ONCE A YEAR WE MAKE NEWS.

On Labor Day, when most people are at home taking it easy, a lot of KPRC TV employees are at the station, working even harder than usual. Because every year, KPRC TV donates all of the station's broadcast facilities and time to the Jerry Lewis Muscular Dystrophy Telethon.

This year, over 5,000 volunteers took in 50,000 pledges. In addition, thousands of people came to the station to make their donations in person. All together, $1,907,213 was raised for research. That's one of the biggest contributions in the country. (As a matter of fact, Houstonians who watch KPRC TV hold the record for per-capita contributions over the past decade.) But the best number is a small one. Only a small percentage of this year's money went for expenses. Because of the free air time, facilities and people, donations could go where they belong—helping kids out of wheelchairs and back on their feet. It's kind of hard to put a price on that sort of thing. So we don't.

KPRC TV HOUSTON
A national survey to help you evaluate your state. Compiled by the property and casualty insurance industry.

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

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

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

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

How does your state measure up?

Many states have reduced fatalities by increasing the drinking age. Or adopted proven deterrents such as roadside sobriety checks and suspended licenses.

In most states, organizations such as Mothers Against Drunk Driving lead the fight against drunk driving.
<table>
<thead>
<tr>
<th>Blood Alcohol Concentration (BAC) defining Driving While Intoxicated (DWI)</th>
<th>Pending legislation</th>
<th>Existing measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Port issued</td>
<td>Port issued</td>
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<td>0.10</td>
<td>0.10</td>
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<tr>
<td>MADD, SADD, RID</td>
<td>MADD, SADD, RID</td>
<td>MADD, SADD, RID</td>
</tr>
<tr>
<td>Mandatory rehabilitation</td>
<td>Simplified legislation to clarify laws</td>
<td>Drinking age 21; revocation 0.10 BAC</td>
</tr>
<tr>
<td>Port issued</td>
<td>Port issued</td>
<td>Port issued</td>
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<tr>
<td>0.12</td>
<td>0.13</td>
<td>0.10</td>
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<td>MADD, SADD, RID</td>
<td>MADD, SADD, RID</td>
</tr>
<tr>
<td>Drinking age 21; dram shop liability</td>
<td>Drinking while impaired 0.05-0.10 BAC</td>
<td>Toll-free line: CB radio watch; Dram shop liability</td>
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<tr>
<td>Port issued</td>
<td>Port issued</td>
<td>Port issued</td>
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<td>0.13</td>
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<td>MADD, SADD</td>
<td>MADD, SADD</td>
<td>MADD, SADD</td>
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<tr>
<td>Drinking age 21</td>
<td>Drinking age 21: REDDI program</td>
<td>Mandatory education and community service</td>
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<td>Port issued</td>
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<td>MADD, SADD, RID</td>
<td>MADD, SADD, RID</td>
</tr>
<tr>
<td>Age 21; open container; license revocation</td>
<td>Blood test for drivers in serious accidents</td>
<td>$1,000 license surcharge for convicted drivers</td>
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<td>Port issued</td>
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<td>MADD, SADD</td>
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<td>MADD, SADD</td>
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<tr>
<td>Education program for first offenders</td>
<td>Education program for first offenders</td>
<td>REDDI program; dram shop liability</td>
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<td>Port issued</td>
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<td>Port issued</td>
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<td>0.08 (10/83)</td>
<td>0.08 (10/83)</td>
<td>0.08 (10/83)</td>
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<td>MADD, SADD, RID</td>
<td>MADD, SADD, RID</td>
<td>MADD, SADD, RID</td>
</tr>
<tr>
<td>BAC to .08; breath tests for serious accidents</td>
<td>BAC to .08; breath tests for serious accidents</td>
<td>REDDI program; dram shop liability</td>
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<td>Port issued</td>
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<tr>
<td>MADD, SADD, RID</td>
<td>MADD, SADD, RID</td>
<td>MADD, SADD, RID</td>
</tr>
<tr>
<td>Drinking age 20 (beer &amp; wine); open container law</td>
<td>Drinking age 20 (beer &amp; wine); open container law</td>
<td>Mandatory education requirement</td>
</tr>
<tr>
<td>Port issued</td>
<td>Port issued</td>
<td>Port issued</td>
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<td>0.08</td>
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<td>MADD, SADD, RID</td>
<td>MADD, SADD, RID</td>
<td>MADD, SADD, RID</td>
</tr>
<tr>
<td>Drinking age 21; BAC .08; no plea bargaining at 10</td>
<td></td>
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</tbody>
</table>

(add), Students Against Driving drunk (SADD) and Remove Intoxicated Drivers (RID) are working fictively with legislators to fight drunk driving.

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

What can you do in your state?

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

DO SOMETHING.

Insurance Information Institute
110 William Street, New York, NY 10038

A nonprofit action and information center.

Name
Address
City State Zip

 confess, or for its consequences)

(Toll-free number to report DWI suspects)

(Statewide rehabilitation program)

(Toll-free REDDI hot line)

(Toll-free REDDI hot line)

(Mandatory education and community service)

(REDDI program: administrative license revocation)

(Montanans Against Drunk Drivers organization)

(REDDI program: trooper incentive program)

(New law: 2 days in jail or 48 hours of public service)

("STOP DWI" education program; dram shop)

(Limited dram shop liability)

(Dram shop liability)

(Dram shop liability)

(Dram shop liability)

(Dram shop liability)

(Dram shop liability)

(Dram shop liability)

(Dram shop liability)

(Mandatory education requirement)

(Hot line program)

(Dram shop liability)

(Dram shop liability)

(Dram shop liability)

(Toll-free hot line; CB radio reporting system)

(Toll-free REDDI hot line; Dram shop liability)

(Dram shop liability)

(Dram shop liability)

(Dram shop liability)
THE CLASSIC POLICE ADVENTURE SERIES

THE BLUE KNIGHT

From The Best Selling Novel by Joseph Wambaugh

THE FORCE IS WITH WNEW!
SATURDAY, OCTOBER 1, 6-7 P.M

#1 - 10.6 RATING
#1 - 22 SHARE
AND
#1 FOR THE FIRST FOUR WEEKS!

Source: A.C. Nielsen
State-of-the-art report on technology □
Quantification likely to be keystone of House dereg bill □
NRBA convention coverage from New Orleans □

STOCKMEYER FALLOUT □ Official Washington reacts to week's events—TOC-NAB confrontation and resignation of NAB's chief lobbyist. PAGE 35.

LEGISLATIVE COURSE □ With introduces bill setting requirements for children's programming for commercial television. PAGE 36. House deregulation package looks as if it will be built around quantification. PAGE 37.

MOVING ALONG □ FCC establishes procedures to allocate orbital slots and frequencies for direct broadcast satellites; votes to use lottery to grant cellular radio licenses. PAGE 38.

MARSHALLING THE TROOPS □ Minorities told to back Hill legislation that would expand their position in telecommunications. PAGE 39.

LOOKING UP □ Low-power TV group voices optimism over FCC movement on station grants. PAGE 41.

HIGH-LEVEL BRIEFING □ President's meeting with Fowler over financial interest and syndication rules draws concern of networks. PAGE 42.

MARCHING ON □ State-of-the-art report on technology finds battle over standards for videorecording formats in television, radio networks completing shift to satellite distribution, subcarrier use the big news on FM and stereo conversion making inroads on AM. PAGE 51-74.

PREMIERE WEEK □ Surprise numbers for After MASH lead CBS to ratings win in first official week of new season. PAGE 78.

TRIBUNE EXPANSION □ Entertainment division of Tribune Co. is building on top of already successful At The Movies, with syndication, mini-series and co-production deals. PAGE 80.

HOMESTEADING □ Topics at ANA meeting in Virginia hills include media costs, trends and agency-client relationship. PAGE 83-86.

PACKWOOD PROMISE □ Oregon senator introduces legislation that would free broadcasters from content regulations. PAGE 88.

PLAYBACK □ Sony and MCA attorneys repeat arguments in Betamax case before Supreme Court. PAGE 88.

BREWHAHA □ High court decides to take up case involving liquor ads on Oklahoma cable systems. PAGE 90.

GETTING OUT THE VOTE □ ABC-Harvard symposium draws notables to discuss ways to increase voter participation. PAGE 92.

RADIO ROUNDUP □ NRBA convention brims with confidence. PAGE 98-100. Fowler blasts proposed House dereg bill. PAGE 100. FCC's McKinney debriefs daytimers on expansion. PAGE 100. Reps view their changing world. PAGE 102. AM broadcasters pronounce themselves alive and well. PAGE 103.

FAST BREAK MAN □ MGM-UA's Gershman is helping change the way Hollywood programs, with new co-production deals and increased overseas syndication. PAGE 127.

INDEX TO DEPARTMENTS

Advertising & Marketing ........ 83 Datebook .................. 24
Business Briefly ................. 14 Editorial .................... 130
Cablecastings ...................... 10 Features & Fortunes .... 123
Changing Hands .................. 95 Fifth Estater ............... 127
Closed Circuit ..................... 7 For the Record .............. 108
In Brief .......................... 128 Riding Gain ............... 44
Law & Regulation ............... 88 Stock Index ............... 91
The Media ........................ 92 Technology ............... 87
Monday Memo ........................ 22 Programing ............... 28

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Infinity Broadcasting proudly announces the acquisition of KCBQ AM/FM, San Diego, joining the family of innovative and successful stations owned by the nation's largest radio only company.

New York WKTU
New York WJIT
Philadelphia WYSP
Boston WBCN
Houston KXYZ
San Jose/San Francisco KOME
Jacksonville WIVY
San Diego KCBQ AM/FM

Infinity
The Radio Company

Infinity Broadcasting Corporation
Shifting sands

There's renewed possibility that FCC will decide not to free television networks entirely from financial interest restraints, as proposed in tentative decision on issue. Suggestion of compromise that would put cap on interests networks may hold—perhaps at 49%—has come up again, with Commissioner James Quello reported by others to be principal proponent. In turn, he would go along with sunset provision ending all financial interest and domestic syndication restrictions in 1990. Other commissioners have been receptive to Quello position, although each is standing alone on complex and controversial matter.

Seasoned venturers

J. Leonard Reinsch, president and chairman of Cox Communications Corp., when it was still Cox Broadcasting, and later co-chairman of Warner Amex, and Edward F. Addiss, former vice president, development, Warner Amex, have formed Sunbelt Cable Corp., with intentions of becoming multiple system owner. Sunbelt has already bought up systems in Lake Worth, Fla., area with total of 12,000 subscribers for just under $1 million, and is looking for more.

Systems in present portfolio are being consolidated. Installation of addressable converters built by Scientific-Atlanta begins next month. Cable store will be opened at Lake Worth headquarters Nov. 1. Among limited partners in Sunbelt: Frank Stanton, president emeritus, CBS.

Bloom fading?

Clues to declines seen thus far in ratings of National Football League telecasts may be found at, of all places, stadium box offices. Up to past weekend, according to NFL sources, more games (36) had been blacked out locally—failure to sell out 72 hours in advance—than had been telecast locally (34). There are no comparable figures for last year, when NFL players were on strike, but at identical point in 1981, according to NFL count, 48 games had been shown locally and only 22 blacked out. Thus there have been 64% more blackouts this year.

Inability to get games into home cities is obvious drag on ratings, especially when cities are big—like Chicago, blacked out twice this year, and Philadelphia and Los Angeles, blacked out once each.

Up to past weekend, lag behind 1981 pace amounted to about 4% for CBS, 10% for NBC, 19% for ABC. High among other possibilities seen for decline were less interesting match-ups and, in case of ABC Monday Night Football, 22% decline in ratings of its lead-in. Nagging possibility: Viewers just may have lost some football fervor.

One boss

Some structural changes appear to be in works at Radio Advertising Bureau. Role of new RAB president, Bill Stakelin, as man in charge will be reinforced at upcoming board meeting in Phoenix, Oct. 26-28, when he is expected to be named chief executive officer. Title is now held by former RAB president, Miles David, who still has three years left on contract. Look for David to stay with organization handling special duties.

Early word

If virtually unprecedented leak out of Supreme Court proves true, court will decide on Friday, Oct. 14, whether to grant review in National Collegiate Athletic Association case. That is date circulating in Washington as one on which court will hold conference on question. At issue is NCAA's petition for review of lower court decision invalidating association's multimillion-dollar network television contracts on antitrust grounds.

Universities of Oklahoma and Georgia, which filed suit challenging legality of contracts, have opposed review that would, they say, add third year of delay to scrapping existing contracts. NCAA officials have said they are hopeful court would consider their petition during latter part of October. If report is correct, court will exceed those hopes.

Crossruff

Metromedia Broadcasting and Turner Broadcasting will shortly announce first in what is anticipated to be escalating number of joint efforts between nation's largest cable programmer and conventional television's largest group. It is five-part series entitled An American Caesar, based on William Manchester book about General Douglas MacArthur; John Houston is host-narrator. Series will be broadcast in prime time on all Metromedia stations (providing major urban coverage) and on Turner's Atlanta superstation (providing major rural reach).

