We don't play games. We cover them.

F&F Productions goes anywhere to cover the games people play. In Edmonton we constructed a complete tape editing facility, control room, set and studio in one week to cover the World University Games for CBS. We weren't playing games a month later in Caracas when we provided a full mobile unit for the opening of the Pan American Games. Along with the people and equipment for a broadcast center and games headquarters for CBS. So if you want to cover anything, anywhere, call F&F Productions. We'll help you go for the gold.
THE PEOPLE WHO MAKE THE SHOWS ON NE

33 EMMY

Outstanding Comedy Series

**CHEERS**
James Burrows, Glen Charles,
Les Charles, Producers
Ken Levine, David Isaacs, Co-Producers

Outstanding Drama Series

**HILL STREET BLUES**
Steven Bochco, Executive Producer
Gregory Hoblit, Co-Executive Producer
Anthony Yenovich, Supervising Producer
David Anspaugh, Scott Brazil, Producers

Outstanding Drama Special

**SPECIAL BULLETIN**
Don Ohlmeyer, Executive Producer
Marshall Herskovitz, Edward Zwick, Producers

Outstanding Variety, Music or Comedy Program

**MOTOWN 25: YESTERDAY, TODAY, FOREVER**
Suzanne de Passe, Executive Producer
Don Mischer, Buz Kohan, Producers
Suzanne de Passe, Executive Producer for Motown

Outstanding Children's Program

**BIG BIRD IN CHINA**
Jon Stone, Executive Producer
David Liu, Kuo Bao-Xiang,
Xia-Cha, Producers

Outstanding Achievement in Choreography

**FAME** "CLASS ACT"
DEBBIE ALLEN

Congratulations to Hall of Fame Inductees

**GEN. DAVID SARNOFF**
MILTON BERLE

Outstanding Lead Actress
in a Comedy Series

**SHELLEY LONG** **CHEERS**

Outstanding Lead Actor
in a Comedy Series

**JUDD HIRSCH** **TAXI**

Outstanding Lead Actor
in a Drama Series

**ED FLANDERS** ST. ELSEWHERE

Outstanding Lead Actor
in a Limited Series or a Special
For a continuing role in a limited series,
or for a single appearance in a limited
series or a special

**TOMMY LEE JONES**
THE EXECUTIONER'S SONG

Outstanding Supporting Actress
in a Comedy, Variety or Music Series

**CAROL KANE** **TAXI**

Outstanding Supporting Actor
in a Comedy, Variety or Music Series

**CHRISTOPHER LLOYD** **TAXI**

Outstanding Supporting Actress
in a Drama Series

**DORIS ROBERTS** ST. ELSEWHERE
"CORA AND ARNIE"

Outstanding Supporting Actor
in a Drama Series

**JAMES COCO** ST. ELSEWHERE
"CORA AND ARNIE"

Outstanding Directing in a Comedy Series

**JEFF BLECKNER** HILL STREET BLUES
"LIFE IN THE MINORS"

Outstanding Directing in a Drama Series

**Dwight Hemin** SHEENA EASTON
"ACT I"

Outstanding Writing in a Comedy Series

**GLEN CHARLES AND LES CHARLES** CHEERS
"GIVE ME A RING SOMETIMES"

Outstanding Film Sound Mixing for a Series

**WILLIAM B. MARKEY, C.A.S.**
(Production Mixer)
**JOHN B. ASMAN, BILL NICHOLSON, KEN S. POLK**
(Re-Recording Mixers) HILL STREET BLUES
"TRIAL BY FURY"

BE THERE

BEST TELEVISION ON
OUTSTANDING WRITING IN A DRAMA SERIES
DAVID MILCH
HILL STREET BLUES
"TRIAL BY FURY"

OUTSTANDING WRITING IN A VARIETY OR MUSIC PROGRAM
For a single episode of a regular series, or for a special
JOHN CANDY, JOE FLAHERTY, EUGENE LEVY, ANDREA MARTIN, MARTIN SHORT, DICK BLASUCCI, PAUL FLAHERTY, JOHN McANDREW, DOUG STECKLER, BOB DOLMAN, MICHAEL SHORT, JEFFREY BARRON, MARILYN CHARLOTTE WILCOX, SCTV NETWORK: WITH JOE WALSH

OUTSTANDING WRITING IN A LIMITED SERIES OR A SPECIAL
For a single episode of a limited series, or for a special
MARTHA HERESKOVITZ (Teleplay), EDWARD ZWICK, MARSHALL HERESKOVITZ (Story), SPECIAL BULLETIN

OUTSTANDING FILM EDITING FOR A SERIES
RAY DANIELS
HILL STREET BLUES
"PHANTOM OF THE HILL"

OUTSTANDING TECHNICAL DIRECTION AND ELECTRONIC CAMERAWORK FOR A SERIES
HEINO RIPP (Technical Director)
MIKE BENNETT, AL CAMOHN, JAN KASOFF, JOHN PINTO, MAUREY VERSHORE (Camerapersons)
SATURDAY NIGHT LIVE: WITH SID CAESAR AND JOE COCKER

OUTSTANDING LIGHTING DIRECTION (ELECTRONIC)
JOHN ROOK (Lighting Designer)
KEN WILCOX, BOB PHOLE (Lighting Directors)
SHEENA EASTON... ACT I

OUTSTANDING TAP SOUND MIXING FOR A LIMITED SERIES OR A SPECIAL
EDWARD J. GREEN (Preproduction)
RON ESTES (Production)
CARROLL PRATT (Postproduction)
SHEENA EASTON... ACT I

OUTSTANDING ACHIEVEMENT IN MUSIC
BILLY GOLDENBERG
RAGE OF ANGELS

OUTSTANDING TECHNICAL DIRECTION AND ELECTRONIC CAMERAWORK FOR A LIMITED SERIES OR A SPECIAL
HANK GEVING (Cameraperson)
SPECIAL BULLETIN

OUTSTANDING VIDEO TAPE EDITING FOR A LIMITED SERIES OR A SPECIAL
SPECIAL BULLETIN

OUTSTANDING FILM SOUND EDITING FOR A LIMITED SERIES OR A SPECIAL
JIM TROUTMAN (Supervising Editor)
DAVE CALDWELL, PAUL CLAY, PAUL LAUNE, TONY MAGRO, DICK RADERMAN, KAREN RASCH, BILL SHENBERG, DAN THOMAS, ASCHER YATES (Editors)
THE EXECUTER'S SONG

OUTSTANDING CINEMATOGRAPHY FOR A SERIES
SPECIAL BULLETIN

FOR THE
TELEVISION NBC

And Special Congratulations To
SYLVESTER L. "PAT" WEAVER
Former NBC President
on his GOVERNORS' AWARD
from the 35th Annual Emmy Awards
A tip of the hat to Susquehanna!

We're proud to announce that UPI is now serving the Susquehanna Broadcasting group through the UPI Broadcast Wire and UPI Radio Network.

We're pleased to be helping these distinguished broadcasters, all of whom place such strong emphasis on service to their communities.

We want to take this opportunity to thank them. Here's a tip of our hat to:

Arthur W. Carlson, Sr. V.P.
Radio Division
Susquehanna Broadcasting Co.
Washington News Bureau
Washington, D.C.
Jeff Lubar, Dir.
Florida Network, Orlando, FL
Bob Poe, G.M.
KLIF/KPLX
Dallas/Ft. Worth, TX
Larry Grogan
Regional V.P., G.M.
WQBA AM-FM Miami, FL
George Hyde
V.P., G.M.
WRMM Atlanta, GA
Jack DeHaven
V.P., G.M.
WRRM
Cincinnati, OH
Gordon Obarski
G.M.
WLQR
Toledo, OH
Sandy Goldberg
Regional V.P., G.M.
WKIS Orlando, FL
Larry Kinde
V.P., G.M.
WHLO Akron, OH
Juli Dorff, G.M.
WARM
Scranton/ Wilkes-Barre, PA
Jim Davey, V.P., G.M.
WSBA AM-FM
York/Lancaster/ Harrisburg, PA
Chris J. Huber
V.P., G.M.
**All the way**

Senator Bob Packwood (R-Ore.), foremost congressional advocate of First Amendment equality for broadcasting, picks up ball again this week. Today (Oct. 3) he will introduce bill to repeal Section 315 of Communications Act (equal time and bottom advertising rate for all candidates, fairness doctrine) and Section 312(a)(7) ("reasonable access" to all candidates for federal office).

**Hard look**

National Association of Broadcasters' "structure study committee" buckles down to business at Washington meeting today. Committee, formed after board was urged by retiring member Peter Kenney to consider changing NAB to federation, will hear from Michael Tate of Arthur D. Little management consulting firm. It intends to set full agenda of interviews, conferences on NAB conversion.

Co-chairmen of committee are Martin F. Beck, Beck-Ross Communications, and Jerry Holley, Stauffer Communications. Members are Arnold S. Lerner, WLLH(AM)/WSSH(FM) Lowell, Mass.; Stanley W. McKenzie, KYED-AM-FM Seguin, Tex.; F. Frank Harden, State Telecasting, and Dudley S. Taft, Taft Broadcasting.

**FM slow going**

FCC implementation of docket 80-90, order that could lead to creation of more than 1,000 new FM stations (BROADCASTING, May 30), is moving along, but not as quickly as commission originally forecast. Before FCC accepts any petitions for new stations, it is going to complete omnibus rulemaking proposing 500 to 600 amendments to FM table of allocations. Originally, FCC predicted it would issue that rulemaking this month or next. Now it says it won't get around to it until January at earliest. FCC has hired outside contractor to supply computer software designed to help commission come up with optimum mix. And FCC source said commission expects to have "preliminary" program in hand before end of year.

**Just looking?**

After extensive discussions with prospective DBS earth station suppliers, Home Box Office is convinced it is possible—at least technically—to offer direct-to-home broadcast satellite service via Hughes Communications' Galaxy satellite system. Relatively high power of Galaxy satellites (9 watts) and with such nonstandard transmission schemes as MA-COM's Videocoder encryption system or Scientific-Atlanta's SPS-330 Dynamic Encryption system, HBO's investigation concludes, create DBS signal that could be received with dishes less than six feet in diameter. That's small enough to pick up large hunk of rural DBS market.

HBO denies it has plans to go ahead with DBS service over Galaxy system, but industry sources insist pay network is busy putting together multichannel service that would include CNN and USA Cable Network. HBO admits to talking with other cable networks, but says discussions—like those with earth station suppliers—are in realm of "information gathering." Says HBO spokesman Alan Levy: "We are not involved in any kind of negotiations with these people... There's no service imminent."

**Close to surface**

Joint venture to produce and distribute weekly, prime time TV entertainment network is likely to be finalized by end of this month, according to sources close to negotiations that have been underway since early this year between consortium of broadcast companies—Tribune Broadcasting Co., Taft Broadcasting Co., Gaylord Broadcasting Co. and Chris Craft Industries—and Paramount Television. Companies have agreed in principle to form joint venture, according to insiders, and negotiations have reached point at which details are being finalized. Network, proposed for launch some time next year, would likely start out with two-hour weekly movie and later add one-hour series to fill night. Consortium, through 15 owned stations, reaches 36% of U.S. television homes.

**Disincentive**

José A. Silva Jr., whose Paso del Norte Broadcasting Corp. is permitted of UHF being built in El Paso, Tex., wants to generate campaign among broadcasters to turn Internal Revenue Service away from ruling it intends to make against issuance of Industrial Development Bonds to finance construction of broadcast stations. Interest from IDB's is exempt from federal income tax to encourage lending of capital at low rate. Purpose is to encourage development of projects useful to community but unlikely to attract investment without tax break. Silva was about to be provided $2.5 million in IDB funds from local bank last year when Congress amended law to exclude "entertainment" facilities from tax-free benefits, and IRS began developing regulations to implement law. IRS has now informed Silva—who along with three other broadcasters had requested declaratory ruling—it intends to rule that broadcast stations fall within "entertainment" exclusion.

Silva contends his talks on Capitol Hill convince him that was not Congress's intent; he argues that broadcasters' public interest obligations go beyond "entertainment." Since expected ruling would affect all broadcasters looking for construction funds, Silva hopes others will write members of their congressional delegation to contact IRS on matter. Silva himself is preparing fact sheet on issue.

**ITFS to MMDS**

One of first Instructional Television Fixed Service broadcasters to lease channels for multichannel MMDS may be New Trier (III.) school district. It's hopeful it can cut deal to lease bulk (all but regular school hours) of four ITFS channels to Microband Corp. of America by end of month. Lease payments will be based on percentage of multichannel MMDS subscription fees, but lease agreement will contain "escalator clause" and annual minimum payment in neighborhood of $100,000. In addition, school district wants Microband to pay for upgrade of its television studio and ITFS transmitters, which it uses to produce and distribute educational programing to schools. New Trier official said CBS also expressed interest in leasing channels, but never made concrete proposal.

**Edging up**

FCC this week is expected to take gingerly step toward bringing its equal employment opportunity processing guidelines for cable into parity with those for broadcasters. Under current guidelines, broadcast stations with 11 or more full-time employees are required to have 50% parity with available work force overall; they're also required to have 50% parity in top four job categories. Cable operators are required to have 50% parity overall, but only 25% in top four categories. Since guidelines are matter of policy only, FCC could alter them without putting proposal out for comment. In this case, however, it will allow 30 days for comment on its proposed policy change.
Television's Ultimate Escape

Fantasy Island is an escape into adventure, romance, science fiction, comedy, drama and suspense.

It's a programmer's dream come true. Now available in hours or half-hours.
Showdown in Cheyenne

The Public Service Commission of Wyoming is contemplating whether to get into the business of regulating cable television in the state. On Sept. 20, the three-member PSC heard testimony in Cheyenne on whether it should assert jurisdiction over pole attachment contracts. But in addition to hearing testimony on both sides of that question, the PSC was advised by staff counsel and by a local cable regulator to extend its regulatory authority not only over pole attachment, but over all aspects of cable television.

The PSC has the statutory authority to "pick up cable." Staff Counsel Bruce Asay said last week, and it should exercise that authority because cable systems and telephone systems, which the agency has long regulated, are becoming more and more alike. "The PSC should treat them equally," he said. "Otherwise, you're going to have one regulated industry and one unregulated industry doing the same thing."

According to Paul Friend, a member of the Powell, Wyo., cable advisory committee, state regulation of cable is warranted by cable's being a "natural monopoly" and "an essential service" in Wyoming. "You should have jurisdiction over cable television within the state of Wyoming," Friend testified before the PSC. "And that jurisdiction should include rate-making to protect the citizens of this great state from the obvious monopoly gateway abuse that is right now occurring with respect to both rate setting and deficient service."

If the PSC decides to assert jurisdiction over pole attachment or over all of cable in the state, cable operators might put the blame on the state's telephone companies and electrical utilities. Claiming that cable operators have done a poor job ofstringing and maintaining their cable on utility poles, the telephone and electric companies have been prodding the PSC to assert its regulatory power over pole attachment. But cable operators might also blame themselves. PSC inspector Robert Bocox testified at the hearing that the utilities' complaints have some validity. "I am in no way exaggerating when I state that I can cite in most towns in Wyoming within one working day a minimum of 100 violations of present safety codes by cable television," he said.

Same boat

In a setback to the cable industry's drive to achieve full (newspaper-like) First Amendment rights, a federal judge in Providence, R.I., upheld the constitutionality of state regulations requiring cable operators to set aside access channels and to build and operate institutional networks. The decision stems from a suit filed in August 1982 by Berkshire Cablevision of Rhode Island, an applicant for the cable franchise for Newport county, against Edward R. Burke, head of the state cable regulatory agency. District Court Judge Raymond J. Pettine, in a detailed opinion, rejected the Eighth Circuit Court's finding in the landmark Midwest Video II decision that cable operators are entitled to the same First Amendment protection as newspapers. "Newspapers and cable television cannot be equated," Pettine ruled. One of the "fundamental differences" between the two is cable's "natural monopoly" in each market, he said. Just as scarcity justifies limiting First Amendment rights of broadcasters, he said, it justifies limiting those of cable operators. "The mandatory access requirements are a sensible accommodation of the rights of individuals to express themselves, the editorial freedom of cable television operators and the rights of viewers to receive information," he said.

Interactive ratings

The Arbitron Ratings Co. plans to use two-way cable—again—to test and improve the accuracy of the audience data collected by its diaries.

In a test on a 36-channel cable system last year, Arbitron found that television use as recorded by diary-keepers was about 20% less than that recorded electronically through two-way cable. In the new test, in an unspecified cable system during the second week of November, Arbitron will compare results obtained by its standard diary, by a roster diary using special procedures and by two-way cable. With the roster diary, developed for last year's test, Arbitron will try to educate diary keepers about cable channels and will encourage them to keep their diaries more accurately and fully and to record viewing immediately.

"If viewing levels reported in diaries with the cable educational procedures do close the gap, we would not have to give up the hope of developing a diary-based procedure that could replace the standard one," Lynne Stautter, Arbitron's national cable marketing manager, told the Advertising Research Foundation in a speech announcing plans for the test. "But first we will need to isolate the effects of the individual test procedures to determine how each contributes to the results."

Still primed

Jerry Lindauer, senior vice president, Prime Cable, has been elected to the board of the National Cable Television Association, replacing Prime Cable's Keith Cunningham. Lindauer is a former secretary and treasurer of the association.

Program variety

Cinemax, currently the third largest pay-cable service with more than 2.5 million subscribers, is no longer the all-movie channel it used to be. In an effort to differentiate the service in the so-called "multipay" environment, and at least in part due to the satisfaction that Home Box Office executives believe viewers are getting from original programming seen on co-owned HBO, Cinemax is adding a few originally produced programs of its own. Second City Television (SCTV), the late night comedy program canceled by NBC last season, will debut on Cinemax in November (Home Box Office has committed to 18 new episodes, two of which will be aired each month). Another original series, Album Flash, featuring newly released albums of recording artists, and the premiere of corresponding video clips, debuted on Sept. 14. And Cinemax will offer its first entertainment special on Oct. 14, starring Bette Midler, featuring songs and...
A Cinemax spokesman said it's believed the consumers who make up the multipay market tend to be more "youth minded. They are more liberal and more open to the acceptance of new ideas. And those are the people we're going after."

While there are a number of original-program projects being considered for Cinemax, no set percentage of such offerings has been determined. Thirty-eight percent of HBO's monthly programming is originally produced. "The amount of original programming placed on Cinemax will be determined on a project-by-project basis," the spokesman said. "It's not simply a matter of producing more material. We have to differentiate ourselves in the multipay market." Movies will remain the staple of Cinemax—a mix of "big titles, classics and foreign films," he said.

**Silent night**

The Silent Network, billed as television's first national program network for the hearing-impaired, will debut Jan. 5 on a minimum of 173 cable systems serving 3.7 million subscribers. The advertiser-supported network will begin with two hours of programming per week, consisting of four half-hour shows.

According to President Sheldon I. Altfeld, the programs will be distributed with open captions, voice and sign language. Initial offerings include an interview show, an aerobic exercise program, a music/variety series and a series focusing on teen-age sexuality.

"Nearly one-tenth of the population is hearing-impaired," Altfeld said. "That certainly could be a boon for the cable systems in terms of a potential increase in the number of subscribers."

Altfeld said that, where possible, The Silent Network will be paired with an existing text service offered by the National Captioning Institute and local access programs serving the deaf community. Cable systems are being asked to install communication devices that will allow deaf viewers to communicate with the cable offices.

**Superstation soap**

Turner Broadcasting System has acquired the rights to the daytime soap opera, *Texas*, which aired on NBC from August 1980 until December 1982. WTCF(Well) Atlanta will air the series in half-hour segments (it originally ran as a one-hour program) Monday-Friday starting at 11:36 a.m., following *The Catlins*, a made-for-cable soap set in Atlanta and seen exclusively on the superstation. Both programs are sponsored and produced by Procter & Gamble. If the program proves a success, and if P&G is pleased with its sponsorship, *Texas* may go back into original production. *The Catlins* has been averaging a 1.2 rating, or 330,000 homes per episode, a number a TBS spokesman said the company is pleased with. And if *Texas* does as well or better, it would be considered a success.

Also debuting this fall on WTBS will be new episodes of *A Fine World*, a series of one-hour documentaries which explore the problems and solutions to global overpopulation. An overview program on the subject was broadcast Sept. 25 with future programs to focus on China, Sri Lanka and Thailand. The series is a TBS production and the executive producer is Barbara Pyle.

**Falcon extension**

The Riverside, Calif., city council has approved transfer of a 21,000-home franchise serving the northern portion of the southern California city from Acton Cable Television to Falcon Cable. The action, which took effect Sept. 16, gives Falcon the franchise for all of Riverside, with a total of 63,000 homes. Falcon plans to extend its addressable system into the area formerly passed by Acton. The firm currently has 12,000 subscribers in the southern half of Riverside.

**New date**

C-SPAN, the cable public affairs network that provides coverage of the House of Representatives proceedings from Washington, has postponed start-up of its previously announced second cable channel until early January. The second channel, which would free C-SPAN to cover more live events and congressional hearings, was originally expected to begin operation in August or September. A spokesman said the new service would carry U.S. Senate proceedings if the body votes to allow cameras into its chambers.
Years ago curious Kentucky students had to spend 2 days on a train to visit their Congressman.

A lonely whistle echoed across the land.
And the first U.S. passenger train – on the Baltimore & Ohio – chugged slowly toward the horizon.
It was July 4, 1828, and before long, puffing locomotives were criss-crossing the country, moving people and goods faster than they’d ever been moved before. Cars full of freight. Cars full of passengers. Even cars full of graduating high school students, on their way to the nation’s capital for their Senior Class Trip. To see their Congressman, face to face.
But important as trains were to America, they took a lot of time by today’s standards. That Senior Class Trip, for instance, would have taken the better part of two full days for students from Covington, Kentucky.
Today, television communicates instantly. Using technology and facilities that are continually being improved.
Example: a two-way audio teleconference arranged through the community programming activities of a Storer cable television system, the CloseUp Foundation, and the Kenton/Boone Counties CATV Board. During the broadcast, via C-Span, a group of high school students from Covington, Kentucky, saw and talked to key government officials in Washington, D.C. Without leaving their classroom.
And another Storer cable system is planning an even more complex two-way video conference between a group of students and their representatives in Congress.
Moving with the technology of the times is another way communications companies like Storer can do their jobs more efficiently every day.
A lot faster than two days on the train.
Today, two-way television lets them talk face to face. Instantly.

STORER COMMUNICATIONS
Moving with the technology of the times.
Universal Synthetic □ Excell synthetic oil additive, originally slated to be tested for two weeks in mid-October, will be tested instead in early part of 1984 in about 10 markets. Commercials will air in daytime, prime access, late fringe and news. Target: men and women, 25-54. Agency: Carter Advertising, Shreveport, La.

Lego Systems Inc. □ Campaign for Lego toy building sets will begin this week in 24 markets including New York, Dallas, Atlanta, Chicago, Los Angeles, Seattle and Atlanta. Spots will run in various dayparts for four weeks, concurrent with network flight running in Saturday morning cartoons. Target: adults, 18-34. Agency: SSC&B:Lintas Worldwide, New York.


Lorus Inc. □ Medium-priced quartz watches and clocks will be spotlighted in three-month campaign to conclude in December. Ten- and 30-second spots will air in 60 markets in daytime and news. Target: adults and holiday shoppers. Agency: AC&R Advertising, New York.


ConAgra □ Banquet Foods Light and Elegant entrees, calorie-controlled meals, will be featured in spot buys throughout fourth, first and second quarter, beginning Oct. 31. Flights will run for four weeks each in 14 markets, including Baltimore, Washington, St. Louis, Cincinnati, Houston, Salt Lake City and South Carolina, in all dayparts. Target: women, 35-55. Agency: D'Arcy-MacManus & Masius, St. Louis.

MCI □ Promotion for long distance telephone service, including offer of 30 minutes of free service upon subscribing, will run through October and November in 125 markets. Spots will air in daytime, early news and early fringe. Target: women, 25-54. Agency: Ally & Gargano, New York.

Panasonic □ Typewriters will be spotlighted in seven-week campaign in 40 radio markets and five major TV markets beginning Nov. 7. TV commercials will air in prime, news and sports; radio spots in morning and evening drive time. Target: office equipment buyers. Agency: Ted Bates
GI JOE: A REAL AMERICAN HERO, the first ever animated mini-series for kids, dominated kid ratings across the country for five consecutive days! Beating all three networks' Saturday morning performances.

Special thanks to all 122 stations who made the GI Joe Mini-Series a ratings winner!

Produced by Sunbow Productions, Inc. and Marvel Productions, Ltd.
Distributed by Claster TV Productions
301-825-4576
Tasty Baking □ Tastykake pies and cakes will be spotlighted in five-week flight to start on Oct. 10 in 10 markets. Commercials will air in morning and afternoon dayparts. Target: women, 25-54. Agency: Weightman Advertising, Philadelphia.

Wendy's Restaurants □ Three-market flight will begin in mid-October for six weeks. Spots will air in all dayparts.

Caribbean Tourism Board □ Spots for Caribbean travel will air in New York; Boston; Philadelphia; Hartford, Conn., and White Plains and Summитtown, both New York, to coincide with travel trade show appearing in those six markets. Campaign of 53 10-second commercials will run for one week, Monday through Friday, in each market. Target: air-travelers. Agency: Vitt Media International, New York.
THE POPULAR CHOICE FOR '84.

It's Robert Guillaume as BENSON, from the people who brought you SOAP.

Available now for Fall 1984.

BENSON

A Witt-Thomas-Harris Production
distributed by Columbia Pictures Television
Where Things Stand

A quarterly status report on the unfinished business of electronic communications.

AM-FM allocations. FCC has approved plan that will reduce protection to clear-channel stations and allow addition of 125 more unlimited-time AM stations on clear and adjacent channels (Broadcasting, May 29, 1980). About 200 clear-channel applications have either been filed or designated for hearing. Last year, however, commission stopped accepting applications for unlimited stations so it could complete ongoing negotiations with Canada over future use of clear. FCC also has amended rules to permit it to accept applications for Canada and improved daytime-only stations within nighttime service area of Class 1A stations on clear channels. Petitions for reconsideration were denied earlier this year (Broadcasting, April 4). FCC has received about 125 applications.

AM stereo. After five years of deliberation, FCC last year decided not to decide which of five proposed systems should be standard for AM stereo broadcasting (Broadcasting, March 8, 1982). Instead, FCC said broadcasters could begin broadcasting stereo programming using any system they desired. Marketplace forces-interplay of receiver manufacturers, broadcasters and consumers-FCC reasoned, would soon determine which of five systems or some other yet-to-be-developed system should be de facto standard.

FCC's action was contrary to wishes of most broadcasters and receiver manufacturers, which feared marketplace approach would kill AM stereo or at least delay its introduction. Four system proponents-Harris, Kahn/Hazeltine, Motorola and Magnavox—are now waging battle for marketplace acceptance. Belar Electronics, fifth system proponent, has dropped out. Kahn system, first to win type-acceptance, was first on air, in July 1982—at KDKA Pittsburgh and KTSU San Antonio, Tex. (Broadcasting, Aug. 2, 1982). Stations broadcasting with other systems followed. Harris, which has 65 stations on the air, more than any of the other systems, suffered setback in August. Charging that Harris' exciter was not properly type-accepted, FCC ordered Harris stations to pull plugs on their exciters and told Harris to stop marketing units. But after Harris refiled for type acceptance and some preliminary testing of exciter, FCC gave stations permission to switch back into stereo mode while waiting for test results.

Prospect of two or more of four systems coexisting in marketplace for number of years was raised with introduction of multisystem receivers capable of decoding all systems. In August, Sony began shipping portable AM stereo/FM stereo-type radio (SRF-A100) with multisystem capability and with retail price of $99.95. And Sansui showed prototypes of $410 tabletop tuner and $250 car tuner at National Association of Broadcasters convention.

Antitrust/TV code. U.S. District Court Judge Harold Greene has accepted settlement of antitrust suit Justice Department filed against National Association of Broadcasters' TV code restrictions on commercial time and on multiple-product commercials. Parties reached settlement after Greene issued summary judgment in favor of Justice on multiple-product rule and set other elements of suit for trial. NAB's radio and television codes have been withdrawn and its code boards dissolved. Formation of special NAB study committee to review future of self-regulation has been put on hold because association fears committee may risk new antitrust action (Broadcasting, July 4).

Automatic transmission systems. FCC has authorized automatic transmission service for nondirectional AM and FM stations (Broadcasting, Jan. 5, 1977). Commission expects also to permit ATS at AM directional and TV stations, but that proceeding is low on list of Mass Media Bureau priorities.

Cable copyright. Future of cable copyright legislation in 98th Congress appears dim since compromise copyright bill (H.R. 5949) died during close of 97th Congress (Broadcasting, Dec. 6, 13, 1982). No efforts have been made in House or Senate to introduce similar legislation or to pull compromise together. Instead, cable industry's attention has been focused on ruling by Copyright Royalty Tribunal that increased rates cable operators must pay for distant broadcasting signals. Increase took effect March 15. Impact of rate hike on MSO's, however, doesn't appear as severe as originally predicted by industry (Broadcasting, March 21).

Rates require large cable systems to pay 3.75% of basic revenues for each distant signal added after Oct. 4, 1981 (de FCC officially dropped its distant-signal rules). Ruling has caused hundreds of cable systems to drop signals to limit their copyright liability and superstations (satellite-delivered distant signals) appear to be major casualty of rate hike.

Cable industry challenged rate hike in court and Congress. Congress postponed original effective dates on rates once in U.S. Court of Appeals. Issue is primarily due to efforts of superstation owners to ask NCTA to request to stay effective date of rate hike pending resolution of appeal. Oral arguments were heard in September.

In May, two bills were introduced in Congress dealing directly with rate hike. In House, Representative Mike Synar (D-Okl.) introduced H.R. 2902, which would permit all cable systems, regardless of size, to carry three distant independent signals without paying fees based on CRT's 3.75% rate. In Senate, Senator Dennis DeConcini (D-Ariz.) introduced measure, S.1270, that would exempt cable systems from paying higher compulsory license fees ordered by CRT for carrying what bill calls national cable broadcast networks—superstations that pay for national rights to their programing (Broadcasting, May 16).

Because of rate hike and unresolved copyright issues addressed in H.R. 5949, role of CRT and future of copyright law are likely to be reexamined. Formation of Senate copyright subcommittee is sign that Congress wants to settle controversy. During first hearing held by Senate Subcommittee on Copyrights, Patents and Trademarks on April 8, 1980, Chairman Mathias (R-Md.), stressed importance of updating copyright laws to cope with new technologies (Broadcasting, March 21).

In other CRT action, tribunal's decision on distribution of 1980 royalty fees is being appealed by National Association of Broadcasters and other parties in U.S. Court of Appeals. Issue is still pending before court. Discussions of distribution of royalty fees for 1981 are drawing to close. It appears that all parties, with exception of religious broadcasters, are essentially in agreement and willing to accept same distribution award as in 1979.

Cable regulation. Senate approved cable deregulation bill, S.66, by vote of 87-9 in June after long debate and despite stiff resistance against measure from AT&T (Broadcasting, June 20) and some big cities. Bill was introduced at beginning of 98th Congress and was modification of S.2172, which died at close of last Congress. S. 2172 was stymied by differences between National Cable Television Association and National League of Cities. NCLC opposed measure because it curtailed city and state authority to
magnumtism
Magnumtism.
The power to move.
The things happen!

Magnum
Coming soon.
MCA TV
not to AT&T's liking.

Despite those roadblocks, Commerce Committee Chairman Bob Packwood (R-Ore.) and Senator Barry Goldwater (R-Ariz.), author of S.66, defended bill and won. They defeated measure offered by Senator James Abdnor (R-S.D.) on behalf of AT&T, that would have subjected to state regulation cable services competitive with those offered by local telephone companies under tariff. Another Abdnor amendment, however, was agreed to by parties earlier and approved by Senate. It would "insure that all providers of telecommunications services share in the obligation of providing universal service."

Senator Frank Lautenberg (D-N.J.), at one time opposed to S.66, became last-minute supporter of measure after committee agreed to number of changes he requested. Lautenberg's amendments that were accepted included one that would permit rate regulation on systems in areas where more than 80% of households are cable subscribers, unless there is proof of good off-air reception. Other amendment would permit franchising authorities to require cable systems to set aside channels for use by public, educational or government. There were other alterations to bill as well. Commerce Committee agreed to remove provision prohibiting franchisees from charging customers for set-top boxes. S.66 would permit franchising authorities from awarding new franchises as soon as new cable systems are operating. Lautenberg's amendment would prohibit cable companies from charging subscribers for basic service, and allow for set-top boxes for channels on the optional tier. S.66 would provide for rate regulation of cable systems only. Lautenberg's amendment would require franchisees to provide services to all customers who request them. S.66 would allow franchising authorities to "turn off" basic service at the request of customers. Lautenberg's amendment would require franchisees to provide services to all customers who request them...
Archie Bunker's Place..

The face that reshaped television comedy!

expected, broadcasters generally said they were doing good job of meeting children's needs; public interest groups didn't agree. Fowler has frequently maintained that government regulation isn't answer. He has even suggested that public broadcasting pick up any proceeds from state or local license fees to take (Broadcasting, Feb. 14). Next, Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, is expected to introduce bill on children's television. Action for Children's Television in May 1982 filed suit in federal court against commission and seven commissioners for "failing and refusing to take final action in the commission's 12-year-old children's television proceeding" (Broadcasting, May 24). Court threw out suit, and ACT filed appeal U.S. appeals court in Washington.

Closed captioning. National Captioning Institute, which provides closed captioning services to television programmers, suffered setback last year when the House Appropriations Subcommittee, under the chairmanship of Representative James Oberstar (D-Minn.), decided to stop paying NCI to caption some of its programming. Since CBS has refused from start to cooperate with NCI in belief captioning should be part of comprehensive teletext service, ABC and Public Broadcasting Service remain only networks committed to NCI. In compromise of sorts, NBC agreed to continue to broadcast captions—if others could be found to pay for captioning, NCI has lined up additional (mostly corporate) funds to cover cost of captioning some NBC programming and is promising its hearing-impaired viewers 40 hours of captioned programming per week (excluding sports and specials), five hours more than in 1982. NCI is now pressing cable operators to finance captioning. Tribune Cable Communications, which NCI supported in several franchise bids, has agreed to pay for captioning of 12 cable movies per year at cost of around $65,000. NCI hopes other MSO's follow Tribune's lead (Broadcasting, March 28). At September board meeting, National Cable Televisision Association endorsed NCI and urged its members to support it.

According to NCI, more than 70,000 decoders are now in use. Most were sold by Sears. Cable operators have begun buying decoders to lease to their hearing-impaired subscribers.

Communications Act. Broadcasting industry's drive to achieve regulatory relief in 98th Congress showed marked activity during past months. After major broadcast deregulation bill (S. 55) sailed through Senate in February, broadcasters began lobbying House.

Now House Telecommunications Subcommittee is working on own broadcast deregulation package. Bill is expected to contain quantified programming performance standards possibly in area of children's programs and strong equal employment opportunity language.

There is division among subcommittee members over several aspects of bill; chief issue is whether radio should be subject to quantified programming standards. Members are also at odds over quantification: how standards will be set and how to keep broadcasters flexible. Committee remains on fast track and is determined to introduce measure this month. Last week subcommittee members held 12-hour skull session on legislation. Broadcast deregulation hearings are scheduled this week.

At first, prospects for passage of deregulation in House were very high; House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) stated strong reservations about measure and insisted that broadcasters pay spectrum fee as

quad pro quo for deregulation. Concept of spectrum fees, however, met with stiff resistance from industry.

In early May, surprising series of events changed legislative outlook. Key subcommittee members struck out on their own to begin serious consideration of bill. Opposition to measure is strong from Wirth. Consequently, NAB launched massive lobbying campaign backing them and their legislation, which did not include spectrum fee. Leading rebellion against Wirth were Congressmen Tom Tauke (R-Iowa), Bill Tauzin (D-La.), Thomas Luchen (D-Otah). In Wirth's committee, which are subcommittee members and Luken and Tauzin sit on subcommittee's parent, House Energy and Commerce Committee.

Even Energy and Commerce Committee Chairman John Dingell (D-Mich.) was supporter of push for deregulation legislation if it included public interest standard. Dingell's support of legislation was considered key to its chances for passage. Group was planning to attach broadcast deregulation legislation as amendment to FCC authorization bill (H.R. 2755) scheduled for markup (Broadcasting, May 9, 16).

Meanwhile, Wirth began counterattack to keep legislation from being attached to authorization. Wirth was also talking about offering their own amendments. Many of these amendments were aimed at pressuring broadcasters to drop their legislative initiative. For example, Congressman Henry Waxman (D-Calif.) was poised to attack Waxman-Wirth bill (H.R. 2250) to FCC authorization bill. That bill places five-year moratorium on any changes in FCC's rules that prohibit television networks from acquiring financial interests in programs they buy and excludes them from domestic syndication, thwarting major effort of three networks to secure repeal of rules.

After several weeks of legislative maneuvering, Wirth agreed to back down from his stand on spectrum fees so that he could regain control of process in his subcommittee—where Wirth controls votes—then having bill surface in full committee as amendment to FCC authorization. Instead of spectrum fee, Wirth embraced concept of quantification of public interest standard as quad pro quo for deregulation (Broadcasting, May 23). In exchange of letters with Dingell, Wirth stated his new position and agreed before Congressmen to听力 impaired the bill surface in full committee as amendment to FCC authorization. Instead of spectrum fee, Wirth embraced concept of quantification of public interest standard for radio and television (Broadcasting, May 30).

After hearing, Wirth decided to mail survey to 940 television and 1,200 radio stations asking them to provide data on radio and television programming. Data would be used by subcommittee to devise performance standards (Broadcasting, July 18). Both NAB and National Radio Broadcasters Association oppose quantification for radio and television and objected to collection of data. Survey became center of debate between NAB and Wirth, after association sent Wirth a petition from United States Independent Television Stations, Inc. (BROADCASTING, July 18). Wirth and Wirth agreed to having bill surface in full committee as amendment to FCC authorization. Instead of spectrum fee, Wirth embraced concept of quantification of public interest standard for radio and television (Broadcasting, May 30).

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Wirth immediately scheduled hearing on issue for following week. Focus of hearing was on concept of quantification of public interest standard for radio and television (Broadcasting, May 30).

After hearing, Wirth decided to mail survey to 940 television and 1,200 radio stations asking them to provide data on radio and television programming. Data would be used by subcommittee to devise performance standards.
Now ... remote, automatic control of your entire transmitting facility...

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HARRIS
This week


Oct. 2-7—VIDCOM/MHIUD, international conference and exhibition for cable, home video and video games. Old Palais and New Palais des Festivals, Cannes, France.

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

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

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


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


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


Also in October


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

Oct. 11-15—Grand Ole Opry's 50th birthday celebration and annual country music celebration. Grand Ole Opry, Nashville.


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


Oct. 13-16—Ohio Association of Broadcasters fall convention. Epocal Center, Orlando, Fla.


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


Oct. 17—Syracuse University Student Affiliate of National chapter of National Academy of Television Arts and Sciences, media professionals series. Speaker: Pierson Mapes, president, NBC-TV-S.I. Newhouse School of Public Communications, Syracuse, N.Y.

Oct. 18—Connecticut Broadcasters Association annual meeting and fall convention. Wesleyan University, Middletown, Conn.


