospitality suites during the three-and-a-half day event was very brisk. And while last year 33% of those attending were managers, said NAB’s Cornils, "I’m sure that figure is much higher this year."

What caught the attention of many in the exhibit hall was Sony’s new SRF-A100 AM stereo receiver which can receive all four AM stereo systems. The set was being demoed by Leonard Kahn of Kahn Communications, who, along with Magnavox, Motorola and Harris, is vying to win the AM stereo battle.

A new addition to this year’s conference was a closed circuit contemporary hit top 40 radio station called KRPC, which broadcast live to three hotels from the exhibit hall during the day and from the hospitality suite of Audio Independents during the night. Programmers were able to critique the station’s programming on Monday and Tuesday.

An in-depth look at the goings on at RPC 83 follows.

The psychology of formats

Radio W.A.R.S. study examines differences between listeners of major types of stations

Radio station operators have to understand the varied psychological makeup of their listening audiences to improve programming and production in an increasingly competitive marketplace. That was the message conveyed by an NAB-commissioned study on the psychographics of listeners unveiled during the opening general session last Monday (Aug. 29). The study, entitled "Radio W.A.R.S.: How To Survive in the 80’s," examined characteristics of radio listeners of different formats as well as similarities and differences among those who listen to the same format.

Conducted by the Southfield, Mich.-based research firm of Reymer & Gersin Associates, the study focused on listeners of nine major formats with results compiled from a nationwide telephone survey of 1,300 people in 13 markets (100 per market)—a sample size which came under sharp criticism by many broadcasters.

Among the study’s more surprising findings for many attendees was that beautiful music fans are "emotionally involved" with their radio stations—a conclusion that conflicts with the widely held notion that beautiful music outlets attract uninvolved listeners. According to the study, beautiful music fans are among radio’s most loyal.

The following are some of the "life styles" findings of other format listeners highlighted in the study:

- Album rock—Listeners to this format are characterized as radio’s "most socially motivated listeners" who give in to peer group pressure by listening to the same music station as their friends. AOR fans consider themselves "music experts" who are the first to try a new station. Perhaps the most interesting characteristic of these listeners is that they prefer traditional hard rock performers (if they’ve heard of them) and they pay a lot of attention to the music. Additionally, urban contemporary listeners, more than any other group surveyed, use radio to change their mood.

- Country—Listeners are today’s middle-of-the-roaders who like a traditional, more "folksy" station. More than any other kind of radio listener, they tend to be the most loyal to their format.

- News/talk—Listeners consider themselves realists. They listen to learn so they can impress others and they want reporting to "rock the boat" and challenge the establishment. "There is a huge desire" among news/talk listeners for investigative reporting, according to the study.

- Full-service—Listener composition is a hybrid of news/talk fans and music fans. Although full-service listeners seek the same intellectual stimulation that news/talk fans do, they still like to use radio for companionship, not a major motivation of news/talk listeners.

The study was presented by three executives of Reymer & Gersin Associates: Harvey Gersin, executive vice president; Douglas Clemensen, vice president/research, and Mark Kassoff, senior research analyst. All three presented more details on the listeners of each format at clinics held throughout the conference.

The contemporary hit radio audience: from rockers to romantics

Contemporary hit or top 40 radio listeners fall roughly into four categories, according to a Reymer & Gersin study outlined last week during the Radio Programming Conference: "get me up rockers," 26%; "new music tendencies," 22%; romantics, 24%, and funny DJ lovers, 28%. Most of the discussion during the session devoted to that format centered on whether the Radio W.A.R.S. study offered insight of any value, with some programmers arguing it was excellent for provoking thought, but others maintaining it paled in comparison with much more sophisticated research being conducted at many local stations today.

Get-me-up-rockers are younger than most other top 40 listeners, and tend to be men more often than women, said Harvey Gersin. They are heavy listeners who prefer lively, up tempo music—hard or urban rather than soft rock—and current records over older ones. News and information are not necessary to attract such listeners and although they enjoy contests, they dislike chatter and jingles.

New music tendencies are a heavily white collar audience, about half of them women over 18 and most of them tend to switch the dial often. Trends listen to top 40 for a mood change and also to keep up with their peers.

Romantics, on the other hand, tend to be blue collar in makeup and cross over into adult contemporary formats. Softer rock does better with the romantics, as does a sound that includes more talk and familiar
Clear Image. In today's increasingly competitive media marketplace, too many radio stations are failing to identify themselves clearly in their listeners' minds, according to the presidents of three research firms, who cautioned that the consequences of such poor positioning are call letter confusion and lowered ratings. Because radio listening is "seldom planned" and often done in concert with other activities, stations must "establish benchmarks" in their programming, such as an identity as the "more music" station, if they are to stand out in listeners' minds, said Rob Balon, president, Robert E. Balon & Associates, Austin, Tex. At the same time, stations must market themselves as simply and directly as possible to avoid confusing listeners, he said. Ted Bolton, president, Ted Bolton Associates, Philadelphia, cautioned against promoting too many attributes or meaningless attributes in a station's advertising campaign. A listener will remember only two or three of a station's attributes, he said, and to promote five or six will often lead to confusion. To identify and keep track of a station's position in its marketplace, Jhian Hiber, president, Hiber, Hart & Patrick, Pebble Beach, Calif., recommended professionally conducted focus groups. Showing tapes of a recent focus group held in Chicago, Hiber cautioned radio operators to define clearly for a research firm the demographic group to be targeted in a focus study. "Never in the history of research," he said, "has something been so misunderstood as the use of focus groups." Pictured (l to r) at the session were: moderator Ellen Hulleeberg, McGavern Guild Radio, New York, Balon, Bolton and Hiber.

music.
About 30% of the top 40 audience listens for funny DJ's. Much of this segment is white collar, between the ages of 25 and 34, and its members tend to use radio less than other top 40 fans. This is the only top 40 segment, Gersin said, in which radio personalities are a major motivator for listening.

Dan Vallie, group programer for EZ Communications, and Paula Matthews, program director, KIQQ(FM) Los Angeles, both expressed some skepticism about the survey's findings, although both indicated it was meant more to provoke thought than instigate changes at stations. "A case could be made that 'get me ups' are the only true top 40 fans in the group," said Vallie, while the other segments might be fans of other formats who cross over frequently. "The most important thing any listener is the position a station establishes," he said, and the key to doing that is playing the right music.

Matthews noted that questions asked in the Radio W.A.R.S. study sounded too leading to solicit usable responses from participants, and advised radio operators to "use a bit of caution" in interpreting the results.

One member of the audience was much harder on the survey, saying its simplistic approach "took a step backward" from the more sophisticated research being done at some group operations and at local stations. Another audience member, however, said he thought discussion at the Radio Programming Conference had been greatly stimulated by the survey results, especially in the format sessions in which he said discussion tended to be much more serious.

About the only discussion of the top 40 format itself came from ABC Radio Vice President Rick Sklar, who told fellow programers he is happy to see the current resurgence of the format. Top 40 "has potential to encompass all four groups" identified in the W.A.R.S. study, he said. "It can span all the demos and be the biggest format of them all and that's where the real money is."

Beautiful music listeners tend to be loyal, finding a safe haven with the format

Beautiful music listeners are very "involved and loyal," and consider the rest of radio "obnoxious," said Douglas Clemensen, vice president/research for Reymers & Gersin Associates, who helped lead a clinic on the format. Basing his comments on the Radio W.A.R.S. study conducted by his firm (see page 50), Clemensen noted four subgroups of beautiful music listeners: background music fans (35%), predominantly white, aged 65 and over, and traditional beautiful fans who are intensely loyal, cross-over (26%), mostly women, 35-44, who have a higher than average tendency to cross-over from adult contemporary; anti-talk escapists (22%), who listen to feel better and forget their problems, and nostalgia radio nuts (17%), old fashioned MOR listeners, most of them 44- to 64-year-old men who have very little tolerance of new kinds of radio formats. "There's plenty of room in the marketplace for more than one kind of beautiful music station," said Clemensen.

"I don't think a beautiful music station can appeal to all those listeners," said Rob Edwards, vice president/programming for Bonneville International's FM California
The Radio Korr Station Division which comprises beautiful music outlets KRKG-FM Los Angeles and KOFF-FM San Francisco. "We don't have a lot of luck appealing to nostalgic fans," he said.

Dave McKinsey, program director for Shamrock's KABL-AM-FM San Francisco, maintained, however, that it is essential for beautiful music radio to target all groups. The Radio W.A.R.S. study is valuable, he said, because it tells a programmer what type of people are listening, McKinsey wondered whether the results of the study painted a composite picture of one beautiful music listener suggesting that people "are different things at different times."

Clemensen appeared to agree, saying "people have different priorities at different times."

Several attendees in the audience were disappointed that the discussion did not focus more on the issue of adding more vocals to the beautiful music mix. McKinsey noted that more listeners accept them at different times. "People have different priorities at different times," he said. "I think it is not possible to have all these things.

"We have to accept that the results of the study are different."

Several attendees commented on the difficulty in reaching listeners, including new ones. "The involved experts," he said, "told me that the format is largely misunderstood.

On the panel were Mark Kassoff, Reymer & Gersin, which conducted the study, Barry Mayo of WRKX-FM New York, and Donnie Simpson of WKYS(FM) Washington. Kassoff reported that the urban contemporary audience was split into four groups: "involved experts," 32%; "music followers," 27%; "escapist individuals," 29%, and "mellow admirers," 12%.

The involved experts, he said, "think they know more about news and music than others." This group wants plenty of news and call-in talk, he said. Kassoff suggested stations play primarily current songs and some oldies, to satisfy this group. Music followers are interested in "keeping on top of the music," he said. Give this group mostly music, and cut news and talk to "the bone," he said. Kassoff recommended that broadcasters present this group with cheerful and upbeat personalities and play current music.

Kassoff also recommended that broadcasters air more oldies for the escapist who listen to radio to take their minds off their problems. They want a more relaxed sounding station, like mellow admirers, he said. Kassoff said, mellow admirers are the most "laid back" urban contemporary listeners. He told stations to be "foolish and serious" for this group.

After Kassoff examined the various segments, he listed a number of questions he thought broadcasters should be asking about their local markets:
- How large are the segments?
- Which segments do you have now?
- Whom can you get?
- What voids exist in the market?

Those questions are answered, Kassoff told the participants, it is necessary to define a strategy to capture listeners. Kassoff said promotional messages could be used to attract the different segments. For the involved experts, he said, a station should be positioned as the one where "smart people keep up with what's going on." A message that might be used to motivate the music followers group is to tell them that the station is the place to "keep up with music," he said.

Mayo discussed the urban contemporary definition and its sometimes misunderstood image. "Urban means something so different in almost every market," Mayo said. He asked Kassoff what definition of urban contemporary was used in the study. Kassoff said the study followed the definition used in the Arbitron ratings book. He pointed out that comments from urban contemporary fans were used in the study if they identified an urban station as "my favorite station." The purpose of the study, he noted, was to probe the psychology of the listener. Mayo noted that many times urban contemporary suffers from the definition white advertisers give to it. Mayo insisted that even though the urban contemporary format has "black roots," it has a cross section of the crowd, R&R study shows

Album-oriented rock radio listeners fall into six different categories, according to Reymer & Gersin's Radio W.A.R.S. survey, which found that AOR listeners like to follow the crowd more than listeners of any other format.

"DJ and dinosaur lovers" who constitute 13% of the AOR audience, like funny personalities who make them think, according to the survey, but they are the most conservative of AOR listeners, preferring the music of past years, often referred to as "dinosaur rock" by AOR programmers.

Uninvolved disloyals, 22% of the audience, use radio strictly for music, but tend to prefer softer rock. Social crossovers (11%) want a station they can look up to and also prefer softer rock. Plugged-in smarts (18%) consider themselves hip, trendy, and intelligent and look for a music mix that includes new music. "Mindless loyalists" (22%) use radio to escape. They look for lots of up-tempo music, including new music, and dislike chatter, news and jingles. "Cheerful trendy followers" (14%) look for a lively station that gets them up and includes music much like that preferred by mindless loyalists, but are more tolerant of contests and jingles.

As in most of the other format clinics, programmers disagreed about the validity of Reymer & Gersin's survey results, among them Bobby Hattrik, program consultant to Doubleday Broadcasting's seven FM stations. He argued that the sample size used by the survey was too small. Not all discussion centered on the survey's results, however. Beau Phillips, program director at Kaye-Smith Broadcasting's KISW(FM) Seattle, warned that the AOR format is in trouble today because programmers "didn't pay attention to what was going on.

Outrageous personalities. Two of radio's most well-known air personalities Rick Dees (l), KIS-FM Los Angeles and Howard Stern (r), WHIR(AM) New York, were featured at the "Making $$$ With Your Mouth" discussion at Monday's luncheon. Mutual's Larry King (center), moderated.
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Finding and programing to the nuances of country listeners

As a rule, country music listeners tend to be more traditional, folksy and loyal to their favorite radio station than other major format listeners. But not all country fans are alike and stations need to be able to recognize the differences and program accordingly.

Those were some of the findings of the "Radio W.A.R.S." research study conducted by Reymer & Gersin on behalf of the NAB and presented during an RPC panel session by R & G’s Harvey Gersin and Dave Clemensen who were joined by Joel Raab, program director of WHN(AM) New York.

Gersin reported that country fans fall into four groups: "radio worshippers," 27%; "full-service thinkers," 29%; "continuous music onlies," 36%, and "hip switchers," 8%. He described each of the groups' listening habits and expectations. Radio worshippers, he said, are heavy listeners and women, who consider music an important part of their lives. "There is not much they actually dislike. They are infatuated with radio," Gersin said. He recommended that the broadcasters give them "cheerful and folksy" personalities and keep the emphasis on familiar and current music.

Full-service thinkers, on the other hand, are predominantly men, he said. They switch a lot to full-service stations and listen to radio for "mental stimulation." "They are really into news; give them lots of news and talk. They like the older songs more then some of the current ones," Gersin explained.

At the other end of the spectrum are the continuous music onlies. Clemensen said, "All they are really looking for is music." He suggested that broadcasters keep news and disk jockey chatter to a minimum and play more modern country songs. The last category, hip switchers, appeared to cross over to other major formats most frequently, Gersin reported. "They are the music experts. These are the country sophisticates looking for the latest in country music," Clemensen added.

Clemensen recommended stations air newer and unfamiliar songs.

On a whole, the panel participants were receptive and interested in the study. Raab, however, had some doubts about certain aspects of the report. He thought it might be difficult to gain high ratings by concentrating on only one of the four segments. Raab felt the varied segments could and should be combined. He agreed that stations should program more toward the radio worshippers. He warned, however, that stations must be careful not to overlay oldies to satisfy one group and risk "burnout" of heavy listeners.

Raab, a successful country music programer, also suggested stations supply more information about recording artists and "keep it fresh and up to date." For hip switchers, he said, "you might want to create specialty programs.

Raab asked about the criteria used in determining the definition of a country music fan.

Fans, Clemensen explained, are listeners who said their favorite station is country, but that does not mean they are exclusively country listeners. Because the research was conducted in only 13 markets, Clemensen noted that the percentages of these groups would vary somewhat in other markets.

Fitting the news into the programing mix

Abandoning news "is falling on a knife," insisted NBC Radio's Jerry Nachman during a Monday morning workshop, "Selling the News." If nothing else, the news executive stressed, such programing is needed to distinguish the station from a jukebox.

Responding to an audience member who was considering dropping local newscasts, Nachman said it is not a myth that news is important to listeners. "News is not an instant tune-out. People are desperately looking for information—more so than ever before," he claimed. "Not only is news not a tune-out, but listeners will make a decision about what station to listen to based on news and information considerations."

Nachman criticized news staffers for distancing themselves from others within their stations—particularly general managers and sales people—and their listeners.

"The newsroom is not a holy shrine that only the ordained can enter," Nachman declared. "Start talking to each other, and find the similarities among yourselves."

A particular sore point for Nachman is the overreliance on "journalism," a "strange series of buzzwords" that he said can be avoided if the writer simply asks himself or herself what the story means. He warned news directors to steer clear of "Afghanistanism," the tendency to focus on events or issues that have little impact on listeners' lives.

Observing that music formats appear to be changing with increasing frequency, Nachman said news can take on added significance as a means of differentiating stations and maintaining an enduring community image.

"Records are available to everyone," he pointed out, noting that many music-oriented stations find newscasters are the most popular personalities on the air. "People will emotionally vibrate when newscasts touch on the "common maladies of modern living," Nachman said. "There are certain
common chords that your news department can strike with people in the audience... You've just got to go beyond the theory that makes you holy." He reminded his listeners that 70% of the population is of average or below average intelligence and will tune out if newscasters try to impress the world with inflated language or obscure facts.

The news should complement the rest of a station's programming, he said, which can be better accomplished if news staffers pay attention to demographic profiles prepared by sales departments and rating services. Nachman also suggested that news personalities be used in promotion of the station and in cultivating relationships with potential advertisers. "The cachet of news is enough to justify its being sold at a premium," Nachman believes.

He also predicted that radio networks may eventually phase themselves out of selling news programming on the same basis as they do today. "I don't think we're going to have commercial networks in a few years," Nachman speculated. The time may come, he ventured, when stations are able to retain time for local sales now turned over to the networks, purchasing network programming with cash by cherry-picking.

In a second Monday session, Gil Gross of RKO Radio stressed the need to make newscasts relevant to a station's particular demographic profile.

"It's not your job to be a social worker and re-order their priorities," he said. It does no good to broadcast information if the news department considers to be of social value if no one is listening, Gross advised. "Don't regurgitate what's on the wire... Always ask yourself, 'How does this story affect my audience?'"

At the same time, Gross added that rules are made to be broken and stories should not be tailored too short or too narrowly defined. According to Gross, station management too often avoids promoting news personalities and making them feel a part of the station's overall image. "Promote them, show your interest in them, and get them to stop speaking journalese," he urged.

Another member of the panel, Vic Bremer, KIRO(AM) Seattle news and program director, also stressed the need for management and news staffs to work together toward common goals. The news department's credibility will suffer, he said, if it cannot deliver on promises made by the station's management and promotion department.

"You can't buy credibility," said Bremer. "You must be credible." Gross recommended interaction between air personalities and newscasters, "as long as their credibility is not undermined." Such repartee can improve program flow, make the news more palatable and enhance the perceived value of the newscast itself. As a result of deregulation, Gross believes it is more important to justify the relevance of the news to the station's listeners.

During a Tuesday morning session on the "newspaper/jock relationship," midday personality Bob Collins and newsman Tom Peterson of WGN(AM) Chicago played and discussed airchecks illustrating their repartee before and after newscasts.

"Credibility is the biggest issue," said Collins. "We never mess with the body of the newscast. And if the lead story is a heavy one, we don't kid around going in."

The pair, with the encouragement of WGN(AM) management, informally discuss news items on a regular basis, with Collins often asking follow-up questions about the newscast's content. "I don't feel that I have lost any credibility doing what we do on the air," Peterson said. The listener benefits from the newscaster being made "more human," he feels, through the expression of personal opinions and the ability to relate the news to the daily lives of the audience. "The key is—you can't force it," he advised. "It takes time to develop rapport with the jock. It's not an overnight thing." Peterson does not feel inhibited about expressing editorial opinions outside the newscast, "within reason," and Collins finds the interchange refreshing. "I don't think it presents a credibility problem for the newsmen to have an opinion," said Collins. "Too often," Peterson added, "the newsmen is an automaton."

### Fighting back with AM radio

RPC panel examines way AM stations can regain a ratings foothold

AM radio today is "like trying to turn a battleship around in a mud puddle," said Kevin Metheny of WNBC(AM) New York during a clinic on the future of the original radio service. Metheny, along with consultant Todd Wallace of Todd Wallace Associates; John Lander of KBOO(AM) Houston, and By Naiper of WCCO(AM) Minneapolis appeared in a clinic called "Where Now, AM?"

Metheny suggested that AM broadcasters "take some chances in order to win big." Most AM broadcasters, Metheny said, are confronted with keeping the public from listening to FM. "What we have to do is rethink the marketing of AM," he said. Frequently, Metheny said, AM is the second choice. However, many FM's don't have the coverage that AM's do, he said.

To win, AM stations need to dominate in music, advertising, promotion, news and sports, Metheny stated. "You must be involved in all those areas to stay competitive." Personalities can also play a major role in AM's survival, according to Metheny. When asked what keeps WNBC competitive, Metheny replied, "Imus," referring to morning air personality Don Imus. Metheny said air personalities should be included in the decision-making process and that program managers must trust their sensibilities and judgments.

One broadcaster asked Metheny how an AM station could remarket itself. "Personal-
ities are one of the best ways to present something nobody else has," he answered. He was also asked when AM's attrition rate would stop. Metheny replied: "Not until some of us do some very aggressive things. We all have to do some spectacular things to reverse the trend."

Lander disagreed on one count. Lander thinks the formula for success is to make the station the star, not the personalities. Lander said KBQQ generates excitement as a station. "We put entertainment on the air," he said.

Lander said that KBQQ hires no high-priced personalities. It tries to relate to people. "A little bit of talk doesn't bother us—it's how a station moves," he said. Lander also stressed the importance of being local.

Napier had his own formula for a successful AM station. "I am happy to report that full-service AM radio is alive and somewhat well. It's not in the best of condition, but the vital signs look good," Napier said.

He said programing is not "as much fun as it used to be." He warned against looking for solutions by using temporary formats. "My feeling is that the programing philosophy that keeps wcvo going is valid for the future. I think we should stay in the mass audience business."

Napier insisted that stations must maintain a human factor in their programing. Wcco finds the best people money can buy and allows them to be free to be themselves, he said. It's not the extraordinary things radio does; it's the ordinary things, he added.

"Radio is entertainment, information and companionship," Napier said.

Napier was asked what impact AM stereo might have on his station. Wcco, he said, is prepared to go with AM stereo, but has not selected a system.

Wallace also noted that in some instances, narrowcasting has been successful on AM. He cited the example of the all-Beatles music station, KBTL(AM) Houston, whose ratings have improved dramatically. Wallace aired some spots from several Houston television stations, which aired news specials on the station when it began broadcasting continuous Beatles music.

Wallace agreed KBTL(AM)'s format may not be a successful long-term investment, but, he said, it may be the answer for some stations. Wallace is responsible for the development of the format. He urged the broadcasters to try new things.

Making the new music work

Consultants Carol and Christy review successes and failures on new programming trend

Is new music a format or simply a genre of music that can add excitement to top 40, adult contemporary and album-oriented rock formats? For Rick Carroll and Paul Christy, program consultants who have installed variations of the format at about 30 stations around the country, it appears to be both.

The format, according to Carroll, who originated it several years ago at KROQ(FM) Los Angeles and now oversees its execution in several variations at 14 stations, is song-oriented rather than artist-or LP-oriented the way AOR radio is. It appeals to active trendy people and places—a high priority in breaking new groups, he said, to the extent that it has staffers in the United Kingdom who send new releases to the U.S. before they are released here by the record companies.

"New music" is a poor term for the format, said Carroll, because many of the selections played are familiar to listeners because of prior exposure on Warner Amex Satellite Entertainment Co.'s Music Television. Carroll picks music for his format, entitled "Rock of the 80's," primarily by gut feeling. "We're from the top 40 school of radio," he said. "No $250,000 call-out research budgets" go into adding records, he said, although he noted that call research does go into determining how often to play each song and when to remove it from active rotation. Noble Broadcast Consultants of San Diego, which distributes "Rock of the 80's," also conducts focus groups to determine the format's positioning in each market in which it is programmed, said Carroll.

"Rock of the 80's" failed at WTR(FM) Philadelphia, said Carroll, because the company had banked on an "overnight success" at the station, which was to change hands only a few months after the new format went on the air. Sharp competitors in the market, including rocker WMMR(FM) and several urban contemporary stations reacted quickly and programmed enough new music in their formats to blunt the impact of WMMR(FM)'s new format, he said.

The format recently suffered a decline in ratings at KROQ(FM), said Carroll, who...
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Sharp and Secrest run down upcoming regulatory activities

Radio broadcasters can expect the FCC to clear away more "regulatory underbrush" and to promote increased competition from cable and low-power television next year. These were a few of the predictions made by two Washington attorneys, former FCC Commissioner Steve Sharp of Skadden, Arp, Slate, Meagher & Flom and Larry Secrest of Wiley, Johnson & Rein, during a panel session at the radio programming conference last week.

Sharp and Secrest discussed a number of regulatory and legislative changes broadcasters can expect to see in 1984. "We'll see more deregulation," Sharp said. He thought the commission would continue trying to get rid of "detail regulations," to work toward repeal of the multiple ownership and attribution rules. Radio deregulation, however, "was never designed to get rid of broadcasters' public service obligations," Sharp said.

Both Sharp and Secrest maintained that FCC Chairman Mark Fowler would continue to push ahead on deregulation despite pressure from Congress to desist. Sharp noted the chairman has "taken the heat" from Congress before and will likely continue. Secrest told the group not to underestimate what the commission has already accomplished. Secrest felt the FCC would also consider repeal of the political attack rules.

They also felt FM subcarrier channels would present moneymaking opportunities in 1984 for radio stations. Sharp, in particular, believed cable audio could provide radio with additional business opportunities. He suggested broadcasters explore the potential of services like MTV. "I have a feeling that MTV is something that can be exploited," Sharp said.

Despite predictions of increased opportunity for radio, Secrest and Sharp foresaw some potential roadblocks. Secrest believes that if the proposed Radio Marti bill passes Congress, it could pose the most serious threat to the industry next year. "It's something that radio stations across the country ought to be concerned about. It could cause substantial disruption."

Sharp, on the other hand, thinks the legislation won't clear Congress. He believes low-power TV is an even greater threat to radio. "Low-power TV has the opportunity of setting up video that will be priced competitively with radio," Sharp said.