Getting together

Matsushita is abandoning plans to develop its own format for professional digital audio recording system and will join Sony, audio equipment designer MCI (acquired by Sony last year) and Willi Studer A.G. of Switzerland to develop worldwide standard to be called DASH (Digital Audio Stationary Head). Proposed standard will largely encompass stationary head design developed jointly by Sony, MCI and Studer with some modifications, including adoption of 48 kHz sampling frequency recommended by digital audio technical committee of Audio Engineering Society. Companies will propose standard to various technical bodies worldwide and will soon begin promotional campaign aimed at manufacturers.

Reprive

Eastman CableRep, three-and-a-half-year-old national advertising representative for cable TV systems that had announced it would close up shop last Friday (Oct. 7) may not cease operations after all. Last-minute deal was in negotiations late Friday, according to top officials at company for acquisition of firm by two others, not identified. Earlier, announcing CableRep would close, President Bill Burton said firm's timing had been "premature," and its commission rate of 20% "too low." He saw cable representation as eventually profitable business but said that in meantime Eastman would concentrate on radio station representation, in which it has been engaged for more than 25 years.

Falling expectations

Soft spot sales, programing costs, interest on debt and aggressive investing in telecommunications business appear to be reasons behind Metromedia's announcement last week that third-quarter earnings would be 10 cents per share below comparable period in 1982. Analysts are now estimating 1983 EPS to be about $1.30 per share, 10 to 15 cents less than Wall Street's estimate before announcement. With about 28 million shares outstanding, that translates into $2.8 million to $4.2 million revision. Although Metromedia affirmed it still expects 1983 earnings to be 30% above 1982's 97 cents per share (adjusted for 10-for-1 stock split), analysts note latest estimate is third adjustment this year. Only this summer it was pegged at earning between $1.80 to $1.90 per share.
Escape from the everyday to far off places - to secret passions and perilous encounters - to lost worlds at the ends of the galaxy... and beyond!

Introducing LORIMAR II
25 major titles including:
  PAPILLON  THE NEXT MAN
  A MAN CALLED INTREPID
  WHO IS KILLING THE GREAT CHEFS OF EUROPE
  STUDS LONIGAN  STARCRASH
  THE DARING DOBERMANS
  THE MAN WHO WOULD BE KING
Maybe, maybe not

Subscriber fees are a short-term solution to the cable industry's long-term channel shortage problem, and the new Lifetime basic cable program service created by Hearst/ABC Viacom Entertainment Services (HAVES) is not foreclosing the possibility of charging a fee at some future date.

Bruce Johnson, president of the New York-based HAVES, disclosed the possible scenario at a dinner meeting of the Southern California chapter of Women in Cable last Tuesday in Los Angeles. Johnson told the Marina Marriott hotel audience "the [basic cable] networks are going to have to be supported in the near term. Lifetime has no present plans to charge a fee, but we would be foolish to foreclose the possibility if conditions warrant." Johnson warned that if cable program services are to survive, they must reach larger audiences. "It may surprise you to know that only four ad-supported cable networks and one superstation are available in as many as half the cable homes in this country. That's the problem. It isn't the fee, it isn't the audience, it's the ability of these networks to get on [cable systems], he declared. "There is no room at the inn—right now."

Lifetime, which Johnson said will probably be the permanent name of the newly combined Daytime and Cable Health Network services, will launch around the end of this year. Johnson said the new network will have about 75% original programming, and has increased its average locally production budget from $5,000 to $12,000. "In order for an advertiser-supported network to be successful," he continued, "we believe it must reach a critical mass of cable homes, probably in the 20 to 25 million range at the moment." Johnson said Lifetime expects to reach 16 million homes by the end of 1983 and 20 million by the end of 1984.

The mergers seen in cable programming thus far, Johnson said, represent "only the tip of the iceberg." Other major mergers will be announced shortly, he predicted. "We have to merge with someone to gain some time," Johnson explained. "This merger gives us financial stability and staying power."

The HAVES executive declined to discuss details of the company's plans for restructuring of Hearst's ARTS cultural service, which is reportedly taking over the programming assets of the now-defunct The Entertainment Channel.

CBN: fruitful and multiplying

The Christian Broadcasting Network, Virginia Beach, Va., which on Oct. 1 celebrated its 22d anniversary in broadcasting, has something else to celebrate: Officials said its CBN Cable Network, now in its seventh year, has passed the 22.2 million mark in subscribers, on 3,868 cable systems across the nation. In addition, they said, CBN's weekday 700 Club magazine-style TV show is available to an estimated 95% of all television homes through a combination of cable and syndication to some 150 television stations, and CBN's original programs—including its weekday Another Life soap opera, its Superbook and Flipback animated Bible stories as well as 700 Club—are on the air in 58 countries in five continents.

FNN: compounding interest

The Financial News Network reported last week it has signed cable systems nationwide that reach 10 million homes, an increase from its 5.8 million as of last April. FNN President Norman Potter said an announcement will be forthcoming on, or before, the Atlantic Cable Show (Nov. 1-3) in Atlantic City, N.J., regarding a rumored second satellite feed for the business news program service. FNN is currently transmitted via Satcom IV, 12 hours every weekday. Potter also said FNN will open an affiliate office in Chicago in "the near future."

Increased numbers

Audience gains for the three superstations and for five cable program services were logged by Arbitron Ratings in its July TV measurements, the rating service reported last week. One or more of the stations or services were viewed "enough" to have their audience estimates reported in 119 of Arbitron's 210 television market reports for July. "Enough" means that a station or service is viewed by at least 20% of the television households in a market for five minutes or more during the survey week.

The 119 markets where that much viewing occurred were more than double the 53 where the test was conducted in July 1982.

Superstation WSB-TV Atlanta qualified in 96 markets, 26 more than in July 1982. Home Box Office qualified in 36, up from 14. Superstation WGN-TV Chicago added nine markets to bring its total to 18, while WOR-TV New York added three for a total of 10. The Christian Broadcasting Network's cable service qualified in four markets, up from two a year earlier, while the Cable News Network qualified in two markets, one more than in July 1982. ESPN met the reporting minimum in one market, the same as a year earlier, while the Movie Channel qualified for the first time with a reportable audience in one market.

And the winner is...

The Council for Cable Information has announced that six advertising agencies (an initial 32 submitted bids) remain in contention for the CCI account, valued at between
$4 million and $5 million. CCI will attempt to educate and inform consumers on what cable television offers. The six semifinalists are BBDO; Della Femina, Traviss & Partners; Needham, Harper & Steers; Jordan, Case & McGrath; Ogilvy, Mather & Partners; and McCann Erickson. Assisting the CCI staff in the selection process is a task force of senior marketing executives from HBO, Showtime, Cox Cable, Viacom Cable, United Cable and Daniels & Associates. Later this month the field will be narrowed to two or three agencies, which will make formal creative presentations in late November. The winner will be announced at the National Cable Television Association programming conference Dec. 11-12, in Los Angeles.

**NW interconnect**

Group W Cable and Viacom Cable have formed a partnership, known as Pacific Northwest Interconnect, to sell advertising on three Group W systems and two Viacom systems totalling 245,000 subscribers in the Seattle-Tacoma area. Not all the systems are not physically interconnected. Essentially, the partnership represents the formation of a regional cable representative firm. PNI will distribute and schedule commercials for the five systems by tape. Spots will be sold for local availabilities on ESPN, USA Cable Network, SNC, CNN, MTV, local origination programs and in program guides and billing statements. Expansion beyond the initial five systems will depend on sales performance in those systems, a spokesman said.

**Who gets bumped?**

The FCC Mass Media Bureau has denied Arlington (Va.) Telecommunications Corp. (ARTEC) a waiver of the FCC's must-carry rules and ordered the cable operator to start carrying the signal of noncommercial WNVCTV (ch. 56) Fairfax, Va., by Oct. 7. In its request for waiver, ARTEC claimed that its 35 channels were already being used by other programming sources; it also claimed WNVCTV's programming would duplicate programming already being carried. In response, WNVCTV contended that ARTEC was carrying several discretionary signals, including three duplicating network signals from Baltimore. The Mass Media Bureau said any duplication of programming on ARTEC's system was a "result of the cable operator's choice."

**No bill is a good bill.** Judging from the draft of the House cable deregulation bill that has emerged (Broadcasting, Oct. 3), hundreds of cities and towns across the country will oppose the bill when it is introduced for the same reason the cable industry will support it—because it's just like S. 66. Although the Senate cable deregulation bill was based on a compromise between the National League of Cities and the National Cable Television Association, a growing number of municipalities worked against the bill and plan to work even harder against the House version. Moreover, it's uncertain how much longer the NCTA will be able to call the NLC an ally. Support for the compromise among NLC members has been eroding ever since it was reached last March. The NLC board, meeting in July, almost reneged on the compromise and ended up giving it a half-hearted endorsement.

Two weeks ago, the NLC's transportation and communications steering committee recommended the NLC drop its support of the legislation unless it is modified to allow continued rate regulation, to provide "maximum competition in the franchise renewal process with no expectancy or presumption of renewal" and to grandfather all franchise agreements and all franchise processes that have gone beyond the request-for-proposal stage. Whether NLC will continue to support the compromise and the legislation will be determined at the association's annual convention in late November.

The legislation's other problem is the telephone companies. They object to the provision in both S. 66 and the House draft that would prohibit cable from being regulated as a common carrier by state public utility commissions, even though the cable systems may be offering data communications services in competition with telephone companies. The telephone companies, led by AT&T, failed to eliminate the provision in the Senate, but are determined to do so in the House.

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You have to run hard to win. And to keep winning, you have to run even harder. In the competitive marathon of the nation's number one spot TV buying center, you have to field sales teams that are big enough and tough enough to take on any challenge.

These sales managers set the pace that keeps Blair Television ahead of the pack in New York. They motivate our eleven sales teams to provide the complete, penetrating, winning sales coverage that makes Blair number one in the number one market.

Blair's sales people in New York think as aggressively as they act. When it comes to accessing and using sales and marketing information to make a sale, no one can match Blair's unique perspective and business experience.

And it's that perspective that lets Blair sales people see trends coming—a mile off. So they can move quickly—to everyone's advantage.

In the highly competitive New York market, Blair consistently
SELLING SPOT TELEVISION GROW.

finishes first. With honesty, integrity, knowledge, reliability... tough but fair negotiations. That's why when agencies think of the leading television representative, in the Big Apple and all the other major spot buying centers, the one they think of and run with first is Blair Television. Because Blair delivers... for both buyer and seller.


Blair Television

A division of John Blair & Company

Our perspective helps our stations grow.
Creomulsion Co. □ Cough medication products will be spotlighted in fall-winter campaign to begin in late October in about 60 markets and continuing in some markets until March. Commercials will be carried in daytime and early fringe. Target: women, 18-49. Agency: Liller Neal Inc., Atlanta.


Sounder Sports □ Sounder golf clubs will be focus of nine-week flight to begin Dec. 1 in nine markets, including Miami, Orlando, Tampa/St. Petersburg, all Florida, and Phoenix. Commercials will run in fringe and prime time and on weather and sports programs. Target: men, 25-54. Agency: Naftzger & Kuhs, Farmington, Conn.

Friendly Ice Cream Co. □ Campaign for various ice cream products as part of Thanksgiving and Christmas promotion, will start in early November for five to seven weeks in approximately 15 Northeastern markets. Commercials will run in day, early fringe and prime times and weather programs. Target: women, 25-54. Agency: Quinn & Johnson/BBDO, Boston.


Universal Foods □ Red-Star yeast, in its first use of spot television, will be advertised for four weeks in about 50 markets, starting Oct. 31. Commercials will be carried in daytime and early fringe and on news programs. Target: women, 25-54. Agency: Campbell-Mithun, Chicago.

J. Brannam □ Subsidiary of F.W. Woolworth Co. will advertise its discount stores in one-week flight to start in 20 markets in mid-October. Commercials will be scheduled in fringe, prime and news. Target: women, 18-49. Agency: Sawdon & Bess, New York.

National Car Rental □ Campaign for auto rental began last week in September, but heavier placement of 60-second spots will air in October and November in 15 major markets: Houston,
CHARLIE'S ANGELS

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GALAXY II
ANNOUNCING THE ADVENT OF GALAXY II

The successful June launch of Galaxy I represented a commitment fulfilled to the cable industry. Galaxy II represents a commitment to the business industry.

Both of these communications satellites are cornerstones of an advanced telecommunications network developed by Hughes Communications called The Galaxy System.

With its launch, Galaxy II joins Galaxy I, 22,300 miles above the earth, to provide specialized voice, video and data communications service to the business community. Next June Galaxy III will be launched into space, becoming the third cornerstone of The Galaxy System.

A sophisticated terrestrial network of earth stations and microwave interconnect facilities complements this space segment. By locating earth stations in major metropolitan areas throughout the country, Hughes Communications can tailor service to individual customer needs.

That's why business industry leaders such as MCI Communications Corp. and IBM Corporation have chosen to utilize the Galaxy satellites and the associated ground network. They understand that from the outset Hughes Communications works directly with its customers to design a state-of-the-art communications network to meet specific customer goals.

The general business community no longer needs to compromise its long-term communications goals because of the limitations of existing networks. Galaxy II and the entire Galaxy System will make advanced communications technology work for the specialized needs of today's businesses.
No changes. Young & Rubicam Inc. said it is “encouraged” by response from TV stations polled during summer about changes they might make in commercial loading and log keeping should FCC carry out its proposal to deregulate television industry. Of stations responding to survey, 95% said no changes would be made in commercial loading and that log keeping would continue, regardless of whether FCC eliminates rules. More than 66% of stations surveyed have responded, said Y&R, which plans second mailing to stations that did not answer first time.