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

Oct. 18—Radio Advertising Bureau retail and co-op workshop. Radisson Plaza, Charlotte, N.C.


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


Oct. 19—New York TV Academy luncheon. Speaker:
Now's the time to face the Music.

The networks won't admit it, but their audience domination is slipping. And nowhere is it hitting rock bottom faster than among those hard-to-find, but much sought after, 18-34 year olds. In the last three years, their prime time share of 18-34 year olds has collapsed by 15%.

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15 million households have MTV. More important to advertisers, our most recent Nielsen study shows that 71% of all MTV viewers are 18 and older.

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Indicates new or revised listing.


**Nov. 7 - 10** - AMP'T 84, American Market for International Programs, organized by Peradi Associates with MIDEM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach, Fla. Information: Peradi, 100 Lafayette Drive, Sycost, N.Y., 11791, (516) 364-3668.


**Dec. 11 - 12** - National Cable Television Association National Cable Programming Conference, Biltmore, Los Angeles.


**Feb. 9 - 14** - NATPE International 21st annual conference. San Francisco Hilton and Moscone Center, San Francisco.


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


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


**Sept. 6 - 8, 1984** - South Coast Cable Television Association Eastern show Georgia World Congress Center, Atlanta. Future show Aug. 25 - 27, 1985, Georgia World Congress Center.


**WGN-TV Detroit, ch. 62, is largest market in which black-owned television station is located not KETV-TV Everett, of Seattle-Takoma ADI, as reported in Sept. 26 "In Brief" and as stated in FCC press release.**

**Fame**, hour-long drama that moves to first-run syndication this fall after two-season run on NBC-TV is produced and syndicated by MGM/UA. Although Metromedia Inc.'s owned stations have committed to air program and Lexington Broadcast Services sells national advertising in it, neither company shares syndication rights or production costs of program, as indicated by chart that appeared in Aug. 29 issue.
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Newsbank cannot be a substitute for your own network feed or your own programming. Newsbank is simply the most valuable news feature enhancement that's ever been developed. It doesn't just give you less to do. It gives your viewers more to see. And that's good news for everyone.

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Stay Tuned

A professional's guide to the intermedia week (Oct. 3-9)

Network television □ PBS (check local times)

Great Performances: Alice in Wonderland, Monday, 9:10-10:30 p.m.; The Enigmatist Saga (three-night mini-series), Thursday and Friday, 9-11 p.m. and Saturday, 9-10:30 p.m.; Vietnam: A Television History* (two and one-half special) Tuesday and Wednesday, 9-10 p.m.; CBC: Scarcecrow and Mrs. King* (drama/comedy), Monday, 8-9 p.m.; Whiz Kids* (action/comedy) Wednesday, 8-9 p.m.

Cable □ HBO: Sitcom (spoof), Thursday, 8-8:30 p.m.; Flashback: Fire at Coconut Grove (documentary), Sunday, 3-4 p.m.; "My Favorite Year" (1982), Sunday, 8-9:30 p.m.; Arts: Metropolitan Opera (special), Monday, 9-9:30 p.m.


"indicates a premiere episode

Lecture Series.* Speaker: Bob Blackmore, VP, NBC-TV Network Sales. S.I. Newhouse School of Public Communications. Syracuse, N.Y.


Oct. 27 — Philadelphia Cable Club luncheon meeting. Spectrum, Philadelphia.


Oct. 29-Nov. 2 — Society of Motion Picture and Television Engineers 125th technical conference and equipment exhibit. Los Angeles Convention Centers, Los Angeles.


November

Nov. 1 — Radio Advertising Bureau retail and co-op workshop. Holiday Inn North-Airport, Atlanta.

Nov. 1 — Cable-television Advertising Bureau local advertising sales workshop. Airport Hilton, Seattle.

Nov. 1-3 — Atlantic Cable Show, Convention Hall, Atlantic City, N.J. Information: Registration supervisor, Slack Inc., 6900 Grove Road, Thorofare, N.J., 08086; (609) 848-1000.

Nov. 2 — Radio Advertising Bureau retail and co-op workshop. Fairmont hotel, New Orleans.

Nov. 2 — Cable-television Advertising Bureau local advertising sales workshop. Airport Hilton, Los Angeles.

Nov. 3 — Radio Advertising Bureau retail and co-op workshop. Amtlac hotel-Airport, Dallas.

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

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


Nov. 7 — Syracuse University student affiliate of New York chapter of National Academy of Television Arts and Sciences, media professionals speaker. Bill Kurtis, anchor, CBS Morning News. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

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


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

Nov. 9-10 — AMIP-TV, international television marketplace, to be held in U.S. for first time. Fort Lauderdale, Fla. Information: March Five, (212) 673-3484.

Nov. 9 — "Cable Management: Politics, Press, Public and Personnel," seminar sponsored by Bay Area Cable Club and Northern California Chapter of Women in Cable. Gallagher's, Jack London Square, Oakland, Calif.


Nov. 9-11 — 26th annual International Film and TV Festival of New York, honoring "creativity and effective communication in film, TV and audiovisual media." Sheraton Center, N.Y. Information: (212) 246-5133.


Nov. 9-12 — Society of Professional Journalists. Sigma Delta Chi convention. Speakers include Van Gordon Sauter, executive vice president, CBS/Broadcasting, Fairmont hotel, San Francisco.

Nov. 10-11 — 18th annual Gabriel Awards banquet and presentation, sponsored by UNDA—USA. Hollandand

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Member American Broadcasting Companies

Battling a dearth of ad creativity

How "creatively effective" is current American television advertising?

For the second time in two years, the judges at the American Television and Radio Commercials Festival refused to grant Clios in more than 40 product categories: another dramatic display of professional integrity by the volunteer professionals who assist the oldest and most prestigious commercial competition. But we're still seeing the fall-out from last year's burst of candor.

One agency president—Malcolm D. MacDougall of SSC&B—attesting from the Cannes International Advertising Film Festival, observed that "American creativity has been overtaken by Europe." The repercussions were widespread; that opinion made headlines in The Wall Street Journal. French and English directors' stock hit a new high. But now one commentator observes that the "U.S. creative malaise has, like acid rain, slowly drifted across the Atlantic."

MacDougall's observation sent certain sections of the trade press scurrying after advertising agency and production executives all over the country for informed comment about the true state of TV commercial creativity. The response was certainly outspoken. One magazine article even quoted the East Coast president of the Association of Independent Commercial Producers (AICP)—a trade association of TV spot production houses—as saying, "People [are] asking: How can advertising agencies still be so complacent?" Even within the AICP, fears that TV has become "too safe" are widespread; that opinion made headlines in The Wall Street Journal. French and English directors' stock hit a new high. But now one commentator observes that the "U.S. creative malaise has, like acid rain, slowly drifted across the Atlantic."

The sooner advertising agencies and production companies realize that TV commercials are actually a tiny window into the world of creative expression, the sooner they will react to the challenge of creating commercial advertising to make worthwhile contributions to the world of art. The sooner advertising agencies and production companies realize that TV commercials are actually a tiny window into the world of creative expression, the sooner they will react to the challenge of creating commercial advertising to make worthwhile contributions to the world of art. The sooner television commercials become more exciting and more fulfilling, the sooner television commercials become more exciting and more fulfilling.

Lincoln Diamant founded Spots Alive Consultants Inc. in New York 20 years ago to undertake specialized broadcast production and cost control for a select group of clients. For the Bristol-Myers Co., Spots Alive currently monitors the production cost of all Products Division television commercials made through live advertising agencies.

What the commercial could be. Give me a chance." It brings a tear to the hardened eye.

Final big gun? An AICP vice president, completely swept away: "We've been using television as a brainstorming tool for marketing campaigns. It's the perfect medium to bring together client, producer, and director to create a creative idea that will make the client look good."

If there's any "dearth of creativity" at the moment, it's certainly not the fault of the client's search for greater cost effectiveness. The most successful commercials are often the least expensive to produce. What we are witnessing in this country is a strange failure of nerve instead of a willingness to grapple with new solutions—ideas like a permanent crew buffer to replace the overtime lunch break, etc.

The U.S. commercial production industry is reacting very badly to the unfamiliar danger of doing business in a tight economy. That problem should encourage a grim smile, a belt-tightening and a reduction in directors' daily fees—not an attack on the people who pay for the cab.

The present economic crunch seems to have befuddled a lot of otherwise creative brains. Instead of riding to the advertisers' rescue, such normally reliable people are blaming the client and self-reflecting. The trade press, too, is overstressing the negative aspect of the situation. Each advertiser is seeking the same thing: enough talented people to write and draw compelling broadcast sales messages—and talented production houses and directors to produce them without putting everyone in hock.

The sooner we get back together in solving that problem, without finger-pointing and name-calling, the sooner we can get back to producing more Clios.
According to the latest Arbitron survey, both McCormick stations are #1 in their markets.

That means when we program beautiful music, how we do what we do must be right.

And all we do helps us make a beautiful impact in broadcasting. SOURCE: Arbitron, Spring 1983, for Buffalo, and Norfolk, Monday through Sunday, 6 a.m.—12 midnight, total persons 12+ metro share. Audience estimates subject to the limitations as stated in the reports.

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For specialized retirement plans, give us the signal.

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Join us at the Hilton during the NRBA Convention in New Orleans, Suite 943, October 2-5.

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Coming down to the wire on dereg bill

Cordial air attends meetings of congressmen drafting measure, but number of issues remain; quantification, EEO clauses are major concern

Broadcast deregulation legislation remains on a fast track in the House. Members of the Telecommunications Subcommittee held two, six-hour meetings late last week and will continue to meet this week in the hopes of drafting a bill. The subcommittee is also scheduled to hold a hearing (Oct. 6) on deregulation.

The meetings were characterized by one congressman as the "broadcasting vigil." The discussions were described as productive and cordial. Attendance was also high.

Subcommittee Chairman Tim Wirth (D-Colo.) is committed to report a bill by Oct. 15. A subcommittee markup scheduled for Oct. 11 has, however, been postponed because Congress will be in recess that week. Subcommittee staff members say the markup will be rescheduled.

Despite the generally glowing accounts of the discussions it was clear, however, that the legislators were facing some tough issues. The key items for debate center on efforts to quantify programming performance standards for radio and television. The congressmen faced a number of questions: How would the standards be set? By whom? And should radio, which has been deregulated in the courts and at the FCC, be "reregulated?"
The congressmen are also expected to add equal employment opportunity language.

Broadcast deregulation legislation has dominated the subcommittee's agenda since last May when the National Association of Broadcasters joined with subcommittee members Al Swift [D-Wash.], and Tom Tauke [R-Iowa], and Energy and Commerce Committee members Billy Tauzin [D-La.], and Thomas Luken [D-Ohio]) to bypass Wirth, who previously insisted on including a spectrum fee in any deregulation package.

Their efforts to spur movement of broadcast deregulation came to fruition when Wirth agreed to abandon spectrum fees in return for retention of control over the issue in his subcommittee (BROADCASTING, May 23). There had been attempts to take the issue to the parent Energy and Commerce Committee under Chairman John Dingell (D-Mich.).

The focus of the debate over deregulation shifted to quantification, a concept largely espoused by Swift, whose own bill (H.R. 2370) is expected to serve as a framework for legislation. "Some of the disagreements are very significant and are not going to be easy to work out. But we are all trying very hard," Swift said.

Wirth has circulated an outline of the various issues subcommittee staff members reportedly agreed on and a list of options open to consideration. There is strong feeling among some subcommittee members that the outline greatly overstates some areas of agreement, subcommittee sources say. Tauzin said that "the option paper is not one that I've drawn up. It doesn't represent our product." Tauzin believes the tough issue will be, "What do you do with the comparative license renewal process?" If it is repealed, he
asked, "what do you replace it with, if anything?" The Tauke-Zuolin bill (H.R. 2382) does not include quantification. It would repeal the comparative renewal process and retain petitions to deny.

According to the memo, an agreement had not been reached by staff on the license renewal proceedings. Two options were proposed.

□ The incumbent licensee would be judged in isolation. If the renewal standard is not met, the license is revoked and is open to new applicants.

□ The incumbent licensee would be judged in isolation. If the incumbent meets the renewal standard, comparative renewal follows instead of automatic denial, as is the case now. The issue remains as to how much preferential weight to give the incumbent in the second step of the process, and that depends on how demanding initial standards are.

The petition-to-debate process will also be debated although the legislators basically agree the process should remain intact.

"Left to deal with are the issues of: easing the threshold as to the showing petitioner must make to obtain a hearing, including granting pre-hearing discovery rights to petitioner, while avoiding 'fishing expeditions'; expediting the petition process," according to the memo.

The other option includes giving successful petitioners some preference in any subsequent application for a license and lowering the financial showing applicants must make.

Minority ownership is another topic of debate. Proposals to include strong preferences or set-asides for new licensees, denied or revoked licenses, and new technologies, will also be under consideration. The FCC's multiple and cross ownership rules may crop up too. Subcommittee members have a number of options to discuss in that area including: giving them a policy statement with a directive to the FCC to develop rules, to carry out the policy; codifying the existing rules; enacting new ownership rules or taking no action.

According to the memo, staff agreed that radio deregulation would include:

□ Commercial time restrictions as an item to be examined in meeting community needs, but there would be no adoption of a general rule regulating commercial time.

□ The FCC would be prohibited from requiring ascertainment to be done in a specific procedure, but stations would compile in tangible form a list of community needs and interests and make the compilation available.

□ Stations would be required to keep logs.

The FCC could specify the type of information to be retained but could not require any particular format; the information must be maintained in a form intelligible to the public, and the logs must be retained as long as necessary to demonstrate compliance with the act.

The memo also listed the agreement reached on quantification for television:

□ Different quantification standards should apply for different categories of stations according to these characteristics:

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>UHF/VHF, network affiliate/independent</td>
<td>size of the market in which the station is located.</td>
</tr>
<tr>
<td>Local programing responsibilities and informational programing responsibilities would be quantified according to news and public affairs, and nonnews informational programing.</td>
<td></td>
</tr>
<tr>
<td>Children's programing would be addressed in some fashion.</td>
<td></td>
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</tbody>
</table>

Subcommittee members are also expected to discuss increasing programing for minorities and the elderly and devising a schedule for cost of regulation fees.

For cable: more good news than bad in House draft

Measure reflects Senate-passed S. 66, although access channel quotas would be imposed

The bill provides for fewer complaints about a "preliminary staff draft" of House cable deregulation legislation that made the rounds in Washington last week. The measure is essentially the same as S. 66, the bill passed by the Senate last June with the enthusiastic support of the National Cable Television Association and the Community Antenna Television Association.

The draft bill, in much the same language as S. 66, loosens the regulatory grip of municipalities on cable systems in a number of ways. It frees most cable systems from rate regulation; it gives them "reasonable" assurances of franchises renewal, it prevents them from regulation as common carriers, and it allows them to "piss off" local television stations to renew on franchise promises. The bill also puts a cap on franchise fees.

The draft, written by the staff of the House Telecommunications Subcommittee where it is expected to be introduced next month, also includes a few provisions not found in S. 66. Chief among them are provisions that require cable systems to set aside some of their channels for lease to "unaffiliated" companies, including newspapers and cable-broadcast television crossownership and guarantee systems access to potential subscribers in multiple-unit buildings.

The bill strips municipalities, the local cable franchising and regulatory authorities, of any power they now have to regulate rates for enhanced and pay services. In addition, they are prohibited from regulating basic rates in cable franchises served by three network-affiliated television stations and one independent or public television station. The bill grandfather's rate regulations for basic rates for five years "or for a period equal to one-half of the remaining term of any such franchise, whichever is greater."

Under the bill, cable operators have a "reasonable expectancy" that their franchise will be renewed. Municipalities must grant renewals as long as the cable operator has complied with the "material terms" of the franchise and FCC technical requirements and has submitted a franchise renewal application with proposals that are "reasonable."

A cable operator whose renewal bid is rejected may take the case to court for a de novo judicial review.

When a franchise expires, the bill says, municipalities may not acquire cable systems or require their sale at less than "fair market value." If the municipalities and the cable systems cannot agree on "fair market value," the controversy must be submitted to binding arbitration for resolution.

As long as cable systems stay away from offering "switched-voice" telephone service, the bill says, they cannot be regulated as a common carrier or as a utility.

The bill gives cable operators a way to renge on franchising promises. If, as a result of a "significant change in circumstances," particular facilities or equipment required by the franchise agreement become "economically, technically or otherwise impracticable," the bill says, cable operators may ask the franchising authorities for permission to eliminate or modify the facilities or equipment. If the authorities refuse to go along with the cable operators, the question must go to binding arbitration.

Cable operators have complete freedom to drop, add or change their cable services after a "significant change in circumstances" under one provision of the bill.
The continuing battle over fin-syn amendment

Capitol Hill continues to serve as the forum for the debate over the FCC's financial interest and syndication rules. Last week Hollywood kept the issue alive in both the House and the Senate. The motion picture industry apparently failed in its attempts to attach an amendment to a stopgap spending measure (H.R. 368) in the House and Senate that would prohibit the FCC from spending any funds for one year to repeal its financial interest and syndication rules. Congress was expected late (last Friday night to pass a spending bill free of amendments.)

But Hollywood still appeared to be making headway in its push to stop the FCC from repealing the rules. The Senate Communications Subcommittee agreed to hold two hearings on the subject in early November. And Senate Appropriations Chairman Mark Hatfield (R-Ore.) indicated that he supported the financial interest amendment, but opposed attaching it to the stopgap funding bill. There remains a strong possibility that Hatfield would not block attempts to attach the amendment to other appropriations measures.

Both Senate and House leaders discouraged members from fastening any amendments to the spending measure. The 40-day funding measure is known as the continuing resolution and is intended to keep the government operating after Oct. 1, the start of the fiscal year.

There was pressure also from Senate leaders to keep their version of the stopgap funding bill clean. Members of the Senate Appropriations Committee were discouraged from offering any amendments to the continuing resolution. Appropriations Committee member Sen. Ted Stevens (R-Alaska), who is said to be sympathetic to the Hollywood producers, discussed the issue briefly during a committee markup, but agreed not to offer an amendment to the continuing resolution.

Stevens, an aide said, has reserved the right to offer an amendment to other legislation. Stevens could opt to attach language to either the FCC's fiscal 1984 appropriations bill, scheduled for a Senate vote this week, or a soon-to-emerge FY 84 supplemental funding bill. Nonetheless, Stevens is expected to face stiff opposition from the Senate Commerce Committee, which has jurisdiction over the FCC. Senators Bob Packwood (R-Ore.), Commerce Committee chairman, and Barry Goldwater (R-Ariz.), chairman of the Communications Subcommittee, sent a letter to the Senate leadership noting:

"In our view, the underlying subject matter of such an amendment is properly within the Commerce Committee's jurisdiction. If such an amendment is proposed, whether by the Appropriations Committee or by a senator on the floor, we would feel compelled to raise every applicable jurisdictional issue," the senators said.

Debating debate sponsorship

Senate Rules Committee hears networks tell of their desire to arrange candidate forums; League of Women Voters says things should remain as they are

A Senate committee concerned about the soaring costs of political campaigning provided a forum last week for a growing tug of war between the networks and the League of Women Voters over sponsorship of presidential debates. Freeing broadcasters of the equal time requirements—a move that would allow the networks to sponsor as well as cover the debates—was proposed by executives of the three networks as one way to hold down costs. To the League of Women Voters, which sponsored presidential debates in 1976 and 1980 and plans to sponsor them again this year, repeal is a bad idea. Sponsorship of the debates, said Dorothy S. Ridings, league president, should be separate from the decision to broadcast them.

The hearing, another in a series being held by the Senate Rules Committee on campaign financing, heard the network executives say the increase in costs was not the networks' fault, and media consultants say it wasn't theirs. The consultants, in fact, modestly claimed any great influence on the outcome of elections.

Senator Barry Goldwater (R-Ariz.), the lead-off witness was not interested in where the blame lay. Indeed, he specifically rejected suggestions to impose limits on broadcasting or to compel broadcasters to give candidates free time. He urged support for his bill (S. 1684) that would restrict campaign spending. It would impose a $15-million limit on spending in presidential primaries and $25 million on spending in the general election. It would also set limits on congressional campaign spending—12 cents per voting-age citizen in Senate primary races, 22 cents in general elections, $100,000 in House primary races and another $100,000 in the general elections.

Goldwater called unlimited campaign funding "a crisis of liberty." He said presidential campaign spending had risen from $160 million in 1976 to $275 million in 1980, a 72% increase, while spending by congressional candidates had jumped from $125 million in 1976 to $344 million in 1982. Total political action spending increased in the same period from $52 million to $190 million. As for television, Goldwater said estimates placed its cost to all candidates—federal, state and local—at $170 million in 1982, a figure expected to rise to $182 million during the presidential election year of 1984.

"Our nation is facing a crisis of liberty if
we do not control campaign expenditures," Goldwater said. "We must prove that elective office is not for sale."

NBC Vice Chairman Irwin Segelstein, Roger Collof, vice president for policy and planning for the CBS/Broadcast Group, and Richard C. Wald, senior vice president for ABC News, said their respective networks provide considerable news coverage of politics—and would do even more if freed from the equal-time requirements of Section 315 of the Communications Act.

All three expressed an interest in sponsoring debates. Wald, who said ABC was interested in Section 315 repeal as it applies to the presidential campaign, said that relief would allow the networks to arrange for debates of major party candidates without having to invite minor party nominees. Segelstein said that if Congress balks at full repeal, it should at least make it possible for the networks to broadcast sponsored debates. Collof, who noted that CBS has been urging repeal of Section 315 for 30 years, said of debates, "it is illogical for a broadcaster to have to depend on a third party, such as the League of Women Voters, to arrange" them to enable broadcasters to air them without worrying about incurring equal-time obligations. He noted that the "independence" of those affairs, which is the key to the FCC's determination they are "news events" and therefore exempt from their equal-time rule, "is plainly a fiction—everyone knows their debate is being mounted for the very purpose of television coverage."

Ridings thought the present system was satisfactory—although she said broadcasters should take greater advantage of the opportunities they now have to broadcast debates. She said presidential primary debates have not been carried live, gavel to gavel. She also said congressional leadership debates were not carried and debates for offices other than President have not been fully covered. And she said broadcasters should not sponsor debates.

"The league has serious reservations

**ABC takes first; 'Hardcastle' upsets '60 Minutes'**

For the third consecutive week, ABC-TV scored a decisive win in the prime time ratings race, averaging a 17.5 rating/29 share against NBC's 14.0/24 and CBS-TV's 14.3/22, according to A. C. Nielsen's National Television Index. In the same week in the 1982-83 season (Sept. 19-25) saw the premieres of 13 new and returning programs, and the surprise upset of CBS's usually top-rated 60 Minutes (18.2/29), in the second outing of its new season, with the second episode of ABC's new action/adventure, Hardcastle & McCormick (20.7/33), which aired opposite 60 Minutes only because of a football overrun on CBS.

Much of ABC's success came from its premieres of seven programs, two of which, the two-hour pilot of Hotel (23.7/38) and the returning Fall Guy (20.3/33), were among the top five programs. Three of ABC's five premieres landed in the top 10, the returning A Team (25.3/40), the week's highest rated show, a two-hour special episode of the returning Remington Steele (20.3/32) and the returning Facts of Life (19.9/29). CBS's only premiere, the returning Dukes of Hazzard (13.9/25), went head-to-head with the highly publicized hour-long premiere of NBC's new comedy, Mr. Smith (12.1/22), as well as the second episodes of ABC's Benson (12.5/23) and Webster (14.4/25). The 1982 premiere of Dukes averaged a 20.36.

Not all of ABC premieres fared well, however. That's Incredible (12.7/20) fell to a repeat of a two-and-a-half hour finale of CBS's hit series, M*A*S*H (19.3/29). Incredible also fell to two NBC special events, Saturday Night, Saturday Night (15.2/29) and George Burns: 50 Years in Show Business (16.4/26). CBS's two-hour premiere of Miami Vice (15.8/26) won the night, while NBC took second place (15.8/24) and ABC came third (15.5/23.9, with a lineup that also included Monday Night Football (15.9/27).

The return of ABC's Ripley's Believe It Or Not (12.2/21) was the week's secondlowest-rated premiere. It fell to a football overrun on CBS (15.1/28) but nearly doubled the ratings of the second outing of NBC's magazine, First Camera (7.8/14), which was the week's lowest-rated show for the second consecutive week.

On Tuesday, NBC's A Team-Remington Steele premiere (21.8/34.7) finished more than four rating points ahead of ABC's 17.5/28.2 average for the premiere of a new comedy, Just Our Luck (14.7/24), and a repeat of the movie "Saturday Night Fever" (18.1/24). CBS averaged an 11.3/18.3 for Full House (6.8/13) and a repeat of the movie Shoe Shoe Makes It Murder (12.6/21).

Wednesday went solidly to ABC's Fall Guy-Hotel premiere (23.7/38), while NBC (15.6/25.2) came in second with installment three of Real People (15.7/25), the premiere of Facts of Life and a repeat episode of St. Elsewhere (12.2/21). Thursday and Friday went to rerun-dominated CBS despite competition from premiere lineups both nights. On Thursday, ABC's two-hour premiere of Trauma Center (15.5/25) followed by the season premiere of The A Team (20.3/35) averaged a 16.2/27.7, finishing just behind repeats of CBS's regular lineup (16.9/27.7). NBC's regular lineup, air repeats except for the comedy, We Get It Made (16.25), averaged a 15.8/25.1.

On Friday, NBC's premiere tandem of Mr. Smith, the two-hour pilot of For Love and Honor (12.6/23) finished third (12.6/22.7) behind CBS's Dukes premiere and a repeat of the movie "Blazing Saddles" (16.1/29). ABC's new-season lineup averaged 14.9/26.4.

ABC won Saturday with repeats of its regular lineup (17.3/31.7), while CBS squeaked past NBC's repeat lineup (11.1/20.5) which included the movie, Wild Horse Hank (10.9/20) to average 11.2/20.7 for a Walt Disney special (11.1/21) and a college football game (10.1/20).

On Sunday, NBC's broadcast of the Emmy Awards (18.30) came in second to ABC's combination of Hardcastle & McCormick and a repeat of the movie, Thunderball (19.3/35). NBC finished third for the night overall, however, after ratings for First Camera were averaged in. CBS averaged a 15.7/29.9 for its lineup, which included repeats.

ABC had 11 of the week's top 30 programs while NBC had 10 and CBS, 9. Combined, the networks averaged a 47.2/78.4 for the week, compared with a 47.8/79 for the same week a year ago, which included 18 season premiers in its lineup, but no Emmy Awards broadcast. Last year, CBS finished first for week 52, averaging a 17.6/29 to ABC's 15.8/26 and NBC's 14.4/24.
about allowing broadcasters to sponsor debates,” she said. “We firmly believe that those who report the news should not make the news. Separating sponsorship decisions from broadcast coverage decisions is important in our view to insuring a lack of bias and the perception of lack of bias in candidate debates.”

As for television's responsibility for soaring campaign costs, Segelstein said it has none. He said that since 1967, the cost-per-thousand of network television has risen more slowly than the consumer price index. In fact, he said, discounting the distorting effect of inflation, network prime time advertising prices were more cost efficient in 1981 than they were in 1967. Thus, he said, “the real net cost of reaching an individual voter through prime time television actually decreased during that 14-year period.”

One of two political consultants who testified, J. Brian Smith, of Smith & Haroff Inc., of Washington, disagreed with that assessment. He said the high cost of placing media advertising “has, more than any other factor, driven up the cost of campaigns.” He said that in every campaign in which he worked in 1982, media placement “amounted to over one-third of all other costs combined.”

Both he and Raymond D. Strother, of Raymond D. Strother Ltd., another Washington consulting firm, made a point of demystifying their profession. “There is little magic in what we do,” said Smith. “The ‘loyal band of volunteers’ so important to candidates in the past, he said, “are every bit as important now.” And Strother said his “is perhaps the most overrated profession in America.” He said consultants “are conduits for the candidate’s message and little more.”

Each had some ideas for reducing campaign costs. Smith, who prefers long-term for political candidates, said broadcasters should be required to make times available for political ads that are longer than 30 or 60 seconds—say, two minutes or five minutes—but at rates that are the same as those for the shorter spots. Strother offered several suggestions, including one setting a maximum amount of television exposure that would be allowed a candidate in the last two weeks of a campaign.

The committee also heard from former New York Congressman and Mayor John Lindsay. Lindsay, a one-time Republican who switched parties and ran for the Democratic presidential nomination in 1972, suggested a measure he said could cause candidates to stop spending money on television. It would involve a variant of the technique the FCC employed in applying the fairness doctrine to cigarette advertising—before Congress banned such advertising. The commission had required stations running cigarette advertising to air anti-cigarette spots. Lindsay said, “If a candidate spends $6 million, his opponent gets equal time to respond.” If Congress were to write that requirement into law, he said, he would not object to repeal of the equal time law and the provision requiring broadcasters to afford candidates who buy time at the lowest unit rate.

Selecting the numbers for the first LPTV lottery winner above is Maureen Peralino, chief of the FCC's news media division. Looking on are (l-r): Fred Goldsmith, chief, FCC internal review and security division; Peralino; Jeanette M. Banks, certification assistant to the secretary and William Tricarico, FCC secretary.

Cranking them out. Taking a spin at a few of the about 12,000 low-power television applications it has on file, the FCC last week conducted its first series of LPTV lotteries, selecting 23 “tentative” frequency winners.

Under the FCC's lottery procedures, the winners are only tentative since parties “with standing”—say, full-service broadcasters serving the affected community who feel the new LPTV's will cause them interference, or the losers in the lottery contests—will have 15 days to petition to deny. If no petitions to deny are filed, a tentative winner should be able to start construction within 30 days, according to Barbara Kreisman, chief of the FCC's low-power TV branch. If a tentative winner is found to be unqualified, all of the losers get another chance in the raffle drum.

The winner of the first turn of the barrel was North American Communication Corp., licensee of KXJB-TV Valley City, N.D., which applied for a translator on channel 58 for Bowesmond, N.D. The other tentative winners were Humboldt County Public TV Department, ch. 15, Winnemucca/Victory, Nev.; American Christian Television (Dr. Jimmy Allen, president), ch. 60, Brownwood, Tex.; Owen Broadcasting (Dennis H. Owen), ch. 30, Milton, N.D.; The Malick-Harris Corp., ch. 55, Aberdeen, Wash.; NSN Inc. (Stuart B. Mitchell), ch. 69, Perry, Fla.; Communicators of Lubbock, ch. 40, Lubbock, Tex.; Free State Broadcasting Inc., ch. 53, Booneville, Miss.; Mountain TV Network Inc. (John Dady), ch. 33, Jamestown, N.D.; KTV Inc., licensee of KTV-TV Salt Lake City (George C. Hatch), ch. 13, Casper, Wyo.; Rollins Enterprises (Evelyn M. Rollins), ch. 8, Manteo, N.C.; Statesman-Examiner Inc. (Patrick J. Graham), ch. 31, Omak/Okanogan, Wash.; North Eastern Communications Systems Inc. (Peter Oik), ch. 45, Saint Germain, Wis.; Debra M. Kamp, ch. 8, Miles City, Mont.; Green Hills LPTV Inc. (William O. Lenhart), ch. 12, Trenton, Mo.; Kemmerly & Kemmerly (Sue Martin Kemmerly), ch. 34, Steamboat Springs, Colo.; White River Valley Broadcasters Inc. (Joe Bird and Thomas Vinson), ch. 12, Batesville, Ark.; Microband Corporation of America (Don Franco, president), ch. 59, Nashville; Northcoast Broadcast Corp. (Austin Texas International Broadcast Consultants), ch. 53, Des Moines, Iowa; International Broadcast Consultants (Robert Ruark), ch. 56, Davenport, Iowa; Majelmar Inc. (Ruth Salcido, Los Angeles), ch. 64, Bellingham, Wash.; Southwest Radio Enterprises Inc. (Fred Havenick), ch. 16, Sheridan, Wyo., and Midsouth Broadcasters, ch. 7, Blackwell, Okla.

After the lottery, Kreisman warned that parties who file strike petitions will “face sanctions.” She pointed out that the commission could find that the filing of strike petitions reflected poorly on a petitioner’s character; as a result, a strike petitioner could be barred from applying for other licenses, or find its current licenses designated for hearing.

Eight of the 23 winners were minority-owned. There were minority applicants in 12 of the 23 contests.

On the scene. Proving that telecommunications is becoming an attractive beat for the general media, Entertainment Tonight was on hand for the FCC's first low-power television lottery last week. Pictured above, Karen Kalsh, Entertainment Tonight correspondent, interviews William S. Green, attorney for North American Communications Corp., licensee of KXJB-TV Valley City, N.D., the tentative winner of the commission's first lottery drawing.

Broadcasting Oct 3 1983
Pluria Marshall and the new NBMC: Coming in out of the cold

In the early days of its existence the black leader and his citizens group were more conspicuous for iron fists than for velvet gloves, but things have changed in the diplomatic relations between U St. and the broadcast establishment; cooperation is paying off more handsomely than confrontation.

Pluria Marshall is legitimate now. Or as legitimate as an outsider is likely to be among the insiders of the Fifth Estate, whose various media it is his lot to be a constant thorn in the side of. Marshall and as many as 1,500 of his associates will celebrate that legitimacy in Washington this week at the 10th annual conference of the National Black Media Coalition, the activist citizens organization he has headed since 1974 (and of which he was a founding member in 1973).

How to measure that legitimacy? One way, last week, was to read a CBS press release trumpeting the support it received in support of repeal of the financial interest and syndication rules. The name leading all the rest: NBMC.

Another way, this week, will be to notice the names Marshall has attracted to appear during NBMC's conference at the Hyatt Regency. They include National Association of Broadcasters President Eddie Fritts, National Cable Television Association President Tom Wheeler, Post-Newsweek Stations' Joel Chaseman, David Henderson of Outlet and former FCC Chairman Richard E. Wiley (now head of Wiley, Johnson & Rein). Scheduled to receive awards: Allen Neuharth, chief of the Gannett publishing and broadcasting empire, and Jack Harris, president of KPRC-TV Houston and other radio and television properties of the Houston Post Co.

Still another way to measure that legitimacy is to visit with Marshall and his staff in their Northwest Washington headquarters at 516 U Street, a neighborhood residential structure that he owns and leases to NBMC as its permanent place of business. And to take note of the fact that Marshall gets a paycheck these days—indeed, a salary of $50,000 a year—when for the first seven years of his tenure he was paid nothing at all (and had to support himself and his family on what he could earn as a freelance photographer).

Little wonder the 45-year-old Marshall takes such satisfaction from today's status quo. Graced with a new wife—Carmen, 25, who is NBMC's executive director—and a five-month-old son, and now received (if not always joyously) in the executive suites of major establishment companies, he has come a long way from the early days in the civil rights movement, when he and Jesse Jackson and the others seemed always on the outside looking in. That was in Houston, Marshall's home town, where he ran the local version of Jackson's national Operation Breadbasket, and opened the first Burger King franchise to a black owner.

Indeed, he has come a long way from his own original confrontational style in taking on the broadcasting establishment ("We used too many 2 x 4's from 1973 to 1978," Marshall admits today). But if the new approach is more conciliatory, the aim remains the same: to advance the prospects and the position of blacks in electronic communications. As a watchdog over black progress in television, radio, cable and other media, he and NBMC now concentrate on raising funds for communications programs at black colleges and universities and encourage on-the-job training and internships. They work to assure blacks a proportional slice of media ownership. They monitor affirmative action at Cable TV stations. And—perhaps the activity for which NBMC is best known—they try to prevent companies that do not (in NBMC's eyes) have a satisfactory EEO record from acquiring new stations, or renewing licenses for old ones.

That process—through the filing of petitions to deny at the FCC—is resorted to far less often by NBMC these days, says Marshall, than in earlier years. Perhaps a fourth, or even a sixth, as often. Marshall says he would rather NBMC were recognized for the "deals" it has helped usher through the FCC bureaucracy, which outnumber the challenges "two or three times." Not the least among the reasons for his changing tactics: the realization that the FCC, for the most part, was going to deny his denial petitions anyway, and that it was more effective to use the process to wrest other concessions from reluctant broadcasters than to try to dislodge broadcasters from their licenses.

Among the deals referred to by Marshall there are "two shining examples" of which he is particularly proud: the Gannett-Combined Communications merger, approved by the FCC in June 1979, and the General Electric-Cox Broadcasting merger, which fell through in June 1980. The Gannett-Combined merger resulted in the sale of one of Gannett's stations—WHEC-TV Rochester,
N.Y.—to a minority group, headed by Ragan Henry's Broadcast Enterprises National Inc. Marshall says NBMC was responsible for holding down the price of the station: the company had been offered $35.5 million, but ended up selling it to Henry for $27 million.

And even though the GE-Cox merger never came to pass, Marshall managed to persuade Cox Communications to donate $900,000 to Clark College, a predominantly black college in Atlanta—money which went toward the construction of a $1.7 million mass communications facility.

But Marshall also speaks of lesser deals in which money flows directly to NBMC instead of to an outside beneficiary. "It's been basically small money: $10,000 here, $7,000 there, $5,000, $2,000...I figure if we get enough of those little checks that you end up with, say, 50 or 60 checks, then you're in shape. You don't have to worry about any one source affecting your funding.

This money comes from agreements with companies seeking license transfers at the FCC. "If you come to the commission...and you haven't hired black people in a market that has better than 10% blacks in the work force, you're in clear violation of the law. We're prepared to say to the commission 'these people don't deserve another station because their record is poor.' If your act is together, the chances that we'll leave you alone are about nine to one. If your act isn't together, we're going to make you walk the line."

Marshall resents suggestions that NBMC is involved in shakedowns or blackmail. He finds it ironic that when a competing applicant is bought off in a license challenge for, say, $100,000, it's considered "just the cost of doing business," but if a deal is struck with NBMC, something underhanded is alleged.

But if the money flowing into NBMC's coffers from license challenge deals is considered by Marshall to be "small money," there have been several occasions when it exceeded the petty cash class. One, which Marshall says produced $55,000, involved the purchase by Tele-Communications Inc. of Liberty Communications (including its six TV stations) earlier this year for $245 million—a deal that was met by an NBMC petition to deny. In an eventual settlement, Marshall says NBMC received a one-time payment of $55,000 while another $45,000 went to educational institutions.

(The agreement didn't settle the score between NBMC and TCI, an organization Marshall finds completely insensitive to EEO concerns. "We settled to work with the Liberty people." Marshall says now. "We saw no reason to make them suffer. But we'll fight the TCI people as long as we can see 'em. We know we're going to have four or five more shots at TCI because they're acquisition oriented. So we just catch 'em at the next pass in the road.")

An even larger settlement came NBMC's way this year in return for withdrawing all oppositions to the RKO broadcast stations. That company agreed to pay $70,000 over two years for various NBMC services, with an additional $25,000 donated each year to the RKO/NBMC Scholarship Fund. RKO also agreed to reimburse NBMC up to $13,500 for expenses incurred prosecuting the license challenges. And Marshall and company could bring in another $42,000 if RKO exercises its option to renew the agreement for a third year.

In addition to money from agreements, the coalition also receives funding from a Gannett Foundation grant: $50,000 annually (except this year, when it received $83,000 as a special grant for the 10th annual conference). Gannett, says Marshall, has been the most loyal—and most generous—contributor to NBMC.

