97 EPISODES AVAILABLE JANUARY 1984

DISTRIBUTION EXCLUSIVELY THROUGH EMBASSY TELECOMMUNICATIONS
1901 AVENUE OF THE STARS, SUITE 1601 • LOS ANGELES, CALIFORNIA 90067 • 213-553-3600
A national survey to help you evaluate your state. Compiled by the property and casualty insurance industry.

<table>
<thead>
<tr>
<th>State</th>
<th>Drinking age</th>
<th>1st offense license suspenser</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>19</td>
<td>90 days</td>
</tr>
<tr>
<td>Alaska</td>
<td>21 (1/84)</td>
<td>90 days (10/83)</td>
</tr>
<tr>
<td>Arizona</td>
<td>19</td>
<td>30 days</td>
</tr>
<tr>
<td>Arkansas</td>
<td>21</td>
<td>90 days-1 yr.</td>
</tr>
<tr>
<td>California</td>
<td>21</td>
<td>None</td>
</tr>
<tr>
<td>Colorado</td>
<td>21; 18, 3.2 beer</td>
<td>1 yr. (.15 BAC)</td>
</tr>
<tr>
<td>Connecticut</td>
<td>20 (10/83)</td>
<td>6 mos. (10/83)</td>
</tr>
<tr>
<td>Delaware</td>
<td>21 (1/84)</td>
<td>3 mos.</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>21; 18, beer &amp; wine</td>
<td>6 mos.</td>
</tr>
<tr>
<td>Florida</td>
<td>19</td>
<td>6 mos.</td>
</tr>
<tr>
<td>Georgia</td>
<td>19</td>
<td>1 yr.</td>
</tr>
<tr>
<td>Hawaii</td>
<td>18</td>
<td>90 days</td>
</tr>
<tr>
<td>Idaho</td>
<td>19</td>
<td>180 days</td>
</tr>
<tr>
<td>Illinois</td>
<td>21</td>
<td>1 yr. max.</td>
</tr>
<tr>
<td>Indiana</td>
<td>21</td>
<td>60 days-1 yr.</td>
</tr>
<tr>
<td>Iowa</td>
<td>19</td>
<td>120 days</td>
</tr>
<tr>
<td>Kansas</td>
<td>21</td>
<td>Limited use</td>
</tr>
<tr>
<td>Kentucky</td>
<td>21</td>
<td>None</td>
</tr>
<tr>
<td>Louisiana</td>
<td>18</td>
<td>60 days</td>
</tr>
<tr>
<td>Maine</td>
<td>20</td>
<td>45-90 days</td>
</tr>
<tr>
<td>Maryland</td>
<td>21</td>
<td>60 days max.</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>20</td>
<td>30 days-yr.</td>
</tr>
<tr>
<td>Michigan</td>
<td>21</td>
<td>6 mos.-1 yr.</td>
</tr>
<tr>
<td>Minnesota</td>
<td>19</td>
<td>30 days</td>
</tr>
<tr>
<td>Mississippi</td>
<td>21; 18, 3.2 beer</td>
<td>90 days-1 yr.</td>
</tr>
<tr>
<td>Missouri</td>
<td>21</td>
<td>90 days</td>
</tr>
<tr>
<td>Montana</td>
<td>19</td>
<td>6 mos.</td>
</tr>
<tr>
<td>Nebraska</td>
<td>20</td>
<td>6 mos.</td>
</tr>
<tr>
<td>Nevada</td>
<td>21</td>
<td>90 days</td>
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<tr>
<td>New Hampshire</td>
<td>20</td>
<td>90 days</td>
</tr>
<tr>
<td>New Jersey</td>
<td>21</td>
<td>6 mos.</td>
</tr>
<tr>
<td>New Mexico</td>
<td>21</td>
<td>None</td>
</tr>
<tr>
<td>New York</td>
<td>19</td>
<td>6 mos.</td>
</tr>
<tr>
<td>North Carolina</td>
<td>21; 19, beer &amp; wine</td>
<td>1 yr.</td>
</tr>
<tr>
<td>North Dakota</td>
<td>21</td>
<td>91 days</td>
</tr>
<tr>
<td>Ohio</td>
<td>21</td>
<td>60 days</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>21</td>
<td>1 yr.</td>
</tr>
<tr>
<td>Oregon</td>
<td>21</td>
<td>1 yr.</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>21</td>
<td>3-6 mos.</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>South Carolina</td>
<td>21; 18, beer &amp; wine</td>
<td>6 mos.</td>
</tr>
<tr>
<td>South Dakota</td>
<td>21; 18, 3.2 beer</td>
<td>30 days</td>
</tr>
<tr>
<td>Tennessee</td>
<td>19</td>
<td>1 yr.</td>
</tr>
<tr>
<td>Texas</td>
<td>19</td>
<td>1 yr. max.</td>
</tr>
<tr>
<td>Utah</td>
<td>21</td>
<td>90 days</td>
</tr>
<tr>
<td>Vermont</td>
<td>18</td>
<td>1 yr.</td>
</tr>
<tr>
<td>Virginia</td>
<td>21; 19, beer</td>
<td>6 mos.</td>
</tr>
<tr>
<td>Washington</td>
<td>21</td>
<td>90 days</td>
</tr>
<tr>
<td>West Virginia</td>
<td>19</td>
<td>6 mos.</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>18</td>
<td>3 mos.</td>
</tr>
<tr>
<td>Wyoming</td>
<td>19</td>
<td>90 days</td>
</tr>
</tbody>
</table>

The drunk driver kills thousands of Americans a year, and injures more than half a million. This series of anti-drunk driving advertisements is dedicated to reducing this toll. Its purpose: to serve as a rallying point for the thousands of individuals and many organizations actively fighting drunk driving in America today. All data are as of August 1, 1983.

Note: 1. Higher of "presumed intoxicated" or "defined as intoxicated" BAC number
2. REDDI = Report Every Drunk Driver Immediately

America is at war. In every state, the battle is on against drunk drivers.

How does your state measure up? Many states have reduced fatalities by increasing the drinking age. Or adopted proven deterrents such as roadside sobriety checks and suspended licenses.

In most states, organizations such as Mothers Against Drunk Driver...
<table>
<thead>
<tr>
<th>Blood Alcohol Concentration (BAC) defining Intoxicated (DUI/ DWI)</th>
<th>MADD, SADD and RID chapters</th>
<th>Pending legislation</th>
<th>Existing measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.10</td>
<td>MADD, SADD, RID</td>
<td>Mandatory rehabilitation</td>
<td>Dram shop liability (statute holding retail server of alcohol responsible for its consequences)</td>
</tr>
<tr>
<td>0.10</td>
<td>MADD, SADD, RID</td>
<td>Simplified legislation to clarify laws</td>
<td>Toll-free number to report DWI suspects</td>
</tr>
<tr>
<td>0.10</td>
<td>MADD, SADD, RID</td>
<td>Drinking age 21; revocation 0.10 BAC</td>
<td>REDDI line; admin. lic. revocation; dram shop dram shop liability</td>
</tr>
<tr>
<td>0.10</td>
<td>SADD, RID</td>
<td>Drinking age 21; dram shop liability</td>
<td>Statewide rehabilitation program</td>
</tr>
<tr>
<td>0.12</td>
<td>MADD, SADD, RID</td>
<td>Drinking age 21; REDDI program</td>
<td>Toll-free REDDI hot line dram shop liability</td>
</tr>
<tr>
<td>0.12</td>
<td>SADD</td>
<td>Drinking while impaired 0.05-0.10 BAC</td>
<td>Torrent-free REDDI hot line; dram shop liability</td>
</tr>
<tr>
<td>0.12</td>
<td>MADD, SADD, RID</td>
<td>Drinking age 21</td>
<td>Mandatory education and community service</td>
</tr>
<tr>
<td>0.12</td>
<td>SADD</td>
<td>Drinking age 21</td>
<td></td>
</tr>
<tr>
<td>0.10</td>
<td>MADD, SADD, RID</td>
<td>Age 21: open container; license revocation</td>
<td>REDDI program; administrative license revocation Montanans Against Drunk Drivers organization REDDI program; trooper incentive program New law: 2 days in jail or 48 hours of public service</td>
</tr>
<tr>
<td>0.10</td>
<td>SADD</td>
<td>Blood test for drivers in serious accidents</td>
<td>$1,000 license surcharge for convicted drivers &quot;STOP DWI&quot; education program: dram shop Limited dram shop liability Dram shop liability</td>
</tr>
<tr>
<td>0.10</td>
<td>MADD, SADD, RID</td>
<td>Education program for first offenders BAC to .05; breath tests for serious accidents</td>
<td>REDDI program: dram shop liability Dram shop; REDDI program; CB reporting system Dram shop liability Toll-free hot line: Dram shop liability</td>
</tr>
<tr>
<td>0.08 (10/83)</td>
<td>MADD, SADD, RID</td>
<td>Drinking age 20 (beer &amp; wine); open container law</td>
<td>Mandatory education requirement Hot line program Dram shop liability</td>
</tr>
<tr>
<td>0.08</td>
<td>MADD, SADD, RID</td>
<td>Drinking age 21; BAC .08; no plea bargaining at .10</td>
<td>Toll-free REDDI hot line; dram shop liability</td>
</tr>
<tr>
<td>0.08</td>
<td>SADD</td>
<td>Drinking age 21</td>
<td></td>
</tr>
<tr>
<td>0.08</td>
<td>MADD, SADD, RID</td>
<td>Drinking age 21</td>
<td></td>
</tr>
<tr>
<td>0.08</td>
<td>SADD</td>
<td>Drinking age 21</td>
<td></td>
</tr>
<tr>
<td>0.08</td>
<td>MADD, SADD, RID</td>
<td>Drinking age 21</td>
<td></td>
</tr>
<tr>
<td>0.08</td>
<td>SADD</td>
<td>Drinking age 21</td>
<td></td>
</tr>
<tr>
<td>0.08</td>
<td>MADD, SADD, RID</td>
<td>Drinking age 21</td>
<td></td>
</tr>
<tr>
<td>0.08</td>
<td>SADD</td>
<td>Drinking age 21</td>
<td></td>
</tr>
</tbody>
</table>

**ADD, Students Against Driving Drunk (SADD) and Remove Intoxicated Drivers (RID) are working actively with legislators to fight drunk driving.**

Most important are changes in the statutes that once condoned drunk ving. The results of these changes the form of new legislation, stricter orment and reduced death tolls already a hopeful sign.

**What can you do in your state?**

Begin by reading our report, *Drunk Driving: A Killer We Can Stop.* It explains what every one of us can do to help. We'd like to send you a copy free of charge, as well as additional material to help you do something about drunk driving.

**DO SOMETHING.**

<table>
<thead>
<tr>
<th>Insurance Information Institute</th>
</tr>
</thead>
<tbody>
<tr>
<td>110 William Street. New York, NY 10038</td>
</tr>
<tr>
<td>Please send me at no charge</td>
</tr>
<tr>
<td>□ A copy of <em>Drunk Driving: A Killer We Can Stop.</em></td>
</tr>
<tr>
<td>□ A list of organizations active in my state.</td>
</tr>
<tr>
<td>□ Your bibliography on drunk driving.</td>
</tr>
</tbody>
</table>

Name: ____________________________
Address: __________________________
City: ___________________ State: ______ Zip: ______
Phone: ___________________________
"With Simulsat, the audio quality is tremendous. Everyone at the radio station and listeners are highly satisfied."

Simulsat can simultaneously see all domestic satellites at once with consistent broadcast quality performance. The multi-beam antenna from Antenna Technology Corporation is being heralded as a major breakthrough by radio and television broadcasters everywhere.

Recently, Mr. Rees Roberts, Chief Engineer at WJRN, purchased three (3M) Simulsats for three radio station affiliates of Sentry Broadcasting. Here are his thoughts:

"Prior to purchasing Simulsat, we had only one antenna. We were suddenly faced with having to purchase two additional antennas for each of our stations to accommodate all the different services we wanted to use to increase market share."

"Now Simulsat is picking up three satellites simultaneously. It's doing exactly what we want it to do. We're not limited to just three; we could expand up to twenty satellites simultaneously. The audio quality is tremendous. Everyone at the radio station and our listeners are amazed. In the future, we even see that Simulsat will be a direct income producing service."

"Overall, I can't say enough about Simulsat and Antenna Technology Corporation. It is a pleasure to deal with them."

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. Simulsat sees all C-Band satellites simultaneously and has Ku-Band capabilities.
Multichannel MDS filings eclipse LPTV record □ FCC eases AM daytimer restrictions, reaffirms family viewing decision □ Eastern Cable Show coverage □

MDS FLOOD □ Thousands of applications pour into FCC for multichannel multipoint distribution service. PAGE 23.

FCC ACTION □ Commission eases restrictions on AM daytimer operations and backs Wiley-commission decision on family viewing case. PAGE 24.

FIRST WEEK □ Executives at NBC, ABC and PBS voice approval of first-week accomplishments of new news formats. PAGE 25.

READY FOR ACTION □ Three broadcast networks finalize dates for fall premiers. Day-by-day chart begins on PAGE 26-27.

CABLE CONFAB □ Eastern Cable Show shows slight drop in attendance and exhibitors; other cable show, Jewish holiday cited. ABC Video Enterprises’ Granath says cable services need to adapt to survive. Operators hear state of cable deregulation legislation from Hill members. Sports View, a new regional sports programming service centered on Southeast conference college football and basketball games, is announced. Cable Music Services announces Just for Listening cable audio format for radio stations. PAGE 28-30.

ON TO THE HILL □ Hollywood production community turns to Capitol Hill to head off FCC’s tentative decision to lift syndication and financial interest rules. PAGE 42.

INTERFERENCE AFFIRMATION □ Appeals court backs FCC in refusing frequency shift for WLIB(AM) New York because it would cause interference to WCAU(AM) Philadelphia. PAGE 44.

ORION STUDY □ Orion Satellite presents FCC with study attacking arguments Intelsat has used against Orion’s application. PAGE 44.

FIRST VICTORY □ Judge rules CBS doesn’t have to show prebroadcast transcript to other judge in New Orleans policemen case. PAGE 48.

AMERICAN DEALER □ Harris Corp. agrees to distribute World System Teletext equipment manufactured by British firm in U.S. PAGE 56.

FINANCIAL SETTLEMENT □ Financial News Network and former executive agree on terms of dissolution of relationship. PAGE 56.

SULLIVAN REVISITED □ Metromedia plans Saturday evening prime time musical and entertainment program for next April. PAGE 62.

PAY COMBO □ Viacom and Warner complete deal which will bring second and fourth largest pay services, Showtime and Movie Channel, together. PAGE 64.

FRONT LINE □ USIA lends hand in U.S. effort at U.N. in presenting evidence on the downed Korean airliner. PAGE 66.

BLAIR EXPANSION □ Blair Television makes management expansion changes. PAGE 71.

AM BAND LEADER □ Gene Loethy, head of CBS-Owned AM Stations, is one of few to jump from television to radio. He’s helping CBS stations weather what he calls AM’s “midlife crisis.”
ColorGraphics' LiveLine displays are fast, flexible solutions to stations' total graphics needs — all in one system!

Exclusive 3-D weather presentations

Full feature multiple terminal election display package

Live lightning strike displays

Outstanding production graphics capabilities

Over 190 sold!
More stations use our LiveLine graphics than any other computer graphics system — weather, news, art or production! Our multiple use systems are a major reason why!

RTNDA Booth M

ColorGraphics Systems, Inc.

A Dynatech Broadcast Group Company
5725 Tokay Blvd., Madison, WI 608-274-5786
383,000 per point

A.C. Nielsen Co.'s new estimate of U.S. television universe, 83.8 million households, represents smallest year-to-year increase in memory and was settled on, it's understood, only after much discussion. Where annual gains have been running about 2%, this one is 0.6% over last season's 83.3 million. Nielsen blames it on recession and says new census data bears it out: New housing starts dwindled, and unemployment rose, meaning families were staying together longer.

Other side of that coin is that Nielsen's persons-per-household estimates have gone up for first time in recent memory. Nielsen sources say increase is from 2.62 to 2.63 per home, which sounds minuscule, but important age demographics of 18-49 and 25-54 will be up about 2%. In any case, effective at end of last month, each national rating point is worth 383,000 homes, 5,000 more than before.

Public interest

If anyone wants to know where viewers turn when news breaks, CBS News researchers have an answer. On Thursday, Sept. 1, day following Russians' shooting down of Korean jetliner, combined rating of three TV network evening newscasts was up 24% from Thursday before, with CBS News up 35%, NBC News up 14%, ABC News up 23%. Next night, combined ratings were up 21% from preceding Friday: CBS up 26%, NBC up 14%, ABC up 22%.

Hanky-panky possible?

Though nobody has gone public with it, question of breaches of confidentiality of Nielsen's metered cable households has some TV broadcasters stirred up. To get cooperation in installing meters in designated subscriber homes, Nielsen lets cable companies know which households it's metering. Nielsen says this is necessary because meters must be attached to cable companies' equipment. But broadcasters say it gives cable companies big advantages: Operators know where to target special promotions that could distort normal viewing patterns, to ratings disadvantage of over-air services.

There have been no known allegations that such promotions have occurred. Nor is it claimed that Nielsen has acted improperly. But "people are concerned," according to sources with Electronic Media Rating Council, whose executive director, John Dimling, has been talking with Nielsen about it.

Welcome fallout

Equipment manufacturers are benefiting from ABC's coverage plans for winter and summer Olympics next year. Two biggest orders have been placed with Ampex, to which network will pay almost $8 million for 53 videotape machines, and Datatek, based in Mountainside, N.J., which is supplying sophisticated routing switcher unit, at cost of about $1 million. ABC is shipping more than $25 million in equipment to Sarajevo, Yugoslavia, in few weeks to cover winter games there. Datatek switcher has been custom made for studio of ABC-owned KGO-TV San Francisco where it will be installed permanently after Olympics. Tape machines and other equipment will also be used to cover summer games in Los Angeles and Democratic and Republican conventions next summer and then distributed throughout network and possibly to ABC's O&O's.

Intentional stack

National Association of Broadcasters must-carry task force (see page 70) has interesting composition. Several members are from companies with significant interests in both cable and broadcast television: Bill Baker, Westinghouse; Ralph Baruch, Viacom International; Jim Dowdle, Tribune Broadcasting, and Walter Liss, Cox Broadcasting. NAB says committee choices were intentional. NAB hopes executives who understand broadcasters' desires for must-carry rules but are also sensitive to cable's needs may figure way to reach accommodation on issue.

Wrong number

Some observers attending Eastern Cable Television Trade Show and Convention in Atlanta last week were mildly surprised to notice that certain participants were wearing buttons proclaiming "Support Copyright Reform" and identifying "H.R. 3914" as means to achieve that end. Those with minds for trivia discovered that H.R. 3914 is bill titled "Tax Treatment on Oil and Gas Income" and couldn't fathom connection. Assumption is button should have identified bill as H.R. 3419, which is aimed at making it easier for cable systems to import certain superstition signals.

Shunned

Tim Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, is in quandary over how returns in programing are sent to all TV stations and sample of 1,200 radio stations. Subcommittee has heard from 238 radio stations and about 300 TV—not enough to project national picture of what's on radio and TV now in programing categories Wirth wanted as basis for new standards to put into deregulation bill. He's still determined, it's said, to produce standards for both radio and television.

Wall Street at glance

At upcoming Radio-Television News Directors Association in Las Vegas (Sept. 22-24), New York-based Newslink, satellite resale carrier, will offer for TV syndication new daily business news short-form program, The Business Week Final, produced by Business Week magazine in association with Panavideo Inc., facilities house in New York. Program will be taped (with Sony Betacam half-inch equipment and post-produced on-inch tape) on Wall Street and, if approved, in gallery of New York Stock Exchange, which would be first for regular ongoing program. Program will range in duration from 90 seconds to 120 seconds and will highlight top business news stories of day and report final stock market quotations. Segment, which will be satellite fed, is scheduled to premiere Jan. 2, 1984, and will be offered on cash basis.

Magic number

Couple of years ago, almost any network prime time program pulling less than 27 share of audience could count itself in deep trouble. But as network shares have declined in general, so have cut-off points between success and failure. Current thinking—not much different from year ago—is that in upcoming season, dividing line will be around 25, perhaps enough to avoid cancellation but not enough for renewal; performance in 25-27 range will bring factors other than audience into play in determining fate and anything above 27 will be hallmark of success. These estimates are based on researchers' expectation that three-network share will drop one to two points this season. If it doesn't, or if it drops more than that, parameters are subject to appropriate revision.
Minor series

ESPN announced last week it has reached an exclusive agreement to televise the minor league baseball Triple A World Series for the next five years. Coverage of a round-robin tournament featuring the champions for the three Triple A leagues—the International League, the American Association and the Pacific Coast League—will be offered starting Sept. 18. ESPN's Jim Simpson and John Sanders will handle the play-by-play. Jim Price will be the analyst. George Grance and Irv Brown will report from the dugouts. Will Bealke will produce, and Mark Payton will direct the cablecasts.

NCPC lineup

The National Cable Television Association has nailed down most of its plans for its annual National Cable Programming Conference and the televised presentation of the ACE programing awards that will highlight the two-day event. NCPC is set for Dec. 11-12 at the Biltmore Hotel in Los Angeles. The two-hour awards ceremony, which will be televised as it was last year, by superstation WTBS TV Atlanta, will take place across town at the Beverly theater.

According to Char Beales, NCTA vice president, programing and marketing, who is planning the affair with the help of an industry committee headed by Bob Wusslet, executive vice president, Turner Broadcasting System, there will be fewer sessions at NCPC this year. Only seven general sessions and two speakers have been scheduled, she said.

Due in large part to the establishment of two new awards divisions—regional programing and performance and craft—the number of entries has jumped 54% from 841 last year to around 1,300 this year, Beales said. To sort through all those submissions made by cable operators, cable programers and by independent producers, and pick the winners in time for the show, she said, NCPC's 25 judges will get started in Washington next week.

Franchise action

By a vote of 8 to 7, the Los Angeles city council last Wednesday (Sept. 7) rejected East Valley Cable Television and instead voted 10 to 5 to award the hotly contested East San Fernando Valley cable franchise to Denver's United Cable Television ("Cablecastings," Sept. 5), which until recently had been the underdog in the four-year-old franchise battle. The action gives United the right to build an 800-mile, 165,000-home system at an estimated cost of $62.5 million. Construction could begin within 60 days and completion is expected within 26 months, according to a United spokesman.

East Valley is 74% owned by Cable America, a subsidiary of Canada's Cablecasting Ltd., which also holds the West San Fernando Valley franchise. East Valley had received the recommendation of a key city committee and cable consultant, but last July the firm submitted a new financial statement indicating it would pay for the cable system with a $58.5-million loan from Kaufman & Broad, a Los Angeles real estate and insurance company, and give Kaufman & Broad's Sun Cable subsidiary the option to take control of 82% of East Valley's stock and its board of directors. Earlier, East Valley had won city approval of a change in its ownership whereby Standard Broadcasting of Toronto would pay $20 million for 55% of the firm's limited partnership.

United is counting on an $87-million line
of credit offered by the First National Bank of Boston plus funds generated by its $45-mil
lion annual cash flow. More than $300,000 in contributions were given to Mayor Tom
Bradley and members of the city council by cable companies involved in the protracted
bidding contest.

In an unrelated move last Tuesday (Sept.
6), the city council put off a scheduled vote
on awarding a cable franchise for South
Central Los Angeles until this Tuesday.
Only one company is bidding for the
210,000-home system, ACCESS, which
submitted its proposal late last year, is 80%
owned by Sun Cable, the Kaufman & Broad
subsidiary, and 20% owned by a group of
local investors.

Sports study

Cox Cable San Diego is conducting research
to evaluate the feasibility of a pay-per-view
sports network for the San Diego area (Cox's
system there has 230,000 basic subscribers).
The project is independent of the on-
go ing joint ABC/Cox PPV experiment
known as FirstTicket. Initially, should the
PPV network get off the ground, the main
attraction would be San Diego Padres base-
ball games, a Cox spokesman said. As part
of the effort to determine viewer interest in
the Padres among Cox San Diego subscrib-
ers, the system will carry two games (exclu-
sive to the market) this month and make
them available to all subscribers. The games
will be produced jointly by the Padres and
the cable system.

Among the factors the research will ex-
amine is the attractiveness of various pack-
ages of Padres games (i.e., a full season's
worth, weekends only or per-game). The Pa-
dres cablecasts represent the first time that
major local sports events will be televised
exclusively for the San Diego cable audi-
ce, Cox said. The games will be shown on
Sept. 13 and Sept. 28. And though both par-
ties want very much to get into the business
of pay sports programming, they indicated that
the two games are part of an effort to
determine cable audience interest and do
not represent a commitment on the part of
either company for future cablecasts.

Baseball settlement

Turner Broadcasting System has settled out
court the law suit that it filed last month
against NBC in federal court to gain the
right to televise the National League West
playoff games should the Ted Turner-owned
Atlanta Braves play it (they are currently
battling the Los Angeles Dodgers for the NL
West title). Under the settlement, TBS is al-
lowed to assign local broadcast rights to an-
other TV station with TBS producing the
games and using its regular announcing
crew. In fact TBS has already struck a deal
with NBC affiliate WXIA-TV Atlanta to carry
the Turner-produced version of those
games, should they materialize, instead of
the network version.

WSS normally carries the Braves games
both locally and nationally in its capacity as
a superstation. Last year TBS lost a court
battle to carry the Braves playoffs games
over the superstation. At the time, a New
York court ruled that while WMTT, as televi-
sion originator of the Braves, was exempt
from ABC's exclusive right to cover the
playoffs, the exemption applied only to the
team's local market. However, had WMTT
used a split feed to provide Braves coverage
to the Atlanta market, the status of Southern
Satellite Systems as a passive common car-
rier would have been jeopardized. SSS
transmits WMTT nationwide.

Falcon over California

Falcon Cable Television has been awarded
the 28,000-home West Covina, Calif., fran-
chise by the city council of the Los Angeles
suburb. Falcon awarded the franchise over
United Cable Television, plans to construct
the West Covina system with 501 mbh ca-
pacity. Falcon is now the second-largest in-
dependent cable operator in California,
serving 53 communities.

At the helm

In a move that unites the top post at both
the Canadian and American Cablenet com-
panies in a single executive, Walter
Weckers, president and chief executive offi-
cer, Cablenet Inc., Mount Prospect, Ill-
based MSO, has been dismissed, and re-
placed by the president and chief executive
officer of Cablenet's Canadian counterpart,
Cablenet Ltd., Fred Klinkhammer, who will
retain that post as well. Cablenet Inc. serves
approximately 135,000 homes in the Chi-
ago area, with two communities remaining to
be built.

WHERE THERE'S SMOKE, THERE'S
A HOT ISSUE.

People feel strongly about smoking. You can spark
a lot of interest by exposing them to both sides of issues
involving cigarettes.

Tom Howard can help. His job is giving straight
answers to tough questions about cigarettes. In person
or on the phone.

Get the other side too. And you'll get people involved.
**Business Briefly**

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**Beatrice Foods** — Introduction of new sauces for Rosarita brand Mexican food begins today (Sept. 12) and is scheduled for five weeks. Campaign will run in 13 markets: San Francisco, Los Angeles, Sacramento and San Diego, all California; Denver, Portland, Ore.; Seattle and Spokane, both Wash.; Salt Lake City; Houston; Phoenix and Tucson, Ariz., and Boise, Idaho. Spots will be divided evenly among day, prime and fringe times. Target: women, 18-49. Agency: Dailey & Associates, Los Angeles.

**Luzianne Tea** — Six-week flight is set to start in early October in 40 markets. Commercials will be carried in daytime and fringe periods. Target: women, 18-49. Agency: Rosenfeld, Sirowitz & Lawson, New York.

**Federal Express** — Four-week flight has been scheduled to start in early October in approximately 17 markets. Commercials will be placed in news, prime, prime-access and sports.

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**Advantage**

Eastman Radio's evaluation. Availabilities for 25-54 age group continued to lead demographics in second quarter of 1983, reaching 36%, as compared with 33% in similar period last year, according to Eastman Radio, New York. In second place was 18-49, with 17%, followed by 25-49, 10%. Most desired length of campaign was one to four weeks, accounting for 75% of requests, dwarfing five-to-nine weeks, 17%, and 10-14 weeks, 5%.

Realty worth it. Dean Witter Reynolds Inc., New York, kicked off extensive campaign last Saturday (Sept. 10) in television, radio and print media to advance its theme: "Dean Witter: Worth Asking About." (below left). Campaign is first since brokerage firm was acquired by Sears, Roebuck & Co. in late 1981. Television commercials will be carried on all three networks on sports and news programs and on financial and business shows on cable television. Network radio spots will be presented during morning and evening drive time on news and classical music programs. Spot radio commercials will be used in major Dean Witter markets to supplement network radio buy. Campaign will run through end of 1983. Plans for 1984 are now being developed and will include radio spots during winter Olympics and television and radio announcements during summer Olympics. Agency is BBDO New York.

**The Inn of the Industry:**

The next time business takes you to Los Angeles, take yourself to Le Parc, the fashionable full-service hotel located conveniently between Hollywood and Beverly Hills that's become the inn of the industry!

---

Le Parc

hôtel de luxe

733 North West Knoll

West Hollywood, CA 90069

(213) 855-8888

(800) 421-4666

(800) 252-2152 in California

Or see your Travel Agent

---

**Ad numbers.** Local television ad dollars rose 15.4% during first half of 1983, to $1.33 billion, up from '82's total for same period of $1.15 billion, according to Television Bureau of Advertising report. Top three local TV advertisers for this year's January-to-June period were: McDonald's Corp., $47.78 million; Pillsbury Co. (Burger King), $21.96 million, and Pepsico, Inc. (Pizza Hut and Taco Bell), $21.18 million. Chart below lists top 10 local retail TV advertisers for first six-months of 1983, as reported by TVB. Two companies not on chart, but within top 25 local advertisers, logged largest percentage increases in ad expenditures over '82 period: Bally Manufacturing Corp., up 128% (from $2.48 million to $5.66 million), and Southland Corp., with 100% increase (from $3.13 million to $6.27 million).