Air time. Breaking with tradition of using print, New York-based advertising agency, Al Paul Lefton Co., has begun television spot campaign promoting “greater awareness” of its services. Flight, which began Oct. 1, features former boxing champion Rocky Graziano endorsing “Al Paul Lefton: Good Guys to Have in Your Corner.” (Graziano currently appears in Lefton spots for New York off-track betting.) Four spots will run for three weeks in early morning and late night news on ABC, CBS and NBC. “If after 12 months, business has risen 15%, directly attributable to the commercial, we’ll consider it a success,” said Lefton spokesman. Direct mail campaign to “key prospects” will accompany TV buys.

Votes. National Association of Secretaries of State has joined hands with Advertising Council to conduct media campaign to encourage voter registration and turnout. In 1980 and 1982 NASS/Advertising Council voter registration drive received more than $50 million in donated media time and space. New campaign will be released in spring of 1984. Creative services for campaign will be handled by Marschalk Co., New York.

CEBA awards. World Institute of Black Communications Inc. will present sixth annual Communications Excellence to Black Audiences (CEBA) Awards on Oct. 27. Awards are made to corporations, individuals and advertising agencies that have “demonstrated sensitivity and expertise in advertising directed toward African American consumers.” Awards will be presented in 36 categories covering television, radio, video, print and merchandising materials.

Dallas, Atlanta, Washington, Philadelphia, Boston, Cleveland, Denver, Minneapolis-St. Paul, St. Louis, Detroit, San Francisco, New York, Chicago and Los Angeles. Entire flight, in news and late fringe, including print support, will run until first or second week in December. Target: professional adults, 25-54, with incomes of $25,000 or more. Agency: Campbell-Ewald, Warren, Mich.


RADIO AND TV

Newsweek. Consumer promotion campaign for magazine has begun on television in 11 major markets and will begin in radio in few weeks in combination network and spot campaign for fourth-quarter buy. Commercials on television are slated for news and information programs. Campaign also will include print in multimillion-dollar campaign with some commercials stressing specific news issues. Target: adults, 25-54. Agency: Leber Katz Partners, New York.

RADIO ONLY

White Westinghouse. Kelvinator appliances will be promoted in several multiweek campaigns in 12 markets. In Boston and New York, flight begins today (Oct. 10) for one week and then again from Oct. 31-Nov. 13. Atlanta flight begins Nov. 24 for two weeks and spots in nine other Southern markets begins Oct. 24 for three weeks. Spots will air in morning and evening drive, evenings and weekends. Target: housewives. Agency: Robert L. Cohn Advertising, Chicago.

Far-away phoning. AT&T launches a spot radio and television campaign today (Oct. 10) in nine major markets using celebrities to deliver message that overseas telephone calling is easy and inexpensive. Featured in the spots are Gina Lollabrigida (see above), Lynn Redgrave and Robert Ito. Agency: NW Ayer, New York.

If you’re involved in the acquisition of a broadcast station, you know the importance of recapitalizing assets. And in a business where the values of intangible assets are often outweigh the tangibles, you need an appraisal firm that knows both areas. At Frazier, Gross & Kadlec, we’ve spent 35 years in financial and management consulting to the broadcast and cable industries. Our engineers and economists have a firm grasp of the concepts of valuing both the tangible and intangible assets—a grasp that ensures your station is appraised at its full value.

To find out more about a broadcast station asset appraisal, call or write: Jim Bond, Vice President Frazier, Gross & Kadlec, Inc. 4801 Massachusetts Ave., N.W. Washington, DC 20016 (202) 966-2280.

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Broadcaster and fund raiser: making an odd couple work

Television fund raising has reached adolescence and is growing up fast. Increasingly, nonprofit organizations are moving their financial appeals from the mailbox to the TV screen. This places a new responsibility on television executives who now find themselves in partnership with charitable fundraisers.

As such, broadcasters must ask questions of themselves and of the charitable organizations that seek their transmitters. Is this programming worthwhile? Are these organizations actually doing what they purport to do? How is air time to be priced? And who will actually benefit from this relationship?

To begin, a point of clarification is needed. Television fund raisers can roughly be divided into two categories: the TV evangelists—the so-called "electronic church"—who use television to extend their ministries and raise funds and the caused-related charities—which focus on specific public concerns, such as medical research and treatment, child abuse and world hunger.

Why use television? Primarily because it delivers direct access to over 81 million homes. Moreover, its audience is no longer a loyal standing army as in the days of The Milton Berle Show and I Love Lucy, but a passing parade of impatient channel-changers—perhaps willing to invite a celebrity into their living rooms long enough for him to give a fund-raising appeal.

Also, television is extremely credible. It is, in fact, America's primary medium for news and information. Some years ago, a public opinion poll found that then CBS news anchorman Walter Cronkite was considered the most trusted man in America.

In addition, TV can be extremely persuasive and remarkably emotional. The viewer can feel the pain of a suffering cancer victim or share the joy of long-term remission and the hope of a possible cure. Furthermore, TV's dramatic emotional impact can produce an immediate emotional response by projecting a phone number on the screen, providing a link between the concern of the charitable organization and the generosity of the viewer.

Finally, and most important, television fund raising, if executed properly, works. The surest sign of success in direct-response marketing is repetition and expansion. The growth of television fund raising over the past decade has been nothing short of astounding.

There are, however, conflicts of interest to be resolved.

Even the most spectacular, star-studded telethon will hardly challenge shows like

Russ Reid is president of the Pasadena, Calif.-based Russ Reid Co., a full-service advertising agency that exclusively serves nonprofit organizations. Over the past decade, his 20-year-old agency and production company have produced dozens of television fund-raising specials and telethons for organizations such as World Vision, St. Jude Children's Research Hospital, U.S. Committee for UNICEF, Teen Challenge, Children's Village, U.S.A. and the 17-hour Celebrate America telethon for the Democratic National Committee. Next March, the Russ Reid Co. will produce the 1984 National Easter Seal Telethon.

Dynasty or A Team for Nielsen supremacy. And that's fine, because the fund raiser's program is not designed to capture a large audience. Rather, it is geared to a specific segment of the population—caring and concerned men and women.

However, broadcasters are primarily in the business of attracting as large an audience as possible, since ratings translate into bottom-line advertising revenues. This conflict between the fund raiser who receives only a small, select portion of the audience, and the broadcaster who wants it all, is resolved by the fund raiser's financial compensation for the air time.

While certainly a factor, payment for air time should not overshadow the tremendous service that these broadcasters provide. They can open a window of opportunity for the nonprofit organization, allowing it to educate, inform and appeal to their viewers' generosity.

Although there is usually financial incentive, the broadcasters' role goes beyond that. In short, they can do good while doing well.

There are many charitable organizations—in fact nearly all—that do outstanding work. Unfortunately, there are a few whose motives and methods are questionable. So how can TV broadcasters be assured that the organizations they put on the air are both well-intentioned and well-directed?

 Quite simply, stations must apply the same critical standards to fund raisers that they apply to commercial advertisers. NBC's broadcast standards department, for example, has a 50-page guideline for product advertisers, and most stations have guidelines as well. Since TV fund raising is relatively new, or because of a deep-seated trust in supposed philanthropy, many stations fail to scrutinize their nonprofit organization clients with the same dutiful eyes.

This is a mistake. Broadcasters are obligated to their trusting audience (after all, "seeing is believing," especially on TV) to verify the legitimacy and ask hard questions.

Responsible charitable organizations will welcome the broadcaster's queries, knowing that "one bad apple will spoil the barrel."

To verify the legitimacy of the fund raiser, the broadcaster can turn to the Better Business Bureau. The philanthropic advisory service of that consumer watchdog agency publishes a bimonthly newsletter, Give but Give Wisely. Each issue contains an updated listing of the major national and international nonprofit organizations that both do and do not meet the bureau's standards for financial disclosure and ethical fund-raising practices.

The broadcaster's price for air time—whether it be pre-emption charges, production costs or an outright purchase—remains possibly the most delicate topic in television fund raising. Two competing forces are at work: The responsible nonprofit organizations are critically concerned with their fund-raising and administrative costs. But at the same time, the increased programming demand by nonprofit organizations logically leads to upward pressure on prices for the air time furnished by the profit-seeking TV station.

There is no simple solution to this pricing paradox. The important thing for broadcasters and charitable organizations is to look at the long run. Fund raisers need to recognize the stations' profit objectives, and broadcasters must be aware of the fund raisers' cost concerns—and be especially wary of those organizations willing to pay almost any amount to get on the air.

Such fund-raising organizations won't be around for long anyway. Therefore, they should not set the pricing criterion for those that will. So if reputable fund raisers and responsible broadcasters can establish a mutual understanding of their economic needs, both will profit in the long run.
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Angie Dickinson is POLICE WOMAN, the key to capturing young urban adults 18–49 like no other crime drama on TV! POLICE WOMAN. 91 hours. Available now!
This week
Oct. 11—Technical seminar sponsored by Bay Area Cable Club and Northern California chapter of Women in Cable. Gallaghers, Jack London Square, Oakland, Calif.
Oct. 12-13—Ohio Association of Broadcasters fall convention. Hyatt Regency, Columbus, Ohio.
Oct. 18—Ohio Association of Broadcasters fall convention. loafers, Orlando, Fla.

Also in October
Oct. 17—Syracuse University Student Affiliate 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 Horovitz, 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. 20-21—Pittsburgh chapter of Society of Broad-
In today's electronic world a company's information system is an integral part of its operations—and Media Data provides Katz with the best avail, contract and media research systems in the industry.

Media Data's extensive network provides on-line, instant accessibility to all 22 Katz offices. And Media Data's programs are customized to meet the needs of our business.

Media Data is the best because we have the best people developing the technology and programs we need to serve you—people who know our business and yours.
Oct. 29-Nov. 3—Society of Motion Picture and Television Engineers 12th technical conference and equipment exhibit. Los Angeles Convention Center.
Nov. 3-5—Society of Private and Commercial Earth Stations (SPACE) second annual convention and international exhibition. Sheraton Inn Towson, Towson, Md.

Nov. 7-10—AIMP Ltd., American Market for International Programs, organized by Perard Associates with MIDEM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach. Information: 101 Cadillac Drive, Suite 502, Miami Beach, Fla. 33139. Phone: (305) 673-1212.


Nov. 15-20—National Association of Broadcasters’ winter board meeting. Westin Wailea Beach Resort, Maui, Hawaii.


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


April 24-29, 1984—MIP-TV international TV program market. Palais des Festivals, Cannes, France.


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


Nov. 11-14, 1984—Association of National Advertisers annual meeting. Camelback Inn, Scottsdale, Ariz.


Oct. 25-27—International Broadcast Equipment Exhibition sponsored by Electronic Industries Association and sponsored by Association of Commercial Broadcasters in Japan and NHK (Japan Broadcasting Corp.) Tokyo Ryutzu Center, Tokyo.


Oct. 26—Syracuse University Student Affiliate of New York chapter of National Academy of Television Arts and Sciences, “Distinguished Visiting Professor Lecture Series.” Speaker: Bob Blackmore, VP, NBC-TV Network Sales, S.I. Newhouse School of Public Communications, Syracuse, N.Y.


Nov. 1-7—Telecom 83, communications exhibition and conference sponsored by International Telecommunication Union. Exhibition and Conference Center, Geneva, Switzerland.

Oct. 26-Dec. 16—UCLA Extension course, ‘Un
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understanding Cable: Past, Present, Future." UCLA Extension 
campus, Los Angeles. Information: (213) 625- 
9064.

Oct. 27 —Radio Advertising Bureau retail and co-op 
workshop. Travelodge-Airport, Los Angeles.

Oct. 27 —Cabletelevision Advertising Bureau local 
advertising sales workshop. Dayton Hilton, Dayton, 
Ohio. Information: Susan Levin, (212) 751-7770.

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

Oct. 28 —Montana Broadcasters Association sales 
clinic. Holiday Inn, Bozeman, Montana.

Oct. 28-30 —"Latin American Affairs" conference for 
journalists, sponsored by Foundation for 
American Communications and co-sponsored by 
Fisker Foundation and Dallas Morning News, 
ANATOLE, Dallas. Information: (213) 851-7372.

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

Oct. 30-Nov. 1 —Multimedia teleconferencing confer- 
cence sponsored by Institute for Graphic Communication. 
Andover Inn, Andover, Mass.

Oct. 30-Nov. 2 —National Overtime-Air Pay TV confer- 
ence and exposition, hosted by Subscription Televis- 
ion Association and National Association of 
MS Service Companies. Century Plaza, Los Angeles.

Oct. 31 —Cabletelevision Advertising Bureau local 
advertising sales workshop. Airport Hilton, San Francisco. 
Information: Susan Levin, (212) 751-7770.

November

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

Nov. 1 —Cabletelevision 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) 846-1000.

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

Nov. 2 —Cabletelevision Advertising Bureau local 
advertising sales workshop. Airport Hilton, Los Angeles.

Nov. 3 —Radio Advertising Bureau retail and co-op 
workshop. Atlanta, Georgia.