Neither Sharp nor Secrest thought Congress would codify radio deregulation this year or next. "I think there is a solid base of support for radio deregulation in the Congress," Sharp said. But, he noted, it has become intertwined with television deregulation—a proposal with far less support in Congress. The chances of legislative relief
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- Broadcasts include updates, interviews, commentary, behind-the-scene stories and analysis by RKO's broadcast team, USC coaches, athletes and former Olympic medalists.
- Plus a special Olympic concert featuring a top-name group fed live from USC!
in 1984, are even more slim, he said, because it is an election year. He urged the broadcasters to talk to their congressmen about deregulation and "keep the pressure on them."

The attorneys also agreed that the impact of the FCC's spectrum allocation proposals would be minimal. They doubted the number of FM's and AM's would increase as rapidly as predicted. "I think it will have a minimal impact in 1984," said Sharp. "The commission is so short on engineers and everybody is so busy upgrading, the commission will never have time to take care of new applications."

Secrest predicted that rural areas would feel the competition more. "It's not the urban areas, it's the rural areas where one or two stations have been added that will be affected," he said.

They both believed the FCC will increase nighttime power for class IV stations at night from 250 watts to 1 kw. In addition, they thought, the commission will extend broadcast hours for daytime-only stations.

Sharp predicted that AM stereo would "take off in 1984." He also defended the commission's marketplace approach to AM stereo, "I think it proved to be a workable solution. If the commission had selected a particular application, we still wouldn't have a standard because of the number of reconsideration petitions that would have likely been filed," Sharp said.

"The jury may still be out on that decision," Secrest said. He insisted that it was still uncertain whether the performance of multistystem receivers would be as good as that of a single system. Secrest is chairman for Motorola, one of four AM stereo system proponents.

The divestiture of AT&T would have a limited impact on radio broadcasters, according to both attorneys. Secrest suggested the group keep an eye on the proceedings but said it may not necessarily affect radio operators. Sharp noted that broadcasters will likely pay some additional costs, due to divestiture, but that most of the increase was due to costs incurred by the phone companies whose facilities and equipment need upgrading.

"The FCC is a pure revenue source, they said, would also likely be changed. But they pointed out it is a politically sensitive issue.

Congressman Sharp said may not like to see the rules repealed "If we get rid of it entirely, that means the big boys will be in a position to buy a lot of stations," Secrest noted that even the broadcasting industry is divided on the issue. Many small market broadcasters are opposed to relaxation of the rules, he said.

Examining the MTV phenomenon and its effects on radio

The impact of MTV, the Music Television cable service of Warner Amex, may help and hinder rock-oriented radio stations, if the results of a study by Dallas-based researcher Jon Coleman are accurate (BROADCASTING, Aug. 29).

Coleman presented findings of the 600-interview survey during last week's NAB Radio Programming Conference in San Francisco, based on responses among 12-to-40-year-olds in 15 markets nationwide, both with and without TV service. The questions were answered between July 10 and 25.

The survey found 43% of MTV viewers indicating they watch the music-oriented program service at times when they used to listen to the radio, but there was no statistically significant difference between viewers and nonviewers in time spent listening to the radio. Overall, in fact, there was slightly more time spent with the radio in MTV cities.

"We're talking about a percentage point here and a percentage point there," Coleman told BROADCASTING. "There was no dramatic shift [away from listening]."

Coleman speculated that MTV viewers are more interested in music as a result of their viewing, listen to more radio, and buy more records. Some viewers, he noted, watch MTV four-to-five hours a day, listen to the radio similar amount, and buy 10 records each month. "About 20% said exposure to MTV made radio listening even better," Coleman reported.

The survey found radio is perceived as having more variety and better music overall than MTV, with the latter perceived as being too repetitive but generally more entertaining than radio. However, said Coleman, the 12-to-24 age group, particularly teenage girls, strongly prefers MTV to radio when given an "either/or" choice. "Two-thirds of teenagers would choose MTV over radio if they had to choose one medium," Coleman said.

The survey concluded that MTV is still seen as the earliest source of new music releases, but viewers are split about whether they feel they can get the same music on TV. "The product is losing its uniqueness on TV," Coleman feels. He said there is also some evidence that viewers are anxious for new types of music on MTV and restless about the service's limited video inventory.

MTV is perceived as much less commercial than radio, according to the study. Thus far, advertisements on the video service are not perceived as having a negative impact.

"Seventy-six percent of MTV viewers [surveyed] would pay $1 a month to continue receiving it," Coleman disclosed. "More than two-thirds would pay $2 a month to have it, and about half would pay $3 a month for the service.

Coleman feels the most significant finding is that audience satisfaction and interest seem to grow over time. "If anything, you could say there is resistance to MTV in new cities. People like it most in cities that have had it longest," he said.

Most viewing—about 42%—takes place between 7 p.m. and midnight, followed by afternoon hours 3/4 p.m. The study found a large segment of the MTV audience—22%—switches to the service during commercials when they are watching broadcast television. One-third of the teenagers always turn to MTV during commercial breaks.

Using networks as a tool

Station operators hear how they can benefit from affiliation

"If the 1940's were the golden age of radio, the 1980's will be remembered as the platinum age," said Glenn Morgan, director of programming for the Mutual Broadcasting System, in addressing a Tuesday morning (Aug. 30) session on the value of network radio and its effect on building listenership.

Morgan noted there is a boom under way in long-form programming, especially weekly music countdown shows. During a later session on network radio, Corrine Baldassano, director of programming for ABC Radio's Contemporary and FM networks, measured the growth of long-form programs in terms of ABC's single offering in 1978 to its more than 400 today.

"There's a lot more to network radio than what is fed at the top and bottom of the hour," said David Cooke, RKO Radio Networks. The right short-form features when promoted and programmed properly, can put a station a cut above the competition, Cooke said. He urged station managers to look at these features as a "tool" to build audience for the service.

Another audience builder is sports programming, according to the panelists. "Did you know that last year's World Series attracted a record 38.2 million adult listeners?" asked Frank Murphy, director of programming for the CBS Radio Network, who cited results of a study of the network's coverage of the annual baseball event. "Audiences like that don't happen every day, not even on television," he said.

Looking at the sales side of network-delivered sports programming, Murphy noted there is a tremendous opportunity to sell local commercials. "You have avails within play-by-play events and within of adjacent to sports features," he noted. Network sports events also offer special opportunities for sales promotional tie-ins and packages that can extend into the station's local sports programming. "In fact, the possibilities for making money with network sports for your station are limited only by your imagination," Murphy told the group.

James Perley Jr., vice president/NBC Radio News, told conference delegates that "To be competitive, stations need news from a network. An NBC-commissioned study re-
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leased last April showed that 80% of radio listeners consider national news important while 70% stress world news, said Farley, who noted that in the past year, more than 1,000 stations became affiliated with one of the major networks.

The key to greater success of "format" networks is to reduce local station operating costs leading to bigger profits and better promotions, said Ellyn Ambrose, vice president of the Dallas-based Satellite Music Network. Ambrose talked of the different kinds of block network programming—from 10 to 24 hours per day—offered to local stations via satellite in exchange for commercial inventory.

There are now more methods of distribution allowing program producers to form instant "ad-hoc" networks overnight, said Norm Pattiz, president of the Culver City, Calif.-based Westwood One Co.

Frank Cody, director of program administration for NBC's Source Network, underscored the value of promoting long-form programming "It's an opportunity to make a statement to a specific segment of the audience," he said. Cody also predicted that there will be "an unbelievable amount" of live concert programming in the future from all network sources.

Consider the psychological target of the station in selecting long-form programming, added said Daniel Griffin, vice president and director of programming for the RKO Radio Networks. "No one is in the business to force you to carry something that won't work," he said.

Regarding satellite technology, Pattiz said that as an independent program producer and distributor, he is hoping to serve the overflow of stations that disaffiliate from the traditional networks when they drop their land lines this year (ABC, CBS and NBC). "A lot of stations still prefer to get their long-form programs on disks," he said. But, Pattiz admitted that his company might capitalize on the switch only in the short term. Looking at it long range, he said, "satellites are the way to go."

Update on audio odds and ends

Panel session explores state of digital disks, SCA's, cable audio

The first FM radio stations to use digital compact disks on a regular basis are uniformly pleased with the performance of the new music playback system, according to results of a survey unveiled at last week's NAB Radio Programming Conference.

Steve Traiman, executive director and vice president of the Recording Industry Association of America, which conducted the survey, presented the findings during a "new technology" seminar last Monday. Of 31 stations responding to the survey (70 stations using the disk players were queried), none said they regretted using the laser-based disk units on the air, and 22 rated their experiences as "very positive." Nine said they felt "somewhat positive" about the disks.

The major complaint among stations was the scarcity of the disks themselves, especially in the rock genre. The technical quality of the various elements in the playback system drew some negative comments, but it was generally acknowledged that patience is helpful since the new technology is still underdevelopment.

The RIAA survey included 20 classical music stations, five album-oriented formats, two adult contemporary outlets, three National Public Radio affiliates and one adult-contemporary/classical station. The stations were located in 17 states and the District of Columbia.

"This [system] is certainly not the savior of the record industry," Traiman admitted, but "it is certainly a great improvement over existing technology." He noted that the introduction of compact disks represents an unprecedented partnership of hardware, software and merchandising principles in the recording industry to promote a new technology.

According to Traiman, a new catalogue of compact disk titles is being issued in September by RIAA's compact disk group. The catalogue will contain 450 titles from 13 companies and three manufacturers. He said the number of titles should increase to about 1,000 by the end of next summer. He also predicted "Walkman-type" disk players and automobile playback units, should be on the market by mid-1984. Broadcasters will also be able to order playback machines specifically designed for studio use within the next year.

Traisman said broadcasters are cooperating in the discouragement of off-the-air taping of the compact disks by refraining from broadcasting the disks in their entirety.

"[The disk] is virtually a perfect master for the pirate," he advised, claiming the quality of a digitally mastered disk "is equal to the quality of prerecorded cassettes." Stations have generally agreed not to play whole sides of the disks at one time.

A bullish attitude toward SCA (subsidiary communications authorization) was projected by Joe Meier, vice president of operations for Radio Data Systems, a subsidiary of Bonneville Communications specializing in data transmission via subcarriers. "There is a significant market for digital data SCA transmission," declared Meier, and stations can make a substantial profit from it.

Meier said that, in general, FM stations in small and medium markets may find more success with paging applications because data services may not be interested in smaller markets. In the larger cities, multipath problems and entrenched competitors may make data transmission more profitable than paging via SCA.

"The competition is murderous for paging," Meier conceded. The big companies are well established and have millions of dollars tied up in conventional technologies. "He noted that in some urban areas, SCA paging may prove to be only 5% reliable, as opposed to 95% reliability using older technologies.

The Bonneville Datastream SCA network now consists of 40 stations, said Meier. The company has been involved in data transmission via SCA since 1971 and, according to Meier, is convinced previous concerns about crossstalk, heterodynes and diminished signal-to-noise have been resolved. Meier compared the range loss experienced with an SCA as much less that that involved in switching from mono to stereo transmission and within the normal fluctuation experienced without an SCA as a result of atmospheric changes.

"You are in much greater danger of losing listeners from the wrong record than from using an SCA," said Meier.

A third panelist, consultant Dennis Waters of Waters & Co., predicted that cable-only audio services might soon garner 5% of the MCI market, becoming direct competitors to radio broadcasters. He said 16 existing cable-delivered audio services—plus FM drops for existing audio and video services—take in about $30 million in revenue. Waters said a few of the nation's estimated 25 cable-only radio stations have attracted audiences large enough to get into Arbitron rating books. (As a matter of policy, however, Arbitron does not tabulate cable-only stations.)

Direct broadcast satellites also have the potential for becoming competitors for over-the-air radio, Waters said. United Satellite Communications, according to Waters, plans to introduce a 10-channel audio service along with its video programming within the next five years.

Another possible threat to existing stations, Waters believes, is digital audio transmission. The limited bandwidth of FM broadcasting puts the medium at a disadvantage to compete in terms of fidelity. Cable-delivered digital material can be transmitted using greater bandwidth, he said, which could make new audio services more attractive to both record companies and listeners.

In response to a question, Waters estimated it will be four or five years before digital recording and/or memory storage systems are widely available to broadcasters. They will probably rely on bubble memory rather than digital technology when they arrive, he predicted.
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Close call at ABC News

Armed man enters Washington bureau in attempt to speak to "top reporter"; surrenders later to police

For about an hour on Monday evening (Aug. 29), the area around ABC's Washington news bureau on DeSales Street (a few doors down from Broadcasting's headquarters) resembled a setting for one of those shoot-'em-up TV shows ABC and the other networks offer. Dozens of police swarmed around the $20-million structure, as a Special Operations team armed with shotguns entered the building and a helicopter hovered overhead, and radio and television news teams, local and national, converged on the scene.

A man had entered the building at about 6:15 p.m., some 15 minutes before the first feed of World News Tonight was to air, pulled a .45-caliber automatic from a gym bag and gotten the drop on two security guards, and walked one of them up six flights of stairs to what he had been led to believe was the studio. He had said he wanted to go on the air to deliver a message to the American people.

It all ended peacefully about an hour after the incident began. The intruder, David John Mullin, 25, of Mount Pleasant, S.C., surrendered to the 24-year-old security guard who had walked the six flights with the gun pointed at his back—and with whom Mullin had discussed music and numerology. And the guard, Greg Dority, turned him over to police. The gun, it developed, was empty. And an inspection revealed that the gym bag did not contain the "bomb" Mullin said it did.

Dority, who was later praised for his "courage" and "professionalism" by ABC News President Roone Arledge and bureau chief Edward Fouhy, said the incident began when Mullin walked into the lobby entrance and told the guard at the desk, Roy Whitlow, he wanted to see ABC's "top reporter." He mentioned specifically Max Robinson, who in the three-anchor days of WNT anchored the show from Chicago. Dority said he approached the man at that point and, as he normally does in such situations, suggested he write a letter. But the man was not appeased. He drew the gun from the bag, pointed it at the guards, and said, "I'm serious. I want to talk to somebody."

Then he said, "One of you is going to take me to the studio." Dority said he volunteered to escort Mullin "up" to the studio, and led him to the stairs—he advised Mullin he might be spotted as an intruder on the elevator—he showed the sixth floor, as far away from the below-ground-level studio as possible. When they reached the locked door to the sixth floor—an area he knew was una-
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- Host Jim Ladd puts all the elements of this unique, innovative hour of radio programming together.
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Paper backing. The American Newspaper Publishers Association has given its support to an FCC proposal to repeal its personal attack and political editorializing rules. "ANPA agrees with the commission and other commenters that the rules should be repealed as inimical to the public interest and the First Amendment goals they purport to effectuate," it said in a filing at the FCC. "Regulations that result in timidity by the press of people in public life and events that most affect the public must not be retained absent compelling reasons to do so. This is particularly so where the rules thrust the FCC into day-to-day oversight of basic editorial decisions."

give himself up. Dority, a 1981 graduate of North Carolina State University, at one point invoked Henry David Thoreau and his concept of peaceful civil disobedience as a means of affecting public policy. "I told Mullin his approach to his problem is not what Thoreau had in mind," Dority said.

And, he added, Mullin agreed. Police later reported that Mullin said he had decided to give himself up since it was past 6:30, and the newscast was already on the air. By this time, Whitlow had called the police, who arrived in force. And Dority, who took possession of the gun and gym bag, walked Mullin down the stairs, and turned him over to police he met on the second landing. Police X-rayed the bag and found no explosives.

It was a nerve-trembling experience for those in the building. The police evacuated about 30 and instructed about 150 others to lock themselves in their offices. Fouhy, when he learned of what was developing, was concerned that ABC's new sole anchor, Peter Jennings, might be in danger. Ten minutes before he was to go on the air. "I wanted to get Peter to the studio." Fouhy, whose office is on the seventh floor, found him on the way there when he got to Jennings' office on the third floor.

ABC News did not mention the drama unfolding in the Washington news bureau until shortly before the second feed ended at 7:30 p.m. Jennings reported: "Finally, if it seemed a little tense this evening, it is because during much of the broadcast a man with a gun has been in the ABC News bureau here in Washington, though not in this studio. He took a security guard hostage. The police came and found him. He's been taken into custody, the security guard is safe, and even we reporters, we don't know much else." Adding to Jennings' sense of unease was that his four-year-old daughter, Elizabeth, was in the control room.

The story had been broken locally almost an hour earlier by WDEV-TV, during its early evening news program. Anchor Maureen Bunyan read a brief announcement of "an apparent hostage situation" at the ABC News bureau. Then, five minutes before the end of the program, WDEV-TV's Gary Reals did a live report from the scene. As the police were taking Mullin away, crews from WJLA-TV (ABC's affiliate) and WRC-TV, as well as radio stations and reporters from the print press began covering the story.

As for Mullin, he was arraigned before a hearing commissioner on Tuesday on a charge of armed kidnapping, and ordered held on $50,000 bond. He was also transferred to D.C. General Hospital for 60 days of psychiatric observation.

ABC uses Ku band for shuttle launch

Feed, with the help of VideoStar, comes off without a hitch

ABC enlisted the services last week of Atlanta-based VideoStar Inc. to transmit live coverage of the Challenger space shuttle launch via the Ku band, said to be the first time a major news event was covered with a Ku band transmission. The network covered the event simultaneously with a Ku band and C band feeds, switching back and forth at random for comparative purposes

Ku band technology has been hailed as a potentially useful newsgathering tool because the send and receive units are more portable than C band units and there are no frequency coordination requirements since the band is not shared with terrestrial users. The one drawback with the Ku band is that significant signal degradation can take place when transmitting during heavy rainstorms.

Mitch Davis, a producer with ABC News special events, said there was "essentially no difference" in the quality of the signals transmitted via the two bands during ABC's coverage of the shuttle launch. He noted, however, that during tests in the hours preceding the live-on-air coverage, there was significant and "objectable" interference with the Ku band signal from heavy rainstorm activity in the Orlando, Fla., area, where the craft was launched. Generally, he said, "we were quite satisfied" with the Ku band signal transmission. "It's one more tool we have at our disposal," he said, adding that, "we won't hesitate to use it during the 1984 elections."

VideoStar provided a five-meter transportable Ku band uplink at the launch site and a three-meter downlink in New York to transmit ABC's signal and also arranged for satellite time on SBS III. VideoStar's executive vice president, Jim Black, said that the signal-to-noise ratio of ABC's Ku band signal was measured at 55 db during the shuttle launch coverage. He said that a comparable C band signal-to-noise ratio measures in the 49 db to 51 db range.

"We are not proponents of using the Ku band for a regular network feed," he said, given the band's unreliability in bad weather. The Ku band is perhaps best applied by the broadcaster for "quick reaction" news events, he said, noting that the requisite frequency coordination for any C band feed can cost up to $2,000 and take as long as 10 hours to complete. "It extends electronic newsgathering to a national scope," he said.

Black said VideoStar expects to do additional Ku band tests with the networks in the future. The company now has one transportable Ku band uplink in operation and two more on order, and 40 transportable downlinks in locations around the country. The company's main business is supplying video communications services to corporations.

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Turn it up

In joint comments at the FCC, the National Association of Broadcasters, Westinghouse Broadcasting and Cable Inc. and National Public Radio have recommended that the commission permit AM broadcasters to increase their modulation levels to 110% to offset the impact of transmitting one or more services over their subcarriers.

According to those groups, a technical study they have prepared demonstrates that peak modulation may be increased to 110% with no adverse impact or reception degradation on adjacent channel stations, whether those are normally spaced or short spaced. The group recommended that the commission adopt the following approach: "When one or more subcarriers are used in addition to the main channel program, the main channel modulation shall be reduced by one half the total deviation of all subcarriers. The maximum peak modulation would thus be 100% plus one half the total subcarrier modulation. In addition, peak modulation under any modulation condition is not to exceed 110%.

The Consumer Electronics Group of the Electronic Industries Association said it wouldn’t object to a 10% increase in the maximum deviation when two SCA’s are present.

More time, please

Applications for multichannel MDS are due this Friday (Sept. 9), just 45 days after the FCC created the new service. But some feel leaving that short a time to prepare and file application is not fair.

Harry J. Pappas, president of the Fresno, Calif.-based TeleProductions and owner of KMHP/TV Visalia, Calif., is among those crying foul. In a petition for partial reconsideration at the FCC, Pappas has asked that the deadline be extended another 45 days until Oct. 24.

According to Pappas, the Sept. 9 deadline left him, and other businessmen with limited personnel, without sufficient time to prepare and file quality applications. "Only a few large companies have the resources to prepare and file multiple applications in such a short time. Even fewer can afford to risk such expenditures prior to the commission’s decision in the rulemaking proceeding," he said. "Such preparations may be pocket change for large companies, but would be prohibitively expensive for smaller ventures."

In a counterfiling, the Washington law firm of Pepper & Corazzini disagreed. "A longer time period would only allow more speculators and large companies to prepare a mass of applications to increase their chances of being chosen in a lottery," it said. "Extending the filing period beyond Sept. 9 would only result in an avalanche of speculative, poorly prepared applications requiring further commission review and handling."

No-tube camera

The three-chip CCD color camera, introduced by NEC America Inc. at the National Association of Broadcasters convention in Las Vegas last spring, is now available. The SP-3 can be coupled with either the half-inch Betacam or M-format videocassette recorder to form a compact and lightweight recording camera or used with a three-quarter-inch U-matic recorder.

In place of tubes, the camera uses three specially designed charge coupled devices-a solid-state image sensor with 376,320 pixels (768 by 491). Two chips are used for the green channel and one for the combined red and blue channels. "The dual-green system, which can only be realized with a mechanically locked registration system, provides much higher resolution and sensitivity than can be obtained from a conventionally structured red-green-blue system," NEC said. Inherent in the use of the image-sensing chips is freedom from burn-in and geometrical and improved stability.

"We think we’ve finally got the one ENG camera, and Action three months ago, offers reliability of CCD and the freedom of choice in videotape interface without dictating your style of operation," says Dennis Fraser, vice president and general manager of NEC America’s broadcast equipment division. The SP-3, which boasts a signal-to-noise ratio of 54 decibels, is priced at $19,000.

RCC protectionism

The National Association of Broadcasters has asked the FCC to dismiss a petition by the Telocator Network of America seeking reconsideration of the commission’s action deregulating the use of FM subcarriers (BROADCASTING, May 2).

According to NAB, Telocator’s argument that FM subcarriers will have an unfair technical advantage over radio common carriers is speculative and fails to consider that broadcast ownership restrictions prohibit FM licenseses from operating multitransmitter networks similar to those of RCC’s. Instead of seeking even-handed treatment for competitors, Telocator wants an environment "where established RCC’s can launch preemptive strikes against all competitors," NAB said.

Taking responsibility

Edward M. Johnson Associates Inc., the Knoxville, Tenn.-based communications consulting firm, has offered support for an FCC petition by the Telecommunications Research 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). "EMJ heartily supports the need for a code of professional conduct to be established for firms or individuals who prepare or assist in the preparation of filings before the FCC," it said.

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the technical witnesses for competing for competing applicants have attacked the other party’s technical witnesses rather than attacking the application itself,” the petition said. “This conduct is not permissible and is certainly unethical if done by an attorney to other attorneys.”

Finding that Johnson’s company has been offering engineering services in violation of state law, the Tennessee State Board of Architectural and Engineering Examiners has ordered him to “cease and desist” (BROADCASTING, Aug. 22).

Relocating

The Eastern marketing and sales offices of Wold Communications have relocated to 875 Third Avenue, 18th Floor, New York 10022. The new telephone number is (212) 832-3666. Wold’s operations center will remain in the Empire State Building.

All rolled into one

Technicians who want to take a look at the video signal passing through camera control units, videocassette recorder bridges, production switchers and other pieces of studio gear have a new way of doing so: the Tektronix new two-in-one waveform monitor/vectorscope. According to the Beaverton, Ore., manufacturer, the 1740 delivers the same performance as its 528A waveform monitor coupled with its 1420 vectorscope, but the 1740 is smaller and cheaper. Tektronix is offering a battery pack (BP1), which attaches to the bottom of the unit and makes it truly portable. (With the battery pack, the unit weighs 24 pounds.) It costs $4,000 and should be available by the end of October. The 1740 is designed to handle NTSC video, but variations for PAL (1741) and PAL-M (1742) video will also be available.

Bells and whistles

MCI/Quantel, Palo Alto, Calif., announced last week that five television stations have taken delivery of its DLS 8030 digital library system. The five: KXLY-TV Fargo, N.D.; WXY2-TV Southfield (Detroit), Mich.; WHO-TV Dayton, Ohio; WIVK-TV Pittsburgh, and WOWT-TV Omaha. The DLS 8030, featuring special effects capability, is the most powerful of the MCI/Quantel series of digital stores.

Big apple uplink

Netcom Enterprises, a growing satellite networking company based in Burbank, Calif., will have an easier time uplinking or downlinking transmission in the New York area. It announced last week the signing of two-year agreement giving it 24-hour-a-day access to one of the several Home Box Office earth stations in Smithtown, N.Y. The contract allows Netcom to use the steerable antenna for all but cable transmissions.

Mutual benefit

Delta-Bensco-Cascade, Rexdale, Ont., and Emcee Broadcast Products, White Haven, Pa., have agreed to represent each other’s line of translators and other low-power TV transmitters in their respective countries. DBC President Dennis Atha and Emcee Executive Vice President James L. DeStefano said the reciprocal agreement will enable both companies to better compete for a share of the growing LPTV market in North America that they expect will exceed $60 million for translators and transmitters alone.

When it doesn’t work right

ComSonics Inc. has expanded into the repair of satellite receivers. The Harrisonburg, Va., firm, which has been servicing cable television equipment and designing cable systems, decided to go into the new business after it moved into new headquarters and beefed up its staff. “The company has installed sophisticated new receiver testing and repair equipment,” said ComSonics President Warren Braun, and has added a satellite earth station for off-satellite testing capabilities.

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Telecommunications in disarray, three authors charge

Diamond, Sandler and Mueller preview future of spectrum management and First Amendment

Telecommunications in the U.S., according to the title of a new book published by the Cato Institute of Washington, is “in crisis.” Spectrum management, one of the three authors says, is “in chaos.” And apart from what they say is the inefficiency of the present system, all three make much of what they regard as the infringement of the First Amendment by existing regulations.