**Top 10 local retail TV advertisers**

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Jan.-June 1982</th>
<th>Jan.-June 1983</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. McDonald's Corp.</td>
<td>$41,198,800</td>
<td>$47,785,900</td>
<td>+ 16</td>
</tr>
<tr>
<td>2. Pillsbury Co. (Burger King)</td>
<td>$11,217,100</td>
<td>$21,961,900</td>
<td>+ 96</td>
</tr>
<tr>
<td>3. Pepsico, Inc. (Pizza Hut, Taco Bell)</td>
<td>$14,569,500</td>
<td>$21,180,000</td>
<td>+ 45</td>
</tr>
<tr>
<td>4. General Mills (Red Lobster Inns)</td>
<td>$13,773,000</td>
<td>$12,642,300</td>
<td>- 8</td>
</tr>
<tr>
<td>5. Wendy's International</td>
<td>$7,537,600</td>
<td>$12,591,000</td>
<td>+ 67</td>
</tr>
<tr>
<td>6. Safeway Stores</td>
<td>$8,428,800</td>
<td>$10,340,300</td>
<td>+ 23</td>
</tr>
<tr>
<td>7. Federated Dept. Stores</td>
<td>$8,257,000</td>
<td>$10,155,600</td>
<td>+ 23</td>
</tr>
<tr>
<td>8. Sears, Roebuck &amp; Co. *</td>
<td>$5,156,300</td>
<td>$9,923,400</td>
<td>+ 92</td>
</tr>
<tr>
<td>9. R.J. Reynolds Industries (Kentucky Fried Chicken)</td>
<td>$6,695,400</td>
<td>$9,701,000</td>
<td>+ 45</td>
</tr>
<tr>
<td>10. American Stores</td>
<td>$9,900,200</td>
<td>$9,249,500</td>
<td>- 7</td>
</tr>
</tbody>
</table>

* Includes $1,861,000 for Sears Financial Network and $1,460,400 for Coldwell Banker real estate in 1983, and $60,200 for Coldwell Banker in 1982.
COLUMBIA PICTURES TELEVISION LIGHTS UP LATE NIGHT!

**4 OF THE TOP 12 SHOWS IN LATE FRINGE!**

<table>
<thead>
<tr>
<th>Late Night Syndication Programs</th>
<th>M - F Late Night Household Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>M<em>A</em>S*H</td>
<td>11</td>
</tr>
<tr>
<td>THREE'S COMPANY</td>
<td>8</td>
</tr>
<tr>
<td>CHARLIE'S ANGELS</td>
<td>7</td>
</tr>
<tr>
<td>BARNEY MILLER</td>
<td>7</td>
</tr>
<tr>
<td>SOAP</td>
<td>5</td>
</tr>
<tr>
<td>ENTERTAINMENT TONIGHT</td>
<td>5</td>
</tr>
<tr>
<td>WKRP IN CINCINNATI</td>
<td>5</td>
</tr>
<tr>
<td>ALL IN THE FAMILY</td>
<td>4</td>
</tr>
<tr>
<td>STARSKY &amp; HUTCH</td>
<td>4</td>
</tr>
<tr>
<td>BOB NEWHART</td>
<td>4</td>
</tr>
<tr>
<td>BENNY HILL</td>
<td>4</td>
</tr>
<tr>
<td>THE JEFFERSONS</td>
<td>4</td>
</tr>
</tbody>
</table>

And many more to come!

Source: Nielsen Audience Ranking Report, May 1983

COLUMBIA PICTURES TELEVISION
Every television station that has pitted the new Sony BVP-3 camera against the competition has arrived at a singular result. In bright light and low light. In the field and lab. With vectorscopes, wave form monitors, noise meters and the ultimate arbitrator—the naked eye—Sony outshot them all.

The overwhelming factor: the BVP-3 contains the most revolutionary breakthrough in pickup tube technology in the history of broadcast. The exclusive, Sony developed ½" mixed field Saticon™ tubes.

Sony, unlike many of its competitors, didn’t stick with the heavy, bulky ⅝" tube assemblies commonly used. Nor did they switch to inferior ⅝" tubes. Instead, they stayed with the ½" format, but radically reduced the size and weight and reinvented the electron optical system. Resulting in not just the best resolution, registration and signal-to-noise ratio, but the best balanced camera in the industry.

And it plugs into any recording format, including our superior ½" Betacam™ system.

ARRANGE YOUR OWN SHOOT-OUT.

If you'd care to see how well this self-contained ENG camera shoots, a camera that has all the features you’ve been asking for, and at $20,000* easily packs the most bang for the buck, just name the time and place and we’ll be there.

In N.Y./N.J. call (201) 368-5085; in the Northeast/Mid-Atlantic (201) 368-5112; in the Midwest (312) 773-6045; in the Southeast (404) 451-7671; in the Southwest (214) 659-3600; in the West (213) 841-8711.

Sony is a registered trademark and Betacam is a trademark of the Sony Corp. © 1983 Sony Corp. of America, 9 W. 57th St., New York, NY 10019.
American Dairy Association of Wisconsin - Cooperative effort between ADA of Wisconsin and Archway cookies will include four-week television flight in six Wisconsin markets, plus Chicago, starting in late September. Campaign will feature "Milkmans," comic strip superhero. Commercials will run in early fringe and prime time as well as children's programming. Target: children, 6 to 17. Agency: CreatiCom Advertising, Madison, Wis.

Heileman Brewing - Campaign has been scheduled in about 45 markets for 13 weeks, starting in late September. Advertising will run in afternoon and evening time periods. Target: men, 18-34, 18-49. Agency: Campbell-Mithun, Chicago.


Levitz Furniture Corp. - Store chain is launching two-week flights in more than 40 radio markets and about 20 television markets in late September. All dayparts will be used for both radio and TV. Target: adults, 25-54. Agency: Lovett Advertising, Miami.

Brach's Candy - Five-week flight has been set to run in four West Coast markets, starting in late September. Commercials will run in all dayparts during weekdays. Target: women, 25-54. Agency: BBDO, Chicago.

Automatic Data Processing Inc. - Computing services will be spotlighted in 66 markets, with starting dates in September and October. Flights will vary from four to 13 weeks, depending on market. Commercials will run in morning and afternoon drive periods. Target: men, 25-54. Agency: Schaefer Advertising, Valley Forge, Pa.

Savin Corp. - Two-week splurge will help introduce company's new line of copiers. Machines will be spotlighted in 75 markets, to begin Sept. 19. Commercials will run in all weekday dayparts. Target: men, 25-54. Agency: Sklar-Lenett Associates, Rye Brook, N.Y.

Martin Luther Jubilee Festival

The celebration is worldwide, but the party is in Washington, D.C. You're invited via WESTAR-IV.

Sunday, November 6, 1983, 8 p.m. EST
from Washington's beautiful Shrine of the Immaculate Conception, live!

A festival celebrating Martin Luther's 500th birthday.
The one-hour special features outstanding music and a dramatic parade of witnesses ranging from Henry VIII to Martin Luther King Jr.

Available at no charge for live or tape delayed sustaining broadcast via WESTAR-IV.

An entertaining celebration! No financial appeal.

For more information contact: Tommy P. Thompson, Lutheran Film Associates, 360 Park Avenue South, New York NY 10010 212/532-6350. Ext. 265 or 268

Martin Luther Jubilee Festival
Robert E.A. Lee, executive producer + Lothar Wolff, producer
Paul Lammers, director + Allan Sloane, writer
Cable's first priority: developing audience data

The cable television networks have played to our share of fanfare the last three years. Yet, it is essential that we in the business not let this congratulatory atmosphere obscure the fact that cable ultimately will be an underachiever unless its key players and Madison Avenue clients recognize and seize the opportunities that are at hand.

We at the cable networks cannot be content to accept a "trickle down" theory of advertising dollars. We cannot sit back and hope that Madison Avenue will generously toss some business our way. The time has come for cable television to arm itself with the audience data that the advertising community rightfully demands and that the networks deserve. Likewise, Madison Avenue must recognize the creative opportunities presented by cable and must break with tradition in learning to aggressively utilize these unexplored avenues.

From cable's vantage point, complacency must be consciously fought off. This will be no small task, considering projections that show 1983 cable ad revenue rising by 58%, to $383 million, over last year's figure. By 1990, we can expect ad revenue of nearly $3 billion, according to these same projections. All of the nation's top 50 advertisers are on cable, as are 85% of the top 200.

These growth figures are impressive, but they are not the end-all. We have reached a crossroad in the cable-advertising relationship. There is the well-traveled path dominated by meters and pure numbers. Or, we can commit ourselves to accept the challenge of forging a new road, one that will enhance the medium through the development of audience data of revolutionary depth and clarity.

I am a proponent, obviously, of taking the uncharted path. Cable represents a new stage of television's evolution, meaning that we must explore these opportunities in order to help the medium grow to maximum strength.

Before enumerating some of the things that must be done to carve this new path, it is important that we take an honest look at the state of the cable industry. I say an honest look because I feel the meteoric rise of cable during the past decade has, to some extent, led us to the Milky Way—the image is somewhat blurred. Some have likened cable to electronic publishing, drawing comparisons between cable's vertical networks and specialty magazines. Others have described cable programming as radio with pictures. The fact of the matter is that cable is television. Just as TV forced radio and magazines to move toward specialization, cable television is now broadening viewer selection and, in the process, is forcing specialization of television viewing programming. Simply stated, cable is neither radio nor magazines. Cable is television, with enhancements.

What is occurring, and will continue to occur during the next several years, is a significant decline in broadcast network viewing shares. A recent study published by A.C. Nielsen indicates that broadcast network shares have declined by 19% since 1980 in homes where cable is available. At the same time, Nielsen reports, viewing shares for basic cable within the cable universe have risen by 221%. The inference is clear—broadcast network shares are dwindling, in large part because of the rapid rise of cable.

One of the keys to cable's success has been the audience's desire to attain greater satisfaction from television. Cable's audience is a discriminating one that selects its programs from a large menu of choices.

Because of this responsiveness, cable networks are presenting advertisers with a chance to reach well-defined target groups through program-product compatibility, as well as offering sponsors a chance at involvement in series production. Another benefit to advertisers is that of low cost, making national cable buys accessible to clients who normally can't afford network television.

Unfortunately, little experimentation has taken place. The advertising community must get its creative juices flowing toward the introduction of new commercial forms, the use of unusual-length spots and the development of commercials that make better use of specialized program environments. To date, agency media departments have been several strides ahead of their creative counterparts in the utilization of cable. This year, for the first time, made-for-cable spots were part of the annual Clio Awards.

But it isn't only Madison Avenue that must roll up its sleeves. We in cable must be able to sustain our momentum by developing new audience research techniques and by selling creative opportunities and qualitative strengths. We must work to emphasize the many positive elements that distinguish cable audiences from those of broadcast television.

Essential to the realization of this goal is the development of techniques to measure qualitative audience data. Traditional ratings give a good indication of how many households are tuned into television, but they do not even begin to describe the viewing experience. The questions of who is watching, for how long and with how much interest must be addressed.

Happily, some projects designed to answer these questions have already been undertaken. One such endeavor is Television Audience Assessment (TAA), a nonprofit foundation devoted to qualitative audience research. Last year, 3,000 cable and broadcast viewers recorded their reactions to every evening program they watched for two weeks, mailing in their responses every day. The TAA ratings system that emerged was based on two indexes: the Program Impact Index and the Program Appeal Index. The former measures overall entertainment value of a program, while the latter measures the degree of intellectual and emotional stimulation a program gives its viewers.

The second study—the Cable Advertising Methodology Study—was released this spring. Conducted by Nielsen for the Cable-television Advertising Bureau and the National Cable Television Association, it found, among other things, that the traditional diaries grossly underestimate cable viewership, that viewership for basic cable is high and, moreover, that there does not yet exist a foolproof method for qualitatively measuring the cable audience.

Where does this all leave us? It brings us to the next step of creating a viable syndicated research service that will speak to psychographics as well as demographics. We in cable must initiate an ongoing process of qualitative audience research and then see to it that these findings are communicated effectively to Madison Avenue.

Our task will not be simple—opening a new trail is seldom easy. But the opportunity to act is now—and we must seize the opportunities in order to maximize our rewards.
<table>
<thead>
<tr>
<th>City</th>
<th>Station Name</th>
</tr>
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<tbody>
<tr>
<td>New York</td>
<td>WPIX-TV</td>
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<tr>
<td>Los Angeles</td>
<td>KCOP-TV</td>
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<tr>
<td>Chicago</td>
<td>WGN-TV</td>
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<tr>
<td>Philadelphia</td>
<td>WPVI-TV</td>
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<tr>
<td>San Francisco</td>
<td>KBHK-TV</td>
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<tr>
<td>Boston</td>
<td>WSBK-TV</td>
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<tr>
<td>Detroit</td>
<td>WKBD-TV</td>
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<tr>
<td>Washington (D.C.)</td>
<td>WTTG-TV</td>
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<tr>
<td>Cleveland</td>
<td>WJKW-TV</td>
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<tr>
<td>Dallas</td>
<td>WFAA-TV</td>
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<td>Houston</td>
<td>KTRK-TV</td>
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<td>Pittsburgh</td>
<td>WPGH-TV</td>
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<tr>
<td>Miami</td>
<td>WCIX-TV</td>
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<tr>
<td>Minneapolis</td>
<td>KMSP-TV</td>
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<tr>
<td>Atlanta</td>
<td>WAGA-TV</td>
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<td>Seattle-Tacoma</td>
<td>KSTW-TV</td>
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<td>Tampa-St. Petersburg</td>
<td>WTOG-TV</td>
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<td>St. Louis</td>
<td>KPLR-TV</td>
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<td>Denver</td>
<td>KWGN-TV</td>
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<td>Baltimore</td>
<td>WJZ-TV</td>
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<td>Sacramento</td>
<td>KTXL-TV</td>
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<td>Miami</td>
<td>WCIX-TV</td>
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<td>Minneapolis</td>
<td>WAGA-TV</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WAGA-TV</td>
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<td>Portland (OR)</td>
<td>KPTV</td>
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<td>Indianapolis</td>
<td>WTTV</td>
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<td>Hartford</td>
<td>WTXX-TV</td>
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<td>Phoenix</td>
<td>KPHO-TV</td>
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<td>San Diego</td>
<td>XETV</td>
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<td>Kansas City</td>
<td>KCTV</td>
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<td>Milwaukee</td>
<td>WVTV</td>
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<td>Nashville</td>
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<td>Charlotte</td>
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<td>Orlando</td>
<td>WOFL</td>
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<tr>
<td>New Orleans</td>
<td>WGNO-TV</td>
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<tr>
<td>Columbus (OH)</td>
<td>WCMH</td>
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</tbody>
</table>

**Warner Bros. Television Distribution**
A Warner Communications Company
In the current debate concerning ½-inch and ¼-inch recorder-camera videotape formats, we ask you to consider these simple facts:

There are two ½-inch incompatible formats, VHS and Beta. And the broadcast quality ¼-inch Quartercam™ from Bosch.

Quartercam 20-minute cassettes occupy one-fifth the volume of VHS and one-third the volume of Beta 20-minute cassettes.

You can fit a Quartercam cassette in your shirt pocket. You can’t with VHS or Beta. You can save a lot of archive space and shipping costs.

The logical ENG/EFP successor to ¾-inch is ¼-inch—not ½-inch. If you’re going ½-inch you’re only going half-way.

Call your local Bosch-Fernseh office, or Fernseh Inc., P.O. Box 31816, Salt Lake City, UT 84131, (801) 972-8000.

BOSCH
This week
Sept. 11-13—New Jersey Broadcasters Association 37th annual convention. Golden Nugget casinohotel, Atlantic City, N.J.
Sept. 11-13—Washington State Association of Broadcasters fall meeting. Rosario Resort, Orcas Island, Wash.
Sept. 12—National Academy of Television Arts and Sciences engineering Emmy awards dinner. Sheraton Center, New York.
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 Tarren, AIF, 7101 Wisconsin Ave., 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 for Directors of Broadcast Engineering. 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.

Also in September
Sept. 19—Sacramento University chapter of National Academy of Television Arts and Sciences “distinguished visiting professor” lecture series. Speaker: Jennifer Dominus, VP, CBS Television Network Sales, S.I. Newhouse School of Public Communications, Syracuse, N.Y.
Sept. 19-20—Public Telecommunications Financial Management Association regional workshop, featuring sessions on requirements for Corporate Public Broadcasting’s annual financial report and unrelated business income. Holiday Inn Denver Downtown,
Sept. 19-20—Minnesota Broadcasters Association fall convention. Sunwood, St. Cloud, Minn.


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


Sept. 20—National Academy of Television Arts and Sciences regional workshop, Fifth annual 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 and network access, forward, cellular radio and coaxial computer testing systems. Sheraton hotel and conference center, Concord, Calif.


Sept. 21—National Press Club luncheon. Speaker: TV producer Norman Lear, chairman, People for the Americanway, Washington, D.C.

Sept. 21—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—Telescor 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 five conference. Sheraton, Columbus, Ohio.

Sept. 22-25—Third annual National Video Festival, sponsored by National American Film convention and equipment show Sheraton Syracuse, Syracuse, N.Y.


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


Sept. 23-25—Massachusetts Broadcasters annual conference. 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 conference. Ramada Inn, Minot, N.D.

Sept. 23-25—National Academy of Television Arts and Sciences annual chapter presidents meeting. Hotel Poncehatrin, 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. American Aruba, Aruba, West Indies. Information: IIC, Tivoli House East, Tivoli House, London, WCH1 5LG.

Sept. 25—33rd annual Emmy Awards, sponsored by Academy of Television Arts and Sciences, telecast on NBC-TV from Pasadena Civic Auditorium, Pasadena, Calif.


Sept. 27—Programming seminar sponsored by Bay Area Cable Club and Northern California chapter of Women of Cable. Galt House, 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, Florida Center, Orlando, Fla.


Sept. 30—Deadline for entries in Ohio State Awards, recognizing excellence in educational, informational and public affairs programs, sponsored by WOST-AM, Morshead Broadcasting. Information: Institute for Education by Radio-Television, 2400 Orentary Road, Columbus, Ohio, 43210; Phyllis Madry, (614) 422-0185.


Oct. 3—American advertising in Radio and Television Southeast area conference. Clearwater Beach, Fla.


Oct. 1—Deadline for entries in U.S. Television Commercials Festival. Information: 841 North Addison Avenue, Elmhurst, Ill., 60126; (312) 834-7773.


Oct. 3—National Academy of Television Arts and Sciences, Syracuse University chapter, “media professions and persons get together.” Gene Jankowski, president, CBS/Broadcast Group, S.I. Newhouse School of Public Communications, Syracuse, N.Y.


Oct. 3-5—Electronic Industries Association 59th annual fall conference. Fairmont hotel, San Francisco.


Oct. 3-7—VIDCOM/CAJID, international conference on video for cable, home video and video games. Old Palais and New Palais des Festivals, Cannes, France.

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

Oct. 4-5—LPFA East, fourth national conference
Money addition
EDITOR: That was an excellent special report on the blossoming business news programs (BROADCASTING, Aug. 15). Would you please postscript your report to include our very own money and finance program, Marc Sommers on Money, which is seen as a portion of our self-help show, Your Hour, aired over the Satellite Program Network to over 6.5 million TV households.—Kathy Marshall Pastore, marketing director, MidAmerican Broadcasting System, Wichita, Kan.

Another first
EDITOR: To continue the debate of who gets the kudos as having attempted the first all-news format in the country. . . .

Both XETRA and WTVJ were preceded by a San Francisco station that began a continuous news format in May 1960. Argonaut Broadcasting bought KBSI in that year, changed the call letters to KFAX(AM) ("K-Facts"), and introduced a revolutionary "newspaper of the air" concept. The station presented continuous news in the style of a newspaper, complete with a sports page, cooking features and a "comics page" (comedy records).

The project was an utter flop—the station had lost a quarter of a million dollars by September of that year. The format was dropped in favor of a proved money-maker: radio religion. KFAX has successfully operated with that format to this day.—John F. Schneider, president, Northwest Broadcast Systems, Seattle.

Solomon search
EDITOR: The Solomon Islands Broadcasting Corp. has invited me to carry out some research into the history of broadcasting in the Solomon Islands. So far, my research has indicated that the first radio broadcasting station was established here on Guadalcanal by the American military in 1944. The station, WVVQ, was an outlay of the "Mosquito Network" operated by the American Forces Radio Service. Another station, WVTJ, was sited at Mundu on New Georgia. It would be of considerable value to my research project if I could make contact with any American broadcasters who may have been involved in any way with the AFRS operations in Solomon Islands during the Second World War.

In particular I am looking for George Dvorak (program director of WVVQ in 1944) and Parnell Gould (AFRS Southwest Pacific). Other people of interest are former combat correspondents John De Chant, Howard Biggerstaff and Jim Hardin. These men made a recording of an air attack on Henderson Field here on Guadalcanal in 1943. This is possibly the earliest known recording made on the island.—Martin Hadlow, Solomon Islands Broadcasting Corp., Box 654, Honiara, Guadalcanal, Solomon Islands.

Classical add
EDITOR: Whenever you run articles with lists of companies, such as your enumeration of syndicators in the Aug. 29 issue, I suppose you must get a raft of "what-about-me" letters... of which this is one.

I'm not sure just who "is the largest distributor of classical music in the country," but I do know that WCBB Productions is the only one producing and distributing for three major American orchestras. For these three series, The Boston Symphony Orchestra, The New York Philharmonic and the Boston Pops Orchestra, we produce 156 concert-length programs each year; that's three out of the four American orchestra series that run 52 weeks a year. At last count there were just under 440 radio stations in the United States, Canada, Japan, United Kingdom and Europe that broadcast these programs. That's over 135,000 hours of broadcasts a year.—John M. Emery, manager, WCRR Productions, Waltham, Mass.

Errata

Perspective on the Economy, radio series produced and syndicated by The Syndicate, is offered at no cost, not better as reported in Aug. 29 issue.

Linda Lipman, director of sales, WABC-TV, New York, named manager of press and publicity, not station manager, as reported in "Fates & Fortunes," Sept. 5.

United Cable TV is not shutting down its STV operation as reported in BROADCASTING, Sept. 5, in company's 1983 annual report. United said it intends to divest its interest in HEN Inc., its STV subsidiary, but will continue to operate it until buyer is found.

XETRA-AM-FM Tijuana, Mexico, was inadvertently omitted by Arbitron from BROADCASTING'S annual survey of top 50 stations in top 50 markets, (Aug. 29 issue). Listing for San Diego, the 20th market, should have read:

1. KJQY(FM) bbl music 25,800
2. KFMB(AM) adult c. 25,200
3. KGB-FM AOR 17,000
4. XETRA(FM) new music 17,000
5. KYXZ(AM) adult c. 16,200
6. KFMB-FM soft c. 15,800
7. KPRI(AM) AOR 13,200
8. XETRA(AM) adult c. 12,900
9. KSOD(AM) news/talk 11,900
10. KBZT(FM) adult c. 11,800

In survey's listing for Nassau-Suffolk, N.Y. (market number 12), extra digit was added to listenership figure for each station.

In listing for San Antonio, Tex., (market 38), KZXL(AM)'s format should have been AOR.
Entrepreneurial America rises to meet the challenge of FCC’s new common carrier service, which provides two 4-channel systems in each market; as many as 30,000 applications may have been filed in first round of bidding; winners will be chosen by lottery.

Thousands upon thousands of applications for multichannel multipoint distribution service (MMDS) arrived at the FCC last Friday (Sept. 9), the deadline for the first round of bidding in that new common carrier service. As many as 30,000 applications were believed to have been filed by MDS operators, cable MSO’s, broadcasters, common carriers, paging firms and new ventures formed explicitly to take advantage of the four-channel systems being made available in every market. An accurate count could not be determined Friday due to the sheer volume received.

What will happen with all these new channels is not at all clear. In the minds of one observer, last Friday’s activity evidenced “a giant land grab.” A new segment of the spectrum had suddenly become available and the early birds were making sure they were in line. Indeed, no one knew what the eventual rules for programming these new channels might be. Under existing rules, the successful applicant would be able to program no more than 50% of the time, with the other half leased out on a common carrier basis.

Nor was it certain that all the spectrum would be used for conventional television purposes. Data transmission is an equally inviting possibility to many.

What was certain at week’s end was that those preparing the applications had made money. A typical submission was said to have cost from $700 to $800. Many of the applications came packaged in cartons and were carried on hand trucks into the FCC secretary’s office. Washington’s legal community reportedly was working late into Thursday night preparing the documents to meet the FCC’s deadline. Dozens of boxes filled with applications were stored in every available space in the Common Carrier Bureau, where the applications were sent to be processed. Common Carrier Bureau attorney Kevin Kelly said it was impossible to estimate how long it will take to process the applications.

The bulk of the filings, one observer noted, were hand delivered by the attorneys and consultants who prepared them. “These applicants weren’t about to risk mailing the documents,” one observer said.

One reason for the deluge is that the commission is proposing to choose among the competing applicants by lottery and is permitting companies to file for the channels in every market. (The commission must still issue a rulemaking on the lottery proposal.)

The commission reallocated eight microwave channels from the instructional television fixed service (ITFS) for MMDS. Those eight channels will be available for two groups of four-channel MMDS systems in each market. Applicants, however, are only allowed to compete for one four-channel block in a market (BROADCASTING, May 30).

The commission also grandfathered all ITFS channels that had either been authorized or applied for as of May 25. No further ITFS applications will be accepted on the eight channels reallocated to MMDS, but ITFS licensees also will be permitted to lease, for profit, the excess capacity on their channels. Potential multichannel operators will even be granted conditional construction permits in markets where prospective channels, through ITFS grandfathering, are already spoken for.

It may be weeks before the FCC organizes all of last week’s applications in a fashion that permits their public identification. BROADCASTING was able to identify a number of the more prominent filings as they passed through the FCC’s portals.

Applications from Microband Corp. of America, one of the largest MDS operators, reportedly arrived in 22 boxes. It filed for 223 markets.

Another big entry into multichannel MDS is Broadcast Data Corp., a subsidiary of Graphic Scanning Corp., Teaneck, N.J., one of the largest radio common carriers, which filed for several hundred markets in the country. Broadcast Data is estimating it will cost about $160,000 to establish each system.

Broadcasters also are interested in multichannel MDS. CBS, a spokesman said, filed five applications in the same markets where it now owns TV stations—New York, Los Angeles, Chicago, Philadelphia and St. Louis. ABC also is applying for MMDS systems in the five markets where it now owns TV stations—New York, Chicago, Detroit, Los Angeles and San Francisco.

Westinghouse Broadcasting is filing for 15 markets, a spokesman said—Boston, Philadelphia, Baltimore, Pittsburgh, San Francisco, Denver, San Diego, Dallas, Houston, New York, Chicago, Los Angeles, Tampa and Jacksonville (Fla.) and Charlotte (N.C.). King Broadcasting, a group operator based in Seattle, filed nine applications, most of which are for large West Coast markets where King currently operates TV stations, including Spokane, Wash., and Portland, Ore. Chronicle Broadcasting, another group operator based in San Francisco, applied for the top 50 markets. Capital Cities Communications, with diversified interests in broadcasting, cable and newspapers, is competing for 100 markets.

A perhaps surprising possibility—that the newly independent Bell operating companies might have MMDS ambitions—surfaced with the applications of New Jersey Bell and Wisconsin Telephone.

Another group broadcaster to file was Hubbard Broadcasting, St. Paul, which is also a major direct broadcast satellite proponent. Hubbard filed for 155 of the top markets as well as a number of smaller ones, including Traverse City, Mich., and Yakima, Wash. Hubbard, a spokesman noted, estimated that it would cost about $200,000 to
build each system. Charisma Telecasting Corp., a Columbus, Miss.-based cellular radio and paging applicant, and a subsidiary of Charisma Communications Group, a Starkville, Miss., radio group, filed for 100 medium and small markets.

Taft Broadcasting, Cincinnati, a spokesman said, applied for 74 markets including Albuquerque, N.M., Washington, Oklahoma City, Detroit, Rochester (N.Y.), St. Louis and West Palm Beach, Fla. (While it appears that many major station groups filed for MMDS systems, one of the more expansion-minded among them did not. Metromedia, a spokesman noted, did not apply for any systems because it is already involved in so many other areas. "We are not going to pursue it at this time," the spokesman said.)

Cable MSO's also contributed to last week's deluge of MMDS filings. United Paging, a subsidiary of United Cable, Denver, filed for 150 markets, including those where United currently operates its 35 cable franchises. Among the markets for which United filed: New York; Los Angeles; Chicago; Dallas; Denver; Boston; Philadelphia; Hammond, Ind.; New Britain, Conn.; Abilene, Tex.; and Casper, Wyo. Daniels MDS Co., a subsidiary of Daniels & Associates, Denver-based cable MSO, is competing for the top 100 markets.

Cox Cable, Atlanta, filed for 26 markets, most of which Cox is currently operating its cable systems. The markets include: San Diego, Omaha, Oklahoma City, Cleveland, Tucson, (Ariz.), Washington and Staten Island (N.Y.).

Warner Amex Cable Communications applied for 20 markets. McCaw Communications, Bellevue, Wash.-based MSO, also filed 20 applications.

Some of the leading MDS operators have also joined in to compete for the new channels. Moviestar Systems Inc., Denver, a Denver-based MDS operator, applied for 20 markets—for cities including Detroit, Milwaukee, Cleveland, Tampa, Chicago, New York, Philadelphia, West Palm Beach, Fla., and Minneapolis. It estimates costs for each system will be roughly $150,000. Contemporary Communications Corp., New York, filed for the top 125 markets and expects costs for each system to be about $125,000.

J. Hobart Wilson, chairman of the board, Pacific Northwest Broadcasting Corp., Boise, Idaho, filed for 100 markets. George Fritsinger, president and general manager, KFWC-AM-FM Los Angeles, also applied for 100 markets.

American Box Office, a Denver-based satellite master antenna television operator, filed for several hundred of the top markets. Affiliated MDS Corp., a Boston-based firm established specifically to apply for the four-channel systems, applied for 100 markets. GCZ, a recently formed partnership, filed for 75 markets; Dr. Michael Gelfand, a nephrologist in Bethesda, Md., is the managing partner.

Becker Broadcasting, El Paso, Tex.-based Muzak programmer, filed for channels in 35 small markets.

### FCC opens up more time for AM daytimers; absolves Wiley of blame in family viewing

At its first meeting after August vacation, commission says former chairman acted properly and networks voluntarily adopted family viewing; it OK's longer time for daytimers; moves cable relay services

The FCC has cleared former Chairman Richard E. Wiley and itself of any wrongdoing in the family viewing case. At the same time, the commission held that the National Association of Broadcasters, its code review board and the major networks—ABC, CBS and NBC—acted voluntarily in April 1975 when they adopted the NAB code amendment limiting the first hour of prime time programming regarded as suitable for the entire family.

The commission's action last Friday (Sept. 9) was in response to a decision of the U.S. Court of Appeals for the Ninth Circuit directing that the matter be referred to the commission on the ground it had primary jurisdiction. The court had acted on an appeal from a decision of the U.S. district court in Los Angeles that the private parties had adopted the amendment as a result of commission coercion exercised through its then chairman, Wiley, and that the commission, as a result, had violated the First Amendment (BROADCASTING, Nov. 8, 1976).

The decision in the family viewing case—which does not settle the matter; the report will be sent to the district court for its consideration—was one of a number of actions the commission reached in its first meeting following the August hiatus. Another was the order, which had been expected, to ease restrictions on daytime-only broadcast operations. More than 2,000 stations will be allowed to operate up to two hours after sunset with up to 300 w. The commission action will also enable some three dozen stations to initiate or expand presunrise operations, and some 200 stations operating on Canadian IA channels to begin broadcasting at 6 a.m. local time.