Nov. 3-5 —SPACE (Society for Private and Communi- 
cal Broadcast Stations) second annual convention and 
international exhibition. Convention Twin Towers, Orland- 
do, Fl. Information: (202) 887-0600.

Nov. 3-5 —Eastern regional convention of National 
Radio-Television Broadcasters. Aspen hotel, Parry Sound, N.J.

Nov. 3-5 —National Black Programming Consortium 
"New Technologies" conference. Chase Park Plaza, St. 
Louis.

Errata

T. Frank Smith Jr., is the owner of krsw- 
tv Corpus Christi, Tex., and not Alfred T. 
Burke, Louisiana bottler who is buying 
KXSW-TV Laredo, Tex., from Smith. 
Identifications were incorrect in "Changing 

CBS Sports will be profitable next year, 
not unprofitable, as incorrectly reported in 
Sept. 26 story on CBS/Broadcast Group 
management meeting with financial 
analysts. Neal H. Pison, executive 
vice president, CBS/Broadcast Group, 
was referring to first two years of NCAA 
football contract, not overall CBS Sports 
division, when he said that first two years 
of four-year contract "probably" would not 
meet sales and cost goals.

Willis Edwards, president of Beverly 
Hills/Hollywood branch of NAACP, was 
correctly identified as president of 
national organization in Sept. 26 issue, 
page 30.

WATOKAMI-WTWQM Oak Ridge, Tenn. 
was sold for $255,000 and not $225,000 
as reported in "For the Record," Oct. 3. It 
was also incorrectly reported in that sale 
that WDPX-AM-FM Clarksburg, W.Va., 
has been sold.

The Fifth Estate

1735 DeSales Street, N.W., Washington 20036 
Phone: 202-338-1022

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Corporate Relations
Patrick A. Vance, director

Bureaus
New York: 630 Third Avenue, 10017
Phone: 212-599-2930
Kathy Haley, bureau manager
Stephen McDevitt, assistant editor
Vincent M. Dilling, research editor, radio
John Lippman, staff writer

Chicago: 700 South Dearborn St., Chicago, II.
Phone: 312-996-1318
Richard Mahier, correspondent
Tim Thometz, western sales manager
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Broadcasting Publications Inc.

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Satellite News Channel is the only all-news, all-live, 24 hour cable TV news service that informs America quickly, efficiently, conveniently.

That's why SNC is found in places where up-to-the-minute news really counts. Like the White House, the offices of every Senator and Congressman, the Washington offices of companies like AT&T, Xerox and the New York Times.

They can count on the combined resources of Group W and ABC News to be there with the news that's hot—hot off the satellite. On Satellite News Channel.

HOT OFF THE SATELLITE.
THIS MAGAZINE IS YOU HOW TO THIS ONE TELLS YOU
Cable operators have a strange plight. You're barraged by program suppliers telling you how to sign up new subscribers. And, of course, make more money.

But no one is telling you how to manage all this money. That's a whole world you may have overlooked as you concentrated on building your business. The Bank of New York can help. We're a leading provider of cash management services to the cable industry. And have been for years.

Take our lock box system, for example. When we help collect your receivables, like subscriber payments, you'll get quicker access to your money. And detailed information about those payments. With our highly sophisticated Optical Character Recognition (OCR) processing equipment, we can even electronically capture, sort and transmit payment information directly to your computer.

When disbursing money, we can help you even more with Zero Balance Checking. Our Zero Balance service provides early notification of the checks drawn against your account each day. So you'll know precisely how much you need to cover disbursements. And you'll be free to invest your remaining funds.

For the fastest, most efficient way to manage your money, we provide SCAN, our electronic cash management system. SCAN gives you a direct line to the bank for balance reporting, electronic money transfer and other services.

In short, no one can give you more effective or productive control over the collection, concentration and disbursement of your cash than The Bank of New York.

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Another week that was at the NAB

Senator Bob Packwood (R-Ore.) was the first to go public with his despair about the National Association of Broadcasters and its ability to wheel and deal in Washington. "You can't lobby your way out of a paper bag in the House," he told the NAB's convention in April this year (Broadcasting, April 18).

Last week, Representative Al Swift (D-Wash.) joined the club. Reacting to the resignation of the NAB's chief lobbyist, Steve Stockmeyer, who cited frustrations with both the association and the industry (Broadcasting, Oct. 3), Swift said: "Clark Clifford [the pre-eminent Washington lawyer and political operative] couldn't pass legislation for the NAB."

It was just one more straw in the NAB's week, if not the last one—a week that began with the aftermath of the Stockmeyer resignation and the debris of a disastrous first encounter with the new Television Operators Caucus, with which it had sought an accommodation and ended up in a confrontation.

By week's end tempers had begun to cool and some progress had begun to be made. It was decided that Carol Randles, who had been number two to Stockmeyer as vice president, congressional liaison, would succeed him on an interim basis as vice president, government relations. But Randles notified NAB leadership that she, too, will leave the NAB, when a permanent successor to Stockmeyer is found.

"The thing that pushed me over the edge," Stockmeyer told Broadcasting last week, was a meeting NAB executives held the week before with TOC, a new association of major group owners formed to fill a perceived gap left by NAB's lobbying efforts. The discussion that ensued convinced him that it was time to leave the organization. "I reached the point where I had to fish or cut bait," Stockmeyer said.

It was a meeting marked more by passion than temperance. The TOC members present: David Henderson, president of Outlet Co.'s broadcasting division and TOC chairman and president; William Schwartz, president and chief executive officer, Cox Communications; Terry Lee, president and chief operating officer, Storer Communications; Dudley Taft, president, Taft Broadcasting, and Bob Bennett, president of Metromedia Television. Not present: TOC board members Joe Dougherty, president, broadcasting division, Capital Cities Communications; Joel Chaseman, president, Post-Newsweek Stations, and William Baker, president of Group WTx TV group.

The discussion was heated. Members of the caucus, led by Lee and Schwartz, directed repeated attacks at NAB President Eddie Fritts, who, with Board Chairman Gert Schmidt, headed the association's delegation. Also on the NAB team: John Summers, executive vice president and general manager; Erwin Krasnow, senior vice president and general counsel; Stockmeyer; Richard Hollands, the new senior vice president for television, and Crawford Rice of Gaylord Broadcasting, an NAB TV board member.

On the record, NAB officials refused to characterize the meeting as anything other than constructive. "I enjoyed it. I thought it was a very healthy, open, and frank discussion," said Schmidt. "We cleared the air," Fritts said.

"Nothing we said pointed a finger at any individual," the TOC's Henderson said, maintaining they focused on communications issues. A major one on which they may disagree: deregulation. TOC questions where the impetus for NAB's drive to deregulate the industry arises. "Whose views are being expressed?" Henderson asked.

Henderson said TOC is not anxious to see the industry deregulated. During a meeting two weeks ago with Representative Tim Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, the TOC board reportedly told Wirth they were not interested in deregulation. "We don't think the government is on our backs," he told Broadcasting.

The group owners also fear that any bill emerging from Congress will only increase the regulatory process. "We are not anxious to give five pounds of flesh," Henderson said. The TOC official criticized the NAB for not representing the views of its members. "The NAB gives off a sense of 'We are here in Washington. If you want to see us drop by.'" The TOC chief feels NAB is out of tune with its membership. An example, he said, was the fact it is still mailing form letters addressed: "Dear Broadcaster."

During the meeting Henderson asked for a TOC seat on the NAB's TV board to match that given the networks. The request was turned aside.

The Stockmeyer resignation not only shook the NAB but stunned Capitol Hill as well. "I am sorry to see Steve go. He was a decent and principled man. When you talked to him, you knew he would stand behind his word," said Larry Irving, an aide for Congressman Mickey Leland (D-Tex.), one of the key figures on the House Telecommunications Subcommittee.

"Steve was a pro," said Al Swift. "Working with the NAB can be frustrating. I find it frustrating. It is a very skittish organization," the congressman said. Swift is another member of the Telecommunications Subcommittee, who has been working with the association on broadcast deregulation legislation.

Swift sympathized with Stockmeyer's frustrations in trying to lobby for NAB. "The NAB's real weakness as a [lobbying organization] is that the membership won't follow the lead of the pros. Basically they have a lot of people calling the shots, who I doubt have a sense of how you achieve something in Washington," he said. Consequently, he said, because NAB members keep their leaders on a short leash, the association has created a feeling in Congress that it is impossible to deal with. "The industry is viewed as arrogant and greedy," Swift added.

The congressman also thinks broadcasters are perceived as unwilling to give anything in exchange for getting something. Broadcasters, Swift maintained, will one day have to give something. In broadcast deregulation, Swift said, children's television and equal employment opportunity are issues that must be addressed. Unless the NAB becomes more flexible and willing to strike a deal, "I sense that at some point the NAB won't be able to stop it any more and they are going to get rolled over," Swift warned.

Other Capitol Hill sources believe NAB's weakness lies both with its leadership and membership. "The NAB has a lot of constituencies it has to respond to," said one source. "It is a difficult job serving everybody's interests," said another.

Because of all the different groups pushing and showing on the NAB, it needs strong leadership, said one Capitol Hill aide. "Wasilewski [former NAB President Vincent Wasilewski] managed to keep a lid on it, while the NAB leadership now is having a difficult time learning the ropes," the aide said.
Wirth's way: hour a day for the children

Congressman introduces H.R. 4097 that would require stations to air shows aimed at children for hour a day on weekdays

Commercial television stations would be required to carry a quota of educational programming for children under a bill introduced last week by Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee.

Wirth charged that the commercial system was underserving children now. He based his charge on admittedly skimpy returns from the controversial survey of television station programming that he conducted to obtain information on which to base quotas for other types of programming in the broadcast deregulatory legislation now being drafted.

Wirth's bill (H.R. 4097) would require commercial television stations to broadcast an hour of educational programming five days a week. It was announced during a hearing on the “Potential of Television in Educating Children.” The hearing was held jointly by the Telecommunications Subcommittee and the Subcommittee on Elementary, Secondary and Vocational Education.

Carl Perkins (D-Ky.), chairman of the parent Education and Labor Committee, is a co-sponsor of Wirth's bill and chaired the hearing. Other co-sponsors include Claudine Schneider (R-N.J.), Jim Bates (D-Calif.), Parren Mitchell (D-Md.), Patricia Schroeder (D-Colo.), Doug Walgren (D-Pa.) and Mickey Leland (D-Tex.).

There was sharp division in the testimony from educators and a representative of the National Association of Broadcasters over the bill. Educators hailed the legislation and called for even further action. But Dr. John Abel, NAB senior vice president for research, said the programming requirements violated broadcasters' First Amendment rights.

Another representative of broadcasting, however, took a less rigid stand. William Baker, president, Group W television group, stopped short of endorsing the Wirth legislation but told the congressmen that children have First Amendment rights too. Baker said education should be a paramount responsibility, but he also noted that the responsibility could be shared by all electronic media, including cable, videocassettes, satellite program distribution and local microwave systems.

Wirth announced the first results of the program survey at the hearing. The survey questionnaire, sent to all television stations, elicited 326 returns.

"Last night I received the first computerized data from our survey," said Wirth. "Results on children's programming show that this nation's commercial broadcasters devote only 61 minutes a week to educational programming for children, or three-fourths of 1% of their daily air time, while cartoons make up 152 minutes of children's programming. Including all other programming, such as game shows, according to the broadcast industry's own responses, stations on average air a grand total of only four-and-a-half hours per week for our children. That, sadly enough, translates into only about 3% of total air time being devoted to our children."

Wirth also criticized broadcasters for not cooperating in the congressional survey. "Doesn't the public have a right to know what's being shown? Congress asked broadcasters what they are doing and 60% are arrogant enough not to respond," he said.

The congressman accused the NAB of writing to its members and telling them not to respond. Wirth was referring to a Mailgram NAB sent to its members stating that the survey was "strictly voluntary," and that NAB opposed the collection of the data. Representative Mario Biaggi (D-N.Y.) also professed irritation at the NAB's actions.

Abel defended the Mailgram and NAB's position on children's programming. "The telegram was designed to inform our members of a government request for information," Abel said. According to data collected by NAB on children's programming, Abel said, 10% of broadcast time is devoted to children's programs. Biaggi said that figure was misleading. He charged that most of that time is composed of cartoons.

Grace Baisinger, past president, National PTA, charged broadcasters with using the First Amendment as a smoke screen. "The real issue is money," she said. Baisinger also discussed the prospects for children's programming in cable television. "Now that cable is turning more and more to advertisers, ratings are sure to become established because they are the only numbers that advertisers care about. So cable television probably will follow in the footsteps of commercial television: Yankee dollars speaking up for Yankee ad agency recommendations. Therein lies the future demise of cable's interest in children's television," she said.

The National Education Association supports the legislation, said Sharon Robinson, director of instruction and professional development for NEA. An hour a day, however, was the "rock-bottom" amount of time that should be devoted to children's broadcasting, Robinson said. She recommended that Congress also create a temporary commission on children's television.

The legislators heard further recommendations from witnesses. Lloyd Morrisett, board chairman, Children's Television Workshop, suggested that children's programming should be designed to impart skills and general knowledge and motivate children to achieve the educational goals that are widely agreed upon. "Looking to the future, steps need to be taken immediately to guarantee access in the new distribution technologies for children's programming that is purposeful, educational, informative and entertaining," he said.