But “Telecommunications in Crisis: The First Amendment, Technology and Deregulation” ($6, Cato Institute, 113 pages) does not, for all of that, forecast the collapse of the existing system of telecommunications. Indeed, two of the authors, Edwin Diamond and Norman Sandler, in the first section of the book, predict that regulation will continue, although in a somewhat different form, as the government stays on its current deregulatory course.

In the second section, Milton Mueller urges a radical change in the regulatory scheme: the replacement of the present centralized planning concept with a free-market system, which would be created by defining freely transferable property rights in the electromagnetic spectrum. That way, with spectrum allocated according to price and demand rather than planning, he says, lies efficiency. But Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, in his introduction to the book, suggests that the political problems standing in the way of such a change are awesome.

Diamond, a senior lecturer in political science at the Massachusetts Institute of Technology, and Sandler, a White House correspondent for UPI, say that “the new form” of regulation that is developing “will have a different mix and different sources of economic, technical and social concerns”—one designed to “minimize impediments to growth while retaining enforcement powers” in some areas.

They mention three areas where they believe regulation will diminish:

1. Business practices, managerial decisions and ownership. “Diversification of the marketplace and increased competition have seriously weakened the rationale used for years to regulate ownership of media properties,” they say.

2. Centralization. “Regulatory authority will be spread among a greater number of agencies at the federal level, each with its specialized responsibilities.”

3. Passive regulation. “Much of the emphasis will shift from direct control to a more benign oversight function, where regulation may be ordered when market conditions or other factors warrant.”

But Diamond and Sandler believe government will continue to rely on regulation to deal with problems created by the new technologies. They cite antitrust and market domination, copyright infringement and signal “pirating,” spectrum management, and privacy and information security.

Although the developments of technologies is generally regarded as the factor most likely to affect communications and commerce, Sandler, in a separate, concluding observation, says that “creating an atmosphere conducive to that development” is the key. He says economists, politicians and industry leaders generally agree that the important thing to consider about the future of telecommunications “is the possible inhibiting effects of federal law.”

Diamond, in his concluding observation, stresses the importance of securing traditional First Amendment rights for broadcasters. But he believes that the broadcasting establishment, “like other enlightened capitalists in other industries,” prefers regulation it can control.

As a result, he says, most of the push to exclude the government from the editing process in broadcasting will have to come from “old style” conservatives and “new style” liberals in Congress.

He believes it will come toward the middle or end of the 1980’s, as “the new technologies finally undercut the old scarcity-based arrangements.” Or “more precisely,” he says, government will be excluded when ABC, CBS and NBC “complete the switch of their interests to the new cable-satellite-home-communications systems, probably in the late 1980’s.”

Mueller, a graduate student at the Annenberg School of Communications at the University of Pennsylvania, is not propounding a new idea in urging the creation of a market in radio communication. The idea has been discussed at least since the 1950’s. But it has never attracted much attention, probably because, as Packwood says in his forward, “any attempt to establish such a system would almost certainly lead to political and economic battles that would make those [already experienced in the deregulation movement] look mild by comparison.”

Such a realistic appraisal does not seem to dampen Mueller’s enthusiasm. He says the chaos in spectrum allocation that the government set to cure by creating the Federal Radio Commission in 1927, developed in the absence of property rights. And the new government agency ended the chaos by establishing technical standards and rigidly...
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  * "It is a regular track meet of a radio show, but one of the reasons Solid Gold Saturday Night is usually the top weekend radio show in Chicago and one of the hotter shows on the growing Network scene is the sheer, breathless, early '60's pace of it all." Chicago Tribune, June '83.
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Franchising advice in wake of S. 66

New England Cable TV Association hears Ted Turner on the shakeout of cable services, Brotman and Sununu on negotiating franchise renewals

Predicting that cable operators will be paying for all the services they offer by 1986, Ted Turner told the New England Cable Television Association's annual convention last week that "you'll have to decide who you want to see survive."

The Turner Broadcasting System head argued that a few healthy services are better for the cable industry than many weak ones. "Cable is premium television," Turner said during the convention's three days of social events and discussion in Hyannis, Mass. "You want to get $30 to $50 [a month] for your package, so cable offerings should be greater in quality as well as in quantity."

Turner, professing confidence that he will win what he termed the "news war" against Westinghouse Cable's and ABC's Satellite News Channel, believes cable operators should emulate his philosophy of trying for 100% of the market.

"Two companies aren't going to survive in the cable news business. I'm committed to winning," he declared. And cable operators should do the same, Turner added: "Don't ever be satisfied until you get 100%.

Other speakers at the convention, which drew some 700 cable operators, staffers and suppliers, warned that pending deregulation legislation is no panacea for industry problems.

New Hampshire Governor John H. Sununu and Communication Strategies Inc. President Stuart N. Brotman said passage of S. 66 will simply shift the focus of franchise renewal interest from national to local.

"Despite S. 66, states and public utility commissions are interested in regulating cable," said the New Hampshire Republican.

"The action during the next decade will be at the state level."

"Sununu said the cable industry has failed to advertise its own merits, advising operators to educate lawmakers and the public about what it is doing. "You own the medium that transmits the message," the governor said. "You have an obligation to help yourself."

Brotman, head of a Cambridge, Mass., consulting firm, made the similar point that an operator's main task is to educate local officials about what they're doing. City officials are "genuinely open to new dialogue."

Brotman said, adding that even if S. 66 passes, cable will remain a local medium in which officials have "tremendous authority over public opinion." He cautioned operators against an "us versus them" mentality, suggesting instead that sophisticated public officials can be an advantage to a competent franchise holder during the renewal process.

"The days of promises are ending," Brotman said. "We've been through the franchising wars. Now, cities are interested in upgrading their systems, and ideally you should begin the franchise renewal process the day you sign the [initial] franchise agreement. A renewal process is a relationship, a summary of all you've done—it can't and shouldn't evolve in a year before refranchising. A big mistake is to expect a city to be unsophisticated and just lie down [during the renewal process]. Don't underestimate city officials."

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Washington's channel 14 still up in the air

It's not over yet.

It's been a decade since the FCC revoked the license of United Broadcasting Co., owned by the late Richard Eaton, for WFRN-TV Washington (ch. 14).

Earlier this year, an administrative law judge chose WScT-TV Inc. over six other applicants to build a new station on the channel (Broadcasting, Jan. 31), finding that its proposal for integrating ownership into management put it a step ahead of the rest.

But in another decision released last week, the FCC Review Board has asked ALJ Edward Kuhlmann to take another look.

For starters, the board said, it thought Kuhlmann had "given too 'hasty' in completely disqualifying one of the applicants, Urban Telecommunications Corp., on a financial issue. The board said urban should be afforded an "appropriate opportunity" to support an amended financial plan. "Urban proposes the full-time integration of its solitary black stockholder, Theodore R. White, and, if found qualified, would be a likely front runner in this contest on other relevant comparative criteria," the board said.

The board also questioned whether Kuhlmann had given WScT-TV's integration proposal too much weight. In addition, the board recommended that the ALJ make an "additional inquiry" into whether it should accept "the latest" integration proposal of yet another applicant, Washington Television Inc.

Although the board, in an opinion written by board member Norman Blumenthal, noted that it is "institutionally disinclined to remand proceedings for further hearing, it said in this case it had decided "to heed its own Polonian caveat that 'it is better to be
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- Night Time America has been on the road from KAYY-FM Fairbanks, Alaska to WKGW-FM Utica, New York. You too can play host to Night Time America

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KDCA-TV Pittsburgh
WTVJ Miami
KING-TV Seattle
WSB-TV Atlanta
KMKP-TV Minneapolis
WTSP-TV Tampa
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PLUS OVER 60 OTHER QUALITY BROADCASTERS
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AND TO ALL OF THE BROADCASTERS WHO WILL MAKE THE 1983-84 SEASON OUR BEST ONE EVER.

Ralph Edwards Productions, Stu Billett Productions and Telepictures Corporation
safe than sorry," and to remand the proceed-
ing so as to assure to the extent possible the precision of the factual bearings on which the ultimate decision will turn."

WCT-TV is a subsidiary of Formula Tele-
communications Inc., a minority-controlled firm headed by George Corbin III, who is chairman, president and 36.72% owner. Other major stockholders include Thomas Farrand (13.77%), Armando Rendon and Van Alexander (11.47% each) and Bill Tucker (4.61%). All plan to be involved in full-time operation of the station.

Theodore White, Urban’s sole stock-
holder, is an applicant for a low-power tele-
vision station in Charlottesville, Va. He has no broadcast experience.

Lonnie Murray is president and 16.5% owner of Washington Television Inc. He also is an owner of WWWJ(AM) New Orleans. Joann Anderson owns 53.6% of Washington Television. She is black and, according to

### Appeals court backs FCC on
dual city ID

It does so with reservations, partly in belief rules will be changed

The U.S. Court of Appeals in Washington has affirmed an FCC decision rejecting a waiver of its dual-city notification rule—but only reluctantly and largely because the commission is considering two rulemakings to revise the rule. “Although we have doubts about the wisdom of the commission’s ac-
tion,” said a three-judge panel in a unanimous opinion, “it survives the limited judici-
al scrutiny here.”

At issue was the waiver request of Thom-
as Radio Co., license of WOAY(AM) Oak Hill, W. Va., which wanted to identify itself officially as WOAY Oak Hill-Beckley. Oak Hill, located in the mountains 40 miles southeast of Charleston, has a population of some
FCC grants KCET renewal; dismisses license challenge

Retracing much the same steps it has taken before, the FCC Mass Media Bureau has granted the 1980 renewal of Community Television of Southern California for non-commercial KCET(TV) Los Angeles, dismissing a petition to deny by Sue Gottfried, who had alleged the station was not adequately meeting the needs of the hearing-impaired.

Gottfried, had petitioned to deny KCET's 1977 renewal on similar grounds. The FCC granted renewal that time around. On appeal, the Supreme Court affirmed the renewal (BROADCASTING, Feb. 28), noting that while television stations might have obligations to address the needs of the hearing-impaired, a rulemaking would be a better vehicle for coming up with policy standards in that area than an isolated renewal proceeding.

The main thrust of Gottfried's concern this time around, was that not enough of the station's programing was broadcast with captions. She also charged, among other things, that the licensee lacked the requisite qualifications to remain a licensee for allegedly conspiring to "obstruct the rights of the deaf and hearing-impaired" to petition the FCC and seek redress in the courts.

In its current decision, the bureau said it agreed with the reasoning of the Supreme Court, contending this renewal proceeding was not the proper forum for exploring the pros and cons of adopting specific specialized programing standards for the deaf and hearing-impaired. Although the bureau said it agreed that the needs and the interests of hearing-impaired should be considered, it also said that to apply a strict standard retroactively to KCET would be unfair, especially since all other stations aren't facing specific standards.

While Gottfried would have the bureau focus on KCET's service to the hearing-impaired alone, the bureau said its review of KCET's performance had to be broader, including programing addressing "pertinent" problems and needs, not just the narrow interest in captioned programs. "Based on KCET's performance for the period prior to the filing of its 1980 renewal... we find that KCET has reasonably exercised its discretion as a licensee in responding to the needs and interests of its area," the bureau said. That Gottfried would have KCET provide more extensive captioned programing for the deaf and hearing-impaired does not detract from KCET's prior overall performance in this regard. In view of the foregoing, we believe that no material or substantial question requiring further commission inquiry has been raised with respect to KCET's program performance during the 1977-1980 license term."

An FCC official, said that, to his knowledge, no one had petitioned the FCC to come up with the industry wide standards the Supreme Court had mentioned as a possibility.

RAY MORAN
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KTEZ-FM

Lubbock, Texas
to Texas Lotus Corporation

For $1,050,000.00

The undersigned acted as Broker for the Seller and Norman Fischer & Associates, Inc. represented the Buyer.

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COMMOCOR, Inc.

has acquired

WGH AM/FM

Newport News, Virginia

for

$3,200,000

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We are pleased to have served as broker in this transaction.
Harstone & Dickstein, Hartford, Conn., investment banking firm specializing in broadcasting. WDOW is on 1410 khz with 5 kw full time. WDSD is on 94.7 mhz with 50 kw and antenna 360 feet above average terrain.

WBLN(TV) Bloomington, Ill. Sold by Grace Communications Corp. to Midwest Television Associates for $1,907,000. Seller is headed by Bruce W. Dunn, president. It has no other broadcast interests. Buyer is owned by group of 26 Illinois investors, headed by Paul Misch, president (20%), Bloomington attorney. It has no other broadcast interests. WBLN is independent on channel 43 with 1,200 kw visual, 240 kw auroral and antenna 579 feet above average terrain.

WGGA(AM) Gainesville, Ga. Sold by Radio Station WGGA Inc. to WDUN Radio Inc. for $750,000. Seller is owned by Kirk Broadcasting. It is Moultrie, Ga.-based owner of five AM's and two FM's, principally owned by James L. Kirk II. Buyer is owned by John W. Jacobs and James A. Dunlap, who also own WDUN(AM)-WWLZ(FM) Gainesville. They are selling wdun (see "For the Record," page 95).


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Children's hours

With some two million children reported missing each year in the U.S., NBC-TV is launching a missing children project to alert viewers to the size of the problem and to ways of reducing it. Some 110,000 copies of a “TV Alert” pamphlet have been mailed by NBC to day-care centers, nursery schools, guidance counselors and others directly involved with children, offering background and tips on preventing this problem. The alert also calls attention to upcoming NBC programs that will deal with the subject.

One is a Real People program to be rebroadcast this week (Sept. 7, 8-9 p.m. NYT), which includes a segment dealing with a technique in which police give safety tips to school children. Segments in two other Real People programs will deal with other aspects of missing children, and Adam, a two-hour TV movie to be shown in October, will dramatize the story of a boy who disappeared. Approximately 110,000 viewer guides relating to Adam are to be distributed before that broadcast. In addition, a 40-minute videotape, Missing Children, which includes the Real People segments, is being made available to NBC affiliates and nonprofit organizations for local airing.

Theft alert

Piracy of satellite-delivered programs by consumers gets a lot of headlines, but Westinghouse Broadcasting and Cable’s satellite-delivered Newsfeed service has trained its sights on piracy of another kind. Newsfeed officials said last week they had launched a two-point program. First, they’ve asked Newsfeed members to monitor their markets and try to catch any stations that are using satellite-transmitted material without permission. Second, they say they will introduce a resolution at the Radio-Television News Directors Association convention later this month asking broadcasters to re-examine their own practices to see whether they are themselves guilty of video piracy—unknowingly, of course.

Olympic inserts

The Olympic Winning Moment, a package of 50 thirty-second sports inserts featuring highlights of past Olympic games, has been cleared in over 70% of U.S. homes. Produced and syndicated by MG Films and Perin Enterprises—who also produced The Winning Moment—the inserts have been placed in 18 of the top 20 markets, including the CBS O&O stations. Syndicated on a barter basis, full sponsorship is being picked up by M&M/Mars for its M&M’s and Snickers lines of candies. This is in addition to M&M/Mars’ previous network buy and purchase of rights to be known as “The Official Snack Food” of the Olympics. Ted Bates & Co., which handled purchase of M&M/Mars, will keep at least one 30-second spot and a four-second promo for M&M/Mars. Stations are permitted to run the 50 inserts as many times as they choose, but piggyback sales to other competitive products are prohibited.

The inserts are available Oct. 1 and will run through the end of the summer games on Aug 12, 1984.

World Series pre-empt

Elections this year for Boston’s mayor, city council and school committee fall on Oct. 11, the opening night of the World Series, and as a result, ABC affiliate WCVB-TV Boston has decided to pre-empt first game coverage of the fall classic. It is expected, however, that another station in the market will pick up the game. The coming elections, said S. James Coopersmith, vice president and general manager of the station, are perhaps among “the most important in the city’s history. And although the World Series is of great interest to many of our viewers, Channel 5 has always been committed to providing immediate coverage of the major news and events affecting the greater Boston community. Our coverage and analysis of this year’s election is no exception.” WCVB-TV will resume coverage of the series the following night when game two is played on Oct. 12.

Opinion to back numbers

A total of 1,917 viewers participated in the 30th annual program survey of the American Council for Better Broadcasts, a national nonprofit consumer organization that goes beyond the quantitative likes and dislikes of the public. The polling also elicits reasons for respondents’ likes and dislikes of individual shows. Copies of the reports are furnished to network programming executives to enhance their perception of public attitudes toward current fare. In comments on the commercials, the responding evaluators were especially critical of ads for feminine protection products as “offensive, in poor
taste and embarrassing." Copies of the report, at $5 each, are available from ACBB, 120 East Wilson Street, Madison, Wis. 53703.

J.F.K. remembered

Stations in 40 markets covering 75% of U.S. have signed up for the two-hour retrospective, America Remembers John F. Kennedy, which will be available for broadcast this fall. The production is a joint venture among Group W Television, RKO Television and On the Air and features Hal Holbrook as host. The program presents extensive footage of Kennedy in both his public and private lives and features interviews with members of his administration such as Maxwell Taylor, Pierre Salinger, Arthur Schlesinger, as well as former Presidents Jimmy Carter and Gerald Ford. The current station lineup includes all of the top 10 markets.

PTL sale

FCC has affirmed a 1982 action approving the sale of WJANTV Canton, Ohio, by PTL of Heritage Village Church and Missionary Fellowship Inc. to David Livingston Missionary Foundation Inc. for assumption of $1.3 million in debt. (Broadcasting, Dec. 6, 1982). The National Black Media Coalition, National Association of Black Owned Broadcasters, the Stark County and Akron branches of the National Association for the Advancement of Colored People, United Church of Christ's Office of Communications, Commission for Racial Justice and the Office of Church Life and Leadership and UCC Trinity Church in Canton had petitioned for reconsideration.

Mini move

Production is scheduled to begin Sept. 12 on Master of the Game, a nine-hour mini-series based on the Sidney Sheldon novel of the same name to be shown on CBS-TV during the coming season. The three-part series, about a family which turns a fortune in diamonds into a corporate empire, stars Dyan Cannon in the lead role as family matriarch. The mini-series is being produced by Rosemont Productions.

Picked up

Battle of the Video Games, a one-hour television special from Golden West Television, has cleared more than 100 markets, including eight of the top 10. Among stations picking up the barter program are WJXTV New York, KTLA-TV Los Angeles and WON-TV Chicago. Five national minutes in the special have been sold to Atari, Coleco and Activision. The show is produced by Hunt-Jaffe Productions in association with WJXTV and distributed by Golden West Television.

Carson excused

A federal judge in Los Angeles dismissed all claims brought against entertainer Johnny Carson by two of his former partners in a southern California bank. Two principals in the now-defunct Commercial Bank of California had sued Carson alleging he had reneged on a promise to involve himself in actively promoting the Beverly Hills bank. Carson was a principal and shareholder in the bank. The star of NBC's Tonight Show said in a prepared statement that he has instructed his attorneys to prepare to sue the two former partners, Arnold Kopelson and Michael Miller, for malicious prosecution. Claimed Carson: "This meritless suit has unfairly smeared my name and reputation."

PTL expansion

The Pastoral Theological Institute, last week reported that programing of its MarySong Communications will be expanded to New England television stations this fall. Since its start in 1982, programing of the Catholic lay apostolate has been part of the schedules of six cable networks on the East Coast, is being sent via satellite to 39 dioceses throughout the country on the Catholic Telecommunications Network of America, and is being broadcast on five Eastern radio stations. TV and cable series include Spirit and the Bride, in which Dr. William K. Larkin, president of the institute, and recording artist Grace Markay, join different guests to explore issues of psychology and contemporary spirituality. Another series, MarySon, is a family program that uses life-size puppets to explore Catholic doctrine and spirituality in contemporary style in fashion of Sesame Street and The Muppet Show. There is also Devotion, 26 half-hours that combine thoughts for the day, prayers, music and a montage of scenes in keeping with the program. Institute's MarySong Communications is at 1074 Durham Road, Madison, Conn. 06443; telephone 203-421-3462.

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Broadcasting Sep 5 1983 83
[Text content is not visible]
Perhaps the most important content on this page is the article titled "Marketing issues headline Eastern Cable Show." The article discusses the importance of marketing in the cable industry and includes a list of exhibitors and their locations. The article also mentions the role of cable companies in offering unique programs and the challenges they face in maintaining competitive rates. The text is straightforward and provides valuable insights into the industry.
Cable product news magazine. **Staff:** John Stone, Jeff Dubin, Steve Tolin.

**Cable Security Systems**
Box 2066, Auburn, Ala. 36831

**Cable TV Supply Co.**
3435 Morse Dr., Decatur, Ga. 30033

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

**CATV Subscriber Services**
108 State St., Suite 102, Greensboro, N.C. 27408

**CBN Cable Network**
CBN Center, Virginia Beach, Va. 23463

Family programming network. **Staff:** Tim Robertson, Tom Rogeberg, Ron Harris, Tom Hohman, Mark Solow, Clay Boudreaux, Craig Sherwood, Kim Cooper, Jackie Huddle, Mary Jo Beck, Gwen Wilkerson.

**C-COR Electronics**
60 Decibel Rd., State College, Pa. 16801

**C&C Cable TV Enterprises**
1707 Route 130 N, Burlington, N.J. 08016

Cable TV construction and installation. **Staff:** David Chocki, James Chocki, Richard Chocki, Larry Whitehead.

**C.C.S. Cable**
5707 W. Buckeye Rd., Phoenix 85043

**Century III Electrions**
610 Neptune Ave., Brea, Calif. 92621

Feedforward and conventional trunk and distribution equipment. **Staff:** Tim Robertson, Steve Brazil, Joly Carroll, Larry Fry, Ron Solomon.

**Channel Commercial Corp.**
620 W. Foothill Blvd., Glendora, Calif. 91740

Pedestals, air and water tight underground tap and splitter housings, grade level vaults, conduit, conduit plugs, splice and tap connectors and molding guard. **Staff:** William Channell Jr., Bob Baxter, Gary Zuk, Bruce Rawlings, Mike Hummell, Randy Diggelemann.

**Channelmatics**
601 Water St., Prairie du Sac, Wis. 53555

**Chapman Associates**
1835 Savoy Dr., Atlanta 30341

Cable brokering, appraising and financing services. **Staff:** John Emery, Tom Linder, Mitt Younts, Bob Thorburn, Bill Cate, Emie Pearce, Brian Cobb.

**Colormax Electronic Corp.**
180 Northfield Ave., Edison, N.J. 08837

Closed caption decoders, converters, A/B switches, splitters, matching transformers, multiplexers, cable accessories, computerized accounting system. **Staff:** Sakae Chang, David Chang, Ron Morone, Felton King, Diane Meehan.

**Commerce Service Corp.**
2567 Central Ave., Augusta, Ga. 30904

Collection services. **Staff:** Jeanette Parkman, R.E. Brown, Vicki Rosier.

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

Computer turnkey system, management information and accounting system. **Staff:** Herb Lai, Ray Russ, Sandy Lair, Laura Randall.

**Computer Video Systems**
3670 West 2150 South, Salt Lake City 84120

**Credit Protection Association**
2027 Box 1062, Harrison, Ark. 72601

**CWY Electronics**
Box 4519, Lafayette, Ind. 47904

**Disney Channel**

**Ditch Witch**
Box 66, Perry, Okla. 73077

**Dow Jones & Co.**
Box 300, Princeton, N.J. 08540

**D.S.A. Electronic Distributors**
7621 124th Ave. North, Largo, Fla. 33543

**Eagle Comtronics**
4562 Waterhouse Rd., Clay, N.Y. 13041

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

**Encyclopedia Britannica**
234 310 N. Michigan Ave., Chicago 60604

**Encyclopaedias.** **Staff:** Annette Shrigley, Jack Mundy, Dave Ruggles, Alberto Poole, Bruce Dahlbo, Charles Carruthers, Nancy Flam, Betty Burnsed, Reginald Robinson.

**ESPN**
ESPN Plaza, Bristol, Conn. 06010

**Belden**
2200 U.S. Hwy 27S, Richmond, Ind.

**Birdview Satellite Communications**
908 W. Chestnut, Chanute, Kan. 66720

**Burkeen Mfg.**
11200 High Pont Cove, Olive Branch, Miss. 38654

**Burnp & Sims CATV Products**
650 Athena Dr., Athens, Ga. 30601

**Business Systems**
2720 Wade Hampton Blvd., Greenville, S.C. 29615

**Cable Communications Media**
203 E. Broad St., Bethlehem, Pa. 18018

**Cable Data**
3200 Arden Way, Sacramento, Calif. 95825

**Cable Data**
Box 11908, Lexington, Ky. 40578

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

24-hour satellite programming on health, science and better living. **Staff:** Bruce Johnson, David Bender, Bill Padalino, Brenda Gregory, Don Andersson, Doug McCormick, Seymour Kaplan, Jerry Cooper, Les Greenwald, Lynn Woodard.

**Cable Product News**
Box 2772, Palm Springs, Calif. 92263

**Channell Electronics**
3200 Arden Way, Sacramento, Calif. 95825

**Cablevision Systems**
Box 2066, Auburn, Ala. 36831

**Cablevision Systems**

**Communications Equity Associates**
2027 Box 1062, Harrison, Ark. 72601

**Computer Utilities of the Ozarks**
1904 Box 1062, Harrison, Ark. 72601

**Computer Video Systems**
1519 3670 West 2150 South, Salt Lake City 84120

**Credit Protection Association**
1247 Box 2068, Dallas 75240

**CWY Electronics**
Box 4519, Lafayette, Ind. 47904

**Disney Channel**

**Ditch Witch**
Box 66, Perry, Okla. 73077

**Dow Jones & Co.**
Box 300, Princeton, N.J. 08540

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7621 124th Ave. North, Largo, Fla. 33543

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4562 Waterhouse Rd., Clay, N.Y. 13041

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**Encyclopaedias.** **Staff:** Annette Shrigley, Jack Mundy, Dave Ruggles, Alberto Poole, Bruce Dahlbo, Charles Carruthers, Nancy Flam, Betty Burnsed, Reginald Robinson.