Other media companies also give money to the organization, although Marshall says many are reticent about making contributions outright. Instead, groups like Capital Cities, Hearst, Outlet, ABC, CBS and Metromedia will frequently host receptions or sponsor lunches or dinners. Then, Marshall says, "they can say to themselves, 'I'm not really contributing to NBMC.' As long as they have that reconciled in their minds, for whatever reason, that's fine."

All the elements combined—grants, "agreements" and other contributions—will give NBMC an income of about $400,000 this year, according to Marshall, supporting a staff of five or six. The "Coalition" in NBMC's name refers to 89 affiliated civil rights organizations in 65 cities that are its basic constituents. Additionally, it has 20 corporate members that pay annual dues of $1,000, 50 professional members who pay $100 and some 150 in the general membership category who pay $25.

The organization has offices in New York, Los Angeles and San Francisco in addition to its Washington headquarters, and has plans to establish paid professionals in Philadelphia, New Orleans, Dallas and Houston. (Marshall's brother Rudolph mans the San Francisco post; as Pluria puts it, "I feel good having my family involved...it's a little bit of a family affair, and I don't apologize for it.")

NBMC's expansionist ambitions include other media, as well as other cities. Next on Marshall's priority list: cable, an industry he holds in less than high regard. "It's almost
like they’re thieves. They make a living selling other people’s products that they don’t have to pay for.” He points out that black cable subscribers now make up a substantial percentage of total cable viewers—enough, he thinks, to inspire the major MSOs to produce programming of interest to their black subscribers. Yet in his view, “they’re doing nothing.” That paucity of product will become even more conspicuous as major urban areas begin to come on line. Within the next year, he predicts, 85% of all black homes will be passed by cable.

The most recent medium to feel the Marshall touch is DBS (direct broadcast satellites). NBMC concluded an agreement in June 1981 with Comsat’s Satellite Television Corp. that requires STC to provide $50,000 annually, beginning this year, to “foster minority participation in telecommunications.” According to a Comsat spokesperson, the money will be given to colleges and universities in 1983. The agreement also calls on STC to involve minority businesses in supplying goods and services to the DBS industry. To that end, STC has anted up $1 million to create a Minority Enterprise Small Business Investment Co. (MESBIC), which will lend money to minorities interested in DBS. STC’s seed money will be matched four-to-one by the Small Business Administration, creating an investment pool of $5 million. The quid pro quo: NBMC’s support for STC’s DBS application at the FCC.

One of Marshall’s disappointments is that NBMC is too rarely given credit for what he believes its accomplishments—a saving grace among them, the FCC’s distress sales and tax certificate policies as well as the relaxation of the Small Business Administration rules to permit assistance to minority ownership. And he is particularly proud of the moneys that have gone to black educational institutions as a result of NBMC interventions—the initial $900,000 to Clark, plus an additional $400,000 later; $200,000 to Texas Southern and to Howard University, plus other grants to the University of the District of Columbia and Bowie State in Maryland.

One broadcaster who has known Marshall long and well describes him as pragmatic rather than philosophical. “He’s trying to achieve something now; he’s not just trying to tear down. So he’ll take half a loaf, or a quarter of a loaf, or maybe even a slice, trying to get along himself and help the blacks in broadcasting. Even if NBMC has been only marginally productive, that’s a plus.”

**Talks stop stock**

Turner Broadcasting System suspended over-the-counter trading of its stock last Wednesday afternoon after its price climbed five-and-a-quarter points that day as a result of persistent rumors and press reports that TBS and Westinghouse Broadcasting and Cable and ABC Video Enterprises were working on a deal to merge Satellite News Channel with CNN Headline News.

Trading of the TBS stock was flagged through Thursday (Sept. 29), when the company released a statement by Ted Turner confirming that merger possibilities were being discussed. The stock was then scheduled to resume trading when the market opened Friday morning.

The TBS announcement read in part that the company “confirmed reports of merger talks” among TBS, Group W and ABC, “in an effort to settle out of court lawsuits pending between the companies.” The statement added that “Turner went on to confirm that these talks have been far ranging and have included” the discussion of a number of scenarios by which the assets of SNC might be acquired by CNN. The statement concluded by saying that “fundamental differences” still existed between the two sides. A TBS spokesman declined to elaborate. Reports circulated that Turner had offered as much as $30 million to acquire the SNC assets.

A few hours after Group W and ABC received word of the TBS announcement, the two companies released a joint statement indicating they were “aware of the speculation regarding a possible agreement between SNC and CNN. Although recent discussions have been explored concerning the possibility of combining the two smaller companies, no agreement has been reached.”

A source close to TBS said “My understanding is the deal is basically done,” adding that the company’s statement about there being still existing “fundamental differences” may be an attempt “to calm the stock down.”

So far, all the talks that have been raised concerning a merger possibility have been between the lawyers for both sides. Robert Ross, vice president and general counsel, TBS, has headed up the company’s negotiating team, while former U.S. Attorney General Griffin Bell, now with the Atlanta-based law firm, King & Spaulding, and other attorneys have been representing the SNC interests.

In a related development, reports, stemming from a board meeting last week of Group W company, Westinghouse Electric, suggested that the board was not happy with losses that Group W incurred in various programing ventures, most of them coming from SNC which will lose perhaps $40 million this year. The reports also suggested that Group W Satellite Communications might also be encountering difficulties in finalizing a number of deals with various professional sports teams around the country, and that as a result, “The Sports Network, the planned multi-regional payports cable service may be scrubbed or pushed back.

**Black Media meeting shapes up**

Coalition sets final slate of panelists for four-day annual conference in Washington

The National Black Media Coalition has filled out its agenda for its annual media conference that opens Thursday (Oct. 6) at Washington’s Hyatt Regency.


The following session on Saturday, “Sales—The Way to the Top,” will be moderated by Eric Moore, communications consultant, with panelists Michael Turner WTTG(TV) Washington; Lillian Jones of WBBM-FM; Marv Dyson, WVON(AM) Chicago, and Tony Washington of WJLA-TV Washington.

Otherwise, the schedule for the conference, with the theme, “Trends, Changes and News Directions,” adheres to the original agenda that will have Allen H. Neuharth of Gannett Co., addressing the windup banquet Saturday night. Luncheons will be addressed by Joel Chaseman of Post-Newsweek and FCC Commissioner Henry Rivera (Thursday), Ossie Davis and Ruby Dee (Friday) and 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.


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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--------------------|--------|-------|---------|----------------------|
TAXI (WFLD Ind. UHF) | 11.4   | 22    | +38     |                      |
BARNEY MILLER (WGN Ind.) | 11.2   | 21    | -5      |                      |
WBBM Evening News (CBS Owned) | 10.4  | 20    | NC      |                      |
WLS Evening News (ABC Owned) | 7.9   | 15    | -6      |                      |
WMAQ Evening News (NBC Owned) | 7.5   | 14    | NC      |                      |

OTHER MAJOR CITIES  | Rating | Share |
---------------------|--------|-------|
NEW YORK—WNEW (Ind./6:30PM) | 9.1   | 20    |
WASHINGTON—WTTG (Ind./6:30PM) | 9.9   | 21    |
DETROIT—WJBK (CBS/11:30PM) | 10.6  | 25    |

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WFLD, if you're excited now, wait 'til you see your demos!
A Torbet Radio survey of approximately 130 radio station managers and sales managers on news programming reveals that 75% of the respondents think news is an important factor to their target audience when it selects a radio station. But only 45% said their news departments are money-making operations.

Other findings show 85% of the respondents using actualities in local newscast—specifically, an average of five in each newscast. The average length of a newscast is 4.26 minutes with 12.4% of a station’s “typical broadcast” hour devoted to news and information. Also, 69% believed network news was a definite attraction for listeners.

News views

The data was gathered through a detailed questionnaire that was sent to 300 radio executives across the country. The news survey is the fifth in a series of six Torbet is conducting throughout 1983. The last one will focus on the rep business and the state of national sales.

Underpriced

In a speech before the Minnesota Broadcasters Association’s fall conference in St. Cloud, ABC Radio President Ben Hoberman said he is “very bullish” on radio and that next year will be “one of the most exciting yet” for broadcasters. He said the greatest potential for growth lies in the industry’s advertising rate structure. “Now is the time to focus on restructuring our pricing process so we may obtain a more proportionate amount of the solid results: we make possible . . . I urge you not to underestimate what the market will bear,” Hoberman told the broadcasters in attendance. His call for a closer examination of radio prices came after Martin Rubenstein, Mutual Broadcasting president and chief executive officer, told the New Jersey Broadcasters Association that network radio should seek higher rates (Broadcasting, Sept. 19).

Downer

After a banner national sales month for industry in July—up 10.8% (Broadcasting, Aug. 29)—came disappointing news last week from Radio Expenditures Reports Inc., which reported national spot dollars for August dropping from $59,855,000 in 1982 to $57,619,000 this year—a decline of 2.9%. The report is based on data provided confidentially to RER by 14 leading rep firms. From January through August, however, national spot was up 11.6% over the same period a year ago.

Football extension

The CBS Radio Network has extended its broadcast agreement with the National Football League for an additional year covering 16 Monday night games, all post-season play and Super Bowl XXIX for the 1984-85 season. “The basis of this extension is to compensate for the strike-shortened ‘82-’83 season,” said Dick Brescia, senior vice president, CBS Radio Networks. This will mark the seventh season of NFL coverage over CBS Radio which is currently in what would have been its last year of a four-year pact valued at $12.1 million.

Franklin confirmed

The FCC has granted renewals to Franklin Communications Inc., licensee of WVOJ-AM-WNY-FM, Columbus, Ohio. A local group had petitioned to deny, contending that Franklin had “abandoned” the black community, its “target audience,” by reducing nonentertainment programming aimed at blacks. The commission said the stations are not required to target their nonentertainment programming to a narrow portion of the listening audience.

‘MOYL’ magazine

Al Ham Productions, creator and producer of the highly successful “Music of Your Life” format—big band and MOR hits from the 1930’s to the present, currently airing on more than 160 stations—last week announced a joint publishing venture with Mevville, N.Y.-based Belwin-Mills Music Publishing, a subsidiary of Esquire Inc., which initially calls for the production of a national quarterly publication, Music of Your Life, designed for direct mailing to 750,000 MOYL club members.

According to Ham, the publication,
To be the #1 Radio Rep you need experienced management, effective salespeople and innovative sales and research tools. Katz Radio has them all.

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Satellite-delivered advice. ABC’s Contemporary Network will begin presenting the 60-second public affairs series, *Father Harry: God Squad*, hosted by the Rev. Harry Schlitt, beginning Oct. 5. The weekday series will be fed over the network twice each week for airing at times selected by individual affiliates. The series, previously syndicated by San Francisco-based Bridge Productions, is in its ninth year. ABC describes the program as “focusing on issues that affect young people, such as loneliness, peer pressure, family problems, drug abuse and racial prejudice.” Schlitt moves to New York in November to become director of network development for the Catholic Telecommunications Network of America. He has been executive director of Bridge Productions, a unit of the San Francisco Archdiocese.

Present at the contract signing were (l-r): Schlitt; Willard Lochebridge, vice president, ABC Contemporary Network; and Gloria Briggs, administrator, ABC youth radio networks.

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which will feature celebrity profiles and interviews as well as MOYL club news’ will ultimately evolve into a “slick” magazine-type format. Beginning plans call for a minimum of eight pages of national material wrapped around eight pages of local content provided by individual MOYL-formatted stations. The cover will be customized on a market-by-market basis with local MOYL station logos, Ham said. A pilot issue is scheduled for selected markets this fall with regular quarterly issues starting next year.

No go

Westwood One, Los Angeles, reported it has decided not to proceed with the production and national marketing of the Rock of the 80’s Countdown radio program, produced by Carol, Schwartz & Groves. Norm Pattiz, president of Westwood One, said the decision to abandon the project was made after a six-month test on 20 radio stations. He said the test marketing indicated that a weekly program featuring only modern music “has limited chances for success on a national level.”

**Latest top 40’er**

The Dallas-based Satellite Music Network will unveil plans for a new top 40/contemporary hit radio format called “Rock America” (BROADCASTING, Aug. 15) at this week’s National Radio Broadcasters Association convention in New Orleans. The format is scheduled to make its debut in January. Plans call for one national and eight local commercial spots per hour. There will also be an optional 60-second newscast on the hour, but it is yet undetermined how many hours per day it will air, according to George Williams, SMN’s vice president of programming. The network currently has 250 affiliates airing one of its three full-time formats: “StarStation” (adult contemporary), “StarDust” (MOR) and “Country Coast-to-Coast.”

**Playback**

The Creative Factor, a Hollywood-based radio producer/syndicator, is offering a 90-minute, advertiser-supported profile of The Who, featuring interviews, live concert performances and music recorded during the group’s history. The Who: Before I Get Old is being syndicated concurrently with the release of a book with the same title, documenting the group’s history. The special was packaged and sold by Barnett-Robbins Enterprises and is being sponsored by Activision. It has been cleared in more than 130 markets.

A two-hour music special, The John Lennon Story, is also being offered this fall by The Creative Factor. The bartered program will air Dec. 4-8, marking the third anniversary of the former Beatle’s assassination.

The Indiana statewide radio news network, Network Indiana, has affiliated with CNN Radio—the 24-hour all-news network of Turner Broadcasting—and is projected to be on-line beginning Oct. 15, according to Jim Gustafson, Network Indiana’s manager of sales and affiliate relations. According to Gustafson, each of Network Indiana’s 54 affiliates will have access to the CNN Radio...
With monophonic distortion less than 0.25% at 85% modulation and stereophonic exciter to monitor typical separation of 35 dB, the Motorola C-QUAM\textsuperscript{®} AM Stereo system is an impressive performer. The MC-13020 IC, with comparable levels of technical performance, is the perfect complement for decoding Motorola AM Stereo at the receiver. Broadcast exciters and monitors, receiver decoder ICs and receivers modified for AM Stereo are all available from Motorola. For price and specifications, call Dick Harasek at (312) 576-2879 or Chris Payne at (202) 862-1549.
Key to the highway. WNYN-FM New York personality Steve O'Brien (above) was one of the MC's for the station's "Porsche Party"—where 97 winners of WNYN's "key song" game held keys that fit the doors of two 944 Porsche sport cars. Only two of the winners, however, had the keys that unlocked them. The event took place just outside of Madison Square Garden. The on-air contest asked listeners to identify a particular song aired several times per day beginning Aug. 1 through Aug. 24, with the seventh person calling in with the correct title designated as a "97 key winner." The figure 97 was used to correspond to the station's dial position—97.1 mhz.

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Writing on the wall. Just one block from Hollywood's Walk of Fame, classical music KFAC-AM-FM has unveiled its own Wall of Fame. Comprising 23 bronzed plaques adorning the outside of the station, it pays tribute to the station's clients and employees (both current and former) as well as musical celebrities such as Luciano Pavarotti, Leonard Bernstein and Frank Sinatra. The inspiration for the wall came to general manager George Zitteringer (r) as a way to celebrate KFAC's move to new Hollywood studios. Standing with him are Los Angeles Mayor Tom Bradley (l) and City Councilwoman Peggy Stevenson at the unveiling of the wall. More plaques will be added in 1984.

newscasts which will be fed at the top and bottom of the hour, 24 hours a day.

The AP Radio Network is expanding its weekday feature lineup with today’s (Oct. 3) debut of Straight Up with Steven the Bartender. The program, which features professional bartender Steve Austin, is described as a 90-second "common sense advice piece." Also debuting today is a new 90-second life-style feature called Looking Good. The program will feature Paula Beth Begoun, a former actress, and will offer dressing and grooming advice for men and women.

Westwood One, in association with Geffen Records, will air a live Asia concert from the Budokan Theater in Tokyo via satellite on Dec. 6. And, in an unusual move, there will be no market exclusivity. Westwood One will license all radio stations wishing to participate in the broadcast at no charge, according to company President Norm Pattiz.

Plans call for Westwood One to feed the audio portion of the concert performance commercially free to stations worldwide with Warner Amex’s Music Television (MTV) simulcasting the video. Due to the international date line, the broadcast will be heard in North America on Dec. 7.

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NRBA heads
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The major event of the 10th annual National Radio Broadcasters Association convention that got under way yesterday (Oct. 2) at the New Orleans Hilton is the election of a new association president. As of last week, indications were that Bernie Mann, president of High Point, N.C.-based Mann Media (WOKX(AM)-WGLD-FM High Point and WKIX(AM)-WYYD(FM) Raleigh, both North Carolina), was still the popular choice of the 35-member board of directors (“Closed Circuit,” Sept. 19). Mann, who has served as the association’s Eastern region vice president for the past two years and has been actively involved in all NRBA activities as a board member for about 10 years, was expected to be elected Sunday morning, just prior to the official start of the convention—the opening of the exhibit hall—at noon. The new president is replacing Sis Kaplan, of Sis Radio Inc., licensee of
WAYS(AM)-WROQ(FM) Charlotte, N.C., who is stepping down after four years at the helm.

Total attendance for the three-and-a-half day event is expected to top 4,000 (including exhibitors, hospitality suite hosts, guests, spouses and walk-in registrants). The hotel will house 130 exhibit booths—up from last year's 85—and 80 hospitality suites.

On the agenda are more than 30 workshops divided into management, sales, engineering, programming, promotion and research. One session that should generate considerable interest takes place Tuesday at 9 a.m. when George Burns, president of Studio City, Calif.-based Burns Media Consultants, speaks on the direction of radio programming over the next two years based on computer projections. The session is titled “Programing Trends and the Purity Problem.” Another Tuesday session that should prove popular is also slated for 9 a.m. and will explore the implications and impact of FCC's Docket 80-90—a ruling that could lead to the creation of as many as 1,000 new FM stations.

A hot topic among broadcasters will be discussed at a three-hour seminar examining FM subcarrier opportunities on Tuesday afternoon and then again on Wednesday morning. Leading the forum will be Tom McCoy, NRBA's senior vice president, who will unveil preliminary findings of the association's recent survey of broadcasters on their plans for subcarrier channels. McCoy plans to tell attendees that among those broadcasters who responded to NRBA's questionnaire, paging was projected as the prime use for SCA's with data transmissions second. McCoy will also note that most broadcasters seem to have a very real expectation of revenues to be expected from leasing FM subcarrier channels.

FCC Chairman Mark Fowler is scheduled to present Monday's opening general session address just prior to lunch, and the association plans to present a five-minute taped address from President Reagan. And during the luncheon, CBS News special correspondent Walter Cronkite is to receive NRBA's 1983 Golden Radio Award. Also on Monday's agenda is a 4 p.m. meeting of the Daytime Broadcasters Association which will discuss the FCC's decision to expand the hours of operation for daytimers.

After four years at the helm of the National Radio Broadcasters Association, Harriet (Sis) Kaplan has decided to step down from the leadership slot and devote more time to running her radio stations—WAYS(AM)-WROQ(FM) Charlotte, N.C.—and other business interests.

On the eve of NRBA's annual convention in New Orleans, she took time to talk to Broadcasting editors and to reflect on the past, present and future of the association and on radio in general.

How do you see the state of the medium at the moment?

Well, I think that it's healthy. Although, to some degree, it depends on the health of the area that you're in. I just returned from speaking to the Minnesota Broadcasters Association, and the upper half of that state has all kinds of economic problems, while the middle and southern parts are just as healthy as can be. Now, radio is going to go through changes, as all the media continually do. But both the long term and the short term outlooks are healthy ones.

Do you feel that the radio media are less subject to change by all the new media activity than are, for example, the television media?

I personally believe that local television is going to go through some
For the past several years, most of the news following each ratings sweep for the Easy Listening format has been less than joyous.

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of the revolution in terms of change that radio went through after World War II, when all the new stations started coming on, when the enormous growth took place.

Is that because of low-power?

It’s because of all the media things that are happening; it’s not just because of low power. It has to do with the number of channels that are going to be available. Direct broadcast satellites and cable and MDS and all of the other things that are happening.

Radio seems to have weathered all of that.

Yes, and I’m not suggesting that television isn’t going to weather it, too. I’m simply saying that there are going to be changes, just as there were changes in radio.

Do you think any of the new media are going to make radio change as well as television—low-power and some of the other things?

Well, radio has continually changed, at least during my career. And I’m sure there will be changes and I’m sure the more innovative broadcasters will do better than the less innovative ones. But radio is a personal medium and it serves a constituency that there isn’t any other way of reaching that I know of today, and I’m not suggesting tomorrow won’t be a different story because the technology that’s going on today requires paying great attention. I think that radio broadcasters who are not paying attention to what’s happening, and dealing with it in a competitive way, are going to be in trouble.

I just don’t think you can play the ostrich game and survive in radio today.

Is it a more difficult challenge at this moment for AM as opposed to FM?

Well, they’ve certainly had a role reversal. You know, when I started in radio it was “What is FM?” Now I have a 15-year-old daughter who doesn’t know she’s got an AM band on her radio.

So there’s no question that AM has a difficult role today, depending of course on the market situation. I’m not suggesting that there aren’t some very healthy, very successful AM’s. I had lunch in Chicago last week with Wally Phillips at WGN. Well, you can’t get much healthier than that. So I’m not suggesting an unhealthy AM. But, yes, I think they’re in for changes and for a difficult time; we’ve all seen the research of which age groups are on which side of the dial. And it’s going to have to be dealt with. You can’t act like the problem doesn’t exist. You know, I think it’s soluble. I don’t think AM is dead, if that’s what you mean.

What do you think the big issues will be before your membership at the NRBA convention?

Many of them will be issues that will always be big issues—sales, good management and how to deal with the changes in technology. One of the other areas I hear a lot of is: “What are we going to do with our SCA’s?” My personal point of view is that broadcasters have done a lot of talking with each other and manufacturers, whereas I think we need to be doing a lot more talking with people who are using some sort of methods of—for instance—data distribution. I don’t think we’re spending enough time trying to investigate other businesses and how we can serve them. It’s certainly a potential moneymaker, but some broadcasters are just saying, “OK, hand me the money to use my SCA.” And I’m not sure that that’s very realistic.

What about programing? What do you think the primary interest in that area is going to focus around?

One of the things that’s happening on the music dial is that formats are heading more toward the middle from both directions. And while I certainly don’t consider myself a top programing consultant, it’s clear that the successful FM stations today are not doing things a heck of a lot different than the successful AM’s did in the past. Again, a role reversal.

What are you doing in Charlotte?

Well, our AM station is now news, talk and sports, for a long time we were top 40. I’m not sure that I would call what we’re now doing with our FM top 40 exactly. We are some form of top 40-contemporary-AOR mixture. In the years past it was a straight AOR.

Why do I think that’s changing? It’s because I think the whole society is changing. The people who are in the demographic that you’re after have a different mindset than they did six, seven, eight years ago, by a long shot.

A more conservative mindset?

Absolutely. A more conservative head-set, a more traditional mindset, and a more successful one. I guess it’s because I’m getting old, but I would call it an old-fashioned mindset, in terms of back to the more traditional ideas.

May we turn to the deregulatory area for a few moments? We’re interested in knowing what the NRBA strategy is. Are you interested in pursuing a radio-only deregulation bill?

Yes.

What do you think the chances are of getting a radio-only deregulation bill through?

I don’t know what the chances of getting meaningful deregulation are altogether. At this point I’m very discouraged.

Why?

Well, I’m discouraged because I think that we had some things going very positively in the negotiating direction. That was before Senator Packwood’s speech to the National Association of Broadcasters—when he said the NAB couldn’t lobby its way out of a paper bag.

At that point, the whole routine changed and we ended up with the situation that now exists. We could be facing all kinds of things from quantification to percentages to God knows what all.

Do you think radio and TV deregulation should be treated independently?

Well, I am in favor of deregulation for both radio and television. But I believe that radio deregulation can be achieved today. I am not sure that the two can be achieved together. I am also equally certain that radio deregulation would work in terms of realities of performance, and I believe television deregulation would follow when it was shown that radio’s indeed worked. And that’s why I think the two ought to be separated.

But we are against quantification. We are against a spectrum fee. But we might be willing to negotiate a contract. That’s an approach we still feel has possibilities.

What does the contract concept mean?

Well, the government has long-term contracts in various areas—contracts that cannot be changed.

And under which you might be prepared to pay a fee?

A contract that would give us deregulation of which there might be,
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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.

AT&T


The MacNeil/Lehrer
NEWSHOUR
Weeknights on PBS
While nobody was watching

The National Radio Broadcasters Association is holding its annual convention this week in New Orleans, with an expected attendance of 4,000.

The National Association of (all kinds of) Broadcasters held its annual Radio Programing Conference in San Francisco a month ago, with an attendance of 2,000.

Officials of the new Television Operators Caucus met in Washington last week with officials of the NAB to discuss how each organization will go its separate ways.

The NAB's "structure study committee" meets in Washington today to talk about conversion of the association to a federation. Just maybe the conversion is already under way without being recognized.

More and more it is apparent that divisions of interests within a vastly growing and increasingly diverse Fifth Estate will insist on independence in Washington representation. More and more it is apparent that an umbrella organization is needed to speak for more interests than one when those interests coincide and to provide coordination for interests that may not coincide but are not in conflict. It is also needed to provide information and services of common use to more interest than one.

There are no signs that a National Radio Broadcasters Association would disappear if the NAB became the National Federation of Broadcasters or that a strengthened NAB radio division would give up its identity or its annual program conference under a converted NFB. The major television owners who compose the Television Operators Caucus made it plain last week that they intend to guard their independence, a condition that would in no way be threatened by membership in an NFB with a vigorous and semiautonomous television division.

The structures committee intends to set an agenda of active interviewing to solicit expert views on how to reorganize the NAB. Clearly the committee takes its mission seriously.

It is a mission that will naturally lead to a National Federation of Broadcasters—as step one in the ultimate formation of the National Federation of the Fifth Estate.

One way or the other

The Temporary Commission on Alternative Financing for Public Telecommunications has submitted to Congress an admittedly inconclusive report on the advertising experiment conducted by nine formerly noncommercial television stations. The TCA/FP, whose name and initials now enter merciful retirement, guessed that advertising revenue would never be an adequate substitute for federal funding, but couldn't be absolutely sure. It suggested that honest-to-god advertising be kept off noncommercial stations unless "overall benefits... will exceed the costs."

That pretty much leaves it up to Congress to guess whether the noncommercial system ought to go commercial or remain in the just-a-little-bit-pregnant condition that the FCC induced a couple of years ago. Under the FCC's liberalized policy, noncommercial stations have been able convert simple air credits into institutional messages for sponsors of its programs and donors of promotional services or merchandise. The experimental admission of unrestricted advertising to the noncommercial air came in an act of Congress a couple of months after the FCC loosened its noncommercial rules.

As is, the noncommercial television system has evolved into an entirely different creature from the one imagined back in 1952 when the FCC set aside 242 channels for exclusive use by non-commercial, educational broadcasting. The facilities were activated largely at government expense. They were supposed to provide a service different enough from the commercial service to justify support by public funds.

Things haven't quite turned out as imagined. If legislators reflect the popular will, the public is less willing to be taxed for noncommercial broadcasting than the FCC thought it would be. The search for alternative funding becomes ever more desperate, and the guess here is that the last has not been heard of a conversion to commercial operation.

It ought to be noted that a good many of the most influential leaders in the noncommercial structure oppose the commercialization of the medium. But if their objections are overruled and the conversion proceeds, the government will have to drop the pretense that this is the noncommercial system for which all those channels were reserved. At that point the stations enter the commercial system; to be operated and traded like those that are frankly called commercial now.

Apples and oranges

Political broadcasting is much on Washington minds these days. It tends to get mixed up with the costs of political campaigning, as it did before the Senate Rules Committee and the Practising Law Institute last week, and with voter apathy, as it did at an ABC-Harvard seminar Friday and Saturday.

There isn't any question that the costs of running for office are obscene and that turnout at the polls is a national disgrace. But the tendency to look at television for a quick fix will not solve the problems.

There is always talk of forcing television to give away its time. That would shift the cost from the candidate to a medium that would be penalized for its advertising effectiveness. The better way is Barry Goldwater's—to cap spending of all kinds in pursuit of office.

Maybe television can encourage voting, as Leonard Goldenson has suggested. It has not been proved to be a factor in the decline of participation at the polls, as those who oppose projections of election results insist.

The electoral process has developed problems. It is there that the fixing must be done.
Southeastern Conference basketball games over next three years. Rights over period are valued at approximately $18 million.

John E. Patton, chairman and chief executive officer of Tenafly, N.J.-based Bonneville Broadcasting System, syndicator of beautiful music programing for radio stations, resigned last Friday (Sept. 30) "in order to pursue a variety of opportunities, particularly those related to new broadcast technologies outside the company." However, Patton will remain with Bonneville in consulting capacity. Until Patton's successor is appointed, Steve Riddleberger, VP-finance and administration, Bonneville Broadcasting System, will help handle day-to-day operational duties, while Bill McMahon, consultant to Bonneville International (parent company), will assist in marketing and sales.

Internal Revenue Service has charged that estate of late communications magnate Samuel I. Newhouse understated tax liability by more than $609 million. IRS, claiming fraud, is asking payment of that amount plus $305 million in penalties, of total of $914 million. Lawyers for Newhouse family called IRS claims "absolutely spurious" and said discrepancy stems from how privately held Newhouse properties are evaluated. Newhouse has sold broadcasting chain, remains MSO and group publisher.

AT&T has proposed to change rates it charges for full and part-time interexchange (IXC) television transmission service. Part-time rate would decrease from current 93 cents to 80 cents per channel mile hour; full-time rate would increase from current $68.15 to $76.65 per channel mile per month. It also has proposed to change cancellation charges. Under proposal, if order is cancelled later than 8 months, charge would be assessed. Cancellation charge would equal part-time IXC rate for portion of order cancelled.

Unlike its radio counterpart, Public Broadcasting Service was diagnosed in "sound financial condition," according to audit by Peat, Marwick, Mitchell and Co. for fiscal year 1983, with excess of revenue over expenses of $1,239,000. Total PBS assets, which amounted to $25.1 million at end of FY 1982, rose to $33.9 million. Revenue totalled $35,283,918, according to report.

RCA Corp. has sold C.I.T. Financial Corp. to Manufacturers Hanover for $1.5 million, largest purchase ever for bank holding company. C.I.T. is financial services company which RCA acquired in 1980 in cash and stock swap deal for total of $1.4 billion. Transaction excludes insurance subsidiaries of C.I.T. RCA Chairman Thornton Bradshaw said spinoff will "give us greater flexibility to invest in our core businesses—electronics, communications and entertainment." Divestiture also allows RCA to "invest in any attractive external opportunities in those areas," said Bradshaw.

Final report of Temporary Commission on Alternative Financing for Public Telecommunications, which favors enhanced underwriting for public broadcasting (BROADCASTING, Sept. 26), was submitted to Congress last Friday with separate statement from National Telecommunications Information Administration attached. NTIA statement recommends limited product advertisements be allowed on public broadcasting and that TCAPP be continued in many cases.

Cox Communications has signed letter of intent to sell cable system in St. Clair Shores, Mich. to Comcast Cable Investors L.P., limited partnership of Bala-Cynwyd (Philadelphia), Pa., for undisclosed price. Sale is necessary to get FCC approval for acquisition of WXYZ-TV Detroit, which Cox bought from Field Enterprises for $70 million (BROADCASTING, May 23).

Combined ratings and shares for three network evening news programs were down significantly for week ended Sept. 23, with average 32.7/65, compared to year ago (for week ended Sept. 24, 1982) when combined average was 34.2/66. Difference represented decrease of 1.5 rating points and three share points. ABC World News Tonight bore brunt of loss with average 9.6/19, compared to 11.3/22 year ago. Preliminary indication is that expanded MacNeil-Lehrer NewsHour has not had major impact on commercial network news viewing. First national Nielsen measurement of expanded program, which also debuted Sept. 5, won't be undertaken until week of Oct. 10. But PBS research executive said Arbitron overnight for three weeks since NewsHour debut indicate that program is "slightly ahead" of performance half-hour version did year ago in Chicago, equal in New York, Los Angeles and San Francisco and slightly below in Philadelphia. Average three week rating in five overnight markets are: WNET (NY) New York, 1.56; WTVD-Chicago, 1.83; KERT- Los Angeles, 2.0; KEYT-San Francisco, 1.53, and WHYY (Philadelphia), 1.36.

FCC Commissioner Mimi Wayforth Dawson has been appointed to Federal-State Joint Board. According to FCC, board is supposed to "develop recommended changes in the jurisdictional separations procedures governing the allocation of local telephone company exchange plant between the intrastate and interstate jurisdictions." Dawson is filling vacancy created by departure of former Commissioner Anne Jones.

At open meeting Thursday (Oct. 6), FCC will consider whether to seek comment on using lotteries for another use: cellular radio franchises in all markets below top 30.

Clifford Evans, 68, vice president and Washington news bureau correspondent for RKO General died last Thursday of a lung blood clot. Clifford, who had previously worked for NBC's Today show, joined RKO in 1963 and came to Washington as director of news bureau in 1966. He had also been producer and moderator of weekly show Ladies of the Press, broadcast on all RKO stations until 1968. He was president of White House Correspondents Association in 1981-82. He is survived by wife, Ruth Wolf Evans, and brother, Murray.
House last week completed action on Radio Marti legislation, passing overwhelmingly measure designed to make available to Cuban news their country and thus break what Reagan administration says is Castro regime's monopoly on news in that country. Bill, passed on 302-109 vote, was sent to President Reagan, who is certain to sign it into law even though it differs markedly from measure he had hoped Congress would approve. But if administration is not completely satisfied, broadcasting industry and National Association of Broadcasters are content and pleased with success of intensive lobbying campaign. House accepted without change Radio Marti bill passed earlier by Senate after opponents and proponents agreed on compromise that provides for establishing Cuba service within Voice of America. It will be broadcast over frequency used by VOA on Marathon Key, Fla., 1180 kHz, which it shares with WHAM(AM) Rochester, N.Y. (Broadcasting, Sept. 19). Administration had proposed separate entity that would serve as "surrogate" station for Cuba and operate under aegis of Board for International Broadcasting, which now oversees Radio Free Europe and Radio Liberty. NAB vigorously opposed that proposal, fearing it would cause Cuba to retaliate by stepping up interference to American broadcasters. Backers of compromise say broadcasts to Cuba, if provided by VOA, which is already heard there, are less likely to have same effect. But despite NAB's satisfaction with bill, there remained some in House who predicted it would produce more problems. In Senate opponents had killed Representative Parren Mitchell (D-Md.) noted reports that Cuba is building 500 kw station—10 times more powerful than any station in U.S.—"that would jam us to death." He said it would interfere with stations in 30 states. Bill now on its way to President provides $14 million for project in 1984 and $1 million in 1985. Appropriation process will begin in Senate this week.

Deal between Chronicle Publishing and Gannett Co., in which latter was to acquire KRON-TV San Francisco for $100 million, and KOCO-TV Oklahoma City, fell through last week. Deal, which had been pending for about one year, had been beset by number of complications, including need for Gannett to spin off two newspaper properties, Oakland Tribune, which it did, and Independent Journal in Marin county, which it had not. While Chronicle officials insisted merger talks were "mutual," one Gannett executive suggested that perhaps Chronicle tired of negotiating process, simply deciding station was not for sale. "We still wanted the station," Gannett source said of KRON-TV. Chronicle may have also been motivated by performance of KRON-TV over past year. "The station is doing much better" since time initial asking price was set, said source at station.

Bonneville International last Friday (Sept. 30) announced it has reached agreement in principle for sale of Torbet Radio rep firm to Selcom Inc., national radio representative subsidiary of Selkirk Communications Ltd. of Toronto—for price estimated to be in $8-million to $10-million range.

Television itself was cited Friday as part of problem in symposium that ABC co-sponsored with Harvard University in effort to uncover causes of continuing decline of voter participation in national elections. Elizabeth Drew, New Yorker contributor, said increasing costs of elections is causing cynicism on part of public. "Most people who spend more [than their opponents] win," she said. "We're confusing marketplace of ideas with the free market." Drew noted that West European governments require stations to give, not sell, television time to candidates, and suggested that "TV people and political practitioners get together to work out system" that need not be expensive but that would "raise the level of discourse." John Dean, political consultant to Republican campaigns, offered rebuttal. "I'm not sure we're spending enough, or perhaps too much, or in the most productive way," he said. "Are we using TV funds to clarify issues and differentiate among candidates, or in ways not helpful?" Leonard Goldenson, chairman of ABC, opened symposium with expression of concern that decline of voter participation will endanger democracy in America. He noted that less than half voting-age population voted in last election. Result, he said, is that administration comes to power with support of only one-fourth of electorate.

Executive activity at Viacom. Terrence Elkes, president of Viacom International Inc., was appointed chief executive officer of the company last week. He succeeds Rafael Baruch in that capacity. Baruch remains chairman of Viacom, a major television and cable program producer and distributor, cable MSO and group broadcaster. Baruch had served as CEO of the company since it was spun off from CBS in 1971. Elkes joined the company in 1972 as vice president, general counsel and secretary. He became president and a member of the two-man "office of the chief executive," along with Baruch, in 1978. Since that time, the two men have shared the overall responsibility of running the company, but, as Elkes told Broadcasting last week, "in the final analysis, Rafael was the final decision-maker." The two executives continue to work closely in running the company, said Elkes, except that when it comes to making those final, go-no-go decisions, "Rafael has basically passed the baton to me." The two men will continue to share the office of the chief executive.

Elkes said that under his command there will be "no radical changes" in the direction the company is headed. He said, however, that more attention will be paid to the program production side of the business, specifically expanding the role of Viacom Entertainment Group, the company's production arm based in Los Angeles. "We've been very successful at establishing what are really marketing and distribution pipelines," he said, referring to the Showtime-The Movie Channel Inc., merger, and the Cable Health Network, which is in the process of being merged with Hearst/ABC's Daytime Channel. The company also owns three television outlets, 11 radio stations and cable systems serving 700,000 subscribers. "Now that we've got the pipelines well in place," he said, "we'll be paying more attention to the software side of the business."

Most new prime time shows continued to post impressive numbers on Monday through Wednesday last week. According to Nielsen overnight ratings/shares, AfterMASH received a 31/47 in its premiere; Hardcastle & McCormick which received 26.7/43 in its first airing Sept. 18, 20.7/33 last week. Hotel 26.1/44 (premiere); Emer- aid Point, N.A.S. 19.2/28 (premiere). Oh, Madeline 18.2/28 (premiere), Just Our Luck which premiered Sept. 20 at 14.7/24, 13.2/ 26; Mississippi 16/25 (premiere), and Boone 10.8/16 (premiere).

CBS Morning News and NBC-TV's Today Show are tied in ratings both for just-ended third quarter and most recent week for which ratings are available (Sept. 19-23). Trailng ABC-TV's Good Morn- ing America (4.4/24), CBS Morning News and Today are neck and neck at 3.1 rating/19 share for 13 weeks ending Friday, Sept. 22, and for most recent week, they are tied at 3.6/19, behind GMA; 4.8/25. First Lady Nancy Reagan plans to co-host instalment o ABC TV's Good Morning America on Wednesday, Oct. 12 from 7 to 9 a.m. Theme will be drug abuse in America.

Lorimar. Culver City, Calif.-based program producer and syndica- tor has entered sports syndication business via deal it completed last week with Dallas-based Sports Production Inc. Deal calls for Lorimar to jointly finance with SPR rights that later acquired for
TM's Shaughnessy: builder of bottom lines

Pat Shaughnessy was busy selling city business directories in Omaha 18 years ago when he knocked on the door of KOIL(AM). The station's sales manager, Don Tawzer, listened to the 21-year-old's sales pitch, and decided that acquiring the man's talents was more important than buying what he was peddling.