Edward Pfister, president of the Corporation for Public Broadcasting, noted that public TV's record in children's programming is "second to none." Pfister proposed that there should be more development of cable services for children. A major research and subsequent production effort in mathematics should also be conducted, Pfister recommended.
Quantification at dereg front

Wirth, others suggest strengthening petition to deny and creating petition to revoke licenses to replace comparative renewals; NAB, NRBA and FCC object to quantification proposal

Broadcast deregulation legislation remains on the congressional front burner, with quantification of programing performance standards for radio and television boiling to the center of the stew. That became evident in a one-day hearing last week before the House Telecommunications Subcommittee where strengthening the petition-to-deny process and creating a new petition to revoke licenses were also discussed.

Two weeks ago subcommittee members began a series of intensive and lengthy meetings in hopes of drafting a bill. The talks resumed last week and were still described as productive although members said there are strong differences on key issues (BROADCASTING, Oct. 3).

During the hearing, Chairman Tim Wirth (D-Colo.) and a majority of subcommittee members indicated an interest in beefing up the petition-to-deny process. There was mixed reaction from the subcommittee, however, to a proposal for establishing a petition to revoke licenses (which would make it possible to go after licenses at any time, not just at times of renewal, which at present could be as much as seven years apart).

Representatives from the National Association of Broadcasters, the National Radio Broadcasters Association and the FCC objected to the concept of quantification and to the other proposals.

If the comparative renewal process is eliminated, the petition to deny is the only remaining tool that the public has to check broadcaster responsiveness to a community's needs and interests, Wirth said. "A strengthened petition-to-deny process is meaningless, however, unless there is a standard of performance against which broadcaster performance can be fairly and objectively assessed. It is in this regard that quantification becomes particularly important," Wirth said.

It was also apparent that subcommittee members held divergent views on how to approach quantification. Representative Tom Tauke (R-Iowa) said he opposed quantification philosophically, but is willing to discuss it. If programming standards are established, he said, "the process has to be reasonalbe and workable and not cumbersome on a station.

Much of the hearing focused on the petition-to-deny process. Representative Al Swift (D-Wash.) talked about changing the process to make it easier for citizen groups to apply for the right of discovery. But, the congressman said, broadcasters must be protected from a "fishing expedition" during the process.

Tauke and Representative Billy Tauzin (D-La.) voiced concern about the current petitioning process and cited BROADCASTING's petition pleadings, in order to reduce processing backlogs of monumental proportions. And he felt a petition-to-revoke procedure was too severe.

The introduction of discovery procedures, the FCC officially said, would only increase costs for petitioners, licensees and the government.

Both NAB and NRBA oppose programming performance standards for radio. "We believe the regulation of the radio industry should be left to the marketplace," said Bernard Mann, president of the National Radio Broadcasters Association. A radio station should retain its license unless it is guilty of egregious misconduct, such as violation of the fraud, obscenity or lottery statutes, he said. "Absent such misconduct, a radio licensee should not be subject to petitions to revoke, petitions to deny or comparative hearings," Mann added.

One method of achieving total deregulation would be to adopt the long-term contract proposal that the NRBA previously outlined for the subcommittee, the NRBA president said. "Pursuant to this proposal, station owners would enter into long-term contracts with the government for the use of their frequencies." The fees in the contracts would be based only upon the cost of regulation, he added. Mann maintained that the consideration would not be a spectrum fee.

NAB, said John Summers, executive vice president and general manager, is asking for deregulation to compete fairly with all the new technologies that are not subject to regulation. He said the association opposes quantification for radio but might accept TV standards, but only on a limited basis.

Summers also felt that the petition-to-deny process should not be changed.

Representative Mickey Leland (D-Tex.) asked Summers why NAB was reticent about discussing equal employment opportunity language in deregulation legislation. "We think there are a battery of rules at the commission that are adequate," Summers replied. He said that increasing minority ownership was the key to increased minority employment in the industry. Leland felt affirmative action was the key.

The subject of children's television cropped up. Wirth asked Summers why NAB objected to programming standards for children and minorities. Summers argued that the marketplace is already providing for children and minorities. Programming requirements are intrusions into the First Amendment, he said. But the chairman cited the results of the subcommittee's programing survey which show the marketplace is not taking care of children (see story, page 36).

Not all the witnesses wanted to see a deregulation bill. "As I have previously testified before this subcommittee," said Andrew Schwartzman, executive director, Media Access Project, "the present system, with all its imperfections, has worked well. What's more, FCC deregulation has already ameliorated most of the broadcasting industry's biggest complaints." Schwartzman called for program quantification for both radio and television. If TV is deregulated, he said, it would be the "second biggest giveaway since Teapot Dome." When asked to name the first, Schwartzman answered: "the Senate deregulation bill, S. 55."
FCC makes ready to award DBS slots

It establishes procedures for assigning orbital positions and frequency assignments; in other action: it wants to use lottery for cellular radio grants, write cable EEO guidelines same as broadcasting's; it issues third notice preparing for '85 SWARC

The FCC gave direct broadcast satellites another nudge toward reality last week, adopting procedures for granting orbital slots and frequencies to the eight DBS applicants it already has conditionally approved.

It also laid the ground rules for accepting applications from other companies that want to get into the DBS business.

In still other action, the FCC proposed to use lotteries to award cellular radio grants for all but the largest 30 markets; proposed to bring its cable TV and employment opportunity processing guidelines into parity with its processing guidelines for broadcasting, and issued a third notice of inquiry in preparation for the 1985 Space World Administrative Radio Conference.

The FCC already has conditionally granted the DBS applications of eight companies: Comsat's Satellite Television Corp., CBS, Direct Broadcast Satellite Corp., Graphic Scanning Corp., RCA Americom, United States Satellite Broadcasting (HUBbard Broadcasting), Video Satellite Systems and Western Union Telegraph Co. Those grants, however, did not include frequency assignments or orbital positions and had been conditioned on the outcome of the Regional Administrative Radio Conference for DBS, which was concluded last July.

The commission's action last week established the procedures it will use to award those orbital positions and frequency assignments.

Under the order, all applicants will have 90 days from last Friday (Oct. 7) to amend the technical aspects of their applications to make them consistent with the RARC agreement.

The original construction permits also were conditioned on the applicants' either beginning construction of their satellites, or contracting for that construction, by Dec. 3. In its order last week, the commission gave those applicants some breathing room, extending the deadline to July 17, 1984 (one year after RARC was officially concluded).

According to the FCC, however, orbital slots and frequency assignments will be made on a first-come, first-served basis—only after a party has fulfilled its obligation to contract for, or begin construction of, its satellite. (The FCC said STC thus far is the only company that has indicated it has made those sorts of arrangements.)

The FCC also said it would "soon" complete initial processing of three more companies that have applied for DBS authority—National Christian Network, Satellite Development Trust and Satellite Syndicated Systems Inc. The commission said it would announce a 90-day cut-off date for amending those applications. During those 90 days, anyone can apply for DBS authority, and will be considered for orbital slots and frequency assignments in this second round.

Under the order, permits to second-round applicants also will be conditioned on their contracting for, or beginning construction of, their satellites, within one year of the day they receive their construction permits. No second-round applicant will be eligible for an orbital slot or frequency assignment until after July 17, 1984, unless all of the first-round DBSers have contracted for, or begun construction of, their satellites before that date.

At Commissioner Mimi Dawson's suggestion, the FCC also agreed to explore whether DBS permittees should be permitted to offer nonbroadcast services, such as data. "If the video market isn't there, are they allowed to supply data?" Dawson asked. "I would think we'd want to address it now...give it some certainty," she said.

Chairman Mark Fowler suggested that the staff review the question, then advise the commission informally on how it should proceed.

In yet other action, the commission launched a rulemaking aimed at permitting the use of lotteries to award grants for all cellular radio franchises except those in the largest 30 markets.

At the meeting, Susan Cohen, an attorney for the FCC's land mobile division, said the proposal was aimed at easing the "administrative burden" of holding comparative hearings for all competing applicants the new service has attracted. The proposal, moreover, was aimed at bringing cellular service to the public as soon as possible, she said.

Under the proposal, the commission would "prescreen" applicants to make sure they were able to table, before they were subjected to the luck of the draw, she said. Even though the commission expressly excluded cellular applications from lottery consideration when it adopted its lottery rules (it's a high capital investment business that requires a good deal of technical know-how), Cohen said Congress had authorized the FCC to use of lotteries for cellular.

The notice also will ask whether the FCC should be able to use lotteries on a case-by-case basis, resorting to them only when it wants to.

Dawson had contended that the commission's experience with wirelines—that is, for the telephone companies—indicated that lotteries wouldn't be necessary. "It may not be in the public interest to have lotteries on the wireline side," she said.

Commissioner Henry Rivera, noting that the FCC was now taking "an about face" in proposing lotteries, recommended that the commission hear oral arguments on the issue.

With comparative hearings, Fowler said, it might be late 1985 before construction of nonwireline systems began; with the lotteries, however, he said, 90% of the grants for markets 31-60 could be awarded during 1984. "We've got to consider where the public interest lies here," he said. "Yet I have an open mind on whether this is advisable."

At the meeting, William Adler, deputy chief of the Commercial Carrier Bureau, conceded that cellular applicants may have "put a lot of money into their applications, but it's nothing compared to what they'd put into comparative hearings."

Adler also said that, under the proposal, mutually exclusive applicants who agreed to join their applications together in settlements would stand a better chance of winning since their chances would be "cumulative.

Fowler and several applicants, joined forces in a three-way contest, they would have twice as many chances of winning than the remaining party.)

On another front, the FCC voted unanimously to propose to bring its equal employment opportunity processing guidelines for cable into parity with those for broadcasting ("Closed Circuit," Oct. 3). A 30-day comment period is being provided.

Under the commission's EEO processing guidelines, broadcast stations with 11 or more full-time employees are required to have 50% parity with the available work-force overall; they're also required to have 50% parity in the top four job categories.

Cable operators are required to have 50% parity overall, but only 25% in the top four categories.

In yet other action, the FCC adopted its first public statements about the direction the United States is taking in preparing for the 1985 SWARC. In a third notice of inquiry, the commission suggested considering the importance of communication satellite implementation, user demand for services, technological developments, the evolution of telecommunications networks, international institutional arrangements and the efficacy of existing arrangements of the International Telecommunication Union in determining the shape of future orbits.

The notice also said that only the fixed and broadcasting satellite services should be up for consideration for new ITU arrangements. Other satellite services were all right under existing ITU arrangements, the notice said.

It further placed an upper limit of around 15 ghz on bands under consideration. Experimentation above 15 ghz could only produce new types of advanced satellite systems with the most flexible kind of international arrangements, the FCC said.

On the actual fashioning of new arrangements for targeted bands and services, the FCC said that any approach involving a detailed or priori assignment plan contained in a treaty for any communication satellite service, other than the existing broadcasting satellite plan, would be unacceptable.

The FCC said such a planning approach uses an inflexible multilateral treaty, accepts demands for allotments without scrutiny or controls, freezes technical and operational characteristics of every communication satellite facility and impairs the ability to later share a facility. Such a method also would put a damper on the development and implementation of communications satellites for all nations, the FCC said.

[38]
Minorities urged to help themselves through legislative action

NBMC's annual conference hears from Wheeler, Rivera, Chaseman, Fritts and Pfister recommending tactics for increasing minority involvement in the Fifth Estate

Minority group members who want to become part of the country's expanding telecommunications industry—or are ambitious for a larger piece of it than they now have—were urged last week to support legislation designed to aid them. But they were also told that, if they "don't want to be left behind again," as the technological revolution gathers speed, they are going to have to move fast on their own. And those who already are making progress as part of the system were urged to help "keep the momentum going."

The exhortations were voiced in Washington at the 10th annual media conference of the National Black Media Coalition, which began as an organization that made demands on broadcasters to achieve its goals and, under the chairmanship of Pluria Marshall, evolved into one that is more often a partner than an adversary of the telecommunications establishment. Proof of that was not only in the array of industry leaders who participated but in the gains they said minorities were achieving—in employment and ownership—in the telecommunications business.

Thomas Wheeler, president of the National Cable Television Association, conceding that the gains in minority ownership of cable systems are "not enough," sought support of cable deregulation legislation moving through Congress—a bill (H.R. 4103) was introduced in the House last week that roughly parallels one that has already passed the Senate (S. 66). "Something must be done to encourage a solid business environment for all cable entrepreneurs," he said, "large and small."

Among other things, he cited the protection the legislation affords cable systems against being denied renewal of a franchise despite a record of fulfilling their promises. And he and FCC Commissioner Henry Rivera called for support of legislation (H.R 2331) introduced by Representatives Mickey Leland (D-Tex.) and Charles Rangel (D-N.Y.) to stimulate minority ownership of broadcasting, cable television, common carrier and other telecommunications business through tax incentives. (The absence of one scheduled speaker, Representative Thomas Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, delayed those at the hearing a chance to respond immediately to suggestions that they approach Congress on the issues. Wirth was at a hearing of his panel on radio deregulation.)