**ESPN**
ESPN Plaza, Bristol, Conn. 06010
**Equipment Innovators**
850 Industrial Park Dr., Marietta, Ga. 30062

**Financial Collection Agencies**
3030 Peachtree Rd., NW, Atlanta 30305

**First Data Resources**
7301 Pacific St., Omaha, Neb. 68114

**Forestry Suppliers**
Box 8397, Jackson, Miss. 32904

Safety, climbing, dish alignment and lineman equipment, and surveying and engineering. **Staff:** Mark Lowe, Robby Dudley.

**Fort Worth Tower**
Box 1701

**Gamco Industries**
19 Walnut Ave., Clark, N.J. 07066

**General Cable Co./Apparatus div.**
5600 W. 88th Ave., Westminster, Colo. 80030
Aerial lift for splicing, maintenance and construction of CATV aerial plant. **Staff:** Leo Nowak, John Carroll.

**General Cable/CA TV div.**
One Woodbridge Center, Woodbridge, N.J. 07095

**G.E Radio Systems**
2511 Carroll Ave., Atlanta 30341

**Gilbert Engineering**
Box 23189, Phoenix 85063
Coaxial connectors. **Staff:** Tony Ramsey, Joe Dolan, Gil Houck, Jim Moulin.

**Group W Satellite Communications**
41 Harbor Plaza Dr., Stamford, Conn. 06904

**Grumman Aerospace Corp.**
1111 Stewart Ave., Bethpage, N.Y. 11714

**Harris Satellite Communications**
Box 1700, Melbourne, Fla. 32901

**Hearst/ABC Video Services**
555 Fifth Ave., New York 10020

**HBO**
1271 Avenue of the Americas, New York 10020

**Home Theater Network**
465 Congress St., Portland, Me. 04101
Family programming. **Staff:** Ray Mordough, Jerry Smith, Monika Schaar, Matt Underwood.

**Hughes Aircraft Co.**
Box 2999, Torrance, Calif. 90509
**Staff:** Doug Rasmussen, Jim Taglia, Jim Rushing, Gordon Jett, Marilyn Talley.

**International Cable Consultants**
2999 Piedmont Rd., Suite B, Atlanta 30305
Financial consultant material. **Staff:** John Brennan, Ron Cunningham, Thomas Sanvido, Marcia Spurlock, William Gaffney.

**Jackson Enterprises**
Box 6, Clayton, Ohio 45315

Aerial cable construction and installation tools, mapping services including strand maps, as-built and system audits. **Staff:** Richard Jackson, John Jackson, Charlie Castillano.

**Jerold**
2200 Byberry Rd., Hatboro, Pa. 19040

**J.J. Case Co.**
616 Six Flags Dr., Suite 102, Arlington, Tex. 76011

**JM Co.**
Box 206, Smithson Dr., Oakland, Ga. 30566
Cable construction and engineering services. **Staff:** Josh Miller, Gary Park, Robert Gaines, Steve Vickers, Betty Payne, Pat Tidwell.

**John Weeks Enterprises**
4645, Lawrenceville, Ga. 30245
Pyramid connectors and pedestals, drop material and passive, apartment house, cable locator, and TDR's. **Staff:** John Weeks Sr. Alice Weeks, John Weeks Jr., Sissy Weeks, Becky Thornton, Ivan Jones, Bill Brookhiser, Gene Harber.

**JVC Co. of America**
41 Slater Dr., Elmwood Park, N.J. 07407

**Katok**
215 Wood Ave., Middlesex, N.J. 08846

**Klunyeng Electronic Supply**
107 Kent St., Iron Mountain, Mich. 49801

**KMP Computer Systems**
1816, 18 703 Central Ave., Los Alamos, N.M. 87544
In-office computer system. **Staff:** Eldon Pequette, Lynn Maas, Richard Kellner.

**Learning Channel**
1200 New Hampshire Ave., Washington 20011
**Staff:** Lencia Washington, Mark Siebert, Dorsey Davidge

**Leland Computer Services**
8601 Dunwoody PI., Suite 146, Atlanta 30333
Cable management systems. **Staff:** Benjamin Meluskey, Nancy Meluskey, R. William Seitz, Douglass Webb, Gene Beale, Austin Brown, Chuck Morton, Gary Cantrell, Ted Golembieski, Kati Church, Earl Brightbill, Alan Gross, Mark Hersh, Andrew Warner, Chris Vigna.

**Lemco Tool Corp.**
R.D. #2, Box 330A, Cogan Station, Pa. 17728
Mechanical tools and equipment for construction and maintenance of cable systems. **Staff:** Bob Brantlinger, Glenn Miller.

**O.W. Lindberg Association**
Box 10185, Sarasota, Fla. 33578
**Staff:** Bill Lindberg, Brad Lindberg, June Lindberg, Bob Sigler, Don Wykoff, Duff Campbell, Norm Fish, Matt Kruge, Jim Baunsgard, Jim Baum.

**Little Giant Industries**
2241 S. Larson Pkwy., Provo, Utah 84601
Telescopic and safety step ladders.

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**Broadcasting/Cablecasting Yearbook 1984**

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Advertising closing date is November 1.

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(213) 463-3148

Broadcasting Sep 5 1983  R7
M/A-Com Comm/Scope 435
Box 1729, Hickory, N.C. 28603
Coaxial cable and dropwire, other specialty cables.
Staff: Frank Drendel, Bill Barbour, Frank Logan, Gene Wittenbach, Jearda Leonardt, Joe Teague, Bruce Stanley, Stan Lindsay, George Vebeat, Dale Sherrill, Mickey Smith, Tom McMin, Paul Wilson, Bob Loveless, Chris Huffman.

M/A-Com Prodelin Box 468, Newton, N.C. 28658

Macom Industries 8230 Haskell Ave., Van Nuyts, Calif. 91406
CATV drop material and amplifiers. Staff: Danny O’Connell, Mike Holland.

Magnavox CATV Systems 1024 26 100 Fairground Dr., Manlius, N.Y. 13104

Masterack 1327 29 905 Memorial Dr., Box 100055, Atlanta 30316
Storage interiors and modular storage interiors for commercial service vehicles. Staff: Don McNew, Don Walling, Mark Hickman, Dennis Matthews, John Chandler.

MCI 709 2000 M St., NW, Suite 371, Washington 20036

Microdyne Corp. 1847 Box 7213, Ocala, Fla. 32672

Midwest Corp. 1847 One Sperri Dr., Edgewood, Ky. 41017
Mobile TV production truck, three-meter earth station. Staff: Paul Nickless, John Loughmiller, Ron Bradley, Pete Rightmire.

Mycro-Tek 1040 42 820 W. Second St., Wichita, Kan. 67203
Videodisplay information system and related products. Staff: Marc Hartford.

Nationwide Advertising Service 143 6400 N. Central Expwy., Suite 319, Dallas 75206

Oak Communications 1235 16935 W. Bernardo Dr., Rancho Bernardo, Calif. 92128
Addressable and nonaddressable pay TV converters/decoders* and operating software. Staff: Mike Shaughnessy, Lou Roelis, David Eng, David Wright, Dave Barbour, Ron Copack, Anna Poniak.

OEM Sales Co. 1422 8230 Haskell Ave., Van Nuyts, Calif. 91406

Panduit Corp. 1734 17301 Ridgeland Ave., Tinley Park, Ill. 60477

Paralex 1343 437 Golofost St., Winston-Salem, N.C. 27107

Phasecom Corp. 1935 2034 6365 Arizona Cr., Los Angeles 90045
Frequency agile modulator, satellite receiver, mini headend, scrambler, voice modem and point to point modems, HRC prepack headend. Staff: Harry Linden, Bert Rosenblum, Earle Davis, Dave Carmichael, Deba Keasler.

Pico Products 425 103 Commerce Blvd., Liverpool, N.Y. 13088

Pioneer 627, 29, 726, 28 2200 Dividend Dr., Columbus, Ohio 43228
Home subscriber cable converters, addressable terminals, security systems and audio converters. Staff: Tom Calabro, John Lanphier, Bob Adler, Alice Soltsy, Michael Hayashi.

Pololine 1319 21, 23 20 Anthony Pl., Bronx, N.Y. 10462
Prewire apartment house boxes and security enclosures, cording and stripping tools, heat shrink tubing, installation materials, security and aerial construction equipment, ladders, tools, test and measuring equipment, cable and accessories. Staff: Bud Campbell, Larry Poppemelwer.

Power and Telephone Supply 1000 Box 43223, Atlanta 20226

Power Vision 2135, 37 1240 Blue Gum, Anaheim, Calif. 92806

Premium Channels Publications 2035 1265 Sunrise Hwy., Bay Shore, N.Y. 11706
Staff: Richard Wilen, Steve Goldmintz, Rick Beispel, Bob Holtzman, Denise Durante.

Productions Products Co. 1438 133 W. Seneca St., Manlius, N.Y. 13104
500 mhz cable connectors for trunk, distribution and drop. Staff: Andy Szejda, Ed Manley, Dave Hayes.

Quality RF Services 1721 825 Park Way, Suite 3, Jupiter, Fla. 33458
Cable replacement components, equipment repair and reprogramming. Staff: Fred Rogers, Sylvia Rathbone.

Quanta Corp. 1410 2440 S. Progress Dr., Salt Lake City 84119

G.E. Radio Systems 1004 2511 Carroll Ave., Suite 216, Atlanta 30341
Two-way radio communications equipment and in-car telephone. Staff: Jim Fellers, Larry Hill, Steve Barnett, Rae McKibben, Denis McCarthy, Dave Teal, Sam Hazleip.

Rainbow Programming Services 415 100 Crossways Park West, Woodbury, N.Y. 11797
Bravo, The Playboy Channel. Staff: Que Spalding, Earl Spencer, Sandy McGovern, Chip James, Nicole Browning, Rita Katz, Pam Euler.

RCA Cablesystems 2001 8500 Balboa Blvd., Van Nuyts, Calif. 91409

Reuters 1947, 2046 80 Broad St., New York 10004

Riley Co. 1014 46 Nooks Hill Rd., Cromwell, Conn. 06416
Cable preparation tools, including jacket strippers, coax cable strippers, coring tools, combination core/stripe tools, hex crimp tools, conductor cleaners and accessories. Staff: Robert Clark, H. Thayer.

RJS Cable Construction 135 Box 1200, R.D. #1, Beverly, N.J. 08010

RMR International 1436 Box 1070, Athens, Tex. 75721

RMS Electronics 1315, 17 50 Antin Pl., Bronx, N.Y. 10462
Standby, inverter and AC regulated power supply, 450 mhz line splitters and directional couplers, multiplex, scramblers/descramblers, converters, matching transformer, wall plates and taps, house amplifiers, attenuators, antenna/cable switches, hardware and tools. Staff: Ray Perez, Lee Heller, Bill Gamble.

Sachs CATV division 2095 Charter Ave., Dorval, Que. H9P 1H3

S.A.L. Cable Communications 635 2300 Park Central Blvd., Decatur, Ga. 30035
Cable hardware, earth stations* and headends* Staff: Alan Scheinman, Jon Schwartz, Miles Kath, Linda Moser, Libby Page, Dee Dobbs.

Scientific-Atlanta 1423 Box 105027, Atlanta 30348
Earth station antennas, receivers, processing equipment, headend, distribution electronics, cable security, coaxial cable, mini-cable, addressable management systems*, feedforward distribution electronics and high-gain amplifiers.

Showtime Entertainment 1035 1633 Broadway, New York 10019

Sony Video Communications 1815, 19, 21, 1918 Sony Dr., Park Ridge, N.J. 07656

Southern Bell 1803 675 W. Peachtree St., Atlanta 30375
Local area data transport*, dataphone digital service, telemarketing seminars*, dial-it-service* Staff: Wait Weyand, Ed Mason, Larry Grant, Steve Shackelford, Sharon Shaw, Phil Ferguson, M. Davis, Jim Rodman.

Southern CATV Sales 907 2886 Kellogg Creek Rd., Acworth, Ga.

Southern Satellite Systems 1909, 11 Box 470664, Tulsa, Okla. 74147
Staff: Bill Rasmussen, Teri Johnson, Karla Mumma, Sharon Ferguson.

Starview Systems Rt. 3, Box 103G, Poca/honta, Ark. 72455
Staff: John Hastings, Ann Hastings, Virgil Richardson, Mary Richardson.

Superior Electronics
335, 434
2010 Pine Terrace, Sarasota, Fla. 33581
Computer-based FCC compliance testing*, cable repair and engineering services, revamp amplifiers. Staff: Randolph Lipp, Dewayne Lipp, Nick Ackerman, Ron Shadduck.

Telecaster Corp.
1046
Box 30635, Billings, Mont. 59107
Identification cable markers, control seal and lock systems, system audits, marketing, trapping, installations and other drop-related services. Staff: Dorit Herman, Thomas Moe.

Tele-Log
1408
1819 Peachtree Rd., NE, Atlanta 30309

Teleg
1607
4132 Billy Mitchell Rd., Addison, Tex. 75001
Character text generator. Staff: Kevin Murphy.

Tele-Wire Supply
714, 615
7 Michael Ave., E. Farmingdale, N.Y. 11735

Texscan Corp.
1915
3102 N. 29th Ave., Phoenix 85017

Time Mfg. Co.
746
7601 Imperial Dr., Waco, Tex. 76710
Versall wrought iron lfts. Staff: John Harrison, Jared Phillips, Bobby Garrett.

Times Fiber Communications
1407
358 Hall Ave., Wallingford, Conn. 06492

Tocом
202
Box 47066, Dallas 75247

Toner Cable Equipment
2125, 27, 29
909 Horsham Rd., Horsham, Pa. 19044
Headend equipment, character and video graphics generators, standby power supplies, distribution equipment, multiteps, antennas, earth stations, towers and apartment house security cabinets, computer system. Staff: Jim Diver, Ernie Worley, BJ Toner, Mike Greninger.

Tower Specialists
2047
Box 649, Waycross, Ga. 31501
Short guyed towers. Staff: Grant Balwanz, Shirley Balwanz, Layton Johns, Maria Johns, Bob Balwanz, Carrol Balwanz, Cheryl Kinkaid.

Triple Crown Electronics
1801
4500 Fieldgate Dr., Mississauga, Ont. L4W 3W6
Staff: David Emberson, Earl Russell.

Turner Broadcasting System
1015
1030 Techwood Dr., NW, Atlanta 30318
Wrearchy Atlanta, CNN I and II. Staff: Terry McGuirk, Nory LeBrun, Doug McGinnis, Susan Grant, Cathy Burrell, Julia Bedner, Mark Henderson, Bert Ellis, Steve Chamberlain, Scott Weiss.

TV Cable Week
917, 19, 21
123 Main St., White Plains, N.Y. 10601

TV Guide
1739
4 Radnor Corp. Center, Radnor, Pa. 19088

TV Host
1449
3935 Jonestown Rd., Harrisburg, Pa. 17110
Cable program guides. Staff: David Stefanic, Frank Dillahay.

TV Watch
723
1819 Peachtree Rd., Suite 707, Atlanta 30309
Staff: Hal Butts Jr., Dennis Campo, Paula Horne, Patricia Coe, Richard Eidson, John Brady, Dan Bostwick.

TVSM
1041
911 Fox Pavilion, Jenkintown, Pa. 19046

United Press International
242
220 E. 42d St., New York 10017

United Video
1609
3801 S. Sheridan, Tulsa, Okla. 74145
WGN TV Chicago, electronic program guide. Staff: Joan Rickett, Chery Lambert, Leanne Knowles, Lesa King, Leisha Haworth, Bob Price, Jeff Treeman, Virgle Smith, Anne Tarbel.

Universal Security Instruments
1809, 11
10324 S. Dolfeld Rd., Owings Mills, Md. 21117

UNR-Rohn
2010
Box 2000, Peoria, Ill. 61656
Towers and accessories, equipment shelters, obstruction lighting equipment. Staff: Ken Corr, R. Kleine, Don Rohn.

Vermeer Manufacturing
935
Box 200, New Sharon Rd., Pella, Iowa 50219

Videodisc Broadcasting Co.
1717, 19
1425 Greenway Dr., Suite 210, Irving, Tex. 75062
Two-channel automatic ad insertion equipment. Staff: H. Lewis Parsons, Bill Keith, Shari Parsons, Tom Crot, Paul Parsons.

Warner Amex Satellite
715
1211 Avenue of the Americas, New York 10036

Wavetek Indiana
1723
Box 190, Beech Grove, Ind. 46107

Weather Channel
823
2840 Mt. Wilkinson Pkwy., Atlanta 30339
Weather channel. Staff: Dan Mohler, Doug Holaday, C. J. Sartor, Dave Gunn, Steve Severn, Kathleen Smith, Tammy Zinn.

Wegener Communications
750, 52
15 Technology Park, Norcross, Ga. 30092

Winegard CATV
1207
Box 329, Montgomeryville, Pa. 18936
AC power supply, 400 and 500 mhz trunk and distribution equipment, mini trunk amp, monitor feeder disconnect, modular passive subscriber taps, apartment amps. Staff: Robert Fleming, Dan Mohler, Larry Berke, David Deblanc, Steve Scott, Roger Paul.

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Joseph Dolinski, Pete Hasse, Lynne Hood, Chuck Moore, Gil Cunningham.

Zenith Radio Corp. 1906, 08 1000 N. Milwaukee Ave., Glenview, Ill. 60025 Z-TAC baseand addressable converter/decoder system. Staff: Chick Eissler, Bob Cunningham.

Nielsen says cable penetration nears 40%, up 18% from 1982

U.S. cable television households increased 18% in the past year, to 32,930,140, or 39.3% of all U.S. TV homes, as of July, the A.C. Nielsen Co. estimated last week.

In July 1982, the total was estimated at 27,884,000, with 34.0% penetration. The figures include Hawaii and Alaska as well as the contiguous 48 states.

A breakdown by designated market area (DMA) showed New York with the most cable homes, 2,020,890, but its penetration rate, 31.2%, wasn't nearly enough to get into the top 50 in the penetration rankings. Highest penetration—77.5%—was in the DMA of Santa Barbara-Santa Maria-San Luis Obispo, Calif.

Los Angeles-Palm Springs was second with 1,195,510 cable homes, representing 27.8% penetration. Philadelphia was third with 947,030 (39.0%).

Others in the top 10 ranked by cable households were San Francisco-Oakland, 938,660 (46.7%); Pittsburgh, 694,490 (57.3%); Boston-Manchester-Worcester, 612,550 (31.4%); Cleveland, 527,380 (37.2%); Seattle-Tacoma, 519,160 (46.3%); Houston, 494,930 (37.8%), and Chicago, 489,150 (16.4%). Ten markets showed increases by a percentage number of over 10 from last July's ranking (BROADCASTING, Sept. 13, 1982). San Antonio went from 36.6% to 58.5%. New Orleans jumped from 28.5% to 44.1%. Others jumping by more than 10 were Omaha (from 37.3% to 41.3%); St. Louis (12.9% to 26.5%); Erie, Pa. (37.4% to 49.0%); Sioux City, Iowa (29.8% to 41.1%); Chattanooga (34.8% to 45.7%); Biloxi-Gulfport, Miss. (59.2% to 70.6%); Detroit (13.2% to 23.7%); and Little Rock-Pine Bluff, Ark. (32.0% to 42.1%).

Rankings by cable penetration look quite different. After Santa Barbara-Santa Maria-San Luis Obispo's 77.5% came Marquette, Mich., with 74.7%; San Angelo, Tex., with 73.8%; Laredo, Tex., with 73.2%, and Parkersburg, W. Va., with 71.5%.

Rounding out penetration's top 10 were Clarksburg-Weston, W. Va., with 70.8%; Biloxi-Gulfport, Miss., with 70.6%; Johnstown-Altoona, Pa., and Monterey-Salinas, Calif., both with 69.8%, and Odessa-Midland-Monahans, Tex., and Yuma, Ariz.-El Centro, Calif., in a tie for 10th place at 69.7%.

Nielsen said its estimates were based on the most current data available, including subscriber household counts provided by cable systems or other industry sources; penetration figures from Nielsen Station Index sample households for previous all-market survey periods and subscriber information obtained during local diary-placement telephone interviews.

"Research continues in this area in an attempt to further improve these data," Nielsen said. "As new information and techniques are developed, they will be incorporated in future estimates."
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Tanner gives leave of absence

He steps down until FBI and IRS investigations are completed

William B. Tanner, president of the Memphis-based barter company that bears his name, has stepped down from his executive positions with the firm to give himself time to assess the allegations against him and to prepare a defense.

FBI and Internal Revenue Service agents raided the Tanner Co., which was purchased by Media General, the Richmond, Va.-based communications conglomerate in 1982, earlier this month, seizing cartons full of records amid allegations that the company had been handing out kickbacks to clients and that Tanner had engaged in a variety of schemes to divert millions in company funds from official books and into his own pockets (BROADCASTING, Aug. 22).

No charges had been filed against Tanner or the company as of early last week, Tanner has steadfastly denied or the company has steadfastly denied any wrongdoing.

According to Alan S. Donnahoe, Media General vice chairman and chief executive officer, Tanner had requested a leave of absence from his official positions, and that leave was granted. Donnahoe added that if no charges are brought against Tanner—or Tanner is not proved guilty of any charges that might be brought against him—the “assumption" is that Tanner will return to his official positions at the company. Tanner is still an employee of the company, Donnahoe said.

Donnahoe also said that Earl J. Funk, the Tanner Co.'s senior vice president and treasurer, had stepped down for the same reasons.

Louis Lucas, Tanner's chief legal counsel, resigned earlier this month to avoid any conflict of interest, feeling he couldn't advise Tanner since he had been accused of wrongdoing as well.

Also according to Donnahoe, James A. Linen IV, Media General senior vice president, has been named acting president and chief executive officer of the Tanner Co. James S. Evans, Media General's president,
has been named chairman of the Tanner Co.'s board. Robert T. Sutton, president and chief executive officer of Media General's Broadcast Division, has been named executive vice president of the Tanner Co. And William Elliott has taken leave from his position as divisional controller for Media General to step in as vice president and treasurer for the Tanner Co.

Selected as counsel to the Tanner Co. was the Memphis law firm of Armstrong, Allen, Braden, Goodman, McBride & Prewitt.

Donnahoo also said Media General's own investigation of the company's activities was "coming along pretty well" even though "it looks like it's going to take some time." □

Close race for fall, predicts Katz agency

Network battle for viewers in fall ratings race to be close call, but CBS should come out ahead, says report sent by Katz to TV stations it represents

Barring major setbacks, the Katz representative firm expects the three TV networks' competition for prime time audiences this fall to provide "the closest ratings race in recent years," with CBS-TV ahead, but narrowly, and with ABC edging NBC for second.

For the fourth quarter, Katz sees the 1983-84 schedules, as laid out, providing CBS with an average 28 share of audience, ABC with a 27 and NBC with a 25.

This forecast is part of a thick volume of program plans and commercial positioning data, network by network, that is being sent to all Katz-represented TV stations. It pulls together the networks' plans not only for prime time but for other major dayparts.

In an introduction, Kim Schlotman, Katz manager of research and network information, says of prime time that the networks, as a result of "backfiring" innovation efforts last year, are "back to tried-and-true programming ideas, borrowing from successful theatrical and previous series."

"What is significant this season," Schlotman writes, "is the positioning of certain programs, for example ABC's scheduling of the veteran Happy Days at 8:30 p.m. and with a rookie [Just Our Luck] for a lead-in and the move of Matt Houston to a later time period from the one it was just becoming accustomed to.

"Similarly, CBS had its own surprises. Moving the adult-skewing Mississippi from 10 p.m. Friday to 8 p.m. Tuesday, scheduling three movie nights and leaving only six comedies on the calendar were all unexpected decisions. While it's possible the third movie night is only until the [baseball] championships and World Series are over, it appears that the net is looking to capture an all-adult audience, leaving ABC and NBC to battle it out for the kids.

"Believing that 'the network that is number one in comedies is number one,' NBC has scheduled 10 half-hours of comedy... However, NBC is already revamping many of its fall programs. Boone, Manimal and St. Elsewhere are being made lighter, less dramatic. Remington Steele is being taken on the road [and given more budget and more romance]. Mama's Family and Jennifer Slept Here are getting additional cast members and Yellow Rose is being completely redone."

While recognizing the importance of strong series programming, Schlotman says, the networks also are spending more money than ever before on made-for-TV movies and mini-series.

One possible event that might mess up the race, Schlotman continues, is a threatened strike against NBC by the National Association of Broadcast Employees and Technicians: "If there is a strike and the other unions honor the NABET picket line, the ratings race could be hindered by production problems. NBC also has 15 programs (new and old) in new time periods, so their climb up the ladder will not be easy. But one thing is for sure, they are working harder."

The report projects audience shares, program by program, in the context of the schedules as currently set. Among ABC's eight new series, Hotel gets a 31, Madeline a 26, Just Our Luck a 23, Hardcastle & McCormick and Webster 22 each, It's Not Easy a 21 and Lottery and MedStar 20 each.

Among CBS's five new series, Katz sees After M*A*S*H if getting a 33 share, Emeril and Pot Luck, N.A.S. a 28, Sacco and Mrs. King a 25, Whiz Kids a 23 and Cutter to Houston a 20.

For NBC's nine new series, Katz anticipates that Manimal and We Got It Made will each get a 25 share, Mr. Smith a 24, Routiers a 23, Bay City Blues, Boone: An American Legend, Jennifer Slept Here and Yellow Rose 22 each, and For Love and Honor a 21.

Ratings debate. The Los Angeles Olympic Organizing Committee was downplaying a report published in the Aug. 27 edition of TV Guide suggesting that the Soviet Union obtained broadcast rights to the 1984 summer Olympics at "bargain rates." The report pointed out that, under terms of an agreement reached last month, the Soviet Union, along with Eastern European nations and Cuba, is paying $3 million for 250 hours of coverage, compared with the $225 million paid by ABC-TV for 187.5 hours of origin.