He hired him as an account executive, and in three years Shaughnessy became sales manager and found himself well on his way to making a name for himself in the radio business.

Shaughnessy is now president of Dallas-based TM Companies, one of the leading full-service syndicators of products for the radio industry. He currently oversees the day-to-day operation of TM Companies, which is divided into two divisions: TM Productions—which develops original music for local station sales purposes and produces radio and television station ID packages and television and audio-visual shows—and TM Programming, the producer and marketer of six radio formats—"Stereo Rock," "Urban One," "T-MOR," "TM Beautiful," "TM Country" and "TMAC" (adult contemporary)—as well as special features and audio programing for 47 airlines. The two divisions serve approximately 1,200 radio and TV stations.

In the years TM has been under Shaughnessy's reign, the company has enjoyed rising profits. A major reason, according to Shaughnessy, was the decision to merge the Special Projects division into TM Programming in the fall of 1981. That acted as a cost-efficient catalyst that propelled TM Companies into what he calls a profit-making "banner" year in 1982.

As a child growing up in Iowa, Shaughnessy "never dreamed of going into the broadcasting industry." He was selling business directories for the R.L. Polk Co., when he happened upon KOIL(AM) and Don Tawzer and suddenly found himself in the radio business.

After four years at KOIL, Shaughnessy left and became vice president of Young Adult Marketing Inc., a Tarzana, Calif.-based company, headed by former Radio Advertising Bureau President Kevin Sweeney, that was designed to generate retail sales for local rock stations. Still living in Omaha, Shaughnessy spent six months traveling around the country meeting with station managers.

One day in St. Paul, while Shaughnessy was visiting group operator Walter Richey, who then owned KMEN(AM) San Bernardino, Calif., Richey said: "I don't need a guy to come out and see me once a month. I need someone who is at the station every day." Richey, who was impressed with Shaughnessy's presentation, asked him if he would accept the job of station vice president and general manager and take on the task of bringing the property into a healthier fiscal state. The answer was yes.

Shaughnessy turned a profit at KMEN(AM) by improving the format, becoming more involved in the community and employing what he terms "the basic fundamentals of selling radio."

According to Shaughnessy, during the latter part of 1972, Gene Chenault of Drake-Chenault Enterprises—a Canoga, Calif.-based radio producer and syndicator—was impressed with the financial performance of the station and considered buying it. He contacted Shaughnessy and suggested they get together to talk about a position with Drake-Chenault.

Shaughnessy, who was planning to accept a job with KAYQ(AM) Kansas City in a matter of days, told Chenault, "we'd better meet soon" and hours later they were at a restaurant in LaVerne, Calif. Another meeting took place two nights later, climaxing with a hand-shake agreement between the two which put Shaughnessy at the helm of Drake-Chenault Enterprises as its executive vice president and general manager.

Shaughnessy says he changed the focus of the firm, which was then marketing three formats, from aiming at major-market stations to small-to-medium outlets. In so doing, the company's client list of 50 nearly doubled in one year. Shaughnessy's name in the radio syndication business had been established.

In 1974, while retaining the title of executive vice president for Drake-Chenault Enterprises, Shaughnessy took control of the company's owned station, KIQQ(FM) Los Angeles. Four years later Drake-Chenault sold KIQQ to the Outlet Co. and Shaughnessy decided to go into ownership. But the next year, Bruce Johnson, then president of Shamrock Broadcasting, lured him away to head TM.

James R. Mixon, executive vice president and chief operating officer for Shamrock Broadcasting, TM's parent company, describes Shaughnessy as "an energetic, hard-working manager who cares about his people."

What lies ahead for TM? Will satellite technology play an important role in the delivery of its products? "Satellite transmissions are fabulous for network news feeds and special events programing," Shaughnessy says, "but we don't believe in it for full 24-hour programing. We can't offer stations the kind of music flexibility over satellites that we can on tape," Shaughnessy says, explaining that the tempo of the music for each format will vary from station to station.

However, Shaughnessy projects that within a year TM will use satellite transmissions for specials and music updates for the tape-delivered formats.

Shaughnessy is not only a planner at the office but also while jogging. "Running has helped me become a better planner," Shaughnessy says. "You have to map out your strategy and go after it each day." Shaughnessy runs each year in the Dallas and New York City marathons—the latter coming up in three weeks.

And when Shaughnessy is not running, he likes to read, especially about how other companies are operated. That, no doubt, helps him stay a step ahead in the competitive marketplace of the 1980's.

Patrick Sherman Shaughnessy—president, TM Companies, Dallas; b. Jan. 22, 1945, Council Bluffs, Iowa; attended Northwest Missouri State, Marysville, 1963-64; account executive, KOIL(AM) Omaha, 1966-68; sales manager, KOIL(AM), 1969-70; vice president, Young Adult Marketing Inc., Tarzana, Calif., 1971; vice president and general manager, KMEN(AM) San Bernardino, Calif., 1971-72; executive vice president and general manager, Drake-Chenault Enterprises, Canoga Park, Calif., 1973-78; as vice president and general manager, KIQQ(FM) Los Angeles, 1974-79 (station was owned by Drake-Chenault, but sold to Outlet Co. in 1978. Shaughnessy also retained title of executive vice president for Drake-Chenault Enterprises between 1974-78 and stayed with Outlet through 1979); present position since December 1979. Appointed a vice president of Shamrock Broadcasting (TM's parent company) in February 1983; divorced; children—Lisa, 17; Michael, 16; Patrick, 14, and Daniel, 13.
Joins

Joining TV and Radio news capacity is Peking, and Philadelphia. Executive formed has Landsman/Rivers as writer correspondent, domestic dedicated Appointments, Richmond, and. Gary Deeb, television and radio critic, Chicago Sun Times, joins WLS-TV Chicago as media critic.

Gary Chase, program director and music director, WAVA(FM) Washington, joins WRXL(FM) Richmond, Va., as program director. Appointments, Entertainment Tonight, syndicated series for Paramount Television Domestic Distribution, Los Angeles: Alan Arthur, anchor, KMOL-TV San Antonio, Tex., to correspondent, based in Los Angeles; Jeanne Wolf, correspondent, Miami, to Los Angeles bureau in same capacity; Richard Wilson Jr., writer-producer, CBS Radio Network, to writer-editor; Beverly Kopf, segment producer, to senior segment producer; Doug Herzog, from WTB(TV) Atlanta, to segment producer, music; Karen Good, segment producer, Good Morning America, ABC-TV, Los Angeles, to segment producer, movies, and Peter Hammond, researcher, to weekend segment producer, Entertainment This Week.

Landsman/Rivers Radio Services, New York, has disbanded and principals have each formed new companies. Dean Landsman, president LRRS, is now president of his own radio programing and consulting firm, Landsman Media, New York. Steve Rivers, executive vice president, LRRS, has formed own consulting firm, Whale Communications, Philadelphia.

News and Public Affairs


Rich Fisher, weekend anchor-reporter, WXYZ-TV Detroit, named anchor, 6 p.m. news.

Rick Roberts, from WOTV-Ames, Iowa, joins WOTV(TV) Grand Rapids, Mich., as co-anchor.

Allison Gregory, reporter, KRDO-TV Colorado Springs, named weekend anchor.

Mary Broderick, from WTTG(TV) Washington, joins WILA-TV there as news writer. Jim Ramsey, from WLS-TV Chicago, joins WILA-TV as weekend weathercaster.

Andrew Amador, from KPIX(TV) San Francisco, joins KIIT-TV there as weather anchor.

John VanScovoc, editor, Citizen Group Publications, Boston, joins noncommercial WGBH-TV there as managing editor and producer, 10 p.m. news. Rory O’Connor, field producer, WCVB-TV Boston, joins WGBH-TV as producer, 10 p.m. news.

Debra Leach, from WDAY-TV Green Bay, Wis., and Mark Douglas, from WBBH-TV Fort Myers, Fla., join WTSP-TV Tampa-St. Petersburg, Fla., as reporter.

Technology

John Park, VP, marketing, broadcast products division of Sony Corp., Park Ridge, N.J., joins Thompson-CSF Broadcast, Stamford, Conn., as VP, marketing and sales.

David Graham, project engineer, Tri-Media Studios, Calgary, Alberta, joins KUED(TV) Salt Lake City as director of engineering.

Gerow Brill, from Ampex Corp., Redwood City, Calif., joins Clear-Com, San Francisco-based manufacturer of broadcast equipment, as national sales manager.

Thomas Christy, SMATV product manager, Blondie-Tongue Laboratories, Old Bridge, N.J., joins Comtech Antenna Corp., St. Cloud, Fla., as director of marketing.

Bowed out. Paul Harvey, ABC radio commentator, has written the White House saying he does not wish to be considered for the seat on the Corporation for Public Broadcasting board ("Closed Circuit," Sept. 19). Harvey said that as a political appointee in an election year his perceived credibility might be endangered. He also said he was already on the board of a foundation that had made contributions to public broadcasting, which would be another potential conflict of interest.

Promotion and PR

Gary Claussen, executive VP, television, Stone/Hallinan Associates, New York public relations firm, named partner and director of firm.

Vincent Curran, acting general manager, Carl Byor & Associates, Detroit, joins public relations division of Lewis, Gilman & Kynett, Philadelphia, as VP and management supervisor.

Ray Gre bey, executive scholar in residence, graduate school of business, Washington University, St. Louis, joins Hill & Knowlton, Chicago, as senior consultant.

John Abrams, consultant, RKO Radio Networks, New York, joins ABC public relations there as manager, audience information.

Allied Fields

Roy Easley, VP, Association of Maximum Service Telecasters, Washington, has taken early retirement at age of 57. Before joining AMST 15 years ago, he had retired lieutenant colonel after 20-year career in U.S. Army.

C. Dennis Crayer, director of productions and development, NCMA Productions, Mission, Kan., joins Kansas City Royals as director of broadcasting and marketing.

Robert Paine, from Corinthian Television Sales, New York, joins Nielsen Station Index there as marketing development executive.

Gary Chapman, VP and general manager, WLNE(TV) Providence, R.I., re-elected chairman, Electronic Media Rating Council, New York.

Deaths

Ray Sutton, 41, vice president, Detroit sales, NBC Television Network, died of heart attack in his sleep at his home in Leland, Mich., on Sept. 24. He joined NBC as salesman in West Coast office in 1968. He is survived by his wife, Jody, and two sons.

Raymond Bell, 75, died of cancer Sept. 6, 1983, at his home in Beverly Hills, Calif. Former head of Foreign Claims Settlement Commission and director of political communications for President Reagan’s 1980 campaign, Bell was former VP, corporate and government relations, Columbia Pictures, and former president of New York and Washington chapters, Public Relations Society of America. He is survived by wife, Jeanie Viener Bell, son and three daughters.

Gareth B. Muchmore, 70, editor and co-publisher of Fonca City Publishing Co., owner of WBBZ(AM) Ponca City, Okla., died of heart failure Sept. 22 in Ponca City. He is survived by his wife, Pat, and two daughters.

Jim O’Brien, 43, weekend anchor and weatherman, WPVI-TV Philadelphia, killed when parachute failed in sky dive at New Hanover airport in Gilbertsville, Pa., on Sept. 25. O’Brien was also host of station’s Saturday magazine program, Prime Time. He is survived by two daughters.
Promotions at Dancer Fitzgerald Sample, New York, in media planning: Jack Irving, from VP to senior VP and chairman of Media Plans Review Board; Estree Dworkin and Ruthanne Greenberg, from associate media directors, to VP's; Lucille Monaco, from media supervisor to associate media director; in media implementation: Lou Dorkin, senior VP, to newly created position of director of network relations; Mel Conner, senior VP, to director of network operations, and Sandra Michaelson and Betsy Frank, associate media directors, to VP's.

Allan Linderman, VP and media director, Creamer Inc., Pittsburgh, elected senior VP and director of media services, Creamer, New York.

Gary Mueller, media supervisor, Needham, Harper & Steers/USA, Chicago, named associate media director.

Alan Alexander, account executive, Needham, Harper & Steers, Chicago, named account supervisor.

Marcia Rozen, account manager and media planner, Leo Burnett, Chicago, joins D'Arcy-MacManus & Masius, St. Louis, as account executive. William Morgan, from Hanley Partnership, St. Louis, joins D'Arcy-MacManus & Masius there as account executive.

Frances Roberts, from Mullen Advertising, Boston, joins Quinn & Johnson/BBDO there as account executive.

Michele Butts, senior media research analyst, W.B. Doner, Baltimore, named corporate media research coordinator. Doris Asantewa, research planner, city of Charlotte, N.C., joins W.B. Doner, Baltimore, as manager of information services.

Mike Zinn, from Benton & Bowles, New York, joins Rapp & Collins, subsidiary of Doyle Dane Bernbach there, as production manager.


Melba Meade, account executive, CBS Television Stations, Dallas sales office, named manager, national sales, CTS there.


Joe Cusenza, account executive, wildcat team, TeleRep, New York, named sales manager of team.

Toni Bronfen, from Seltel, New York, joins Harrington, Righter & Parsons there as account executive, red team.

Deborah Kelly, from WKBS-TV Philadelphia, joins Blair Television, New York, as account executive, ABC-green team.

Susan Auerbach, VP, associate network television director, BBDO, New York, joins NBC there as director, daytime sales.

Lamont Pinker, general sales manager, WBN-GTV Binghamton, N.Y., named VP, sales, for parent Gateway Communications.

Christopher Rohra, local sales manager, WDIV(TV) Detroit, named general sales manager.

Bryce Benedict, general sales manager, KAKE-TV Wichita, Kan., named director of sales.

Bill Katsafanas, account executive, Columbia Pictures, Chicago, succeeds Benedict.

Walter Davis, general marketing manager, PF Communications, Fresno, Calif., joins KTHT(TV) San Diego as general sales manager.

Dick Morby, account executive, KYW-TV Philadelphia, named local sales manager.

Cece Wick-Mackey, marketing representative, WPTZ(TV) Plattsburgh, N.Y., named New England sales manager.

Jon Hirshberg, sales manager, WBZ(AM) Boston, named general sales manager.

Marvin Ceder, local sales manager, WMUF(FM) Miami, named general sales manager.

Bob Scherner, local and regional sales manager, KGOW(AM) Portland, Ore., named general sales manager.

Jerry Goldman, VP, finance, Paramount Television, Los Angeles, named VP, production and finance, Paramount television production.

Appointments at ABC Entertainment, New York: Jordan Kerner, director, dramatic series development, named VP; Ted Hart, director, program planning and scheduling, named VP, and Alan Wurtzel, associate director, social and technological research, named VP, broadcast standards and practices, East Coast.

David Kurman, producer, CBS Radio Network, New York, named manager, programs.

Cynthia Tepp, sports anchor-reporter, KTSP-TV Phoenix, joins WNEV-TV Boston as sports producer-reporter.

Jeff Beimfohr, sports anchor, WCPO-TV Cincinnati, joins WHO-TV Des Moines, Iowa, as sports anchor-reporter.

Steve Schnall, from WSAV-TV Savannah, Ga., joins WSTM-TV Syracuse, N.Y., as sports anchor-reporter.

Joe Glover, anchor, WJBK-TV Detroit, joins noncommercial WTVC-TV there as host, Video Detroit.

Ron Jackson, sports director, WXEL-TV Sarasota, Fla.
Harold Proctor, executive VP and chief operating officer, Koplar Communications, St. Louis, and general manager, KPLR-TV there, has formed The Management Group Inc., St. Louis, co-owner of WNOL-TV New Orleans with Cypress Broadcasting. Proctor will leave KPLR-TV and will be managing general partner of WNOL-TV, scheduled to go on air next February. Other principles in TMG are Gail Brekke, VP and general manager, KBBK-TV Sacramento, Calif., who will join WNOL-TV in same capacity, and Dirk Freeman, manager, sales development and proposals, RCA, who is to become WNOL-TV's director of engineering.

Frank Kabela, executive VP and chief operating officer, Greater Media Inc., New Brunswick, N.J., named president. Greater Media owns five AM's, seven FM's and 24 cable television systems.

Jim Mikola, general sales manager, WATE-TV Knoxville, Tenn., named general manager. He replaces Jack Lee who retires.

Appointments at United States Satellite Systems Inc.: Richard Greene, treasurer, Underwriters Inc., Morristown, N.J., to chief financial officer; Herman Kotler, VP, marketing, Telephone Marketing Programs, New York, to executive vice president, business development; James Preston, VP and general manager, East Coast operations, Storage Technology Corp., New York, to executive vice president.


Harry Durando, director of sales, WNYJ(FM) New York, named VP and general manager, succeeding Frank Osborn, who left to become senior VP, radio, Price Communications ("Fates & Fortunes," Sept. 5).

Daniel K. Griffin, vice president, director of programming, RKO Radio Networks, New York, joins WRKO(AM) Boston as vice president and general manager, effective Oct. 31.

Harry Conlin, general manager of KYTI(AM)-KZQQ-FM Missoula, Mont., named president of parent, Spectrum Communications, which also owns WADK(AM) Newport, R.I.

Jay Hoker, VP and general manager, KRQX(AM)-KZEW(FM) Dallas, named VP, radio, parent Belo Broadcasting.

Robert L. Powers, sales manager, KSEA(FM) Seattle, named general manager of broadcasting division of Crista Ministries there, owner of KGDN(AM)-KBKG(FM) Seattle and KZNN(FM) Lynden, Wash.

James Carufel, VP, finance and administration, noncommercial KTCA-TV Minneapolis-St. Paul, named senior VP, chief financial officer. Jim Russell, VP, program production, named senior VP, station director.

Allen Feuer, VP and general manager, WQTV(TV) Boston, joins KLRT(TV) Little Rock, Ark., in same capacity.

Peggy Solomon, director, broadcast operations, Mutual Broadcasting System, Arlington, Va., named VP.

Robert Sachs, director of corporate development, Continental Cablevision, Boston, named VP, corporate development.

Edward L. Weiss, general manager, WKIX(AM)-WYXY(FM) Raleigh, N.C., adds title of executive vice president, Mann Media, High Point, N.C.

Lee Carlson, general sales manager, KOIN-TV Portland, Ore., joins KGMB-TV Honolulu as station manager.

Catherine Shaffer, local sales manager, KYW-TV Philadelphia, named assistant to general manager.

Susan Watson, assistant vice president and media analyst, E.F. Hutton, New York, joins Metromedia there as director of financial services and communication.

Jim Carter, station manager, KEZO(FM) Omaha, named general manager of KZNN(AM)-KEZO(FM) there.

James Bryant, sales manager, WLBE(AM) Leesburg/Eustis, Fla., appointed general manager.


Elected officers, Illinois Broadcasters Association, Springfield, Ill.: Gene McPherson, WLBN(AM)-WSED(FM) Olney, president; Barry Goocheghan, WAND-TV Decatur, president-elect; Jack Bennett, WHBF-TV Rock Island, vice president, and Fred DeMarco, WMAQ-TV Chicago, treasurer.

George Justlin, regional sales manager, Falcon Cable TV of Southern California, Los Angeles, joins Colony/Harbor Cablevision, San Pedro, Calif., cable system, as regional marketing manager.

Shelley Hutslc, from Research Works, Los Angeles research and development firm, joins Cox Cable, Santa Barbara, Calif., as marketing manager.

Patricia Templar, traffic manager, RVS Cablevision, Milwaukee, joins WCGV-TV there as operations manager.

Michael Paul, VP, marketing, Consumer Concepts, Rocky Mount, N.C., joins WAGE(AM) Leesburg, Va., as operations manager.

Gregory O'Neil, senior accountant, Arthur Young & Co., Providence, R.I., joins Colony Communications there as manager of budgets and special projects.

Terry Griffith, from Michigan department of social services, Detroit, joins Continental Cablevision in Findlay, Ohio, as personnel director.

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MI 48106

RECEIVER'S SALE
KATY AM 1340 KHZ
A.M. PDT, at KATY offices, 1146 Monterey, San
Luis Obispo, CA 93401. All cash (no brokers
comm.) 10% cash deposit, balance on approval
by court & FCC. Call 805—543-1340, 466-5467.

Attractive metro Mid-Atlantic station with
positive cash flow. Call Bill Chapman
401—458-9266.

AM/FM COMBO
Upper Midwest. Number one combination in market. Dominant AM,
Class C FM. Gross billing $800,000
combined. Asking $1,500,000, with
$500,000 cash. Write Box E-31.

ATTENTION: EARLY DEADLINE NOTICE

Due to holiday Monday October 10, 1983, the deadline
for classified advertising for the October 17 issue will be:

FRIDAY, OCTOBER 7, 1983

BROADCASTING'S Classified Rates

All orders to place classified ads & all correspondence pertaining to this sec-
tion 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 Affiliated Firms. Help Wanted, Situations Wanted, Management,
Sales, News, etc. If this information is omitted, we will determine the appropri-
ate category according to the copy. NO make goods will be run if all informa-
tion is not included.

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

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

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

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

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

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

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

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

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To buy or sell, for appraisals or financing—contact Janice Blake, Media Administrator, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. (404) 458-9226

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**Bill Exline**

**Andy McClure**

**NRBA Address:**

New Orleans Hilton & Towers

Suite 1629

504—561-0500

**FOR SALE**

By Owner

Midwest medium market regional AM, Class C FM. Absentee owner, huge potential. Must sell. All offers considered. Write Box B-148.

**MISSOURI AM/FM**

Small market. $380,000 cash; $480,000 terms. 30% down payment. Phone 803—585—4638.

**H.B. La Rue, Media Broker**

West Coast:

44 Montgomery Street, 5th Floor, San Francisco, California 94104

(415) 433-1750

East Coast:

500 East 7th Street, Suite 1909, New York, NY 10021

(212) 888-0737

**OWNERS WILL FINANCE**

Owners wishing to sell sunbelt giant 10 kHz clear channel AM. Will finance to qualified buyer. Profitable operation with exceptional equipment and facilities. Excellent opportunity for person wishing to leave pressure position for more leisureed lifestyle. Call (daytime) 804—536—9700, or write McDougald Business Brokers, Inc., P.O. Box 3325, Danville, VA 24541.

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**CHAPMAN ASSOCIATES®**

nationwide mergers & acquisitions

COME BY TO SEE US DURING NRBA. WE'LL BE AT THE NEW ORLEANS HILTON—SUITE 2429.

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New and Used Broadcast Equipment Bought, Sold, Traded
Get your best deal, then call for us.
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40' MOBILE VIDEO TRUCK
Complete production area with Grass Valley
1600 3H switcher. Complete audio compart-
ment with Yamaha PM 2000 console. RTS/IFB
system throughout. Add cameras and tape ma-
chines and you're ready to roll tape. Call Ross
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404-355-6800.

Public Notice
PUBLIC NOTICE
Applications for cable television license. Sandwich,
Mass. The town of Sandwich will accept applications
for a cable television license pursuant to the regula-
tions established by the Massachusetts Community
Antenna Television Commission. Applications may be
filed at the address below until 2:00pm November 29,
1983. Applications must be filed on the Massachusetts
CATV Commission Form 100 and must be accompa-
nied by a $100 non-refundable filing fee, payable to
the town of Sandwich. A copy of the application shall also
be filed with the Massachusetts CATV Commission.

Wanted To Buy Stations
IF YOU HAVE
A construction permit for sale that has
been issued for a city in the West or
Southwest, please contact: Lambda
Broadcasting Corporation, P.O. Box
1420, Yucca Valley, CA 92284. 619—365-
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FOR SALE STATIONS
Continued

Media Investment Analysts & Brokers
Bob Marshall. President

This powerful 5,000 watt Sunbelt AM station located in a pleasant
community is ideal for an owner-operator. $400,000, with
$100,000 down and negotiable terms.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928
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STATION OWNERS
Are you considering the sale of your AM/FM combo or FM stations? If so, please talk directly
with a respected, long-established group operator seeking a few more well-run facilities with
own real estate. A personalized purchase proposal can be tailored to your needs, including
substantial cash payments, term arrangements, deferred income or covenants with retention
of qualified management and staff. Write in complete confidence to Box 2-53.

Wilkins
and Associates
Media Brokers

M.D. AM $400,000 25%
T. AM/FM $425,000 25%
M. AM/FM $350,000 30%
N. AM $175,000 15%
F. AM $650,000 20%
N. J. AM $600,000 30%
M. FM $310,000 20%
I. FM $250,000 25%
V. FM/FM $950,000 25%
N. C. AM $25,000 downpayment
S. C. AM $30,000 downpayment
V. A. AM $25,000 downpayment
P. A. AM $25,000 downpayment
K. Y. FM $50,000 downpayment
T. N. FM $35,000 downpayment
A. Z. AM $75,000 downpayment
M. S. AM $50,000 downpayment
I. A. AM $50,000 downpayment
C. O. FM $30,000 downpayment
S. D. AM $20,000 downpayment
V. A. AM $20,000 downpayment
A. L. AM $300,000 20% downpayment
N. C. AM $650,000 20% downpayment
C. R. AM $185,000 $35,000 downpayment

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

FOR SALE
Small market VHF-TV network station in the
Southwest. Good equipment with newly ren-
ovated and refurbished studio and office
space. $1,750,000. Serious inquiries only.
Write or call: Mr. James R. McCormick, P.O.
Box 13000, Amarillo, TX 79101. 806—373-
1787.

AMERICA’S BEST
GROWTH AREA
Rocky Mountain states AM-FM combo reaches
100,000 in beautiful area. $450,000 with
$50,000 down. Utah regional AM/class C FM
$675,000, with good terms and low down to
qualified buyers. Principals only. Write Box B-
145.

Bob Kimes' New England Media, Inc.

IOU
is an indication of indebtedness to someone, but what
about IOU? We feel "you owe you" the opportunity
to get the best price & terms possible when you sell your
radio station. This means that before you list your sta-
tion, you really should talk with us.

Bob Kimes, President

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University Microfilms International
300 Zeeb Road, Dept. P.R., Ann Arbor, MI 48106

Broadcasting Oct 3, 1983
121
Help Wanted Programming, Production, Others

ON-AIR COPY/PRODUCTION COORDINATOR
There's A Spot Available in Southern California
KCOP is where the action is. We're a leading Los Angeles independent television station, with an excellent opportunity for an On-Air Copy/Production Coordinator.

You'll copywrite for on-air syndicated program promotion and movie showcases, as well as coordinate the production process. Your background should include knowledge of television broadcast equipment, accurate typing skills, a BS/BA and 3 years promotions and/or on-air copywriting experience.

If your abilities and interests suit the assignment, we offer a fine starting salary. Benefits that include medical, dental and life insurance coverage, plus a fast-paced work atmosphere. Like to get in on the opportunity? Apply by sending your resume to:

Sharon Wysinger
Personnel Administrator
KCOP — TV
915 N. La Brea, Los Angeles CA 90038
Equal Opportunity Employer M/F
Your station for opportunities!

Supporting Athletes, Friends and Families

BROADCAST PROFESSIONAL
Completing 2-year overseas contract Oct. 1. BS/MS degree; excellent on-air presentation. 19 years' broadcasting experience, including radio sports PBP, news & production. TV news & special events director/producer, TV sports director/anchor. TV news director/anchor. Currently chief writer, producer, & director for major U.S. government contractor in the Middle East. Will relocate anywhere in the U.S. or overseas, but prefer Southeast & Gulf Coast. 39 years old, steady & mature, with excellent references. Allied fields considered. Reply Box E-7. Available Oct. 15.

Situations Wanted News

YOU WIN AGAIN!!
The personality, the voice, the smile. Ambitious black female seeks entry level position in TV, radio, TV, & stage experience. Willing to relocate. For more information write Box E-6.

ALLIED FIELDS
Help Wanted Technical

FIELD ENGINEERS
The Sony Broadcast Company currently has two highly visible opportunities available in its Washington D.C./Philadelphia and New Jersey offices.

The successful candidates will possess 5 years experience with emphasis on installing, maintaining and servicing broadcast/digital electronics equipment. Knowledge of microprocessor technology highly desirable. BSEE or equivalent relevant experience preferred.

SONY offers a competitive starting salary and comprehensive benefits which include company-paid pension, dental and profit sharing.

For prompt consideration, please call or forward your resume, including salary history to:

Mr. Carlo Severo
Sony Broadcast Company
1600 Queen Anne Road
Teaneck, New Jersey 07666

We are pleased to be an equal opportunity employer m/f/h/v

Help Wanted Sales

SALESPERSON WANTED
To represent syndicated commercials and music for radio and TV. Broadcast experience a must, news and/or promotion experience ideal. Send resume to Box E-26.

Help Wanted Instruction

DEPARTMENT OF COMMUNICATION ARTS CHAIRPERSON
Search reopened, deadline extended. Washburn University of Topeka. Applications & nominations are invited for the chairperson of an interdisciplinary department incorporating speech communication, telecommunication, & journalism. This is a 12 month position, beginning Spring Semester or ASAP thereafter. Appointment expected at professional level. Salary mid $40's.

Candidates must have earned doctorate & administrative experience, as well as teaching, research, & service in telecommunications. Background in speech, journalism, & public relations desirable. Candidates must demonstrate leadership in curricular development & be willing to oversee expansion of programs in telecommunications & journalism, as well as develop a new program in public relations & a cable TV channel.

Applications should be accompanied by vita & 5 letters of recommendation. Deadline: Nov 21, 1983, or until suitable candidate is found. Send letters & applications to:

DR. PAUL S. SALTER, DEAN
COLLEGE OF ARTS & SCIENCES
WASHBURN UNIVERSITY
TOPEKA, KS 66621
An Equal Opportunity Employer/Alternative Action.

Radio Programming

ESTHER PETERSON COMMENTS
2-min. weekly audio commentary by nationally known consumer spokesperson/presidential advisor. No charge to your station. Call toll-free 800—828-8881 PM ET Monday to noon Tuesday.

WASHINGTON BROADCAST NEWS

10,000 RADIO JOBS

10,000 radio jobs for men & women are listed in the American Radio Job Market, weekly updates. Up to 300 openings every week! Disc jockeys, newsreaders & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list. $15, complete index; $45, consecutive weeks. Only: $14.95—you save $21. AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89110.

For Sale Equipment

USED VIDEO EQUIPMENT

Ikegami ITC-350 cameras, 3M switcher, character generator. Film 16mm. BRISTOL VHS camera with angeneus lens and editing equipment. Assorted studio equipment. Nagra-Sony-Panasonic. All in very good condition. Will sell as package or in part. For more information, contact C.W. Craig, Media Services, 813—334-5175. Fort Myers, Florida 33902.
Situations

Help Wanted Sales

WKBG has just moved to its new 1,000 foot tower and increased its power to 100,000 watts. With the best coverage of any station in the Charleston, South Carolina market, this could be one of the lowest ground floor opportunities in broadcasting. The station's growing, the market's growing, and the Charleston area is a great place to live. If you've got a college education, present a good appearance, are hard working, understand a planned approach to radio sales, and know the meaning of adherence to goal, we want to talk. We'll start you on salary and work hard to make you rich...and many of our employees in other stations have become just that, rich. Send your resume immediately to: WKBG, 107 W. 6th NORTH STREET, SUMMERVILLE, SC 29483. Please list all work experience including dates of employment. Trident Communication is an equal opportunity employer.

Help Wanted Management

DO YOU BELIEVE YOU'RE AN ENTREPRENEUR?

Enormous opportunity for highly motivated person in a unique & burgeoning segment of cable TV advertising. Responsibilities include overall general management, plus building of advertising sales staff & supporting promotional programs; development of corporate & marketing direction, & initiation & innovation for communications programs. Also, responsibility for bottom line return on investment.

Remuneration dependent on present experience, skills, & on-going success in this job.

Organization established & operating successfully now. WRITE ONLY TO:

CONNECTICUT CABLE INTERCONNECT
80 GREAT HILL RD.
SEYMOUR, CT 06483
ATTN: J. REYNOLDS

Help Wanted Technical

CHIEF ENGINEERS
PLUS FULL & PART-TIME ENGINEERS
STAFF ENGINEERS

needed for Washington, DC and Southern California operations of growing Satellite co.

CHIEF must have BSEE plus ten years experience in TV broadcast engineering, working knowledge in satellite communications; terrestrial microwave operation and maintenance experience; proven ability to understand technical schematics and block diagrams and provide quality technical services; developed communication skills to maintain excellent interpersonal relationships; ability to compile effective oral and written reports and maintain accurate records of operating and maintenance activities; second class FCC license. Management experience required.

ENGINEERS must have Associate degree in electronics plus two years electronic technician experience (or equivalent) with one of the two years in:

(1) Maintenance of typically utilized technical equipment,(ENG U-Matic tape recorders, ENG television cameras, micro-wave STL equipment, audio follow video routing switching equipment, associated audio support equipment), or (2) In electronic circuit design with emphasis in micro-wave and TV broadcasting equipment. Demonstrated ability to properly use electronic test equipment and interpret electronic schematics and block diagrams; normal color vision and hearing; second class FCC license required.

Must be able to organize hours which will include evenings and some weekends. Have proven ability to work effectively with others. CALL COLLECT to BIC Personnel Department for employment application form. 801--237-2462.

AN EQUAL OPPORTUNITY EMPLOYER

SALES MANAGER

FM radio station in sunny Miami, Florida, seeks a qualified, highly motivated person who likes to take charge & can accept a challenge of building sales & a sales staff. Sales, commission & override. Great opportunity. This is not a desk job. Experience required. Call Fred C. Jacob, 616--452-3111. EOE.

PUT YOUR STATION AT THE TOP WHERE IT BELONGS!

Highly successful programmer 14 years' experience - currently programming one of America's top rated FM/AC's in top 10 major market. If you're committed to attaining and maintaining the top position in your market, we should meet. Your reply will be held in strictest confidence. Write Box B-116.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

HELP WANTED TELEVISION

TV RESEARCH DIRECTOR

WBZ-TV, Boston, is looking for a research director whose responsibilities will include marketing research, ratings analysis, primary and secondary data collection for news, programming, promotion and sales. We are looking for someone who can work independently who is willing to do hands-on research, and who will become an important part of our station's management team.

This person should have experience in marketing research and ratings analysis. Send resumes to:

WBZ-TV
Marketing Manager
1170 Soldiers Field Road
Boston, MA 02134
WBZ-TV is an equal opportunity employer. No phone calls, please.

For Fast Action Use BROADCASTING's Classified Advertising

Help Wanted Management

Continued

Help Wanted Technical

CHIEF ENGINEERS
PLUS FULL & PART-TIME ENGINEERS
STAFF ENGINEERS

needed for Washington, DC and Southern California operations of growing Satellite co.

CHIEF must have BSEE plus ten years experience in TV broadcast engineering, working knowledge in satellite communications; terrestrial microwave operation and maintenance experience; proven ability to understand technical schematics and block diagrams and provide quality technical services; developed communication skills to maintain excellent interpersonal relationships; ability to compile effective oral and written reports and maintain accurate records of operating and maintenance activities; second class FCC license. Management experience required.

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AN EQUAL OPPORTUNITY EMPLOYER

Help Wanted Sales

GROWTH POTENTIAL

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WBZ-TV
Marketing Manager
1170 Soldiers Field Road
Boston, MA 02134
WBZ-TV is an equal opportunity employer. No phone calls, please.

For Fast Action Use BROADCASTING's Classified Advertising

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FM transmitters. 3-25kw's, 4-20kw's, 5-10kw's, 4-5kw's, 3-3kw's, 3-1kw Collins, RCA, CCA, McMartin. All powers, all prices, all working, all our inventory. Crystals on your frequency supplied. Besco International, 5945 Club Oaks Dr., Dallas, TX 75248, 214-630-3600.

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

RADIO PROGRAMING
Commentaries, 3-minutes each, on tape. An objective perspective on political, social, ethical issues that will rouse your audience to tune in, call in, write in. Heard weekly on radio and cable television in New York and other cities. Write for samples. Raymond Newman, Box 508, Lenox Hill Station, New York, NY 10021.


MISCELLANEOUS
The Audition Tape Handbook can assist you in producing a professional sounding tape that you can do yourself! Write for details. The Broadcast Company, Ltd., PO Box 29, Westmont, IL 60558.

Television field production. Elections/olympics/special events. Add impact to your coverage. Award-winning producer and crew available for innovative on-location production. Contact Jonathan Rose/Impact Communications, 914-337-0500.

RADIO
Help Wanted Announcers
$30,000 TALENT SEARCH
50kw FM adult contemp. in NE medium market needs a morning personality. Someone with talent, wit, warmth. Could it be you? T&R to: 148 Linden Street, Suite 102, Wellesley, MA 02181.

Help Wanted Management

FLORIDA FM
top resort market. Need GM and GSM in time for a warm winter. Station needs punch. Strong management track record in medium/major market? Tell us about it. Write Box E-30.

HELP WANTED MANAGEMENT

ASSISTANT COMPTROLLER
Due to rapid growth and expansion, SATELLITE MUSIC NETWORK is seeking an assistant comptroller with the capabilities to become comptroller rapidly. Must have at least 3 years' experience. CPA desirable. Report to David Hubschman, Executive VP of Finance. Send resume and salary requirements to:

David Hubschman
Executive Vice President
Satellite Music Network
P.O. Box 31542
Dallas, TX 75231

RF Broadcast Systems Engineer

CBS Inc., a diversified leader in the communications industry has a position available for an allocations & RF systems engineer for its radio engineering department in NYC.

Responsibilities will include project budget preparation and planning, including FCC application, RF design and installation, and the supervision of AM, FM, microwave and 2-way communication systems.

You should have a BSEE degree and a minimum of 2 years related experience; familiarity with FCC procedures essential. Excellent written communications skills required to draft reports and comments for FCC review.

We offer a fully commensurate salary and excellent benefits package. For prompt consideration send resume and salary history to: Mr. Don Romeo, Manager of Technical Recruitment, CBS Inc., 51 West 52nd Street, New York, NY 10019.

A Division of CBS Inc.

Men and Women of All Races Desired

ATTENTION: EARLY DEADLINE NOTICE
Due to holiday Monday October 10, 1983, the deadline for classified advertising for the October 17 issue will be:

FRIDAY, OCTOBER 7, 1983
Producer - Midwest network affiliate looking for producer with strong writing skills and ability to package smooth flowing show. Plenty of tools: Live vans and helicopter, satellite, DVE, still store, and great graphics. EOE. Resume only to Box E-17.

Coordinating producer - PM Magazine. Mix and edit half-hour shows in studio control room. Alternate shooting duties in the field with videographer. Creatively reworking what is in the can with what is in the air. Between 3 years in broadcasting. Resumes and tapes to: George Hutchis, WHAS-TV, Box 1084, Louisville, KY 40201. EOE.

Technical writer. Freelance. We are a major Eastern production company. We need an experienced technical writer to adapt training and medical programs to a video format. You must have at least 3 years in broadcasting. Your skills immediately. Please send resume, fee requirements, plus a written sample of your work only to Box E-24.

Executive producer for TV station. Should have extensive experience in all forms of television production and the ability to write, produce, and direct. Strong background in administrative skills. Occasional shooting and editing to suit your skills immediately. Please send resume, fee requirements, plus a written sample of your work only to Box E-24.

Assistant creative director. New position. Challenging career opportunity for the highly creative, imaginative producer/motion specialist. Excellent ability to plan/administer all station advertising and promotion campaigns and budget. Some creative input on commercial accounts. Strong creative, writing, production skills essential. Ad agency experience helpful. Resume/tape/salary requirements to: Margarett Shaddurne, WAVE-TV, PO. Box 32970, Louisville, KY 40232. No phone calls. EOE employer.