* The commission has been considering the family viewing matter since the U.S. appeals court reversed the district court in November 1979 (BROADCASTING, Nov. 19, 1979). The case itself was initiated in 1975, when a group of Hollywood writers and producers sued the commission, the networks and the NAB. Judge Warren E. Ferguson held that the commission had violated the First Amendment and the Administrative Procedure Act by coercing the networks and the NAB into adopting the family viewing hour amendment to the NAB code.

But the appeals court, in vacating that decision, said the case raises issues that "properly rest within the primary jurisdiction of the FCC." Accordingly, it directed that the case against the government be referred to the commission, where, the court said, primary jurisdiction rested. The commission, after reviewing comments filed in the proceeding, reached a conclusion contrary to the district court's.

It held that Wiley had simply attempted to focus the industry's attention on concern in the country regarding what was seen as excessive sex and violence on television, and to urge self-regulation on the industry to forestall government action. The commission said there was no basis for concluding that Wiley's efforts were coercive or intimidating or that the networks viewed them as such.

The commission's report does not constitute the final chapter in the case. It will be sent to the district court—and Ferguson is expected to continue exercising jurisdiction—which could reject it and reinstate the original decision.

* Full implementation of the commission's action relaxing restrictions on daytime-only AM broadcast operations, which was taken in response to petitions filed by the Daytime Broadcasters Association and the National Telecommunications and Information Administration, is conditioned on the U.S. reaching agreements with Canada and Mexico. Officials expect work on the Canadian agreement to be completed in time to permit affected daytimers to operate until 6 p.m.—the latest hour permitted under an existing agreement with Mexico—before the return of standard time on Oct. 30. The new agreement with Mexico, which would enable the FCC to implement the new rules fully (and allow affected daytimers to operate up to two hours after sunset), is expected to be wrapped up early next year.

Under the international agreements, the U.S. will not only win the right to permit its broadcasters to broadcast pre-sunrise and post-sunrise but will also gain access to additional spectrum. U.S. stations will be able to operate at night on foreign clears in areas near the borders where they are now barred. The commission said it was adopting the new rules to avoid the loss of excessive and unnecessary loss of service, often the only broadcast service in a community. For it maintains that the longer hours of operation by the daytimers can be permitted without fear of interference being caused to fulltime stations on whose channels they broadcast.

By the same token, some daytimers—the number was not mentioned—will be al...
allowed to operate with only limited power, far less than the maximum 500 w, and not all will be allowed to operate the full two hours post sunset. the commission, which has already completed the necessary calculations, will notify the stations regarding the extended time they will be allowed to broadcast.

when fully implemented, the commission's rules will permit a dozen stations operating east of dominant la outlets to begin their broadcast day at 6 a.m. some two dozen operating west of the dominant station and outside of its service area will also be permitted to start at 6 a.m. local time, regardless of the time of sunrise at the dominant station. two hundred daytimers operating on canadian clears will be allowed to start their broadcast day at 6 a.m. when the canadian agreement is completed. And 2,000 stations—all but 406 of the existing daytimers—will be able to operate for up to two hours after sunset with up to 500 w.

in other actions, the commission:

- adopted rules to accommodate a shift of fixed services now located in the 12 ghz band to the 13, 6 and 18 ghz bands. the shift was required because of the allocation of the 12.2-12.7 ghz band to the dbs service on a primary basis. the 18 ghz band is now occupied by cable relay services and, to a lesser degree, broadcast auxiliary (fixed only) operations. some 2,000 microwave operators are being displaced.

- granted satellite business system's application to lease on a long-term basis (six years) five transponders to skyband, a joint venture of news satellite telecommunications ltd. and inter american satellite television co. which plans to begin direct broadcast satellite service in the 12/4 ghz band, in the fall.

- initiated a notice of inquiry to help it develop policy for banning the transmission of obscene materials on common carrier facilities.

### Taking stock of the newscasts

After a week of its new hour-long format, ‘macneill/lehrer’ staff is pleased; abc and nbc content with switch to single-anchor formats

with the challenge of covering two of the most dramatic international stories in recent memory—the shooting down of a south korean passenger jetliner (with 60 americans on board) by the russians and the escalating conflict in lebanon where the u.s. marines suffered their first casualties—nbc and abc launched their solo-anchor evening news formats out of new york last week and pbs’s ‘macneill/lehrer’ expanded to an hour.

the news executives involved expressed confidence that the changes were the right ones, although they said that a valid assessment was difficult after just one week.

national ratings for the news programs will not be available until later this week, and the overnight ratings that were available for three markets—new york, los angeles and chicago—were indecisive. in chicago, where, according to the july sweeps, cbs’s ‘60 minutes’ led the local news race, the ‘cbs evening news’ led the network.

the newscasts are:

- abc’s ‘20/20’ leads the 11-12 p.m. time slot, capturing 23.5/48.3.
- abc’s ‘primetime’ shows average 22.6/45.2.
- ‘macneill/lehrer’ is running roughly even with abc’s ‘world news tonight’ and nbc’s ‘nightly news’ (12.6/26, 13.9/28, respectively).
- nbc’s ‘nightly news’ is also running roughly even with abc’s ‘20/20’ (13.9/28).

state of the industry: the financial outlook for the radio industry is on the rise. according to the national association of broadcasters annual financial survey of radio stations in 1982, the profit margin for “the typical radio station” rose from 3.5% in 1981 to 9.4% in 1982. the survey also showed that 67% of the 1,618 radio stations participating in the survey reported profits, while only 59% of the 1,704 stations participating in the 1981 survey reported profits.

according to the survey, advertising revenues rose 21% in 1982 and national and regional spot sales climbed 37%. local sales increased 19% over the 1981 results. total operating expenses also rose 11.2% in 1982. sales and promotion costs, the survey said, climbed 32% over 1981, and payroll costs also grew 14%. below are estimates of revenues, profits and expenses of nab’s typical station in 1981-82.

<table>
<thead>
<tr>
<th></th>
<th>1982</th>
<th>1981</th>
<th>% change</th>
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<tbody>
<tr>
<td>total sales</td>
<td>$562,500</td>
<td>$465,000</td>
<td>+ 21.0</td>
</tr>
<tr>
<td>network compensation</td>
<td>0</td>
<td>0</td>
<td>0.0</td>
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<tr>
<td>national radio spot</td>
<td>79,200</td>
<td>57,700</td>
<td>+ 37.3</td>
</tr>
<tr>
<td>local advertising sales</td>
<td>483,300</td>
<td>407,300</td>
<td>+ 18.7</td>
</tr>
<tr>
<td>total broadcast revenues</td>
<td>542,300</td>
<td>457,600</td>
<td>+ 18.5</td>
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<tr>
<td>non-broadcast revenue</td>
<td>1,100</td>
<td>1,000</td>
<td>+ 10.0</td>
</tr>
<tr>
<td>trade-outs and barter</td>
<td>22,200</td>
<td>15,500</td>
<td>+ 43.2</td>
</tr>
<tr>
<td>total operating expenses</td>
<td>491,200</td>
<td>441,800</td>
<td>+ 11.2</td>
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<tr>
<td>engineering</td>
<td>29,700</td>
<td>28,300</td>
<td>+ 4.9</td>
</tr>
<tr>
<td>program (news and production)</td>
<td>138,000</td>
<td>122,400</td>
<td>+ 12.7</td>
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<tr>
<td>sales (advertising and promotion)</td>
<td>133,200</td>
<td>101,100</td>
<td>+ 31.8</td>
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<tr>
<td>general and administrative</td>
<td>190,300</td>
<td>190,000</td>
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selected expense items:

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<tr>
<th></th>
<th>1982</th>
<th>1981</th>
<th>% change</th>
</tr>
</thead>
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<tr>
<td>total salaries</td>
<td>250,300</td>
<td>219,700</td>
<td>+ 13.9</td>
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<tr>
<td>depreciation and amortization</td>
<td>32,600</td>
<td>24,200</td>
<td>+ 34.7</td>
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<tr>
<td>cost of outside news service</td>
<td>7,300</td>
<td>7,100</td>
<td>+ 2.8</td>
</tr>
<tr>
<td>music license fees</td>
<td>13,600</td>
<td>10,800</td>
<td>+ 25.9</td>
</tr>
<tr>
<td>pre-tax profit</td>
<td>51,100</td>
<td>15,800</td>
<td>+ 223.4</td>
</tr>
<tr>
<td>pre-tax profit margin</td>
<td>9.42%</td>
<td>3.46%</td>
<td>5.96 %</td>
</tr>
<tr>
<td>full-time employment</td>
<td>14</td>
<td>14</td>
<td>0</td>
</tr>
<tr>
<td>* percentage point difference</td>
<td></td>
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broadcasting sep 12 1983 25
The schedules are set as ABC, CBS and NBC prepare to do battle for the new season audience in what many think will be the closest race in years. What many believe will be the most competitive fall network season in years is set to begin in earnest two weeks from today (Sept. 12). All three television networks have scheduled early premieres for some series, the first three of which took place last week. At the same time, all three are gearing up for the November ratings sweeps with what many observers say will be heavy stunting.

**Charting the competition**

**TOP OF THE WEEK**

**Broadcasting's annual chart of the fall prime time lineups for ABC, CBS, and NBC is unusual this year in at least one respect. It is almost the same as the chart which ran last spring (broadcasting, May 16), when the three networks first announced their fall schedules. Only one schedule has changed place since then, CBS-TV's switching of the time periods for Whiz Kids and Cattier to Houston, and network spokesmen say it has been many years since so little shuffling has gone on between spring announcements and fall premieres. This year's premiere schedule stretches into mid-December, as the networks attempt to avoid premiering too many programs against the baseball playoffs and the World Series, to air this year on NBC-TV and ABC-TV respectively, and always a major factor in fourth-quarter ratings.**

<table>
<thead>
<tr>
<th>Sunday</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00</td>
<td>Kelly's Believe It Or Not (Sept. 25)</td>
<td>60 Minutes (Sept. 18)</td>
<td>First Camera (Sept. 18)</td>
</tr>
<tr>
<td>7:30</td>
<td>Alice (Oct. 2)</td>
<td>Hardcastle &amp; McCormick (Sept. 19)</td>
<td>Knight Rider (Oct. 2)</td>
</tr>
<tr>
<td>8:00</td>
<td>One Day At a Time (Oct. 2)</td>
<td>8:30</td>
<td>8:30</td>
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<tr>
<td>8:30</td>
<td>Jefferisons (Oct. 2)</td>
<td>Movie</td>
<td>Movie</td>
</tr>
<tr>
<td>9:00</td>
<td>Goodnight, Sweetheart (Oct. 2)</td>
<td>9:30</td>
<td>9:30</td>
</tr>
<tr>
<td>9:30</td>
<td>Movie</td>
<td>10:00</td>
<td>Trapper John, M.D. (Oct. 2)</td>
</tr>
<tr>
<td>10:00</td>
<td>Movie</td>
<td>10:30</td>
<td>Movie</td>
</tr>
<tr>
<td>11:00</td>
<td>Movie</td>
<td>Movie</td>
<td>Movie</td>
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</tbody>
</table>

**Monday**

<table>
<thead>
<tr>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>That's Incredible (Sept. 19)</td>
<td>8:00</td>
</tr>
<tr>
<td>8:30</td>
<td>Scarecrow &amp; Mrs. King (Oct. 3)</td>
<td>8:30</td>
</tr>
<tr>
<td>9:00</td>
<td>Boone (Sept. 26)</td>
<td>9:00</td>
</tr>
<tr>
<td>9:30</td>
<td>After M<em>A</em>S*H (Sept. 26)</td>
<td>9:30</td>
</tr>
<tr>
<td>10:00</td>
<td>Newhart (Oct. 17)</td>
<td>10:00</td>
</tr>
<tr>
<td>10:30</td>
<td>NFL Football</td>
<td>10:30</td>
</tr>
<tr>
<td>11:00</td>
<td>Movie</td>
<td>11:00</td>
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**Tuesday**

<table>
<thead>
<tr>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>The Fall Guy (Sept. 21)</td>
<td>8:00</td>
</tr>
<tr>
<td>8:30</td>
<td>Whiz Kids (Oct. 5)</td>
<td>8:30</td>
</tr>
<tr>
<td>9:00</td>
<td>Real People (Sept. 14)</td>
<td>9:00</td>
</tr>
<tr>
<td>9:30</td>
<td>Dynasty (Sept. 28)</td>
<td>9:30</td>
</tr>
<tr>
<td>10:00</td>
<td>Movie (Sept. 27; &quot;Dempsey, 8 to 11 p.m.)</td>
<td>10:00</td>
</tr>
<tr>
<td>10:30</td>
<td>Hotel (Sept. 21)</td>
<td>10:30</td>
</tr>
<tr>
<td>11:00</td>
<td>St. Elsewhere (Oct. 26)</td>
<td>11:00</td>
</tr>
</tbody>
</table>

A year ago, NBC averaged a 9.6/15 nationally for the debut episode of Cheers that aired in that time period.

ABC's Monday Night Football, which had its premiere broadcast last week with a game between the Dallas Cowboys and the Washington Redskins, averaged a 22.2/40 nationally. That compares with a 24.9/42 for last year's first game. (That season was interrupted by an NFL players strike.)

Last Friday, ABC premiered a new, hour-long drama, Lottery, produced by Dick Rosner in association with Orion Pictures International at 9 p.m. The same night, it also premiered a return series, Matt Houston, at 10 p.m.

Premieres scheduled for this week are NBC's Real People, on Wednesday at 8 p.m., and two more Friday-night series on ABC, the returning Benson at 8 p.m. and a new comedy, Webster, at 9:30 p.m.

The first head-to-head battle between network premieres will take place Sunday, Sept. 18, when CBS-TV's 60 Minutes begins its 15th season opposite NBC-TV's revamped, rescheduled and retitled news magazine, First Camera, which moved from Saturday nights where it aired last season as Monitor. ABC's new series, Hardcastle and McCormick, will premiere that same night at 8 p.m.

Early premieres set for the following week, beginning Monday (Sept. 19) are ABC's That's Incredible at 8 p.m. Monday, NBC's A-Team and Remington Steele at 8 p.m. and 9 p.m., respectively, on Tuesday, ABC's The Fall Guy and Hotel, at 8 p.m. and 10 p.m. and NBC's Facts of Life at 9 p.m. on Wednesday, ABC's Trauma Center and 20/20 at 8 p.m. and 10 p.m. on Thursday and NBC's For Love and Honor at 10 p.m. on Friday.

Predictions vary on how much the three-network average rating and share will decline this fall, as a result of continued increased competition from independent stations.
Katz Television anticipates that ABC will average a 27 share during the fourth quarter, that CBS will average a 28 and that NBC will average a 25. Dancer Fitzgerald Sample predicts CBS will average a 17.1/28 in the upcoming fourth quarter, followed by ABC with a 16.3/26 and NBC with a 14.9/24.

As for the November sweeps, observers look for much stunting, and their expectation is not diminished—if anything, it is heightened—by the reluctance of the networks, for the most part, to say exactly what their November plans are.

Only NBC has given any real detail. It has set Princess Daisy, a two-part romantic melodrama based on the Judith Krantz novel, for Sunday and Monday, Nov. 6 and 7, at 9-11 p.m. NYT both nights, and has scheduled Kennedy, based on the late President's career, for three consecutive nights starting Sunday, Nov. 20. Kennedy will play 8-11 p.m. the first night, 9-11 the other.

NBC has also disclosed scheduling for three big theatrical movies during November: "Fort Apache the Bronx" on Sunday, Nov. 13, at 9-11; "Ordinary People" on Monday, Nov. 14, at 9-11:30, and "Airplane!" on Sunday, Nov. 27, at 9-11.

CBS sources say it's too early to get into their November plans, except for one three-part mini-series. That's Chiefs, dealing with police chiefs on the trail of a mass murderer in a small southern town, is down for Sunday, Nov. 13, at 8-10 p.m. and Tuesday and Wednesday, Nov. 15 and 16, at 9-11.

ABC says nothing is set for sure but that The Day After, the graphic (some who have seen it say horrifying) made-for-TV depiction of the effects of a nuclear bomb, is tentatively scheduled for Sunday, Nov. 20. That would put it up against the opening of Kennedy on NBC.

During its first week on the air, Thicke of the Night suffered both low ratings in metered markets and low opinions by critics. The late night comedy/variety show, which is up against NBC's The Tonight Show, was introduced on its premiere by former NBC President Fred Silverman. He now heads Intermedia, the company producing Thicke in association with Metromedia and MGM/UA.

Although the show has been heavily promoted by its sponsors since before the

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Low key in Atlanta

Eastern Cable Show, suffering from scheduling problems, draws fewer than anticipated; features sessions on deregulation, survival of cable networks and announcements of new cable audio and regional sports network

The Southern Cable Television Association wants its annual Eastern Cable Show to achieve the same status in the industry as the Western Cable Show and the annual convention of the National Cable Television Association.

To that end, it moved the convention from the Atlanta Hilton into the expansive facilities of the city's World Congress Center three years ago and dubbed it the Eastern Cable Show. It made slow but steady progress toward its goal during the show's first two years in the Congress Center, but last week, during its third time in the hall, that progress seemed to come to an end.

The Eastern Show has never attracted many cable operators outside the 13 states that make up SCTA, and exhibitors have complained about the lack of traffic at the show. But last week's three-day event also suffered from a drop in overall attendance and in the number of exhibitors.

Attendance fell from around 5,500 in 1982 to around 4,200. The number of hardware and software companies on the convention center floor dropped from around 250 last year to 227.

Many attributed the poor turnout to the show's having been scheduled during Rosh Hashanah, the Jewish New Year, and the same week as the Great Lakes Cable TV Expo, the annual show of the Illinois-Indiana Cable Television Association. Eastern Show organizers did not refute the explanations.

SCTA President Sally Davison blamed the Great Lakes coincidence on the JCTA, saying that dates for the Eastern Show were published years in advance. That the show fell on the Jewish holiday, said Nancy Horne of Convention & Show Management Co., which actually staged the show, is "unfortunate" and was caused by setting the dates so far ahead of time. "It was not our intention to conflict with either the show or the holiday," she said.

Horne blamed the reduced number of exhibitors on mergers of hardware and software companies. Two of last year's exhibitors, Texacam and Computer Video, she noted as an example, merged and set up only one exhibit this year.

Some hardware and software vendors, tired of the effort and expense of exhibiting at numerous regional trade shows, would like to see the Eastern Cable Show merge with the Atlantic Cable Show and the New England Cable Television Association's annual convention into something that would be the Eastern Cable Show in fact as well as in name. But Davison said the SCTA board of directors, which met during the show, has no interest in merging its show with anybody else's.

Another problem of the show and another obstacle to SCTA's ambition is the show's failure to attract industry leaders. This year, only Steve Effros, executive director of the Community Antenna Television Association and Herb Granath, president of ABC Video Enterprises, made appearances. Even Ted Turner, president of the Atlanta-based Turner Broadcasting System, failed to show up. According to a TBS spokesman, he was sailing in Europe.

Cable operators get advice from House members on how to work with Wirth for the passage of companion to S. 66

Cable's prospects of getting the House of Representatives to move on a companion to S. 66, the cable deregulation bill already passed by the Senate (Broadcasting, June 20), would appear brighter if cable operators accept the mandatory leased-access concept House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) is pushing. That was the collective wisdom shared by three House Energy and Commerce Committee members at the Eastern Show last week.

"In the House, if the chairman is opposed, or doesn't get his way, he can bottle up a bill. If he supports the bill, you're going to get action," said Representative Thomas Billey (R-Va.), offering the some 50 persons in attendance an impromptu civics lesson on the art of the possible.

"You've got to deal with Tim," added Representative Billy Tauzin (D-La.). "There's got to be some give and take... There's an awful lot of good things in that bill... I'd hate to see you lose that."

Even assuming some sort of agreement can be worked out on the leased-access issue (Wirth wants a statute to provide that cable operators would have to give up editorial control over a percentage of their channels for access), cable still has a rocky trench to dig, the panelists agreed. Billey, for example, noted that the U.S. Conference of Mayors is opposed to the bill, chiefly because it would limit a city's discretion to assess franchise fees, and conference members have several sympathizers on the Energy and Commerce Committee. "The mayors are looking for every dime they can get to finance their cities," he said.

The prospects for victory that a draft of the subcommittee's companion bill, which is tentatively scheduled to be released for public inspection this week or next, will not contain provisions similar to those in S. 66 addressing whether cable's "institutional" offerings—for example, data transmission services—should be subject to the same state common carrier regulation that telephone company offerings are. S. 66 would prohibit the states from regulating cable institutional offerings.

Representatives Charles Dowdy (D-Miss.), Tauzin and Billey all said they opposed permitting state regulation of institutional cable. All also appeared to agree, however, that it is unclear whether the entire committee shares their view.

Billey also said the committee planned to address telephone legislation aimed at insuring "universal service," and its broadcast deregulation proposals before the cable legislation. He said he didn't think the cable legislation would get to the full committee before November.

Tauzin said he thought the reason the subcommittee's draft bill would not address data transmission might be because Wirth wanted "trading room" with the telephone companies. According to Tauzin, the telephone companies won't be pleased with the universal-service telephone legislation, which he seemed to think would be adopted. If that happens, the telephone companies might be able to make up some ground on the data transmission issue. "I think there's a relationship between the two [the universal-service legislation and the draft cable bill's failure to address cable data transmission] that will become more apparent," he said.

Tauzin added that he didn't think subjecting cable to the same sort of regulation imposed on telcos should be an option. It might be preferable, he said, to provide for the "staged deregulation" of telco lines of business that are being offered by unregulated competitors. "That makes more sense," he said.

On an upbeat note, the panelists pointed out that the lion's share of S. 66's provisions are not expected to create problems for the House. "I think the time is now for a very
common-sense, national set of rules for your business," Dowdy said. "I think S. 66 is very good common-sense legislation. I hope we will apply the same common sense on the House side when this thing comes through.

Lois Richardson, assistant director of government relations for the National Cable Television Association, said "negotiations" with the House Telecommunications Subcommittee staff over the data transmission and leased access issues had not been resolved. But she said the draft cable bill would be "pretty much" based on the National League of Cities compromise with NCTA that paved the way for the passage of S. 66.

She also said she wasn't sure whether NCTA would agree to accept leased access or anything that would hurt cable. "We are realists," she said, however, after the panel session. "We want a bill.

A House source said the draft legislation also would address ownership issues and provide that access to cable—at least in cable areas—is a federal right. The source noted that some residents in areas passed by cable—for example, apartment dwellers—are denied access to cable because their landlords don't want their apartments wired. Under the provision, landlords would be prohibited from denying their tenants the right to be cabled.

Congressman, others urge cable's support of H.R. 2902 and 3419

Cable operators would be well advised to urge their congressmen to support H.R. 2902, a bill that would permit all cable systems to carry three distant independent TV signals without having to pay extra royalty fees, and H.R. 3419, a bill that would make it easier for cable systems to import certain superstation signals, according to a panel at the Eastern Cable Show in Atlanta last week.

Representative Mike Synar (D-Okla.) said he had introduced H.R. 2902 because he thought it was "economically unfair" for cable systems in smaller cities to have to pay more than systems in larger cities for the same number of independent TV signals.

Under the Copyright Royalty Tribunal's latest rate-adjustment decision, cable systems must now pay 3.75% of their gross basic revenues for each independent TV signal they import over a specific number. Systems in the top 50 markets are permitted to import two signals before they have to pay the increased rate, and cable systems in smaller markets (any town with at least one TV station not in the top 100 markets) are permitted to import one signal before they have to start paying the 3.75% rate.

Synar said his bill would permit all cable systems to carry at least three distant independent TV signals without being subject to the 3.75% charge.

Steve Effros, executive director of the Community Antenna Television Association, shared Synar's concern about equitability. "We are not second-class citizens because we don't live in New York," he said.

Robert Ross, vice president and general counsel of the Turner Broadcasting System, said passage of H.R. 3149 (which is identical to S. 1270 in the Senate) was aimed at remedying a "different kind of discrimination." Under that bill, which also is being called the "Turner bill," cable systems would not have to include superstation signals, nor would they have to pay the 3.75% fees for those, if the superstation in question already is compensating copyright owners for a national audience. "The copyright owners have already been reimbursed," Ross said.

Roy Bliss, executive vice president of United Video, endorsed both bills, as did Ross and Effros. "Maybe the deregulation bill [S. 66], which is taking virtually all of the National Cable Television Association's lobbying efforts, is the most important thing for you. However, I know that many of you in this room would get more immediate return out of the passage of [H.R.] 2902 or the Turner bill," Bliss said.

How the bills will fare remains unclear. Synar said he had introduced H.R. 2902 with "somewhat of a green light" from House Judiciary Subcommittee Chairman Robert Kastenmeier (D-Wis.). Synar thought the fact that hearings have been scheduled for Oct. 20, and may be held even earlier, boded well. Bliss attributed any lack of enthusiasm on Kastenmeier's part to his having been "burned several times" on copyright issues.

Ross noted that Senate Judiciary Subcommittee hearings on S. 1270, which had been tentatively scheduled for Sept. 12, had been postponed. But Ross said TBS was "confident" a hearing would be held this year.

Ross also noted that three of the seven Senate Subcommittee's members—Paul Laxalt (R-Nev.), Orrin Hatch (R-Utah) and Dennis DeConcini (D-Ariz.)—had co-sponsored the bill. A fourth, whom Ross referred to as "having declined to co-sponsor the bill but, according to Ross, was "tending toward our view."

Effros also revealed that CATV is publishing a 55-page briefing book, which will be distributed to House Energy and Commerce Committee members, aimed at explaining "what such things as cable and multipoint distribution service systems are. They're about to get inundated with cable issues," he said.

Granath stresses adaptability for cable networks to survive

Cable programing networks can learn a lot from Charles Darwin, ABC Video Enterprises' Herb Granath told cable operators at the Eastern Cable Show last week during his keynote address. If they are to survive the "process of natural selection," he said, they will have to adapt to the television environment by distinguishing themselves from the broadcast networks.

"As program services like CBS Cable and the Entertainment Channel become extinct," he said in a speech that had equal parts tele- vision programing and biology, "Darwin's principle is clearly taking effect in cable television." Natural selection will now probably mean the dozens of basic cable services being offered today to "perhaps fewer than 12" by 1990, he said.

"The cable services which will survive into the next decade will be those offering the viewer something different from what he can see on broadcast TV," he said. "What we need is not more of the same, but less of the sameness."

To prove his point, Granath cited ABC-TV's struggle to survive in the early 1950's. Up against "deeply entrenched competition," he said, ABC responded by being different and innovative. ABC pioneered the sports anthology program, adult westerns, medical dramas, private-eye shows, prime time serials and made-for-TV movies. And booking long-term contracts with movie stars, he said, ABC created its own "television stars." "Just as important," he said, "ABC salesman also pioneered selling advertising time on the basis of demographics rather than just ratings and share."

In the realm of cable, he said, Music Tele- vision has demonstrated being different is the key to survival. "By taking advantage of the freedom of cable offers, MTV succeeded in inventing a form of programing which simply did not exist before," he said. "In so
Cable Health Network "will enable through crossbreeding, watching nearly doing, free service. Just than nine million people would be. Radio broadcasters per-view services off the ground. Should cast alternatives and other cable services," he said. "The cable operator has not been. Programming, hardware and software manufacturers who will make Just For Listening possible (I-R): Clemente D'Alessio, president, Cable Music Services, and producer, radio-TV programing, for the New York Metropolitan Opera; William Randall, executive vice president, Pioneer Communications; Margaret Durborow, chairman, Just For Listening; Ned Mountain, marketing manager, Wegener Communications, and Nyhl Henson, president, Nyhl Henson Enterprises.

For your ears only. The hardware and software manufacturers who will make Just For Listening possible (I-R): Clemente D'Alessio, president, Cable Music Services, and producer, radio-TV programing, for the New York Metropolitan Opera; William Randall, executive vice president, Pioneer Communications; Margaret Durborow, chairman, Just For Listening; Ned Mountain, marketing manager, Wegener Communications, and Nyhl Henson, president, Nyhl Henson Enterprises.

Making the service aimed at cable systems in the Southeast, where the teams are popular. According to Sports View's Clyde Lee, a former collegiate and professional basketball player, the Alabama and Georgia football games alone should draw good television audiences. The schools' football games are always sold out, he said. The only way many fans will be able to see the teams, he said, is on their television sets.

The price of the service to cable subscribers will not be cheap. The typical cost of a football game will be about $20 per subscriber, Lee said, while that of a basketball game will be about $10. There's evidence cable subscribers will pay the price, he said.

Acting on its own, he said, Louisiana State University offered one away game and two home games in an addressable cable system with around 15,000 subscribers in Baton Rouge, on a pay-per-view basis. Each game was priced at $19.95 (one-and-a-half times ticket price). The away game achieved 50% penetration, he said, while the home games averaged 25%.

"We figure it turns into a party," Lee said. "You bring the beer, you bring the hot dogs, and we'll bring the game.

The service is made possible by a disposable trap manufactured by Blonder-Tongue Laboratories, which will descramble the pay-per-view programing. The set-top trap is activated by a $2 plug-in "energizer," which lasts about 24 hours. The first time a cable subscriber orders a Sports View game, the cable operator will install the trap and supply an energizer. Each time the subscriber orders an event after that, the operator sends a fresh energizer by mail.

Cable operators can offer the Sports View service without making a capital investment, Lee said. Sports View will lease the traps to cable operators for $12 the first year, $8 the second year and $4 the third year, he said. But the cable operator doesn't have to pay the rent upfront, he said. Sports View will subtract it from the cable operators' share of the pay-per-view earnings, he said.

The split of revenue will vary from system to system and will be determined by negotiation, Lee said. In most cases, it should be "close to 50-50," he said.

So far, Sports View only has one affiliate agreement it can talk about. According to Thompson, it's with Cable Atlanta, which has promised to offer the service to all of its 107,000 subscribers.

For your ears only. The hardware and software manufacturers who will make Just For Listening possible (I-R): Clemente D'Alessio, president, Cable Music Services, and producer, radio-TV programing, for the New York Metropolitan Opera; William Randall, executive vice president, Pioneer Communications; Margaret Durborow, chairman, Just For Listening; Ned Mountain, marketing manager, Wegener Communications, and Nyhl Henson, president, Nyhl Henson Enterprises.
NOW YOU CAN GET
THE NEWS
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For seven years, Robert MacNeil and Jim Lehrer have been bringing you news analysis every weeknight. Now, they're going to report the day's news, too. On the new MacNeil/Lehrer NewsHour.

Robert MacNeil and Jim Lehrer now have a full hour. That's enough time to give you news summaries for the day, and to go on to examine stories in depth with expert guests and special reports from around the world.

So start getting the news where you've been getting the analysis.

Major funding is provided by AT&T, the national corporate underwriter.

The MacNeil/Lehrer NEWSHOUR

Weeknights on PBS, beginning Monday, September 5th
<table>
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* Nielsen SON, 4 wks ending 5/22/83  ** NTI, ET/ETW cume, wk ending 7/24/83
MOST SUCCESSFUL SERIES!

The Top Two

TIME calls it "the hottest syndicated show on television" (July 4, 1983) and the most recent Nielsen SON sweep-month report confirms it! ET/ETW's audience is not only first-run syndication's biggest—it's a huge 37% bigger than the closest competitor! In fact, its recent NTI rating of 15.6 topped 92% of all network prime time series! Starting into Season #3 on 134 stations!