ABC had no immediate comment on the disparity, but LAOOC spokeswoman Amy Corliss said a number of factors are considered in contract negotiations beyond average cost by television set. She noted that state-owned television systems lack the ability to recoup rights costs through advertising, many do not broadcast in color and have traditionally paid rights fees that are triple those negotiated in the previous Olympic games. Corliss said the Soviet Union and the European Broadcasting Union, which is paying about $20 million for 480 hours of coverage to 31 countries, are both paying fees that are about three times those paid during the 1976 Olympics in Montreal.

In the prime time ratings, this most recent week was like the week ending Aug. 26: None of the top 10 programs, 16 of the top 20, 28 of the top 30 and 36 of the top 40 were repeats. The order of finish was not quite a repeat. CBS-TV won again, with a Nielsen average rating/share of 13.1/24, but ABC-TV edged ahead of NBC-TV to take second place with a 12.8/23, while NBC came in at 12.6/23.

ABC News's 80/80, one of two originals in the top 20, placed second for the week with an 18.1/33. In first place was a repeat of the Circus of Stars special on CBS (19.4/33). The other top 20 original was the 90-minute premiere of Two Marriages on ABC Tuesday at 9:30 p.m. (NYT) which scored a 15.7/27 to tie with (Simon and Simon) on CBS and "Godfather Part I" on NBC for 11th rank (Two Marriages now moves to Wednesday at 9-10 p.m.)

Apart from Two Marriages, the highest rated entertainment originals were On the Road with Charles Kuralt on CBS, which produced an 11.4/22 to rank 40th, and Reggie, an ABC limited series, which came in at 11.3/29 and 41st. Two other ABC summer series, Hamptons and Eye on Hollywood, dropped to 9.6/17 and 8.8/17 respectively, the former ranking 55th and the latter in a three-way tie for 59th. One of those in the three-way tie was CBS's Our Times with Bill Moyers summer series (8.8/16); the other was a repeat of ABC's Happy Days (8.8/17).

NBC played off Firm, a pilot for a projected series that didn't make it, Tuesday at 10-11 p.m. and pinpointed an original showing of "Sherlock Holmes" on CBS, 12.7/22 to 9.0/16, although Two Marriages's 15.2/7 easily won the period.

The First 20

1. Circus of the Stars
   CBS 19.4/33
2. 80/80
   ABC 18.1/33
3. NBC Monday Night Movie—The End
   NBC 17.9/30
4. A Team
   NBC 17.5/32
5. 60 Minutes
   CBS 16.8/30
6. Fantasy Island
   ABC 16.3/32
7. Jeffersons
   CBS 16.2/34
8. Facts of Life
   NBC 16.3/32
9. Knight Rider
   NBC 16.1/30
10. ABC Sunday Night Movie—The Choirboys
    ABC 15.8/29
11. Simon & Simon
    CBS 15.7/27
12. NBC Sunday Night Movie—The Godfather, Part I
    NBC 15.7/27
13. Two Marriages Special
    ABC 15.7/27
14. Family Ties
    NBC 15.3/26
15. Trapper John, M.D.
    CBS 15.2/27
16. Remington Steele
    NBC 15.0/26
17. Three's Company
    ABC 15.0/26
18. Goodnight, Beantown
    CBS 14.9/23
19. Love Boat
    ABC 14.8/26
20. Benson
    CBS 14.7/23

The Final Five

63. Powers of Matthew Star
    NBC 8.4/18
64. Archie Bunker's Place
    CBS 8.4/17
65. NBC Reports: Machines vs. People
    NBC 7.7/14
66. Caesarsbanca
    NBC 7.9/14
67. Gomez
    CBS 6.9/14
**TV actions**

- **Hope Valley, R.I.**—Astro Broadcasting System seeks 1180 kHz, 1 kw-D. Address: 380 Sheep Pasture Rd., Hope Valley, R.I. 02832. Principal is owned by John J. Fuller who conducts radio program on WMYD Wickford, R.I. WAWP Bloomfield, N.J., and WALN Allentown, Pa. He has no other broadcasting interests. Filed Aug. 17.

**AM actions**

- **Cooper City, Fla.**—South Florida Broadcasters application dismissed for ch. 77, 1000 kw vis., 100 kw aud.; HAAT: 3300 ft. (BPCT-830113AE). Action Aug. 10.

**FM actions**

- **Batesville, Ark.**—Southwestern Radio for Commercial operation application for 89.5 mhz, 1 kw-D. Address: 460 E. Main St., Batesville, Ark. Filed Aug. 11.

**New stations**

**AM applications**

- **Hope Valley, R.I.**—Astro Broadcasting System seeks 1180 kHz, 1 kw-D. Address: 380 Sheep Pasture Rd., Hope Valley, R.I. 02832. Principal is owned by John J. Fuller who conducts radio program on WMYD Wickford, R.I. WAWP Bloomfield, N.J., and WALN Allentown, Pa. He has no other broadcasting interests. Filed Aug. 17.

**TV applications**

- **Mesa, Ariz.**—Rutherford Publications Inc. seeks ch. 12; ERP: 250 kw vis., 25 kw aud.; HAAT: 1714 ft.; ant. height above ground: 268 ft. Address: 9564 E. 41st Street, Tulsa, Okla. 74145. Principal is owned by Bill R. Rutherford, president. It is also applicant for six new TV's including Mesa, Ariz. (see below). Filed Aug. 18.

**Ownership changes**

- **KTUC(AM) Tucson, Ariz.** (1400 kHz, 1 kw-D, 250 w-N)—Seeks assignment of license from Evon Broadcasting Co. to KTUC for investments for $825,750 (BROADCASTING, Aug. 29). Seller is owned by Raymond J. Kandel, who has sold, subject to FCC approval, KNDE(AM) Tucson (BROADCASTING, Aug. 22). Buyer is partnership which includes Christopher T. Maloney, Thomas E. Hassey and Thomas A. Moore. Buyer is noncommercial. Juanita business executive and Maples is general manager of KTUC. Filed Aug. 23.

- **KCGS(AM) Marshall, Ark.** (1600 kHz, 1 kw-N)—Seeks assignment of license from Marshall Broadcasting Co. Inc. to Rex Elliott for $50,000 plus other considerations. Seller is owned by Hugh J. Shannon, president. It has no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 19.

- **KYA(AM) San Francisco (1260 kHz, 5 kw-D, 1 kw-N)—Seeks assignment of license from King Radio Broadcasting Co. to Bon Temps International Corp. for $35.5 million (BROADCASTING, Aug. 8). Seller, based in Seattle, is principally owned by Dorothy S. Bulletin and family. It is group owner of four AM's, four FM's and four TV's. It is spinning off KYA to comply with FCC duopoly rules. It also bought KSTM(FM) for $250,000. Buyer is owned by Corp. of the President of the Church of Jesus Christ of the Latter-day Saints, is headed by Arch L. Mad- son, President. It also owns four AM's, seven FM's and two TV's. Filed Aug. 23.

- **KIST(AM) Santa Barbara, Calif.** (1340 kHz, 1 kw-D, 250 w-N)—Seeks assignment of license from KIST Properties Ltd. to J. P. Jardine (for $1,210,250), plus other considerations. Seller is headed by John Neisman, president. It has no other broadcast interests. Buyer is former owner of KIST, who has no other broadcast interests. Filed Aug. 19.

- **WWFL(AM) Clermont, Fla.** (1340 kHz, 1 kw-D, 250 w-N)—Seeks assignment of license from CKS Partnership to KAB Communications for $338,000 (BROADCASTING, Aug. 15). Seller is owned by Donald J. Chinoe (25%). John E. Koeter (25%) and J. H. James (49.5%). It is applicant for LPTD at Crystal River. File is owned by Kenneth R. Peach, his wife Ann G., and his parents. Granville F. and Jean Peach. Kenneth Peach is sales manager at WJDM(AM) Elizabeth, N.J. Others have no other broadcast interests. Filed Aug. 18.

- **KWEB(AM) Weber, Idaho (1260 kHz, 1 kw-D)—Seeks assignment of license from Mountain Land Broadcasting to Mountain Land Broadcasting for $140,000 and assumption of loan obligations. Seller is owned by Danny Kramer, Lina Rocker and David Burton. Buyer is selling his interest in company. Buyer is owned by Edward Burton (65%), his son, David (10%) and Danny Kramer (25%). Kramer is announcer and air personality at KSLA(AM) Salt Lake City. Filed Aug. 19.

- **KMOM(AM) Monticello, Minn.** (1070 kHz, 10 kw-D, 2.5 kw-N)—Seeks assignment of license from Tri-County Radio Inc., a new entity, to KMOM Radio Inc. for $1,500,000. Buyer is new entity, headed by Ross G. Eggstein, president. He has no other broadcast interests. Buyer is headed by David H. Lund, president, who is Monticello, Minn.-based high school teacher and local Dairy Queen franchisee. It has no other broadcast interests. Filed Aug. 23.

- **KLFM(FM) Great Falls, Mont.** (92.9 mhz, 100 kw, 250 kw vis.)—Seeks assignment of license from Northern Sun Corp. to KLFM Inc. for $455,000. Seller is owned by Bill Reier, president. It also owns KBOZ-AM BOE- man, Mont., and is applicant for new FM at Billings, Mont. Buyer is principally owned by William J. Lumen (25%), Ira Loven (70%). It also owns KEEN(AM) Great Falls. Filed Aug. 24.

- **WOTF(AM) Middletown, R.I.** (101.7 mhz, 3 kw, WWLS(FM) Big Pine Key, Fla., and 8.77% owner of WQFT(AM) Youngstown, Ohio. (BHP 830624AD). Action Aug. 19.
HAAT: 270 ft.—Seeks assignment of license from Bay Broadcasters Inc. to Leisure Market Radio Inc. for $7,000.00. Seller is owned by Ronald L. Hickman, president, and wife, Barbara, (89.9% jointly) and Michael Colins (10.2%). It has no other broadcast interests. Buyer is group of East coast investors, headed by Robert Richert, president (10%). He is also general manager of Group W Radio Sales. Filed Aug. 25.

WNP(C)(AM) Newport, Tenn. (106.0 kHz, 1 kw-D)—Seeks assignment of license from Millard V. Oakley to W.N.P.C. Inc. for $79,000 plus other considerations. Seller is owned by Edward M. Rau, president, and Carol Wayne Harrison. He is trading WCSS(VAM) Crossville, Tenn. for WNP(C). Oakley has interest in WRE(AM), WLV(AM-FM) Livingston, all Ten- nessee and WXXN(AM-FM) Greenville, Ala. He also applies for new-ow TV's new FM at Kileen, Tex., and 72 LPTV's. Buyer is owned by Johnson and Harris, president. Harris has interest in WTR(NAM) Kingston, Tenn., and 15 LPTV's. Filed Aug. 22.

KNEL(AM)-KXIV(FM) Brady, Tex. (1490 kHz, 1 kw-D, 250 W; N; FM: 95.3 mhz, 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Radio Brady Inc. to SEC/CESS Communication Inc. for $450,000, including noncompete agreement. Seller is principally owned by Edgar R. Keeling Jr., president. It has no other broadcast interests. Buyer is owned by Stephen R. Everett, president (60%) and Travis M. Roach Jr. (40%). It has no other broadcast interests. Everett is general manager of KBLI-FM San Angelo, Tex., and Roach is Ballinger, Tex.-based attorney and CPA. Filed Aug. 22.

KCDK-TV Midland, Tex. (ch. 18; 1.6 kw max.; 813 kw horiz. vis.; 162 kw aud.: HAAT: 390 ft.)—Seeks assignment of license from Midland Telecasting Inc. to Plains Television Ltd. for $50,000. Seller is headed by Henry C. Dawkins, president, and has no broadcast interests. Buyer is owned by Michael Massey (20%) and W.H. Graham (80%). Graham is publisher of Leader, Lovington, N.M. daily newspaper. Radial Inc. owns KGRV(AM) and KGWV(AM) Lovington, N.M., and has interest in new TV-Casper, Wyo., and Gallup and Las Cruces, both New Mex-ico. Filed Aug. 17.

WWBV(AM) Herndon, Va. (1440 kHz, 1 kw-D, DA-DM)—Seeks assignment of license from United Communications Corp. to Bid and Bay Inc. for $350,000, including noncompete agreement to be determined. Seller is owned by Ernest G. Peltz, president, who has no other broadcast interests. Buyer is owned by Alan L. Fard, president, who has no other broadcast interests. Filed Aug. 17.

[KLWY(AM)] Cheyenne, Wyo. (ch. 27; 4700 kw vis., 4274 kw aud.: HAAT: 760 ft.)—Seeks assignment of license from The Chryostum Corp. to Heart of Wyoming Television Inc. for $125,000. Seller is headed by Paul D. Burke, president. It also owns KCWY-TV Casper, KOWY(AM) Lander and KWWY(AM) Rock Springs, both Wyoming. Buyer is principally owned by A.J. Stanion III, president, who owns 50% of applicant for new TV-Casper. Filed Aug. 16.

Summary of broadcasting as of June 30, 1983

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| Total | 2418 | 110 | 2528 |
| TV auxiliary | 824 | 0 | 824 |
| TV auxiliary | 7387 | 207 | 7592 |
| UHF transmitters | 3 | 5 | 8 |
| Remote pickup | 12291 | 53 | 12344 |

Broadcasting Sept 5 1983 95

**Facilities changes**

**AM applications**

**Tendered**


* WICM (960 kHz) Sebring, Fla.—Seeks CP to change day power from 2 kw to 2.5 kw. Ann. Aug. 26.

* WRTH (590 kHz) Wood River, Ill.—Seeks CP to increase hours of operation to unlimited by adding night service with 5 kw and make changes in ant. sys. Ann. Aug. 25.

* KCWY (1380 kHz) Fairway, Kan.—Seeks CP to change day power from 2 kw to 2.5 kw; change to non-AM, change TL, and change ant. sys. Ann. Aug. 25.


* WHSM (910 kHz) Hayward, Wis.—Seeks CP to change hours of operation to unlimited by adding night service with 500 kw and make changes in ant. sys. Ann. Aug. 26.

**Accepted**

* WIZY (1560 kHz) Gordon, Ga.—Seeks modification of CP (8008327AC) to change TL from 8 kw to 2 kw. Aug. 22.

* WRTH (590 kHz) Wood River, Ill.—Seeks CP to change license to change RC. Ann. Aug. 24.


* KGSD (880 kHz) Medford, Ore.—Seeks modification of CP (BP-21003) to main SL and request waiver of section 73.1125(B)(2) of rules. Ann. Aug. 25.

* WNIS (1350 kHz) Portsmouth, Va.—Seeks modification of CP (BP-21003) to change main SL and request waiver of section 73.1125(B)(2) of rules. Ann. Aug. 25.

* WAMV (1420 kHz) Amherst, Va.—Seeks modification of CP (810731A) to change main SL. Ann. Aug. 22.

**FM applications**

**Tendered**

* WRPN-FM (90.1 kHz) Ripon, Wis.—Seeks CP to increase power to 1 kw from class C to class D. Ann. Aug. 25.

**Accepted**

* KNDI (99.5 kHz) Tucson, Ariz.—Seeks modification of CP (BP-8020915A) to change ER to 75 kw; change to non AM with 2 kw. Ann. Aug. 26.

* WXCS (106.9 kHz) Hagerstown, Md.—Seeks CP to change to 14 kw; change HAAT to 866 ft., and change coordinates. Ann. Aug. 24.

* WFMV-FM (106.3 kHz) Blaine, N.J.—Seeks CP to change to ER to 34 kw and change TPO. Ann. Aug. 24.

* KNPB-FM (94.3 kHz) Nowata, Okla.—Seeks modification of CP (BP-803262AX) to change ER to 3 kw, change to non AM with 1 kw.
- KEYF (98.5 mHz) Grand Coulee, Wash.-Seeks modification of CP (BPH-820503AR) to change TL and change coordinates. Ann. Aug. 22.

TV applications

Accepted
- WBFF (ch. 45) Baltimore- Seeks CP (BPTC-810924KE, as mod.) to change ERP to 3,925 kw vis., 785 kw aud. and change antenna type. Ann. Aug. 25.
- KDOR (ch. 17) Bartlesville, Okla.-Seeks CP (BPTC-820126KL) to change ERP to 103.4 kw vis., 10.3 kw aud.; change HAAT to 538 ft., and change TL. Major environmental action. Ann. Aug. 25.

AM actions

- WEXI (1280 kHz) Jacksonville, Fla.-Application dismissed to change hours of operation to unlimited by adding night service with 1 kw; install DA-N; change TL, and make changes in ant. sys. Major environmental action under section 1.1305, section 73.37(C)(2) of rules. Action Aug. 22.
- WTHZ (590 kHz) Wood River, Ill.-Granted modification of license to change RC. Action Aug. 22.
- WJIN (1180 kHz) Newburgh, Ind.-Granted modification of CP (BPTC-930925AD) to change main SL and request waiver of section 73.1125(B)(2) of rules. Action Aug. 22.
- WEZZ (1440 kHz) Williamsburg, Ky.-Granted CP to increase power to 2.5 kw. Action Aug. 19.

FM actions

- KLYR-FM (92.7 mHz) Clarksville, Ark.-Granted CP to change TL; change ERP to 62 kw; change HAAT to 197 ft.; and request RC at SL, and make changes in ant. sys. Action Aug. 12.
- *KCSB-FM (91.5 mHz) Santa Barbara, Calif.-Granted CP to change ERP to 1.1 kw; change type transmitter, and make changes in ant. sys. Action Aug. 12.
- WQCS (88.3 mHz) Fort Pierce, Fla.-Granted CP to make changes in antenna system; change TL; change antenna type; and make changes in antenna system. Action Aug. 12.

- WCBX (101.3 mHz) Aurora, Neb.-Granted CP to change TL; change ERP to 3 kw; and make changes in ant. sys. Action Aug. 3.
- WCKC (101.3 mHz) Bath, N.Y.-Granted CP to make changes in antenna system; increase ERP to 100 kw; and install HAAT to 531 ft., and change SL. Action Aug. 12.
- WKJA (92.1 mHz) Belhaven, N.C.-Granted waiver of section 73.1201(B)(2) of rules to identify as "Belhaven-Bath, N.C." Action Aug. 11.
- *WYCT-FM (103.3 mHz) Newport, N.C.-Application dismissed to make changes in antenna system and change SL. Action Aug. 16.
- *KQDI-FM (95.5 mHz) Jamestown, N.D.-Granted modification of CP (BPH-820126AR, as mod.) to make changes in antenna system; decrease ERP to 99 kw; and change race HAAT to 398 ft.; change height, power, and change type of antenna coverage increase. Action Aug. 11.
- WNPQ (95.5 mHz) New Philadelphia, Ohio-Application dismissed for CP to make changes in antenna system; change TL; decrease ERP to 2 kw, and increase HAAT to 403 ft. Action Aug. 12.
- *KOAP-FM (91.5 mHz) Portland, Ore.-Granted CP to change TL; change ERP to 100 kw (H), change HAAT to 1,581 ft., and change TPO. Action Aug. 3.
- WWOOD (101.3 mHz) Sumner, S.C.-Application returned to change TL. Major environmental action under section 1.1305. Action Aug. 16.
- *KQK (98.3 mHz) Bandera, Tex.-Granted CP to change TL; change ERP to 1.82 kw; and make changes in ant. sys. Action Aug. 17.
- *KUHF (88.7 mHz) Houston-Granted CP to make changes in antenna system; change TL; change type trans.; change antenna system; and increase HAAT to 1,564 ft., and change TPO. Action Aug. 3.
- WTTU (107.1 mHz) Bellows Falls, Vt.-Granted modification of CP (BPH-780929AM) to change SL and request waiver of section 73.1125(B)(2) of rules. Action Aug. 11.
- *WIZZ (106.3 mHz) Vergennes, Vt.-Granted CP to make changes in antenna system; increase ERP to .710 kw; decrease HAAT to 554 ft.; and change TL. Action Aug. 19.
- *WMAX (102.9 mHz) Centralia, Wash.-Granted CP to change TL; change ERP to 100 kw (H), 40 kw (V); change HAAT to 1,057 ft.; and make changes in ant. sys. Action Aug. 3.
- *KZZK-FM (102.7 mHz) Richland, Wash.-Granted CP to make changes in antenna system and reduce HAAT to 1,100 ft. Action Aug. 12.
- KCYY (96.1 mHz) Laramie, Wyo.-Granted CP modification to TL. Action Aug. 12.

TV actions

- *KWPG-TV (ch. 22) Las Cruces, N.M.-Granted CP to change ERP to 1,550 kw and 155 kw aud. Action Aug. 15.
- *WSSL-TV (ch. 67) Smithtown, N.Y.-Granted CP (BPTC-820422KF) to change ERP to 2,612 kw vis., 261.2 kw aud. Action Aug. 22.
- *WRDG (ch. 16) Burlington, N.C.-Granted CP (BPTC-810208KL) to change ERP to 3,390 kw vis., 339 kw aud., and change TL. Action Aug. 22.
Looking for sales manager for established AM in SLC, Utah, soon to add class C FM. Send resume to Gene Guthrie, KRGM, 5065 West 2100 South, West Valley City, UT 84120. EOE.

A young, rapidly expanding chain in the Northeast is currently in need of sales management for a medium market situation. Experience is a must for this position that pays in excess of $30,000. Send resume today to Box A-196. EOE.

Station manager. Strong sales-oriented manager needed for established station in northwest Louisiana. Please send resume to James Bethard, Box 910, Coushatta, LA 71019.

Sales manager with a chance to move up. Strong sales ability with promotional skills desired. Must enjoy community activities. Medium-sized East Coast market. Send resume and references to Box B-4.

Traffic manager (program assistant II), university radio station. Requires high school or GED and two years’ experience in radio traffic, continuity or operations of a Bachelor’s degree and one year of applicable experience. Position requires typing and general clerical skills. Starting salary $11,423/month. Write to the Office of Staff Personnel, Washington State University, Pullman, WA 99164-1014. 509-335-4521. Deadline for receipt of applications: September 22, 1983. An EOE.

Sales-oriented manager for small market, class A in Iowa. Excellent benefits and opportunity. Write Box B-31.

Solid, progressive AM/FM seeks small market street fighter with management skills to direct AM sales effort. Personal list, community involvement, and open mind a must. Group operator offers good salary plus incentive, excellent benefits and opportunity to move up. Nice Southeast area and climate (NC). EOE. Box B-37.

HELP WANTED SALES

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 references to Sales Manager, PO Box 27701-386, Houston, TX 77227. EOE-MF.

Florida. AM/FM needs 2 professional radio salespeople, each with at least 3 yrs’ fulltime radio street sales experience. Begin at income you’re now making. Metro market of 250,000. Let’s talk! Resume to PO Box 216, Ft. Myers, FL 33902. EOE.

Join the most professional sales team in broadcasting. United States Advertising Service still has openings in the Northeast, Southeast and Middle Atlantic states. We offer radio stations a computerized cop system that can increase local billing as much as 30%, regardless of ratings or market size. Travel is required within your state. Experienced broadcasters should expect to earn a minimum of $50,000 and still have time to take two weeks off their golf game. Call Bob Manley, 806-372-2323 for details.

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 in Westchester minutes from NYC. Great pay commissions, benefits and advancement possibilities for right person. Must be close enough for personal interview at your expense. Call Mike Schwartz, WZMFS, 914-747-1919 for information.

Sunbelt AM/FM adding new market seeks sales manager and sales to replace those being promoted. Minimum 2-3 years radio sales required. Resume and earnings history to Box A-179.

Hard hitting, hard working, non clock watching account rep to take over number one list on number one modern country FM in Indiana! Call Sales Manager, 317-724-7716, or send resume to WAXT, PO Box 111, Alexandria, Ind. 46001.

Sales manager. Energetic, aggressive, promotion-minded for medium market FM near Chicago. Strong salesmanship with ability to motivate. Good compensation, plus opportunity to grow. Send resume to P.O. Box 14987, Chicago, Ill. 60601.

Account executive for half million market AM/FM. Outstanding opportunity for an aggressive AE with a good street background. Prefer CRMC. Must be willing to consider 2 years’ experience or more. We will help you earn your CRMC. A heavyweight street fighter can enjoy a good income, the beach, warm weather, and success. Contact Don Durden, VP-GM, 409-842-2100, KWIC/KEZ, PO Box 6067, Beaumont, TX 77705. Equal opportunity employer.

FM radio station in Midwest seeking problem-solving sales account executive. Top 10 market. Must be able to plan and implement profitable sales promotions. Will receive major account list. Our sales staff awaits another pro. Resume applications to Box B-17.

Fayetteville, Arkansas, is looking for a general sales manager. Must be willing to profit and service new accounts, motivate a staff of four. Salary plus overtime. Resume to Randall Caseman, POB 550, Fayetteville, AR 72702.

30K commission level within a year. Established station, top list. Attractive Southwest location. Minimum 3 years’ experience. Small market near city attractions. Write Box B-25. EOE.

General sales manager. AM/FM in Fargo-Moorhead market. A Forward Growth Station. Write Howard Hansen, Pres./GM, Box 97, Moorhead, MN 56560.

Broadcast sales account executive-expanding agency seeks reps with following, for New York Metro Territory. Must have 2 to 3 years of similar experience. Excellent salary, liberal commission and full company benefits. Send resume with complete details of current compensation to Box B-28.

Group station needs experienced sales pro. Big city professionalism in pleasant medium city. Self motivators with three or more years’ experience. Send resume to Michael S. DeCo, General Manager, WIZE, Springfield, OH 45502.

HELP WANTED ANNOUNCERS

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 to: Sunshine, PO Box 27701-386, Houston, TX 77227. EOE-MF.

Classical music radio announcer. Major market, 3 years’ professional experience required. AFTRA shop. Warm and friendly on-air delivery. No beginners, please. Tapes and resumes only to Mario G. Marza, Director of Programming and Operations, WNCR, 1180 Avenue of the Americas, New York, NY 10036.