Director - Directs news cut-ins and three camera news programs. Experience with news and arts and departmental production to produce graphics and pre-production. Must be able to work various shifts and on-air switching required. Requires three years’ experience in directing and switching news programs. Prefer Bachelor’s degree in telecommunications or related field. Send resume to Personnel Director, KTLU Television, Inc., PO. Box 8, Tulsa, OK 74101.

Director, Established Eastern production company seeking an experienced professional. Three to five years experience in production directing commercials and corporate communications on film and videotape. If you are creative and want to be challenged, send resume and salary requirements only to Box E-25.

KPAC-TV needs a news promotion coordinator. This position in the promotion department calls for an individual with strong writing, production, and production skills. Experience with news and arts department promotions. Strong sales background essential. Apply immediately. EEO/AA.

Young, aggressive male, 4 years background in TV/radio news, announcing, film production. Wants career move to L.A./CA. Will be in L.A. 10/8-10/22. Set up an interview! Call Dean, 804-359-3510, 804-231-0395.

Experienced professional newswriter and editor trained in TV news- and broadcast newswriting or producing position in medium or smaller market. Comfortable with news, features, and specialized areas, including health and business. Columbia Journalism M.S. Call Howard, 763-521-1155.

Nightly anchor/reporter in medium market looking for major market advancement. Sincere, believable, authoritative, enthusiastic, energetic approach. Skilled in all phases of profession. Degrees: B/A and M/A in communication. Four years in profession. Call Christopher, 215-886-4741; 609-967-5653.

Major market assignment editor/series producer wants to produce for top-30 i-team, Northeast. Write Box E-3.


General assignment reporter who writes circles around the competition by spending more time on the phone and less time in front of the mirror. Versatile creative journalist ready for move to top fifty shop that values professionalism. Jim McClure, 312-722-6032/272-6005.

Writer/reporter. Recent graduate with major market television experience seeks entry level position with TV station in Midwest. Audition tape and resume available. Call Marilyn, 314-324-2753 or 314-621-8341.

Desires news director, Medium/small market. Current top-20 assignment editor/engineer. 19 years’ experience. Write Box E-4.

Weathercaster. Experienced, presently top 40 market. Excellent on-air presence, articulate, knowledgeable, enthusiastic. Ready to relocate. Write Box E-10.

Sports reporter/anchor, currently reporting with local cable TV, seeks sports position with Southern network affiliate. George, 504-475-6807.

SITUATIONS WANTED PROGRAMMING, PRODUCTION OTHERS

I can... Recent graduate, Newhouse Communications School; scholarship recipient. Extensive internship exposure in promotion, programming & production. Good with people, ideas, bottom line and creativity. Hard working, responsible, ambitious. Will relocate. Reference Box B-76.

Black male, knowledgeable, professional. Seeks job that will allow a campanion. Has experience at America’s first public cabicasting station. References: Pete, 815-877-0649.


5½ years producer/director veteran with diverse commercial and program production experience. Write Box B-127.


Creative producer/director. Can edit, shoot, direct, switch. Professional with degree and over 4 years’ experience, one year at management level. Can help you get your productions on track. Available now. Call Joe, 813-797-1955.

SITUATIONS WANTED GENERAL

SPORTSCASTER: Anchor-reporter. Young, experienced pro. 31, 10 years TV-radio M.S. Communications. Former SD medium market. Also, top level radio PBP Only interested in station with major commitment to sports broadcasting. Call now.

Young, aggressive male, 4 years background in TV/radio news, announcing, film production. Wants career move to L.A./CA. Will be in L.A. 10/8-10/22. Set up an interview! Call Dean, 804-359-3510, 804-231-0395.

Experienced professional newswriter and editor trained in TV news- and broadcast newswriting or producing position in medium or smaller market. Comfortable with news, features, and specialized areas, including health and business. Columbia Journalism M.S. Call Howard, 763-521-1155.

CABLE

HELP WANTED TECHNICAL

Videotape editors: the cable programming industry is exciting, dynamic, & steadily growing. At the forefront of the industry is Group W Satellite Communications, a division of Westinghouse Broadcasting & Cable. The Satellite News Channel, our new 24 hour live news program, is seeking experienced videotape editors with the following skills: Time-line experience, ability to use a computer software in a fast-paced environment, and a good eye for news content. Must be available for a 10-hour work day, 4 days a week. Excellent benefits. Send resume to: Group W Satellite Communications, 41 Harbor Plaza Dr., Stamford, CT 06904. An equal opportunity employer, M/F.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Ohio State University’s school of journalism is accepting applications for the position of Kiplinger professor of Public Affairs Reporting. The position must have at least 10 years’ experience in public affairs reporting, with Washington experience a plus. The Kiplinger professor must have advanced investigative and interpretative reporting techniques related to coverage of federal, state, and local governments, administers the Kiplinger graduate program in public affairs reporting, and teaches three courses. Professor start July 1, 1984. Salary $50,040-$65,060 for 12 months. Applications must be received by November 1, 1983. Send resume and references to: Chair, Kiplinger Search Committee, School of Journalism, Ohio State University Columbus, OH 43210.

WANTED TO BUY EQUIPMENT

Wanted: 1,000 foot film tower for Phelps-Dodge CFM HP-10 10-bay antenna. Call 612-222-5555.


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

Instant cash-highest prices. We desperately need UHF transmitters, transmission lines, studio equipment, cable kitchen, etc. Call Barb, 313-324-1271.

Will pay cash for Sharp XG/101HP camera control unit. New or used. Call Anane, 800-648-6966.

Bulletin type 5-pitch manual or electric typewriters, new or used. Call Max Smith, WRX-TV, 815-968-8161.

FOR SALE EQUIPMENT


Quality broadcast equipment: AM-FM-TV, new and used, including professional and consumer gear. Hundreds of items. Call Ray LaRue, Custom Electronics Co., 813-685-2938.

Quality Media Is the leader—over a million in broadcast equipment sales since January 1. Now with offices in Columbus, Mobile, and Los Angeles. Our “satisfaction guaranteed” policy is the reason. Call 404-324-1271 for your needs today!

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404–324-1271.


Turn-key construction—we build new TV stations fast and cost effective. Quality Media, 404–324-1271.

West coast bargains. RCA TK 27, like new, new Ampex 1" tape, 1/2 price new, JVC port 1/4" recorder, thousands of others. Call Jim Smith, Quality Media, 213–795-4383.

Ampex dealers. AG 440C - ATR 700 new, priced to sell out. Special prices on ATR 800’s in stock. RCA 44 BX and Neumann U47 microphones wanted in trade. We quote at bid pricing on 3M, Ampex, and AudioPak magnetic products. North-Western, Inc., 800-547-2252.


AM transmitters. 5-10kw’s, 5-10kw’s, 9-5kw’s, 7-1kw’s. Continental, RCA, Harris, CCA, Collins, & GE. All powers, all prices, all good units, all our inventory Crystal, Commercial, RCI. Fax 310-725-5570. National/International, 5546 Club Oaks Dr, Dallas, TX 75248. 214-630-3600.
HELP WANTED ANNOUNCERS

Television announcer - on-camera and VO experience required. Includes on-camera town drives, ad lib, beat reporting, and some background help. Send video cassette and resume to JR, WNET, 356 W. 58th St., NYC 10019.

HELP WANTED TECHNICAL

Chief engineer—VHF CBS affiliate seeking chief engineer. Must possess 1st or general class FCC license. Excellent pay and employee benefits. Resume should reflect management experience, engineering achievements, and FCC compliance ability. Send resume to Charles Woods, General Manager, WTVX TV, P.O. Box 1089, Dothan, AL 36302. EEO/AA employer.

Television production engineer with 2-3 yrs. of video & maintenance experience. Must have experience with Hitachi cameras, Ampex & Soni VTRs, CMX editing systems, and NE/WE units. Call Jerry Ebbers, 303-751-6000, or send resume to Production Engineers, 7700 E. 111th, Ste. H, Denver, CO 80231.

HELP WANTED NEWS

News director - WRCB-TV is looking for a news pro with college degree to lead the news department to a number 1 position. Must be a dedicated leader with strong vision & motivation, and the ability to build a team of strong journeymen. At least 5 yrs. experience in television news. Send resume and evidence of your ability to lead a newsroom to Tom Ellis, Chief Engineer, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. An equal opportunity employer.

Weekend sports anchor/photographer - WRCB-TV seeks an individual to anchor sports on weekends and function as ENG photographer during the week. On-air experience and experience with ENG equipment are a must. Send resume & tape to: Chief Engineer, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. An equal opportunity employer.

News anchor-producer, reporter: Good writing skills and news experience required. Send tape and resume to News Director, P.O. Box 1489, Lake Charles, LA 70602.

Anchor: Residential. If you have on-air experience, please apply. We are looking for a working journalist who can produce and write, and are dedicated to developing a number one news cast, we're looking for you. Minimum of 1 year journalism experience. Send resume & proof of communications necessary. Send tape and resume to Hal Edwards, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. An equal opportunity employer.

Top 25 market TV station in northern California seeking assistant chief engineer to supervise maintenance and operational areas. Individual must have at least 5 years' experience in personnel supervision and a strong background in broadcast equipment. Must have knowledge of CB license, AE, BE, or SBE certification helpful, but not required. Must have state-of-the-art facilities and generous benefits. Good weather and close to mountains & ocean. Salary negotiable. M/F, Equal opportunity employer. Write resume B-98.

Engineer in charge for Teleproduction Productions/Unit 6 Equipment, includes: Ampex & Sony VTRs; kogim & RCA cameras, Ross, VITAL & UHF switching, Ampex & Vital digital effects; CMX & "Epic" engineers; Neve audio. For additional information, contact John Gebhard, Chief Engineer, Teleproduction Productions, 3210 W. Westlake Ave., Glendale, IL 60025, 312-729-5215.

Videotape editors for top quality production company experiencing major growth in electronic publications. Must have considerable experience on CMX and ADC. Salary commensurate with experience. Send resume to Kartes Video Communications, 10 East 106th Street, Indianapolis, IN 46220, c/o Jim Kartes, 317-844-7403.

Field engineers—see our ad in this issue under Allied Fields-Help Wanted Technical, The Sony Broadcast Company.

TV technician: Immediate opening. Minimum 3 years' experience required. Must have previous experience with both 1’ and 2’ VTR operation, camera setup, master control, and ENG operations necessary. Some maintenance experience desirable. Send resume to C.E., KBTV 10884 Granada St., Denver, CO 80234. We are an equal opportunity employer.


Transmitter supervisor for VHF station, 3-years' experience, FCC license required. Also need videotape editor. Must be familiar with Omega, Ampex VTR. Send resume to E. Mgr., PO Box 510, Palm Beach, FL 33440. EOE.


Maintenance engineer for Christian UHF station. Requires 2-3 years' experience in component level repair of studio equipment. Transmitter experience a plus, not required. Send resume/salary requirements to Chief Engineer, WFCF-TV, 20 North Wacker Drive, Chicago, IL 60606. EOE.

Growing Washington, DC, network-affiliated ENG/EFP shop seeks hard-working, self-starter maintenance engineer who knows or can learn BVU/100, 200, Sony BV530 and Beta- TK-76, HL-79. White Box E-32.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Production manager: applicant should have minimum 2 years' experience, prefer college degree, expertise in all phases of TV production. Send resume to Dave Miller, Program Manager, WCMH-TV PO Box 4, Columbus OH 43216. EOE.

Producer/director: For TPTV station WKGE-TV Minimum 3 years' experience, preference for VPI experience. Capable of wide range program design, production and post-production. Salary range $16,211 and up. Must be able to work weekends and act as on-air host. Send letter stating your special public television qualifications and commitment to Shirley Timoner, Box 30, Toledo, OH 43692. EEO/AA.

Co-hosts: We're looking for two people to co-host a newly formatted live daytime show. The successful candidates will actively participate in all aspects of the program and must be comfortable with a fast-paced, commercial driven show. An excellent compensation package and group ownership. Enjoy the Sunbelt lifestyle as you grow with the best EOE. Resume only to Box B-139.

Morning anchor/producer-WRCB-TV is looking for a experienced on-air newcomer to produce and anchor early morning newscast, and occasionally, excellent newscast. Experience with weather information also desirable. Send tape and resume to Hal Edwards, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. An equal opportunity employer.

News producer: Top five market station needs series specials producer. Must be skilled writer, researcher, packager, and have experience in newscast production. Show us your writing skills when you send your resume and example of your work to: Chief Engineer, WRCB-TV, 900 Whitehall Rd., Chattanooga, TN 37405.

Highly motivated meteorologist needed immediately for TV, radio, and commercial weather forecasting. One year's television experience required, and you must be able to demonstrate skill in forecasting. You will work in a state of the art computerized weather lab. Excellent fringe benefits. Please send tape and resume to Mike Smith, WeatherData, Inc., 833 N. Main St., Wichita, KS 67203.

Sports/news combo. The best of both worlds. 50% group looking for talented, experienced person to anchor weekend sports and cover news 3 days. If you’re this uniquely qualified individual, then rush resume only to Box E-12. Equal opportunity employer.

WTVX TV news 5 & 10PM co-anchor WOTI-TV is looking for a full-time news co-anchor. Need an experienced TV personality with outstanding broadcast journalism capability. B.A. in broadcast journalism, 5 years' current commercial television news experience in reporting & writing, and supervisory experience. Must have a combination of education & experience equivalent to a degree & 5 years. Salary $27,000 minimum, depending upon education & experience. Send complete current resume & VTR to Janis E. Marin, WOTI-TV Ames, IA 50011, by Oct. 10, 1983. AA/EOE

Primo People, Inc., Now accepting tapes and resumes. Contact Steve Porricelli, Box 116, Old Greenwich, CT 06870. 203-637-0044

News manager, if you're currently an executive assistant news director or news director looking for a challenge, we have it. Flagship group station looking for talented individual to steer news operation. Only those interested in full opportunity in confidence to Box E-13. Equal opportunity employer.

KSTP-TV is looking for a producer for an investigative/consumer unit. We're looking for a person who can research, write, and produce quality reports. Persistent self-starter with good news judgment is must. Prefer TV set experience. Preferred. Send resume and tape to Susan Steger-Welch, Executive Producer, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer, M/F.

Meteorologist/reporter—qualified meteorologist with AMS seal for weekend weather & 6 11 p.m. newscasts. The second meteorologist in operation equipped with computer. Send resume immediately and please provide method of presenting the news. A great opportunity to work with the largest and best equipped TV newsroom in the upper Midwest. Send resume and tape to Susan Steger-Welch, Executive Producer and KSTP-TV 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer, M/F.

For Toledo TV station WOVTVD Minimum 3 years' experience. Must have VPI experience. Capable of wide range production, design and post-production. Salary range $16,211 and up. Must be able to work weekends and act as on-air host. Send letter stating your special public television qualifications and commitments to Shirley Timoner, Box 30, Toledo, OH 43692. EEO/AA.

Highly motivated meteorologist needed immediately for TV, radio, and commercial weather forecasting. One year's television experience required, and you must be able to demonstrate skill in forecasting. You will work in a state of the art computerized weather lab. Excellent fringe benefits. Please send tape and resume to Mike Smith, WeatherData, Inc., 833 N. Main St., Wichita, KS 67203.

Network-affiliated ENG/EFP shop seeks hard-working, self-starter maintenance engineer who knows or can learn BVU/100, 200, Sony BV530 and Beta- TK-76, HL-79. White Box E-32.
Northern Arizona University is presently seeking a news director for public radio station KNAL, a new 100kw fine-arts and information service in 7000-foot Flagstaff, AZ. Responsible for all daily news programming and direction of student news-staff, production and broadcast; preparation and fabrication of all news-related programming; generation of material for NPR. Responsible for news dept. budget. Participates in underwriting and fundraising activities. Provide direction to student news-organization and university teaching. Requires knowledge of broadcast regulations, good voice, and administrative ability. Minimum qualification: Bachelor’s degree in journalism, radio/TV or related area, and 3-years broadcast news experience, or an equivalent combination of related education and/or experience. Deadline: Oct. 10, 1983. Apply: Personnel Office, Northern Arizona University, Flagstaff, AZ 86011. NAU is an EEO/Affirmative Action/Title IX/Section 504 employer.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Northern Arizona University is presently seeking a program manager for public radio station KNALU, a new 100kw news/talk station in Flagstaff, AZ. Responsible for all broadcast activities including coordination of staff, management of program/project budget, participation in underwriting and fundraising activities. Possibility of some air-work and university teaching. Requires strong administrative ability. Bachelor’s degree in radio and 3 years programming and/or production experience preferred; or an equivalent combination of related education and/or experience. Apply: Personnel Office, Northern Arizona University, Flagstaff, AZ 86011. NAU is an EEO/Affirmative Action/Title IX/Section 504 employer.

HELP WANTED MANAGER, PROGRAMMING, OTHERS

Northern Arizona University is presently seeking a program manager for WMUZ, a new 100kw news/talk station in Flagstaff, AZ. Responsible for all broadcast activities including coordination of staff, management of program/project budget, participation in underwriting and fundraising activities. Possibility of some air-work and university teaching. Requires strong administrative ability. Bachelor’s degree in radio and 3 years programming and/or production experience preferred; or an equivalent combination of related education and/or experience. Apply: Personnel Office, Northern Arizona University, Flagstaff, AZ 86011. NAU is an EEO/Affirmative Action/Title IX/Section 504 employer.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Northern Arizona University is presently seeking a program manager for public radio station KNALU, a new 100kw news/talk station in Flagstaff, AZ. Responsible for all broadcast activities including coordination of staff, management of program/project budget, participation in underwriting and fundraising activities. Possibility of some air-work and university teaching. Requires strong administrative ability. Bachelor’s degree in radio and 3 years programming and/or production experience preferred; or an equivalent combination of related education and/or experience. Apply: Personnel Office, Northern Arizona University, Flagstaff, AZ 86011. NAU is an EEO/Affirmative Action/Title IX/Section 504 employer.
**RADIO**

**HELP WANTED MANAGEMENT**

**General manager** who, while sales-oriented, also understands importance of format and facilities. Shes/he must be prepared to handle a very short list, be a team leader, and a personal doer. Have knowledge of cash flow management. This AM & FM mid market station is well rated. So, if you have a record of management, are settled and ready for your last job, lets talk. Participation considered after a full-gar- acquiring period. Write Box B-114.

**General sales manager**-Multimedia Radio, Inc., is seeking an experienced sales manager for 50 KW KEEL & class C FM KMBQ, Shreveport, Louisiana. Both stations are top performers in ratings and revenue. If you have documented sales management successes, can carry and build upon a minimal amount of house building, and direct our large pro staff, let us hear from you. Contact Carl D. Hamilton, KEEL/KMBQ, 316-425-8692. EOE.

**Rapidly growing radio** group is accepting applications for future general manager positions. Great growth potential for strong, sales-oriented people. Various markets now being considered in addition to current available positions. Send resume and letter to Box B-135. EOE.

**Experienced operations director** for A/V formatted class C FM in west Michigan metro. Must be strong in programming and promotion with some technical background. Send tape and resume to: Station Manager, WJWR Radio, 230 Ann, NW, Grand Rapids, MI 49504. Please—no phone calls. Fetzer Broadcasting is an equal opportunity employer.

**Washington.** Local sales manager: hands-on management position at AM/FM County Candidate should have 5 years’ radio sales experience; excellent communication skills; strong attention to detail, and the ability to direct, train and motivate salespeople. Call or write: Bob Woodward, GSM, WPXK Radio, 510 King St., Alexandria, VA 22314. 703-683-3000, by October 14th. EOE/M/F.

**Big radio group** looking for experienced general manager. Must have good people skills and experience in sales & programming. Send resume to Box E-14.

**Station manager** for independent public radio station. Responsible for overseeing all operations, Fulltime, $16,000/year. Contact: Don Alan, WORT, 118 S. Bedford, Madison, WI 53703. 606-256-2695. Deadline: Oct. 21, EOE.

**Strong selling general manager, AM/FM, Corpus Christi.** Call Arnold Malkan at Le Pavilion during NRBA or later at 817-626-0513; or Ken Burgess, 512-883-3516.

**HELP WANTED SALES**

WOCB/WXOS looking for professionals to sell and live in year round vacation community, Cape Cod, Massachusetts. Experience required. Excellent opportunities for aggressive salespeople. Resume to Don Schutte, General Manager, 278 South Sea Avenue, West Yarmouth, MA 02673.

We are looking for a vice-president for our radio stations who has proven leadership abilities, and 1st hand experience in all areas of AM & FM station management. We offer high growth potential; competitive compensation and benefits and top quality of life in SE Sunbelt. Send resume to Box E-22. EOE.

**Sales manager:** immediate opening—on-the-rise, 5,000 watt regional AM targeted 25-54 in beautiful Burlington, Vermont. A must: proven track record, motivated, leadership qualities. Salary to be commensurate with experience. Respond to Bill Hunter, WDOT Radio, 385 College Street, Burlington, VT 05401. 802-862-5776.

**Are you on your way up?** We need an enthusiastic, knowledgeable, hard working, energetic, BOTTOM line thinking person to help us become a $16,000/year. Call Manager, KQ93, 505-863-4444, in Gallup, NM, EOE.

**Central coastal California.** AM/FM combo opportunity with one of the largest radio groups. Come live in our beautiful community if you are motivated to make some serious money and enjoy selling direct retail. Send resume: KSYK/KUNA, P.O. Box 1400, San Luis Obispo, CA 93406. EOE.

**Wanted:** strong salesperson looking for opportunity as sales manager at aggressive station. Prefer North Dakota, Wisconsin, or Minnesota resident. Resume only to Box E-28, EOE.

**Director of development** for KCFF in Denver. Qualifications include demonstrated track-record in public broadcasting fundraising. Must have experience in all phases of fund raising. Our station. Contact Max Wycisk, KCFF, 2056 South York Street, Denver, CO 80208, before October 15, 1983. AA/EO/FMV.

**Opportunity unlimited** with Hedberg Group. Sales position open for an ambitious, self-directed, self-starter who can sell 100,000 watts of country's best in Sioux Falls, South Dakota. Opportunity to eam and advance is unlimited. New station with aggressive promotion creates a position for a proven sales producer. Must be an 8-5 street-fighter. If you can sell me, you'll have both security and opportunity unlimited. Confidential contact guaranteed. Please send resume to: Glenn Pederson, KLOL, Box H, Luberon, MN 56158. Telephone: 507-283-4444.

**East Texas FM country station** has opening for experienced radio salesperson. Base pay plus bonus arrangement will give you an opportunity to earn $500-$1200 per month within 60 days. Personal interview required. Send resume to GM, Box 1292, Greenville, TX 75401. $30,000 guarantee. Our top billers earn $70,000. Medium (14 station) market. Leading CHR #1 teens, 13-19, 24-49, #2 25-49, 29. Our employees know of this ad. Send resume to P.O. Box 31879, Omaha, NE 68131. EOE.

**Harrisburg-Volk-Lancaster ADI.** WHIT-FM. Fastest and newest growing station, 92 Rock, CHR format. Needs 2 seasoned salespeople ready to join area's most aggressive team. Earn $18-$22K first year. No list of resumes. Call Bob Russo, GSM, 717-276-6606.

**Get packed.** Like to travel? Our salespeople are heading for Rio this Spring as a reward for selling our annual media trip package. Last year we went to Europe and next year we're considering Australia. This major market East Coast station needs experience in selling news, remotes, packages, concepts, and creative ideas. We give you tools and high ratings. A major active account list including agencies is at broker. Our salespeople earn between $30-43,000. But act now. We start selling this package in November. Send your success stories to Box E-33.

**HELP WANTED ANOUNCERS**

WSVS has an opening for a qualified announcer. Minimum of three years' experience required. Primary responsibility will be commercial production, with the ability to book up in any area of station operation. Must be available by October 17, 1983. To arrange for an interview call 804-645-7734 Monday-Friday between 9:00 and 5:00.pm. ETD. WSVS is an equal opportunity employer and encourages minorities and females to apply for this opening.

**WSVA is seeking** a mature sounding personality for afternoon drive. Must be familiar with big bands/all time hits format. Must have experience & background in air work and a good commercial voice. Tape & resume to: Box 752, Harrisonburg, VA 22801. EOE.

**Rapidly growing radio group in small to medium markets accepting applications for qualified on-air talent. Various shifts and format styles. These positions are for current and future openings. Letters and resumes only to Box B-136, EOE.

**Crazy, off the wall morning personality wanted.** Midwest medium market. Right bucks for right person. Personality a must! The more bizarre, the better! Send resume only to Box E-5.

**Dominant CBS adult contemporary seeks experienced, mature individual for long term commitment with stable, personnel-oriented station in beautiful college town. Outstanding facilities. Resumes only to Box E-11.

**Classical/NPR FM station** seeks program mgr. Must have on-air experience in announcing and programming, competence in classical format and terminology. Position includes air work, supervision of three program supervisors, programming, and budgetary responsibilities on 3,000 watt stereo FM. Send resume and sample tape to: Dennis Webster, Director of Broadcasting, The University of Southern Mississippi, Box 10045, Southern Station, Hattiesburg, MS 39406.

**HELP WANTED TECHNICAL**

**Looking for permanency?** If you are up on FCC regulations, directional AM, FM, and automation, we offer stable employment, congenial staff and surroundings, and excellent salary. Contact Manager, KGAK, Gallup, NM, EOE. 505-863-4444.

**Position available for chief/mechanical engineer.** Responsible management provides well-equipped shop. State-of-the-art equipment, Back-up transmitters for both: directional, daytimer AM and class B automated sales. Send resume to: KGAK, Gallup, NM, EOE.

**Michigan resort stations** looking for capable engineer, (1) 100,000 watt station, total 4-station group with new equipment. Good benefits. Salary and resume requirements only to Box B-130. Opening for chief engineer. Minimum five years experience. Technical skills include AM/FM transmitters, directional arrays, studio construction and maintenance. Must have management ability to participate as station operations management. Call 915-773-6645, KYSR, El Paso, TX.

**Chief engineer** for major established East Coast radio station. Thorough knowledge of FCC regulations, good technical ability, and supervisory experience required. Competitive salary and benefits. Please send resume, references, and salary requirements to Box E-2.

**Engineer for teamwork on** The Village Companies’ Chapel Hill/Burlington, North Carolina operations. Properties include WCHL-AM, WBAG-FM, The Tar Heel Sports Network and Village Cable. Must be a hands-on, production-oriented engineer. Salary based on experience. Send resume to The Village Companies, P.O. Box 3300, Chapel Hill, NC 27514. Equal opportunity employer.

**Ambitious engineers.** Top 50 market FM. Well managed. Good city. Write Box E-18.

**HELP WANTED NEWS**

**WUPE/WUHN award winning news needs in-house/ studio news manager. Excellent and experienced team player for competitive market. Join growing chain. Send tape and resume to Philip A. Weiner, Executive Vice President, WUPE/WUHN. Box 1266, Pittsfield, MA 01202. EOE/M/F.

**News director:** news excellence is a tradition here! Leading market, city manager. Enthusiastic, aggressive, four-person department. $60,000. Position moves with a larger group owner. Resume and written statement of news philosophy only to Box E-29.
PROFESSIONAL CROWDS

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Alexandria, Virginia 22314
(703) 647-4164

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Washington, D.C. 20005
(202) 296-2722
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Washington, D.C. 20005
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Arlington, Virginia 22209
(703) 841-0500
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Moffet, Larson & Johnson, P.C.
CONSULTING ENGINEERS
11503 Sunrise Valley Dr. Falls Church, VA 22042
(703) 379-2783

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DAVID STEEL, Sr., P.E.
PO. Box 230
Main St. & Melvin Ave.
Queensmont, MD 21658
(301) 827-8725
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ANDRUS AND ASSOCIATES, INC.
ALVIN H. ANDRUS, P.E.
351 Scovit Drive
Silver Spring, MD 20904
(301) 384-5374
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HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 58, International Airport
San Francisco, California 94128
(415) 342-5208
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Gaithersburg, MD 20877
(301) 921-0115
Member AFCCE

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Seattle, Washington, 98107
(206) 783-9151
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& Associates, Inc.
Broadcast Engineering Consultants
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Phone: 517-278-7339

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(301) 983-0054
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R.L. HOOVER
Consulting Telecommunications Engineer
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Potomac, Maryland 20854
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(714) 859-8015

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Consulting Engineers
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PORTLAND, OREGON 97207
Phone: (503) 464-8612
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2033 M Street, N.W., Suite 702
Washington, D.C. 20006
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Cleveland, Ohio 44141
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Silver Spring, MD 20910

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150 Wesley Rd.
Crew Center # 1, 0561
(309) 698-3160
F. W. HANSEL, P.E.
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CARL E. SMITH
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AM-FM-T.V. Engineering Consultants
Complete Tower and Rigging Services
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Arlington, WA 98223
(206) 863-8680
Member AFCCE
AM actions
- KYOS (1480 kHz) Merkel, Calif.—Granted MP (BP-140976, as mod.) to augment nighttime directional antenna standard pattern. Action Sept. 12.
- KBJI (1300 kHz) Tulsa, Okla.—Granted modification of CP (BP-811224A) to make changes in antenna system. Action Sept. 14.
- KJAO (1270 kHz) Grants Pass, Ore.—Granted CP to increase antenna height and make slight change in location. Action Sept. 13.
- WRSC (1390 kHz) State College, Pa.—Granted MP (BP-820702A) to make changes in antenna system and to reduce two tower heights in three tower array. Action Sept. 12.
- WBJA (1540 kHz) Guayama, P.R.—Application returned for CP to change hours of operation to unlimited by adding night service with 250 w and make changes in antenna system. Action Aug. 14.
- WSKE (1040 kHz) Everett, Pa.—Application dismissed for modification of CP (BP-820715A) to make changes in antenna system. Action Sept. 2.
- WSDT (1240 kHz) Soddy-Daisy, Tenn.—Granted CP to change TL. Action Sept. 13.
- WPWC (1480 kHz) Quantrico, Va.—Granted MP (BP-781130A) to make changes in antenna system. Action Sept. 14.
- WLPJ (1050 kHz) Kenosha, Wis.—Granted CP to make changes in antenna system and change TL. Action Sept. 13.

FM actions
- KCMS (101.1 kHz) Palm Desert, Calif.—Granted CP to make changes in antenna system; change TL; increase ERP; decrease HAAT to 590 ft., and change TPO. Action Sept. 8.
- WWPT (90.3 kHz) Westbrook, Conn.—Granted CP to make changes in antenna system; TL; change type trant.; change type antennas; change ERP to 323 kw; decrease HAAT to 60 ft., and change TPO. Action Sept. 12.
- WMKM (105.5 kHz) St. Augustine, Fla.—Granted CP to make changes in antenna system; decrease ERP to 2 kw, and increase HAAT to 378 ft. Action Sept. 13.
- WOIC (93.3 kHz) Tampa, Fla.— Granted CP to make changes in antenna system; decrease ERP to 97.7; decrease HAAT to 925 ft., and change antenna. Action Sept. 12.
- WZZR-FM (96.7 kHz) Grand Rapids, Mich.—Granted CP to make changes in antenna system; change TL; reduce ERP to 41 kw; increase HAAT to 554 ft., and change TPO. Action Sept. 13.
- KLOH-FM (98.7 kHz) Pipestone, Minn.— Granted CP to make changes in antenna system and increase ERP to 100 kw. Action Sept. 13.
- KKEE (94.3 kHz) Alamosgo, N.M.—Granted CP to change TL; change ERP to 1 kw; change HAAT to 1,642 ft., and make changes in antenna system. Accepted nunc pro tunc. Action Sept. 6.
- WXDU (88.7 kHz) Duthuam, N.C.— Granted modification of CP (BPED-820721A) to make changes in antenna system; change TL, and decrease HAAT to 294 ft. Action Sept. 13.
- KDKU (104.7 kHz) Florence, Ore.—Dismissed request for waiver of section 73.1201(B)(2) of rules to identify as "Florence-Corvallis-Eugene." Action Sept. 16.
- KSSR (96.5 kHz) Houston, Tex.—Granted CP to change TL; increase HAAT to 1,191 ft., and make changes in antenna system. Major environmental action under section 1.1305. Action Sept. 13.
- KKBO-FM (93.9 kHz) Pasadena, Tex.—Granted CP to install auxiliary antenna system at main TL; ERP: 9 kw; change HAAT to 1,080 ft. and change TPO. (for auxiliary purposes only). Action Sept. 12.
- KBLQ-FM (92.9 kHz) Logans, Utah—Granted CP to change TL; change ERP to 100 kw (Hi); change HAAT to 168 ft. (Hi), and make changes in antenna system. Action Sept. 15.
- KCRK-FM (92.1 kHz) Colville, Wash.—Granted modification of CP (BPED-820721A, as mod.) to change TL; change HAAT to minus 790 feet; change type transmitter, and make changes in antenna system. Action Sept. 11.

TV actions
- KHBS (ch. 40) Fort Smith, Ark.—Granted CP to change TL: change ERP to 3,160 kw vsw; 316 kw aur; change HAAT to 2,000 ft., and change TL. Action Sept. 12.
- WDPB (ch. 64) Seafood, Del.—Granted CP to change TP to 19 kw vsw; 1.91 kw aur and TL. Action Sept. 8.
- WAFV (ch. 44) Evinsville, Ind.—Granted MP (BP-790293, as mod.) to change CP to 1,235.9 kw vsw; 123.59 kw aur, and change HAAT to 972 ft. Action Sept. 14.
- WCLM-TV (ch. 51) Longview, Tex.—Granted MP (BP-810442A) to change CP to 5,000 kw vsw, 500 kw aur and change HAAT to 1,283 ft. Action Sept. 12.
- KDOG (ch. 19) Nacogdoches, Tex.—Granted CP to change ERP to 2,685 kw virtual, 268.5 kw aur and change HAAT to 1,288 ft. Major environmental action. Action Sept. 12.
Facilities changes

AM applications

Tendered

- WABT (1360 kHz) Madison, Wis. — Seeks CP to change frequency to 730 kHz; increase power to 1 kw, and change to non-DX Station.
- KYUK (580 kHz) Bethel, Alaska — Seeks CP to change frequency to 640 kHz; increase day and night power to 10 kw, and make changes in antenna system. Ann. Sept. 19.
- WMIB (1510 kHz) Marco Island, Fla. — Seeks CP to change hours of operation to unlimited by adding night service with 2.5 kw, increase day power to 2.5 kw, install DA-2; change frequency to 1480 kHz and make changes in ant. system. Ann. Sept. 7.
- KGEM (1140 kHz) Boise, Idaho — Seeks CP to increase power to 50 kw; change to DA-D and change TL. Ann. Sept. 14.
- WFLW (1590 kHz) Carnegie, Pa. — Seeks CP to change frequency to 660 kHz; change power to 250 kw, and change to non-DA. Ann. Sept. 19.
- KFPM (1150 kHz) San Antonio, Tex. — Seeks CP to change frequency to 1160 kHz; change hours of operation to unlimited by adding night service with 1 kw; increase day power to 10 kw; change TL, and make changes in antenna system. Major environmental action under section 1.1035. Ann. Sept. 19.
- KQQQ (1150 kHz) Pullman, Wash. — Seeks CP to change hours of operation to unlimited by adding night service with 500 w and change to DX. Non-DX major environmental action under section 1.1035. Ann. Sept. 19.

Accepted

- KXUL (1570 kHz) Golden Valley, Minn. — Seeks modification of CP to make changes in antenna system and increase height. Ann. Sept. 7.
- KUTI (980 kHz) Selah, Wash. — Seeks modification of CP (20209A) to change frequency to 1390 kHz; major environmental action under section 1.1035. Ann. Sept. 23.

FM applications

Tendered


- KBCO (97.3 kHz) Boulder, Colo. — Seeks CP to change TL; change ERP to 100 kw; change HAAT to 1,546 ft.; and make changes in antenna system. Major environmental action under section 1.1035. Ann. Sept. 19.
- KVMT (104.7 kHz) Vail, Colo. — Seeks CP to change TL; change ERP to 100 kw; change HAAT to 451 ft.; and make changes in antenna system. Ann. Sept. 23.
- WQUI (103.1 kHz) DeFuniak Springs, Fla. — Seeks CP to change TL; change HAAT to 268 ft., and make changes in ant. system. Ann. Sept. 13.
- KOIC (89.7 kHz) Cedar Rapids, Iowa — Seeks modification of CP (BPED-830805AB) to change TL; change ERP to 5 kw, and make changes in antenna system. Ann. Sept. 19.
- KMOK (93.3 kHz) Des Moines, Iowa — Seeks CP to change TL; change HAAT to 1,055 ft., and make changes in antenna system. Ann. Sept. 13.
- WAMX (93.7 kHz) Ashland, Ky. — Seeks CP to change ERP to 50 kw and change HAAT to 720 ft. Ann. Sept. 19.
- KSJU (89.1 kHz) Collegeville, Minn. — Seeks CP to change frequency to 96.5 kw. Ann. Sept. 7.
- KHPM (96.3 kHz) Albuquerque, N.M. — Seeks CP to change ERP to 12.9 kw. Ann. Sept. 21.
- WRJE (105.5 kHz) Arguella, P.R. — Seeks CP to change ERP to 3 kw and make changes in antenna system. Ann. Sept. 13.
- WWDM (101.3 kHz) Sumner, S.C. — Seeks CP to change TL and change HAAT to 1,300 ft.; and make changes in antenna system. Ann. Sept. 13.
- WZZK (104.7 kHz) Birmingham, Ala. — Seeks modification of CP (BPBB-811919A, as mod.) to change HAAT to 1,300 ft. Ann. Sept. 13.
- KAJP (92.9 kHz) Flagstaff, Ariz. — Seeks CP to change ERP to 100 kw; change HAAT to 1,514 ft. Ann. Sept. 14.
- KZZZ (92.7 kHz) Kingman, Ariz. — Seeks CP to change ERP to 10 kw; change HAAT to 208.0 ft., and change frequency to 94.7 kw. Ann. Sept. 19.
- KCFR (90.1 kHz) Denver—Seeks CP to change power to 25 kw to 49.7 kw. Ann. Sept. 13.
- WIST (93.5 kHz) Port St. Joe, Fla. — Seeks CP to change antenna; change transmitter; change ERP to 100 kw; change HAAT to 520 ft., and change frequency to 94.5 kw. Ann. Sept. 7.
- WXTR (94.3 kHz) Chillicothe, Ill. — Seeks CP to change antenna system for auxiliary purposes only. Ann. Sept. 19.
- WQRT (107.1 kHz) Danville, Ind. — Seeks CP to change TL; change ERP to 1.74 kw; change HAAT to 400 ft., and make changes in antenna system. Major environmental action under section 1.1035. Ann. Sept. 7.
- WZZY (98.3 kHz) Winchester, Ind. — Seeks CP to change TL; change ERP to 3 kw, and change HAAT to 300 ft. Ann. Sept. 13.
- WIZZ (105.9 kHz) Detroit—Seeks CP to change TL; change ERP to 22 kw; change HAAT to 724 ft., and make changes in ant. sys. Ann. Sept. 13.
- WMJY (107.1 kHz) Long Branch, N.J. — Seeks CP to

Summary of broadcasting as of June 30, 1983

Service

On Air

CP's

Commercial AM

4,720

158

5,878

Commercial FM

3,441

381

4,122

Educational FM

1,091

125

1,216

FM transmitters

925

744

9,996

Commercial VHF TV

529

8

536

Commercial UHF TV

319

499

361

Educational VHF TV

116

3

116

Educational UHF TV

117

20

137

Total TV

1,127

1,342

1,342

VHF LPVT

164

249

249

UHF LPVT

42

51

93

Total LPVT

206

150

356

VHF transmitters

272

302

2,074

UHF transmitters

723

197

920

IFs

248

358

634

Low-power auxiliary

824

0

824

TV auxiliaries

7,387

592

7,979

UHF transmitter/booster

6

6

6

Experiment TV

5

5

5

Remote pickup

12,291

113

12,404

Aural STL and intercity relay

2,819

1,266

3,457

Includes off-air licenses.
Applications

WNBAM(AM)-WVLW(FM) Daytona Beach, Fla. (1150 kew k-wu; FM: 94.5 mhz, 54 kw; HAAT: 330 ft.)—Seeks assignment of license from Raceway Broadcasting Corp. to Root Communications Corp. for $18,273,300 (BAL-830710AE). Action Sept. 19.