Television's leading variety/music series is now first-run syndication's #1-rated weekly series covering all categories! What's more, SOLID GOLD's audience is a giant 35% higher than the nearest weekly competitor! Heading into Season #4 on 218 U.S. stations—a smash-hit in more than 50 countries!

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The weekly half-hour about what everyone cares about: getting more for your money! Premiering this Fall on more than 130 stations covering over 90% of U.S. homes! The latest first-run winner from Paramount Television Domestic Distribution whose programs earned almost two-thirds of all Emmy nominations for syndicated programming over the past two seasons.
THREE HOURS OF...MORE HITS! MORE STARS! MORE MUSIC! LESS TALK! HOSTED WEEKLY BY M.G. KELLY

Cash in on the success of the nation's #1 adult contemporary weekly countUP program.

Almost 200 stations already have!

Don’t get left out in your market. Call Susan Jacobi at (212) 975-6917.
Syndication survey

Torbet Radio takes a look at radio program syndication from the station manager's point of view in its latest nationwide survey and finds, for one thing, that 90% of the stations polled have used syndicated programing during the past year. For another thing, 16% of the users rate its quality as excellent, 50% as above average, 30% average and 4% as below average or poor. The biggest complaint, cited by 32%, was that it "sounds canned."

The rep firm's survey, one in a series conducted by questionnaire among some 500 radio station managers, also found that 78% would rather barter for syndicated programing than pay cash. The most popular syndicated form is the music special, which stations tend to air on weekend nights (61%), weekend days (48%) or holidays (43%). Three stations out of five (62%) said they sell music specials at a premium and expect to make an average 80% profit.

Two-thirds of the respondents (66%) said they have aired produced music specials, 61% weekly countdown shows, 38% features, 32% jingles, 31% live concerts and 29% total-format packages. By about three to one, 78%, they prefer highly produced music specials over live concert programing.

On the whole, the respondents tended to prefer that syndicated programing be delivered on disks (46%). Despite its growing popularity, satellite delivery came in third (32%), after tape (42%) but well ahead of landlines (3%). (Some respondents named more than one preference.)

Torbet researchers also said that when managers were asked to nominate the "best" radio syndicator, Watermark emerged in first place with 15% of the total and TM Programing was second with 9%, followed by Westwood One with 8% and Bonneville and Drake/Chernin in a tie at 5% each. Complaints about syndicators centered primarily on "ignorance of station's format and what works" (42%), lack of marketing support to help sell shows (26%), uncertainty about a syndication company's future (19%) and belief that syndicators are too pushy (18%).

The main reason advanced for using syndicated programing was inability to produce such programing locally (56%). Other principal reasons were that it builds audience (50%) and increases revenue (43%). Another question turned up a different reason: About one-fifth of the stations (19%) said they had bought a syndicated program and failed then to air it, their objective in buying having been to keep a competitor from getting it.

Spanish launch

The Spanish Satellite Network has set a Dec. 1 start date for a national Spanish-language radio news service, with an initial lineup of 29 stations. The network, believed to be the first of its kind, will distribute via satellite five-minute newscasts each hour from 6 a.m. through 9 p.m. NYT. The service is being offered on a barter basis, with market exclusivity. Among Spanish-language stations signed to carry SSN are KALI(AM) San Gabriel (Los Angeles), Calif.; WEDC(AM) Chicago; KUOQ(AM) Dallas; KYIZ(AM) Houston; WTEL(AM) Philadelphia; WTYM(AM) Tampa, and JIMO(AM) San Francisco.

According to SSN President Gerardo Perez, most of the affiliates are already carrying Charla Deportiva, a two-hour Sunday sport news/talk show that began last January. Perez said the new network will also offer new sports features and long-form programing. SSN has conditionally been awarded Spanish-language radio rights for the 1984 summer Olympics, he added, "pending final negotiation of the contract" with the Los Angeles Olympic Organizing Committee.

The Los Angeles-based service plans to employ about 25 full-time staffers at studios now under construction, with programing expected quickly to expand from the initial hourly newscasts. Consumer, music and entertainment features are planned in 1984. Perez said news programs will place an emphasis on Central and South American events, as well as U.S. news, recognizing the close ties of this country's 15 million Hispanics to Latin nations.

"We've had some very good response from advertisers who have already advertised on Charla Deportiva," said Perez, "as well as new ones that have never advertised on Spanish radio before." The former include Anheuser-Busch, Ford and McDonald's.

Angry over agreement

The American Legal Foundation has asked the FCC to reject an agreement between Gannett Broadcasting's KSDK(AM) St. Louis and the St. Louis Black Media Coalition that, among other things, calls for Gannett

Labor of love. Nearly 500,000 people lined the banks of the Ohio river near Cincinnati on Saturday, Sept. 3, when that city's WEBN(FM) staged its seventh annual Labor Day weekend fireworks display. The half-hour show, staged from barges on the river and coordinated with rock and classical music broadcast from WEBN, was co-sponsored this year by Pepsi-Cola, according to Frank Wood, station president and general manager, who pegged the total cost for this year's promotional event at about $100,000.

Inaugurated in August 1977 as a 10th anniversary celebration for WEBN, the fireworks display has since grown into an all-day, city-coordinated event entitled "Riverfest," featuring amusements, food, beer and other attractions, including a WEBN-sponsored photography contest for best shots of the fireworks.
TNT EXPLODES WITH 3 R

for the 4th quarter, Turner Network Television promises real heroics. College basketball history in the making. National powerhouses Louisville and Kentucky meet for the first time during regular season since 1922. This is the game of the year for advertisers and the entire nation.

TNT also provides provenatings favorites. The spectacular 1983 Miss World Contest, direct from London, England. Plus college football's pre-Christmas classic: The Hall Of Fame Bowl. The first bowl game of the holiday season, scheduled when fan interest is at its peak.

Make your 4th-quarter eup more explosive. With dynamite TNT programming. Exclusively from Turner Program Services.

It's billed as the "feud." Denny Crum's high-flying Louisville Cardinals, the "doctors of dunk." Joe B. Hall's classy Kentucky Wildcats led by 7'2" Sam Bowie. Live from Rupp
Miss World Contest, Nov. 17, 1983.
Direct from Royal Albert Hall in London. The glamour, international flavor and excitement of the longest-running international beauty pageant in the world. Miss World 1983. In a special two-hour, same-day show.

The Hall Of Fame Bowl, Live, Dec. 22, 1983
With a reputation for intense action and excitement, it's a real crowd pleaser. The spotlight for stars of tomorrow, past games have featured such greats as Heisman Trophy winner and NFL standout George Rogers.

TURNER PROGRAM SERVICES
to support coalition luncheons and banquets, and give it free advertising time. In exchange, the group would agree not to oppose the station's renewal. In its filing at the FCC, the ALF said such payments were illegitimate. “It makes a mockery out of the license renewal process to have so-called ‘citizen groups’ go to a station and threaten to oppose its license renewal application unless the group’s terms are met. The station knows it would spend more fighting a petition to deny than it would cost to give contributions to the group. The FCC should end this type of coercive fund raising once and for all,” ALF said.

Women and radio

“Advertisers who are looking for the working woman will find her at work—listening to the radio.” That was the word last week from Rip Ridgeway, vice president in charge of radio sales development for Arbitron Ratings, based on Arbitron’s latest research on away-from-home listening. “Working women are real radio listeners,” Ridgeway said. “They spend up to 98 quarter-hours a week—listening to a good bit more than the average for all women, which is 80 quarter-hours a week. A full 99.37% of working women are reached by radio every week.”

They listened more or less consistently but their format preferences vary. Estimates from the spring 1983 Arbitron radio surveys indicate that in Los Angeles, for instance, 80% of working women between 25 and 54 listened to radio while at work, while in Boston 84% of that group listened. But in Los Angeles easy listening was the most popular format among those working women (and among those 18-34 and 35-64 as well), while in Boston adult contemporary was the top preference in all three age groups and easy listening ranked fourth.

Another phase of the study, Ridgeway said, showed that “the standard drive-time dayparts are fine for marketing, but they shouldn’t be used for programming.” In Los Angeles, for instance, the morning commuting period extended from 7 to 9 a.m. but the 7:30-8:15 period delivered the highest in-car audiences. “I’m sure that in other markets, the real drive times may be only one or two quarter-hour periods, and programmers should know this for their markets,” Ridgeway said.

RKO reaches out

Newsweek magazine and RKO Radio last week announced the second cooperative venture between the two companies in as many years with the disclosure that the weekly news magazine will provide historical information to accompany A Solid Gold Scrapbook, a 20-year survey of popular music that premiered last weekend on RKO One and RKO Two. Newsweek’s research department is supplying information about each of the years from 1963 through 1982 as part of host Dick Bartley’s Solid Gold Saturday Night through November. Newsweek and RKO recently renewed their production agreement for RKO Presents Newsweek on the Air, a radio news program featuring material from the current issue of Newsweek.

RKO has separately announced production of Project ’84, consisting of a package of news reports on the 1984 primaries, political conventions and elections. Two features will be produced initially, The People’s Choice for RKO One and Campaign America for RKO Two affiliates. RKO is also expanding Countdown America to four hours weekly and increasing the frequency of Captured Live! from bimonthly to weekly in a new one-hour format. An untitled five-hour live, contemporary music program is in development at RKO for a January premiere, to precede the nightly Right Time America broadcasts.

Playback

Media Americana, an Oxnard, Calif.-based radio production and distribution company, plans to launch a new weekly 30-minute investigative program on Nov. 1 called On Assignment. The show, which is hosted by Michael Emerson, is described as a behind-the-scenes look at today’s headlines. On Assignment is available to stations on a barter basis.

Music from the Hearts of Space, a one-hour weekly series from independent producers Stephen Hill and Anna Turner, is being offered free to public radio stations via the extended Program Service on the Westar IV satellite. The program fare ranges from baroque and classical to jazz and so-called “space” music, and is designed for late-night listening. The series, currently airing in 65 markets, will be distributed to commercial outlets beginning Jan. 1, 1984. Information: Box 31321, San Francisco 94131.

BBS fall 1983

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One day sales clinics for broadcasters.

This year’s series of ‘live,’ motivating, practical, sales generating, information packed workshops will contain new selling skill techniques and all new presentations by broadcasting’s most exciting consultant. The RAB said of Don’s programs, “THE BEST EVER.” The TVAB exclaims, “exceptionally well presented.” Register early... $85... space will be limited.

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Oct. 14th  - Atlanta  Nov. 2nd  - Washington, D.C.
Oct. 24th  - Denver  Nov. 3rd  - New York
Oct. 25th  - Los Angeles  Nov. 28th  - Tampa
Oct. 26th  - San Francisco  Nov. 29th  - Cincinnati
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1. Each has the FX-30 Exciter. This means superior FM performance with the lowest distortion and the finest response.

2. Greater reliability—provided by the ruggedness of the patented folded half wave design; no plate blocking capacitor or sliding contacts.

3. Exclusive technology - such as the proportional VSWR foldback which keeps you on the air during adverse operating conditions and the broadband input matching network which maximizes bandwidth and stability.

4. Digital control system with optional microprocessor diagnostics.

Broadcast Electronics’ three new single tube FM transmitters incorporate the same dependable field proven design as the Model FM-30, the industry’s leading high power FM transmitter. For more information call Joe Engle today.
DONAHUE HAS NEVER SEEN BETTER DAYS.
Another day of reckoning. The May '83 Nielsens. Once again, Donahue rose above the daytime crowd, posting an average 9% gain in all major categories.

<table>
<thead>
<tr>
<th>Total Households</th>
<th>May 1982 (000)</th>
<th>May 1983 (000)</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Women</td>
<td>4,343</td>
<td>4,554</td>
<td>+ 5%</td>
</tr>
<tr>
<td>Women 18-49</td>
<td>1.755</td>
<td>1.979</td>
<td>+ 12%</td>
</tr>
<tr>
<td>Women 25-54</td>
<td>1.739</td>
<td>1.896</td>
<td>+ 9%</td>
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In May '83, Donahue reached 12% more women 18-49 than May '82, 11% more men in the same category.

And Donahue showed a powerful 7% increase in total households during that same time. From May '82 to May '83, total women climbed 5%, women 25-54 by 9%. In every age cell, for both women and men, Donahue grew 5% to 15%.

And Donahue continues to accomplish what the show set out to do 16 years ago: tackle issues. Important issues. Controversial issues.

Even after 16 years, a look at the last major rating periods, February '83 and November '82, still shows Donahue enjoying significant and consistent growth.

Proving once again, a show like Donahue doesn't come along every day.

DONAHUE

DAYTIME TELEVISION AT ITS PRIME.
In aftermath of FCC’s decision, producers will focus their efforts on getting legislation passed to limit network involvement

Although the FCC is scheduled to issue a final decision on its financial interest and domestic syndication rules this fall, the fate of the rules may ultimately be determined by Congress. “This thing is far from over,” said one lobbyist familiar with the commission’s tentative decision, which proposes to abolish the financial interest rule and permit the television networks to acquire commercial interests in independently produced programming. The decision would also allow the networks to re-enter domestic syndication on a limited scale (BROADCASTING, Aug. 8).

A final decision is expected after the FCC receives another round of comments, which are due Sept. 20. The motion picture industry is expected to kick off an aggressive lobbying campaign this week when Congress returns from its summer recess. Hollywood and the independent producers are interested in drumming up support for legislation (H.R. 2250 and S.1707) that would prohibit the FCC from repealing the rules for five years.

“We are hearing that there is going to be a parade of stars on Capitol Hill,” said one network lobbyist. A number of Hollywood personalities have already descended upon Capitol Hill to ask the legislators to protect the rules. Alan Alda, of *M*A*S*H,* and Larry Hagman, best known for his role as J.R. Ewing on the CBS-TV series, *Dallas,* met with numerous key congressional leaders (BROADCASTING, May 18, Aug. 1).

The networks are also expected to launch their own campaign to stop the producers. “The battle is heating up,” said one Capitol Hill source. There is considerable speculation over where the fight will take place, with many observers predicting the Senate will be the focus of Hollywood’s campaign.

Capitol Hill sources say the Committee for Prudent Deregulation, which represents the producers, may have more success there than in the House, where the Commerce Committee, with jurisdiction over the stop-the-FCC legislation, is tied up on other matters.

Efforts by CPD to move the House bill, H.R. 2250, to the floor, have already been frustrated despite the large number of co-sponsors (128 at last count) for the measure (BROADCASTING, Aug. 8). The House Telecommunications Subcommittee failed to mark up H.R. 2250 (although 10 of the subcommittee’s 14 members are co-sponsors), due primarily to the networks’ successful lobbying campaign.

Chief backers of the bill, Chairman Tim Wirth (D-Colo.) and the measure’s author, Henry Waxman (D-Calif.), remain optimistic they can report the bill out. Another markup will probably be scheduled this month and even the networks expect the bill will pass the subcommittee then.

What will happen in the subcommittee’s parent, the Energy and Commerce Committee, however, is another matter. Roughly 21 of the 42 committee members are co-sponsors. A Waxman aide predicted the bill will move through the committee quickly. Since the commission’s action, arguments made by some members against moving the bill until the FCC issued a decision would no longer be valid, the aide noted. “The networks know they can’t win here,” the aide said.

But the bill’s opponents feel differently. They contend that the House Commerce Committee has a full agenda and may not have time to address the bill before the end of the year. The committee is faced with a number of unfinished legislative issues including telephone legislation, broadcast deregulation and natural gas deregulation. And all those issues, one Washington lobbyist said, could result in “vicious fighting.”

A CPD spokesman said the committee will be very active, but would not be more specific about legislative strategies. One proposed legislative option the committee may pursue is to attach language to an appropriations bill or continuing resolution containing the FCC’s fiscal 1984 budget that would limit the FCC’s ability to use any funds to repeal the rules (BROADCASTING, Sept. 5).

It is a plan that has already generated some support in the Senate. Ted Stevens (R-Alaska), in July, considered such an amendment to a Senate appropriation measure during an Appropriations Committee markup of the bill that included the FCC’s FY 1984 budget, but Stevens abandoned the idea. “I think it makes sense,” an aide said, in reviewing the issue. Stevens is assistant majority leader, a ranking member of the Appropriations Committee and a member of the Senate Commerce Committee, which has jurisdiction over the FCC.

Other key Senate leaders, Mark Hatfield (R-Ore.), chairman of the Appropriations Committee, and Paul Laxalt (R-Nev.), chair- man of the appropriations subcommittee, with jurisdiction over the FCC, have heard from both parties. Neither has yet taken a stand. Laxalt and Hatfield, however, were supposedly instrumental in persuading Stevens to hold off from offering his amendment.

In the House, Representative Jamie Whitten (D-Miss.), chairman of the full Appropriations Committee, and Neal Smith (R-Iowa), chairman of the appropriations subcommittee with jurisdiction over the FCC, are key players.

Although the appropriations measure is slated to go to the Senate floor, it seems doubtful that will occur before the end of the fiscal year, Sept. 30. Appropriations measures must originate in the House. However, in the House, the appropriations bill containing the FCC’s FY 1984 budget stalled in the Rules Committee, where it has become embroiled in controversy over funding for the government’s planned Radio Marti service broadcasting to Cuba.

Committee sources are predicting Congress will be forced to pass another continuing resolution to keep the government operating. In the past, continuing resolutions have been open targets for last-ditch efforts by legislators to attach controversial measures that had been stalled.

The most obvious legislative route for Hollywood is to seek support from members of the Senate Commerce Committee, where S. 1707 has been referred. S. 1707 was introduced last August by Senator Pete Wilson (R-Calif.) and mirrors the House bill, H.R. 2250. Wilson, an aide said, is anxious to see the legislation move and will likely ask the Commerce Committee to hold hearings promptly.

There seems to be little support for Wilson’s bill in the Commerce Committee. Sen-
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*Patent Pending
Hold your horses. The National Telecommunications and Information Administration has asked the FCC to hold off on final action on International Satellite Inc.'s application for a new international satellite system (BROADCASTING, Aug. 22) until the executive branch has completed its own review of the proposal.

In a letter to FCC Chairman Mark Fowler, David Markey, assistant secretary of commerce for communications and information, said the proposal of ISI, like the similar proposal of the Orion Satellite Corp., raised "novel and complex issues" affecting the United States' national interest, foreign policy and established communications 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 said.

Markey said the introduction of the ISI application would result in a "more protracted review process" than NTIA had contemplated when Orion's application was the only one. Nonetheless, he said, the executive branch hoped to reach a final decision in a "timely fashion."

ISI, like Orion, claims its service would complement rather than compete with the International Satellite Organization, which, by agreements to which the United States is a party, enjoys at least a qualified monopoly in international satellite service. Intelsat and the Communications Satellite Corp., its U.S. link, see ISI's proposed service, as they see Orion's—as an economic threat.

ator Bob Packwood (R-Ore.), chairman of the committee, is reportedly unwilling to address the issue until the FCC has completed the proceeding.

The FCC reauthorization legislation is another vehicle Hollywood may use to attack its legislation. But Packwood has control over the authorization in the Senate and is not likely to let that occur. In the House, Commerce Committee members are interested in keeping the authorization legislation free of amendments. Earlier attempts by some Telecommunications Subcommittee members to attack broadcast deregulation legislation to the authorization bill created such a furor that committee leaders agreed to leave the bill alone.

Radio Marti legislation is another of the producers' options, but that bill has generated so much controversy on its own that it seems doubtful the legislators would be willing to complicate the matter.

WLWIB loses fight to shift frequency

Judge rules minority interest does not overrule interference that would be caused to WCAU Philadelphia if WLWIB New York is moved 10 kHz

Minority ownership is firmly established in FCC policy as a factor to be given special weight in choosing among competing applicants for a broadcast frequency, either in a company that is going or by lot. It is also a factor to be weighed when considering requests for waivers of some rules. But a three-judge panel of the U.S. Court of Appeals in Washington has unanimously held that the commission was correct in giving minority ownership no weight in considering a request for a waiver of a rule designed to protect AM stations from interference.

At issue was the request of the ICBC Corp., owner of WLBW(AM)-WLWIB(FM) New York. It was applying for permission to shift WLWIB from 1090 kHz to 1200 kHz and to extend its hours of broadcasting from daytime only to full time. ICBC is owned by a company whose officers and directors and most of whose stockholders are black. And it needed a waiver of Section 73.37(a) of the FCC's rules, which prohibits the acceptance of applications for stations that would infringe to a specific degree an existing station's contour. The reason for the request: The signal of the proposed operation would have a broad service area of CBS's WCAU(AM) Philadelphia, a Class I-A station operating on 1210 kHz.

ICBC based its request for waiver on two principal grounds. It said that licensing the proposed operation would advance the commission's policy of encouraging the emergence of stations that are minority owned or that would serve minority audiences. It said the waiver would make possible the survival of WLWIB, New York's only black-owned station, which had not been financially successful as a daytimer, and that it noted that the proposed operation would serve two million blacks in New York and New Jersey. ICBC also said the invading signal would not significantly affect WCAU's primary service, since no part of the overlap area is within 45 miles of Philadelphia.

But those arguments were not sufficient to persuade the commission to waive a rule it said was adopted in 1964 to prevent a rapid proliferation of AM stations that was leading, in the commission's view, to "a derogation of engineering standards." Previously, the commission had followed a demand system, under which applicants could apply for a frequency in any community where one could be found.

The commission rejected both. It said it could not accept the contention that ICBC's status as a "minority-owned-and-operated facility is a relevant factor where Section 73.37(a) is concerned"; the commission said that rule "recognizes signal strength contours and specified overlap as the sole criteria of acceptance." As for the second argument, the commission said that the "relative and ambiguous" concept of service, and the "case by case determination of 'service' to which use of the concept would inevitably lead," had been specifically rejected when Section 73.37(a) was adopted. It also said an area of some 450 square miles can not be dismissed as "de minims."

To the court, the commission's decision constitutes "a rational implementation of the FCC's statutory mandate to 'make such regulations inconsistent with law as it may deem necessary to prevent interference between stations.'" And the policy of refusing to consider nontechnical reasons for waiver of Section 73.37(a)—such as arguments relating to "primary service" or to minority ownership or service—the court said, "was based on the FCC's well-supported conclusion that considerable confusion had resulted from the agency's contrary policy prior to 1964."

It added: "The pre-1964 experience provides a rational basis for the 'go/no-go policy,' and that is all that is necessary."

The court held that its decision is consistent with previous decisions of the court that had reversed the commission for failure to consider minority ownership. In one, issued in 1975 in a case involving competitive applications for new facilities, the court said, "there was no question of interference to another station's signal. Rather, the question was whether minority ownership was to be considered in a request for a waiver of coverage rules the applicant could not meet—and the commission had granted such waivers in the past. The rule involved in the 1975 case was one whose application required consideration of the benefits of proposed new service; it was not, the court said, a "go/no-go" rule.

The opinion was written by Judge Robert H. Bork and joined in by Judges Patricia Wald and Antonin Scalia.

Orion attacks Intelsat's rates

New applicant for private satellite service releases study disputing Intelsat's claim of subsidizing Third World

The Orion Satellite Corp., which is seeking FCC authority to establish a private communications satellite system linking the U.S. and Europe, has issued a study that challenges one of the principal arguments used by the International Telecommunications Satellite Organization in opposing Orion's proposal. The study asserts there is no basis for Intelsat's long-standing claim that its rate structure provides a subsidy to the poor countries of the Third World. Indeed, it suggests, a subsidy, if one exists, might be the other way, from the poorer to the richer regions of the world.

The study, prepared by the consulting firm of Dale N. Hatfield Associates of Boulder, Colo., was filed with Ambassador Diana Lady Dougan, the State Department's coordinator for international communications and information. Along with the National Telecommunications and Information Administration, Dougan is directing an executive-branch study of the foreign policy and domestic communications policy issues raised by the Orion application, filed in March, as well as by the second such application, filed last month by International Satellite Inc. (BROADCASTING, Aug. 22).

Dougan had asked for the report in a letter to the company on May 31.

The study does not claim to be definitive. It says an analysis of the subsidy issues "is
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made difficult by the lack of consistent records and data on the investments, costs and revenues of Intelsat. As an unregulated entity, it is not required to open its books to the public. But the author of the report, Kenneth R. Dunmore, says in his summary that "enough public information was available to undertake reasonable, if not definitive, analyses of the subsidy issue."

The purpose of the study was to examine Intelsat's claim that the introduction of trans-Atlantic service by Orion would undermine Intelsat's rate structure, which, Intelsat says, is designed to subsidize countries in the Indian and Pacific Ocean areas by those in the Atlantic. Intelsat says the result of Orion's entry would be deaveraged rates and higher costs for the Third World countries.

The study says analyses do not bear out that concern. It says that revenues generated in each region cover "and by a wide margin"—the operating costs and depreciation associated with the services provided and that net revenue represents "a substantial return to the investment." For the three regions involved, the study found the following rates of return: Atlantic 12.7%; Indian, 12.9%; and Pacific, 46.2%.

The report also says that the overall return to net investment for the Intelsat system in 1981 was 13.9%. Assuming that figure serves as a benchmark for determining the size of any interregional subsidies, the report adds, the Atlantic and Indian regions "receive a subsidy of 1.2% and 1% on their invested capital annually." That translates into dollar amounts of $7.9 million and $1.7 million, respectively, or almost 4% of Intelsat's total revenues for 1981.

That analysis is based on the value of each region's relative share of usable undepreciated plant and equipment—a method the author says reflects Intelsat's "apparent policy of employing its newest and technologically advanced plant and equipment in the Atlantic region and its older, technologically inferior plant and equipment in the other two regions."

If another allocation method is employed—one in which the total net investment is allocated according to the relative shares of original book cost of usable plant and equipment—the subsidy is found to flow to the Pacific. The Atlantic was found to generate a return of 15.8%; the Indian, 16.4%; and the Pacific, 6.8%. But the author says the logic of that approach is "less compelling" than the logic for employing the first one, and was included to show "the arbitrary element in any method."

Another arbitrary element is the investment cost allocated to satellites. Since they are moved from place to place, the study says, "a wide range of results can be achieved in analyzing the subsidy issue simply by moving satellites."

Because of those arbitrary elements, the study says, the conclusion was reached that a subsidy could be said unequivocally to exist only when a region's revenues did not cover its operating expenses and depreciation of plant and equipment. And the analysis, the report adds, "shows that all regions cover these costs."

The study also rejects the notion that subsidies exist within regions. It says that one of the major arguments that such a subsidy exists is the apparent "opportunity cost"—in the form of lost revenues—that is incurred when a transponder is used by several carriers rather than one. But the study says that for such a subsidy to exist, spectrum scarcity and an ability to price discriminately must be demonstrated, "two requirements which do not appear to be met." It says an interregional subsidy could exist even if an opportunity cost did not if a circuit or transponder does not cover the incremental costs involved. And "a cursory examination" suggests that is not the case either.

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**CBS wins first round in New Orleans**

**Judge rules that federal court order requiring CBS to produce prebroadcast transcript is unconstitutional prior restraint**

CBS has won a major battle in the court fight over its refusal to comply with a federal judge's order to submit for his review a transcript of a 60 Minutes segment before it was broadcast. Another federal judge has ruled that the first order was an unconstitutional prior restraint on CBS's First Amendment rights, as CBS had claimed. Accordingly, the second judge held CBS was not guilty of criminal contempt.

U.S. Judge Adrian Duplantier of the federal district court in New Orleans had issued the contempt citation in January in a case involving seven New Orleans policemen on trial on charges of violating the civil rights of a number of blacks by beating them during a 1980 police investigation into the death of patrolman Gregory Neupert in a black section of New Orleans. The 60 Minutes segment at issue dealt with that police investigation, which resulted in the deaths of four blacks.

Duplantier had already moved the trial from New Orleans to Dallas because of extensive pretrial publicity. And he issued the production order after the policemen's attorneys had asked him to prohibit the broadcast of the segment, scheduled for Jan. 16, about a week before the trial was to start. Duplantier said he wanted to review the transcript privately to help him decide whether to grant the attorneys' request.

And when CBS—after some apparent confusion on the part of its local attorneys—refused to comply, Duplantier issued the contempt citation and enjoined CBS from broadcasting the segment. However, CBS persuaded the U.S. Court of Appeals for the Fifth Circuit to overturn that order. Later, CBS prevailed again, before the same appeals court and before two justices of the Supreme Court when Duplantier narrowed his order to apply only to the Dallas area.

At that point, the judges of the New Orleans federal district court felt obliged to hire two private attorneys to represent them in the proceeding, for the Justice Department had refused to prosecute CBS on the contempt charge. Last week, one of the lawyers, Philip Wittman, of the New Orleans firm of Stone, Pigman, Walther, Wittman & Hutchinson, said he expected the judges to appeal the latest order in the case to the U.S. Court of Appeals for the Fifth Circuit. He said he and the other private attorney in the case, Donald M. Richard, of Lemle, Kelleher, Kohlmeyer & Matthews, had recommended an appeal. Wittman thought one would be filed in a matter of weeks.

As it stands, the decision was described by Gene Mater, CBS News senior vice president for communication and news practices, as very significant. "It's not only a major vindication of our position but also a strong reaffirmation of the First Amendment rights of the press against prepublication review and censorship by the judiciary," he said.

The decision was issued by Judge Earl E. Veron, of Lake Charles, La., who was called in to preside when the judges of the New Orleans district disqualified themselves. And he held that CBS was not guilty of criminal contempt because "the production order was invalid"—"an unconstitutional prior restraint on the media's First Amendment rights." However, since an appeal is expected, CBS may still face contempt sanctions. Veron noted that a party refusing to comply with such an order is subject to those sanctions if the order is held to be valid.

Veron's holding that the order was unconstitutional was tied to Duplantier's only stated purpose for issuing it: It was to aid the court in deciding whether to enjoin the broadcast. Veron said the order was issued in the apparent belief that neither prepublication review nor any injunction order raised serious First Amendment questions. But CBS, he said, regards the production order as "an impermissible attempt at editing the
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segment's content, and that it was unconstitutional as a form of prior restraint or censorship over First Amendment-protected materials."

Veron reached the same conclusion principally on the basis of two earlier cases.

In one, "a case strikingly analogous" to the 60 Minutes matter, the U.S. Court of Appeals for the Ninth Circuit affirmed NBC in its refusal to permit a U.S. district judge in California to preview a program a defendant in a civil suit contended would be an inaccurate portrayal of his participation in a major scandal involving equity funding. The appeals court held that the only purpose for review was to determine whether the defendant's rights were permissible for disposing of the [police] defendant's motion."

That was the situation confronting him in the 60 Minutes case, Veron said: "Since the judge wished to act as a reviewing 'editor' regarding the tape, [the earlier case] clearly states that such interference with the media's First Amendment rights is prohibited." Veron also said the case stands for the proposition that a publisher or broadcaster, when faced with a production order, should not be required "to juggle contempt fears with the time pressures of an interlocutory appeal."