Morning personality AM country Los Angeles’ largest daytime coverage. Must have proven voice, tape, and TV presence. Must have coping/production skills. Air check, resume & salary requirements to Dave Eicher, Operations, KWMF, Box 578, Ft. Dodge, IA 50501.

KDLA, San Francisco’s premier black formatted radio station, has immediate opening for a 7 to midnight announcer with background in high-energy radio. Tapes and resumes to Jeff Harrison, PO Box 8432, Oakland, CA 94666. No calls, EEO.

Florida opportunity for a mature, disciplined, driven, motivated sales account executive with a strong work ethic. Heavy production and technical skills. Send T&R to Jack Burke, P.O. Box 650208, Vero Beach, FL 32965-0208.

New all hit Sunbelt rocker looking for communicators who relate. Resume only to Box B-16 right now. This new AM/FM operation wants solid pros who want to grow. EOE, M/F.

Sunbelt adult contemporary needs morning man. Will be well compensated with major market reservation. Resume only to Box B-39.

HELP WANTED TECHNICAL

Class C FM in major Southwest market needs competitive, quality-oriented chief engineer. Successful applicant will be responsible for small market, class C FM station operation, including building, installation, and maintenance of state-of-the-art studio and transmitting equipment. Send resume with references to Engineer, PO Box 27701-386, Houston, TX 77227. EOE-MF.

Chief broadcast engineer needed to oversee and maintain the performance of high-power FM public radio station KUMR. An Associate degree with emphasis in electronics or an equivalent combination of education, experience, and demonstrated knowledge and abilities can be acquired is necessary. Two to three years of broadcast equipment repair and installation experience in hospital or radio stations is an asset. Excellent verbal, written and listening skills. Excellent fringe benefits, including educational assistance. Deadline for receipt of completed applications: September 23, 1983. Application forms: contact Personnel Services, G-1, Parker Hall, University of Missouri-Rolla, Rolla, MO 65401, or call 314-341-4241. UMR is an affirmative action/equal opportunity employer.

HELP WANTED NEWS

Strong anchor/reporter for morning drive. Must have 2 years’ experience and be team player in competitive market. Send tape and resume to Dale Wibley, KRNT, Box 1350, Des Moines, IA 50303. EOE, M/F.

2nd news position needed to be filled in Michigan at award-winning station. Looking for at least one year of experience. Equal opportunity employer. Tape and resume to Bill Gilmer, WHLS, P.O. Box 807, Fort Huron, MI 9200.

News director, Medium market FM near Chicago needs bright, hard-driving person to institute comprehensive local news operation. Experience, journalism degree preferred. Send resume and tape to W Box 857, Chicago, Ill. 60614-0069.

Small market radio station with medium market approach to news and award-winning news department seeks news director. RJK & AP good news equipment. Great starting salary. Beautiful area. 90 minutes from Washington. Contact Rick Wetzell, General Manager, WRNR, PO Box 709, Martinsburg, WV 25410.

Director of news and public issues. The University of Houston System is seeking a director of news and public affairs programs for KUHF-FM Radio. Essential position will create, produce, and execute news and public affairs issues program for the station. Qualification requirements include a bachelor’s degree and demonstrated broadcast station experience in writing, producing, and distributing news/affairs content. Excellent writing and editing, supervisory experience, and FCC authorized radio equipment operator permit. Send resume to Dane Eichor, Operations, KUHF-FM, University of Houston System, 4600 Gulf Freeway, Suite 500, Houston, TX 77023. Equal opportunity employer.

WEBR, award-winning all news station, looking for producer/host for live-line interviews and half-hour public affairs programs. Requires strong interview, production and delivery skills. Full time news staff of 21. Resume, non-returnable audition tape including interview samples, and references to Mike St. Peter, News Director, WEKR, 23 North Street, Buffalo, NY 14222. WEKR is an equal opportunity employer.
HELP WANTED NEWS CONTINUED

Join the "First Report News" Team. Immediate opening. 3-person fulltime news department. Area's leading FM CHR Personal interview required. Peter Bardach, WGUS Box 102, Franklin, NJ 07416. 201-827-2655 M/F, EOE.

News bureau director. University of Wisconsin-Oshkosh. Writes annually 200+ news releases/features, edits in-house pub., contacts media, supervises acq./student assignments. Bachelor's degree req. Pref. min. 7-10 years' experience reporting/editing for daily newspaper, radio or TV. Preferred candidate in this national search will have excellent journalism background, extensive knowledge of print/telecommunications operations & procedures. Starts by Dec 1. Salary: high 6 digits/low 7. Willing ability to adapt to shifting management environment in delegation/budget/planning and/or statement of management philosophy (2) copies of 3 published articles (not returnable) or 3 aged tapes (4 names of 3 references). Send to: News Director Search/Screen Committee, Dempsey 237, Dept. C, UW-Oshkosh, Oshkosh, WI 54901, by closing date of Sept. 15, 1990. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

WBGO-FM, the only full-time jazz station in the New York area, has an opening for program director. The successful candidate will have experience supervising on-air personnel, working with audience research, and a knowledge of jazz. Send resume to: Robert Otterhoff, WBGO, PO Box 8, Newark, NJ 07101.

WRR-FM, Dallas' fulltime classical music station, has an immediate opening for an experienced commercial producer, familiar with all aspects of production. Air shift may vary. Send tape and resume by Sept. 16 to: Staffing Manager, Personnel Department, City Hall, Dallas, TX 75201.

SITUATIONS WANTED MANAGEMENT

Dedicated professional with exceptional performance record. Major and medium markets, various formats. Operational, programming, sales. Excellent manager, administrator, strong sales management. A "total" manager with finest credentials carefully seeking long term association with quality organization. Write Box A-46.

Group management. Resourceful, imaginative and practical developer of people and properties. 18 Years of very successful station and group management encompasses all market sizes, most formats, AM & FM, total rebuilding, major improvements, acquisitions & sales. Finest references will prove my worth to your organization. Write Box A-47.

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

Mature, aggressive and successful GM with excellent sales record. Best references from industry leaders. Write Box A-183.


Dynamic affiliation wanted. Strong, imaginative GM seeks major market opportunity to develop fine facility to its maximum. Exceptional leader. Compelling credentials. Experience in major markets. Reporting, interviewing involved with CBS, ABC, NBC, Metro, and other very formidable broadcasters. Management, sales, and talent backgrounds. Company must have highest standards of quality, along with undaunted growth drive. If you want an inspiring, people-oriented leader to make your station soar, write today to Box B-5.

GM with strong sales background. SE, SW and Midwest markets. Great start from scratch. Small to medium markets. Box B-10.


SITUATIONS WANTED SALES


SITUATIONS WANTED ANNOUNCERS


Young announcer with first phone & over 5 yrs. experience. Willing to go anywhere. Write Box A-174.

Versatile announcer seeks position in small to medium market. AC, M-R, country, news. Call Jim 412-846-4964.

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave, anytime. 201-777-0748.

Male DJ looking for country or rock station in middle market. Excellent knowledge of music, love working midnight shift. Steve Grayson, 312-864-3304.

Male announcer, 23, broadcast school trained, desires starting position with AOR-CHR format, small market FM. Good production, promotion skills. Will relocate. Call Jeff, 717-839-7448, anytime.

Dependable announcer, 10 years experience. Prototable, sound Mike, 373 Williams, Daytona, FL 32018 904-255-6950.

Excellent employee. PBP sportscasts, features Dan Magnotta, Box 234, Mt Pocono, PA 18344 717-839-6608, anytime.

Female announcer looking for position in Indiana. Have training from Columbus School of Broadcasting. Call P Bug, 317-973-7410.

Bright, reliable, talented female; college grad, independent worker. One year's experience at all phases radio broadcasting. Seeks announcer, deejay, or news position. Reply Box B-30.

SITUATIONS WANTED TECHNICAL

Engineer, 18 years experience, wants permanent position as chief or maintenance. AM/FM directionals. Available immediately. Phone Don, 614-427-4024.

SITUATIONS WANTED NEWS


Sportscaster excelling in hockey play-by-play Broadcast journalism graduate, Univ Of Missouri. Contact: Hockeystock, Box 801, Chesterfield, MO 63017. 314-878-1136.

Two-man sports talk show drawing top numbers in medium market. Looking for major or medium market with major college or professional sports. Call Chris, 504-744-1280.


SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS


Programming pro: 10+ years experience A/V Country. CHRM. Promotion and marketing knowhow Profit oriented Degree. First phone Tom Davis, 704-827-0300.

TELEVISION

HELP WANTED MANAGEMENT

Public affairs director-strong, distinguished NBC affiliate seeks primary liaison between station and community. Previous broadcast experience is a plus. Reporting & internal station position for public service commitment 3-5 years full-time broadcast public affairs experience. Degree of public issues, knowledge of Seattle/western Washington community, demonstrated production skills required. Resume only please to: Personnel Director KING-TV 333 Dexter Ave N Seattle, WA 98109 KING-TV is an equal opportunity employer.

Directors, television division, for Prairie Public Broadcasting. Responsible for television programming, production and broadcast operations for a six-station network. Public television programming experience essential. Salary $30,000+. EOE. Closing date: September 30, 1983. Send letter of application, resume, and references to Dennis Falk, President, Prairie Public Broadcasting, 4500 South University Drive, Fargo, ND 58103.

General Manager—hands-on manager for 150-200th market in SW. Demonstrated success in sales, budgeting, programming and personnel management. Excellent salary and benefits with multi-operator. Reply Box B-14.

Sales manager—hands-on manager for 150-200th market in SW. Demonstrated success in sales. Excellent salary and benefits with multi-operator. Reply Box B-34.

Traffic manager. In top 10 Southwest market. Prefer independent TV background. Experience on Bias system preferred, with working knowledge of order entry through log preparation. Minimum 2 years' managerial and staff experience. Flexible schedule, possible relocation, team spirit a must! Please send resumes to: Department S, 8950 Kirby Drive, Houston, TX 77054, EOE.

Station or operations manager - dependent upon candidate's accomplishments and experience. Group operations, medium size, Midwest network affiliate. Requires strong production - commercial, program and news. Prefer two years' experience as production manager or operations manager, smaller market. Must be energetic and creative. Don't reply unless you can mold a team devoted to top quality on air. Degree preferred. Equal opportunity employer. Reply Box B-35.

HELP WANTED SALES

Account executive. Strong ABC affiliate in major Southeast market looking for experienced professional. Previous broadcast sales experience required, with a strong track record in agency in the development of new, direct business and in television vendor support program. Must have strong written and oral skills and be well versed in research and rating information. Minimum of 3 years' experience required. Send resume to: Box A-23, EOE.

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

Salesperson willing to relocate or presently living in Los Angeles area to cover small West Coast markets for well known television network—King World Produc-

ductions, Inc., 480 Morris Avenue, Summit, NJ 07901.

Wanted now: National sales representative for successful TV series currently running on satellite networks & broadcast stations. Highest commissions paid for long time sales close. Expenses your own—work from home. Resume to: The Action Line Group, Box 2991, W. Palm Beach, FL 33409.

Local sales manager. Small market Southeast Station has opening for leader of sales staff. Must have high self-motivation. Write Box B-18, EOE.
HELP WANTED SALES CONTINUED

Local sales manager: Must have experience to train, direct, and sell. Modern VHF station and equipment. Senior manager to Rocky Mountain state. Send resume to Box B-10.

OUTSTANDING opportunities selling national TV and time to national sponsors. Other marketing and sales positions also available. Write Box B-36.

HELP WANTED TECHNICAL

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 experience. Send resume to Rod Hughes, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63901. Equal opportunity employer.

Maintenance engineer - minimum of 3 years in broadcasting and FCC license required. Responsibilities include repair and maintenance of ENG equipment and reconfiguring of master control and production control. Send resume to Rod Hughes, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63901. Equal opportunity employer.

New UHF station in start-up phase seeking experienced chief engineer. Must have knowledge and experience to operate all aspects of a license application. Immediately October 15, 1983. Submit resume, references, and salary history to: Dres Media Inc., Channel 21, P.O. Box 25615, Las Vegas, NV 89136-4015.

Need immediately! Top quality video audio production company requires top notch maintenance engineer. This person must have experience on CMX, Ampex VPR-2-VPR-20, Ampex cameras, ADO & Ampex switchers, P-2-2, C-G-C, etc. Salary and benefits substantial for right person. Contact: Dallas Video Communications, 10 East 106th Street, Ind., IN 46280. 317-844-7403.

TV master control operator and technician. Previous on-air operation experience essential. Must be familiar with video switchers and tape systems. Strong telephone license and UHF transmitter operator experience preferred. Contact: D. L. Dung, Dir. of Engineering, KSCI, 1954 Colfax Avenue, West Los Angeles, CA 90025, 213-479-8081. An EOE/M-F.


Maintenance technicians, PBS, PBS currently has openings for maintenance technicians. Our ideal candidate should have a minimum of 2 years successful full-time experience in television maintenance after completion of degree or training program. Candidate must be current and competent in the operation, troubleshooting, and installation/construction of current state-of-the-art equipment including, but not limited to, digital electronics, microprocessors, and computer controlled equipment. Past experience with Ampex ATR-1 and VPR-2 video tape machines and Grass Valley Group distribution equipment is desirable. Duties will include routine maintenance and repair of all equipment within the PBS technical plant. If interested, submit a letter of interest, resume, and salary requirements to PBS, Attn: Sheila Ellington, 475 Elenfant Plaza, SW, Washington, DC 20024. EEOA.

Assistant chief engineer - Southeast, VHF Network affiliate. Excellent wages and benefits. Must have strong maintenance background and supervisory experience. Also accepting applications for other engineering positions. Send resume and salary history to: Box B-11. EOE.

Chief for new UHF - start-up needed: Construction experience. Must be hands-on manager and work within budgets. Send resume to General Manager, Great Plains Media, 6901 Indian Hills Drive, Omaha, NE 68114.

Rank Cintel operator Experienced professional familiar with TO-P-S-Y color correction needed immediately for busy house job. Call 408-734-2405.

Need experienced TV transmitter engineer to maintain RCA TT50/5A in remote area of Michigan's Upper Peninsula. Must have experience with similar unit. Reply Box B-26.

Wanted: TV transmitter engineer. Maintain VHF transmitter plant in San Francisco. Rotating hours, good pay. Must have experience to maintain equipment. FCC license a must. Send resumes to Roy Trumbull, Assistant Chief Engineer, KRON-TV, P.O. Box 3412, San Francisco, CA 94119.

Southern California: Christian satellite and broadcast network has openings for master control engineers. Minimum two years' experience required. Send resume to Ben Miller, Director of Engineering, Trinity Broadcasting Network, Box A, Santa Ana, CA 92711. An Equal employment opportunity.

HELP WANTED NEWS

News director - looking for right person to take charge of major market news department. Group owned station is a full opportunity. Send resume only to Box A-170.

TV reporter with minimum one year on-camera experience. For instructional series of news documentaries on Maryland government. Salary base: $17,000. Starts November 1. Must have experience to travel by own car within Maryland. Mileage paid. Casting will be done by video and resumes of current on-camera work. Include references with resume. Evidence required of experience in research, writing and reporting government issues. These materials must be received by October 1. Send resume to: Public Broadcasting, 3290 Park Ave., Owings Mills, MD 21117. Maryland State Department of Education is an equal opportunity employer in principle and practice.

Broadcast meteorologist: WVEU-TV, New Orleans, is hiring a full-time news meteorologist to join 24-hour news department. Prefer meteorologist, but will consider highly qualified, well-trained weathercaster with AMS seal. We have state of the art equipment, computer graphics and graphics software. Must be experienced in broadcast. Send resume to Gaylord Broadcasting, and an equal opportunity employer. Send resume and tape to: Ron Hunter, News Director, WVEU-TV, Box 136, New Orleans, LA 70115.

Looking for general assignment reporter. No experience necessary. Send resume to Tom Smith, News Director, KMFB-TV, PO Box 80888, San Diego, CA 92138. EOE.

News producer with two years' commercial television news production experience; excellent writing skills; and experience with live shots. Send resume to Personnel Director, KTLF Television, Inc., P.O. Box 8, Tulsa, OK 74101.

News photographer — top rated Sunbelt station seeks creative news photographer with minimum of one year's experience. Send tape and resume to Nancy Ronci, News Director, WRAL TV, Box 12000, Raleigh, NC 27605. EOE/F.

We need the nation's best consumer investigative producer now working in a major-market or at a network. You'll need production skills and sound news judgment as well as an understanding and importance for stations coast to coast. You'll be based in San Francisco, travel extensively and have an assistant to help. Rush resume and salary history to Suite 2740, 556 Market Street, San Francisco, CA 94104. EOE.

News photographer positions available. Must be good, have 3 yrs. broadcast experience. Tape, resume, salary requirements: Box 191024, Dallas, TX 75219.

Self-Starter to shoot and report for #1 news team in Portland. Must have two years' experience. Send resume, P.O. Box 6672, Portland, OR 97222. EOE.

News producer, for Wichiita's leading news organization. Minimum 1 year commercial TV news production experience. College degree required. Must have demonstrable outstanding writing, interpersonal & organizational skills. Send resume to Robert Coheley, P.O. Box 10, Wichita, KS 67201. EOE. Phone calls.

Ready to move up? Send tapes/resumes to Steve Porrincetti, Primo People Inc., 116 Old Greenwich, CT 06870. Attention: news directors/general managers. Either established or up-and-coming, this is critical. Send to Primo People, Inc., 203-637-3044.

Sports reporter/anchor who can write, shoot, edit. Send resume and tape audits to: Tom O'Neal, News Director, WRBL, P.O. Box 270, Columbus, GA 31904. EOE.

HELP WANTED PROGRAMS & PRODUCTIONS

Producer: for fast paced 11 pm newscast. Experience, production and writing skills required. Send resume to: News Director, WNYT, PO Box 4005, Albany, NY 12201. No tapes or phone, please.

News director for top 50 market affiliate in Pennsylvania. Looking for experienced, aggressive, take-charge person. EOE. Send complete resume only. All inquiries held in strict confidence. Box B-27.

HELP WANTED PROMOTING PRODUCTION & OTHERS

Producer/director - University PTv station. Minimum 5 years' experience in producing, directing, and producing/programming. Must have the ability to write and produce commercials. Salary: $12,000 - $14,000. EOE. Send resume to: Roy Gargash, WGBU-TV, Bowling Green, OH 43403. WGBU-TV is an AA/EOE.

Program manager for PTv station in Alaska's capital. Duties include program scheduling, promotion, programming, and producing. Must be physically able to work in all phases of production. Salary: $30,000 DOE, plus benefits. Send resume to Roberta Watson, KTTO, P.O. Box 10183, Fairbanks, AK 99709. Deadline: September 12, 1983. KTTO is an AA/EOE.

Director/videographer: aggressive PBS station seeks director with strong video background. Excellent opportunity for right person. Minimum one year's experience. Send resume and tape to J. James, News Director, KFVS-TV PO Box 100, Cape Girardeau, MO 63901.

Douglas County Station, St. George, Utah, is strongly committed to local and regional programming. Excellent support and production staff. Salary $30,000 DOE, plus benefits. Send resume to Roberta Watson, KTOO, P.O. Box 10183, Fairbanks, AK 99709. Deadline: September 12, 1983. KTTO is an AA/EOE.

News director 4 - commercial production: leading station in news and commercial programming looking for producer. Strong experience in single camera and multi-camera remote and studio directing required. Please forward resume and salary requirements only to Box A-187. EOE.

Promotion manager — large market network affiliate seeking promotion manager for Anchorage's leading news department, including on-air, promotion campaigns, and sales. Consideration must be an experienced promotion manager. Equal opportunity employer. Resume to: Box A-199.

Television writer: Degree or two years' successful experience to research, write and produce interesting educational programs. $16,000 - $18,000, plus excellent benefits. Resume and references, plus sample of work, to Bob Taylor, UMC-TV, 85 Utah State University, Logan, UT 84322. AAE/EOE.

Senior Producer - news and public affairs. Major producing (public television) station is seeking experienced producer for national news and public affairs programs. Must have strong experience working news background; proven leadership and administrative skills, and solid experience in studio and ENG productions. Excellent salaries. Contact: Emile S. Marie, WTVJ-FM, Personnel Dept., Box 2626, Washington, DC 20013 EEO/AA.

Editor - WTVJ-TV. Seeking an individual with a good eye and sense of story. Minimum of two years' experience working on TV magazine or news features/series; proficient in use of database; editing experience a plus. Successful candidate will be working in a spirited and demanding atmosphere at WTVJ's PM Magazine. Excellent salary and benefits. Send resume and salary history/requirements to: Employment Manager, Wometco Enterprises, 324 N. Miami Ave., Miami, FL 33126. EOE.
**SITUATIONS WANTED**

**MANAGEMENT**

General Manager for major market station owned by innovative company which has extremely high goals for achievement, refinement, and ethics. Enthusiastic leader, 35, well-educated, notably accomplished, with 16 years in the business. Creative, developmental, stable, and mature. Experienced with both O&O and indie operations. Excellent with organization, personnel, and public relations. Excellent with business and salary demo tape and TO. Box 324, NYC 10310.

**SITUATIONS WANTED**

**TECHNICAL**

Young technical with first phone & over 2 yrs. experience in TV. Willing to go anywhere. Write Box A-173.

**SITUATIONS WANTED**

**NEWS**


Anchor: commercial actor with extensive financial journalism experience seeking to make transition to TV news. Audition tape and resume available. Call 212—288-7637.

Sportscaster who will make a difference! Entertaining, award-winning. Very popular. Call now: 713—583-1777.


Weathercaster with computer graphics experience looking for small/medium market. Jeff, 716—434-4676.

Sports freak needs model 5 years TV award-winning photographer/reporter wants to try anchoring. Tom, 318—424-4317, m.e.v. 714—545-0328.

Meteorologist: AMS seal. Creative, credible. Eight years broadcasting. I'm a proven, winning grabber who enjoys winter. Write Box A-195.

Meteorologist seeking entry level position. Call Emmett, 303—392—4420.

David Brinkley/Woody Allen clone. Whom is fluent in Russian, world events and sports. Seeks entry level position with TV station who wants the workaholic. This handsome and humble print reporter delivers terse, tart, and tight copy For resume, tape, and conversation, call Jeff, 619—460—3051.

Anchor/reporter with over 3 yrs. experience to top 90 seeks position with medium market station. Can shoot as well as edit, and specialize in features and sports. Available right now! Call Dan, 217—367-6783.

If you're looking for a reporter and anchor, I'm your man. Can offer my wide background in soft writing and communicating, professionalism on-air. Present situation unstable. Seeking station with commitment to excellence. Box B-29

Am I being naive? I thought that to succeed in this business, you have to keep records and win a batch of awards. So I duly someone must need an experienced reporter/producer/anchor with a history of popular and critical success. Call Pete, 717—823-9665.

Future award-winning TV producer now available for entry level position. Professional experience. Will relocate. Recent university graduate. Write Box A-29.


Entry level news position, anywhere. I have a B.A. degree and production experience in top 5 market. Can write, edit, interview. Engaging, witty, professional references. Norm, 215—328-9252.

Meteorologist. Good appearance, very accurate, personable. AMS radio seal 3 yrs. experience with government & Industry. Call Jeff, 703—971-3936.

**SITUATIONS WANTED**

**PRODUCTION & OTHERS**

News shooter in Detroit, with PM Mag experience, available, Award-nominated. Ric, 313—722-6028. Excellent references.

College graduate with intern experience seeking entry position in television production and promotions in Midwest area. 219—259-7190 or 219—289-2809.

Award-winning Newhouse TV grad with two years experience as TV/associate producer seeks commercial entry level position. Larry, 203—838—6148.

Dupont-Columbia award-winning television documentary producer seeks staff or freelance production position. Bob, 212—898—5327.


A Midsummer Night's Dream: Double degree graduate of Columbia/Amherst seeks entry level position in TV/Cable. Experience plus creativity Willing to relocate. Call Michael Burns, 212—643—5035, or write 5224 South Drexel Avenue, Chicago, IL 60615.

HELP WANTED INSTRUCTION

Television producer—Lane Community College is seeking applications for an individual to supervise its media production facilities. $23,760-$27,835, plus benefits. For applications, contact Personnel Services, Lane Community College, 4000 E. 30th Ave., Eugene OR 97405. 503—726-2211. Deadline for applications is September 9, 1983. Lane Community College is an equal opportunity/affirmative action/Title IX employer.

Ohio State University's School of Journalism is accepting applications for the position of Kiplinger professor of public affairs reporting. Applicants must have at least 10 years' experience in public affairs reporting. With Washington experience a plus. The Kiplinger professor teachess advanced investigative and interpretative reporting techniques related to coverage of federal, state and local governments, administers the Kiplinger graduate program in public affairs reporting, advises and recruits students. Prefer start July 1, 1984. Salary $50,040-$55,080 for 12 months. Applications must be accompanied by a resume and references to Chair, Kiplinger Search Committee, School of Journalism, Ohio State University, Columbus, OH 43210.

**WANTED TO BUY EQUIPMENT**

Wanted 250, 500, 1,000 and 5,000 watt AM-FM transmitters, Guarantee Radio Supply Corp., 1314 Ithurbide Street, Lake T. 80040. Manuel Flores 512—723-3331.

**Good useable broadcast equipment needed:** all types for AM-FM-TV Cash available! Call Ray LaRue, Custom Electronics Co., 613—886-2936.

Instant cash-highest prices. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404—324-1271.

ITC cart machines. Will pay top dollar. We must see it first. Call for details: Walt Lowery, David Green Broadcast Consultants, 703—777-6660 or 6500.

Wanted: used microphones, parts, stands, accessories. Give models, condition, etc., Microphones, Box 13069, Arlington, TX 76013.

Need to 10 channel broadcast mixing consoles (re- cent models, mono-stereo); 20 channel Ampex recorders (440's, mono-tetere). Must be in excellent condition. Call Karen, 203—232-9968.

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 LaRue, Custom Electronics Co., 613—886-2936.

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


Quality Media is the leader—over a million in month in broadcast equipment sales since January 1 Now with offices available in Minneapolis, Mobile, and Los Angeles. Our “satisfaction guaranteed” policy is the reason. Call 404—324-1271 for your needs today!