But it was also Rivera, who spoke at lunch on Thursday, who warned that "the long-heralded telecommunications revolution—cable—could largely neutralize any gains minorities make in the existing broadcast industry." He noted that the commission is increasingly authorizing new media services without classifying them as broadcasting—and that it is through broadcast regulation that media services are subject to equal employment opportunity, diversity preference and tax incentive policies. He cited the new multichannel MDS service, which was styled a common carrier and, as such, is exempt from broadcast-like regulation, and the direct broadcast satellite service authorized in the fixed band, which was "exempt from regulation entirely." He also said he believes that the commission will soon propose "to reinterpret broadcasting to exclude pay services." And if the trend continues, he said, "the only way minorities can assure that their interests will be served by these technologies is through ownership."

So, he said, "the train is about to leave the station. Minorities are about to be left behind again. If our plight is to be any better in 1993 than in 1983, you must participate as owners of the new technologies." He said minority group members should participate in drafting legislation to insure the maintenance of the commission's "existing pro-minority policies and the extension of those policies to the telecommunications industries of the future," as well as in the processes at the commission to "insure that the small victories we have enjoyed in the broadcast areas are not just small battles in a losing war for a fair share of the 'broadcasting' industry of the future."

The call on minority-group members who have made it in the industry to help pave the way for others came from Joel Chaseman, president of Post-Newsweek Stations Inc., who shared the dais with Rivera at lunch on Thursday. He said the injection of blacks, Hispanics and other minority groups in all phases of broadcasting would assure a degree of truthfulness and sensitivity in programming not yet reached. And he said that for the first time there are a "sprinkling of black professionals at very high levels, on the line in broadcasting with real power."

Then he said: "The momentum and the results you've achieved are on your side. To keep it going, I hope that each of you and others on their way... will take the time to speak at schools and in the community, that you'll stay active in alumni associations, and that you'll help increase community awareness in a creative variety of ways so that the kids coming up can see that it is possible to get there from here."

National Association of Broadcasters President Edward Fritts, who participated on a panel with Wheeler and Edward Pfister, president of the Corporation for Public Broadcasting, sought, like the other two, to paint an encouraging picture of the contributions his constituents were making to an increased role for minorities in telecommunications business. But he scored points simply by showing up. Marshall, who moderated the panel, on how minority concerns are addressed, noted that Fritts's appearance at the conference was a first for an NAB president. "We never had the boss before," he said. And he drew pleasure from the fact "it took a young radio broadcaster from Mississippi—Fritts is from Indiana, Miss.—to break the ice."

But Marshall, who maintains a skeptical attitude toward those in positions of authority in the telecommunications industry, was not impressed by the statistics Wheeler and Fritts quoted to demonstrate the expanding role minorities were playing in their respective industries. While Wheeler said cable's movement from rural into urban areas is leading to increased minority employment in the industry, Marshall said, "Cable has to come a long way to come into this generation."

And he said the employment of minority group members who want to become part of the country's expanding telecommunications industry—or are ambitious for a larger piece of it than they now have—were urged last week to support legislation designed to aid them. But they were also told that, if they "don't want to be left behind again," as the technological revolution gathers speed, they are going to have to move fast on their own. And those who already are making progress as part of the system were urged to help "keep the momentum going."

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So, he said, "the train is about to leave the station. Minorities are about to be left behind again. If our plight is to be any better in 1993 than in 1983, you must participate as owners of the new technologies." He said minority group members should participate in drafting legislation to insure the maintenance of the commission's "existing pro-minority policies and the extension of those policies to the telecommunications industries of the future," as well as in the processes at the commission to "insure that the small victories we have enjoyed in the broadcast areas are not just small battles in a losing war for a fair share of the 'broadcasting' industry of the future."

The call on minority-group members who have made it in the industry to help pave the way for others came from Joel Chaseman, president of Post-Newsweek Stations Inc., who shared the dais with Rivera at lunch on Thursday. He said the injection of blacks, Hispanics and other minority groups in all phases of broadcasting would assure a degree of truthfulness and sensitivity in programming not yet reached. And he said that for the first time there are a "sprinkling of black professionals at very high levels, on the line in broadcasting with real power."

Then he said: "The momentum and the results you've achieved are on your side. To keep it going, I hope that each of you and others on their way... will take the time to speak at schools and in the community, that you'll stay active in alumni associations, and that you'll help increase community awareness in a creative variety of ways so that the kids coming up can see that it is possible to get there from here."

National Association of Broadcasters President Edward Fritts, who participated on a panel with Wheeler and Edward Pfister, president of the Corporation for Public Broadcasting, sought, like the other two, to paint an encouraging picture of the contributions his constituents were making to an increased role for minorities in telecommunications business. But he scored points simply by showing up. Marshall, who moderated the panel, on how minority concerns are addressed, noted that Fritts's appearance at the conference was a first for an NAB president. "We never had the boss before," he said. And he drew pleasure from the fact "it took a young radio broadcaster from Mississippi—Fritts is from Indiana, Miss.—to break the ice."

But Marshall, who maintains a skeptical attitude toward those in positions of authority in the telecommunications industry, was not impressed by the statistics Wheeler and Fritts quoted to demonstrate the expanding role minorities were playing in their respective industries. While Wheeler said cable's movement from rural into urban areas is leading to increased minority employment in the industry, Marshall said, "Cable has to come a long way to come into this generation."

And he said the employment of mi-
The outdoor antenna will vanish from the landscape as cable establishes itself as "the video medium in urban homes," predicted Cablevision Systems Chairman Charles Dolan last week, when he addressed a Women in Cable national management conference in Boston.

"The most dynamic and profitable systems are yet to be built," he asserted, saying that his firm favors urban markets because of their high population density and predicting that they will be most valuable in the future.

Dolan, who was by far the most bullish speaker of the two-day conference, predicted that cable would pre-empt nonentertainment as well as entertainment forms of video because its home terminal will be a "versatile instrument for receiving any kind of visual material in the home. Retailing and educational modes should be a natural for cable to deliver."

He said municipalities shouldn't overemphasize technology when weighing franchise applications. "Relax on equipment and focus on overall system viability," he advised.

Just before delivering his speech last week, Dolan told Broadcasting that only 15% to 17% of his system's Boston subscribers are opting for the $2 monthly basic rate alone and that the average subscriber is spending $28 a month. "More than half" of homes passed are signing up, he said, holding to his earlier prediction that eventual penetration will reach 75%.

If Dolan's predictions are to come true, the cable industry still must educate the public as to what a "remarkable offering" cable is, said Group W Chairman and Chief Executive Officer Daniel Ritchie, the keynote speaker. Toward that end, he has helped form the Council for Cable Information in hopes of eventually increasing cable penetration rates to 70% or 80%.

Ritchie said the industry "has to do an education job because people have a closed mind" and don't understand or appreciate cable. To support that, he cited a recent survey of a local Westinghouse system that showed 29% of homes passed didn't know they could get cable.

But the key to cable success, Ritchie said, is service. "If your local manager does a good job, you'll be OK. If you're perceived as arrogant, insensitive or gouging, you've got problems. As a comic strip character says, 'The enemy is us.' "

He said, "Good systems have learned that cable is in the business of customer service. Problems with billing errors and failing to keep telephone links are holdovers from the days when cable saw itself as a hardware business."

As Home Box Office President Frank Biondi sees it, more programing and better marketing and service are needed if cable is to break the 55% penetration barrier. "We're getting off the demand curve sooner than we thought," he warned the audience. "If we want to get the industry to double in basic service and triple in pay service revenues, we have to develop new programing to stretch our appeal."

He charged operators with making people pay for services they don't want to get. "The consumer is damn confused and that's not helping anybody," he said. "The inherent assumption that the consumer is naive and even stupid is wrong."

Biondi asserted that there has been "such a race to get revenue per subscriber up that we've got the demand curve pushed to the point it's not worth but to amortize our investment. In the long run, that's not all that smart. The industry should be prepared to invest in their programing networks."

How about reports of a cloudy cable financial picture? "Hogwash," is the response of John Saeman, vice chairman and chief executive officer of Daniels & Associates. He said the cash flow drain of building new cable systems will be reversed in two years. At that point, according to Saeman, Wall Street will proclaim: "I told you so." in reporting the cable industry's health.

USA Network President Kay Koplovitz reiterated her theme (Broadcasting, Sept. 12) that cable has to try to find better ways to sell its audience to advertisers. Cable homes give network offerings 18% less of their viewer time than do noncable households, she said, demonstrating that "your viewer finds something else to see, even if just to see how you're doing out against tiering, calling it a "scenario of failure" because it reduces distribution chances.
Dead and buried. The National Association of Broadcasters research committee recommended last week that the NAB disassociate itself from any further connection with the controversial "Television Trends" study, which caused an uproar at the NAB convention last April (Broadcasting, April 18, May 2). The study which, in preliminary form, was presented to the convention by the NAB, showed that while TV viewership is up, audience satisfaction is down. "We are not going to release it," said research committee chairman, Peter Kizer of the Evening New Association. NAB's executive committee accepted the recommendation.

The full findings of the study were to be published in June. NAB's research and planning department reportedly had difficulty getting the final results from McHugh-Hoffman, the Rosslyn, Va.-based consulting firm commissioned to do the study. After reviewing the study, the research committee found serious methodological and conceptual inadequacies and unanimously agreed NAB should not release it, Kizer said.

John Abel, NAB's senior vice president of research and planning, explained that there were problems in how the survey was conducted and the way the survey was worded. Abel also said the McHugh-Hoffman data was incompatible with other published TV viewing data with his preface: "If you came expecting inflammatory talk, you'll be disappointed." He conceded, and offered crime statistics to show, that the nation is suffering an "epidemic of violence." But he warned against a blanket indictment of TV programs. The surgeon general concluded by calling TV an extraordinary medium that has kept a balance between profitability and social responsibility.

He counseled: "TV has moments of good humor, gentleness and human caring that we don't want to lose [in attempts to control perceived violence]."

At NCTV's morning panel on research, Dr. David Pearl, chief of behavioral science research, NIMH, discussed two of the institute's studies that purported to show that children who were heavy TV viewers, "even of cartoons," were the most aggressive children. He said the children "most aggressive at 9... were the most aggressive at 18."

The next speaker, NBC's Dr. J. Ronald Milarsky, however, refused to agree that TV should shunt the brunt of the blame. Milarsky said that other research and studies do not substantiate claims that there is a causal relationship between TV violence and violent crime. He said that in those analyses there is disregard for economic and social changes that are a large factor in crime. At the NCTV's Thursday-afternoon panel on research, Dr. Alan Wurtzel, ABC service president and broadcast standards, East Coast, contended that a more recent NIMH report—a follow-up to the 1972 Surgeon General's report—is unsubstantiated and unwarranted. He termed the latest report as essentially a review of scientific literature that has been publicly available over the past 10 years.

Panelist Dr. Thomas Radecki, NCTV chairman, told his audience: "The findings are solid enough that we can now take action." He said a number of remedial steps should be explored. One suggestion was that TV programs should carry, when warranted, a warning—similar to that carried on cigarette packages—indicating that viewing could be harmful.

The cable networks have not escaped the scrutiny of the NCTV. The big three pay cable networks—Home Box Office, Showtime and The Movie Channel—(20 acts of violence per hour) have been found to be twice as violent as the broadcast networks (10 acts per hour). In fact, after examining 25 networks around the world, Radecki said following the conference, the pay networks were found to be the most violent. The results of the study will be announced late this month at the United Nations and should be ready for publication in a month.

TV criticized for contributing to violence in children

The speakers repeatedly talked of a dialogue among public interest groups/researchers and the TV industry. But friction frequently broke out, particularly in questioning and comments from the floor, during the conference of the National Coalition on Television Violence.

The event, funded with an $8,200 grant from the American Medical Association, attracted 80 invited participants from industry, academia and government to sessions held in Washington last Thursday (Oct. 6).

Keynoter Dr. Everett Koop, the U.S. surgeon general, attempted a conciliatory note that could be the case if everything goes as the FCC plans; NILPTV conference hears Kreisman predict 12,000 application backlog should be cleared up by October '84.

Will 1984 be the year in which low-power television finally begins to fulfill its potential? "I think it's going to happen next year," says John Reilly, director of the National Institute for Low-Power Television on his way home after the organization's LPTV '83 East conference in Washington last week. "I really do."

Much of Reilly's optimism stems from his belief that the FCC is finally ready to grant large numbers of the some 12,000 pending LPTV applications. "All the pieces are in place," he says, "they've got the lot."

The chief of the Mass Media Bureau (James McKinney) is known for his ability to move mounds of paper, and they've got some talented people working on it.

FCC officials, including Roy Stewart, chief of the FCC's video services division, and Barbara Kreisman, chief of the low-power television branch, appeared on one of the conference's key panel sessions "The FCC Perspective on Low Power." Their remarks fueled the optimism of Reilly and many of the LPTV applicants on hand. They said the commission was committed to establish low-power television service and that the battle to process the existing 12,000 applications—there is a freeze on further applications—would soon be theirs.

"I've seen the cartoon of somebody sitting watching the 12,000 applications," (Broadcasting, July 11) Stewart said. "It hurt a little bit but we laughed at that." But, he said, now that the FCC has worked out many of its problems, "very soon, we're going to turn around and say, 'Well, what have they done? Have they built the stations? How successful has low power been?"'