FM action

Casper, Wyo.—Noratona Broadcasting Inc. granted 103.7 mhz, 57.7 kw, HAAT: 1,142 ft. Address: 2301 Bell Road, Casper 82601. Principal is owned by Daniel A. Roberts, who has no other broadcast interests. (BPH-850166AA). Action July 27.

Ownership changes


KGNS-TV Laredo, Tex. (NBC, ABC, ch. 8; 316 kv. airs.; 1,021 kw HAAT.).—Seeks assignment of license from Gulf Coast Broadcasting Co. to Alfred T. Burke for $33,691,950 (BROADCASTING, Sept. 26.)—Seeks assignment of license. Buyer is based in Longview, Tex., and also owns KRIS-TV Corpus Christi, Tex.Filed Sept. 15.

Actions

WFRP(AM) Butler, Ala. (1240 kew, 1 kw-D, 250 kw-D)-—Seeks assignment of license from WYWD(AM) for $4,925,100 (WYWD-830656HR). Action Sept. 13.

WVSV(FM) Stevenson, Ala. (101.7 mhz, 940 kw; HAAT: 490 ft.)—Granted assignment of control of Lym Ltd. Inc. from Ted Edmiston and others (100% before; 50% after) to Charles Nelson and others (68% before; 100% after). (BWTH-830706HR). Action Sept. 12.


WIAL(AM) Clarksville, Ga. (1500 kew, 5 kw-D)—Granted transfer of control of Radio Habersham Inc. from Dallas M. Tarkenton III (100% before; 25% after) to Timo- theus J. Hanna, one of five minority owners. Consideration: $149,849, plus other considerations. Principal: Seller has no other broadcast interests. Buyer is manager of WIAL and owner. Action Sept. 12.

KZHH(AM) Honolulu (1800 kew, 5 kw-D)—Granted assignment of license from Radio Hawaii Inc. to KZHI Radio Inc. for $1.2 million. Seller is owned by Carolyn Wagen- voord, chairwoman (50%); and his children, Alice (20%), and Susan (30%). Seller also owns other broadcast interests. Buyer is owned by James E. Quinn Jr. (51%) and his son, Ronald K. (49%). It has no other broadcast interests. (BAL-830652AE). Action Sept. 12.

WRM(AM) Norman, Ill. (75 kw, 2 kw-D)—Seeks assignment of license from Southwestern Broadcasting Co. Inc. in San Antonio, Tex. (BRoAD- castINg, Aug. 22). Buyer is headed by Kenneth A. Evans, president, and Jack Cate, P.R. president. It has no other broadcast interests. Buyer is owned by Debra Cate, who also owns WARD(AM)-WCOM(FM) in Las Vegas, Nev. Buyer is currently general partner in and developer of Swift Airwaves Inc., which also owns WABS(AM)-WBJX(FM) in Kansas City, Mo., WYVW(AM) in Fort Worth, Tex., and WACK(FM) in Minneapolis, Minn. Seller is owned by John E. Evans, president, and Kenneth A. Evans, owner. It also owns KARM(AM)-KFGF(FM) in Fresno, Calif.; KLOK(AM) in San Jose and KWIZ-WFM-Antioch, Calif. (BAPL-8307027E). Action Sept. 12.

WLIW(FM) and WOXY(AM) Columbus, Ohio (105.9 mhz, 4 kw-D, 115.5 kv, antenna elevation).—Seeks assignment of license from WXFM(FM) Cos. Inc. to Cox Communications Inc. for $9 million (BROADCASTING, Aug. 1). Buyer is forming a new company, headed by Senator William J. Armstrong (R-Colo.), president. Filed Sept. 14.

WXFM(FM) Elwood Park, Ill. (105.9 mhz, 4.2 kw-D, 115.5 kv).—Seeks assignment of license to WXFM Inc. from WHIS(AM) Inc. to Cox Communications Inc. for $3.2 million, including $500,000 noncompete agreement. Seller is headed by Robert Hausberger, president, and has no other broadcast interests. Buyer is newly formed company, headed by Senator William J. Armstrong (R-Colo.), president. Filed Sept. 14.

WLFM(FM) Baltimore (101.9 mhz, 13.5 kw, 960 kw-D).—Seeks assignment of license to WPLF Inc. (BIL, L. E. Troncoso Inc. to Island Broadcasting Co. for $5,750,000 (BROADCASTING, Aug. 22). Seller has bought WUXF(FM) Chicago (see above). Buyer is headed by Alan S. Beck, president, and former general manager of WJZ, Baltimore (see below), to comply with FCC multiple ownership rules. Filed Sept. 12.

KQDD(AM) Anchorage, Alaska (1520 kew, 14 kw-D, 69 kw-D).—Granted transfer of license from KNXW(AM) to Alaska Life Media International for $990,279. Seller also sold WSCS(FM) (see above) (BALT-830722EZ). Action Sept. 12.

KMSL(FM) Stamps, Ark. (100.1 mhz, 3 kw-D).—Granted transfer of control of Southwest Arkansas Broadcasting Co. Inc. from Elmer Harris and others (52% before; none after) to William H. Headly and others (46% before; 100% after). (B-8307075B). Consideration: $175,000. Buyer is owned by Grace Broadcasting System Inc. and Grace Full Gospel Church Inc., headed by James R. Burke. It also owns KVOI(AM) in Idaho Falls, which is owned by Jean R. Nord, president. It is bought by KVOI(AM) Tuscon (see below) and owns KLEI(AM) Kailua, Hawaii. (BAL-830722HP). Action Sept. 12.

KVOI(AM) Tuscon, Ariz. (960 kew, 250 kw-D)—Granted assignment of license from Harvest Ministries Inc. to Michael and Joan Moss and Pendley will retain interest; Blevins and Pendley will retain interest. Blevins is selling his 25% interest. Buyer is owned by Charles Nelson, presi- dent, and Charles Nelson Jr., chairman (50%) and Jack McFadden (51%), both (see below) and Ted Edmiston (10%). They have no other broadcast interests. (BATCH-830706HR). Action Sept. 13.

KQJK(FM) Manteca, Calif. (96.7 mhz, 3 kw-D).—Granted assignment of license to McFadden Broadcasting Co. Inc. of Las Vegas, Nev. (BROADCASTING, Aug. 22). Buyer is owned by Kenneth A. Evans, president, and Jack Cate, P.R. president. It has no other broadcast interests. Buyer is owned by Debra Cate, who also owns WARD(AM)-WCOM(FM) in Las Vegas, Nev. Seller is currently general partner in and developer of Swift Airwaves Inc., which also owns WABS(AM)-WBJX(FM) in Kansas City, Mo., WYVW(AM) in Fort Worth, Tex., and WACK(FM) in Minneapolis, Minn. Seller is owned by John E. Evans, president, and Kenneth A. Evans, owner. It also owns KARM(AM)-KFGF(FM) in Fresno, Calif.; KLOK(AM) in San Jose and KWIZ-WFM-Antioch, Calif. (BAPL-830706H). Action Sept. 13.

KGO-FM San Francisco (103.7 mhz, 7 kw, 120 kv, Haat: 1,468 ft. )—Granted assignment of license from American Broadcasting Co.-owner of the San Francisco Chronicle and the Examiner-to Blevins Broadcasting Corp. Buyer, based in New York, is publicly traded owner of television networks, six AM's, seven's, five TV's and other major interests. Buyer, based in San Jose, Calif., is owned by Philip L. Blevins and Michael and Joan Moss and Pendley will retain interest; Blevins and Pendley will retain interest. Blevins is selling his 25% interest. Buyer is owned by Charles Nelson, president, and Charles Nelson Jr., chairman (50%) and Jack McFadden (51%), both (see below) and Ted Edmiston (10%). They have no other broadcast interests. (BATCH-830706HR). Action Sept. 13.

WBSR(AM) Pensacola, Fla. (1450 kew, 1 kw-D, 250 kw-W, 12-2).—Granted assignment of license from Budweiser Broadcasting Inc. to debtor in possession to Seaway Broadcasting Inc. for $600,000. Seller is owned by Joan E. Neuhring, president, and Stephen J. Neuhring (65%). It has no other broadcast interests. Buyer is owned by Robert D. Hanna, president (75%), Jay C. Routier (25%) and Robert D. Hanna (25%). Seller is owned by Dr. KROX(AM) Crookston, Minn.; KCLW(AM) Hamilton, Tex.; KXIC(AM)-KEZ(FM) Hastings, Neb.; KLRR(AM)-KLCM(FM) Leadville, Colo., and WVSM(AM) West Palm Beach, Fla. (BAL-8307072F). Action Sept. 12.
Wouldn't be receptive to "protectionist" arguments, basing recommendation "strictly on whether they [drop-ins] cause interference or not" (Broadcasting, March 29, 1982). FCC has denied nine petitions to reconsider its approval of four drop-ins: Salt Lake City (ch. 13); Charleston, W. Va. (ch. 11); Knoxville, Tenn. (ch. 8); and Johnstown, Pa. (ch. 8) (Broadcasting, May 17, 1982). FCC approved those four drop-ins three years ago (Broadcasting, Sept. 15 and Sept. 21, 1980). In proposal, FCC said that if rulemaking was adopted, there would be "presumption in favor" of additional service. Although applicants would be required to provide equivalent protection to existing station, it would be incumbent upon opponents of drop-in allotment to prove addition of short-spaced VHF stations would be harmful to extent that "net loss of service to the public" would result. Nine applications are on file for drop-in at Charleston, eight for Salt Lake City; 13 for Knoxville and four for Johnstown. All four have been cut off, and Knoxville applications have been designated for hearing.

TV cameras in Senate. Senate Rules Committee passed resolution (S. Res. 66) to allow televising of chamber proceedings (Broadcasting, June 20). After barely reaching quorum, committee voted out resolution that would permit radio and television coverage of Senate proceedings, by 6-3. Vote in committee is reflection of intense division both on committee and in full Senate on issue. Senate Majority Leader Howard Baker (R-Tenn.), chief proponent of measure, will continue push for passage. Resolution's major critics, Senators Russell Long (D-La.) and Wendell Ford (D-Ky.), will continue to try to defeat measure. Ford is considering introducing substitute proposal to permit radio-only coverage of Senate.

TV deregulation. FCC has proposed to deregulate commercial TV along it has already deregulated radio (Broadcasting, July 4). In notice of proposed rulemaking, FCC has proposed to eliminate current nonentertainment programming and commercial loading guidelines. It also has proposed to eliminate formal ascertainment requirements. It further asked what sort of logging requirement would be "appropriate" for any new regulatory scheme. At Commissioner Mimi Dawson's request, FCC also agreed to seek comment on whether FCC should go beyond its radio deregulation order, proposing to free broadcasters from all content constraints other than those imposed by Communications Act.

WARC. Senate has approved treaty protocol nego- tiating 11-week World Administrative Radio Conference, which concluded in Geneva in December 1979. Among results: Upper end of AM band was extended from 1605 to 1705 kHz, shortwave frequencies were increased by about 500 kHz, and proposal was adopted to increase three-fold number of broadcast and fixed satellites that can operate in 12 ghz and in western hemisphere.

In addition, conference provided for co-equal sharing by television, mobile and fixed services in 960-890 mhz band, but U.S. took footnote to assure right to such sharing between 470 and 606 mhz and from 890 to 960 mhz and reserved right to ignore WARC-imposed conditions on coordinating such sharing with Canada, Mexico and Cuba (Broadcasting, Dec. 24, 1979). Senate action came on voice vote in closing hours of 97th Congress.

As compiled by Broadcasting, Sept. 19 through Sept. 23, and based on filings, authorizations and other FCC actions.


New stations

AM applications

Greenup, Ky.—Greenup County Broadcasting Inc. seeks 1520 kHz, 5 kw-D. Address: Main and Harrison, Suite A, Greenup, Ky 41144. Principal is headed by Phillip Bruce Leslie, president. It also is applicant for new FM at Greenup.

Filed Sept. 20.

FM applications


AM applications
er courts. Judge ruled that during appeals period of at least one year, ASCAP and BMI could continue to offer TV blanket licenses, but at prices approximately 25% less than in 1982 (BROADCASTING, Dec. 20, 1982). ASCAP/BMI have filed appeals briefs in U.S. Second Circuit Court of Appeals in New York (BROADCASTING, April 25), and all-industry committee answered last month (BROADCASTING, June 27). Oral arguments were set for Oct. 16, though not involved in suit, SESAC agreed to roll back estimated 24% increase in its station music rates pending final court decision on legality of ASCAP and BMI blanket licenses ("In Brief," June 27).


Noncommercial broadcasting rules. In effort aimed at helping FM broadcasters make more money (BROADCASTING, April 11), FCC has amended its rules to permit commercial and noncommercial broadcasters to use their subcarriers for all kinds of communications purposes on a for-profit basis. At same time, commission increased FM baseband from 75 to 99 kHz (except within 200 miles of Mexican border). All broadcasters, with the exception of two subcarrier services instead of one, to which they were restricted in past, FCC also has proposed to permit noncommercial television stations to offer subscription TV services (BROADCASTING, July 19, 1982). Comments were mixed, but many commenters thought restricted STV offering would be acceptable (BROADCASTING, Nov. 22, 1982).

FCC has also amended its rules to permit public TV stations to broadcast logos and to identify product lines of program underwriters (BROADCASTING, April 27, 1981). Under new rules, identifications may be run without limit and public broadcasters may promote goods and services on air as long as no compensation is received—with proviso that they make determination that such promotion serves public interest. Although National Association of Broadcasters had petitioned FCC to reconsider decision, commission dismissed that and similar petitions in reaffirming its order (BROADCASTING, July 19, 1982). In response to petition for declaratory ruling, FCC said it would permit public broadcasters to air paid, promotional announcements for nonprofit groups, as long as those announcements didn't interrupt regular programming. FCC also said its prohibition against paid announcements for profit-making entities still stood.

Prime time access rule. FCC dismissed petition by Chronicle Broadcasting Co. to delete prohibition against use of nonnetwork programming during prime time access (BROADCASTING, Nov. 16, 1982). FCC said that although there might be merit to Chronicle's proposal, it should be considered in context of review of entire prime time access rule which it said might be addressed in future. In response to FCC's decision, NBC, filing comments, urged that proceeding be expanded to consider reallocation of entire prime time access rule, arguing that rule presented "barrier" to expansion of its Nightly News to 60 minutes (BROADCASTING, Aug. 17, 1981). NBC's proposal to expand its Nightly News was strongly opposed by Chronicle and all network affiliates' associations (BROADCASTING, Aug. 31, 1981). ABC has stated publicly that it won't seek repeal of PTAR without consent of its affiliates (BROADCASTING, March 21).

Public broadcasting. Corporation for Public Broadcasting continues to fight erosion of federal funding. CPB is asking Congress to maintain funding for its fiscal 1985 and 1986 budgets at $130 million. Administration is attempting to cut CPB's 1985 budget to $85 million, down 35% from $130 million appropriated by Congress last year, and cut additional $55 million from $130 million appropriated by Congress in fiscal 1986 (BROADCASTING, Feb. 28, March 21). Both House and Senate appear willing to keep funding intact.

House Energy and Commerce Committee voted additional $70 million to authorization levels for Corporation for Public Broadcasting's FY 1984, 1985 and 1986 to offset impact of inflation. However, committee has stipulated that no federal funds will be distributed to National Public Radio until its financial crisis has been corrected (BROADCASTING, July 4). Process is now under way at CPB to relieve congressional concerns and meet existing financial criteria in order to continue funding of NPR.

Subcommittees were told that federal funding for public broadcasting is contained in FCC authorization bill which has stalled in House after key Republicans raised objections to additional $70 million allocated to CPB (BROADCASTING, Sept. 26). Advertising experiment under way at nine public TV stations expired June 30. Temporary Commission On Alternative Financing for Public Television (see “In Brief,” April 4), is to file report in October with Congress recommending that advertising be kept off public radio and television, except in form of enhanced underwriting (BROADCASTING, Sept. 26). Previous reports on experiment showed that advertising was well received by public and has become profitable (BROADCASTING, Jan. 3).

Named to CPB board (BROADCASTING, Feb. 21): current board chairman Sharon Percy Rockefeller (Democrat), wife of West Virginia Governor Jay Rockefeller; Karl Eller, media consultant and former president of Commonwealth Cablevision; Arthur O'Connor, editor of National Review, and Harry O'Connor, O'Connor Services, Los Angeles-based radio program production company, all Republican. Nomination of Helen Taylor of Richmond, Va., was withdrawn by administration after Commerce Committee refuses to act on nomination because of administrative confusion over new regulations to Accuracy in Media and Moral Majority. Recess appointment of Republican businessman William Lee Hanley was made instead prior to CPB's September board meeting. Board, however, challenged appointment and refused to let Hanley participate in meeting. CPB repeated its position that correctly deleted its support for nonnetwork programing aimed at 1982-Sept. 25, 1983: CBS, 16.1/27; ABC, 15.6/26; NBC 14.2/24.

Teletext. Mixing some good news for broadcasters with some bad, FCC authorized televiset makers to begin self-regulating (BROADCASTING, April 4). It refused, however, to select technical standard or to give teletext must-carry status on cable. In order, FCC defined teletext as “ancillary” service—thereby exempting it from fairness doctrine and equal-time obligations. Broadcasters offering teletext as broadcast offering—that is, by offering mass media services—can launch or drop those without notifying FCC. Those whose offerings resemble private or common carrier offerings will have to notify commission first, however. Also under rules, noncommercial broadcasters may offer teletext on for-profit basis.

As new standard, FCC touched off marketplace battle between incompatible World System Teletext, developed by British broadcasters and electronics manufacturers, and North American Broadcast Teletext Specification, developed through compromise of Canadian, French and U.S. teletext and video industry leaders, led by Taft Broadcasting, which is broadcasting WST-based service, Electa, in Cincinnati over wXCTV. Under an agreement with Taft, Zenith is selling $300 decoder compatible with its late-model sets in Cincinnati. NABT proponents are led by CBS-TV and NBC-TV.

TV allocations. FCC Mass Media Bureau plans to recommend action on FCC's generic VHF drop-in procedure some time this year. Larry Harris, Mass Media Bureau chief, has said bu
called it "fatally flawed" (BROADCASTING, Sept. 26). Committee for Prudent Deregulation, which has been arguing for retaining rules, asserts that tentative decision would undermine prime time access because networks deemed more than FCC indicated it's willing to give. Apparently not believing PTA is hanging in balance, network affiliates, as in past, are supporting networks. National Telecommunications and Information Administration reiterated its support for complete elimination of both rules. And Department of Justice endorsed modified version of FCC's tentative plan. Under stiff lobbying from networks, FCC launched rulemaking proposing repeal of financial interest and network syndication rules last year (BROADCASTING, June 28, 1982).

CPD, dissatisfied with FCC's tentative decision, shifted focus of its campaign to Congress. In House, Senator Representative Henry Waxman (D-Calif.), whose district includes Hollywood, has introduced bill that would bar FCC from repealing rules for five years. Bill also would prohibit FCC from repealing prime time access rule over same period. Among co-sponsors were House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) (BROADCASTING, March 28).

Hearings on bill have been held in Hollywood and Washington. Subcommittee attempted to mark up measure before summer recess in August, but due to successful lobbying campaign by networks, bill was never reported out. During markup subcommittee members pointed out that hearing record was inadequate and objected to "rushing" bill through (BROADCASTING, Aug. 8).

Later, however, Hollywood made its move in House Appropriations Committee and successfully attached amendment to stop-gap funding bill which would have prevented FCC from touching rules for year. Subcommittee also passed bill which mirrors House's Representative Waxman bill same week. (BROADCASTING, March 21). First LPTV lottery was held for Sept. 25. Commission also has granted CP's for 650 translators. LPTV stations will have few regulatory obligations and there are no crosstownship or multiple-ownership restrictions. Stations must observe statutory provisions against broadcast of obscenities, however, and they have limited equal time and fairness doctrine obligations. Holding back rapid roll-out of new service is enormous backlog of LPTV and translator applications. There are now 9,830 LPTV and 1,198 translator applications pending. Using computer system to detect possible interference among stations and to dispose of competing applications (both of those mechanisms are now in place), FCC says it will be able to grant or dismiss applications at rate of 250-350 per month by end of year (BROADCASTING, March 21). First LPTV lottery was held for Sept. 29. Commission also has placed freeze on major amendments on all new LPTV and translator applications (BROADCASTING, Sept. 19).

Minority ownership. FCC extended its tax certi- ficate policy to cable systems (BROADCASTING, Dec. 6, 1982). Acting on other recommenda- tions from Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications, FCC also approved change in policy to make its low interest loan partnerships to benefit from tax certificates. It also approved an agreement for pass along to Congress committee recommenda- tions to permit use of tax certificates for non- broadcast facilities and to increase value of used equipment that can be written off when facilities change hands. Those recommenda- tions have been incorporated into bill intro- duced in House by GOP商用ional content back- land (D-Tex.) and Charles Rangel (D-NY) (BROADCASTING, March 28).

FCC five years ago adopted policies aimed at easing minorities' path to station ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against mak- ing loans to broadcasters, ostensibly to help mi- nority owners, but only seven of first 32 broad- cast loans in first year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broad- casters has raised about $10 million from net- works and other broadcast organizations for its minority broadcast capital fund (BROAD-CAP) through which it hopes to raise $45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1, 1979).

Fund's subsidiary MESSIC (minority enterprise, small business investment corp.) has invested $5 million in 17 radio ventures and two TV ven- tures. Combined image of NBC, ABC (BROADCASTING, March 20). The fund has invested $24.3 million in 174 radio and TV ventures. These investments now totals $24.3 million. BROAD- CAP board of directors recently voted to ex- pand management training programs to include executives from cable and other technologies as well as broadcasting.

Multichannel MDS. FCC has received about 25,000 applications for multichannel multipoint distribution service (BROADCASTING, Sept. 19). New service provides two-four-channel multi- point distribution services per market. It was created with eight microwave channels reallo- cated from instructional television fixed service (BROADCASTING, May 30). Under FCC order, all ITFS channels that had been authorized or ap- p lied for as of May 25 were grandfathered. No further ITFS applications will be accepted on eight channels reallocated, but ITFS licenses will be able to lease, for profit, "excess" capacity on their channels. Under minimal rules adopted, no operator will be able to control both four-channel blocks in market, and all applications were accepted on one day only: Sept. 9.

Multiple ownership. FCC has adopted notice of proposed rulemaking aimed at eliminating— or at least lessening— the rule of seven, which limits broadcast ownership to seven AM's, seven FM's and seven TV's (no more than five VHF's) (BROADCASTING, Sept. 26). Although vote broke 3-1 (with Commissioner Henry Rivera issuing vigorous dissent), majority left little doubt that it is prepared to hack rule as much as it can. Pro- posal to repeal rules did not receive a warm reception on Capitol Hill. Representatives Mickey Leland (D-Tex.) and Cardiss Collins (D-Ill.) are scheduled to introduce bill preventing FCC from repealing ownership rules (BROADCASTING, Sept. 26).

Music licenses. All-Industry Radio Music Li- cense Committee and American Society of Composers, Authors and Publishers agreed to extend their respective licenses of BROADCASTING, Aug. 22) music, retroactive to March 1, 1977, and extend- ing through Dec. 31, 1982, and expected to save broadcasters $6.5 million to $8 million over full term (BROADCASTING Aug. 21, 1979). Talks continue on new contract with likelihood that old contract will run until new one is negotiated. Committee announced agreement for pass along to Congress committee recommenda- tions to permit use of tax certificates for non- broadcast facilities and to increase value of used equipment that can be written off when facilities change hands. Those recommenda- tions have been incorporated into bill intro- duced in House by GOP商用ional content back- land (D-Tex.) and Charles Rangel (D-NY) (BROADCASTING, March 28).

Federal Communications Commission, therefore, and others services of BROADCASTING, March 20). The fund has invested $24.3 million in 174 radio and TV ventures. These investments now totals $24.3 million. BROAD- CAP board of directors recently voted to ex- pand management training programs to include executives from cable and other technologies as well as broadcasting.

Home videotaping and copyright. Supreme Court, which agreed to Sony petition to review decision by Ninth Circuit Court of Appeals in Los Angeles that found home taping violates copyright- right law, heard oral arguments in case in Janu- ary (BROADCASTING, Jan. 24), but failed to hand down decision before summer recess. Case will be reargued today (Oct. 3), on first day of new term. Legislative proposals were introduced in 98th Congress to exempt home taping from liability. Also introduced were proposals to com- pensate copyright holders through compulsory license on sale of audio and videotape re- corders (BROADCASTING, Jan. 31). Senate and
was slated. But FCC in June also gave green light to U.SCI, IAstd and STC and any other company wishing to offer broadcast satellite service with fixed (11.7-12.2 ghz) satellites (BROADCASTING, June 6).

In setting DBS rules, FCC gave broad leeway to determine what sorts of services they want to offer and how they want to be regulated. DBS operators opting to offer broadcast services will be subject to broadcast rules; operators offering common carrier-like services will be subject to common carrier rules. FCC declined to impose any ownership restrictions, and imposed no technical standards on service beyond those required by international agreements, which were worked out at international conference in Geneva last summer (See Regional Administrative Radio Conference).

According to rules, eight permitees have until December to begin construction of satellite system. However, the FCC may extend deadline. Besides STC, they include CBS, RCA, Western Union, Graphic Scanning Corp., Video Satellite Systems, DBS Corp. and United States Satellite Broadcasting (Hubbard Broadcasting).

Equal Employment Opportunity. Although FCC voted in 1980 to launch rulemaking looking to more stringent EEO reporting requirements for all broadcast stations with five or more employees, and comments were filed in proceeding on Oct. 24, 1980. FCC under Chairman Mark Fowler appears headed for more lenient EEO reporting requirements. Although commission was slated to address rulemaking early last year, item was pulled after Commissioner Henry Rivera voiced strong opposition (BROADCASTING, Jan. 4, 1982). One item proposed reducing frequency of broadcasters' annual employment reports. Second item proposed to exempt all licensees with 15 or fewer employees from EEO reporting requirements. (Currently, only stations with five or fewer employees are exempt.) Third item would have requested comment on Office of Management and Budget recommendation that FCC stop requiring licensees routinely to file affirmative action reports—FCC model EEO program forms—at renewal time. In directive to FCC, OMB said model EEO program forms should be required only in cases where FCC had first determined licensee was engaging in “discriminatory practices” (BROADCASTING, Nov. 30, 1981). OMB has granted FCC permission to continue requiring routine filing of those forms through end of this year (BROADCASTING, Jan. 17). OMB said extension—third it has granted—will be last. FCC could reject OMB recommendation with majority vote. Under current EEO guidelines, stations with five to 10 full-time employees are required to have 50% parity overall with available work force. Stations with more than 10 full-time employees must reach 50% parity overall and in top four job categories, and stations with 50 or more full-time employees receive complete review of their EEO programs.

On Capitol Hill there are strong signs that EEO language may be included in broadcast and cable deregulation legislation. House Telecommunications Subcommittee held series of hearings devoted to subject of minority participation in media (BROADCASTING, Sept. 26) and discussion of including EEO language in bills repeatedly cropped up.

Family viewing. Ninth Circuit of U.S. Court of Appeals in San Francisco has thrown out November 1976 ruling by Judge Warren Ferguson that held family viewing self-regulatory concept unconstitutional (BROADCASTING, Nov. 19, 1979). And Supreme Court denied petition for review (BROADCASTING, Oct. 13, 1980). Appeals court ruled that Ferguson erred in concluding that U.S district court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions. Commission last month absolved then-chairman Richard E. Wiley and commission of wrongdoing in case, and held that NAB and networks acted voluntarily in 1975, when they adopted family viewing policy. Report was filed with district court for its review.

Federal Trade Commission. Congress is focusing attention on passage of authorizing legislation for Federal Trade Commission without getting mixed in controversial proposals offered in last Congress. In House, Energy and Commerce Committee reported bill in May that authorizes agency for three years. Bill includes redefinition of agency's "unfairness" standard for advertising and trade practices but does not exclude advertising industry from jurisdiction under standard. Bill also clarifies jurisdiction of state and FTC authority over professional groups. Committee rejected proposal for redefinition of agency's "deceptive" advertising standard. Bill sets ceiling of $70.7 million in fiscal 1984, $75.7 million in FY 1985 and $80.9 million in FY 1986. Senate Commerce Committee passed FTC reauthorization measure (S. 1714), which would redefine commission's unfairness standard and partially exempt advertisers from jurisdiction under standards in all rulemakings except on case-by-case basis (BROADCASTING, August 8). Senate bill sets FTC funding levels of $71.1 million in FY 1984, $71.1 million in FY 1985 and $72.4 million in FY 1986.

Financial interest-network syndication. FCC issued "tentative decision" that would eliminate rule preventing TV networks from acquiring financial interests in programs produced by others and gut much of rule prohibiting them from syndicating programs (BROADCASTING, Aug. 8). Under tentative decision, major networks—ABC, CBS and NBC—would be able to negotiate for as much financial interest in independently produced programming as they want; they also would be able to negotiate for syndication rights. Decision would prohibit networks from engaging in their own syndication of entertainment series that had been given network exhibition in prime time (7-11 p.m.). Network domestic syndication of all other kinds of programming would be permitted. In addition, FCC proposed to "sunset" whatever remains of those rules, abolishing them altogether on Aug. 4, 1990. Under tentative decision, networks would be required to sell their syndication rights in prime time entertainment series to independent syndicators within six months of time series has ended its network run. If series ran beyond five years on network schedule, network would have to sell all of its syndication rights in that program to independent syndicator at end of fifth year of its network run. FCC, which plans to take final action on proceeding this year, allowed one round of comments on tentative decision. Judging from tenor of comments, not much has been settled. Independent stations, which FCC said tentative decision was designed to protect,
Notes: A-American, N-N.Y., O-Over the counter T-Toronto (some bid prices by Shearson/AE, Wash.) Prices are for common A stock unless otherwise noted. Price/Earnings ratios based on S&P's estimated new year earnings. If no estimate is available, figures for last 12 months used. Wherever possible earnings figure exclusive of extraordinary gain or loss. NYSE: Speaker: for exchange speaks Tribune Company stock will begin trading Tuesday, Oct. 4, under symbol (TRB).

Footnotes: Related to merger negotiations with Satellite News Channel (BROADCASTING, Sept. 31). Volatility is affected by small float—Turner owns 86.4% and Broadcasting.

about half of remainder is "held by employees or individuals close to company in one way or another" according to Mike Marshall, market maker for First Southeastern. Northridge, Calif. last week announced net income for year ended June 25, of $63,533 on revenue of $3,251,521 compared to last year's income of $52,597 on revenue of $2,145,989. **H. William Freid, comptroller, said Quakertown, Pa. company issued Sept. 28 announcement that it has agreement in principle to raise $5 million in private offering of units—notes and warrants. It also reported $98,000 net loss for first quarter this year on declining revenue of $6,923,000.
It said the Democrats had not offered evidence to indicate the networks' overall programming was "unreasonably imbalanced," or that the public had been left "uninformed" on the issue.

The court affirmed that decision even though the DNC had presented evidence that, in terms of frequency of presentation, pro-administration views enjoyed an advantage of some 3-1 on CBS and 4-1 on NBC. Based on findings in previous cases, the commission found that the disparity was not "glaring." And the court agreed. It rejected what it said was the DNC's "implicit attempt" to have the court erect an equal time standard for judging fairness, rather than the present effort to ascertain a broadcaster's good faith and reasonableness.

The fairness doctrine does not require equal time, the court said, adding, "Reasonableness was the guidepost that the commission correctly used in reaching its decision regarding DNC's complaint."

The court also rejected the DNC's contention that the commission had erred in not recognizing that "30-second, high-impact commercial advertising" on a continuing basis cannot be offset by the presentation of opposing views on news programs. But the court said both the commission and the courts have held, "time and again," the wide discretion available to broadcasters in determining how to discharge their fairness doctrine obligations.

While affirming the commission's rejection of the DNC complaint, the court was constrained to say a word in behalf of the fairness doctrine, which, it said, remains "a vital aspect" of the broadcasting regime, despite the "formidable obstacles" facing the filer of a fairness complaint. (It quoted statistics for fairness complaints filed between 1973 and 1976 that indicated that the average complainant had about a one-in-1,000 chance of seeing the commission punish a station.) And it felt constrained because of what it called a "gratuitous comment" in the commission opinion the court said could be read as suggesting it would be "futile" to challenge broadcasters on fairness grounds in cases like that presented by the DNC complaint.

The commission had said that issues raised by national parties in paid broadcasts normally are covered by national news networks. As a practical matter, the commission added, "We find it difficult to envision a case in which a major political party would raise an issue of public importance ignored by the electronic press."

Commissioner Henry Rivera and then-Commissioner Anne Jones objected to that language, although they otherwise concurred in the commission's opinion. Rivera said it might "create uncertainties or unintended implications in the law of political broadcasting." And Jones said the station "may be read as indicating prejudgment by the commission as to the validity of complaints of this type which may be filed in the future."

The panel, consisting of Judges J. Skelly Wright and Abner Mikva and Senior Judge Luther M. Swygert of the Seventh Circuit, sitting by designation, expressed agreement with those statements.

Interagency cooperative effort. Commerce Department Secretary Malcolm Baldridge (seated at left) and FCC Chairman Mark Fowler (seated at right) last week formalized an agreement to combine forces to help minority entrepreneurs take advantage of telecommunications business opportunities. Under the agreement, Commerce's National Telecommunications and Information Administration and the FCC are supposed to provide technological, financial and regulatory information for distribution by Commerce's Minority Business Development Agency.

The notion for the agreement grew out of the FCC's Advisory Committee on Alternative Financing for Minority Opportunities, which FCC Commissioner Henry Rivera chaired. After the signing, Fowler told reporters there shouldn't be any changes made in the commission's equal employment opportunity rules. "I think it's fair to say we don't anticipate any change in what we have on the books," he said. Looking on are (I-r) Victor M. Rivera, director, Minority Business Development Agency (no relation to the FCC's Rivera); David J. Markey, assistant secretary of commerce for communications and information, and FCC Commissioner Henry Rivera.

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In fact, it said the FCC's experience with reduced taboo restrictions for land sharing with UHF—and "preliminary" FCC comparisons of VHF and UHF TV receiver performance—suggested that taboos could be reduced or removed for other services. "All but the co-adjacent channel taboos might be successfully removed and replaced with some type of interference liability," the report said. "This tack would permit much greater use of the spectrum without significantly increasing interference. It would also increase usage of this spectrum immediately, without the introduction of more selective television receivers."

The report concluded that the scheme could lead to problems in permitting the intermixing of UHF and VHF services. But that problem could be solved by making mobile uses secondary—and therefore responsible for any interference problems created, it said. That restriction, in fact, might be for the best anyway, since it would encourage users to design land mobile systems that would create less interference, it said. The report further recommends that lotteries be used to choose among mutually exclusive applicants.

It is possible that interference restrictions needed to protect existing UHF TV stations could severely limit the usefulness of these channels in many activities, therefore our conclusions are tentative pending public comment and further commission staff analysis," it said.

In a footnote, the report added that it could "be argued that the off-channel television taboos have stymied the introduction of improvements in TV receiver performance by making such improvements unnecessary for reception of existing signals, thus preventing fuller use of the UHF spectrum."

**FCC upheld in fairness challenge**

Appeals court says FCC was correct in turning down Democrats' request for time from CBS and NBC to answer earlier spots purchased by Republicans

The U.S. Court of Appeals in Washington last week described a successful fairness doctrine complaint as "a rare creature." It also emphasized "the continuing vitality" of the doctrine, and rejected language in an FCC opinion the court said might be considered as suggesting it would be "fitful" to use a fairness complaint in some cases.

A three-judge panel of the court expressed "the views in an unsigned opinion that affirmed the FCC action rejecting a Democratic National Committee fairness complaint against CBS and NBC. The complaint was based on the networks' airing of the fall of 1981 of a series of 30-second spots, sponsored by the Republican National Committee, supporting President Reagan's economic program.

The DNC said the networks had failed to provide adequate coverage of conflicting paid and mobilized services. But to order the networks to afford the DNC free time to reply, "This high-priced media blitz has grossly overstated the balance of the dialogue of this controversial issue of utmost public importance," said the DNC, which was represented by former FCC Chairman Charles D. Ferris.

But the commission held that the Democrats had not made the prima facie case that would cause it to investigate the complaint.
the daily newscast in having that point come out on the plus side.

Steve Peppard, director of management information systems for the CBS Owned Stations Division, reported that while installation of a computerized newsmarket at KCBS (AM) San Francisco, which began as an experiment with UPI in 1977, has had no measurable cost savings, it has brought greater efficiency to the news operations.

Maisel warned that there are hidden costs station managers should be aware of before investing in newsmarket automation. First, he said, there is the technical training. He suggested that a newsmarket have more than one resident expert on hand in case of emergencies. The air conditioning system must also be beefed up to handle the extra heat generated by the equipment.

**Missionary.** William Stakelin, president of the Radio Advertising Bureau, went to Orlando, Fla., last week and gave a rousing pep talk to the industry's financial managers in a pre-lunchen address on the conference's last day. Stakelin was unabashedly bullish on radio's future, as well as proud of its past. He said it was radio's "dual quality" of timeliness and timelessness that has caused it to win "the loyalty and the ear of the American public."

He called radio "the medium of firsts—the first mass medium, and then as market forces and life styles changed, the first medium to narrowcast. Market segmentation is perhaps the greatest challenge facing the major media today... threatening newspapers, magazines and television. Yet as those other media scramble to meet the needs of target advertising, again they are following radio's lead." Stakelin then quoted some radio statistics—during an average day in 1983, 81.5% of all persons 12 and over listened to the radio. Stakelin also cited a recent survey by WTT Media International that found that 70% of spot TV advertisers feel smaller TV audiences and increased viewing options have made it harder to target markets with television. "Some 43% of the respondents said TV has grown less effective as a sales tool over the last five years," Stakelin quoted, "and 45% expect it to become less effective over the next five years." Stakelin predicted that disenchanted money will find its way to radio.

Stakelin also sounded a warning. In one sense, he believes, the industry has gone soft: "We must be more aggressive about those we recruit in the industry," he noted.

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**Law & Regulation**

### NCTA takes MPAA to court over royalty payments

**Cable group says movie producers are forcing operators to pay 'excessive copyright royalties'**

The squabbling between the National Cable Television Association and the Motion Picture Association of America over cable's compulsory license seems to have no end or bounds. The NCTA has now named the MPAA and several of its members as defendants in a suit filed at the U.S. District Court for Washington, charging that they are coercing cable operators into "paying grossly excessive copyright royalties" and asking for a declaratory ruling that would relieve operators from having to knock under and pay the extra royalties.