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404—324-1271.

Studio equipment—new and used. Hundreds of items available. VTR's, switches, cameras. Call Quality Media, 404—324-1271.
FOR SALE EQUIPMENT CONTINUED

West coast bargains. RCA TK 27, like new; new Ampex 1" tape, 1/2 new price; JCV port 1/2" recorder, thousands of other items. Call Jim Smith, Quality Media, 213-730-4393.


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

Video production equipment for sale. Lot #1: complete Sony 4/3 editing sys; 1-2660a; 1-2260; 1-14430; 3-2445d; 3-1040a; 1-1040v; 1-VPS00, 1-VP100, 1-portable VPS00, 1-VP400; total Lot #3: JVC studio color cameras, 3-JVC KY2000, 3-Kivik set; tripods on dollies, 3 remote CCU. cases, cables, acc. $9995. Total equipment sold as is, the result of expansion, and will be removed from service Sept. '83. Lots will not be broken. Call Marvin Sparks, VP & GM, of John Elliott, C.E., 513-322-0026.

1979 Xplorer motor home 19/2; wired for Marri transmitter; ideal tour radio unit. $12,000. Dyersburg, TN 901-285-7176.

One channel 57 TV directional antenna. Contact Director of Engineering, 803-244-1616.

Rent broadcast test gear from the largest inventory in America: Potomac field strength meters and proof of performance systems. Delta operating impedance monitors, Orban Optimod, Moteley remote control and STL links. Marri NHL equipment. David Green Broadcast Consultant Corporation, 703-777-6600 or 703-777-6500, Box 590, Leesburg VA 22075.


COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'liners, 1237 Arma-cost, 6C, Los Angeles, CA 90026.

Proven radio comedy! Guaranteed! Free sample! Write on station letterhead to Contemporary Comedy, 5804-B Twinnew, Dallas TX 75227.

RADIO PROGRAMMING

One-minute daily soap: Party line sizzles! Call or send for demo. Fuller Box, 153, LaGrange, IL 60525, 312-579-5778.


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.

MISCELLANEOUS

The Audition Tape Handbook can assist you in producing a professional sounding tape that you can do yourself! Write for details. The Broadcast Company Ltd., P.O. Box 59, Westmont, IL 60559.

RADIO

Help Wanted News

DIRECTOR NEWS & INFORMATION PROGRAMS

National Public Radio seeks experienced individual to head staff of 90+ employees of award-winning news programs. Individual will report to Sr. VP/Programming and have overall responsibility for supervision of news staff and the planning and evaluation of programs and projects assigned. Prefer individual with degree in communications or related area with some post graduate work. Must have minimum of six years' full-time professional journalism experience with demonstrated experience in radio. Strong management and fiscal experience plus. Excellent company, paid benefits. Send resume to Personnel, National Public Radio, 2025 M St., NW, Washington, DC 20036. Salary commensurate with experience. AAVEO.

Help Wanted Sales

NATIONAL SALES MANAGER

Churchill Productions in Phoenix is seeking a professional for the above position with our fast-growing company. We are a programming syndication firm with an outstanding national reputation for quality. We currently offer two very successful formats, adult contemporary and easy listening, now heard on over 20 stations in markets from Boston to Los Angeles. Qualified applicants probably have experience in radio sales management positions, a history of personal sales success, enjoy travel, and desire a challenge with unlimited career and monetary growth. Please send your resume and salary history in confidence to:

Tonn Churchill
1130 E. Missouri, Suite 800
Phoenix, AZ 85014

Help Wanted Technical

APPLICATIONS ARE NOW being accepted for the position of Chief Engineer for major sunbelt radio station. Excellent salary and benefits if you are the right person. Only experienced engineers should apply. Write Box B-24.

Help Wanted Programming, Production, Others

OPPORTUNITY PROGRAM DIRECTOR

WDAY 970 AM, one of the oldest radio stations in the country, is looking for a proven program director with high motivational qualities. You must know and understand personality/full service radio and be highly promotionally-oriented. Production ability and air talent a plus. Fargo is a highly competitive market. You'll be working with the best radio talent in the nation. Send tape and resume to Roger Greenley, WDAY Radio, P.O. Box 2466, Fargo ND 58105.

Help Wanted Management

NEWS DIRECTOR

Goal oriented planner, administrator, implementer who works closely with professional staff. Maintain strong information image with outstanding substance and "today's" radio outlook for on-air performance, formats, Great Northeast facility, reputation, ownership. Send resume only to Box A-198. EOE.

Situations Wanted Management

SELLING GENERAL MANAGER


TELEVISION

Help Wanted Sales

TELEVISION EQUIPMENT SALES ENGINEER

We are a Major Southeastern US video dealer and we're adding sales professionals to represent top of the line names in broadcast and professional video equipment.

Our company has been in the business for years with a history of growth second to none. To continue this growth, we are looking for video professionals who are serious about long-term success. If you are currently working in video sales or have a solid video knowledge, you'll find the opportunities and compensation plan surprising. Send resume and let's talk about growth. Send resumes to Box A-151.
Help Wanted Sales
Continued

OPPORTUNITY
We have the facilities and the ratings to make us #1 in the market. We need two salespeople ready to capitalize on our success. We offer excellent benefits, pay plans and profit sharing in one of the fastest growing sections of the Southeast. Qualified candidates must have 3 years TV sales success. Send past track records/resume to Box A-182, EOE.

MARKETING REP
Major market Pacific Northwest public television station seeks articulate, self-motivated professional with strong human relations skills and experience in marketing concepts, strategies and techniques as applied to fund raising and consumer/retail sales. Responsible for securing national/international funds for production of programs by KCTS/Seattle and for sales/distribution of programs produced by KCTS/Seattle. Minimum qualifications: Bachelor's degree in business, communications or related field. Three years' experience in marketing/sales with verifiable success. Salary: $20,844 to $32,556, plus benefits. Deadline: September 23, 1983. Send resume, including achievements and dollar generated during the last three years, and sample of presentation written by applicant for obtaining funds from a national source, to: Ken Terao, 83-MT-12E, KCTS/9, University of Washington, (AC-25), Seattle, WA 98195. An Equal opportunity affirmative action employer.

Help Wanted Management
Continued

HELP WANTED

Television Equipment 6 Figure Potential Income
Call Don Forbes
800/531-5232
Broadcast Systems Inc. Austin, Texas

SENIOR TELEVISION SALES POSITION
Senior television sales position open in top 50 Southeastern growth market with ABC affiliate. New facility, excellent benefits, established list, growth oriented company.EOE. M/F. Write Box B-44.

Help Wanted Management
LOCAL SALES MANAGER
If you are a bright, aggressive, self-motivated local "marketing charger," with local sales management experience, join Oklahoma's Number One Independent, a John Blair owned station. Move on up with us and be a part of the Western spirit. Send resume to: David Murphy, President and General Manager, P.O. Box 14925, Oklahoma City, OK 73113. An Equal Opportunity Employer.

Help Wanted News
ANCHOR AND CO-ANCHOR WANTED
Two mature, experienced, and commercially successful professionals wanted to anchor a daily national Catholic television program scheduled to air in 1984. We are looking for personalities with creative flair, warmth, and personal authority. Men and women with a knowledge of Catholicism and commitment to the Church preferred. Salary and benefits compare favorably with industry standards. Send resumes, references, and 9/4 inch or VHS demo tapes of recent broadcasts to: United Catholic Broadcasting Anchor Search 840 Airport Boulevard P.O. Box 8034 Ann Arbor, MI 48107 All applications confidential. Demo tapes will be returned within six weeks of receipt. EOE.

MANAGER, ADVERTISING SERVICES FREELANCE
The National Broadcasting Company offers an excellent opportunity emphasizing creative copywriting for various Radio/TV dayparts. Candidate should work well under pressure & possess solid background in conceptual work for major campaigns. Proven ability to translate amorphous ideas into copy with sizzle: knowledge of design helpful. Will work closely with art directors, act as liaison with clients including campaign presentations for approval, & attend meetings to receive client input. For prompt consideration, submit resume to: Manager Recruitment, Dept. AP, NBC, 30 Rockefeller Plaza, Suite 1678, New York, NY 10112. An equal opportunity employer.

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.

MIDWEST MANAGER
Excellent opportunity emphasizing creative advertising and promotion forterrestrial and cable television market. If your talents match the most exciting top studios in the industry. For immediate consideration, please contact us by sending your resume or a letter of inquiry to (no telephone inquiries, please):

Television Distribution Promotion Manager
Paramount Television and Video Distribution requires the expertise of a seasoned manager for its advertising and promotion department, to assist the V.P. of Advertising.

The individual we seek will coordinate first-run program publicity, assure advertising and promotion supervision for broadcast properties sold in syndication and assist in trade advertising efforts.

Your polished advertising experience should include press release, article and sales promotion writing/editing in addition to knowledge of transparencies, photos and graphic design.

This position will involve you in handling press relations, administrative and organizational supervision.

If your talents match our requests, you'll enjoy an attractive salary and benefits package along with the challenges of the most exciting top studios in the industry.

For immediate consideration, please contact us by sending your resume or a letter of inquiry to (no telephone inquiries, please):

PARAMOUNT PICTURES CORPORATION
Personnel Dept.
Job #001782
5555 Melrose Avenue
Los Angeles, CA 90038
An Equal Opportunity Employer

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Radio & Television jobs.

Broadcasting Sep 5 1983
103


**SITUATIONS**

**Evenings.** Ohio market seeks long term opportunity. Upon request.

**SITuations**

**PROfessional attitude and experience. Current market.**

**EXPERIENCED PROMOTION DIRECTOR**

For No. 1 station in 45th market. Must be creative writer-producer on air: knowledgeable in other media and budgeting. Send resume, tape and salary history in confidence to Linda Rios Brooks, General Manager, P.O. Box TVT, San Antonio, TX 78229. No beginners, please. A Harra-Hanks station.

**PROMOTION MANAGER**

Experience in all phases of television station promotion: on-air, print, outdoor, radio, press relations and community image. Previous promotion management experience and college degree preferred. An EEO employer. Send resume, video tape, and samples of promotion materials to: Director Of Human Resources, WBAL-TV, 3800 Hooper Avenue, Baltimore, MD 21211.

**SituationS Wanted ProgranMing, Production, Others**

**RECENT COLLEGE GRADUATE**

has been volunteering her time so that you'll have an A+ worker to add to your team in a Midwest market. I am dedicated to obtaining and generating success. I am versatile, creative and an above-average communicator. I have extensive "hands-on" experience in the production and talent areas. Some post production experience (4%). Strong news and magazine format background. If you're looking for a set-starter with a combination of energy and intelligence, then you're looking for me. I have leadership qualities, a professional attitude and a creditable delivery for a fresh and lively addition to your team, contact Fran Fehley at 312-956-0030 ext. 274, days, or 312-357-1657 evenings. Ohio market is preferred, but I will definitely consider all Midwest territories. References, resume tape and/or writing samples can be made available upon request.

**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.

**SituationS Wanted Management**

**EXPERIENCED, SUCCESSFUL, GM SEeks NEW OPPORTUNITY**

Excellent leader who knows all phases of television seeks long term opportunity. Have good references. Can travel for interviews. Box A-186.
O P P O R T U N I T Y!

- Retirement Forces
- Immediate Sale of Very Profitable AM/FM/Full Time
- And Class "C" FM in Western Kentucky Growth Area.
- Suitable For Absentee Group or Individual.
- Substantial Cash Flow.
- AM Stereo And Network-Required Digital Earth-Dish Equipped.
- SCA And Paging
- Opportunity Plus Cable Radio Wide Open.
- Asset Sale At 30% Down With Good Terms To Qualified Buyer.
- Valuable Real Estate Included.

Call 901/767-7980
In Complete Confidence!

M I L T O N Q . F O R D
& ASSOCIATES
MEDIA BROKERS/APPRAISERS
5050 Poplar Ave. • Suite 816 Memphis, TN 38157

NORTH CAROLINA SMALL MARKET

Class A FM in beautiful coastal area. Automated. Excellent equipment. Low billing. Good opportunity for owner-operator. $275,000, includes real estate. Terms to qualified buyer. Write Box B-12.

B I L L - D A V I D
ASSOCIATES
BROKERS - CONSULTANTS
303-636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

B O B K I M E L ’ S
NEW ENGLAND MEDIA, INC.

T E X A S FM
With owned land and studios. This class A operation would make a good first station for someone looking to own and operate. Terms available after a down payment of $85,000.

SUNBELT
AM/FM COMBINATION

Class C FM, plus coverage daytimer

In attractive Southeast growth city with metro population over half million. Real estate included at price of $2,000,000. Downpayment $750,000 (firm), balance terms negotiable.

REGGIE MARTIN & ASSOCIATES
Reggie Martin
Ron Jones
919-363-2891
804-758-4214

For Sale Stations Continued

STATION
MW Small FT/CL C $998K cash
FL Medium Fulltime $850K 30% Randy Jeffery
MW Suburban Cl. IV $950K Terms Ernie Pearce
W Med/Metro AM/FM $860K $275K Ray Stanfield
FL Metro FM $850K $200K Bill Cate
MW Major Fulltime $800K $300K Jim Mackin
M. Att. Metro AM/FM $800K Terms Jim Coursole
M. Att. Small AM/FM $575K 29% Mitt Younts
R. Mtn. Small Cl. IV FM CP $360K $85K Greg Merrill
FL Small AM $325K $42K Randy Jeffery
SW Small FM $275K $75K Bill Whiteley
R. Mtn. Medium FM $275K $65K Cony Cartwright

CONTACT
Peter Stromquist (312) 580-5778
Randy Jeffery (813) 294-1843
Ernie Pearce (615) 373-8315
Ray Stanfield (213) 366-2554
Bill Cate (904) 893-6471
Jim Mackin (217) 623-1874
Jim Coursole (414) 233-6222
Mitt Younts (804) 355-8702
Greg Merrill (813) 294-1843
Bill Whiteley (213) 680-2207
Cony Cartwright (303) 740-2224

SUNBELT
FOR SALE

- CLASS C / PROF / MED / S0
- CLASS C / PROF / MAJOR / SE
- CLASS C / MAJOR / MIDWEST
- CLASS A / MED / TURNAROUND / SE
- AM / FM COMBO / MED / FLORIDA
- AM / FM / MAJOR / PROF / WEST
- AM / SINGLE STA MKT / 300 DN / SE

And many others — most on terms

Donald K. Clarke, Inc.
P. O. BOX 1085 • MERRITT ISLAND, FL 32952
Tel. 305-459-0101

WALKER MEDIA & MANAGEMENT, INC.

Midwest AM. Only radio station in county. $900,000—terms.

813—778-3617
JOHN F. HURLBUT
PO BOX 1845
HOLMES BEACH, FL 33509

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Please send me additional information.
University Microfilms International
300 North Zeeb Road
Dept. P.R.
Ann Arbor, MI 48106
U.S.A.
18 Bedford Row
Dept. P.R.
London, WC1R 4EJ
England

Name ____________________________
Institution ______________________
Street __________________________
City ____________________________
State __________________________
Zip ____________________________
Media Investment Analysts & Brokers
Bob Marshall, President

Down now but with an impressive earnings record! Class A FM with powerful 5,000 watt companion AM located in attractive mid-Atlantic market. $850,000, $250,000 downpayment.

508A Pineapple Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252
809 Corey Creek • El Paso, Texas 79912 915-581-1038

JAMAR • RICE CO.
Media Brokerage & Appraisals
William R. Rice
(512) 327-0670
850 West Lake High Dr., Suite #103 • Austin, TX 78746

PRICED TO SELL

Utah class C FM with strong billing and audience available NOW! Continued growth potential. The recession never made it here! Excellent terms. Write Box B-21.

H.B. La Rue, Media Broker
(706) 325-6000

6.5 X CASH FLOW

Sunbelt fulltime AM & class A FM. Unique location makes more power unnecessary. ARB leader in strong market. Valuable real estate. Price: $1.75 MM is less than 2/1 x gross and 6 1/2 x cash flow Box B-22.

For Fast Action Use
BROADCASTING'S Classified Advertising

BROADCASTING’S Classified Rates

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

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

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

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

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

Replies to ads with Blind Box numbers should be addressed to: (Box numbers)

For Sale Stations Continued

Dan Hayslett & Associates, Inc.
Media Brokers
(214) 863-2090

Wilkins and Associates
Media Brokers

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

BROADCASTING'S Classified Rates

MD AM $40,000 25%
TN AM/FM $42,000 25%
MT AM/FM $350,000 30%
ND AM $175,000 15%
FL AM $650,000 20%
NJ AM $600,000 30%
MI FM $310,000 20%
IL FM $250,000 25%
NV AM/FM $850,000 20%
NC AM $25,000 downpayment
SC AM $30,000 downpayment
PA AM $25,000 downpayment
KY FM $50,000 downpayment
TN FM $35,000 downpayment
AZ AM $75,000 downpayment
MS AM $50,000 downpayment
IA AM $50,000 downpayment
CO FM $30,000 downpayment
SD AM $20,000 downpayment
VA AM $20,000 downpayment

For Sale Stations Continued

For Sale Stations Continued
Frank Osborn, VP and general manager, WYNY(FM) New York, joins Price Communications, New York-based station group, as senior VP, radio.

Peter Temple, VP, finance, CBS Television Stations Division, joins CBS-owned WCAU-TV Philadelphia as station manager.

Bruce Clark, operations manager, Colony Communications, Providence, R.I., named VP, director of operations.

Allen Feuer, VP and general manager, WQTY(TV) Boston, joins KLRT-TV Little Rock, Ark., as VP and general manager.

Mark Smith, VP and general manager, Landmark Communications’ KLAS-TV Las Vegas, named VP, development and government affairs, Landmark’s broadcast and video enterprises division. He will remain in Las Vegas.

Gerald Walsh, VP and general manager, WLVI-TV Boston, named president.

John Cross, from WMAR-FM Baltimore, joins WIRK(FM) Glen Burnie, Md., as VP and general manager.

Mike Schweitzer, general sales manager, KTVK(TV) Phoenix, joins WCPX-TV Orlando, Fla., as VP and general manager.


Paul Sidney, VP and general manager, WLNG-AM-FM Sag Harbor, N.Y., named president of stations.

Linda Lipman, director of sales, WNBC-TV New York, named station manager.

Harry Dorr, regional manager, Southeastern operations, and general manager, Bluefield (W. Va.) Cablesystems, named Southeastern regional VP, American Cablesystems Corp., Johnson City, Tenn.

Campbell Thompson, VP and general manager, WQNY(AM)-WFVM(FM) Newburgh, N.Y., joins WTPY(TV) Poughkeepsie, N.Y., as station manager.

Lee Carlson, general sales manager, KOIN-TV Portland, Ore., joins KGMP(TV) Honolulu as station manager.

Gary Donovan, station manager, KENI(AM) Anchorage, joins KYAK(AM) there in same capacity.

Roland Mack, program manager, WANE-TV Fort Wayne, Ind., joins WCBD-TV Charleston, S.C., as manager of broadcast operations.

Paul Daniel Kiracofe, assistant controller for station group owner Media General, Richmond, Va., joins group’s WCBD-TV as corporate controller.

Jeremy Handelman, manager, marketing, Urban Business Assistance Corp., New York, joins CBS/Broadcast Group there as director, sales and sports research, national television research.

Dan Zimmerman, manager of financial services, Tribune Broadcasting’s WGN-AM-TV Chicago, named to corporate post of manager of financial services there.

**Marketing**

Appointments, McCann-Erickson Worldwide, New York: Eugene H. Kummel, chairman of board, to chairman of executive committee; Willard C. Mackey Jr., president and chief executive officer, succeeds Kummel as chairman; Robert L. James, VP, director of U.S.A. operations, to president and chief operating officer; John F. Bergin, president, McCann-Erickson U.S.A., to additional post of director of creative services for U.S.A. and vice chairman, Worldwide, and Barry Day, vice chairman, Worldwide, to vice chairman and Worldwide director of professional services.


In reorganization of creative department, Dancer Fitzgerald Sample, New York, into three creative divisions, Stanley Becker and Jack Keil, creative directors, and Lou DiJoseph, from Young & Rubicam, New York, have been named executive creative directors, each in charge of one division.

Arnold Blum, senior VP, associate director of production, BBDO, New York, named director of broadcast production.

Joel Margulies, from his own design firm, J.J. Margulies, New York, joins Doyle Dane Bernbach there as VP, art director and designer. Arnold Saltzman, VP, Commercial Fundings, New York, joins Doyle Dane Bernbach there as VP, treasurer.

Gregory Zehner, account supervisor, Foote, Cone & Belding, Chicago, joins RCA Sales Corp., Indianapolis, as manager of national advertising.

Ray Childs, VP and creative group head, Humphrey Browning MacDougall, Boston, joins Quinn & Johnson there as senior VP, associate creative director.

John Ferlazzo, from Avery-Knodel, New York, joins Katz Television there as manager, white sales research team. Barbara Herrick, media buyer, McCann-Erickson, Detroit, joins Katz Television Continental there as account executive. Ken Christiansen, from Eastman Radio, Detroit, joins Katz Radio there as account executive.

Surely in a class by herself.

Sherlee Barish. Executive recruiter. The best there is, because she’s been doing it longer and better. Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers. Call her.

**BROADCAST PERSONNEL, INC.**

527 MADISON AVENUE

NEW YORK CITY, 10022

(212) 355-2672
Appointments, Michael R. Ellison Inc., Phoenix: James Overrill, creative director, to VP; Richard Parrish, account manager, to VP, client services; Steven Pendligh, assistant to president, to VP, special projects, and Phil Wallace, VP, to VP, development and international operations.

Carrie Seas, from Product Acceptance and Research, Evansville, Ind., joins Keller-Crescent Co. there as research associate.

Carole Williams, from Group W Satellite Communications, New York, joins Eastman CableReP there as New York sales manager.

Appointments, MMT Sales, New York: Steve McDonald, national sales manager, KVEU-TV Austin, Tex., to branch manager, Dallas office; Glenn Raitson, account executive, MMT, Los Angeles, to branch manager, newly opened Seattle office; Leslie Anderson, from Katz, Los Angeles, to account executive there; Chris Greiner, from Avery-Knoedel, New York, to account executive there, and Mike Dunlop, from WFLD-TV Chicago, to account executive there.

Debra Ludgate, from Smith/Greeland, New York, joins Cunningham & Walsh there as account executive.

Phyllis Taormina, account executive, TeleReP, New York, and Richard Schlenker, from Hearst Video Services, New York, join Seltel there as account executive.

Adrian Chu, account coordinator, McGavren Guild Radio, New York, joins Internet, New York-based network division of Interep, which is part of McGavren Guild, as quality control manager.

Deborah Sibert, senior account executive, Associated Communications, Tulsa, Okla., named VP.

David Schwartz, from Petry, New York, joins Seltel, Los Angeles, as account executive.


Jim Olson, creative director, Needham, Harper & Steers, Chicago, joins Tatham-Laird & Kudner there in same capacity.

Deborah Hackenberg, from WBCT-TV New York, joins Avery-Knoedel Television there as manager, special projects.

Jim Mirolli, general sales manager, WMFD(TV) Melbourne, Fla., joins WLFL-TV Raleigh-Durham, N.C., as VP and general sales manager. Doug Parsons, local-regional sales manager, WLFL-TV, named national sales manager.

Phillip Bullwinkel, general sales manager, WJDN(AM)-WZRX(FM) Scranton, Pa., joins WICK(AM)-WWDL(FM) there in same capacity.

William J. Donahue, national sales manager, WEWS(TV) Cleveland, named general sales manager.


John Westerberg, from KDKR-TV St. Louis, joins WSMV(TV) Nashville as national sales manager.

Kay Maness, from Shorey & Walter Marketing Communications, Greenville, S.C., joins WYFF there as marketing services representative.

Stephen Morris, from KOCO-TV Oklahoma City, joins KXTV(SV) Sacramento, Calif., as local sales manager.

Cardwell Vaughn, account executive, WHK(AM) New York, joins WOR(AM) there in same capacity.

Jennifer Christiansen, from G. Heilman Brewing Co., Milwaukee, joins WBCR-FM there as account executive.

Steve Minn, from WVTX(TV) Syracuse, N.Y., and Joy Poindexter, from WBBF(AM) Rochester, N.Y., join WROC-TV Rochester as account executives.

Teresa Booker, from KCCI-FM Liberty, Mo., Charles James, from Valentine-Radford Inc., Kansas City, Mo., and Tom Karczewski, from KMBC(AM) Kansas City, Mo., join KMBF-TV Kansas City as account executives.

Katherine Davison, account executive, WYFY(FM) Baltimore, joins WMAR-TV there in same capacity.

Programing

Joseph Fischer, president, MGM-UA Entertainment Co., Los Angeles, and Donald Sipes, chairman and chief executive officer, United Artists subsidiary there, have resigned. Partings were “amicable,” and “to seek new challenges,” according to MGM-UA spokesman, but move is viewed as continued centralization of control of MGM-UA Entertainment under vice chairman and chief operating officer, Frank Yablan, who assumed that post last February (BROADCASTING, Feb. 14). Yablan will assume majority of responsibilities of Fischer and Sipes, according to MGM-UA spokesman, with no successors named to either post.

Bob Lloyd, from own syndication company, Lloyd Enterprises, Los Angeles, joins Telepictures there as VP and general manager of new carousel division, established to market off-network product.

Edmond Hillard May, Southeast division manager, Corinthian Television Sales, Cincinnati, joins Multimedia Entertainment’s central division there as sales manager. Gerald Stanton, program assistant, Cablevision Services, Dijouj, East Africa, joins Multimedia Entertainment, New York, as sales executive.

Myron DuBow, director, business affairs, Polygram Television, Los Angeles, joins Columbia Pictures Television Distribution there as director, business affairs.

Michael McLean, VP, post-production, Aaron Spelling Productions, Los Angeles, joins Warner Brothers Television there as executive consultant.