The other case he cited was Nebraska Press Association, a benchmark in fair-trial/free-press proceedings, which was decided by the Supreme Court in 1976. Veron noted that decision requires courts to determine whether there are less restrictive means of protecting a defendant's rights than the imposition of restraints on First Amendment rights. "Even if prior restraints to protect fair trial rights were permissible in some limited class of cases," Veron said, "the production order here is invalid since the district court failed to consider whether that order was essential or whether alternative grounds existed for disposing of the [police] defendant's motion."

Nor was Veron persuaded by the fact CBS's local attorneys at one point during a conference with Duplantier had advised him that the network "was prepared to comply with the court's order." Veron said that such a statement, "reviewed next to CBS's repeated objections, indicates merely a deference to the district court's instruction and does not constitute a waiver of CBS's right to challenge the validity of the order." He said rights—particularly First Amendment rights—can be waived only "by express and unambiguous statements of an intention to do so."

Meanwhile, the expected appeal from Veron's order is not the only matter to be resolved in the litigation that began in January, when the policemen's attorneys requested a court order banning broadcast of the 60 Minutes segment. CBS's appeal of the production order itself is still pending. The U.S. Court of Appeals for the Fifth Circuit is scheduled to hear arguments on the appeal on Sept. 28.

**Come together.** As of last Monday (Sept. 6), Washington became home base for all broadcast services offered by Associated Press. Previously, the AP Radio Wire and AP TV Wire were based in New York and the AP Network (its audio service) in Washington. All three staffs are now consolidated in the new Broadcast News Center. There are 66 reporters and editors who will share one newsroom and will be used interchangeably to produce the three services, under the banner of AP Broadcast Services. The newly constructed office space has five air studios, with the capacity to add three more. AP also has a new Scientific-Atlanta satellite uplink, located in Bren Mar, Va., to transmit its services via Westar III. Roy Steinfort, AP vice president and director of broadcast services, who has been based in New York, will be moving to Washington as soon as his office is completed. Remaining in New York are the newspaper wire and overseas desk.

**Old AP newsroom in Washington**

**New AP Broadcast News Center newsroom**

**Communications central**

**Editing/writing terminals**

L to r: Mark Huffman, assistant managing editor-programing; Jack Stokes, deputy broadcast editor; Jim Limbach, assistant managing editor-news; James R. Hood, deputy director, and Sue Cunniff, managing editor.
### Stock Index

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### Notes:
- A-American, N-N.Y., O-Over the counter-T-Toronto (some bid prices by Shear-
  son/AE) P/E ratios (O is deficient). Fluctuations: **Down 19% in previous week.**
- Ed Arbere: 1st vice president, Smith Barney, says volatility is due to several factors including: adjustment process** to 10-1/4 split, influence of large holdings and high leverage. ** Pittsburgh-based group radio owner and cellular applicant has declined by 32% since July 27. Mario Gabelli, chairman of Gabelli & Co., called it normal correction and said some profit taking has occurred. Stock climbed 300% during past year (2-1 split on July 14). He also noted it is price sensitive to move-
mements of Tele-Communications stock, of which Associated owns about $40 million. Other possibilities Gabelli suggested are that company was not awarded the Pitts-
burgh cellular franchise and recent concern about near term profitability of cellular
industry. Company just announced second quarter earnings of $25,137,055 and 
$470,350 net loss. **N.Y. advertiser with 70% of billings from broadcasting has
dropped 21% since July 27. Fred Anschel of Dean Witter said second quarter earn-
ings weren't up to expectations. Company half of whose business is foreign, cited strength of dollar and also "lower than expected client expenditures."
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Harris to market WST teletext equipment

Company will install turnkey systems made by VG Electronics

Under terms of a deal signed two weeks ago and announced last week, the broadcast division of the Harris Corp. has become the exclusive U.S. distributor of teletext origination equipment manufactured by VG Electronics Ltd. of East Sussex, England.

Since the VG Electronics equipment is based on World System Teletext, the British-developed teletext system, the agreement should boost WST's chances of becoming the nation's de facto teletext standard. It marks the first time a major American broadcast equipment manufacturer has gotten behind a teletext system.

WST and the North American Broadcast Teletext Specification (NABTS), developed primarily by AT&T and the Canadian government, have been vying for marketplace acceptance as the standard ever since the FCC authorized teletext last March but left selection of standards to the marketplace.

According to Harris's Roger Burns, Harris plans to sell, install and service turnkey teletext origination systems, which would include text and graphics generation equipment and data bridges, the devices that insert the digitized information into the vertical blanking interval of a station's signal for broadcast.

Harris will launch the marketing campaign for the new product line at the Society of Motion Picture and Television Engineers annual convention in late October. Systems will be available after the show, he said.

Although NABTS has been endorsed by CBS and NBC, proponents of WST see the Harris-VG Electronics agreement as one more indication that they will ultimately prevail. Under a five-year pact signed last January and designed to get teletext off high center, the Taft Broadcasting station group has promised to broadcast a WST teletext service—Electra—over its WKRC-TV Cincinnati, and Zenith Radio has promised to sell $300 set-top decoders there to receive the service. Terry Connelly, vice president of television news, Taft, said WST already had the support of a major group broadcaster and a U.S. receiver manufacturer and now, with the announcement of the Harris deal, also has the support of a major U.S. broadcast equipment manufacturer. "It's a heck of a vote of confidence," said Connelly. "World System Teletext is working and in the marketplace. To hear the networks talk, you'd think there is no other system than NABTS."

FNN, Taylor settle

Financial News Network Inc., the Santa Monica, Calif., based business news service, last Tuesday (Sept. 6) announced it has reached agreement with former president and board chairman Glen Taylor settling all claims and severing all ties involving Taylor, FNN and all companies controlled by Taylor. The agreements, which the FNN board unanimously accepted on Aug. 31, are subject to approval by other third parties involved.

Taylor, who owns 2.2 million of the 5.3 million outstanding shares of FNN stock, will sell part of that 41% share in the company to Merrill Lynch & Co. at an undisclosed discount below current market value.

"Under terms of these agreements," FNN announced, "the voting trust—which holds a substantial portion of Taylor's stock of FNN—will be terminated and the FNN stock released to Taylor. In addition, the performance escrow to which a portion of that stock is also subject will be cancelled."

As part of the agreement, Taylor will also vote all his shares of FNN stock with FNN management as long as he controls more than 5% of the network's outstanding shares. FNN will also take over leases held by Taylor for certain equipment and facilities owned by him from third parties. Taylor had continued the sublease arrangements since his resignation as head of the cable and broadcast programing service in July 1982.

"In addition," the release continued, "subject to obtaining the requisite vote of noteholders, entities owned by Taylor will be released from their obligations as guarantors of the presently outstanding 14% subordinated convertible notes of FNN. FNN has notes, due in December 1986, that are convertible to 3.2 million additional shares. The network will receive no cash as a result of the settlement.

In conjunction with the agreements with Taylor, Merrill Lynch & Co. has agreed "to increase its holdings of FNN stock, currently 12%, by purchasing a portion of the shares of FNN formerly held in the Glen Taylor voting trust." No purchase price for the Merrill Lynch acquisition was announced.

Norman Potter, current president of FNN, has had no comment on published reports that the network may run out of operating funds by October. In the nine months ended May 31, FNN lost $3.1 million on revenues of $2.8 million, reducing its net worth to $723,000. Potter told the Los Angeles Times last week the company hopes to make another public stock offering later this year to raise between $5 million and $15 million. The first public offering occurred just a few days before Taylor's resignation last year.

STATE OF THE ART
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OCTOBER 10

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Edwards's return

Blake Edwards Entertainment, an "all media" production company formed last year by film producer and writer Blake Edwards, will revive the character of private investigator Peter Gunn in a CBS-TV made-for-television movie that will likely be shown during the 1983-84 prime time season. The two-hour motion picture may serve as a spin-off point for a new version of Peter Gunn, originally produced by Edwards for network television in the 1950's, according to BEE president and chief executive officer, Jonathan D. Krane. Krane told Broadcasting that Edwards himself will write the telefilm, and will be creatively involved in other projects being developed by the Hollywood-based company for network and cable television. The television division has a joint venture agreement with Centerpoint Productions for program development.

The production announcements are the first since the television arm of Blake Edwards Entertainment was formed as a separate unit of Edwards's film company, created more than 20 years ago. It represents the first major commitment to television production made by Edwards since his creation of Peter Gunn and Mr. Lucky for prime time in the late 1950's.

Gerry Nutting has recently joined Blake Edwards Entertainment Television as vice president of creative affairs, and Dolores Robinson is the new executive vice president of Blake Edwards Entertainment Management & Consulting Inc.

Attack clearance

The FCC Mass Media Bureau has dismissed a complaint by John A. Salazar, an Albuquerque, N.M., psychologist, who alleged that KOAT-TV Albuquerque news coverage of him had been slanted and constituted a personal attack. The bureau said Salazar had not presented the "extrinsic" sort of evidence the FCC would need to justify looking into charges of rigging or slanting news. (This kind of evidence would include testimony, in writing or otherwise, from individuals or persons who have direct personal knowledge of an intentional attempt to falsify the news," the bureau noted.) The bureau also said Salazar had made no showing the alleged personal attack was broadcast during the discussion of a controversial issue of public importance and, therefore, has "failed to establish a necessary element of a prima facie personal attack complaint." The bureau also noted that the alleged attack appeared to have taken place during a bona fide news program, which, it said, is exempt from the personal attack rule.

Mini on Kennedy

CBS-TV is going ahead with plans to produce Robert Kennedy and His Times, a seven-hour mini-series based on Arthur Schlesinger Jr.'s biography of the late senator. The drama will be produced by Chris/Rose Productions in association with Columbia Pictures Television, for broadcast during the 1984-85 season. Casting has not been announced. Marvin Chomsky will direct. The script will be written by Walon Green.

Check's in the mail

Noncommercial station WGBH-TV Boston raised $1.5 million last month, using what the station claims to be the first direct-mail fund-raising campaign by a public television station. According to WGBH-TV spokesperson Sherry Woocher, the traditional on-air pledge drives featuring ringing telephones and repeated requests for viewer support were replaced with "a massive direct-mail drop," combined with on-air promotions for the campaign from mid-July to August 31. The 30-second spots were shown during scheduled breaks and promised no on-air pledge requests as long as contributions matched goals set for each day, which they did. David Liroff, WGBH-TV station manager, developed the direct mail idea which, according to Woocher, is less expensive than on-air campaigns. WGBH-TV's alternative fund-raising method is among the topics being discussed by PBS station representatives at the PBS 1983 development conference in Phoenix (Sept. 10 to 13).

Picked up

Acama Films has acquired exclusive distribution rights to Death Valley Days, the venerable television western series syndicated from 1952 to 1974. Acama is offering 260 half-hour episodes, 70 in color, allowing stations to air a full year of the series as a strip without repeats. Among actors appearing in "Death Valley Days" are Ronald Reagan, Carroll...
America's new number one adult contemporary FM. We're the one in the top 100 markets, with a 17.2 average quarter hour share 6 a.m.–12 midnight.
Captioned expansion. ABC has extended its contract for three years with the National Captioning Institute to provide over-the-air closed captioning to the hearing impaired. In addition, ABC will increase its funding of closed captioned program by 10%, from 260 hours per year to 290 hours each year for the next three years. In prime time alone, ABC will again average of eight-and-a-half hours of closed captioned programming per week. At present, ABC-TV broadcasts about half of the closed caption programming schedule on television, up from 20% when the service was launched as a joint project with nonprofit NCI in 1980. The balance is broadcast by PBS. The independent syndicators and cable programmers, NCI said the service is available nationally to about 300,000 viewers. John Ball, president of NCI, said the service has 225 advertisers. For the upcoming season, ABC-TV will caption The ABC Sunday Night Movie, Monday Night Football, Happy Days, Three's Company, Hart to Hart, Dynasty, Trauma Center, Benson, Matt Houston, T.J. Hooker, The Love Boat and Fantasy Island. Also, ABC World News Tonight and selected children's programs and specials will be closed captioned.

O’Connor, Jane Russell, James Caan and Yvonne De Carlo.

In the marketplace

A 90-minute sports special, The National Championship Air Races 20th Anniversary Special, is being offered on a cash basis to interested stations for broadcast Jan. 15, 1984. The program, produced and syndicated by Crackerjack Productions of Redondo Beach, Calif., will feature highlights of the annual airplane racing competition taking place Sept. 15-18 in Reno. The special also includes prerecorded interviews with pilots, aircraft-mounted camera shots and companion coverage of the Great Balloon Race scheduled for Sept. 9-11 in Reno. A separate cable special is in development.

Too Close For Comfort, a half-hour comedy that recently went into its fourth season in production despite cancelation last spring by ABC-TV, has been cleared for prime time weekly broadcasts on 40 stations, both network affiliated and independent, according to producer-syndicator D.L. Tafler Ltd. Stations recently added to the lineup include the Metromedia-owned stations, ABC affiliates: WPTA(TV) Fort Wayne, Ind.; WCBD-TV Charleston, S.C.; WZDM-TV Grand Rapids, Mich.; WIXX-TV Madison, Wis.; and WXOW-TV La Crosse-Eau Claire, Wis., and NBC affiliates: WALA-TV Mobile, Ala.; and KTIV(TV) Sioux City, Iowa. The independents include: WSSL-TV Philadelphia, WAXN-TV Atlanta, and KMCC-TV Oklahoma City.

Viacom Enterprises has acquired the rights to TV distribution of The Washington Affair, a movie starring Tom Selleck and produced by Victor Stolloff Productions, New York Co-starring with Selleck, who is the popular star of CBS-TV's hit series, Magnum, P.I., are Carol Lynley and Barry Sullivan.

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Localizing weather. For the third consecutive year, KPHX(TV) San Francisco featured virtuoso weathercasts by local residents on its 6 p.m. local newscasts. After 150 auditions, selected from 2,000 written entries, KPHX(TV)'s news team, serving as judges, chose 10 local residents to deliver the evening weathercast for a two-week period while the station's regular weathercaster was on vacation. Applications were solicited through local newspapers and asked the entrants to explain, in 25 words or fewer, what made them qualified to be weather anchor for a day. The 10 winners were allowed to present the weather news in any fashion they chose, a KPHX-TV spokesman explained, as long as the basic information was conveyed. Among the temporary weathercasters given a five-minute spot on the local news: a 10-year-old boy (the youngest selected), a trio of singing sisters, a priest, a cheerleader and an Air Force pilot.
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Metromedia goes on stage—prime time on Saturdays

Company plans to premiere variety series next spring; advertisers being lined up; stations, including network affiliates, are being pitched for show

Metromedia, as part of its aggressive ad hoc network plans, will premiere next April a new weekly variety musical and entertainment show, *On Stage America*. In both an unusual and bold proposal for an independently syndicated first-run show, the two-hour bartered series is being slotted for prime time on Saturday nights.

According to Metromedia executives, the show is meant to fill the “ghetto” left by the networks during Saturday night prime time and is positioned as a frontal attack on the networks’ dominant—yet diminishing—hold on the national television audience.

Supported by a regular company of entertainers and hosts, *On Stage America* will feature acts of well known guest comedians, musicians and actors. It will also serve as a showcase for lesser known professional talent. The show, Metromedia executives say, in part replaces and updates the old musical variety programs which were once common on the networks but lately have disappeared.

And Metromedia, to show it means business, has hired some big guns to produce *On Stage America*. Nick Vanoff and the production team of Gary Smith and Dwight Hemion are responsible for the weekly two-hour production. Vanoff’s credits include 12 years as producer of the syndicated series *Huey*, another seven years as producer of *Hollywood Palace*, plus three seasons each of the *Tonight Show*, *Steve Allen Show* and *Perry Como Show*. The Smith-Hemion credits (they are specialists in the musical variety format and winners of 19 Emmy awards) include *Pavarotti and Friends* (1982) the 34th and 33rd Emmy awards ceremonies, *A Special Anne Murray Christmas* (1981), *Baryshnikov on Broadway* (1980), *Shirley MacLaine at the Lido* (1979) and the *Neil Diamond Special* (1977), among others.

Bob Bennett, Metromedia senior vice president of television broadcasting and production, said that he wants to make “a statement” about television programming with *On Stage America*. The show, Bennett said, will hybrid comedy sketches, musical performances and celebrity interviews, combining studio sessions with taped remotes. The show will have several regular hosts, “not unlike the way Real People works,” Bennett stated.

In a sense, Bennett explained, Metromedia is trying to capture the television of another era. “Four or five years ago, 15% of prime time was variety,” he pointed out, “but all at once it was eliminated. Where are all the performers? There isn’t any place for them any more.”

Production costs, however, are almost as big as some of the performers Bennett hopes to attract. It will cost “nearly” $1 million per week to produce, he reported, at Metromedia’s Metrotape studios in Los Angeles. Metromedia is committing itself to 13 weeks of shows coupled with 13 weeks of repeats. Halfway through, Bennett said, the show will be reviewed to see if it should be continued for another 13/13. Barter terms are a 50/50 split, with Metromedia keeping 10 minutes for national advertising and giving 10 to the stations for local sales. Bennett also said that in the past Metromedia has pitched about 19 advertising agencies in New York and Chicago, and is about to take the idea on the road to local stations. About one-third of the advertising time has already been picked up by Bristol-Myers, Gillette and Campbell Soup, he said.

In addition, Bennett said that he would have to woo some network affiliates to get the kind of coverage national advertisers seek. Originally, *On Stage America* was planned as a three-hour production, but “any network affiliate that pre-empted three hours of prime time programing every Saturday night would not be an affiliate much longer,” he explained.

According to Metromedia’s Paul Rich, vice president for worldwide sales, Metromedia was approached by Vanoff, Smith and Hemion, along with Bristol-Myers, about producing a multifaceted variety program. Rich said Metromedia was chosen because it was expected the company was more willing to back a longer commitment than any of the major broadcast networks.

Bristol-Myers is committed to three spots per program, Rich said, while Gillette has bought two per show. And although a pilot has not and probably will not be produced, Bennett reported, Metromedia has been selling the agencies on the idea by showing them clips of old shows done by the producers. In addition, Rich said, the producers accompanied Metromedia when it made the agency rounds.

And, according to sales promotional material circulated to agencies and prospective advertisers, the cost of a 30-second spot will be $30,000, based on market clearance of 75% of U.S. television homes. Rich commented that Metromedia has “come off” that price somewhat, but declined to indicate how much. Still, at the $50,000-per-30 rate and the 8,500,000 homes the show could reach, that puts the C-P-M at $5.88, consid-
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Ratings Roundup

With big help from "The Godfather," NBC-TV moved to the top of the prime time ratings for the week ending Sept. 4—its fifth weekly win since the start of the summer season in mid-April. NBC scored an average Nielsen rating/share of 15.8/26, with CBS-TV second at 12.8/23 and ABC third at 11.3/21.

NBC had four of the week's top 10 programs, and three of those were its three "Godfather" repeat episodes. (The first episode played the preceding week.) The second episode, on Monday from 9 to 11 p.m. EDT, tied its time period with a 16.5/27, and the third episode on Tuesday night did even better with an 18.7/31 that trounced repeats of ABC's regular Tuesday lineup and also outpointed "Miss Teen USA" special on CBS whose 15.8/26 nevertheless ranked it eighth for the week. "The Godfather" conclusion, Thursday from 8 to 11, slipped back to 15.5/26, behind repeats of CBS's regular lineup (17.1/29) but ahead of ABC's mixture of repeats and originals (11.7/20).

NBC's other top 10 program was a repeat episode of its hottest new series, A Team (18.0/32).

CBS played off a pilot, Johnny Blue, a detective story set in New Orleans, on Sunday night at 10-11 and pulled an 8.8/17, ranking 50th. College football on ABC Saturday night, UCLA vs. Georgia, came in with a 10.2/22. But ABC's Two Marriages summer series remained relatively strong in moving into the Wednesday 9-10 period, scoring a 14.9/25 to tie (with CBS's 60 Minutes) for 11th place for the week.

The First 20

1. Simon & Simon CBS 20.3/33
2. NBC Movie of the Week—"The Godfather" part 3 CBS 19.7/31
3. Magnum, P.I. CBS 18.5/32
4. A Team CBS 18.0/32
5. NBC Monday Night Movies—"Godfather" part 1 NBC 16.5/27
6. Three's Company ABC 16.2/26
7. Fall Guy ABC 15.9/29
8. Miss Teen USA CBS 15.8/26
9. NBC Monday Night Movies—"The Godfather," part 4 NBC 15.5/26
10. Newhart CBS 15.1/24
11. 60 Minutes CBS 14.9/33
12. Two Marriages ABC 14.9/25
13. St. Elsewhere NBC 14.6/26
14. 9 to 5 ABC 14.5/25
15. 20/20 ABC 14.2/24
16. Facts of Life NBC 14.1/23
17. Knight Rider NBC 13.8/28
19. NBC Sunday Night Movies—"Deary Beanz Marvel" NBC 13.5/26
20. Family Ties NBC 13.5/22

The Final Five

58. Johnny Blue CBS 8.1/17
59. ABC Movie Special—"The News Bears" ABC 8.7/18
60. Powers of Matthew Star NBC 7.5/17
61. Challenge of the Supermen ABC 7.1/15
62. Walt Disney—The Omega Connection CBS 6.4/14

NBC does it live. NBC-TV will kick off its prime time premiere week with a series of three variety specials that could become a mid-season replacement series next January. NBC Entertainment President Brandon Tartikoff called Live in Person "a lasagna pad for a mid-season series" and said the network was pleased to be bringing back "something that used to be a major staple of TV—the live presentation of broad-based entertainment." Paramount Television, in association with Katz-Gallin Productions, will produce the three-hour shows from the Shrine Auditorium in Los Angeles, for airing 10-11 p.m. on Sept. 27-29. Marty Pasetta and Kenny Solms will co-produce, with Pasetta directing. Sandy Gallin, a producer and Hollywood talent manager, makes his non-camera debut as host. Among the celebrities and musical groups appearing will be Neil Diamond, Dolly Parton, Barry Manilow, Joan Rivers, Kenny Rogers, Rod Stewart, Mac Davis, Linda Ronstadt, Lily Tomlin, Cher, Menudo, Men at Work, Liberace, Culture Club and David Brenner.

crably below what the three networks charge for a comparable period. In addition, Metro- media estimated the show would score a 10 (NTI) rating.

Viacom, Warner complete merger deal

WCI pays $70 million to Viacom in agreement to bring cable's second- and fourth-largest pay services under single roof

Viacom, Warner Communications Inc. and Warner Amex Cable Communications closed their agreement on Sept. 2 to merge Viacom's Showtime with The Movie Channel, the fourth largest pay cable service, operated by Warner Amex Satellite Communications Co., jointly owned by WCI and American Express.

Under the merger agreement, Viacom will own 50% of the merged pay services, which, according to a Viacom spokesman, will be offered essentially as they are now with no significant changes in format. Showtime will continue to be marketed as a broad-based service with a variety of programming, including movies, specials (concerts and Broadway show adaptations) and series. The Movie Channel will continue exclusively to show films.

WCI receives a 31% interest in the merged pay services for which the corporate title is now Showtime/The Movie Channel Inc. For that interest, WCI has paid Viacom $40 million cash and also will pay Viacom an additional $30 million in equal installments over the next six years for consulting services. Warner Amex did not pay cash, but simply traded its 100% stake in The Movie Channel for a 19% share in the merged company. Showtime has been valued at about $150 million and the Movie Channel at about $90 million.

The assets of both services are being pooled into the merged company, including all program holdings and rights, studio facilities and three transponders on Satcom III-R. In addition, Viacom is chipping in two other transponders to which it holds the rights to on Hughes's Galaxy I.

Last week the chairman of the three partner companies were hailing the agreement as one that would give the merged services greater financial clout and the ability to compete more effectively against Time Inc.'s Home Box Office in the program marketplace. Although even as a merged company, Showtime/The Movie Channel Inc., with the second and fourth largest pay-cable services under its wing, still has a way to go to catch up to the combined subscriber base of HBO (15 million) and sister service Cine- max (3 million). Showtime now has about 4.5 million subscribers and The Movie Channel about 2.5 million.

The merged company may also enter the pay-per-view business. "Viacom not only gains an equity interest in a second pay television channel," said Ralph Baruch, chairman of Viacom International, "but through the venture is better positioned to go forward in pay-per-view and in the pay television market not only in the United States, but throughout the world."

While the companies indicated that they would expand their West Coast programming offices, it's possible that layoffs will be imposed in other departments of the merged services. "When two organizations consolidate into one," said a Viacom spokesman, "there are bound to be some changes."

As expected, Mike Weinblatt, president of Showtime, was appointed president and chief operating officer of the merged services. A Showtime spokesman said the position of chairman and chief executive officer may be created and that Weinblatt has not been excluded from taking that position.

The merger comes after two previous attempts to bring five partners into a merger of the two services, including three movie companies—Paramount, Universal and Warner Brothers—and Viacom and American Express. However, those proposals were blocked by the Justice Department on anti- trust grounds (BROADCASTING, June 13, et seq.).

Executive's son Indicted in murder, Rick Kyle, 20, the eldest son of Four Star International President Henry H. Kyle, has been indicted by the Los Angeles county grand jury for the murder of his father, shot to death July 22 in his Los Angeles home (BROADCASTING Aug. 1). The younger Kyle was indicted Aug. 30 for first-degree murder and use of a handgun during commission of a crime. Rick Kyle was bequeathed nearly half of his father's $60-million estate under terms of a 1978 will filed last July in Dallas, where Rick Kyle had been living, but Los Angeles police detectives say a copy of a will containing "significant changes" was found in the elder Kyle's briefcase after the shooting. The revised will had not been signed or witnessed, however.

Broadcasting Sep 12 1983 64
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U.S. acts quickly to spread media message of Soviet action

USIA and VOA work overtime to tell the world of Russian destruction of Korean airliner

For the U.S., the Soviet downing of a South Korean jet airliner offered an opportunity for a public relations offensive it was prepared to exploit. The Voice of America, in an effort to penetrate the Soviet Union with word of the event and a Russian-language version of President Reagan’s speech, more than doubled the number of transmitters broadcasting into the country, increased transmission hours by about 90 a day and tried to avoid jamming by using multiple frequencies. But for dramatic impact, it was hard to match the U.S.’s presentation in the United Nations Security Council chamber on Tuesday. For some 11 minutes, the 15 council member representatives, dozens of other UN representatives—and a large percentage of the world’s population—were exposed to the sound of the voices of the Soviet fighter pilots involved in stalking and downing the South Korean jetliner.

The idea for the presentation was attributed last week to U.S. Information Agency Director Charles Z. Wick. But Wick himself, who has been getting considerable press recently as a flamboyant, Madison-Avenue type, downplayed the importance of his role. He said USIA’s function, in response to a request by the State Department, was only “to develop the format” of the presentation. And he said that format was cleared by the National Security Council. But a source close to the operation said Wick had personally presented to President Reagan the idea of turning the tape provided by the Japanese over to the USIA for translation and use as “propaganda,” as the source put it, at the Security Council.

Whoever was responsible for the idea, there was no question that USIA’s Television and Film Service division, under its director, Alvin Snyder, coordinated the major effort required to translate the transmissions of the four Soviet fighter pilots and produce the videotape that was to be played in the Security Council chamber. It was a job that required many of those involved to work day and night over the long Labor Day weekend.

USIA officials considered the effort well worthwhile. The presentation was picked up not only by U.S. networks but by the European Broadcast Union and others for broadcast to viewers and listeners in most of the noncommunist world. And the words of the Soviet fighter pilot they heard and saw translated on the screen were grim: “I’m going in closer... I’m dropping back, now I will try a rocket... I have executed the launch. The target is destroyed.” USIA did not stop with the live presentation. It produced a 30-minute program consisting of excerpts from the tape and from a follow-up news conference given by U.S. Ambassador to the United Nations Jeane Kirkpatrick. The program was dispatched by plane to USIA posts in 51 countries, and posts in other countries were informed of its availability.

Snyder said the production job involved translating 273 separate transmissions by four pilots speaking to three ground controllers—an effort in which specialists from the State Department, the Central Intelligence Agency and Defense Intelligence Agency participated. Then character generators were used to transfer the English and Russian texts to the videotape. (Snyder said USIA had to scout around the Washington area for a character generator to render the letters of the Cyrillic alphabet; one was finally found in suburban Silver Spring, Md.) The voice-actuated tape of the Russian pilots ran about 11 minutes, although the elapsed time covered in the transcript was about 50 minutes.

The material in the final 20 minutes, following the attack, dealt largely with technical matters, such as the location of the fighter plane and its fuel supply.

USIA officials played the tape on Monday, in an unfinished state, for Kirkpatrick; Undersecretary of State Lawrence Eagleburger, and Wick, among others, at the State Department. Kirkpatrick was shown the finished tape on Tuesday morning, and she gave the final clearance. She pronounced it “excellent,” and she and Snyder flew to New York on the 9 a.m. shuttle Tuesday to deliver it to USIA technicians who were ready to roll it.

The USIA crew in New York had also been busy over the weekend. They had arranged for the placement of five television monitors in the chamber, reportedly the first time monitors had been used there during a council session, and for the equipment to play the tapes. So determined was the government to present its show to the world, it provided for triple redundancy. If the equipment in the chamber failed, a monitor was in the hall outside, ready to be wheeled in.

But none of the backup equipment was necessary. The production went off without a hitch. And the reaction abroad to the presentation at the UN and to other elements of the USIA campaign has been gratifying to USIA officials. Everyone from “leftists to conservatives” has been tough in assessment of the Soviets, said Wick.

NBMC set for 10th annual convention

The National Black Media Coalition’s 10th annual media conference is scheduled for Oct. 6-9 at Washington’s Hyatt Regency, with the theme of “Trends, Changes and New Directions.”

It will feature appearances by top government officials as well as executives from the Fifth Estate.

Speaking at the windup banquet Saturday night will be Allen H. Neuharth of Gannett Co. Luncheons will be addressed by Joel Chaseman of Post-Newsweek and FCC Commissioner Henry Rivera (Thursday), Ossie Davis and Ruby Dee (Friday) And Re-
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Representative Mickey Leland (D-Tex.) (Saturday),

Other conference highlights:
A Thursday morning panel, “Minority Concerns: How Are They Addressed?,” will include House Telecommunications Subcommittee Chairman Timothy Wirth, Ed Pfister of the Corporation for Public Broadcasting, Eddie Fritts of the National Association of Broadcasters and Tom Wheeler of the National Cable Television Association.

A Thursday afternoon session, “Group Broadcasters: Analyzing Success,” is to be moderated by John Conomikes of Hearst TV with panelists Jeff Davidson of Gannett and David Henderson of the Outlet Co.

Thursday sessions will also include “Current Events Industry Update,” “Engineering Opportunities in Telecommunications.” An evening reception is to be hosted by Capital Cities Communications.


Saturday agenda topics are “Development of Blacks on News Management” and “Corporate Communications.” A job exchange for media professionals is scheduled for Saturday afternoon.

Sunday morning will be devoted to a brunch and executive meeting of NBMC.