Kreisman gave added emphasis to Stewart's declaration that the commission is determined to get low power going. "We are going to start very strictly monitoring that one-year building period. Do not expect to come in and get an extension of time.... Problems of financing, of equipment, we're just not going to listen to. We're going to be extremely draconian. We feel it's the fairest thing to do for the many applicants that are applying."

The three panels answered a number of questions, many of them about transferring construction permits. Stewart said that any person with a minority or diversity preference who won the construction permit in a lottery must hold it for at least a year before selling it, and that any transfer of a CP cannot exceed "legitimate and prudent" or "out of pocket" expenses, which may include settlement expenses with a competing applicant.

Kreisman said she expects to keep up with the current schedule of releasing a cut-off list—when all applications for a particular market have been accepted and competing applications can be filed—every two weeks, and added that in the "not too distant future" they may be getting larger than the current 50 to 54 applications.

Asked when the backlog of 12,000 applications would be processed, the chief of the low-power television division said "I have my goal, and that is to do it this coming fiscal year—which ends October 1984. I really think that we're going to do it. I'll say at the very least we're going to put a good dent in it." Stewart, making light of the previous unmet FCC target dates, said, "Let me write down what you're saying, Barbara."

Reilly needed the lift supplied by Kreisman's optimism. Attendance at the conference (700-800) was far less than he had anticipated (1,200-1,500) and the number of exhibitors was down 20%-25%.

LPTV: Ready for the takeoff?
Networks nervous over Reagan briefing from FCC’s Fowler

Chairman brings President up to date on financial interest, syndication; networks worry Reagan may try to exert influence

Back in June, FCC Chairman Mark S. Fowler, on one of his frequent visits to the White House, offered to brief staffers on matters pending before the agency. Late last month, word came from the White House: The senior staff was interested; would he drop by to bring them up to date on things? On Wednesday, Sept. 28, Fowler and his administrative assistant, Willard R. Nichols, visited the White House, prepared to brief on a range of issues. To their surprise, as Nichols recalled later, President Reagan was among those who were to be briefed. And the subject that dominated the 35- to 45-minute session virtually to the exclusion of all others was the extremely controversial one involving the network financial interest and syndicated exclusivity rules.

Nichols and White House aides, including one who was in the Oval Office during the Fowler visit, said the purpose was simply to brief the President and his top aides. “Here’s a man who spent many years in the movie industry,” said one presidential assistant. “He’d want to know the rules the government is adopting that affect the industry.”

And Nichols dismissed the suggestion that it might be necessary to file an ex parte notification as a result of the briefing; he said it was a “briefing” session—no positions were expressed. The President’s only comment, reportedly, was in recalling the way things were in the broadcasting business in the 1950’s, when advertisers controlled programming.

Nevertheless, when word of the session leaked, the unprecedented nature of the visit (Fowler had never briefed the President before), the sensitivity of the issue under discussion and the presumed independence of regulatory agencies set off a wave of speculation. After all, the President maintains close ties with members of the motion picture industry who have denounced the commission’s tentative proposal to liberalize the rules; they say it would enable the networks to control program production and dominate the syndication business. And an aide said he “wouldn’t be surprised” if some of those old friends discussed the matter with the President.

But unattributed reports from Capitol Hill that the President had taken Fowler “to the woodshed” on the financial interest-syndication rules issue were dismissed by one White House aide as “fairy tales.” He said people who were not present “are trying to read pressure into a meeting when none was present.”

The networks, for their part, have been at least as active in lobbying—on Capitol Hill as well as at the White House—as the Hollywood contingent. Aides said network representatives have discussed the matter with the President. “There is a nervousness on both sides,” as one aide put it.

The networks’ nervousness was probably reflected in the speech that Senator Daniel Moynihan (D-N.Y.), who supports their position, made on Tuesday, after news of the President’s meeting with Fowler was published. He called on the President to state publicly that he will maintain a hands-off position regarding the FCC’s consideration of the rules. Such a position is “imperative for the integrity of all regulatory processes,” he said, adding that the only position he can take “under law and precedent” is support of the positions of the Departments of Justice and Commerce. Both endorse the commission’s tentative decision in general. The White House said there would be no response to Moynihan’s speech.

The networks’ nervousness is understandable, for although the commission’s tentative decision favors them, it was not adopted by a solid majority. Of the four commissioners, only two, Fowler and Mimi Dawson, supported the decision without qualification. Commissioner James Quello concurred in the decision but dissented in part, and Commissioner Henry Rivera dissented in part (BROADCASTING, Aug. 8). But as to whether Fowler’s session with the President affected any votes, one commission source expressed doubt. “I think the four votes are still there,” the source said.

Besides the President, the briefing was attended by Edwin Meese III, counselor to the President; White House Chief of Staff James A. Baker III; Richard G. Darman, deputy to Baker; Craig Fuller, secretary of the cabinet, and David Gergen, assistant to the president for communications.

The Fowler briefing was not the first the President has had on the proposal to modify the rules. An aide said Reagan had received a “formal briefing” on the issue by representatives of the Justice and Commerce Departments. The briefing occurred in April, in the course of the departments’ series of filings at the FCC in support of the commission’s position.

“It’s not unusual for the President to be briefed on issues when they get into the legislative arena,” the aide said.

Representative Henry Waxman (D-Calif) and Senator Pete Wilson (R-Calif.) have introduced identical legislation in the two houses that would prohibit the FCC for five years from modifying or repealing the rules. The Waxman bill has 135 co-sponsors, and Wilson’s, six, including Senator Barry Gold-water (R-Ariz.), chairman of the Senate Communications Subcommittee.

Does the White House have a position on the legislation? “We’re keeping an eye on it,” the aide said.

The financial-interest-syndication rules issue was not the only one in the communication field on which the President has been briefed recently. Markey briefed him on Tuesday on the telephone-charges issue—the FCC’s decision on access charges and the legislation to counter it that is moving through Congress.

Intelsat competition at issue

U.S. says concerns are premature; group’s assembly adopts resolution against actions that would ‘imperil Intelsat’s viability’

Intelsat was still intact last Thursday (Oct. 6), following a four-day meeting in Washington of government representatives of the 104 member nations of the satellite business. But it had been somewhat shaken by the expressions of concern of a long parade of officials of foreign governments regarding the consideration the U.S. is giving to applications for private trans-Atlantic satellite service. The applications—by Orion Satellite Corp. and International Satellite Inc.—were described as threatening the viability of the world organization. Those expressions, in turn, disturbed the U.S. delegation, which regarded Intelsat consideration of the matter as “premature,” since the U.S. has yet to act on the applications.

But by the time the Assembly of Parties, as it is known, concluded, a “decision” had been adopted unanimously that was designed to ease the concerns of the member countries. It confirmed all parties’ support for the International Telecommunications Satellite Organization’s single global system and called on the parties to refrain from actions that would “imperil the viability” of the single global system.

The U.S. position was set forth by Ambassador Diana Lady Dougan, coordinator for international communication and information policy. She noted that applications are pending before the FCC and are the subject of an executive branch evaluation of their implications for U.S. domestic and foreign policy. By law, she had relationships to Intelsat. As a result, she said, “it is premature for the Intelsat Assembly of Parties to endorse particular characterizations or interpretations of the Intelsat agreements on issues which are still under consideration.”

The issue is said to have caused some strain within the U.S. delegation, however. While Dougan is said to have opposed any expression by the assembly on the issue—“she wanted it glossed over,” said one of those who attended the meeting—her superior, the under secretary of state for security assistance, science and technology, William Schneider, was reported prepared to accept a statement on the issue provided it did not prejudice the U.S. position on the applications. Several officials said it was unrealistic to think the assembly would not address the issue, given the tempo of the meeting. If the U.S. had opposed any statement, sources said, it would have been isolated and overshadowed in a roll call vote.

TOP OF THE WEEK

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"Don't Ask Me, Ask God." It's original and refreshing prime-time entertainment that boldly tackles profound questions never before posed on the TV screen through incisive commentary and dramatic segments.

The stars are from TV hits such as "Taxi," "Fame," "Roots" and "General Hospital."

The questions were generated through a Gallup poll which asked Americans from coast to coast, "If you could ask God one question, what would it be?"

Now, "Ask God" is the result. "Ask God" is perfect programming for an 8 to 9 p.m. slot in the first week of January 1984.

What's more, it's fully-paid programming, without fund-raising appeals or phone-in offers. In short, this one-hour prime-time special is a great deal for your station and super programming for your audience. Call CBN Syndication today for full information at (804) 424-7777.
Two for Transtar

The Transtar Radio Network unveiled plans last week during the National Radio Broadcasters Association convention in New Orleans to launch two 24-hour programing services—country and contemporary hit radio—to start Jan. 1, 1984. Handling the satellite transmissions via Western Union’s Westar V will be Wold Communications. The two formats will originate from Los Angeles. The Transtar Radio Network currently airs an adult contemporary format on 72 stations from Colorado Springs.

Radio’s reach

Group W Radio, New York, has put together a 31-page study to buttress the point that there “is more radio than drive time.” Titled “What Difference Does It Make When They Listen?,” the study notes that 96% of adults, 18 and over listen to radio for an average of 22.5 hours per week; in drive time, 92% of adults listen for an average of 9.5 hours, and in radio, except drive time, 84% of adults listen for an average 15.25 hours each.

The study also makes the point that most of the same people who listen to radio during drive time are part of radio’s audiences at other times. Group W emphasizes that drive time is “great,” but adds that heavy demand plus limited supply leads to high rates and clearance problems. Group W reports that periods other than drive are generally available at lower rates, permitting advertisers “greater flexibility” and “more effective and creative uses of radio.”

In the spotlight

Mutual Broadcasting has entered into a one-year agreement with Public Affairs Satellite System (PUBSAT)—a Washington-based public affairs firm—under which a weekly three-and-a-half-minute program, Washington Spotlight, will be distributed over one of Mutual’s channels beginning Oct. 7. Mutual plans to transmit the program, which will be client-sponsored, on the first Friday of each month, at no cost to affiliates.

In another development, Mutual announced last week that it recently has added 24 new affiliates in markets from 16 states. Sixty percent of the 24 new additions are FM outlets, according to a network spokesman.

New call, new format

Broad Street Communications’ WOSO(AM) New Orleans will switch from a news/talk format to contemporary hit radio (CHR) later this month under the call letters of WQUE(AM). And, according to Fred Walker, president of Broad Street, the station will be broadcasting in AM stereo using the Kahn system by Jan. 1. The announcement was made at a press conference Sunday (Oct. 2).

Rally for radio. What is being called the largest turnout of New York area radio station, network and rep sales personnel and management (about 400) occurred on Wednesday, Sept. 28, at the Guild Theater in Manhattan for a Radio Advertising Bureau presentation on radio’s “effective market penetration.” The seminar was conducted by RAB’s director of marketing and research, Lew Greist (above). Greist presented key findings from the association’s “Target Marketing and the Media” study, conducted by R.H. Bruskin Co. last year, concluding that “modest advertising budget campaigns reach more of the marketplace effectively with radio than any other medium.” The sales “rally” was organized in conjunction with the Station Representative Association.
Congratulations Lou Adler.
RKO and WOR RADIO are proud of you.

Lou Adler, WOR RADIO’s V.P. News Director has been elected President-elect of the Radio-Television News Directors Association.

RKO RADIO FOR NEW YORK
prior to the start of the National Radio Broadcasters Convention in New Orleans.

The current director of operations for the company’s co-owned station in New Orleans, WQUR-FM, Phil Zachary, will be WQUE(AM)’s general manager. Zachary said that there will be new state-of-the-art studios. The CBS affiliate will have an overall demographic target of 18-49, with an emphasis on 18-34. The musical mix will include rock and black music appealing to the life style of New Orleans, Zachary said. Zachary, who will report to Kenneth Gaines, executive vice president, AM division, Broad Street, replaces Michael Lonneke (see “Fates & Fortunes”).

Additionally, Walker said the station’s transmitter site will be relocated to St. Bernard parish at a cost of $500,000. The four transmitter towers—each 228 feet high—along with their housings will cost approximately $300,000. The station’s signal north of the city into the Slidell, Lacombe and Mandeville areas will now be “improved,” Walker said. These are the major growth areas surrounding New Orleans, he added.

Smooth switch

The CBS Radio Network projects that approximately 92% of its affiliates (362 out of 393) will be receiving its programming via satellite by Jan. 1—the date when all land lines are to be dropped. “We had originally anticipated losing 20% of our affiliates once the conversion to satellite was complete,” said a CBS Radio spokeswoman. By the end of 1984, CBS expects to be up to 400 affiliates, she added.

Kala country

KalaMusic, the Kalamazoo, Mich.-based radio syndicator of easy listening music, is launching a new 24-hour format concentrating on the 50 “hottest” country singles in the nation. The first station to sign up for “Hot Country Hits” is WILP(AM) Paris, Ky. The format will consist of unannounced tapes that are updated every two weeks.

Format switch

SRP/Schulke Radio Productions is now providing its “All Winners” easy listening format to KNEV(AM), Reno, which had been a Bonneville Broadcasting System client prior to Sept. 15. KNEV, owned by Price Broadcasting, is on 95.5 mhz, with 60 kw.