In its 18-page complaint, NCTA alleged that the motion picture companies have threatened copyright infringement lawsuits against cable operators that refuse to pay royalties in accordance with the defendants' "improper and unreasonable interpretation of the Copyright Act." The threat results in operators "substantially overpaying" their royalties.

Under the Copyright Act, cable operators pay semiannual royalties for a compulsory license that allows them to carry broadcast signals. The royalties are based on a system's "gross receipts." According to the complaint, the MPAA and its members have determined that "gross receipts" should include the total revenue from any tier of cable service, "in which any broadcast program appears," even though the tier may include nonbroadcast programming provided by assigned and pay cable networks.

NCTA countered that "gross receipts" from tiers that contain both broadcast and nonbroadcast programming should be prorated in some way so that cable operators don't end up paying extra copyright fees for the nonbroadcast programming not covered by the compulsory license. The NCTA asked the court to "adjudge and declare... a cable operator need not include any gross receipts attributable (directly or by reasonable allocation) to the transmission of other copyrighted [nonbroadcast] programing as to which the cable operator has already obtained any necessary copyright license or agreed to pay any negotiated royalty or other compensation."

According to the complaint, attorneys representing the defendants, Barbara Scott and Fritz Attaway among others, have "threatened cable operators... with copyright infringement suits if the cable operators do not pay royalty fees in accordance with defendants' views as to the proper method of calculating gross receipts."

"What's more," the NCTA said, "the MPAA has stated publicly that it is "closely monitoring the payment of royalty fees" to insure that it complies with the MPAA's definition of gross receipts."

To clear up the definition of "gross receipts," the NCTA could have waited for the MPAA or its members to file a copyright infringement suit against some cable operator. In deciding on whether there was an infringement, the judge would have resolved what "gross receipts" should be.

But, according to Jay Ricks, the Washington attorney who filed NCTA's suit, the risk is too great. If a judge were to agree with the motion picture companies in an infringement case, he said, the defendant-cable operator could "perhaps" be liable for "millions of dollars" in statutory damages. In many cases, he said, the liability could be greater than the value of the system.

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**Proposed at FCC: wide-open radio service**

**OPP recommends taking frequencies from UHF and setting up band that licensees could use for any purpose and change purpose whenever they pleased**

Has the time come for the FCC to create a new radio service where spectrum users would be free to use their frequencies for any purpose—for entertainment programming, land mobile communication, data transmission, anything—without technical or operational restrictions beyond those necessary to control interference?

The FCC's Office of Plans and Policy thinks so. And in a report, "A Framework for a Decentralized Radio Service," released last week, OPP staffers recommended that such a service be introduced in the existing UHF TV band.

According to the report, written by OPP's Alex Felker and Kenneth Gordon, such a service would offer a number of advantages.

It would take into account that the value of spectrum varies according to use and location, permitting licensees, not the commission, to determine what services should be offered. The plan, according to the report, also would spur the development of more efficient spectrum use, both through sharing and by encouraging the introduction of new technologies (since licensees would want to get as much out of their spectrum allotments as they could). And licensees could change the services they offered "without the need for a cumbersome licensing or rulemaking."

Of the spectrum available, the report recommended using unassigned UHF TV channels—vacant and so-called "taboo" channels—for the new service. According to the report, those channels offer "many wide-band assignments" and their frequency range is "ideal to satisfy much of the demand for communications currently competing for the reserve band."

The taboo channels are those on which the
Group's 23rd annual convention ponders growing problem of increased program costs as well as more competition

A record 624 registrants attended the Broadcast Financial Management Association's 23rd annual conference at the Orlando Hyatt hotel in Florida last week. The group, primarily composed of business managers from radio and TV stations, this year included more representatives from cable television as well as a significant increase in the number of women.

The total attendance came to nearly 1,000 when the 80 exhibitors, 216 spouses and 72 guests were added on. But the more important set of numbers for this numbers-oriented group surfaced in presentations by panelists and speakers. They were told by a variety of experts that down the road of the 1980's they can expect a lot more pressure, not less, on their bottom lines.

One of the primary pressures will be in programming, with spiraling costs and dwindling inventory of off-network syndicated material. In a panel on the affordability of syndicated programming, the consensus was that stations may be unwilling to pay the higher prices demanded by syndicators, but at the same time they cannot afford to go without that product.

To fight back, the panelist agreed, station groups are banding together to produce their own programming. Lucy Salhany, vice president of programming for Taft Broadcasting, which owns four network affiliates and three independents, said that the off-network syndicated shows coming on the market between now and 1988 have "nowhere near the quality, ratings or revenue potential" of syndicated program material of the past. The challenge she said is for station groups to lay out the money to develop their own programs—and defray the costs by associating with other stations or group owners. Salhany noted that the monstrous price increases began in 1975 when M*A*S*H, Mary Tyler Moore Show, and Happy Days all came into the syndication market at the same time.

But one of the problems of producing programs, Salhany explained, is that the station backers—like the producers—will face deficit financing.

To illustrate the rising costs, Hal Christiansen of Metromedia said that the typical film amortization costs in the mid-1970's was 35%, while today independent stations are experiencing film amortizations costs in the range of 45% to 50%. For affiliates, he said, the level is closer to 25%. And, he estimated, the cost of programs is going to increase at the rate of 20% per year. But speaking from a general manager's point of view, Ray Rajewski, general manager of Taft's WKRC-TV Cincinnati, explained that affiliates typically get 65% of their programming from the network. But since all of an independent station's programming is assembled by the station itself, sometimes it must bite the bullet and accept the higher prices—because it has to compete. Once a syndicated show becomes successful, he said, "you can't afford not to have that show."

Edward Aiken of Petry TV suggested it was the rising strength of independents that was syphoning off viewership from the networks, not cable, as is usually claimed. While networks' share at present is about 75% during prime time, Aiken said, he believes will fall to the low to mid-60's during the next few years. Aiken also said that barter deals are "here to stay and are going to get bigger." Syndicators, he said, have gotten "smart" by offering in barter some of the old programming that was sitting on the shelf and that they weren't able to sell for cash.

The drawback, he added, is that stations give up their commercial inventory. In just the past year, Aiken said, such programs as Family, Laugh-In and How the West Was Won have been recycled and offered in barter deals.

Aiken predicted that within three to five years major dayparts of network programming will be offered in a barter basis. And monthly network compensation, he said, would be replaced by freeing some commercial inventory for the affiliate. Salhany conceded that the "lack of quality programming has forced us to lower our standards." She would not identify specific programs. Salhany said, however, that because of increased competition, Taft has had to exercise "defensive buying," citing as examples Taft's purchase of Benson and Different Strokes.

Financial pros and cons of computerized newsrooms

Are computerized newsrooms cost-effective? In a budgetary sense a computerized newsroom will not significantly affect a newsroom's operating budget in the long run. And in the short term, a newscast stands to gain by the greater efficiency and added resource such tools bring to the business. That was the consensus by three veterans of computerized newsrooms during a BFM panel.

Although computers aren't new to broadcasters, many business offices have been using them for years—there are only six or seven in station newsrooms around the country, according to Larry Maisel, executive director of news operations at WBNS-TV Columbus, Ohio. He said the station's management realized that installing an automated system for its 65-member news staff was not necessarily going to cut the newsroom's budget, but it would "reduce chaos and improve the content" of the daily newscast.

As for return on investment, Maisel said that "in a classic sense, savings aren't going to be that significant." He added that the savings are not comparable to those realized in switching from film to videotape several years ago. For WBNS-TV Maisel pointed out, "cost-effectiveness came on the side of the market share." The system allows for cleaner copy to be read by the anchor, he explained, and that means fewer on-air goofs and a smoother broadcast. But Philip Jones, vice president and general manager of KCTV(TV) Kansas City, Mo., knew he was addressing a group of hard-nosed business managers. When asked about justifying the cost of a computerized newsroom, he said, "It is hard to come up with a good rationale for business people." A broadcaster must ask, Jones said: "what will the system do for me?" At KCTV, he said the system allows character generation into line 21 of the broadcast signal so that the newscast can be accompanied with captions for the hearing impaired. Unlike Maisel, Jones claimed his station's system saved on paper costs, principally because wire service copy is now loaded directly into the computer system and comes up on the display screens—not over a printer.

The system, he said, increases productivity while adding no jobs.

But, Jones stated, "The real cost-effectiveness factor is nebulous." There are other ways, however, to measure value. Jones pointed out. One rating point in Kansas City is worth $250,000 a year and he said, an automated newsroom can generously assist
As for the skyrocketing residential rates AT&T foresees showing consumers how they be allowed to compete in the lucrative telecommunications business, Wheeler contended that the ability to cross-subsidize is irrelevant. "Since Jan. 1, phone companies have requested more than $5 billion in local phone rate increases. Those increases have nothing to do with competition from the cable company."

And as late as May of this year, said Wheeler, Pacific Northwest Bell tried to screw its pole attachment agreement with Cable Systems Pacific (serving Portland, Ore.) for offering competitive services—a move that was successfully thwarted in court by the cable company.

The National Association of Broadcasters has 25 committees charged with examining a plethora of regulatory, legislative and industry-related issues. In this new series, BROADCASTING is examining each of those committees, focusing on their chairmen, members and goals for the coming year.

FIRST AMENDMENT COMMITTEE The National Association of Broadcasters is keeping the heat on the battle for full First Amendment rights for the electronic media. Leading the charge is the NAB’s First Amendment Committee headed by Martin Rubenstein, president of Mutual Broadcasting. (Rubenstein is serving a second term as chairman.)

"Our committees have both short term and long term," said Rubenstein. "In the short term we will evaluate individual cases and help broadcasters with immediate First Amendment problems. In the long term we will work toward deregulation and the repeal of all content regulation. We’ll be working toward those goals at the FCC, in the courts and in Congress. NAB has been active on all those fronts. At the FCC, NAB has filed extensive comments in favor of a proposed rulemaking to repeal the FCC’s personal attack and political editorializing rules. And NAB President Edward Fritts sent a letter to FCC Chairman Mark Fowler urging the commission to act on its inquiry aimed at repealing the so-called Aspen rule (BROADCASTING, Sept. 19). Under the Aspen rule, political-debate broadcasts are exempt as news events from equal time demands from candidates not included, only if the debate is sponsored by a third party and broadcast live, or if taped, rebroadcast within 24 hours. NAB is particularly interested in the rule because a presidential election year is approaching. In addition the NAB is a key backer of the FCC proposal to deregulate the television industry in the same manner as the radio industry was deregulated.

On Capitol Hill, Rubenstein said, the committee will keep a close watch on the broadcast deregulation legislation that emerges from the House Telecommunications Subcommittee. First, he explained, the committee must establish what its position is on quantification of a public interest standard. Personally, Rubenstein said he opposes quantification. The committee holds its first meeting Oct. 7. At that time the chairman expects the committee to sort through the issues it faces and chart its course for the coming year. Also, he said, the committee will likely take an interest in the content deregulation bill Senator Bob Packwood (R-Ore.) is expected to introduce this month.

Rubenstein believes broadcasters have a responsibility to fight for the same rights as the printed press. His personal priority is to see the elimination of all content regulations. "I would like to see [Section] 315 completely repealed but I would settle for its suspension during the 1984 election," Rubenstein said.

Not everyone on the committee would agree with its chairman. Elmer Lower, dean of the University of Missouri School of Journalism and visiting professor at Syracuse University, says he has never been terribly excited about getting rid of the fairness doctrine and the equal time rule. I never felt the fairness doctrine was inhibiting. But Lower, a former head of ABC News, doesn’t think the world will come to an end if it’s repealed. Lower recognizes that he is the minority voice on the committee. However, "they knew my position when they picked me."

Karen Maas, vice president and general manager, KUPR (AM)-KRSU (FM) Durango, Colo., thinks the difference of opinions makes for a “healthy committee.” She maintains that small-market broadcasters are confronted every day with First Amendment challenges. Maas believes the committee can take on many of those challenges.
A more sobering picture was presented during a later panel session dedicated to the business opportunities for women in video and film. Moderated by Jane Paley, director of community relations at ABC Television, the panel comprised Jane Deknatel, vice president, made-for-pay motion pictures, HBO Inc.; Marianne Moloney, vice president, motion pictures and television, MTM Enterprises; Diane Asselin, president, Asselin Productions, and Helen Hernandez, director, public affairs, Embassy Communications. Moloney offered advice she received early in her career: “You must not let your ignorance intimidate you—because in show business, no one else does.” She agreed with Deknatel, who said that there are fewer women in visible executive positions in broadcast studios and companies today than there were a few years ago. This was attributed to a tightened economic market, which ket, which “goes back to more conventional methods of hiring” when “times get tough.”
AWRT looks to create opportunities

Women seeking larger roles in telecommunications are talking of creating an "old girl network" that would be the modern counterpart of the old boy network that is accused of excluding women from advancement for so many years. More than 150 in attendance at a Women in Telecommunications Marketplace symposium on Sept. 23 in Washington were encouraged to "create a network of opportunity" among women and reminded that personal associations still figure prominently in today's telecommunications business.

The conference, sponsored by the American Women in Radio and Television and the FCC, consisted of four panel sessions devoted to the government's role in promoting women in telecommunications, business opportunities in video, film and telecommunications technologies, and how to finance a telecommunications business. Throughout the day, such speakers as Senator Nancy Kassebaum (R-Kan.), FCC Commissioner Mimi Dawson (a key organizer of the symposium); Kay Koplovitz, president, USA Network, and attorneys, brokers, and broadcast station owners, placed emphasis on "self-help" and educating women to the opportunities available in telecommunications.

Lenore Ehrig, chief administrative law judge at the FCC, called for women to "strike out together, teach each other, train each other." Margita White, former FCC commissioner and now communications consultant, said that pro bono work by female engineers and female lawyers would help strengthen a female network, while former FCC Commissioner Anne Jones cited "the need for women to coalesce and... secure an economic interest... which will lead women into the information age."

Women who are already entering the information age discussed the business opportunities in cellular radio, cable and satellites during the second panel session. Arlene Harris, consultant and principal in Cellular Business Systems Inc., predicted that such technologies would "change our lives in the next decade," and added that a multiplicity of other businesses, predominantly in the equipment supply side, would soon evolve, including the distribution of hardware, marketing services and retail jobs. She added that although there are only a few female technicians in her field, there is "no job I
$700,000. **Seller** is principally owned by Hamael A. Hassan, president. He has interests in **WILY(AM)-WRXX(FM)** Centralia, Ill., and **WBSI(AM)** Bristol, Conn. **Buyer** is equally owned by Gerald Mason and Stanley E. Bell. Mason is applicant for new FM at Las Vegas and San Luis Obispo, Calif., attorney. Bell is general contractor and developer there and has no other broadcast interests. **WNIS** is on 96.7 mHz with 3 kw and antenna 300 feet above average terrain.

**KKAN(AM)-KBMI(FM)** Philippines, Kan. **Sold** by Benglic Broadcasting Inc. to Burrahuda Broadcasting Inc. for $620,000. **Seller** is owned principally by Joseph Engele, general manager of **KKAN**, and Bernard M. Brown, station manager of **KAYS-TV** Hays, Kan. They have no other broadcast interests. **Buyer** is equally owned by Kenneth R. Kohrs, attorney in Kearney, Neb., and Jan D. Parker, Kearney-based Muzak operator. They have no other broadcast interests. **KKAN** is on 1490 kHz with 1 kw day and 250 w night. **KBMI** is on 95.3 mHz with 3 kw and antenna 200 feet above average terrain.

**WBSR(AM)** Pensacola, Fla. **Sold** by Budworth Broadcasting Inc., debtor in possession to Seaway Broadcasting Inc. for $600,000. **Seller** is owned by Joan E. Neuwirth, president (35%), and estate of her husband, H.D. Neuwirth (65%). It has no other broadcast interests. **Buyer** is owned by Robert D. Hanna, president (75%), and Jay C. Roulier (25%). Hanna also has interest in **KERR-AM-FM** Kerrville, Tex.; **KROX(AM)** Crookston, Minn.; **KCLW(AM)** Hamilton, Tex.; **KICS(AM)-KEZI(FM)** Hastings, Neb.; **KLRA(AM)-KLMC(FM)** Leadville, Colo., and **WSVI-AM-FM** Jupiter, Fla. **Roulier** is Denver-based developer. He has no other broadcast interests. **WSRI** is on 1450 kHz with 1 kw day and 250 w night.

**WKDY(AM)** Spartanburg, S.C. **Sold** by Capitol Broadcasting Corp. to Spartanburg Investors Ltd. for $600,000. **Seller** is owned by Kenneth S. Johnson, owner (88.9%), and Allen Paul Howard (11.1%). It also owns **WCAM(AM)-WVAF(FM)** Charleston, W.Va.; **WLLF(AM)-WKSJ-FM** Prichard-Mobile, Ala.; **WRKJ(AM)** St. Matthews, Ky., and **WSVI(AM)** Birmingham, Ala. **Buyer** is limited partnership with no other broadcast interests. John Horton, Atlanta-based financial planner, and James R. Cairo, former news manager of **WNGE(TV)** Nashville and **WBBH-TV** Fort Myers, Fla., are general partners. **WKDY** is on 1400 kHz with 1 kw day and 250 w night.

**WMOG(AM)** Brunswick, Ga. **Sold** by Burrows Broadcasting Co. to **WBAI** Corp. for $590,000. **Seller** is owned by Robert T. Shircilf, president, and Robert Burrows. Shircilf also has interest in **WLLL(AM)-WOOL(FM)** Lynchburg, Va. **Burrows** has no other broadcast interests. **Buyer** is owned by James I. Arbogast, president, Robert P. Bartlett Jr., Joel R. Williams (28.33% each) and Linda D. Cate (15%). Cate has interest in **KTRG(AM)-KCMQ(FM)** Columbia, Mo.; **KJZ(AM)** Poplar Bluff, Miss., and **WQPD(AM)** Lakeland, Fla. **Williams** and Bartlett are **Dayton**, Ohio, attorneys. Arbogast is trade newspaper publisher based in Dayton. **WMOG** is on 1490 kHz with 1 kw day and 250 w night.

**WAAM(AM)** Ann Arbor, Mich. **Sold** by **WAAM** Broadcasting Corp. to Whitehall Convalescent Homes Inc. for $500,000. **Seller** is headed by Warren P. Williamson Jr., chairman. It also owns **WKB-AM-FM-TV** Youngstown and **WIMA(AM)** Lima, both Ohio. **Buyer** is owned by Lloyd R. Johnson, president, who owns nursing homes in Ann Arbor, Farmington and Novi, all Michigan, and in St. Petersburg, Fla. **WAAM** is on 1600 kHz with 5 kw full time.

** Other approved stations include:** **WYSV(FM)** Stevenson, Ala.; **KSOJ(FM)** Flagstaff, Ariz.; **KMSL(FM)** Stamps, Ark.; **WIAF(AM)** Clarksville, Ga.; **WICK(AM)** Boulder, Colo.; **WXMI-TV** Grand Rapids, Mich.; **KGLM-FM** Anderson, Mont.; **WBHC(AM)-WJBI-WFM** Hampton, S.C.; **KOV(AM)** (CP) Denison, Tex., and **KVFM(FM)** Ogden, Utah.

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**MCI mail.** MCI Communications used one new technology to introduce the launch of another last week in Washington. In a video news conference with reporters in New York, Los Angeles and Chicago, MCI Chairman and Chief Executive Officer William McGowan unveiled the company's new nationwide electronic postal system. The service combines personal computers and telecommunication facilities to deliver mail in minutes, hours or overnight.

MCI is offering four services. The fastest transmits letters electronically from one computer terminal to another over MCI's telephone lines. It costs $1. Or, letters can be transmitted with letterhead and signature intact to MCI mail centers in 15 major cities and delivered via messenger within four hours for $25. A third option is overnight delivery using a combination of electronic transmission and Purolator Courier at $6 per letter. A fourth option is electronic delivery of letters to the nearest Post Office and subsequent distribution through regular local post office delivery for $2.

MCI has invested $40 million in its new Digital Information Services Corp., the new company established to run MCI Mail. Joseph G. Harcharik is president. MCI plans to market the service to both businesses and consumers. It previewed its television advertising campaign at the news conference, with the spots carrying the theme: "The nation's new postal system." MCI also plans to market the service internationally, with an exhibition planned for the International Telecommunication Union conference in Geneva Oct. 26-Nov 1.
percentage is divided among Al Lobek (58%), Raymond McCarty (20%) and Scott Huskey (16%), all former Staufer Broadcasting executives, and James Bonfiglio (6%), a Scottsdale, Ariz. businessman. Larnec Investment Co. is headed by Keith Gunzenhauser, president. It is wholly owned subsidiary of Central Life Assurance Co., based in Des Moines, Iowa.

Other proposed station sales include: WNDI(AM)-WWLV(FM) Daytona Beach, Fla. (BROADCASTING, Sept. 19); WWFM(FM) Elmh-wood Park, Ill. (BROADCASTING, Aug. 22); WLFM(FM) Baltimore (BROADCASTING, Aug. 22); WBCA(AM) Stanton, Ky.; WBBZ(AM) San German, P.R.; WJUH(AM)-WHYF(FM) Providence, R.I. (BROADCASTING, July 4); WATO(AM)-WETQ(FM) Oak Ridge, Tenn., and KGNS-TV Laredo, Tex. (see "For the Record," page 109).

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WIRK-AM West Palm Beach, Fla. □ Sold by Ken Sell Inc. to Price Communications for $7 million. Seller is principally owned by Joseph Field and Rome Hartman, who have no other broadcast interests. Buyer is publicly traded New York-based company, headed by Robert Price, president, which also owns WOAM(AM) Fort Wayne, Ind., and bought KQIO(AM) San Francisco for $12.4 million (BROADCASTING, May 2). WIRK is on 1290 kHz with 5 kw day and 1 kw night. WIRK-FM is on 107.9 mhz with 100 kw and antenna 483 feet above average terrain.

KGOFM San Francisco □ Sold by American Broadcasting Co. to KLOK Radio for $5.5 million. Seller is division of American Broadcasting Companies, New York. Buyer, based in San Jose, Calif., is owned by Michael Bell for his personal benefit. Buyer also owns WOAM(AM) Fort Wayne, Ind., and bought KQIO(AM) San Francisco for $12.4 million (BROADCASTING, May 2). KGOFM is on 103.7 mhz with 7.8 kw and antenna 1,468 feet above average terrain.

KFKF(AM)-KFKF(FM) Kansas City, Kan. □ Sold by KCKN Inc. to KFKF Broadcasting Co. for $4 million. Seller is subsidiary of Allbritton Communications Co., based in Washington and headed by Joe L. Allbritton, chairman. It also owns five TV’s. Buyer, based in Laconia, N.H., is headed by Scott R. McQueen, president. It owns WZKU(AM)-WLHN-FM Laconia; WZCC(FM) East Moline, Ill.; WCBI(AM)-WOSX-FM West Yarmouth, Mass.; WCMR(AM)-WSPD-FM Rochester, N.Y.; and WTMA(AM)-WSSX-FM Charlotte, S.C. KFKF is on 1340 kHz with 1 kw day and 250 w night. KFKF-FM is on 91.4 mhz with 100 kw and antenna 460 feet above average terrain.

KTWN-AM Anoka, Minn. □ Sold by North Suburban Radio Co. to KTWN-AM Inc. for $3.8 million. Seller is owned by Jack L. Moore, president, Bruce B. James and Alli-son R. Mercer. It also owns KKCI(AM) Anoka. Buyer is owned by C.T. Robinson, president, and William Moyes (50% each). They also have interest in KQEO(AM)-KZ2X(FM) Albuquerque, N.M.; KJOM(AM)-KSPF(FM) Colorado Springs; KFYY(FM) Fresno, Calif., and, subject to FCC approval, have acquired KRAB(FM) Seattle (BROADCASTING, June 27). KTWN-AM is on 107.9 mhz with 100 kw and antenna 483 feet above average terrain.

WLQR(AM) Toledo, Ohio □ Sold by Radio Akron Inc. to WSPD Inc. for $3,275,000, including $500,000 for noncompete agreement. Seller is owned by Susquehanna Broadcasting Group, which is principally owned by Louis J. Apell Residuary Trust, Louis J. Apell Jr., president. It is spinning off WLQR so it can purchase KFOG(AM) San Francisco from General Electric Broadcasting Co. for estimated $4.5 million to $5 million (BROADCASTING, June 27) and comply with FCC’s multiple ownership rule. Susquehanna, based in York, Pa., owns six other FM’s and six AM’s. Buyer is owned by Wood Broadcasting Inc. (80%); Thomas M. Giovocco, president, and Michael Lareau (6.33% each); James P. White, vice president and general manager (5.33%), and Jerry Vander Sloom, chief engineer (2%). Wood Broadcasting, owned by Lareau, Willard Schroeder and Edsko Hekman, also owns WOOD-AM-FM Grand Rapids, Mich., WSPD(AM) Toledo and WOOD-AM-FM Grand Rapids, Mich. WLQR is on 101.5 mhz with 15 kw and antenna 810 feet above average terrain.

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

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


WWJQ(AM) Zeeland, Mich. □ Sold by Ottawa Broadcasting Corp. to Lansing Broadcasting Corp. for $950,000, plus other considerations. Seller is owned by Peter J. Vanden Bosch, president. It also owns WBL(AM) Holland, Mich. Buyer is owned by Leslie J. Lanson, who is station manager at WWJQ. It has no other broadcast interests. WWJQ is on 1260 khz with 5 kw day and 1 kw night.

WHNN(FM) Normal, Ill. (Bloomington, Ind.) □ Sold by McLean Communications Corp. to Gerald Mason and Stanley Bell for

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Inc., is spinning off WEEI to make room for KRLX(AM) Dallas, which it bought from Metromedia (BROADCASTING, April 25). Buyer is newly formed corporation, 93% owned by Helen J. Valero, chairman, of Framingham, Mass., who with her family owns Papa Gino's fast food chain (over 130 outlets in New England and upstate New York). Jack Baker, station vice president and general manager, will join buying group as president; he and other key employees will own up to 7%. The Gilburd Co. was financial and business adviser on deal. WEEI is on 590 kHz with 5 kW full time.

WWDN(AM) Philadelphia was sold by Banks Broadcasting Co. to Pyramid Broadcasting for $7.35 million. Seller is headed by Dolly Banks, president, and also owns WHAT(AM) Philadelphia, sale of which (BROADCASTING, May 16) fell through. Buyer of WWDN(AM) also took option to buy WHAT.

Buyer is owned by Richard Balsbaugh, Robert S. Understein, Arnie Ginsberg, Sonny Joe White and Jason L. Shrinsky. Understein and Ginsberg are Washington attorneys who also have interest in KDXX(AM) North Little Rock, Ark.; KEZQ(AM) Jacksonville, Ark.; WUSO(AM)-WWAF(AM) Winchester, Va., and WXKS-AM-FM Medford, Mass. Balsbaugh, Ginsberg and White also have interest in WXKS-AM-FM. WWDN is on 96.5 MHz with 18 kW and antenna 850 feet above average terrain.

Brokers: Chapman Associates for seller and Blackburn & Co. Inc. for buyer.

KWFV(AM) Tucson, Ariz. Sold by Sandusky Newspapers Inc. to Behan Broadcasting for $4.2 million, including $1.2 million noncompete agreement. Seller is Los Angeles-based group of four AM's, seven FM's and owner of daily newspapers in Ohio, Michigan and Tennessee. It is headed by Dudley A. White, chairman. Buyer, based in Tucson, is headed by Dennis Behan, president. It also owns KCEY(AM)-KMIX(FM) Turlock, Modesto, Calif.; KLMB(AM)-KSEC(FM) Lamar, Colo., and KCEY(AM) Tucson. KWFV is on 92.9 MHz with 48 kW and antenna 35 feet above average terrain. Broker: Kalil & Co. Inc.

KPV(TV) Pocatello, Idaho Sold by Futura Communications Corp. to Ambassador Media Corp. for $4.2 million, including $500,000 noncompete agreement. Seller is headed by Robert Hansberger, president. It has no other broadcast interests. Buyer is owned by Senator William L. Armstrong (R-Colo.), president. Armstrong also owns KEZW(AM) Denver. PKV is ABC affiliate on channel 6 with 100 kW visual, 17.4 kW aural and antenna 1,530 feet above average terrain. Broker: Frazier, Gross & Kadlec Inc.

KTCR-AM-FM Minneapolis-St. Paul Sold by Hennepin Broadcasting Associates Inc. to John B. Parker and wife, Kathleen, for $3.4 million. Seller is owned by Albert S. Tedesco, who also owns KTCR-AM-FM Hutchinson, Minn. Buyers also own KIKI(AM)-KMAI(FM) Honolulu and KOWL(AM) South Lake Tahoe, Calif. KTCR is daytimer on 690 kHz with 500 w. KTCA-AM is on 97.1 MHz with 50 kW and antenna 150 feet above average terrain. Broker: Blackburn & Co. Inc.

WVOC-FM Columbus, Ga. Sold by Bluegrass Broadcasting Co. to Aylett B. Coleman for $2 million. Seller is headed by H. Hart Hagan, president. It also owns WHOO-AM-FM Orlando, Fla.; WWS(AH)-WCWY(FM) Savannah, Ga.; WVOC-AM-FM and WWTV-TV all Lexington, Ky. Buyer also owns WXLK(FM) Roanoke Va. WVOC-FM is on 102.9 MHz with 100 kW and antenna 1,521 feet above average terrain. Broker: Cecil L. Richards Inc.

KNGS(AM)-KKYS(FM) Hanford, Calif. Sold by Kings Broadcasters Corp. to Sunrise Communications of Central California for $1,750,000 cash, plus other considerations. Seller is principally owned by Lee Smith, general partner. It has no other broadcast interests. Buyer is owned by joint venture between Sunrise Media Inc. and Lartne Investments Co. (50% each). Sunrise Media's
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er specifically ruled on it," adding that it "depends on how they set up their broadcast day." He ended the session on a light-hearted note when asked how he would have ruled on the childhood movies of Shirley Temple Black. He said: "I guess we'd order a coin and flip it."

A late Monday session focused on what kind of time should be made available to ballot propositions and independent political organizations. Gerson said that NBC reviews political advertisements submitted to it using a "very similar process to that of commercial advertising" making sure that the ad "not be false, misleading or deceptive" and that it contains "a reasonable substantiation of facts." As an example he cited several issue ads proposed by a committee of the Republican party in the fall of 1981 (see page 90.) "Some of them we ran as submitted," Gerson said, "on others we had asked for substantiation and changes. Rather, than edit spots they had already produced, they didn't send them."

John Deardourff said that ballot issues are not necessarily less consequential than campaigns for office and he "would like to have these considered as candidates are considered." Gross said that the FCC questioned whether it should make specific reference to ballot questions when it received comments on the fairness doctrine in 1971, but decided not to do anything. He said there has been "talk in the past year about a political party principle [rules that would also apply to non-candidate ads placed by parties."

On Tuesday morning, David Ifshin and Deardourff were joined by Lesley Stahl, CBS News White House correspondent, and Edward M. Fouhy, ABC News vice president and Washington bureau chief, to talk about network news coverage of presidential campaigns. Ifshin began by remarking on

Money-maker. Securities and commodities investing—as viewed by professionals—will be the subject of a national, closed-circuit teleconference to be broadcast by noncommercial WNET-TV New York and at least 24 other public stations on Saturday, Oct. 22 from 2 to 5 p.m. NYT. Created as a fund-raising event, the live-by-satellite seminar will be divided into four segments: "Stock Selection," "Portfolio Management," "High Technology Stocks" and "Gold." Panelists include Martin D. Sass, M.D. Sass Investors Services; Bruce Everitt, Granahan Everitt Investments Inc.; Douglas R. Casey, International Fund Management Inc., and Mario Gabelli, Gabelli & Co. as well as senior editors from Forbes, Business Week and Barron's Financial Weekly. Participating stations will charge admission to the seminar ($50 per individual viewer or $50 for each member of group purchase) and will keep 40% of their admission revenue. Among those participating are WNET-TV Wilmington, Del. (Philadelphia), WQED-Pittsburgh, WTTW-Chicago, KSDK-St. Louis, San Francisco, WGBH-Boston, the Oregon State Network and the Central Virginia Educational Television network. Tickets may be purchased by credit card at: (800) 338-0300.

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have an absolute ban on selling political time is during a newscast. Deardourff responded that although broadcasters may want to ban political ads during a newscast to avoid any confusion between it and the ads, a candidate wants to reach "the most interested, most involved and most motivated audience." He said broadcasters will not sell time adjacent to a newscast and that even a small "buffer" between the news and a political ad may significantly reduce that audience.

The lowest-unit-rate provision of the Communications Act—which says broadcasters must offer candidates time at a rate no higher than a commercial advertiser would pay for a similar ad—was the topic of a Monday afternoon session that also included Arthur B. Goodkind, partner, Koteen & Naftalin. Goodkind noted that in the abstract none of these concepts is very difficult, but that problems arise anyway. He said many politicians might be confused by the different "street rates" for buying time and might think they were paying more to have their ad pre-empted. Goodkind also said that the large percentage of time sold as packages makes it difficult to determine what the lowest unit rate is. Spinner noted that with more specific demographic audience information available, the customizing of packaged time will increase.

Gross said that the governing principle for determining lowest unit rate is that "you [broadcasters] must give the same deal as you do your best commercial advertiser." Goodkind noted that although political advertisers are in public inspection files, the candidates "have no right to examine rates for other [commercial] advertisers." Deardourff said: "We're essentially relying on the good faith of the broadcasters," but added that he was "more concerned about adequate exposure than about getting the absolutely very lowest rate." He added that he would be willing to pay a "premium" to be assured of getting his message across at a given time. Gross said: "Enforcing the lowest unit rate is a lot like enforcing the speed limit—a lot of them may get away but we'll get some of them," and called FCC enforcement "a deterrent." He said some reports of violations comes from disgruntled employees, but the greatest "source of complaints" usually comes from "the candidate talking to a local advertiser."

Ifshin said he was against letting the media stage the debate, saying candidates have more confidence that a "staging organization" such as the League of Women Voters does not have it's "own agenda." Fouhy disagreed, and reminded the audience that in 1960, the commercial networks staged the four Kennedy-Nixon debates and "no one complained."

The idea of network endorsements of candidates appeared to have no support among the panelists. Deardourff said: "the average person does not understand the distinction between the news department and other departments." He also said that "people who do what I do" would try to make good use of those endorsements, "rebroadcasting them in part or in whole."

The panel on fairness complaints and litigation included L. Stanley Paige, Goodkind, Ramey, Gross; Henry Geller, director of the Washington Center for Public Policy Research, and former FCC general counsel, and Daniel (Mac) Armstrong, FCC associate general counsel.

Gross said "90% of our election complaints are handled and disposed of by telephone." He said that they prefer to give advice to broadcasters over the phone. In 1980 Gross said his staff issued 12 rulings in two days, but that in 1982 they issued only two decisions in a 60-day period.

Armstrong, whose office represents the FCC in litigation on political fairness questions, said parties in litigation should consider filing with the U.S. Court of Appeals for the District of Columbia Circuit (which last week issued a decision on the Democratic National Committee vs. CBS case [see page 102]). Armstrong said the appeals court "is very receptive to expedited rulings" and also has developed a certain "expertise" on this type of litigation.

Geller said that "stations can editorialize on an issue," and asked, if editorializing has worked with ballot questions, "why not with a candidate?" He said "there is no question that this commission will get rid of the political editorializing rule."

Asked about how the rules affect CNN or "all news" stations, Gross said, "We've nev..."
Harris is back

Scores of AM radio stations were back on the air in stereo last week after the FCC gave them permission to use their Harris STX-1 stereo exciters while it continued type-acceptance testing of the controversial units.

Charging that the exciters were different from those that were type-accepted in August 1982, the FCC ordered the 65 Harris AM stereo stations a month ago to pull the plugs on the exciters and told Harris to stop marketing the units. The action upset Harris's efforts to win acceptance of its system among broadcasters and receiver manufacturers and make it the de facto national standard. Three other systems—Kahn, Magnavox and Motorola—are vying with the Harris system to become the standard.

The decision to allow the Harris stations to resume stereo broadcasting was made by the Mass Media Bureau at the prompting of several of the stations. One of the reasons the FCC ordered the Harris exciters off the air was their monophonic distortion. The FCC claimed that the units, at least theoretically, exceeded FCC-specified limits. But after listening to the tape of a broadcast from a Harris stereo station made by the Office of Science and Technology, which oversees the type acceptance of equipment, the Mass Media Bureau decided the distortion was not "audibly objectionable" and issued the "temporary blanket authorization" that put the stations back into the stereo mode.

According to the FCC, Harris is not allowed to install exciters at additional stations until the units are type-accepted. The FCC would not comment on the chances of the exciters winning type acceptance, nor would it say how long the testing and evaluation process would take. Harris, on the other hand, was confident the exciter would be type-accepted in short order without a need for modification.

Assuming the exciter is approved by the FCC, Harris thinks it can recover quickly and maintain its lead in the four-way race to become the national standard. Only 10 of the 65 Harris stations purchased competing exciters during the month they were prevented from using their Harris exciters, said Gene Jaeger, vice president and general manager, broadcast transmission division, and some of the 10 may compare and determine the Harris system is better and "return to the fold."

Rallying around the standard

Joseph Flaherty, vice president, engineering and development, CBS/Broadcast Group, has called on the Joint Committee on Inter-Society Coordination to launch an investigative review of all existing television standards and standards-setting procedures. The effort would have four goals: 1) to determine which standards to keep and which to modify or drop; 2) to come up with a "streamlined mechanism" for establishing new standards; 3) to develop sunset provisions for standards to insure that standards don't hamper technological advances and that the books don't fill up with irrelevant computer standards; and 4) to decide which standards should be set by the federal government.

"In this enterprise, time is the enemy," said Flaherty in making the proposal at the annual broadcast technology symposium of the Institute of Electrical and Electronic Engineers, "and I would propose that this group be required to submit its final recommendations within 12 months. (The JIC comprises representatives of the IEEE, the Electronics Industries Association, the National Association of Broadcasters, the National Cable Television Association and the Society of Motion Picture and Television Engineers.)"

Flaherty, who has led the fight for all sorts of standards, distinguished between two different types of standards. Professional standards, which affect people and groups in the industry, "should continue to be voluntary, promulgated by industry organizations," he said. "Government regulation in this marketplace would do little but delay the standardization process." On the other hand, "mass communications standards" standards, which involve consumer goods, require "broad application and stability," he said.

"Thus in this area government regulation may be required."

But Flaherty stressed that the setting of "mass communications" standards is not the sole responsibility of the government, but the shared responsibility of industry and government. "The FCC is roundly criticized for its failure to choose a single AM stereo standard and a single teletext standard," he said. "Yet, it was an industry committee that failed to recommend a single AM stereo standard, instead proposing no fewer than five different standards to the FCC. Further, it was the inability of another industry committee to act on a single teletext standard, which left the FCC with no recommendation at all."

That the industry is capable of setting "professional" standards, he said, is underscored earlier this year by the establishment of the Advanced Television Systems Committee by the JIC and the adoption of a world digital video production standard by the International Radio Consultative Committee (CCIR). The ATSC has a mandate to set standards for improved, enhanced and high-definition television, he said, and "may be this nation's last chance to self-determine its future television systems and to retain the technical leadership it has so long enjoyed."