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New York; WONS(AM)-WNMB(FM) North Myrtle Beach, S.C., and WTON(AM) Staunton, Va. WAMT is on 1060 kHz with 10 kw day and 5 kw night. WAXJ is on 98.3 mhz with 3 kw and antenna height 234 feet above average terrain.

WTWB(AM) Vero Beach, Fla. Sold by Atlantic Communications Inc. to WTWB Inc. for $525,000. Seller is headed by Robert E. Kusch, president, and has no other broadcast interests. Buyer is owned by Harry L. Reiner, president ($21.33%), and six others. Reiner owns 80% of WLBE(AM) Leesburg, Fla. WTTB is on 1490 kHz with 1 kw day and 250 w night.

KWEY-AM Weatherford, Okla. Sold by KWEY Inc. to Philip C. Spivey and Lynn Wolfgang for $1,378,000 plus other considerations. Seller is owned by Alene E. Buenning and Richard D. Johnson, who have no other broadcast interests. Buyer Spivey owns 79% of KBBB(AM)-KDKQ(FM) Borger, Tex. Wolfgang, daughter of Buenning, is president and wife, Nancy E. (51% jointly), and Frederick P. Koester and wife, Glenna J. (49% jointly). Ernest Colburn is vice president of Rau Radio Stations Inc., which sold, WNAV(AM)-WLOM-AM Annapolis, Md. (BROADCASTING, Sept. 5) and WDOV(AM)-WDSF(FM) Dover, Del. (BROADCASTING, Sept. 5). It also owns three AM's and three FM's. Nancy Colburn is office manager at Chevy Chase, Md., department store. Frederick Koester is general manager of WNAV(AM)-WLOM-AM Annapolis. Glenna Koester is Queen Anne county, Md., school teacher. WCTD-FM is on 107.1 mhz with 2.65 kw and antenna 320 feet above average terrain.

KPET(AM) Lamesa, Tex. Sold by KPET Radio Inc. to Richard B. Schiro for $500,000. Seller is headed by Galen G. Gilbert, president. It also has interest in KCO(T(FM) Lamesa, KZEE(AM) Weatherford, KDXE(FM) Sulphur Springs, KTJX(AM)-KXYX(FM) Jasper, all Texas; KYP(FM) Bartlesville, Okla.; KXEX(AM)-KWWR FM Mexico, and KBTN(AM) Neosho, both Missouri. Buyer is Dallas businessman, who has no other broadcast interests. KPET is on 690 kHz with 250 w full time. Broker: Chapman Associates.

WZNG(AM) Winter Haven, Fla. Sold by Vantage Broadcasting Inc. to John R. Newman and his wife, Cesta D. Newman. Seller is owned by David B. Buerger, his son, David C., and his wife, Diane. They have no other broadcast interests. Buyers also have interest in WGO(A) Salamanca, N.Y. WZNG is on 1360 kHz with 5 kw day and 2.5 w night. Broker: Chapman Associates.

WCLS(AM) Cherryville, N.C. Sold by Mark Media Inc. to Calvin Robert Hastings for $300,000. Seller is headed by J. Ardell Sink, president. It also has interest in WKKY(AM) Burns...
sales manager of KWEY and has no other broadcast interests. KWEY is daytimer on 1590 kw with 1 kw day. KWEY-FM is on 97.3 mhz with 70 kw and antenna 385 feet above average terrain.


NAB committee composition

The National Association of Broadcasters last week announced committee assignments for 1983-84. NAB has added four new committees: structure study committee, task force on program transmission charges and services, television board composition committee and TV must-carry task force. The structure study committee is charged with examining the structure of the association and proposals to reorganize the NAB and the task force on transmission charges will monitor television legislation. The committee and their chairmen follow:


- Engineering Advisory Committee—Chairman, Robert W. Rounsaville & Associates.

- Entertainment Committee—Chairman, Robert W. Rounsaville & Associates.


- Engineering Advisory Committee—Chairman, Robert W. Rounsaville & Associates.

- Entertainment Committee—Chairman, Robert W. Rounsaville & Associates.


Blair makes structural moves

Blair Television will implement on Jan. 1, 1984, what it calls "the most sweeping management-level expansion and organizational structure in the company's history." Effective on that date, Blair TV will add eight regional and divisional sales management positions to its new table of organization. The structure will create new levels of management covering Blair Television's 14 regional offices and its 19 affiliate/independent sales teams based in its New York, Chicago and Los Angeles offices. The appointments represent promotions from within Blair TV.

Walter A. Schwartz, president of Blair Television, said the new structure will provide "greater horizontal management" and enable larger numbers of managers to serve station clients directly. He said the move is intended to improve sales effectiveness for Blair clients.

In the reorganization, Patrick J. Devlin, executive vice president, adds the title of director of sales operations and continues to report to Schwartz and Harry B. Smith, Blair Television chairman. Nine posts have been created reporting ultimately to Devlin. Two new senior vice presidents have been named. They are Floyd Gelini, senior vice president and director of regional sales, and William E. Breda Jr., senior vice president and director of affiliate/independent sales.

Reporting to Gelini in the regional sales area will be four vice presidents and managers. They are Steve Castellaw, who is being named vice president and manager of the Eastern region, covering Boston, Philadelphia, Atlanta, Miami, Charlotte, N.C., and Jacksonville, Fla.; Charles Hitchens, who will assume the title of vice president and manager of the Midwest region, covering Detroit, Cleveland, Minneapolis, St. Louis and Chicago (administrative), and Robert S. Billingsley, who becomes vice president and manager, Western region, overseeing San Francisco, Seattle, Houston, Dallas and Los Angeles (administrative).

In the affiliate/independent sales area, reporting to Breda, will be four newly established division vice presidents. They are Timothy M. McAuliffe, ABC; David J. Herman, CBS; William F. Murphy, NBC, and Murray L. Berkowitz, independent sales.

In another move, James R. Kelly, senior vice president/national sales manager, has been appointed senior vice president and director of client services, working with television station clients on behalf of Blair TV. Blair TV said that successors to the executives who have been promoted to new posts, effective next Jan. 1, will be announced in the next few weeks.
As compiled by BROADCASTING, Aug.29 through Sept. 2, and based on filings, authorizations and other FCC actions.


New stations

AM applications

**Bellevue, Fla.**—South Marion county Communications Inc. seeks 1460 kHz, 5 kw-D. Address: P.O. Box 208, Bellevue 32020. Principal is owned by Frank L. Ayres, president (95%). Address is owned by Donald J. Brady, who is applicant for new FM at Tillotab, Miss. and Halfey, Ark. Filed Aug. 24.

**Fort Charlotte, Fla.**—Harold M. Krueller Jr. seeks 1090 kHz, 5 kw-D. Address: 47 Wood Pond Road, West Hartford, Conn. 06107. Principal has 49% interest in new AM at Sanibel, Fla. Filed Aug. 30.

**Ridgcrest, La.**—Concordia Broadcasting Co. seeks 1390 kHz, 2.5 kw-D. Address: 623 North Avenue, McComb, Miss. 39646. Principal is owned by Donald J. Brady, who is applicant for new FM at Tillotab, Miss. and Halfey, Ark. Filed Aug. 24.

**Spring Arbor, Mich.**—Spring Arbor College seeks 1540 kHz, 25 kw-D. Address: Spring Arbor 49283. Principal is governed by board of trustees, headed by Hugh A. White, chairman. It also owns noncommercial WSAE(FM) Spring Arbor. Filed Aug. 26.

**Neosho, Ohio.**—Neosho TV Cable Inc. seeks 790 kHz, 25 kw-D. Address: 1 West Columbus Street, Neosho 45764. Principal is owned by Eugene R. Edwards, president (99.2%), his wife, Betty L., and his father, James F. (4.8%). It also owns TV cable system and LPTV at Neosho. Filed Aug. 22.

**Gresham, Ore.**—Deborah L. Putnam seeks 1040 kHz, 10-1 kw-D. Address: P.O. Box 616, Folsom, Calif. 95630. Principal has no other broadcast interests. Filed Aug. 23.

FM applications

**Bakersfield, Calif.**—Rose Development Co. Inc. seeks 92.1 mhz, 1.68 kw. Address: 408F. Road: 2400 Los Galinas Avenue, San Rafael, Calif. 94903. Principal is owned by Glenn A. Rose, president. It has no other broadcast interests. Filed Aug. 30.

**Key West, Fla.**—Radio Cayo Hueso seeks 93.5 mhz, 2 kw. Address: 110F. Road: 1208 Simonston Street, Key West 33040. Principal is owned by Carol Ann Gomez (51%) and Paul L. Edwards (49%). It also applies for new FM at Marathon, Fla. Filed Aug. 19.

**Panama City, Fla.**—Gulf Property and Investment Co. seeks 106.3 mhz, 2.57 kw. Address: 328F. Road: 2855 Hills Lane, Louisville, Ky. 40218. Principal is owned by Barbara M. Nathan, president (70.6%), Paul R. Cheaney and Charles E. Paschal (9.8% each). Rice owns Dallas advertising agency. Rest have no other broadcast interests. Filed Aug. 19.

**Panama City, Fla.**—Panama City Radio Ltd. seeks 106.3 mhz, 3 kw. Address: 170F. Road: 3607 East Second Street, Panama City, Fla. 32401. Principal is owned by Beverly M. Sherrman (51%) and Mary A. Pihman (49%). It has no other broadcast interests. Filed Aug. 31.

**Kingsland, Ga.**—Kingsbay Area Broadcasting Co. seeks 106.3 mhz, 3 kw. Address: P.O. Box 1627, Kingsland, Ga. 31548. Principal is owned by Carol B. Dowdy (55%); her husband, Roy M. (25%); her daughter, Angela L. Dowdy Hornbuckle (15%); and Carol Dowdy’s mother, Mary L. Dowdy (5%). Ann. July 5. (noncommercial. Filed Aug. 30. Principal is owned by WJAZ(AM) Albany, Ga. Angela Dowdy Hornbuckle is traffic director at WLKC(AM) St. Mary’s, Ga. Rest have no other broadcast interests. Filed Aug. 30.

**Nashville, Ga.**—Lisa Chisholm seeks 95.3 mhz, 3 kw. Address: 150 Pages Ferry Drive, N. W. Atlanta 30327. Principal has no other broadcast interests. Filed Aug. 30.

***Okolona, Ky.**—Evangel Schools Inc. seeks 88.5 mhz, 50 kw, HAAT: 256 kw-D. Address: 845 East 41st Street, Tulsa, Okla. 74145. Principal is owned by Bill R. Retherford, president. It is also applicant for six new TV's, including Mesa, Ariz. (see above). Filed Aug. 18.

TV applications

**Rosewell, N.M.**—Western Sun Broadcasting Co. seeks ch. 8; ERP: 316 kw vis., 31.6 kw aur.; HAAT: 196 ft, est. height above ground: 1788.8. Address: P.O. Box 1294, Albuquerque, N.M. 87103. Filed Aug. 19.

**Sheboygan, Wis.**—Rutherford Publications Inc. seeks ch. 28, ERP: 1000 kw vis., 100 kw aur.; HAAT: 253.9 ft, est. height above ground: 257.6 ft. Address: 8554 East 41st Street, Tulsa, Okla. 74145. Principal is owned by Bill R. Retherford, president. It is also applicant for six new TV’s, including Mesa, Ariz. (see above). Filed Aug. 18.

TV actions

**Rapid City, S.D.**—Haynes Communications Co. application continued for ch. 15; ERP: 750 kw vis., 75 kw aur.; HAAT: 503.2 ft.; est. height above ground: 530 ft. Address: P.O. Box 31235, Jackson, Miss. 39206. (BPCT 8-19).


Ownership changes

Applications

**WBHAM(AM) Centreville, Ala. (1110 kHz, 1000 kw-D)**—Seeks assignment of license from WBIB Radio Inc. to Riggs Broadcasting Corp. of North Carolina of North Carolina. Principal is headed by Julian E. Talton, president. It also owns WBHAM(AM)- WTUN(FM) Selma, Ala. Talton also has interest in WATM-AM-WTAM(FM) of Alexandria, Va. Filed Aug. 23. (55%)

**KKSP(AM) San Francisco (560 kHz, 5 kw-D, 1 kw-N)**—Seeks transfer of control of KKSP Inc. from estate of James McCoy, late principal, to Helen S. Au, trust, trustee. Filed Aug. 22. (80%)

**KCES(FM) West Palm Beach, Fla.**—Seeks assignment of license from Ben David Rigdon, president (80%) and wife, Betty (20%). Rigdon already owns 20%. Filed Aug. 29.

**KOSF(AM) San Francisco (350 kHz, 5 kw-D, 1 kw-N)**—Seeks transfer of control of KOSF Inc. from estate of James McCoy, late principal, to Helen S. Au, trust, trustee. Filed Aug. 22. (80%

**KCEY(AM)-KMXL(FM) Turlock, Calif. (1390 kHz, 5 kw-U, 1 kw-D)**—Seeks assignment of license from Behen Broadcasting Co. to Robert Fenton, Harry S. McMurray and Melvin Winters for $1.8 million, including noncompete agreement. Seeks transfer of control of Dennis Behen, president. It also owns KCES(AM) Tucson, Ariz., and KLKR(AM)-KXTR(FM) Lemon, Colo. Buyer McMurray has minor interest in Behen’s other stations, which he will sell upon approval of this sale. He also has interest in KATOK(AM)- KXXQ(FM) Safford, Ariz., and KXVRD(AM) Cottonwood, Ariz. Owners wins KNTG(FM) Jackson, Calif. Penton has interest in KSHNS(AM) Coos Bay and KQOS-FM North Bend, both Oregon, and KPLS(AM) Santa Rosa, and KCV(AM)-KXRF(FM) Marysville, both California. Filed Aug. 30.

**KKBB(AM) Aurora, Colo. (1090 kHz, 50 kw-D, 500 w-N, DA)**—Seeks transfer of control of Leo Payne Broadcasting Co. to Rogelio Peralta, principal. This is none after sale to Communications Industries Inc. (none before; 100% after). Filed Aug. 22. (15%)

**WVFM(AM) Lakeland, Fla. (94.1 mhz, 100 kw, HAAT: 500 ft.)—Seeks assignment of license from LakeFM Broadcasting Inc. to Root Communications for $3.1 million (as Canton, Tex. Buyer is also owned by Frank (Bud) Kurtz Jr., president; Duane McConnell, and H.R.
**Summary of broadcasting as of June 30, 1983**

<table>
<thead>
<tr>
<th>Service</th>
<th>On Air</th>
<th>CP's Total</th>
<th>MFRs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,720</td>
<td>158</td>
<td>4,878</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>3,441</td>
<td>420</td>
<td>3,861</td>
</tr>
<tr>
<td>Educational FM</td>
<td>1,091</td>
<td>166</td>
<td>1,257</td>
</tr>
<tr>
<td>Total Radio</td>
<td>9,252</td>
<td>744</td>
<td>9,996</td>
</tr>
<tr>
<td>FM translators</td>
<td>465</td>
<td>1,019</td>
<td>1,484</td>
</tr>
<tr>
<td>Commercial VHF TV</td>
<td>528</td>
<td>8</td>
<td>536</td>
</tr>
<tr>
<td>Commercial UHF TV</td>
<td>316</td>
<td>183</td>
<td>499</td>
</tr>
<tr>
<td>Educational UHF TV</td>
<td>111</td>
<td>6</td>
<td>116</td>
</tr>
<tr>
<td>Educational VHF TV</td>
<td>172</td>
<td>19</td>
<td>191</td>
</tr>
<tr>
<td>Total TV</td>
<td>1,127</td>
<td>121</td>
<td>1,242</td>
</tr>
<tr>
<td>VHF LPTV</td>
<td>164</td>
<td>85</td>
<td>249</td>
</tr>
<tr>
<td>UHF LPTV</td>
<td>42</td>
<td>16</td>
<td>50</td>
</tr>
<tr>
<td>Total LPTV</td>
<td>206</td>
<td>150</td>
<td>356</td>
</tr>
<tr>
<td>VHF translators</td>
<td>2,792</td>
<td>228</td>
<td>3,020</td>
</tr>
<tr>
<td>UHF translators</td>
<td>1,820</td>
<td>377</td>
<td>2,197</td>
</tr>
<tr>
<td>ITFS</td>
<td>248</td>
<td>110</td>
<td>358</td>
</tr>
<tr>
<td>Low-power auxiliary</td>
<td>824</td>
<td>0</td>
<td>824</td>
</tr>
<tr>
<td>TV auxiliary</td>
<td>7,387</td>
<td>205</td>
<td>7,592</td>
</tr>
<tr>
<td>UHF translators/boosters</td>
<td>6</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Remote pickup</td>
<td>12,291</td>
<td>53</td>
<td>12,344</td>
</tr>
<tr>
<td>Aural STL &amp; intercom relay</td>
<td>2,819</td>
<td>166</td>
<td>2,985</td>
</tr>
</tbody>
</table>

*Includes off-air licenses.*

**Facilities changes**

**AM applications**

**Tendered**

- **KIPK (1120 kHz) Dobell, Tex.**—Seeks CP to change city point to Austin, Tex.; change call letters to KBDO; change power, ERP, and change TL. Major environmental action under section 1.1305. Ann. Aug. 29.

**Accepted**

- **KIEV (870 kHz) Glendale, Calif.—Seeks modification of CP (800994AE) to change night TL and change to DA-N. Major environmental action under section 1.1305. Ann. Aug. 29.

**FM applications**

**Tendered**

- **KNDJ (99.5 MHz) Tucson, Ariz.—Seeks CP to change ERP to 100 kw and change HAAT to 172 ft. Ann. Aug. 30.

**Accepted**

- **KCFS (90.1 MHz) Sioux Falls, S.D.—Seeks CP to change frequency to 90.7 MHz. Ann. Aug. 30.
  - KNVR (96.7 mhz) Paradise, Calif.-Requests waiver of section 731201(B)(2) of rules to identify as "Paradise/Chico." Ann. Aug. 29.
  - KLMT (93.5 mhz) Leadville, Colo.-Seeks modification of CP (BP0-810302A) to change TL; change HAAT to 481 ft., and change coordinates. Ann. Aug. 30.
  - WRCH-FM (100.5 mhz) New Britain, Conn.-Seeks CP to change ERP to 10 kw; change HAAT to 1,105 ft.; erect new tower, and change coordinates. Ann. Aug. 29.
  - WXXS(AM) (106.9 mhz) Hagerstown -Frederick, Md.-Seeks CP to change antenna; correct HAAT to 1,494 kw; change HAAT to 866 ft. Action Aug. 24.
  - WHCL-FM (88.7 mhz) Clinton, N.Y.-Seeks CP to make change to install new antenna; correct height of supporting building; install new tower; increase HAAT to 88 ft.; increase ERP to 270 kw, and change coordinates. Ann. Aug. 29.
  - WOK (102.1 mhz) Cleveland—Seeks CP to change TL; increase ERP to 8.71 kw, decrease HAAT to 1,005 ft., and change coordinates. Ann. Aug. 30.
  - *KPCW (91.9 mhz) Park City, Utah—Seeks CP to move antenna to 44 ft.; increase HAAT to 57 ft., and change coordinates. Ann. Aug. 22.
  - WWTL (99.9 mhz) Seattle—Seeks CP to change antenna; increase tower height; change ERP to 1,311 kw, and change coordinates. Ann. Aug. 30.

**TV applications**

- Accepted

**FM actions**

- KRUJ (92.7 mhz) Paradise, Calif.—Granted CP to change antenna system; change TL; decrease ERP to .73 kw; increase HAAT to 620.5 ft., and change coordinates. Action Aug. 23.

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### Call letters

#### Applications

<table>
<thead>
<tr>
<th>Call</th>
<th>Sought by</th>
</tr>
</thead>
<tbody>
<tr>
<td>New AM</td>
<td>W4AS James H. and Judith G. Hayes, Thompson Station, Tenn.</td>
</tr>
<tr>
<td>Existing AM's</td>
<td>WKIS Mountain Land Broadcasting Inc., Weiser, Idaho</td>
</tr>
<tr>
<td>Existing FM's</td>
<td>KEZV United Radio Group Inc., Spearfish, S.D.</td>
</tr>
<tr>
<td>Existing TV's</td>
<td>KGBE Lord Broadcasting Co., Ellensburg, Wash.</td>
</tr>
<tr>
<td>Existing AM's</td>
<td>KESJ KOOM Santa Barbara, Calif.</td>
</tr>
<tr>
<td>Existing FM's</td>
<td>WSPD WNMW Newark, N.J.</td>
</tr>
<tr>
<td>Existing TV's</td>
<td>WEAM Arlington, Va.</td>
</tr>
<tr>
<td>Existing FM's</td>
<td>KEYG KNOW Grand Coulee, Wash.</td>
</tr>
<tr>
<td>Existing FM's</td>
<td>KKPR KSPO Spokane</td>
</tr>
<tr>
<td>Existing FM's</td>
<td>KINO KDFM Walnut Creek, Calif.</td>
</tr>
<tr>
<td>Existing FM's</td>
<td>WQPD WINF Lake City, Fla.</td>
</tr>
<tr>
<td>Existing FM's</td>
<td>KDCO KIOB Coeur D'Alene, Idaho</td>
</tr>
<tr>
<td>Existing FM's</td>
<td>WRLX WTKS-FM Bethesda, Md.</td>
</tr>
<tr>
<td>Existing FM's</td>
<td>WCLM WCKS St. Johns, Mich.</td>
</tr>
<tr>
<td>Existing FM's</td>
<td>WBDL HWHR Rochester, N.Y.</td>
</tr>
<tr>
<td>Existing FM's</td>
<td>WLUW WSLU Canton, N.Y.</td>
</tr>
<tr>
<td>Existing FM's</td>
<td>WSKT WWSJ-FM Westerly, Ohio</td>
</tr>
<tr>
<td>Existing FM's</td>
<td>WCAM WBPZ-FM Lock Haven, Pa.</td>
</tr>
<tr>
<td>Existing FM's</td>
<td>WXTU WIFI Philadelphia</td>
</tr>
<tr>
<td>Existing TV's</td>
<td>KTTY KSDT San Diego</td>
</tr>
<tr>
<td>Existing FM's</td>
<td>KBGT-TV Allion, Neb.</td>
</tr>
</tbody>
</table>

#### Grants

<table>
<thead>
<tr>
<th>Call</th>
<th>Assigned to</th>
</tr>
</thead>
<tbody>
<tr>
<td>New AM</td>
<td>WZEL WZEL, Inc., Young Harris, Ga.</td>
</tr>
<tr>
<td>New TV's</td>
<td>WDVH Delaware Valley Broadcasters Inc., Wilmington, Del.</td>
</tr>
<tr>
<td>Existing AM's</td>
<td>WQIK WVOJ Jacksonville, Fla.</td>
</tr>
<tr>
<td>Existing FM's</td>
<td>KDKX KHIC Paragould, Ark.</td>
</tr>
<tr>
<td>Existing FM's</td>
<td>WRZQ-FM WRTF-AM Greensburg, Ind.</td>
</tr>
<tr>
<td>Existing FM's</td>
<td>KLQL KGOA-FM Luterne, Minn.</td>
</tr>
<tr>
<td>Existing FM's</td>
<td>KQSL KDJE Cookeston, Minn.</td>
</tr>
<tr>
<td>Existing FM's</td>
<td>WSDC WLZK-FM Hazleton, Pa.</td>
</tr>
<tr>
<td>Existing FM's</td>
<td>WHTF WRHF Stanview, Pa.</td>
</tr>
<tr>
<td>Existing FM's</td>
<td>KKLJ-FM KKHJ Rapid City, S.D.</td>
</tr>
<tr>
<td>Existing TV's</td>
<td>WXMI WMMV-AM Grand Rapids, Mich.</td>
</tr>
<tr>
<td>Existing TV's</td>
<td>WJUA-TV WJXT-TV San German, PR.</td>
</tr>
</tbody>
</table>
HELP WANTED MANAGEMENT

Station manager. Strong sales-oriented manager needed for established station in northwest Louisiana. Please send resume to James Beshard, Box 910, Coushatta, LA 71019.

Manager’s Position with 100% buy-out arrangement. Small market. Southeast mountain resort area. Profitable. Write Box A-147.

Experienced small market manager with successful track record for west Texas fulltime FM. Excellent management package with equity opportunity. EEO/MF. Resume to Box B-54.

HELP WANTED SALES

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 the most competitive co-op 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 trim five strokes off their golf game. Call Bob Manley, 806-372-2329 for details.

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.

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 team player. Submit resumes in confidence to Box B-17.

30K commission level within a year. Established stations, top list. Attractive Southwest location. Minimum 3 years’ experience. Small market near city attractions. Write Box B-25. EOE.

Group station needs experienced sales pro. Big city professionalism in pleasant medium city! Sell motivated with proven track record only contact: Joe Taylor, General Manager, WIZE, Springfield, OH 513-399-4955.

Sky Corporation is one of America’s fastest growing radio groups. We’re looking for aggressive sales talent for current and future openings at our stations. Opportunities now in Riverhead, New York (Long Island). Future openings will be filled from your resumes. Send all information to Dennis R. Israel, President, 437 Madison Avenue, New York, NY 10022. Sky Corp. is an EOE.

HELP WANTED ANNOUNCERS

Classical music radio announcer. Major market. 3-5 years’ professional experience required. AFTRA shop. Warm and friendly on-air delivery. No beginners, please. Tapes and resumes only to Mario G. Mazza, Director of Programming and Operations, WCN, 1180 Avenue of the Americas, New York, NY 10036, EOE.

Florida opportunity for a mature, disciplined, drive-time announcer to live with adult format. Heavy production and technical skills. Send T&R to Jack Burke, P.O. Box 650208, Wero Beach, FL 32965-0208.

New all hit Sunbelt rocker looking for cooks 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. Professional will be compensated with major market salary. Resume only to Box B-39.

The Goodrock 107 “team” is one person short. Needed: jock for tightly controlled top trax AOR format. Must be a production pro. Tape and resume to Rick Singer, WOOS-FM, Box 9217, Canton, OH 44711.

Prominent New England station is searching for the right professional for morning drive. Must have several years’ experience. Must be witty, able to relate to adults, and have hands-on production ability and skills. This is a highly visible job with a respected company salary negotiable. Send your resume only in strictest confidence. EOE. Write Box B-67.

Your Talent, our material. Perfect combination for the recession proof Dial-a-Joke, etc., business. No obligation for free sample scripts. Radio Creative Services, P.O. Box 1311, Spokane, WA 99210.

HELP WANTED TECHNICAL

Chief Engineer Radio weeded at WBEV/WXRKO, Beaver Dam, WI. AM -1kw D/1kw DA nights. Class A automation, studio maintenance and related equipment. A first class FCC license is preferred. A general license class is acceptable. Send resume: Personnel Office, Palmer Communications Centre, 333 8th Street South, Naples, FL 33940. Equal opportunity employer.

Chief engineer Public radio station KUHF-FM at the University of Houston is seeking a chief engineer to implement a PTPF grant for a talk tower project to 3,000 feet. 5-year plan includes new telecom center and satellite up-link. The position will execute and oversee the planning, design, construction, installation, operation, maintenance, repair, and future systems expansion of all technical operations. Qualification requirements include a degree and three years’ experience or equivalent experience with high powered FM equipment, microwave STL, studio and remote production equipment, and SCA and satellite equipment help. References. Chief Engineer, KUHF-FM Radio, University of Houston System, 4600 Gulf Freeway, Suite 500, Houston, TX 77023, EOE/MF.

NEW YORK'S BILINGUAL TRAFFIC REPORTER

NYC bilingual traffic reporter. Experienced announcers only. New York background helpful. Women and minorities encouraged. Resume and resume to: Shadow Network, 1600 Route 22, Union, NJ 07083. EOE.

Strong anchor/reporter for morning drive. Must have 2 years’ experience and be team player in competitive market. Send tape and resume to: KRNT, Box 1350, Des Moines, IA 50305, EOE, M/F.

“Join the First Report News” team. Immediate opening. 3-person fulltime news department. Areas: leading FM CHR. Personal interview required. Peter Bartach, WSUS, Box 102, Franklin, MA 01741. 201-827-2525. M/F, EOE.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Program director needed for top rated major market country FM. An outstanding opportunity for the aggressive, ambitious, old pro programmer who enjoys implementing audience research, training and motivating people, and integrating news, music, production, promotions and talk to a polished end product. This on-air position offers an income of 100% buy-out and benefits to the candidate with demonstrated organizational and leadership skills and planning abilities. Prior similar position necessary. Resume only to Box B-62.

PUBLIC RADIO PROGRAM DIRECTOR


SITUATIONS WANTED MANAGEMENT

Dedicated professional with exceptional performance record. Major and medium markets, various formats. Substantial re-building experience, excellent 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. 16 years of very successful station and group management experience on 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-147.


GM with strong sales background. SE, SW and Midwest only. Can rebuild or start from scratch. Small to medium markets. Box B-10.


Technical director / operations manager available with proven engineering and management skills. Extensive engineering experience includes AM direction and 100 kW FM transmitter facility, studio/office complex, and audio system design, construction and maintenance. Broad experience and skills with computers in rating analysis, traffic, and programming applications with proven results. Good communication skills. Experienced in large corporate and smaller locally-owned situations. Currently engaged with well regarded A/C operations. Write Box B-49.

Sales manager in medium market. Has agency and TV experience. Looking for general manager or sales manager position in medium or small market. Present station being sold. Write Box B-65.

SITUATIONS WANTED SALES

Account executive experienced in medium market sales, promotion, sports coverage, announcing. Looking for future in management and opportunity to utilize my talents. Write Box B-68.

SITUATIONS WANTED ANNONCERS

Two years’ commercial experience in small market. Up, Adult, top 40. MDR want to be creative, not just push buttons. Call Dave, anytime, 201-777-0479.

Male DJ looking for country or rock station in middle 60’s. Tennessee. Excellent knowledge of music, love working midnight shift. Steve Grayson, 312-694-3304.

Dependable announcer, 10 years experience. Professional attitude, 373 Williams, Daytona, FL 32218. 904-255-6950.

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


See last page of Classified Section for rates, closing dates, box numbers and other details.
Top-rated morning drive personality with one of America's leading A/C stations seeks a solid major market station. Write Box B-47.

Radio is my life. I want to make it my career. Please give me that chance! Call Scott, 801-863-9317.


Talk show host. Proven major market pro. National award recipient. International personality - magnificent credentials. Must have experience. Must have strong production - commercial, program and news. Prefer two years' experience as production manager. Must be energetic and creative. Don't reply unless you can mold a team devoted to top quality on air look. Degree preferred. Equal opportunity employer. Reply Box B-36.

Northwestern group-owned VHF affiliate seeks production manager. You must have a minimum three years' experience as VHF production manager. Must have three years' experience as production manager. Must possess strong technical skills. Must be energetic and creative. Degree preferred. Equal opportunity employer. Reply Box B-36.

Dedicated to quality, community involvement and a future in broadcasting in central or west coast of Florida. Call Tom Gilliam, 703-820-4264.

Original, inventive, entertaining, top-rated talk host available now. 213-973-1794 (days), 213-973-4616 (nites), Rick.