Susan Lee, associate producer, As the World Turns, joins NBC Entertainment, Los Angeles, as director, daytime drama.

Cal Bollwinkel, program/operations manager, KXTV(SV) Sacramento, Calif., named corporate program manager for parent, BMA Broadcast Group.


Patricia Ambrose, senior program executive, Lorimar, Los Angeles, named director, television productions. Linda Goodwin Pillsbury, program executive, named manager, television division. Ken Horton, from Aladdin Productions, Los Angeles, joins Lorimar there as director, current programs.

Janet Faust, director of development, television, QM Productions, Westwood, Calif., joins NBC Entertainment, Los Angeles, as director, current drama.

Richard Wilson, from CBS Radio Network, Los Angeles, joins Paramount Television’s Entertainment Tonight and Entertainment News This Week there as writer-director.

John Pardos, account executive, Wrightwood Entertainment, Los Angeles, joins Cannon Television there as director of sales, pay television and syndication.

Stephen Peeples, staff producer, Westwood One, Los Angeles, assumes additional duties as editorial director.

Clifford Burke, account executive, Group W Satellite Communications, Stamford, Conn., joins USA Cable Network, Glen Rock, N.J., in same capacity.

Richard McLaughlin, from WCBS-TV New York, joins The Weather Channel, Atlanta, as account manager, Eastern region.

Suzanne Somers, actress and producer, Hamel/Somers Productions, Los Angeles, signs exclusive production agreement with Columbia Pictures Television.

Don Baxter, general sales manager, WVTX(TV) Charlotte, N.C., joins Raycom Sports there as coordinator of sales.

Robert Seisth, manager of program acquisitions, Learning Channel, Washington, named director of programming.

Laurie Younger, associate director of business affairs, 20th Century-Fox Television, Los Angeles, named director of business affairs.


Larry Merchant and Nick Buonconventi, sports casters, Home Box Office, New York, have signed new two-year talent agreements.

Walt Michaels, former coach, New York Jets professional football team, joins Cablevision, Woodbury, N.Y., as football commentator for its college football cablecasts.

David Landau, account executive, United
News and Public Affairs

Gerry Solomon, Washington producer.


I.J. (Pinkly) Vidacovich, VP, Southern division manager, United Press International, Atlanta, named VP, marketing projects manager, UPI, Washington.

Diane Boozer, weekend assignment editor, WTTG(TV) Washington, joins Group W's Newsfeed, independent television news cooperative there, as assignment editor.


Bill Tribble, news director, WMAZ-TV Macon, Ga., named executive editor.

H. Paul Jeffers, assistant news director, WCBS(AM) New York, named news director.

Appointments, WXFL(TV) Tampa, Fla.: Bob King, from KOA-TV Denver, to executive news producer; Neil Vicino, weekend anchor-reporter, to managing editor, weekend news; Debbie Tozor, writer-reporter, to assignment editor; Joe Morrison, from WBBH-TV Fort Myers, Fla., to news editor; Jim Aasberry, general manager, WFLA-AM-FM Tampa, Fla., to coordinator, news research and planning, and Rick Melfum, from WTIV(TV) Jackson, Miss., to meteorologist.


Appointments, news department, WXL(TV) Winston-Salem, N.C.: Mark Mayhew, assignment editor, to assistant news director; Rick Amme, anchor, to additional post of managing editor, and Scott Fitzgerald, part-time photographer, to photographer.

Cynthia Kay Mahoney, news producer, WQAD-TV Moline, Ill., joins KMBC-TV Kansas City, Mo., as 6 p.m. news producer. Glen Abbott,
relief news photographer, KMBC-TV, named weekend news producer and photographer.

H. Wayne Wilson, assignment editor, WRAU-TV Peoria, Ill., named assistant news director.

David Morgan, from KMSU-TV Monterey, Calif., joins KSBW-TV Salinas, Calif., as anchor-producer.

Nancy Laffey, anchor-reporter, WTTN-TV Milwaukee, joins KHI-TV Los Angeles, in same capacity.


John Schubeck, anchor, KNBC-TV Los Angeles, joins KNXT there as anchor-reporter.

Ralph Story, co-anchor, KNXT, named anchor, 4:30 p.m. news.

Chris Jacobsen, from KTVMKTV Phoenix, joins WBBW-TV Topeka, Kan., as news producer.

Rick Roberts, anchor, noncommercial WOI-TV Ames, Iowa, resigns.

Pam Wilson, news director, WRKZ(FM) Elizabeth, Pa., joins WNPR(AM) Lansdale, Pa., as reporter.


Jill Wellington, from WOXY(FM) Oxford, Ohio, joins WNEM-TV Saginaw, Mich., as reporter.

Jeff Michael, reporter, KCRS-TV Reno, joins WXEX-TV Richmond, Va., in same capacity.

Jody Reed, reporter, KTXV-TV Salt Lake City, joins WSVN-TV Miami in same capacity.

Jim Hoolley, from WORK-TV Rochester, N.Y., joins WXXE-TV Cleveland as reporter.

Stan Childress, reporter, WKXW-TV Cleveland, joins WBBW-TV Detroit in same capacity.

John Wooldridge, staff meteorologist, WBBW-TV Topeka, Kan., joins KTIV-TV Sioux City, Iowa, in same capacity.


Mike Lang, Western regional sales manager, Harris Video Systems, Sunnyvale, Calif., joins Control Video, Campbell, Calif.-based broadcast and cable television equipment manufacturer, as director of sales and marketing.

John Dufier, independent telecommunications consultant, joins Bertman Corp., Mel- bourne Beach, Fla., as director of voice and data systems for diversified telecommunications company.


Joseph Yurt, from Production Associates, Tampa, Fla., joins Louisville Productions, Louisville, Ky., as director of operations and creative services.

Greg Gambill, regional sales engineer, Ampex Sales Corp., Dallas, joins MCI-Quan tel, Bedford, Tex., as Southern Area district sales manager.

Art Reed, from WAVA(FM) Arlington, Va., joins Bradley Broadcast Sales, distributor of communications equipment, as general manager.

Stephen Mohr, from Lanier Business Products, Indianapolis, joins WIBG(AM) there as account executive.


### Technology

Pierre Gaujard, vice president, Videographic Systems of America, New York, resigns to form Electronic Information Systems, Bethesda, Md., to represent French telecommunications manufacturers in U.S.

Dwight Magnuson, registered professional engineer, State of Tennessee Board of Architects, joins Edward M. Johnson & Associates, communications consulting firm, Knoxville, Tenn., as director of engineering.

Dan Carter, telecommunications engineer, American Television and communications, Denver, named director of telecommunications operations.

Arnold Valencia, president, RCA Sales Corp., New York, named division VP and general manager of new RCA Videodisk division there.
**ATC's Trygve Myhren: quality, not quantity**

Trygve Myhren is not your typical cable executive. The chairman and chief executive officer of Time Inc.'s American Television and Communications is one of the few marketers to rise to the top of an industry long dominated by engineers and entrepreneurs.

But ambitious marketers hoping to follow Myhren's lead had best take note: "My marketing skills and experience are very helpful," says the 46-year-old Myhren, winding down in his Denver office after a 10-hour day, "but my management skills are really the critical tools that are working for me."

And what's Myhren's key to successful management? "I try to get people who are better than I am at various elements of the business and then I do my damndest to keep those people interested." One of the ways Myhren keeps his associates "interested" is by giving them ample freedom to make decisions, and to make mistakes. If they know "they can screw up once in a while," he says, they aren't afraid to make decisions, and it becomes possible to delegate authority.

Myhren has tried to decentralize control of ATC's more than 450 cable systems. "We believe the place ‘where the rubber meets the road’ in this business is at the local level," he says. "You've got to understand the consumer there and you've got to understand the politics there."

Myhren grew up in Palmetto, Pa., a small town dominated by a zinc refinery which, in 1928, persuaded his father to emigrate from Norway and join its staff as a chemical engineer. The younger Myhren went to college at Dartmouth, leaving with a masters of business administration in 1959.

After officers training school and a three- and-a-half-year stint in the Navy, extended a while by the Cuban missile crisis, Myhren went to work selling soap for Procter & Gamble.

He moved up the ladder quickly at P&G, but in 1965 he followed numerous other P&G marketers to Glendinning Co., a marketing consulting firm in Westport, Conn. There, he helped create "a hell of an industry" out of games promotions, primarily for oil companies and supermarkets. What he learned about "consumer motivation" during the years at Glendinning, he says, is "extremely applicable to cable."

As a senior consultant for the firm, he spent a lot of time analyzing problem products for major corporations, and suggested "remedial" marketing plans for them.

In 1969 he helped found a new marketing consulting firm, Marketing Continental, and became its executive vice president. When one of its clients, Shell Oil, purchased the company in 1973, Myhren opted to head to California and join Communications Research Machines, a publisher of magazines and college textbooks and maker of educational films, as marketing vice president. Ziff-Davis purchased the firm in 1975 and although he could have returned East and worked for the publisher in New York, he opted to stay in the West and accept the offer of Monroe Rifkin, then head of ATC, to join the cable company as vice president, marketing.

Myhren arrived at cable's door at just the right time. During his eight years at ATC, the industry discovered pay television and satellite distribution and grew at a phenomenal rate. According to Myhren, ATC reported annual revenue of $34 million in 1975 and will generate around $500 million this year. His steady rise in the company was undisturbed by its purchase by Time Inc. in November 1978. "We managed to keep the management intact," says Myhren. By the time entrepreneur Rifkin decided to strike out on his own again in 1982, Myhren was ready to take on the top job.

"Our strategy and management philosophy are directed at being a high quality service provider to the consumer," says Myhren after 18 months at the top. "We are more interested in doing things well than in doing things everywhere."

Nonetheless, Myhren believes ATC has yet to reach a plateau in the growth of revenue or subscriber rolls. In the year and a half since the consumer-oriented strategy was locked in, he says, the company has grown substantially in both respects. It has picked up large franchises—Denver and Queens (New York)—and it has pushed existing systems into new neighborhoods. Moreover, the company's marketers are working hard to sell existing subscribers more services and to increase penetration in established areas.

ATC was one of the first companies to drop out of the last frantic round of urban cable franchising, during which cable operators made what Myhren and others believe were economically unsound promises to cities in desperate attempts to win their franchises. And the conservative thinking that caused ATC to drop out still colors all ATC's plans to add subscribers either through franchising, acquisition or system expansion. "We are adding turf," Myhren says, "but only one system at a time, so we can project a reasonable cost per subscriber and an appropriate return on investment."

Unlike many of his peers, Myhren possesses a real understanding of cable's competitors: STV, MDS and DBS. The understanding does not come from trade shows or trade magazines. ATC has operated MDS and STV systems in several markets over the past several years and knows the economic pros and cons of each medium. Of the three Myhren says the sanguine about one: multichannel MDS. In markets where the topography ameliorates the propagation problems—as it does for ATC's single-channel MDS service in Denver—multichannel MDS could be an effective and profitable pay television medium, he says. "We are not rushes into multichannel MDS," he says.

"We are, however, looking at a few markets... and we may be applying for a very limited number of licenses."

It's not competition, Myhren says, but the regulatory "stranglehold" that municipalities have on cable that should be the chief concern of cable operators today. Myhren worked hard last June to win the passage of S. 66, the Senate cable bill that would loosen that hold considerably, and he vows to continue to work hard for a companion bill in the House. To Myhren, lobbying for the bill is as important as any job he has. "I know how important it is to our return on investment."

Myhren admits he deserves his reputation for always being late, but blames it on his habit of trying to "cram too much into a day." And it's not just work he tries to cram into his days. There are skiing, tennis, golf and spending time with his four children, not to mention coaching soccer. What keeps him going? It is, he says, "a strong desire to create things, to make things happen, to improve whatever situation I get into."
In Brief

CBS will premiere new episodes of 60 Minutes (Sunday, Sept. 19) and Dukes of Hazzard (Friday, Sept. 23) before official start of new season (Monday, Sept. 26). After M*A*S*H, spinoff of M*A*S*H series, will debut on first night of new season, at 8 p.m. ABC will introduce six new series week before start of new season, including Let's Make It Big (Saturday, Sept. 18), Just Our Luck (Tuesday, Sept. 20), Hotel (Wednesday, Sept. 21), Trauma Center (Thursday, Sept. 22), and Webster (Friday, Sept. 18). Returning series debuting before fall season include Matt Houston (Friday, Sept. 9), Benson (Friday, Sept. 16), That's Incredible (Monday, Sept. 19), The Fall Guy (Wednesday, Sept. 21), 20/20 (Thursday, Sept. 22) and Ripley's Believe It or Not (Sunday, Sept. 25).

Owners of pay cable service, Spotlight, confirmed they are considering dissolving partnership and seek to transfer 750,000 subscribers to other pay cable service. Spotlight is equally owned by Tele Communications Inc., Cox Communications, Storer Communications Inc. and Times Mirror Co. Spotlight has reportedly propped HBO and Showtime about transferring to them its subscriber base, which at present only serves subscribers on cable systems owned by four partners. However, executive with one owner said partnership "just really hasn't worked out the details and we're discussing a spin-off meeting later this month! Also being considered is outright sales of service, he said.

In case scheduled to go to trial tomorrow (Sept. 6), National Football League and Miami Dolphins football team are asking U.S. District Court in Miami to enjoin several bars and restaurants from interecepting network feeds from Miami's Orange Bowl to network's New York operations center. Practice (picking off satellite transmissions of backyard earth stations for enjoyment of patrons) sai NFL and Dolphins in 18-page complaint, is infringement of copyright on games and violation of anti-interception provision of Communications Act.

Roy H. Park Sr., chairman, president, CEO, and sole owner of Palt Communications Inc, has announced intention to raise $17 to $2 million through common stock offering, making company public. Of proposed one million share offering, 88,000 will be new stock and 200,000 will be from Park's personal holdings. After offering Park would own 89.1% of the mixed-media company. The Ithaca, N.Y.-based company owns seven television stations, seven AM and seven FM's and publishes 23 daily newspapers, 18 non-dailies and 27 weekly shoppers. It posted gross revenue of $924.4 million in 1982, of which 42.7% came from television and 14% came from radio.

ABC-TV fell back in its early morning ratings for week ended Friday Aug. 26, losing ground to NBC-TV and CBS-TV despite slight slippage of their own. ABC's Good Morning America chalked u its 82d consecutive week in first place, however, averaging 4 ratings (22 c.d.—down from week's 4.6/25). NBC's Today day and CBS Morning News tied for second week in row, averaging 3.5/20, down from previous week's tie at 3.6/19. GMA's 22 shia was said to be its lowest since December 1976. In daytime, AB placed first with 7.2/24, down from 7.3/24; CBS was second with 7.1/25, up from 6.9/24. NBC daytime was on rise again, going for 5.6/19 to 5.7/20—its highest rating in two and a half years and seventh straight week with shares in 19-20 range.

World Communications and Metrosports last week announced formation of joint venture to create nationwide, satellite-based ad by radio networks for college sports events. Under terms of agree, Metrosports will handle production and sales, and World will oversee station clearance and satellite distribution. World will utilize satellite subcarrier service over Westar V and single-channel p carrier mode on Westar III, using AP Radio downlinks at more than 500 stations. First anniversary of Westar networks will feature 28 University California at Los Angeles basketball games, beginning Nov. 2 Aloha Bowl football game on Dec. 26, and Hula Bowl football gain on Jan. 7. Gary Worth, president of Los Angeles-based World, sa plan gives stations anywhere in country ability to "join us satellite," noting that events "previously limited to specific region due to land line costs are now affordable nationally."

National Telecommunications and Information Administration has asked FCC to hold off on final action on International Satellite Inc. application for new international satellite system (BROADCASTING, Aug. 22), until executive branch has completed its own review proposal. In letter to FCC Chairman Mark Fowler, David Marke assistant secretary of commerce for communications and information, said proposal of ISI, like similar proposal of Orion Satellites Corp., raised "novel and complex issues" affecting United States national interest, foreign policy and established communication policy. "Applicable law and executive branch authority mandate our careful analysis of these proposals in light of national needs and priorities and long-standing treaty obligations," Markey sai. Markey said introduction of ISI application would result...
more protracted review process” than NTIA had contemplated when Orion’s application was the only one. ISI, like Orion, claims its service would complement rather than compete with International Satellite Organization, which sees ISI’s proposed service, as they see Orion’s—as an economic threat.

BS ExtraVision, network-delivered teletext service put on hiatus at July, will resume updating of editorial and advertising material sept. 6, according to Albert Crane, ExtraVision VP. Twenty-fouroure magazine has continued its transmissions since that time, but will now contain daily revisions and be carried on additional stations. According to Crane, biggest stumbling block for teletext service has been lack of decoders, severely limiting numbers of individuals who can view material. Only handful of decoders are currently in use. NBC Teletext has continued to offer updated version of its own teletext magazine, although it recently reduced number of pages offered.

democratic National Committee is calling on direct marketing organization that has helped sell Ginsu knife to help sell Democratic president. Dial Media Associates, nation’s largest direct marketing firm, has been named special consultant on media effectiveness nd planning for Democratic National Committee’s presidential campaign. Next year, the founders of Gourmet and Mirro, a brand named Miracle Slicer, Miracle Painter and Armortoquete Cookware Firm, is researching effectiveness of print advertising, direct mail and radio and television commercials that have been used in democratic and Republican presidential campaigns. It is also studying cost effectiveness of fund-raising methods two parties are employing.

Schein, former chairman and chief executive of Sony Corp. of America and veteran of 25 years in communications and entertainment fields, named president and chief executive of Skyband, Inc., media entrepreneur Rupert Murdoch’s projected satellite-delivered subscription TV service to homes in noncoaled areas. J. Kammers, who founded Skyband as Inter American Satellite Television Inc. (IAST) in 1982 and has been its president, is also named vice chairman of Skyband, new corporate name adopted at month. Schein, 55, most recently was president and chief executive of Polygram Corp., which he left in June 1982 after hanges in Polygram’s European parent company. In addition to ony, whose U.S. operations he headed for six years, he has served Warner Communications as executive VP and, before that, was resident of CBS International and of CBS/Columbia Group. Schein will also be executive VP of News America Publishing Co., through which Murdoch acquired controlling interest in IAST (Skyband) last spring (BROADCASTING, May 3). Skyband hopes to unch five-channel DBS service by end of this year and to have

Back in the battle again. TV producer Norman Lear is again locking horns with the Rev. Jerry Falwell. The issue: pronouncements by Falwell and his Moral Majority that criticize proponents of a nuclear freeze and opponents of the administration’s defense policy. The Lear challenge is through People for the American Way, a nonprofit educational organization formed by Lear in 1980, which last week offered a 60-second television spot to commercial stations that carry Falwell’s Old Time Gospel Hour.

Anthony Podesta, executive director of PAW, said the spot would help the stations “balance” their programming on the nuclear freeze and weapons issues. The message, entitled “Don’t Freeze the Debate,” features a man in a hard hat, who explains his “problem.” It involves his “family” whom he describes as religious but with varying stances on issues like defense spending or a nuclear freeze. The man then refers to “a minister on TV suggesting to us that if we don’t agree with his views, we’re antiChristian or we’re disloyal Americans, or we’re dupes of the Russians.” The man protests that all members of his family are good Christians and proud Americans and that to be branded otherwise for disagreeing on a political point is not the “American way.”

On the job. Last Thursday (Sept. 1) was first day at work for former FCC Commissioner Anne P. Jones, who is now a partner in the prestigious Washington and Atlanta law firm of Sutherland, Asbill & Brennan. She will head new communications practice for firm, which has some 150 attorneys and ranks among the capital’s top 20. Jones served for 15 years in government, including posts with Securities & Exchange and Federal Home Loan Bank Board. She was appointed to FCC by President Carter in 1979.

North Dakota Governor Allen I. Olson has appealed to premier of Saskatchewan for help in keeping programs of KUMV-TV Williston, N.D., on cable systems in that province. Canadian Radio-Television and Telecommunications Commission is considering applications of Canadian cable systems across Canada to drop signals of North Dakota stations and to replace them with programs, delivered by Canadian Satellite Communications Inc. from Seattle and Detroit (BROADCASTING, Aug. 22). Olson, in letter to Premier Grant Devine, makes much of what he calls common interests of North Dakota and Saskatchewan, across border, in environmental, energy and agricultural matters. “The close ties that we are developing between the provinces and states will be aided by the broadcast medium which transcends the boundary,” Olson wrote. Meyer Broadcasting Co., licensee of KUMV-TV, has filed an opposition to cable systems’ applications.

Minority participation in broadcasting and cable industries is topic of day-long seminar sponsored by Congressional Black Caucus on Sept. 23 at 9 a.m. in room 2154 Rayburn House Office Building. Speakers scheduled for seminar include: Rev. Jesse Jackson; Benjamin Hooks, former FCC commissioner and executive director of NAACP; Bob Johnson, president, Black Entertainment Television; Edward Fritts, president, National Association of Broadcasters; and Thomas Wheeler, National Cable Television Association president.

Nominated as public members to NPR board of directors are current board member, Graciela (Grace) O’Reilly and William Leonard, former president of CBS News; George L. Miles Jr., station manager, WBZ-TV Boston; and Ernest T. Sanchez, partner in Washington law firm of Liberman, Sanchez & Bentley, and former general counsel to NPR. Nominations are pending confirmation by NPR stations.

National Cable Television Association has beefed up its legal department with hiring of Carol A. Melton. As associate at Washington law firm of Hogan & Hartson since 1981, Melton dealt with FCC and has experience in cable copyright and franchising.

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The case for freedom

The National Cable Television Association has developed an ingenious legal theory that it hopes will liberate cable operators from the fairness doctrine. It may not have been the NCTA's intention, but if the theory were accepted by the FCC and upheld by the courts, it conceivably could extricate broadcasters from the same bondage.

In comments responding to FCC proposals to modify or repeal the fairness rules for cable, the NCTA has arrived at a novel reading of the law. When Congress in 1959 amended the political broadcasting section of the Communications Act to exempt news programs from the equal-time requirement for candidates and coincidentally incorporated in the law the language historically used by the FCC in fairness cases, it wasn't codifying the fairness doctrine, as has been widely supposed, the NCTA says; it was merely affirming the FCC's authority to require broadcasters to be fair in the public interest.

"The broadcast fairness doctrine, then," says the NCTA, "is a commission policy; it is not mandated by Section 315... As a result, even though Congress amended Section 315 in 1971 to make it applicable to cable television, that action could not possibly have imposed the fairness doctrine on cable. Consequently, the commission is free to repeal the cable fairness doctrine at any time."

The NCTA could have added that if its argument is sound, the FCC is also free to repeal the broadcast fairness doctrine. There may be those who will dispute that conclusion, but another passage in the NCTA's comments presents the larger case for repeal of FCC rules and Section 315 as well: "Significantly, too, cable is just one of many sources of news, information and entertainment in our information-laden society," the NCTA said. "Unlike operators of public utilities—telephone, electric power, water—cable operators are confronted with rival suppliers of services that are substitutable for cable television. With respect to video entertainment, these alternatives are manifold: advertiser-supported "free" television, noncommercial public television, over-the-air subscription television (STV), low-power television, multipoint distribution systems (MDS), radio, live sports, movie theaters and the "legitimate" stage, videocassettes and disks. In the near future, the introduction of satellite broadcasts direct to homes (DBS) promises to make the home video market even more competitive than it is today. When the information marketplace is so large, the danger that any one medium could dominate it is essentially chimerical."

That makes a good case for cable freedom. It also just about disposes of the scarcity argument that has been used to justify content control over broadcasting.

New season for news

Labor Day seems a singularly auspicious time for it, with cookouts and end-of-summer beach parties and kindred holiday diversions to disrupt workday viewing patterns, but a new chapter in network TV journalism does in fact start today. Beginning this evening, all three commercial networks will be in the single-anchor mode and, perhaps more significant for the long haul, PBS's MacNeil/Lehrer Report becomes the MacNeil/Lehrer News Hour, 60 minutes of it, competing with the ABC, CBS and NBC news half-hours in many markets—and in many cases, as now, with affiliates' prime access half-hours as well.

The single-anchor angle is worth watching, if only because this is the first time in years that all three networks have intentionally used it. Nobody knows whether it will have any bearing on their standing in the news ratings, but ABC and NBC obviously hope that it will, since they're adopting it, and CBS, which has run up a long head using it, just as obviously hopes that it won't for the others. We'll see.

We would suggest, however, that the commercial network news organizations take a little time from watching one another to glance now and then at the MacNeil/Lehrer News Hour. Robin MacNeil and Jim Lehrer have made it clear from the start that their intention with their longer program is to enter direct competition for the audience that has been watching the other three networks' news. With substantial backing of AT&T in money and promotion, they just may bring it off. As was noted here at the outset of the project, the new hour on PBS could make a difference in television.

Gaining on it

The National Association of Broadcasters' sixth annual Radio Programming Conference last week in San Francisco was generally judged to be among the best in the history of the event. The NAB underwrote a major study to uncover the reasons that listeners choose radio formats to tune. If the study attracted attacks for its methodology, it clearly gave many at the conference new ways of looking at their positioning and marketing. There were lively discussions at most sessions and an exhibit hall and hospitality suites that offered the latest in software and some new hardware.

Still, something was missing. A wave of format changes is transforming the sound of radio in many cities, yet few of the programers at the helm of change were present to explain what is going on and why. The conference was programed like the radio stations that are targets of criticism by the more inventive programers: heavy on research and safe material but light on innovation that would make an audience sit up and take notice.

Programming a Radio Programming Conference isn't easy when radio is in a period of such creative ferment. Perhaps by next year's conference the NAB will find a way to attract more of the creative leaders.
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WAPP(FM) WMET(FM) WLLZ(FM) WAVA(FM) KWK AM/FM KDWB AM/FM KPKE(FM)
New York Chicago Detroit Washington, D.C. St. Louis Mpls./St. Paul Denver

DOUBLE DAY BROADCASTING CO.
100 Park Avenue, New York, N.Y. 10017

Source: Arbitron Spring 1

Total persons 12 + Mon-Sun

6am-12 Mid cume
Subject to limitations