The digital production standard, he noted, received the endorsement of the U.S. State Department, which urged "U.S. industry to take cognizance of [CCIR's] technical recommendations."

Those leaky RF devices

There's been some improvement on the RF-device front, but not enough, according to the FCC. In a press release last week, the FCC noted that its Field Operations Bureau, which has been conducting a marketing survey, has found that 9% of the RF devices it has inspected in retail stores across the country are not properly labeled—a sign that the equipment has not passed FCC standards. Of the computers and peripheral equipment inspected, 31% was not properly labeled. And 18% of the coin-operated video games inspected were similarly in violation of the FCC marketing rules. Although the FCC said its findings were "disturbing," they still represented a 4% improvement from last year, it said. Joseph Casey, chief of the FOB's inspections and investigations branch, said the commission will continue to try to insure that RF devices are brought into compliance. If any of the retailers continue to sell unlabeled devices after being notified of their violations, they will be assessed "substantial" fines, he said.

More for DTS

The FCC has amended its rules to permit the allocation of part of the 18 ghz band to digital termination systems for the digital electronic message service. It has also voted to make DTS frequencies available to private users.
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ANA tracks television trends

Association's annual convention
to feature panels and sessions
on rising TV ad prices,
successful management

About 400 paid registrants are expected to attend this year's annual meeting of the Association of National Advertisers which convened at the Homestead resort in Hot Springs, Va., for four days beginning yesterday (Sunday). Attendance is down from last year's meeting, which was held in San Francisco and drew about 475 registrants, said an ANA spokesman, because some members may still be feeling the effects of the recent recession and thus are operating with reduced travel budgets.

Of particular interest to those following trends within the Fifth Estate are two panel sessions. The first is a Tuesday morning clinic, "Coping with Television Inflation—What Are the Media Alternatives?" Moderator for the session is John J. Meakem Jr., president, Combe North America, manufacturer of over-the-counter medications. Panelists include Herbert M. Baum, vice president, marketing, Campbell Soup Co.; Robert H. Bolte, director, media operations, The Clorox International Co.; David K. Braun, director, media services, General Foods Corp., and Philip Guarascio, senior vice president, director of media management, Benton & Bowles.

The conference's Wednesday morning closing session will focus on "Television's Roles and Responsibilities in the '80s." Syndicated talk show host Phil Donahue will moderate the session, which will be presented in a format similar to Donahue's TV program. Panelists will include Brandon Tartikoff, president, NBC Entertainment; Alvin Rush, president, MCA Television Group, and Merrill Panitt, editorial director, Triangle Publications Inc., publisher of TV Guide. Donahue will lead a discussion of economic, social and technological changes that will affect television.

Today's opening session will feature a panel of Newsweek editors discussing political and economic events, as well as a presentation by Robert H. Waterman Jr., a director of the management consulting firm, McKinsey & Co., and co-author of the book, "In Search of Excellence," an analysis of successful management and the topic of his presentation.

Monday afternoon will be devoted to a closed business meeting of the ANA board, which will review plans and operations of the association and elect new officers and directors. It's expected that Robert V. Goldstein, vice president, advertising, Procter & Gamble, and ANA vice chairman, will be elected chairman, succeeding John H. Dowd, vice president, business development, Hershey Foods Corp. It's also anticipated that current ANA board member Spencer Boise, vice president, corporate affairs, Mattel Inc., will be elected to succeed Goldstein as ANA vice chairman. Peter Allport, who has served as ANA president for the past 23 years, is also expected to be re-elected at the board meeting. Allport has indicated that he will retire in 1985 when he turns 65. A search committee has been established to find a successor.

Audicom unveils commercial monitor

Audicom Corp., New York, has introduced an electronic system that can monitor television and radio commercials by means of inaudible signals placed in the soundtracks of the tapes, films or records.

Audicom also has applied for FCC authorization to place the system on the air. Its application followed FCC-authorized tests conducted during the past year over TV network terrestrial and satellite lines as well as over TV, AM and FM stations.

Robert Engelke, president and founder of Audicom, said the company expects to begin operations early next year in New York, before going national. He said the cost to stations, the primary customers, has not yet been determined.

The system will be used with various broadcast materials having soundtracks such as audio and videotapes, videodisks, records, motion pictures and films. The data collected by the system will be useful to broadcasters, unions, artists and others for proof of performance, media billing, royalty and residual collection, network and cable monitoring, according to Engelke.

In the Audicom system, the soundtrack of the master material is encoded at the producing studio or agency within the normal audio frequency range but at a very low level, Engelke said. After the master is duplicated and forwarded to a station, the code is electronically monitored at an Audicom decoding site when broadcast by the station. The decoded information is then stored at the site for latter transmission by land line in daily batches to the Audicom central computer facility. Material will be distributed to subscribers on a regular basis.
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NBC's night at the Emmys

It wins 21 prime time awards, including honors for 'Cheers,' 'Hill Street,' 'St. Elsewhere' and since-cancelled 'Taxi' and 'SCTV'; ABC gets five; CBS, one

Third-place-in-the-ratings NBC-TV virtually swept the annual prime time Emmy Awards during nationally telecast ceremonies on Sept. 25, while first-place CBS-TV garnered only one award. ABC-TV received five Emmys, while PBS and nonnetwork programmers received one each. NBC, received 21 awards — more than double the number received by all other nominees combined. The Academy of Television Arts and Sciences presented the awards at the Pasadena, Calif., Civic Auditorium.

The grand total, including Emmys given in a nonbroadcast ceremony at the Century Plaza hotel in Los Angeles on Sept. 18, showed NBC with 33, ABC with 14, CBS with 11, PBS with four, and syndicated programmers with two awards.

NBC's biggest award-winning series included the often-praised Hill Street Blues, two struggling new series, and the recently canceled comedy programs, Taxi and SCTV Network. Hill Street Blues received six Emmys, including the award for outstanding drama series. St. Elsewhere and Cheers, renewed by the network last year despite relatively modest ratings, received three and five awards, respectively. Cheers was named outstanding comedy series. Taxi won three awards, and SCTV Network received the award for outstanding writing in a variety or music program. Both shows were canceled by NBC, although SCTV Network has been picked up by the Cinemax pay cable service.

Some of the acceptance speeches caused embarrassing moments for the networks. Accepting his second Emmy in three years for his leading performance in Taxi, actor Judd Hirsch said, directing his comments at the networks, "when a show like this is so honored...if you can't get it out of your minds...and you got to keep giving some kind of laurels to us...then you should really put us back on the air."

Thanking ABC for its four-year Taxi run and NBC for last season's run, and saying he bears no "hard feelings" toward either network for both cancellations, Hirsch nonetheless held his Emmy in the air and said, "I'd like to take this thing and shove it right alongside the one I won in 1981."

Directing his remarks to NBC Chairman Grant Tinker, seated in the audience, Hirsch said of the Taxi crew, "We're ready, Grant. We'll come back anytime you ask," and later "welcomed" local TV stations, independent and affiliated, that will be showing reruns of the program in the future. 'They are the people...that may make this show mean something,' Hirsch said.

Tyne Daly won for best actress in a drama series for Cagney & Lacey, which CBS has cancelled. A CBS Entertainment spokesman confirmed last week that network officials have been negotiating with Cagney & Lacey producer Filmways Inc. about resurrecting the program, after numerous viewers protested the network cancellation after the program's first season last year. A decision on it is not expected for at least a week.

Mini-series did well this year. ABC received six awards for The Thorn Birds and three for The Winds of War. The Governors Award, announced last August, was given to Sylvester L. (Pat) Weaver Jr., former NBC president, recognized as a "pioneering creator and innovator who revolutionized network programming in the late 1940's and early 1950's."

In his acceptance speech, Weaver urged television's creative community to "aim for excellence" and to "fight the establishments that support the status quo" in programming. Specifically, Weaver called on producers to schedule more live coverage of theater, comedy and other events.

Co-hosts of the 35th annual ceremony, broadcast this year on NBC, were comedienne Joan Rivers and comedian/actor Eddie Murphy. Rivers was responsible for hundreds of protests to the network for her use of a profanity — "goddam" — early in the live broadcast and jokes involving Secretary of the Interior James Watt, homosexuals, prostitutes and herpes.

The following is a list of both broadcast and technical Emmys:

**Governors Award**

Sylvester L. (Pat) Weaver \(\diamond\) Former NBC president "who revolutionized network programming in the late 1940's and early 1950's." Programs

**Big Bird in China** (PBS) \(\diamond\) Children's programming.

**Motown 25: Yesterday, Today, Forever** (NBC) \(\diamond\) Variety music or comedy.

**Hill Street Blues** (NBC) \(\diamond\) Drama series.

**Special Bulletin** (NBC) \(\diamond\) Drama special.

**Nicholas Nickleby** (syndicated) \(\diamond\) Limited series.

**Favartelli in Philadelphia: Le Boheme** (PBS) \(\diamond\) Classical program in the performing arts.

**Zippy's Gift** (ABC) \(\diamond\) Animated program.

**The Barbara Walters Specials** (ABC) \(\diamond\) Informational series.

Promotion backfire. "We all wish we hadn't done it," NBC Chairman Grant Tinker told USA Today in a story published last Tuesday concerning NBC's controversial promos during the Emmys telecast. "We haven't been known for playing rough. It's not our style. And [during the Emmy awards telecast] it looked like we were rubbing other people's noses in it."

The inserts featured tuxedo-clad announcers giving a running account of the NBC Emmy totals and originated from affiliates in Seattle; Radix City, S.D.; San Antonio, Tex.; Boston, and New Orleans.

Gene Walsh, NBC's vice president for public information, said the five 10-second promotional announcements on awards NBC had received up until that point, came off as self-serving because it's victory in the competition was so lopsided. "We never expected to win that many," said Walsh. "Our people got caught up in the sweep — our original [promotion] plan got buried in the landslide. It didn't work out as originally planned."

"We wish we hadn't done it the way we did it," explained Walsh. "But the idea to do it was very good."

Within the auditorium where the broadcast originated, booting and hissing were heard during the promos and NBC tried to get the sound turned off during commercial breaks. "The promos were intended for the public, not the industry [audience]," Walsh explained. "We did make an effort to get them out of the auditorium at least."

In his remarks to USA Today, Tinker referred to the promos as "just dumb," adding "What we didn't take into account was an NBC sweep. If everyone had won their share of awards, the promos would have been just our having fun with the show. As it was, we looked like we were just bragging."
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Robert Neuman, director of communications for the Democratic National Committee, said he expects media representatives attending the Democratic convention, in San Francisco’s Moscone Center, July 16-19, to outnumber by several thousand the 11,500 who covered the Democrats in Madison Square Garden, in New York, in 1980. And by satellite, television crews in the U.S. and from around the world will send pictures to what the Democrats believe will be an audience of 500 million, some 100 million more than watched the Democrats renominate Jimmy Carter.

"More and more, interest overseas is growing," Neuman said. "They find our conventions high drama and great theater."

So do local broadcasters, apparently. Hough said Bonneville expects the number of local stations seeking satellite service out of the convention halls to "quadruple" the figure in 1980 (40-plus compared to the 13 independent and group-owned stations served in 1980).

Next year, there will be a number of firms besides Bonneville providing the service—The Robert Wold Co. and Video Star of Atlanta, among them. Bonneville plans to charge $650 a half hour.

As in past conventions, the House Radio and Television Gallery will provide credentials for representatives of independent and group-owned stations covering the conventions. It will also be given the sometimes sticky job of apportioning the rotating floor passes the two parties make available for nonnetwork outlets. (Station personnel have grumbled about what they sometimes regard as a lack of time for work on the floor.) The networks and major groups are given permanent passes.

Mike Miller, director of news and media operations for the Republican convention, said the Republicans are attempting to alleviate the floor-pass problem. He said convention officials expect to make two areas available for cameras just off the floor in the Dallas Convention Center, where the Republicans will gather Aug. 20-23.

The word on skybooths, which are in increasing demand as the number of broadcast operations providing live coverage grows, was mixed. Neuman said the Moscone Center will accommodate 40, twice the number that was available in Madison Square Garden. But construction will be expensive—$35 to $40 a square foot. A barebones shell, he estimated, will cost $8,000.

Miller said the Dallas center will accommodate "less than the 40" sky booths the Democrats will provide—the exact number depending on their size—compared to the 60 that were available for coverage of the Republican convention in Joe Louis Arena, in Detroit, in 1980. And while Miller offered no cost estimates, he said labor charges are expected to be the same in Dallas as they were in Detroit in 1980.

Officials planning both conventions will offer the press "walk throughs" of the facilities being built. The Republicans' will be on Oct. 12, the Democrats' on Oct. 19. Both parties are also scheduling meetings of their Arrangements Committees in connection with the walk-throughs to learn the media's needs and plans.

The news directors attending the panel session also were briefed on security arrangements being established by the Secret Service in connection with its responsibility for protecting the candidates during the campaign. Robert Snow, assistant director for public affairs for the Secret Service, said that, as in 1980, national press passes will be issued to media representatives planning to travel with a candidate and to enter secure areas.

The passes, which will be issued through local Secret Service offices and will be in force from January 1984 through Inauguration Day, 1985, he said, save the Secret Service time and paperwork. Those planning to cover only one or two candidate appearances will be asked to apply for passes through the staff of the candidate to be covered.

A sign of the times at the session was the selection of Mike Michaelson, of C-SPAN, as moderator. Michaelson, as assistant superintendent and later as superintendent of the House Radio and TV gallery, had long been identified as the person to see about passes and credentials. And C-SPAN plans gavel-to-gavel, satellite-delivered coverage of the two conventions.

CBS's Sawyer touches on news directors' responsibility; molding correspondents and presenting balanced coverage

"You have critical responsibility for developing the next journalistic team," CBS Morning News co-anchor Diane Sawyer told news directors during a luncheon address Saturday, Sept. 24, at the RTNDA conference in Las Vegas.

"Television journalism should be "refracted off an intelligent and reflective mind," Sawyer insisted, and news directors are in a position uniquely suited to developing such minds. Station news departments must avoid the temptation, she said, to emphasize visual aspects to the point where newscasts "are reduced to the lowest pleasant common denominator."

"Maybe we don't spend enough time talking about written and spoken words," Sawyer speculated, adding that she sometimes worries that journalism schools are placing too much emphasis on technique.

Sawyer recalled advice from the news director who first shaped her career as a beginning reporter in Louisville, Ky., that words matter most in a story. She praised the late CBS News correspondent Edward R. Murrow for his belief "in the positive power of words to improve the human condition." Sawyer said she remains impressed with Murrow's dedication to "the importance of precision and care with words that we use in news."

"Journalists have a tendency to become cynical as a result of reporting the news," Sawyer acknowledged, and newcomers should be encouraged to develop a sense of "skeptical idealism" that will allow them to continue to approach stories with the hope that the public will ultimately benefit from their coverage.

"It cannot be said too much how much you [news directors] mean to us [reporters],” Sawyer concluded. Beginning journalists must depend on newroom executives, she pointed out, for a sense of "what excellence as journalists really means."
AND THE HUNGRY SHALL BE FED.

The spectre of hunger was defeated on Saturday, June 25 by a multi-county project sponsored by WHBQ-TV to provide food for needy, hungry families. Memphis and Mid-South citizens responded to "Food For Families Day" with over 25 tons of food and over $5,000 cash.

The battle against hunger was planned and coordinated by WHBQ-TV Director of Public Affairs, Sonia Walker, and conducted in cooperation with Memphis Food Bank. Hundreds of volunteers, including station employees, manned collection centers at fire stations; Federal Express provided trucks to pick up and distribute the food; and WHBQ-TV featured live reports throughout the day by news anchors and PM Magazine co-hosts. Preceding "Food For Families Day" ... all station public affairs programs ... THE OTHER SIDE, DIALOGUE, PRESS CONFERENCE and a prime time documentary highlighted the event.

WHBQ-TV's "Food For Families Day" was an extension of the station's widely acclaimed series on "The Changing Family".

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Ed Godfrey, news director of WAVE-TV Louisville, Ky., and incoming president of the Radio-Television News Directors Association, put out the welcome mat for engineers at this year's RTNDA conference in Las Vegas (Broadcasting, Sept. 26), and although relatively few heeded that call there was clear evidence that today's new director has a bigger choice—and budget—in equipment than ever before.

An RTNDA survey, conducted by Vernon Stone, chairman of its research committee, found 83% of TV stations and 66% of radio stations saying that news was paying its own way. News advertising revenues were up compared with the previous year at 78% of TV and 49% of radio stations. The same survey also found that news expenditures were up at 77% of TV and 43% of radio stations.

With more than 80 exhibitors to choose from, RTNDA participants had plenty of opportunity to part with some of that news budget. Godfrey pointed out that a record seven-and-one-half hours of program time was set aside exclusively for exhibition, reflecting the growing importance of that part of the conference. "We don't charge admission to the exhibits for qualified station personnel," he added.

Booth traffic reports ran the gamut—from "slow" to "excellent"—with most exhibitors appreciative of the RTNDA's scheduling and the purposefulness of the delegates.

"We don't get a lot of tire-kickers at this convention," said Anthony R. Pignoni, vice president for sales and service of Bosch-Fernsheh, a television equipment manufacturer. "They come here as part of the process of making a decision. The increased news budgets have really helped give the news directors some authority in equipment purchasing."

Pignoni's firm was displaying a half-inch-format camera/recorder and editing system, although most news departments viewing the equipment said they are postponing any purchases until a standard for quarter-inch tape systems is adopted, possibly as soon as next summer. RCA was demonstrating its Hawkeye camera/recorder and Sony its Betacam camera/recorder at the conference. Company representatives said traffic was light, with most news directors apparently putting off decisions on such equipment purchases for now.

Newsroom computer systems were much in evidence at the hall, with both new and established television news directors scanning systems designed to help broadcast journalists write, file, obtain and even read stories on the air.

UPI, for example, displayed its new CustomNews programmable wire news wire and a half-dozen a year earlier. Other computer-based systems introduced at the conference included one by Newscom (an automated wire service specializing in news) in October 1982, and the broadcast service that CustomNews offers.

Several electronic newsroom equipment and system suppliers noted that the high cost of such systems prevents news directors alone from making purchase decisions, although one representative said news directors "are increasingly telling the engineer what they want to buy, instead of the other way around. A few news directors expressed disappointment that a scheduled session on computers for the newsroom was canceled to make room for the Thursday afternoon discussion of the implications of the Christine Craft case.

Other computer-based systems present included Newstar (offered by Colorgraphics and Integrated Technology), BASYS (displaying its News Fury system), Quanta Corp., and Boston Electronics. Mead Data Central was on hand for the first time, demonstrating its NEXIS information retrieval system. Traffic was described at most such booths as at least "fair."

Accu-Weather, a weather reporting service based in State College, Pa., introduced a new graphic service, providing customized forecasts, data, charts and other graphics through Colorgraphics Corp. and Environmental Satellite Data Inc.

There was evidence of increasing news-cast specialization in programming on the exhibit floor, with more than a half-dozen elite-delivered news or feature reporting services seeking new clients. The Sports Network, a wire service specializing in sports, introduced last April, reported good traffic during the conference, primarily from radio. Other exhibitors remarked on a perceived downturn in the number of radio stations represented, and observers noted that the state-of-the-art newsroom display was empty much of the time. Cutbacks in travel budgets, which hit radio stations before television stations, were one explanation offered.

Programing software available included a number of new news inserts from Ivanhoe Communications, King World Productions and Alcane Communications. "News directors seem more open to the use of soft features during news," noted one exhibitor. "A couple of years ago they would hold up their hands and declare, 'Not on my newscast you don't.' The switch in attitude is attributed to a bigger news hole, especially on weekends, and audience interest in the new product. "Entertainment and consumer-oriented features appear to be popular. Viewers also seem to be demanding more and better graphics, with news directors purchasing sophisticated video effects generators to keep up with competitors in their markets, noted one exhibitor.

Another trend at the RTNDA exhibit was an increased presence of corporate and trade association personnel, offering literature and information services when news stories involve their companies. Those on hand included The Tobacco Institute, Independent Petroleum Association, Coors Brewery, Texaco and the government of Hong Kong.

Less visible than in years past were news consulting firms and outfitters of news vehicles and aircraft, although several from both businesses were on hand.

Representatives of Republican and Democratic parties outline procedures and logistics for next year's gatherings.

Although the Democratic and Republican political conventions are still almost a year off, the time that radio and television stations have for preparing for their coverage is growing short, particularly if they intend live coverage from the convention centers, as many are. "Order now or forever hold your peace," was the advice one satellite transmission company representative offered radio and television news directors in Las Vegas at the Radio-Television News Directors Association's annual convention (Broadcasting, Sept. 26).

Bruce Hough, of the Bonneville Satellite Corp., a member of a panel on coverage of the conventions, said Bonneville already has
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It’s no secret that the network news anchors make a small fortune in annual compensation, with Rather’s reported $2 million salary being the highest. Asked by Wallace if he thought there was something “inappropriate” or “obscene” about that kind of money for the work they do, NBC’s Brokaw responded: “I’m not sure I find it unbelievable that the networks are paying this kind of money . . . for doing a job we love doing. But they do and these are not pension funds for widows and orphans. They make a lot of money. And when they decide on our salary, that is a hard, cold business decision that they make.”

Added CBS’s Sauter: “If they’re successful, they’re worth every cent. If they’re unsuccessful, it’s outrageous.”

ABC’s Jennings said that many viewers perhaps were not aware of the responsibilities of the anchor. “An anchorman is an editor to some extent; he’s somewhat of a gatekeeper and he’s looking for facts, errors. He’s looking for direction on overall coverage; he’s looking for comprehensibility of regional coverage.” The actual broadcast is the “communicative part of the day,” he said. “The other part of the day is as, if not more, important.”

Wallace added that the network anchor is also expected to be an “ambassador” to local affiliates, to lend credibility and prestige to local news operations in promotional tapes. “It is that kind of hands-on stroking by the anchorman that has helped the CBS network hold onto its affiliates through some bad times,” Wallace reported. “Back in 1977 when ABC had overtaken CBS in the prime-time ratings, some unhappy CBS affiliates were threatening to defect. But what went a long way to keep them from jumping ship was Walter Cronkite and the news division—for his prestige was their prestige.”

That’s one reason why the networks spend so much time and energy promoting their news anchors and why “so much nurturing goes into building the credibility of each of the three anchormen.”

At one point in the program Wallace asked Reuven Frank a question that has been asked of him countless times over the course of the last several months: “Why did you go with Brokaw over Mudd?” And Frank responded in much the same manner as on previous occasions when pressed—that he acted essentially on instinct: “It just seemed to me, for reasons that are hard to specify, they are not objective reasons, [that] the future of this organization that I’m supposed to be running would be marginally better served with Brokaw. And, having been doing this kind of work for something more than three decades, I just went with my gut.”

Brokaw, responding to a similar question, said: “I think it had something to do with doing two programs—one from Washington and one from New York—in the same half hour. We wanted it divided up equally. It did not work out that way. Which is too bad.”

Arnold called Rather one of the few reporters with “the credentials and consistency of excellence to be a great anchorperson,” in explaining his exhaustive pursuit of the CBS anchor three years ago. He added, however, that it was Rather’s agent who had “come to us well in advance and said that he [Rather] was unhappy and wasn’t sure what his future was and thought he might like to come over here.”

When asked by Wallace why he had “almost jumped ship” to ABC, Rather said that, in part, “it was the challenge . . . Part of it was the extraordinary opportunity as a professional, that what I was offered at some other places was a dream for any journalist.”

At another point in the broadcast, NBC’s Frank said that the CBS Evening News programs under Rather’s command had become “softer” than those produced when Walter Cronkite was anchor and managing editor. Frank said it was his impression that “attention to what happened today as opposed to what was true yesterday is less,” on the CBS program, in favor of perhaps more analytical pieces and “nice folks, and stories that presumably make people feel good.”

But CBS’s Sauter took exception to the notion that the network’s evening news program was getting softer or putting greater emphasis on attracting an audience. “I certainly don’t subscribe to that,” he said. He acknowledged that the broadcast “has changed over the last several years,” but changes were “natural and appropriate. We still cover Washington with thoroughness and we have superb people there. But we try to take those stories that do have on one level a Washington locale, but to tell those stories out in the country in the context of the people who are experiencing the Washington decisions.”

Toward the end of the segment, Wallace commented that Arledge had “surprised” him with some candid talk about anchoring. Said Arledge: “I think anchoring is something that, unfortunately, many times doesn’t have a lot to do with journalism.” Factors such as credibility, the ability to evoke trust and good looks also count, he said.

He went so far as to suggest that given the excellent journalistic skills of all three evening news anchors, their respective programs would be of better quality if they were out in the field reporting. Why aren’t they, then? Arledge’s answer to a similar question posed by Wallace was that even though the three are pre-eminent journalists, “they also deserve to be promoted to what is seen as the high-status role.”

ABC releases voter survey in advance of forum with Harvard

Study says more Americans would vote if reforms were made, including simultaneous poll closings, election holiday

ABC News has released the findings of a nationwide public opinion survey, done in cooperation with the John F. Kennedy School of Government at Harvard University, which the network claims indicated that voter participation could be increased by specific reforms, including easier registration, simultaneous poll closings and lengthening the period that polls are open. But the survey also indicated that no matter what reforms are enacted, significant members of Americans would still stay away from the polls.

The survey was conducted in preparation for a symposium, “Voting for Democracy,” jointly sponsored by ABC and Harvard, that was held in Washington Sept. 30-Oct. 1.

The survey was designed to investigate the reasons for low voter turnout at the polls (only 53% of the voting population cast ballots in the 1980 presidential election) and what the public thinks ought to be done about it, if anything. ABC News interviewed more than 2,500 voting-age Americans by telephone, asking each of them 75 detailed questions concerning election procedures, political news and personal voting habits.

The response indicated that making election day a legal holiday might increase voter turnout. Half of those surveyed and categorized as “unlikely voters” said that if election day were a legal holiday, they would be more likely to vote.

The poll also indicated that 24-hour voting (with all polls closing simultaneously) was a popular reform proposal, with 70% endorsing the concept.

ABC said that 57% of those polled said networks should be permitted to sponsor presidential debates with major presidential candidates and without the minor candidates and that 94% said that all major presidential candidates should receive equal time on the air.

The survey indicated that a majority thinks the volume of election coverage on television is about right, with only 9% saying they would like to see more. And of the 41% who said they received television or radio news projections of winners before they had a chance to vote, about one quarter said the reports made them less likely to vote.

Convention coverage is not as popular as election coverage, according to the survey. Forty-nine percent said they did not like regular programing to be interrupted by convention coverage, while 45% said they did. While two-thirds said they watched some convention coverage, less than one-third said they watched nearly all of the coverage the networks presented.

In general, the survey found, older, better-educated persons with a strong sense of political party loyalty are more likely to vote than those without those characteristics, although education is perhaps the most important factor.

The poll results made it clear, however, said ABC, that many people won’t vote regardless of how many election reforms are implemented. Forty-one percent of those who said they weren’t registered, explained that they “hadn’t gotten around to it.”

Commenting on the survey and the symposium, ABC Chairman Leonard Goldenson told BROADCASTING that it was his hope that these efforts would help persuade Con-
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Joyce also says that he and other top level executives are currently taking a hard look at the foreign bureaus as well. "Everybody does it. Periodically you stop, take stock, and re-evaluate and reassess where your people are and what kind of job they're doing and whether you have the right people in the right jobs. That's something we're very involved in right now."

His CBS experience outside New York is reflected in his present interest in the CBS News presence outside it. "The bureaus are the heart of the news organization," he says. "They are the great feeder system. It's a mistake to look at the evening news and think of it as a New York broadcast. It's not. New York is just the outlet to the nation, if you will, because the material is mostly assembled here for a worldwide organization. If you don't have the right people in the right places in the bureaus, your organization can't function successfully."

One recent development affecting CBS News that Joyce is particularly high on was the announcement by CBS/Broadcast Group President Gene Jankowski a few weeks ago that CBS News would produce a regularly scheduled, weekly, one-hour informational program, American Parade, to be launched some time in 1984. American Parade is not just a new program. It is where all 20 of the news division's allotted prime time hours for 1984 will appear—including five election specials and the documentaries produced by the CBS Reports unit.

Joyce suggests that perhaps the greatest benefit given by American Parade to the news division and perhaps the viewer as well, is that it provides "a regularly scheduled window to the world that we can count on and plan with. And that's probably the operative phrase—plan with. We can look ahead and say, 'Hey, we know what to do that week because we have that hour.'"

American Parade was not a concept that the news division sold Jankowski on. In fact just the opposite is true. "It was his idea," said Joyce. "We had done 10 prime time hours this summer (two back-to-back half-hour programs with Bill Moyers and Charles Kuralt, who together will anchor American Parade), and we were hoping that they would develop into something that was regularly scheduled. It was Jankowski who came to us and said, 'Look, you've done this, and I've given you a commitment for 20 hours of prime time in 1984, including election specials, and I think it would be a very good idea for you to take a regularly scheduled program hour and bring all of that together under that umbrella.'"

Whatever else can be said about Joyce and his new role as the head of CBS News, he can look forward to the challenge of overseeing the production of more hours of scheduled news than any of his predecessors. Last year, the news division produced more than 1,400 hours of programming, and this year that number is expected to rise to 2,000. And with an election year coming up in 1984, Joyce is almost assured that the number of program hours his division will be responsible for will increase significantly once more.

---

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**'60 Minutes' examines news ratings race**

Investigative series brings in three network anchors and news presidents for discussion of news, numbers and money in news war

CBS's 60 Minutes—and correspondent Mike Wallace—tackled a subject close to home on Sunday, Sept. 25, airing of a segment on the stepped-up race among the network evening news programs. Conspicuously absent from the report was any mention of the expanded MacNeil/Lehrer NewsHour, or discussion of its impact on the news programs on the commercial networks.

Among those featured on the segment were the three current network evening news anchors—CBS's Dan Rather, NBC's Tom Brokaw and ABC's Peter Jennings. Also appearing were the news division presidents at NBC and ABC—Reuven Frank and Roone Arledge, respectively—and Van Gordon Sauter, who was recently promoted from president, CBS News, to a corporate position overseeing the network's news division as well as its owned and operated television stations. (Ed Joyce, second in command at CBS News under Sauter, has succeeded him as president of the news division [see page, 72]). Former NBC co-anchor Roger Mudd was invited to appear on the program but declined.

The segment focused on news as big business, the role of a network news anchor, NBC's decision to have Brokaw as sole anchor and Roone Arledge's strenuous attempts to acquire the services of Rather as anchor for ABC before Rather agreed to succeed Walter Cronkite at CBS.

Wallace reported that the network evening newscasts vie for about $340 million in annual advertising revenue, with the winner in the ratings race "getting the lion's share." He said that if the CBS Evening News maintains its current lead over its competitors (for the week ended Sept. 16, Rather and company averaged a 12.6/25, nearly a three-rating-point lead over NBC, which had a 9.8/20 for the same period and close to a four-point lead over ABC which scored an 8.8/18), CBS will continue to be able to sell thirty-second spots during the newscast for about $44,000. ABC sells World News Tonight for about $37,500 per 30 and NBC sells Nightly...
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One Up on the World
Newsman in the news at CBS

Ed Joyce, newly minted head of CBS News, has a variety of management and journalism jobs in his past to draw from and an unequaled span of prime time to air 'American Parade'

Speculation that Edward M. Joyce would become president of CBS News first arose in the latter part of 1980 when people began to wonder who was going to succeed William Leonard in that post. More than a year later, however, a colleague of his at CBS, Van Gordon Sauter, then head of the network's sports division, was appointed deputy president of the news division, with the understanding that he would succeed Leonard by early 1982, as he did. At the same time that Sauter became deputy president, Joyce was appointed executive vice president, news, and was second in command under Sauter. At the division until the reorganization at the CBS/Broadcast Group announced three weeks ago which resulted in Sauter's promotion to the corporate level and Joyce's promotion to the helm of CBS news (Broadcasting, Sept. 19).

Joyce is perhaps best known as last year's anchor of "CBS Evening News," but Joyce joined CBS News in 1959 as a reporter and then became director of news and public affairs. Joyce was among the architects of that station's all-news format, which debuted in 1967. One of his last assignments at the station was covering Senator Edward Kennedy's ordeal at Chappaquiddick, for which he earned a Sigma Delta Chi distinguished service award and awards from the Society of Silurians and the New York State Associated Press Broadcasters Association.

Commenting on those years at the station level, Joyce says, in a jocular tone, that CBS "certainly enriched the fortunes of some moving companies. At the same time, however, he feels "very fortunate" to have been given the opportunity to travel and serve at various locations. "It was a very healthy and helpful experience, said Joyce. "It served as a reminder to me, someone who was born and raised in the western United States (Phoenix), that New York City was no corner on creativity and no corner on talented people."

Aside from that lesson, Joyce's years at the station level also sharpened his managerial skills, helping him prepare for the position he now holds. "Many of the principles of management are the same whether you are the news director of a television station or the general manager of the station," explains Joyce. "A senior manager of any organization can only hope to set some standards, set some goals, and then create a climate where talented and creative people can do their best work. And when you've done all that, then and only then can you take a bow."

As the newly appointed president of CBS News, Joyce was not afforded an opportunity to respond to certain aspersions cast in the direction of the division's evening news program during a recent 60 Minutes segment (see story, page 74). In the segment, which was reported by Mike Wallace, Joyce's counterparts at NBC and ABC, Reuven Frank and Roone Arledge, said that the CBS Evening News was gradually getting softer in an effort to draw a bigger audience. Joyce dismisses such innuendo as "hogwash."

"If I were competing for third place, I might make a charge like that, too," responds Joyce. He admits that over the last two years, the number of stories on the evening newscast originating from Washington has declined. But that is the direct result of an effort by CBS News management to strengthen the organization's domestic bureaus, an effort that will continue to have high priority. "We've certainly strengthened California, Chicago, Dallas, Atlanta and Miami. And what we're seeing now is there bureaus turning out a lot of stories that were not available to the Evening News a couple of years ago." And the strengthened bureaus aren't just producing quantity, insists Joyce, but rather "strong, well-structured and well-reasoned stories," that demand greater consideration when it comes to deciding which pieces are allotted time within those precious 22 minutes on the newscast each evening.

"Two years ago," says Joyce, "to be very blunt, perhaps 50% of each broadcast might have automatically come from Washington." Now a story that might have a Washington connection may just as well be produced from elsewhere "because it really affects Seattle because of the impact on Boeing, just for an example. A story involving the unemployment rate might a couple of years ago have been done as a standup on Capitol Hill. Today, it's a story that will be done in Gary, Ind., or Detroit or the industrial new South. And while the process of beefing up the network's domestic bureaus will continue,
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Sports Network 614
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Registration. Open 8 a.m.-7 p.m.

Six concurrent workshops. 9-10:30 a.m. Sales—How To Double and Triple Your Station’s Sales. Melrose room. Presenter: Pam Lontos, Pam Lontos Inc.


Promotion—National Promotion Contest. Elmwood room. Presenter: Bernard Mann, Mann Media.


Exhibit hall. Open 10:30 a.m.-7 p.m.


Luncheon. 12:30-2:30 p.m. Grand ballroom. Sponsored by Reach Inc. Presentation by Mary Kay Ash, founder and chairman, Mary Kay Cosmetics.

Workshop. 2:30-5:30 p.m. Management—SCA Seminar. Versailles ballroom. Moderator: Tom McCoy, NRBA. Panelists: Ken St. John, Johnson Electronics; Steve Shapiro, Motorola; Dave Lockton, Dataspread; Joe Meier, Radio Data Systems; Bob Richer, American Data Transmission; Jon Canaday, Reach Inc.; Tom Albright, Millidyne Inc.; Irv Joel, Schulke Radio Productions; Harold Kassens, A.D. Ring & Associates; Michael J. McCarthy, Dow, Lohnes & Albertson; Gregg Skall, Blum & Nash.


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Sunday, Oct. 2

Registration open. 10 a.m.-8:30 p.m.

Exhibit hall open. Noon-6 p.m. Grand Salon.

Opening reception. 6:30-8 p.m. Grand ballroom.

Eight concurrent format rooms. 8 p.m. Nostalgia. Magnolia room. Discussion leaders: Bob Williams, WFLY(AM) Hempstead, N.Y.; Arnie Ginsburg, WKKR(AM) Medford, Mass.; Wally Clark, KFI(AM) Los Angeles; Stephen Godofsky, WLYC(AM) Rochester, N.Y.


CHR/Top 40. Oak Alley room. Discussion leaders: Dan Wilson, KIYI(AM) Oklahoma City; John Young, WZGC(AM) Atlanta; Nick Bazoo, WZB(AM) New Orleans; Randy Rice, WFMF(AM) Baton Rouge, La.; Jerry Cagle, KFRC(AM) San Francisco.


Engineers' rap session. 8 p.m. Grand Salon. Moderator: Steve Brown, WCCO-FM Minneapolis.

Monday, Oct. 3

Registration. 7:30 a.m.-6 p.m.

Opening session. 9:30-10:30 a.m. Versailles ballroom. Keynote address: Mark Fowler, FCC chairman.

Exhibits. 10:30 a.m.-6 p.m. Grand Salon.

Six concurrent workshops. 10:30-noon. Sales—How To Make Day-

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or might not be, some costs. At one point, we were talking about some very, very low figures—a quarter or an eighth percentage point, and nothing was ever written down on a piece of paper. But it would have been a long-term, nonescalatable contract. That’s another of the areas that was grossly misrepresented in many ways, but that’s probably out the window, too.

Frankly, I have a very pessimistic view today because of all the grief that has happened in achieving deregulation in this Congress.

We do not believe there has been meaningful deregulation from the FCC. If a new administration came along, and a new commission, it would be a horse of totally different colors. We could have a totally different view of what’s going on. Whatever the courts uphold that the FCC can do, it certainly stands to reason that that same thing can be undone.

That’s essentially saying that your only salvation is in the Congress.

Absolutely. Absolutely. The Federal Communications Commission was not formed to deregulate radio. It was formed to regulate radio. So Congress is the only place that we can see meaningful deregulation.

Might radio be better off with the deregulation it’s gotten so far through the FCC than with this potential legislation in Congress?

Well, I am in no way ungrateful for the FCC’s actions—don’t misunderstand me. I am very grateful for those actions. And I am not saying that some of it isn’t meaningful; I am saying that a great deal of it is also scary. What will happen in instances where a station is filed on? What is going to be the judgmental factor of that station’s having served the public interest standard?

But as I said before, some of the minor paperwork and all kinds of layers of things I am delighted not to have on our backs anymore.

There’s been some recent suggestion of a federation of broadcast organizations. Do you feel that NRBA might fit within such a federation?

Tell me what you’re speaking of when you say a federation.

Well, something like the United Nations, I suppose, in which a number of independent states might band together, maintaining their own sovereignty, but working together, and perhaps even with a secretary general.

I have no problem discussing that at all.

Were you to make a farewell address to the troops in New Orleans, what would you say?

Well, I would basically tell the troops that if you’re a broadcaster, you must remain involved in the industry. And you must remain concerned with the future of radio and be willing to work at insuring its success. And in many instances, that means doing some things that are beyond the interest and more than the interest of an individual bottom line. One of the most important things that broadcasters have to realize is that we could have a great deal more success in legislative areas, and in all kinds of areas, if we realized our strengths and took advantage of them, better than we do.

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