SITUATIONS WANTED NEWS

Experienced reporter, anchor, editor, writer, producer, director, programmer. Dedicated, flexible, organized, Carol Stein, 904-796-5590.


Sportscaster excelling in hockey play-by-play Broadcasting journalism graduate, Univ Of Missouri. Contact: Hockey; PO Box 801, Chesterfield, MO 63017.

You're into all news or news-talk, but the station isn't taking off. Maybe you need a news-program director keyed to the desired demos. A believer in actualities, one who can deal with small staff sound large, who believes in localizing. If so, contact this veteran today. Write Box B-66.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS


HELP WANTED MANAGEMENT

Public affairs/manager - strong, distinguished NBC affiliate seeks primary liaison between station and community. Directly involved in production, public speaking & internal station direction for program service commitment. 3-5 years full-time broadcast public affairs experience, ability to focus broad range of public issues, knowledge of Seattle/Washington community, demonstrated production skills required. Resume only please to: Personnel Director, KING-TV, 333 Dexter Ave N, Seattle, WA 98102. KING-TV is an equal opportunity employer.


Sales Manager - hands-on manager for 150-200 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 station. Must have experience. Flexible schedule, possible relocation. Team spirit a must! Please send resumes to: Department S 89950 Kirby Drive, Houston, TX 77054.

HELP WANTED TECHNICAL

New UHF station in start-up phase seeking experienced chief engineer - with responsibility for engineering design, start-up and operation. Must have 5 years experience in VHF or UHF stations. Write to: Olivia Lange, Personnel Director, KSEE, PO Box 24000, Fresno, CA 93779. An EOE/M-F.

Salesman for new but growing local sales effort. Two family/Christian stations in large adjoining markets. Strong family programs to sell. Cooperative professional staff supporting you. Resume to Box B-56. EOE.

Executive producer - of statewide weekly news program for West Virginia's three television stations. At least three years' experience in producing news and public affairs programs, interviewing and producing news stories. Must coordinate field news pieces produced by the stations and supervise editing and assembly, including legislative coverage. Programs cover 15 states. Good salary and benefits. Strong journalism and writing skills preferred. Salary in low $20's. Applications, postmarked by Oct 19, should be sent to: Executive Producer, West Virginia Educational Broadcasting Authority, Suite B-424, 1900 Washington Street, East, State Capitol, Charleston, WV 25305. EOE.

HELP WANTED PRODUCTION, OTHERS

Station or operations manager - dependent upon candidate's experience and ability to work hard. Group operator, medium sizes, Midwest network affiliate. Requires strong production - commercial, program and news. Prefer two years' experience as production manager. Must be energetic and creative. Don't reply unless you can mold a team devoted to top quality on air look. Degree preferred. Equal opportunity employer. Reply Box B-36.

Research director needed. If you have a strong TV rating experience and are creative, our hard working TV operation wants you. Send resume to: GSW, WCIX-TV, 1111 Brickell Avenue, Miami, FL 33131.

Accounting supervisor for A/C affiliate located in Sunbelt. Excellent accounting skills and supervisory experience necessary. Responsible for daily operations of accounting department. Broadcast experience helpful. Reply with resume, references and salary requirements to Box B-61. EOE.

Deputy director, statewide public broadcasting agency. Manages facilities development and general operation of six radio and three television stations; assures compliance with legal requirements; supervises preparation of state appropriation request and expenditure schedules; coordinates preparation and implementation of comprehensive five-year plan. Reply with resume, references and qualifications. Requirements: five years' experience in a radio/telephone facility, three years of which must be in a responsible supervisory or administrative, or executive capacity. Master's degree in broadcast or related field, preferred. Salary low mid-$20s. Applications must be postmarked by October 7. Send resume to: Executive Director, West Virginia Educational Broadcasting Authority, Suite B-424, 1900 Washington Street, East, State Capitol, Charleston, WV 25305. EOE.

HELP WANTED NEWS

Salesperson will relocate or presently living in Los Angeles area to cover small West Coast markets for syndicated television sales. Write: King World Productions, Inc., 480 Morris Avenue, Summit, NJ 07901.

Local sales manager. Must have experience to train, direct, sell, Modern VHF station and equipment. Small market in Rocky Mountain state. Send resume to Box B-19. EOE.

Local sales manager for a network affiliate in a medium size West Coast market. Looking for a strong leader who can implement a sales training program. Must have 5 years' experience in TV sales and account management. Resume to: Olivia Lange, Personnel Director, KSEE, PO Box 24000, Fresno, CA 93779. An EOE/M-F.

Salesman for new but growing local sales effort. Two family/Christian stations in large adjoining markets. Strong family programs to sell. Cooperative professional staff supporting you. Resume to Box B-56. EOE.

Technical Director - responsible for all production related technical assistance and support to our broadcast departments. Must have a minimum of three years' radio and television experience. Strong journalism skills preferred. Send resumes to Steve Easley, KOUS-TV, Drawer D, Hardey, MD 21806. EOE/AA/M/F.

Executive Director - Connecticut Public Broadcasting seeking TV engineer with FCC general. Minimum 2 years technical schooling and broadcast experience. Salary competitive. Send resume to: Director, KVSK-TV, PO Box 100, Cape Girardeau, MO 63901.

Help wanted for 5 pm co-anchor slot plus night reporting. Position requires reporting, ENG edit skills. Must be able to make a news show come alive. Experience required. Send resume to: Steve Bauman, News Director, WMMB-TV, 1340, Panana City, FL 32402, Attn: Larche Hardy. EOE.

1. PM news producer - we need an experienced producer with sound news judgment to make our late news broadcast a winner. The person we seek is experienced with state-of-the-art equipment and effects, and who can deliver on the air. Write: Tom Saifer, News Director, WRAU-TV, 500 N. Stewart, Creve Coeur, IL 63111. EOE.

Anchor/reporter needed for 5 pm co-anchor slot plus night reporting. Position requires reporting, ENG edit skills. VHF network affiliate - related tape and resume to: WMHB-TV, Box 1340, Panama City, FL 32402, Attn: Larche Hardy. EOE.

Executive producer, host - of statewide weekly news program for West Virginia's three television stations. At least three years' experience in producing news and public affairs programs, programs, interviewing and producing news stories. Must coordinate field news pieces produced by the stations and supervise editing and assembly, including legislative coverage. Programs cover 15 states. Good salary and benefits. Strong journalism and writing skills preferred. Salary in low $20's. Applications, postmarked by Oct 19, should be sent to: Executive Producer, West Virginia Educational Broadcasting Authority, Suite B-424, 1900 Washington Street, East, State Capitol, Charleston, WV 25305. EOE.

Broadcasting Sep 12 1983
HELP WANTED PROGRAMMING, PRODUCTION & OTHERS

Producer/director-University TV station. Minimum 5 years full-time experience and B.A. required. Experience in all aspects of on-air and off-air production. Strong background in documentary, cultural, instruction, public affairs, and events coverage desirable. Application deadline 10/1/83. Forward letter of application, 3 letters of recommendation, an official transcript of grades for all degrees conferred, a resume, and a $5 sample of your work to: Ron Ganguly, WGBU-TV, Bowling Green, OH 43403, WGBU-TV is an AA/EEO.

Program manager-PTV station in Alaska's capital. Duties include program scheduling, promotion, program development and on-air fundraising. Station is strong in local production and regional programming. Excellent support and production staff. Salary $30,000 DOE, plus benefits. Send resume to Roberta Watson, KTOO, 922 4th Street, Juneau, AK 99801. KTOO is an AEEO.

Director/news and commercial production: leading station in news and general programming looking for pro to direct 6 & 11pm. Solid experience in single 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 take charge individual to run promotion department, including on-air, print promotion campaigns, budget, and personnel. Must have at least 10 years experience as promotion manager. Equal opportunity employer. Resume only to Box A-189.

Director-of on-air promotion: one of nation's top-rated independents in desirable top-twenty market is looking for experienced, top-notch writer/producer. Send resume and salary requirements to Box 139, EOE.

Production writer/producer-CBS affiliate, Dallas, Texas. Seeking creative individual to produce on-air promos for local programming. Previous promotion experience necessary. Strong writing skills essential. Please send resume and salary requirements to: Sara Grover, KDFW-FM, 400 N. Griffin, Dallas TX 75202.

Production manager-Must have experience in all aspects of television. Responsible for scheduling production facilities and supervision and training of production staff. Must set up and administer budgets. Serves as executive producer on program projects. Travels; imagination, attention to detail, and ability to work with people are essential abilities. College degree in communications or work equivalent required. Production supervisor experience preferred. Fill out application and requirements to: Tom Rome, WTHR-TV, P.O. Box 1313, Indianapolis, IN 46206. No phone calls. EOE/MF.

Executive producer-to join aggressive top-25 CBS affiliate in Midwest. Must have five years TV with supervisory responsibility. This position is perfect for the aggressive self-starter with an interest in programming. Send resume to Karen Miller, WISH-TV, P.O. Box 7068, Indianapolis, IN 46207. 317-924-4381. MF/E.

Director/editor-is needed in the exciting Dallas-Ft. Worth market. If you can motivate your crew and work with any client; if you can edit w/ an OXOX 340X CMX; if you can direct multi-camera studio and single camera film style shoots; if you are ready to work with a small group of dedicated professionals-then apply to Laura Jersberg, KDFW-TV, 400 N. Griffin, Dallas TX 75202.

Production manager: Must have experience in all aspects of television. Responsible for scheduling production facilities and supervision and training of production staff. Must set up and administer budgets. Serves as executive producer on program projects. Imagination, attention to detail, and ability to work with people are essential abilities. College degree in communications or work equivalent required. Production supervisor experience preferred. Send resume and salary requirements to Tom Rome, WTHR-TV, P.O. Box 1313, Indianapolis, IN 46206. No phone calls. EOE/MF.

Director/editor is needed in the exciting Dallas-Ft. Worth market. If you can motivate your crew and work with any client; if you can edit w/ an OXOX 340X CMX; if you can direct multi-camera studio and single camera film style shoots; if you are ready to work with a small group of dedicated professionals-then apply to Laura Jersberg, KDFW-TV, 400 N. Griffin, Dallas TX 75202.

TV creative director-CBS affiliate, top 40 Florida market, needs strong creative director. Good facilities and personnel ready for aggressive leadership. Salary commensurate to experience and expertise. Send resume and salary requirements only to Box B-63.

Production manager-Top 75 Southeast affiliate seeks experienced manager. Must be a strong producer/director ready to move up. Excellent opportunity. Send resume and salary requirements only to Box B-72.

Producer/Director-experienced, creative person with strong news production skills, a minimum of four years' directing background and knowledge of state-of-the-art equipment to direct major market news programing. Send resume and 1/4-inch cassette to Sandra Butler, Executive Producer, WDOM-TV, 4001 Brandywine St., NW, Washington, DC 20016, EOE.

SITUATIONS WANTED MANAGEMENT

General manager-Trouble-shooter! Turn-around Specialist! Consultant! Outside- Director! 31 years' practical production experience. A sincere interest in future positions as General Management Sales! Programming! News! Production! Promotion! Independents! Network-affiliates! Outstanding record of achievement! Overcomes overwhelming obstacles/fiercest competition! Produces professional, quality leadership/motivations! Produces high salaried sales, profits, prestige; enhanced market-values! 619—353-8033

SITUATIONS WANTED NEWS

Anchor: commercial actor with extensive financial journalism & other TV experience. Seeking all aspects of management: Sales! Programming! News! Production! Promotion! Independents! Network-affiliates! Outstanding record of achievement! Overcomes overwhelming obstacles/fiercest competition! Produces professional, quality leadership/motivations! Produces high salaried sales, profits, prestige; enhanced market-values! 619—353-8033


Meteorologist seeking entry level position. Call Emmett, 303—392—4420.

Am I being naive? I thought that to succeed in TV news all I had to do was build a good ratings record and win a batch of awards. So I did. Surely someone must have noticed me. I worked my way up in a station with a history of popular and critical success. Call Pete, 717—832-9665.

Future award-winning TV producer now available for entry level position. Professional experience. Will relocate. Female law school graduate. Call Box A-29.

Meteorologist: Good appearance, articulate, personable. AMS radio sales 3 yrs. Experience with government & industry. Call Jeff, 703—971-3936.

Female law school graduate with investigative research experience seeks researcher/associate producer position on consumer or investigative unit. Have experience in broadcast, print background and lots of energy. 312—205-0796.


Wanted: television news director needing a reporter, producer, and cameraman all in one body—mine! Call 602—728-3608, Wendy.

SITUATIONS WANTED PROGRAMMING, PRODUCTION & OTHERS

College grad with internship experience seeking entry position in television production and promotions in Midwest area. 219—259-7190 or 219—289-2889.

DuPont-Columbia award - winning television documentary producer seeks staff or freelance production position. Resume, 210—489—5327.

Broadcast college graduate seeking entry level position. Experienced in television production. Mkt, 718—693-9148.

Versatile '83 grad seeks entry level position in production. Experienced from DJ to freelance director, light and set designer to audio recordings. Creative, industrious and hardworking. Call Mark, 513—942-5421.

#1 ENG editor wants to intern as director or TD trainee. Let's make a deal. 1st class FCC license. Box A-139.

Emmy-award winning producer of the future has four years' experience doing everything from news to sci-fi to movie work. Shot, edit, shoot, edit, voice-over and most importantly create. Eager to work on a PM Mag, or local mag/news type show on eastern seaboard. Or Call Ray, 516—791-5528.

Good useable broadcast equipment needed: all types for AM-FM-TV Cash available! Call Ray LaRue, Custom Electronics Co., 815—665-2938.

Instant cash-highest prices. We desperately need Used TV parts, television receivers, studio equipment. Call Bill Kitchen, Quality Media. 404—324-1271.

Need 8 to 10 channel broadcast mixing consoles (recent models, mono-stereo), cart machines and Ampex recorders (440s, mono-stereo), Must be in excellent condition. Call Karen, 203—232-9866.

FOR SALE EQUIPMENT


RADIO
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 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:

Tom Churchill
1130 E. Missouri, Suite 800
Phoenix, AZ 85014

SALES MANAGER

Prove your ability and become GM of Pennsylvania station in one year. Salary, commission, golden opportunity for aggressive, highly motivated person. Send resume and income requirements to Box B-6. EOE.

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 PROGR.EERING, 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-orientated. 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, PO. Box 2466, Fargo ND 58108.

HELP WANTED NEWS

SUNBELT TOP 50 MARKET

FM seeks morning co-anchor; some street reporting. Delivery and voice most important. Must be good writer. Minimum 2 years on-air news experience. Resume only to Box B-75. EOE. Minority and women also encouraged to apply.

TELEVISION
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 3 x 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.

Help Wanted Technical

CHIEF ENGINEER

needed for large, state-of-the-art production facility and television station. Take charge, people-oriented person required who will be able to supervise technical personnel and develop future growth plans. Candidate should have management and maintenance experience, along with knowledge of earth station operations. Group owner. Send resume to: James P. Wright, Corporate Director of Operations and Engineering, Koplar Communications Inc., 4935 Lindell Blvd., St. Louis, MO 63108.
Help Wanted Technical
Continued

DIRECTOR OF ENGINEERING
WRC-TV (NBC)
WASHINGTON, DC
Washington's #1 television station is looking for a highly qualified broadcast manager to direct the television facilities and technical staff of WRC-TV and the NBC News Bureau in the nation's capital. We are seeking an individual with at least five years' management experience and a thorough knowledge of television systems, design, and state of the art technology. Knowledge of union contracts and budget preparation and management is essential. A staff of nine managers and more than 200 technicians will report to this individual. This position provides excellent career opportunities within the NBC television network. The position now open is for a part-time Manager, Employment and Labor Relations.

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-191.

SALES MGR.
BIG APPLE
Visual broadcast medium in highly visible location is conducting a search for an accomplished, enthusiastic, well-organized sales manager, with strong proven abilities to sell, train, direct & motivate a sales team. Individual should produce a current list and can expect to earn SIX FIGURES comprised of salary/comm/override. Your highly detailed resume will be kept in strictest confidence. Write Box B-59.

National Sales Manager
Television Equipment
6 Figure Potential Income

Call Don Forbes
800/531-5232
Broadcast Systems Inc. Austin, Texas

PROMOTION MANAGER
Top 50 affiliate seeks energetic, creative person to coordinate all internal/external promotion & advertising. Must have extensive experience in on-air production. Writing skills a must. Resume only to Box B-57.

For Fast Action Use
BROADCASTING's Classified Advertising

Help Wanted Programing,
Production, Others

MANAGER
Station Relations & Promotional Services

Paramount Pictures, the acknowledged leader in the entertainment industry, has a position available for a manager of station relations & promotional services to develop effective station promotion for first-run programming.

The dynamic, articulate individual we seek will act as liaison to Paramount Television Domestic Distribution's advertising & promotion, research & sales departments. Additional responsibilities will include coordinating time period clearances, pre-emptions, & make-goods with stations in national rating services.

At least 2-3 yrs. promotion & related experience is required, reflecting a sound knowledge of television marketing, on-air promotion scheduling for optimal reach & frequency levels, plus print & radio advertising planning & buying. Superb presentation skills are essential.

This position commands a highly competitive salary augmented by excellent benefits within our dynamic, stimulating environment. Qualified individuals are invited to reply by forwarding resume, with salary history, to:

PROMOTION MANAGER

Great challenge for an experienced pro. We are looking for a creative sparkplug who will keep the excitement high at our promotion-minded major market station. Send us a resume and full particulars including salary requirements in first letter. No tapes, please. Send resume only to Box A-190. Equal opportunity employer.

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
Situations Wanted News

ATTENTION NEWS DIRECTORS
Los Angeles's number one independent sportscaster who has the personality, and knows what it takes to be number one, seeks top station interested in that rare "sparkplug" to surpass the competition. If you want someone different, involving, and entertaining, call 213-851-7337.

Situations Wanted Management

EXPERIENCED, SUCCESSFUL, GM SEEK New OPPORTUNITY
Excellent leader who knows all phases of television seeks long term opportunity. Have good references. Can travel for interviews. Box A-186.

ALLIED FIELDS
Help Wanted Programming, Production, Others

AUTHORS WANTED BY NEW YORK PUBLISHER
Leadline subsidy book publisher seeks manuscripts of all types: fiction, non-fiction, poetry, scholarly and juvenile works, etc. New authors welcomed. Send for free, illustrated 40-page brochure V-68. Vantage Press, 316 W. 34 St., New York, N.Y. 10001

Consultants

Feedback Unlimited
Videotapes Critiqued for Television Journalists
1313 Williams #901, Denver, CO 80218

FM TRANSLATORS
Channel Searches - FCC Applications
TEPCO (UOMS) TRANSLATORS - SCALA ANTENNAS
Turnkey Available
CHUCK CRISLER
Box 42 Greenwood, Ark. 72936
501-996-2254

Radio Programming

The MEMORABLE Days of Radio
30-minute programs from the golden age of radio
VARIETY - DRAMA - COMEDIES - MYSTERIES - SCIENCE FICTION
included in each series
Program Distributors
410 South Main
Jonesboro Arkansas 72401
501-927-5884

For Sale Equipment

GOING OUT FOR BUSINESS!!
1-800-321-0221
New and Used Broadcast Equipment Bought, Sold, Traded
Get your best deal, then call for ours
Broadcast International, Inc.
FORT LAUDERDALE, FL 33334
IN FL: 1-800-432-2245

Situations Wanted News

Employment Service

RADIO JOB PLACEMENT
DJs, news, programmers, sales, management—if you're ready to move up. NBTC can help. National, the nation's leading radio placement service, places person- nel in all size markets from coast to coast. For confidential details, including registration form, enclose 1 dollar postage & handling to: NATIONAL BROAD- CAST TALENT COORDINATORS, Dept. B, PO Box 20551, Birmingham, AL 35216. 205-822-9144.

10,000 RADIO JOBS
10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly. Up to 300 openings every week! Djs, disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week complete list. 25 pages. Special bonus: 6 consecutive weeks, only $14.95—you save $21! AMERI- CAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89109.

Miscellaneous

NATIONAL REP WANTED

RADIO SURVEYS
• 100 calls — $495.
• 200 calls — $995.
Call Dick Wamer collect. 404-733-0642.

S.A.M.S

Business Opportunity

CONSULTING ENGINEERING
Experienced broadcast engineering consultant wishes to buy in or buy out established engineering practice. Reply in confidence to Box B-51.

WANTED TO BUY STATIONS

WE WANT AM'S
Will trade top 5 mkt. FM for some good fulltime top 50 mkt. AM's. Bill Hammond, 750 Oak Ridge Ln., Largo, FL 33540.

WE WANT STATIONS

For Sale Stations

THE HOLT CORPORATION

PENNSYLVANIA
PROFITABLE RELIGIOUS AM
EXCELLENT CASH FLOW
Westgate Mall 0 Bethlehem, Pa. 18017
215-865-3775

RALPH E. MEADOR
Media Broker
AM-FM-TV-Appraisals
PO. Box 36
Lexington, MO 64067
816-259-2544

For Sale Stations Continued

WILKINS
and Associates
Media Brokers

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

WALKER MEDIA & MANAGEMENT, INC.
Brokers-Consultants-Appraisers

William L. Walker
John F Hurbut
President
Vice President
PO Box 2264
PO Box 1845
Arlington, VA
Holmes Beach, Fl.
22202
33509
703-521-4777
813-778-3617


CHAPMAN ASSOCIATES
nationwide mergers & acquisitions

WE WANT
One or two FM's or AM/FM combos. Markets 40 thru 150. Long established group operator. Reply Box A-49.

THIS PUBLICATION IS AVAILABLE IN MICROFORM
University Microfilms International
300 North Zeeb Road,
Dept. PR, Ann Arbor, MI 48106
Media Investment Analysts & Brokers
Bob Marshall, President

Owner-operators! We have an excellent inventory of stand alone AMs and FMs, as well as AM/FM combos, in all areas of the country from $400,000 to $1.5 million with excellent financing. Interest rates are low, the economy is on the move, and tax benefits are better than ever. So call us now, and let's discuss getting some equity working for you through a sound broadcast investment plan.

508A Pinelano Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252
809 Corey Creek - El Paso, Texas 79912 915-581-1038

THE HOLT CORPORATION

NEW ENGLAND
ATTRACTIVE MEDIUM MARKET
STRONG CASH FLOW AM/FM
Westgate Mall - Bethlehem, Pa. 18017
215-865-3775

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 2½ x gross and 6½ X cash flow. Box B-22.

BOB KIMEL'S
NEW ENGLAND MEDIA, INC.

Small market—several AM & AM/FM combos with down payments as low as $45,000. Large market—good properties for as low as $450,000. Religious broadcast stations—3 available, all on good terms. Mid-Atlantic region—large market AM/FM combo, newly listed. $850,000, terms.

8 DRISCOLL DR.
ST. ALBANS, VT 05478
802-524-5963.

OPPORTUNITY!

- Retirement Forces
- Immediate Sale of Very Profitable AM/Full Time
- And Class "C" FM In Western Kentucky Growth
- And Resort 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.

For more information:
The White House Fellowships
712 Jackson Place, N.W.
Washington, D.C. 20503
(202) 395-4522

STAN RAYMOND & ASSOCIATES
Broadcast Consultants & Brokers
Now available-AM/FM combos in IC, SC, AL, TN, FL, GA & others
404-351-0555 1819 Peachtree Rd., NE
Suite 606 Atlanta, GA 30309

WISCONSIN 5,000 WATT
Fulltime AM. Medium-small market. Harris 9002 automation. Class A FM CP and all real estate included. $320,000. Probable bank financing of $170,000. Alternative sale of 49% to equity manager for $160,000. Write Box B-46.

H.B. La Rue, Media Broker

West Coast:
44 Montgomery Street, 5th Floor. San Francisco, California 94104 415/434-1750

East Coast:
500 East 77th Street. Suite 1909. New York, NY 10021 212/289-6737

FOR SALE

1 KW AM in highly profitable medium market in Michigan. Excellent equipment. Qualified principals write Box B-50.

THIS PUBLICATION IS AVAILABLE IN MICROFORM
University Microfilms International
300 North Zeeb Road, Dept. PR, Ann Arbor, MI 48106

Broadcasting Sep 12 1983
FOR SALE

1000 watt daytimer with night possibilities. Growing market area. In the Intermountain region. Negotiable payment arrangements to financially qualified. Write Box B-73.

THE HOLT CORPORATION

NORTHEAST
SUBURBAN MAJOR MARKET
VERY PROFITABLE AM/FM

Westgate Mall • Bethlehem, Pa. 18017
215-865-3775

W. JOHN GRANDY

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

CP—for Sale—FM

Class C-1000 CP Small Kansas market with high per capita income. Price: $175,000. Box B-58.

SCA'S FOR LEASE

KALW San Francisco, seeks lessees for subcarriers. For information, call Jack Phillips, 415-648-1177.

JAMAR RICE CO.

Media Brokerage & Appraisals

William R. Rice
William W. Jamarr
600-227-0070

FOR SALE

AM/FM-medium mix; upper Midwest. Asking $1,750,000 includes 2 parcels of real estate. Terms available to qualified buyer. Write Peter Stromquist, 654 N. Michigan Ave., Ste. 1010, Chicago, Ill. 60611.

For Fast Action Use BROADCASTING's Classified Advertising

WANTED

WANTED

Triangle

Classified Department.

CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

WANTED

1735 DeSales St., NW Washington, DC 20036.

For Sale Stations Continued

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

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

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

Replies to ads with Blind Box numbers should be addressed to: (Box num-

ber) c/o BROADCASTING, 1735 DeSales St., NW, Washington, DC 20036.

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

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

Rates: Classified listings (non-display): Per issue: Help Wanted: 85c per word. $15 weekly minimum. Situations Wanted (personal ads): 55c per word, $7.50 weekly minimum. All other classifications: 95c per word. $15 weekly minimum. Blind Box numbers: $3 per issue.

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

Word Count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as $5mm, C00, PD, etc. count as one word each. Phone number including area code or zip code counts as one word each.

Broadcasting Sep 12 1983
Media

Kenneth MacQueen, general manager, WOC Broadcasting Co., division of Palmer Communications comprising WOC-AM-TV and KIIK(FM), all Davenport, Iowa, named VP and general manager of division.

John F. Sturm, assistant general attorney, NBC, Washington, joins CBS there as director, government affairs.

Steve Grissom, promotion manager, WRAL-TV Raleigh, N.C., named to newly created position of VP, satellite and communications group, for parent Capitol Broadcasting, responsible for Tobacco Radio Network, Capitol Radio Network, Capitol Satellite and Communications Systems and Music group division.

David Underhill, corporate director of operations and planning. Standard Communications, Salt Lake City, joins WKVT-AM-FM Brattleboro, Vt., as president and general manager.

Benjamin Tucker, general manager, KMBT(TV) Monterey, Calif., named VP, operations, for parent, Retlaw Broadcasting Co.

J. Shannon Swatte, VP and general manager, KVII(AM) Seattle, assumes additional duties as VP and general manager of co-owned KPLZ(FM) there.

Barry Norris, public affairs director, KGAN-TV Cedar Rapids, Iowa, named director of television operations and public affairs.

Michael Brandt, general sales manager, KMEL(FM) San Francisco, joins KROQ(AM) Burbank, Calif.-KROQ-FM Pasadena, Calif., as general manager.

Robert White, station manager, WXYZ-TV Detroit, joins KMGH-TV Denver as general manager and VP of parent, McGraw-Hill Broadcasting.

Jack Lenz, from WMMN(FM) Tahahsee, Fla., named general manager of WTNT(AM)-WCSN(FM) there.

Chris Shovlin, operations manager, WBVP(AM)-WWKS(FM) Beaver Falls, Pa., and program director of WBVP, named station manager for both stations.

Norman Nelson, president, Westhoughton Learning Corp., joins Group W Cable as VP, Southwest region, remaining based in Los Angeles.

Don Riley, air personality, WIBC(AM) Indianapolis, joins WASK-FM Lafayette, Ind., in same capacity.

Elizabeth Hayter, director of satellite transmission, CBS Radio Networks, New York, named director, administration. She will continue in her role as coordinator of CBS Radio's satellite conversion, expected to be completed by early 1984.

Nancy Cook, regional director, NBC Radio, New York, named director, affiliate relations, NBC's Source young adult network.

Kathleen McNulty, manager of accounting, NBC Television Stations division, New York, joins NBC-owned WNYC-TV Cleveland as director of finance and administration.

Richard Moreno, attorney, labor relations department, West Coast, ABC, Los Angeles, named assistant general attorney, labor relations and legal affairs. Bruce Phillips, project manager, real estate and construction, ABC, New York, named project director.

Sharon Babcock, teacher, Grand Rapids, Mich., public schools, joins noncommercial WVGC(TV) Grand Rapids as director of educational services.

Marketing

Cheryl Wright, from Ogilvy & Mather, New York, joins Needham, Harper & Steers there as VP, account supervisor.

Iryne Hess, assistant broadcast buyer, Grey-North, Chicago, joins Tatham, Laird & Kudner there as broadcast buyer. Karen Heatherly, assistant broadcast buyer, N W Ayer, Chicago, joins TLK there in same capacity.

William Green, vice president, Carrafiello, Diehl & Associates, Irvington-on-Hudson, N.Y., named senior VP.

Barry Martin, associate research director, Grey Advertising, New York, named VP.

Mary Jo Szendrol, media buyer, Bozell & Jacobs, Chicago, joins Grant/Jacoby there in same capacity.

Bruce Wayne, account executive, KNX-FM Los Angeles, joins Metro Traffic Control, Baltimore-based traffic reporting service, as director, advertising.

Sam Cooperstein, VP, executive art director, Benton & Bowles, New York, joins Sawdon & Bess there as senior VP, group creative director.

George Younger, manager, sales proposals, NBC-TV, New York, named director, sales proposals.


Appointments, Katz Television: Kim Schlotman, director of network information, programing department, New York, to manager of research and network information; Rory Ferguson, programing assistant, New York, to research analyst, programing department there; Jack Higgins, national sales manager, Continental's bronze team, New York, to divisional VP; Stephen Shenkan II, account executive, KHTV(TV) Houston, to manager of newly opened independent television office there; Julie Weiss, senior media buyer, N W Ayer, Los Angeles, to account executive, Continental office there, and Lee Shuff, from Ted Bates Worldwide, New York, to research analyst, Continental's sales research team.

Appointments, Seltel: Katherine Clements, senior sales assistant, Dallas, to account executive; Norman Haynes, VP, manager, MMT, Atlanta, to account executive there, and Claudia Lewis, account executive, Avery-Knodel, San Francisco, to same capacity there.

Ed Gargano, senior account executive, WCRS-TV New York, joins Nickelodeon, Warner Amex Satellite Entertainment Co. there, as VP, advertising sales.

Rick Goodrich, from Roslin Radio Sales, New York, and Loren Parker, from Benton & Bowles, New York, joins CBS FM National Sales there as account executives.

Betty Fox, New York national sales manager, KTV(TV) Los Angeles, named VP.

Bob Shields, New England sales manager, WPTZ(TV) North Pole, N.Y., joins WEAR-TV Pensacola, Fla., as general sales manager.

Tracy Cunniff, national sales manager, WNY(FM) New York, named sales manager.

Jane Bartsch, account executive, WNY, succeeds Cunniff.

Joe Bird-Art, from WXFL(TV) Tampa, Fla., joins WTVG(TV) St. Petersburg, Fla., as art director.

Vic Parker, manager of broadcast services, Mil-Mor Advertising, Richmond, Va., joins WEXX-TV there as account executive.

Patty Reilly-Murphy, account executive,
**Programming**


Jerry Ludwig, executive producer, Crossfire, 20th Century-Fox, Los Angeles, has signed exclusive two-year contract with MGM/UA Television there for production of series, mini-series and movies of week.

Thomas Oberlin, general sales manager, ON-TV, Cincinnati, joins Satellite Television Corp., Washington, as senior marketing advisor.

Mark W.T. Hinz, account executive, KDKO(AM) Littleton, Colo., joins Smellot Productions, Denver, as sales director.

Jackie Gross, producer-engineer, RKO Radio Network, New York, joins Starfleet Blair there as series development director.

Rebecca Draglff, manager, planning, RCA/Columbia Pictures Home Video, Los Angeles, named director, planning.

Dierdre Paulino, manager, administration and assistant to president, ABC Motion Pictures Inc., Los Angeles, named director, administration, and assistant to president.

Susan Bologna, regional manager, HBO, Chicago, named regional manager, Los Angeles.

Peter Afe, VP, Eastern sales director, Warner Brothers Television Distribution, New York, joins New England Sports Network, Boston-based cable sports network, as VP and general manager.

Angela Schapiro, senior VP, now-defunct Entertainment Channel, New York, joins Disney Channel, Burbank, Calif., as VP, sales and affiliate relations.

Robin Montgomery, director of marketing, RCA/Columbia Pictures Home Video, Los Angeles, joins Embassy Home Entertainment there as director, marketing.


Linda Ashby, programming assistant, KDFW-TV Dallas, joins WTM-TV Harrisburg, Pa., as program director.

Dick Grant, program director, WPV(AM) Petersburg, Va., joins WRNL(AM) Richmond, Va., in same capacity.


Thomas Deldin, assistant promotion director, WR(AM) Detroit, named assistant program director.

Todd Bilde, air personality, WYLF(AM) South Bristol, N.Y., named program director. Lawrence Graves, air personality, WYLF, named production director.

Bill Merriam, production operations manager, WBT(AM-FM) Atlanta, named production manager. Sandra Wilson, production coordinator, WBTS, named studio operations supervisor.

Richard Delaney, producer-director, noncommercial WEDU(AM) Tampa-St. Petersburg, Fla., named production coordinator.

Paul Baker, from WHTM-FM-TV Harrisburg, Pa., joins WTN-TV Washington, N.C., as sports director.

Steve Doocy, from KAKE-TV Wichita, Kan., joins KMBC-TV Kansas City, Mo., as host, PM Magazine.

Susan Boliier, from KDSD(AM) St. Louis, and David Saint, from WTOQ(AM) Tampa-St. Petersburg, Fla., join WFLD-TV Chicago as co-hosts, PM Magazine.

Madeleine Kelly, from WLTN(AM) Atlanta, joins WLVV(AM) Statesville, N.C., as air personality.

**News and Public Affairs**

Charles Novitz, producer, NBC News, New York, named night news executive, responsible for one-minute prime time news inserts, affiliate feeds, and overview of worldwide coverage, with responsibility for bulletins and break-ins. Novitz is immediate past president of The Society of Professional Journalists, Sigma Delta Chi. He worked for NBC in 1959-60 as writer-producer, then moved to ABC, leaving in 1979 as manager, news syndication, to join defunct Independent Television News Directors Association as managing director. He rejoined NBC, New York, in 1982.

Andrew Fisher, news director, WAGA-TV Atlanta, joins KNX(AM) Los Angeles in same capacity. He succeeds Steve Cohen, who joined WCAU-TV Philadelphia as VP and general manager ("Fates & Fortune," Aug. 29.)

Morris James, news director, KTTS-AM-FM Springfield, Mo., joins KRQ-O-AM-FM Denver in same capacity.


Tony Villasana, executive producer/news, KAIZ-TV Wichita Falls, Tex., joins WMAG-TV Macon, Ga., as news director.

Forest Lewis, member of news staff, WYLF(AM) South Bristol, N.Y., named news director.

Bill Tell Zortman, news director, KVIA-TV El Paso, joins KCAU-TV Sioux City, Iowa, in same capacity.


Al Nash, chief producer, Satellite News Channel regional bureau, KSNW(AM) Wichita, Kan., joins WTVI(AM) Sioux City, Iowa, as assistant news director.


Appointments. KPNX-TV Phoenix: Jim Will, news director, WGR-TV Buffalo, N.Y., to managing editor; Bill Gray, assistant news director, to special projects manager; Karl Kindberg, sports announcer, KHYT(AM) Tucson, Ariz., to producer-assignment editor; Gloria McDonough, assignment editor and producer, WPIT(AM) Fort Wayne, Ind., to producer; Alan Rappaport, from KTVK(AM) Phoenix, to investigative reporter; Rada Krivosic, from KTVK, to troubleshooter producer, and Kathleen Noma Carlson, from KSTP-TV Minneapolis-St. Paul, and Margaret Beardsley, from Corporation for a Cleaner Commonwealth, Boston, to associate producers. Bert Sassa, anchor-reporter, KGUN-TV Tucson, Ariz., to news documentary and series producer.

Appointments. KIRO-TV Seattle: Mark Gardner, executive producer, to managing editor; Gail Neubert, producer, succeeds Gardner; Candace Kovner, producer, Corinthian...
Joins Broadcasting, NBC Technology, Memphis WRVX (TV) Leslie Smith, Jim porter-photographer.

Deborah Meadows, from West Michigan Environmental Action Council, Grand Rapids, Mich., joins WOTV (TV) there as public affairs director.

Jim Douglas, from WHO-TV Dayton, Ohio, joins WTCN-TV Minneapolis-St. Paul as reporter-photographer.

Larry Wentz, managing news editor, WHO-TV Des Moines, Iowa, named anchor, Newscope.

Deborah Meadows, from West Michigan Environmental Action Council, Grand Rapids, Mich., joins WOTV (TV) there as public affairs director.

Jim Marsh, from WAAK-TV Huntsville, Ala., joins WVEU-TV New Orleans as reporter.

Valerie Voss, weather anchor, Satellite News Channel, Stamford, Conn., joins WRC-TV Washington as weekend meteorologist and general assignment reporter.

Leslie Smith, assistant sports director, WTVX (TV) Fort Pierce, Fla., joins WMC-TV Memphis as reporter.

Joins Broadcasting Co., New York, to segment producer; Carmen Ficarra, segment producer, special programs department, to news segment producer; Cathy Marshall, from KPTV (TV) Portland, Ore., and Dave Kerly, reporter-anchor, KTVB (TV) Boise, Idaho, to reporters; Judy Alexander, news coordinator, to news planner; Bonnie Vaughn, from Washington state's attorney general's office, Seattle, to consumer researcher, and Helen Holter, from University of Washington, Seattle, to assistant producer.

Dennis Dean, executive producer, midday news, KKT (TV) Los Angeles, named director of news operations. Alice Luft, producer, weekend news, named producer, midday news.

Cathy Coomer, from KOAM-TV Pittsburg, Kan., joins KTV (TV) Springfield, Mo., as producer, 6 and 10 p.m. news.

Carrie Jackson, from WIR-TV Providence, R.I., joins WTHR (TV) Indianapolis as anchor-reporter.

Larry Beaching, EVP, director of promotions, Comsat World Communications.

Joins Promotions, Comsat World Communications.

George Telmann, senior director, international systems operations and planning, succeeds Martin, and David Gourley, director of sales and market development, to newly created position of VP, business development.

Pradman Kaul, senior VP, M/A-Com, Germantown, Md., named executive VP and chief operating officer.

Robert Cleve, manager, radio engineering department, GTE Sprint Communications, McLean, Va., joins Mutual Broadcasting, Washington, as director of engineering.

Michael Elsner, VP, corporate controller, Sony Corp., of America, Park Ridge, N.J., named senior VP and corporate controller.

John Stern, VP, human resources, Sony Corp. of America, named senior VP.

Ted Burns, from Cascade Group, Alberta, Canada, joins Gill Management Services, San Jose, Calif., as project manager, product development group, responsible for support system for ABC's Telefirst overnight home taping service.

Paul Yovovich, director of finance, Centel Corp., Chicago, named treasurer.

Dave Beeching, executive VP and general manager, Hanimex, Inc., Elk Grove, Ill., joins Oak Communications, Crystal Lake, Ill., as director of marketing.

Donald Allan, chief engineer, WAFP-FM Baton Rouge, named senior VP, engineering and operations for parent, Guaranty Broadcasting Corp. there.

Jim Stembridge, from Centel Systems, Memphis, joins WTV (TV) Jackson, Miss., as chief engineer.

John Killingbeck, assistant engineer, WIBX (AM) Utica, N.Y., joins WRUN (AM, WKGW (FM) there as chief engineer.

Promotion and PR

Donna Alda, assistant manager of advertising and promotion, Walter Kidde Corp., New York, joins Warner Amex Satellite Entertainment Co.'s MTV: Music Television there as director, promotion.

Cliff Hauser, VP, account supervisor, Diener/Hauser/Barres, Los Angeles, joins Paramount there as VP, advertising and promotion, television group.

Paula Brown, producer, on-air promotion, USA Cable Network, Glen Rock, N.J., named manager, on-air promotion.

Judith Bershof, manager, on-air promotion, Preview, Time Inc., New York, joins United Satellite Communications there as director, on-air promotion.

Gordon Smith, VP, corporate communications, natural resources group, Gulf + Western, Nashville, joins Hill & Knowlton, Chicago, as VP. Thomas Ward, from U.S. Steel, New York, joins Hill & Knowlton there as account executive.

Anne Marie Stepovy, director of promotional development, WLS-AM-FM Chicago, joins WFLD-TV there as public relations director.

Theresa Beyer, account executive, WOR (AM) New York, named director of creative services.

Allied Fields


Glenda Leggitt, staff executive to Federal Trade Commissioner Patricia Bailey, Washington, joins American Association of Advertising Agencies there as chief staff executive.

Elected officers, Missouri Cable Television Association: Frank Webb, Quibe Cable, president; James Queen, W.W. Communications, vice president; Timothy Goodbrake, Continental Cablevision, secretary, and Larry Wright, Sec. T.V., treasurer.

Elected officers, Academy of Television Arts and Sciences, Los Angeles: Diana Muldaur, president; Marilane Rees, first vice president; Herman Rush, second vice president; Wait Baker, Los Angeles vice president; Michael Baugh, secretary, and Richard Frank, treasurer.

Deaths

Louis Hazam, 72, writer-producer, NBC News, Washington, until his retirement in 1966, died of heart and kidney disease Sept. 6 at Holy Cross hospital, Silver Spring, Md. Hazam was two-time Emmy winner, and his credits included "Vincent Van Gogh: A Self-Portrait," which won Peabody award, and "March of Medicine," which won Albert Lasker medical journalism award. He is survived by two children.

Donald T. Beaumont Sr., 82, chairman and chief executive of Beaumont, Heller & Sperring, Reading, Pa., advertising, marketing and public relations agency, died of pulmonary disease Aug. 18 at Reading hospital and medical center. He is survived by his wife, Eleanor, and two sons: Robert, president of BH&S, and Donald, senior executive VP of firm.

Jack Somack, 64, television actor best known for his Clio-winning "spicy meatball" Alka-Seltzer commercial, died of heart attack Aug. 24 at Hollywood Presbyterian hospital.

David R. Taylor, 38, news director, WGAN-TV Portland, Me., died Aug. 27 of cancer at his home in Portland. He is survived by his wife, Dolly, and two sons.
Gene Lothery: fine tuning CBS AM's

Gene Lothery, vice president of CBS-Owned AM Stations, traces his entry into broadcasting to The Harvard Classics. He had just started selling the much-publicized “five-foot shelf” around Los Angeles when his list of prospects took him into the home of—as it turned out—a cameraman for CBS's KXNT(TV) Los Angeles. He hadn’t yet made a sale, and he didn’t find a buyer there, either, but he did get an offer that seemed too good to refuse (though he did have a few nervous thoughts the next day). Lothery recalls: “I was in his home and had all my paraphernalia on the floor and was telling him about it. He said, “Hold it. You’re a salesman and I’ll make a deal with you. Quit your job tonight and I’ll get you an interview tomorrow for a job in the mailroom.” I quit that night, and of course the next day it hit me that I had made this deal with a complete stranger.”

But the stranger came through, and so did the mailroom job, at CBS’s Television City.

The year was 1962, Lothery was 21, and he had gone to California only a few weeks earlier to avoid a teaching career and to get out of the cold. He had just graduated from Central Michigan University with an AB degree, and his dream was to be a teacher. He chose California because, having grown up in the cold of Michigan, and having watched TV as the Detroit Lions played the Rams at the Los Angeles Coliseum in 85-degree weather, “I decided that was for me.”

The Harvard Classics job he abandoned had looked pretty good when he got it. He had $550 with him when he hitch-hiked out of Michigan, but his itinerary took him through Las Vegas, and he landed in Los Angeles with something closer to $50 with which “to eat and whatever” until he found work.

Having found that work at CBS, he stayed with it, in the mailroom and other clerical jobs, until 1965, when he was lured away to a film-editing job at Filmways, then the largest independent TV producer. In time he was running the editing department. In 1968 he married, and that year, when the time came for his unpaid four-week vacation from Filmways, he went back to the CBS mailroom looking for four weeks of work “just to cover myself.” But the people at CBS knew he wanted a sales job—he had already applied six times for acceptance as a sales trainee. They suggested he try again. He did, and this time his application took hold. But there remained a problem for the newly married Lothery: He would have to take a 50% cut in pay, from $210 a week at Filmways to $105 as a trainee at CBS. After talking it over with his bride of seven weeks he decided: “What the heck, this is something I’ve always wanted to do,” and he was on his way to a sales job with KNXT.

He was also on his way to the fast track. After a year of selling for KNXT he was moved into CBS Television Stations National Sales, first in Chicago and then in New York, then was made Eastern sales manager for CBS-owned KMOX-TV St. Louis, then Eastern sales director for the entire CBS-owned stations’ spot sales operation and, after only nine weeks in that job, director of sales for CBS’s WCBS-AM New York. Ten months later, in July 1974, he was on his way to Boston as vice president and general manager of WEEI(AM), CBS’s station there.

Lothery became one of the first CBS management level people to move from television to radio. It happened, he says, because the CBS television side had taken some executives from the radio side and there was apparently some feeling that it was time for restitution. He found the transition “less difficult than I had imagined,” requiring essentially an adjustment to differences in scale. “The numbers are obviously smaller in radio,” he says. “The dollar increments in terms of what you sell your product for are smaller, but the difficulty factor is still the same. Whether you’re selling an $8,000 spot or a $400 spot, the difficulty is still the same—or even greater in radio because your competition in the marketplace is [so numerous].”

Lothery established WEEI in the all-news format it had adopted three months before he arrived, while helping it strengthen its position in the market. He spent seven years there. They were productive years both for Lothery and the station, bringing him a raft of community and academic honors before he was tapped, in September 1981, to be head of all CBS-owned AM stations. One of his toughest duties to date in his present job, he says, was going back earlier this year to tell the people at WEEI of CBS’s plans to sell the station to make room for its planned purchase of KRLD(AM) Dallas.

Six of CBS’s seven AM stations are all-news (as is KRLD), the exception being KMOX St. Louis, which is news-talk-sports. All-news stations as a class have some problems of their own: they require relatively large staffs and are not as susceptible to much automation—but Lothery says his bigger concern is a problem that applies to all AM stations, regardless of format.

“AM radio,” he says, “is going through a mid-life crisis, with the explosion of FM and the listening habits changing from AM to FM and with FM garnering the majority of radio listeners. This AM erosion obviously has a negative impact on AM revenues [and] profit. Some say the AM format will continue; some say it has bottomed out and the curve may swing back a little bit to AM. I’m not sure. But I think you have to keep a watchful ear on your stations and just make sure they remain competitive.”

“All-news stations are noncompetitive, really, with the rest of the stations in the marketplace from 10 o’clock in the morning until 4 in the afternoon, and from 7 at night until midnight. The challenge is how to make those stations more competitive in those time periods. You do that through research . . . No magic—just fine-tuning.”

If the FCC relaxes its multiple-ownership restrictions, will CBS be in the market to buy stations? Lothery says that there are “some good facilities out there that would fit into our all-news family,” and that if the limit is raised “we’d certainly have to take a look.” But he quickly adds that “we have not actively looked” to either buy or sell, and that, with the prices good AM stations demand these days, “price in itself might be a restriction.”

As for his own hopes for the future, he says “there’s a piece of me that really has a desire to own a radio facility of my own,” but that he’s “never given that much thought” to what he might do next. “I try to keep a nice balance between what I do here and my family—that’s important. I don’t preoccupy myself too much with what’s next.” Given the unplanned lucky turn he derived from the Harvard Classics, perhaps he doesn’t need to.
In comments filed at FCC last week, broadcasters (including three networks, NAB, NBRA, RTNDA and various group owners), American Newspaper Publishers Association, Satellite Program Network and former NTIA head Henry Geller came out in support of FCC's proposal to eliminate or change its personal attack and political editorial rules. Said NBC: The rules "are based on mistaken or outdated assumptions." CBS: They "impede broadcast journalism in its role of informing the public." On other side was Accuracy in Media, Citizens Communications Center, American Legal Foundation and United Auto Workers who pressed for retention. AIM said: "There are broadcasters, especially among the TV networks, who are manifestly reluctant to give a fair hearing to all sides of a controversial issue of public importance." UAW: "The rules are important mechanisms for protecting the public's 'paramount' right to receive information concerning controversial issues." Reply comments are due Sept. 30 (docket 83-494).

Burger King Corp. is going after rival McDonald's Corp. again, with new $40-million, mostly TV, advertising campaign that may prove as controversial as its past year's comparative advertising messages. This time, instead of claiming Burger King's burgers are better than McDonald's or Wendy's, campaign will stress switchover of "millions" of McDonald's and Wendy's customers to Burger King since earlier campaign started last September. One TV spot previewed last week, shows even McDonald's switching to Burger King—family named McDonald, that is, with tagline advising viewers to "tell 'em the McDonald's sent you." Officials of J. Walter Thompson Co., New York, which created campaign, say response to that one has been so strong in previews that McDonald family may also be used in some of campaign's six other spots. Some 90% of $40-million budget is allocated to TV, about evenly split between network and spot, and campaign kicks off today (Sept. 12).

Post Corp., station and newspaper group owner based in Appleton, Wis., said last week it had agreed in principle to be acquired by Gillett Communications, owner of two television stations, in cash transaction valued at about $118.6 million. Gillett Communications, part of privately owned Gillett Group Inc. of Nashville, would pay $65 for each of Post Corp.'s approximately 1.5 million common shares outstanding. Deal is subject to definitive agreement and approval by Post board, Post stockholders and FCC.

Westinghouse Broadcasting and Cable has petitioned FCC for clarification of its tentative decision in proceeding regarding financial interest and syndication rules. Westinghouse says that although commission has maintained that related prime time access rule is not at issue, tentative decision can be read to create "loophole" if that rule "which would destroy its effectiveness." If PTAR is a issue, petition says, commission should extend time for comment on tentative decision.

Nominations for Emmy awards for TV news and documentary programming subject of considerable past controversy, announced by National Academy of Television Arts and Sciences in New York. ABC News received 35 nominations for programs and segments and 29 in individual achievement category. CBS News, 44 and 18 NBC News, 11 and 8, PBS, 17 and 22 and syndicators 3 (all for individual achievement). ABC, CBS and NBC news organizations which have quarreled with National Academy's handling with its judging procedures, individually declined to submit nominations, but left their people free to offer entries. Awards are to be presented at dinner Oct. 17 at Roosevelt hotel in New York.

Screen Actors Guild and American Federation of Television and Radio Artists have approved three-year contract with movie and TV producers. Contract provides for minimum 21% pay hike over course of three year period, retroactive to July 1, 1983.

Prospective investment by Clear Channel Communications Inc., San Antonio, Tex., owner of seven radio stations, in 40% of outstanding stock of SunGroup Inc., group owner of six radio stations, (Broadcasting, Sept. 5) is off, according to SunGroup. Knoxville, Tenn., based company announced last Wednesday that deadline for signing definitive agreement had passed and "at this time it appear that negotiations will not continue."

New York-based Group W (Westinghouse Broadcasting and Cable Inc.) has signed letter of intent to sell WNBN in Pittsburgh to 27-year-old radio veteran, Saul Frischling. No price was disclosed, but sources put figure at about $3.3 million. Frischling is president of H-R Stone Inc. (New York holding company), and former owner of WUNI(AM) Mobile, Ala., and WNNM/Binghamton, N.Y. Tel Hebpub Co. brokered sale.

Westinghouse Broadcasting and Cable chairman Dan Ritchie, is presenting First Annual Everett Parker Lecture on Communications in New York, called for retention of FCC's fairness doctrine and affirmative action requirements regarding discrimination against women and minorities. The speech was sponsored by the United Church of Christ in honor of Everett H. Parker, retiring director of UCC's Office of Communication. "You can mark my down among those opposing the total deregulation of broadcasting," Ritchie said. "In particular, I would strongly argue for retaining broadcasting's fairness doctrine... I also support retention requirements for affirmative action to remove discrimination against women and racial minorities." Ritchie noted, deregulation hasn't changed things at Group W. "It has not cause us to discon time our program logging or efforts at ascertainment. We regard both of these activities as essential business requirements."

League of Women Voters has selected Manchester, N.H., and Atlanta as sites for first two Democratic debates it will sponsor among presidential candidates during 1984 primary season. Debate in New Hampshire will be held in "late February," according to national League president, Dorothy S. Ridings, who made announcement. Atlanta debate is scheduled for March 11.

ABC Sportscaster Howard Cosell created stir last week during first Monday Night Football contest of 1983 season, between Dallas Cowboys and Washington Redskins. When he referred to Redskins Alvin Garrett as "that little monkey," Garrett's replay of pass reception by Garrett. Although remark was made as expression of affection, said Cosell afterwards, some members of black community took offense, although Garrett did not. Cosell offered apology to Rev. Joseph Lowery, president of Southern Christian Leadership Conference, for "unfortunate" remark but explained on his network radio program next day that "I was bragging on him with affection and I used a word I use when playing with my grandchildren."

He also said that his record after 32 years in public life of standing.

Marschel N. V. Ogarkov
Chief, Armed Forces

Moscow live. The Cable News Network aired the press conference held by Soviet Foreign Ministry official N. V. Ogarkov with Western press Friday, Sept. 9, at 7 a.m. The network aired the two-hour conference live, which focused on the downed Korean passenger airliner.

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Wrangling over TV ch. 6/FM interference

How should the FCC move to reduce interference between noncommercial FM stations and TV channel 6 reception?

According to the Association of Maximum Service Telecasters, the National Association of Broadcasters, Capital Cities Communications Inc., Cosmos Broadcasting Corp., the Chronicle Broadcasting Co., McGraw-Hill Broadcasting Co., the Outlet Co., Storer Communications Inc. and Taft Broadcasting Co., the solution is not simple, but is attainable.

Both the Corporation for Public Broadcasting and National Public Radio feel that the solution proposed earlier by the commission is unreasonable and the answer lies in requiring new technical standards for TV receivers. Said CPB: The FCC "proposes to solve channel 6 interference through FM allocation standards that would limit the area in which a noncommercial FM station may cause 'effective interference' within a channel 6 station's grade B contour using a computer model to calculate the interference. As far as that goes, CPB supports that idea. The problem is that 'the commission's specific model for calculating 'effective interference,' however, is so flawed that is not a useful, rational or equitable tool.' It said that the commission's permissible area of interference is unreasonably restrictive.

CPB suggested "the long-term solution...is improved receiver selectivity. This will not occur unless the commission mandates that CPB urges the commission proceed immediately to devise and adopt such standards."

NPR agreed, saying "the proposed rules are unsatisfactory because they are based on untested theory and concepts of 'average' conditions that can and will vary widely in individual circumstances." It, too, said the solution lies in the commission requiring new television receiver selectivity standards, "delaying final rules until those standards are in effect."

In joint comments at the FCC, the commercial broadcasters, which claimed FM educational interests had given some of their proposals support, said, for starters, collocation (the placement of FM and channel 6 transmitters no farther than 400 meters apart) should be encouraged to allow FM stations to operate with more power than would be permitted at wider spacing. "Existing collocated channel 6/educational FM situations, indeed, show how well this technique can work when properly designed," they said.

When collocation isn't practical, they proposed a procedure for determining whether educational FM proposals should be permitted. Analysis in such a situation, they said, has to begin with a prediction of the location and extent of interference caused by a particular educational FM station proposal. Allowances for cross-polarization or location considerations would be factored into the interference predictions.

While the commenters said they had reached "substantial, but not complete agreement" with noncommercial FM representatives on how interference is to be measured, no agreement had been reached on how much interference to channel 6 service could be tolerated. But "reluctantly and with considerable trepidation" they proposed the following scenario, one they said would permit educational FM stations to cause some interference to channel 6 service:

"The educational FM station (and other interested parties) would calculate the population in areas where interference would be experienced as measured by...two sets of curves...one based on 30th percentile receiver sensitivity and the other based on media receiver sensitivity. If the population of these areas exceeds either 3,000 or 1,000, respectively, then the educational FM application should be denied. If the numbers are below these threshold figures, the application should be granted"—if the FM station implemented an "effective" program for alerting viewers to the new interference and provided for the distribution, installation and maintenance of effective filters in affected television sets.

The group also recommended that the commission resurrect the Class D variety of station it got rid of in 1978, and permit only those sorts of educational FM stations on channels 201 and 202 within 150 kilometers of a channel 6 TV transmitter. These Class D stations would be restricted to 10 watts in transmitter output power. "These proposals for Class D stations would interject more flexibility into the system, provide for more educational FM service and protect against serious disruptions in the public's reception of television channel 6 service."

The groups said they thought existing and operating educational FM stations should be given grandfathered status—except for those stations currently subject to litigation. "Finally, while we do accept some grandfathering of existing interfering educational FM stations as an unavoidable consequence of years of neglect in this area, the commission should urge those educational FM stations which may now have facilities that are greater than needed for servicing their communities to coordinate with channel 6 stations in cutting back their facilities to meet the standards proposed here."

The groups, which said the approach the commission set forth in its second further notice of proposed rulemaking is "seriously flawed," maintained that their own proposal was based on the "reality" of how equipment presently available to the public functions. "We urge the commission not to regard this as television broadcasters' 'opening bid' that can be increased in order to achieve an accommodation with educational FM interests," they said. "We have gone as far as we can, further than any of us would want, in an effort to reach a prompt and just resolution of this issue. We can go no further."
On the spot

The National Association of Broadcasters' "structure study committee" is to hold its first meeting this week after its formation two months ago to consider the reorganization of the association into a federation with semiautonomous divisions for radio and television. Nobody expects things to happen with the speed of light at Washington trade associations, especially during a hot summer, so there are practical explanations for the committee's diffident start. Signs of life will be expected this week, however.

The reorganization proposal has attracted support from some of the most influential members of the NAB. The support is understandable. The proposal was made by Peter Kenney, who is about to retire as NBC's respected Washington vice president and has served longer than anybody else on the NAB board. Kenney was among those who opposed the conversion to a federation until he began to realize that the association in its present form was shortchanging both its radio and television members. His presentation to the joint board last June led to the creation of the special committee.

The six members of the committee are experienced broadcasters and successful businessmen who are fully competent to design a federation that can cope with the proliferation of divergent interests in electronic media that are in the throes of enormous growth. What is needed is an indication of awareness that time is running out for the association in its present form.

The committee can expect little prodding from the association's employees who, in quite natural reaction, wish Peter Kenney had retired before seeing the light. The initiative must be asserted in the committee itself.

Ghost story

On-the-air subscription television was the subject of a lugubrious report in the Sept. 5 issue of this magazine. The quotations of a couple of senior executives of companies that tried STV with disappointing results were illustrative: "We made a mistake." "We don't want to get within 100 miles of that business again."

The grayer heads on the Broadcasting premises shook in wonder. Wasn't STV the dark force that was to destroy the broadcasting system as we knew it back when Oren Harris ordered the FCC to quit thinking about authorizing STV? You ask. Who was Oren Harris? He preceded Harley Staggers as chairman of the House Commerce Committee. Harley Staggers? Ask Frank Stanton. Frank... shall we proceed?

It was in 1958, after a hesitant FCC had proposed to authorize subscription television experiments, with programing restrictions that would be called unconstitutional today, that the Congress arose in horror at the prospect. Mail by the truckload had arrived on Capitol Hill from constituents whom broadcasters had terrified into thinking that they would have to start paying to watch the Donna Reed Show and Twenty-One. Not for 10 years did the FCC muster the nerve to let STV go into business.

There are venturers, as reported a week ago, who wish the FCC had continued to keep them out. Here and there STV operations are eking out a living, but the general malaise in the specialty affirms once again the frailties of forecasting in the entertainment world.

The evidence suggests that single-channel, over-the-air pay TV is unsuited to the modern media environment. It competes unfavorably where cable can offer similar programing in greater abundance. Its prospects worsen as cable spreads. The outlook gets bleaker with the prospective development of multichannel multipoint distribution services and multichannel broadcasting direct from satellites to homes.

The last we heard of Oren Harris, he was a federal judge in his native Arkansas, where, to our knowledge, no STV station ever went on the air. Suppose he thinks the FCC is still waiting for him to let it take action?

Co-existence

The New York Times, having investigated the matter and given it some thought, reported last Thursday that despite the competition of television and the other electronic wonders, the printed word is alive and well, very well.

Times reporters had dug into the question, and their findings were totally at odds with all those wild and dire predictions heard when television was young and its critics saw in it—as some still do—the ruination of reading if not of literacy itself. The Times editors were so impressed, if not so surprised, that they played the story on the front page, under a two-column headline.

"Americans in Electronic Era Are Reading as Much as Ever," the headline said. It missed the mark by a hair, because here and there the story quoted a few people who had diverted some of their reading time to TV viewing or video games. But its thrust was on the nose, for the story showed that by almost any measure that the Times could think of, reading has at worst held its ground and at best risen dramatically. The big changes have been in what is read and in who does the reading, and lest this be misread to mean that the ones doing the reading are not the ones doing the TV viewing, we should note, as the Times story did, that research has found that the readers of books are also among the heaviest viewers of TV.

Daniel J. Boorstin, the prize-winning historian who is also the Librarian of Congress, and who has worked to expand the use of television to promote reading, seemed to us to get the meaning of the Times's findings into a minimum of words. "New technologies," the article quoted him as saying, "transform the use of old ones. They don't replace them." He also said that reading "has always been a sort of TV of the mind," which strikes us as an agreeable way of saying that the outlook for both remains bright.

“What kind of assignment is this—here, there, everywhere?”

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