More comment

NBC News correspondents John Hart and Irving R. Levine are now contributing news analysis to the NBC Radio Network’s weekly Comment on the News series, in addition to their television reporting duties. The pair join NBC News correspondents John Chancellor, Tom Brokaw, Marvin Kalb, John Palmer, Edwin Newman and Bernard Kalb in contributing their analyses of the week’s significant news events.

Playback

A new light contemporary format called “Modern Adult” is being launched by Tampa, Fla.-based Winton Communications. The format is currently airing on KMZO-FM Las Vegas. The format will be live assist, according to company President Ed Winton, who also syndicates nostalgia and beautiful music formats.

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 Carroll Schwartz & Groves. Norm Paltiz, 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.”

Franklin confirmed

The FCC has granted renewals to Franklin Communications Inc., licensee of WWSO-WMCT-FM, Columbus, Ohio. A local group had petitioned to deny, contending that Franklin had “abandoned” the black community, its “target audience,” by reducing nonentertainment programing aimed at blacks. The commission said the stations are not required to target their nonentertainment programing to a narrow portion of the listening audience.
INTRODUCING KKHR HISTRADIO, BRINGING THE HITS TO LOS ANGELES!

93 FM KKHR HITRADIO

KKHR PLAYS TODAY'S MOST POPULAR MUSIC. 93 FM, WHERE THE HITS ARE HEARD FIRST. SOUTHERN CALIFORNIA'S NEW HITRADIO!

A CBS Owned FM Station Represented by CBS/FM National Sales
PARAMOUNT THANKS THE TALENTED PEOPLE WHO OF MORE EMMYS THAN

*Cheers*

Outstanding Comedy Series
James Burrows, Glen Charles, Les Charles, Producers; Ken Levine, David Isaacs, Co-Producers

Outstanding Lead Actress
In a Comedy Series
Shelley Long as Diane

Outstanding Directing
In a Comedy Series
"Showdown Part 2"—James Burrows

Outstanding Writing
In a Comedy Series
"Give Me A Ring Sometime"—Glen Charles, Les Charles

Outstanding Individual Achievement, Graphic Design and Title Sequences
"Showdown"—James Castle, Bruce Bryant

*TAXI*

Outstanding Lead Actor in a Comedy Series
Judd Hirsch as Alex Rieger

Outstanding Supporting Actor in a Comedy, Variety or Music Series
Chris Lloyd as Jim

Outstanding Supporting Actress in a Comedy, Variety or Music Series
Carol Kane as Simka
ICADEMY AND CONGRATULATES
MADE PARAMOUNT THE WINNER
ANY OTHER STUDIO. EVER.

HERMAN WOUK'S

THE
WINDS
OF
WAR

Outstanding Cinematography
for a Limited Series or a Special
Part 7—Steven Lerner, A.S.C.,
Charles Correll, A.S.C.

Outstanding Individual
Achievement, Special
Visual Effects
"Defiance"—Gene Warren, Jr., Peter
Kleinow, Leslie Huntley, Special
Visual Effects; Jackson DeGolia,
Production Designer;
Michael Minor, Art Director

Outstanding Individual
Achievement, Costumers
"The Storm Breaks"—Tommy
Welsh, Costume Supervisor;
John Napolitano, Paul Vachon,
Johannes Nilkerk, Wardrobe

Outstanding Lighting
Direction (Electronic) for
a Series
With: Dolly Parton, Laura
Branagan—Robert A. Dickinson,
Lighting Consultant; C. Frank
Olivas, Lighting Director

OUTSTANDING
LIGHTING
DIRECTION (ELECTRONIC) FOR
A SERIES

OUTSTANDING INDIVIDUAL ACHIEVEMENT, COSTUMERS
"THE STORM BREAKS"—TOMMY WELSH, COSTUME SUPERVISOR;
JOHN NAPOLITANO, PAUL VACHON;
JOHANNES NILKERK, WARDROBE

OUTSTANDING INDIVIDUAL ACHIEVEMENT, SPECIAL VISUAL EFFECTS
"DEFIANCE"—G Carson "GENE" WARREN, JR., PETER KLEINOW, LESLIE HUNTLEY;
SPECIAL VISUAL EFFECTS; JACKSON DEGOVIA, PRODUCTION DESIGNER;
MICHAEL MINOR, ART DIRECTOR

OUTSTANDING CINEMATOGRAPHY FOR A LIMITED SERIES OR A SPECIAL
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Technology continues to change the face of the Fifth Estate. In television, a proliferation of videotape machine formats and a solid-state camera are shaking up the marketplace, while broadcasters discover new applications for the computer. Even more is happening in radio, as the networks complete their conversion to satellite distribution of programming, FM broadcasters experiment with moneymaking ventures on their subcarriers and many AM broadcasters choose a stereo system. A status report on the technology making news in 1983 begins on page 54.
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Technology moves upward on evolutionary path

Manufacturers and broadcasters wrestle with incompatibility; in radio AM concentrates on stereo sound, FM looks to exploit its subcarriers

Two-inch ... one-inch ... three-quarter-inch ... half-inch ... 8 mm ... quarter-inch ... composite NTSC ... analog-component ... digital-component. The Fifth Estate is being swamped by video recording formats. Some of these formats spring from specialized needs, but others derive from the industry's inability to come together on a standard. But regardless of their source, the proliferation of nonstandard formats is certain to plague broadcasters and equipment manufacturers for many years to come.

The news is better in other areas of television technology. RCA is leading the way into the era of the tubeless camera with its remarkable solid-state ENG camera. The camera prototype, using silicon chips in place of pick-up tubes, surpasses the performance of all the ENG cameras on the market today. And a host of other manufacturers are boosting the creativity and efficiency of broadcasters by putting powerful new computer-based tools—videographics systems, digital effects generators and electronic newsrooms—into their hands.

In radio, AM broadcasters are trying to cope with AM stereo, while FM broadcasters figure out what to do with their subcarriers. Meanwhile, the big radio networks are completing their transition to satellite distribution, way ahead of their television counterparts.

When the half-inch recording cameras first appeared at the National Association of Broadcasters convention in 1981, they promised to make life easier for broadcasters. The electronic news gathering tool, which combines camera and half-inch videocassette recorder into one lightweight, compact unit, would permit one-person operation with improved mobility and increased reliability (since the need for a cable between camera and recorder is eliminated).

What's more, the recording cameras, by using component-analog rather than the conventional composite NTSC signal processing, would boost picture quality past that of the three-quarter-inch U-matic format—today's ENG standard—and close to that of the one-inch Type-C format—the studio standard.

But since then, the recording cameras and their half-inch tape formats have stumbled in the marketplace. Most damaging was the emergence of two incompatible half-inch formats—the RCA-Matsushita M format marketed by RCA, Panasonic (a Matsushita subsidiary), Ikegami and Ampex—and the Sony Betacam format marketed by Sony and Thomson-CSF. All three broadcast networks, accustomed to interchanging freely three-quarter-inch equipment and tapes, have so far refused to adopt either of the half-inch formats in the absence of a standard. ABC and CBS have publicly urged their affiliates and all other broadcasters to put off the purchase of half-inch gear. In addition, most broadcasters were already well equipped (at considerable expense) with state-of-the-art U-matic equipment and simply not in the market for a breed of equipment that is, despite all the marketing hype, more evolutionary than revolutionary. The unconventional component-analog signal processing has also been a problem. Without a studio and microwave transmission equipment to handle the component-analog signals, users of the half-inch equipment must convert the signal to NTSC for live remotes post-production. Much of what is gained by using the half-inch gear is lost in the conversion process. The progress of half-inch marketers has also been hindered by interest in even smaller tape formats, namely quarter-inch and 8 mm (around one-third inch), which are incompatible with one another and with the half-inch formats.

To make their half-inch systems more attractive in the face of stiff competition and marketplace resistance, the manufacturers have continually improved and expanded them. The Sony Betacam line currently includes the BVP-3 camera, the BVW-40 recorder/editor and the BVW-20 portable back machine. RCA offers the Hawkeye system: the HC-1 camera, the HR-1 portable recorder, the HR-2 studio recorder, the HR-3 field recorder/editor and the HE-1 edit controller. And Panasonic has its Recam series: the AK-100 camera and the AU-200 recorder. All three manufacturers sell a set of adaptors that allow users to interconnect half-inch cameras and recorders with NTSC cameras and recorders.

Quarter-inch recording cameras have been demonstrated by Bosch-Fernseh and Hitachi. Bosch-Fernseh's Quartercam (KBF-1) recording camera, which weighs 20 pounds, is also supported by a BCF-10 studio recorder and the BCF-20 field editor. Like half-inch, Quartercam's Lineplex component-analog tape format promises picture quality superior to that of the U-matic format. Hitachi's recording cameras feature an incompatible quarter-inch tape format and have been shown with a three-tube camera element as the SR-3 and with a CMOS solid-state camera as the SR-1. The number of quarter-inch recording cameras is expected to grow. According to industry sources, Ikegami plans to introduced later this month, at the annual convention of the Society of Motion Picture and Television Engineers, a recording camera featuring a new Ikegami camera element and a Bosch-Fernseh Lineplex recorder. Not taking any chances, Ikegami is also expected to continue to market a recording camera combining its HL-83 camera and Panasonic half-inch recorder.

To avoid the incompatibility problems that have retarded half-inch equipment sales, Bosch-Fernseh and Hitachi, at the urging of some broadcasters, have agreed to join other manufacturers and users in a SMPTE working group to come up with a quarter-inch standard. After nearly four months of work, the working group has found that the Hitachi and Lineplex formats each have their strengths and weaknesses. The key to the Hitachi system is metal-particle tape, which was developed for the 8 mm consumer market and has been accepted by most manufacturers. The Bosch-Fernseh system, on the other hand, uses conventional tape formulations. But some claim that its
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method of recording the video components is inferior to that of Hitachi and produces poorer pictures. According to ABC’s Robert Thomas, chairman of the working group, the best system may be determined sometime next January during side-by-side demonstration and testing of the formats. (The showroom had been scheduled for early November, but Hitachi asked for a 60-day delay. According to one source, Hitachi wanted the extra time to try to extend the recording time of its system.) In the meantime, the working group will work on electrical and mechanical specifications for a docking mechanism for the quarter-inch recording cameras that will permit interchange of different makes of cameras and recorders. Such camera only manufacturers as JVC, Harris, Ikegami and Sharp, says Thomas, are particularly eager to see the establishment of a universal docking mechanism. The working group, he says, hopes to complete work on the docking mechanism by June 1985 and settle on a single quarter-inch format a month or two after that.

With part of the industry pulling for half-inch and another for quarter-inch, the solution may be 8 mm, a tape size in between the other two. Since little, if any, work has been done on an 8 mm format, manufacturers could work together in developing a universal standard that combines the best features of all the half-inch and quarter-inch formats. What’s more, inventing a new format would allow the manufacturers to take advantage of the latest technology. That means an 8 mm format, despite its smaller size, could be made to deliver pictures as good as the half-inch formats. An 8 mm format could use the 8 mm consumer videotape cassette in the same way the M format and the Betacam format use the VHS and Betamax cassettes, respectively. But, although scores of companies have agreed on a 8 mm consumer standard, none have introduced a machine. At least one tape machine manufacturer, Ampex, is considering a move to 8 mm as an alternative to the other formats. But CBS Technology Center’s Bernie Dickens, head of the SMPTE committee that would oversee the setting of standards for 8 mm, said interest in 8 mm is not widespread. “I sent letters to all the people I could think of,” he said, “but nobody feels the time is right to do anything about it.”

Despite the slow start of the half-inch formats, they may be making some inroads among broadcasters, production houses and the so-called “professional” (non-television) users. At the Radio-Television News Directors Association convention in Las Vegas last month, Sony passed out an up-to-date list of Betacam users in the hope that it would generate some momentum for its format. The list of domestic users included 22 broadcast stations, including all six stations of Corinthian Broadcasting, the first group owner to make a commitment to either of the half-inch formats: 40 production companies; one cable programmer, Group W Satellite Communications, and a handful of universities and corporations. After two years of struggle, Dennis Woywood, division vice president for marketing, broadcast systems division, RCA Corp., is finally “encouraged” that the RCA Hawkeye half-inch system will make it. Since the end of the first quarter on 1983, he says, the market has been good. He estimates that RCA has so far sold “a couple of hundred recorders and well over a hundred cameras.”

The incompatibility of the two half-inch formats does not seem to be as much of a problem for the local television stations as it is for the networks. Most of the news and other programs a station tapes is intended for broadcast by the station. Since inter-changeability—and, thus, a single universal standard—is not as critical, local broadcasters, who at first resisted the new formats, are buying or considering buying the new equipment in increasing numbers.

Although a bundle of stations have completely replaced three-quarter-inch gear with half-inch, according to the manufacturers, most stations are taking the more conservative route of phasing in the new equipment in, allowing them to take advantage of the new formats’ capabilities without cutting themselves off from the great pool of video that moves around the country on three-quarter-inch tape. Sony, which has long-dominated the three-quarter-inch market, seems to be encouraging the phase-in approach. Even though some broadcasters hope to dub from half-inch to three-quarter-inch for editing and post-production, says Charles Felder, vice president, sales, Sony, they would still be better off. A half-inch tape will deliver a better picture to the studio than will a three-quarter-inch tape, he says. As a result, the picture that finally airs after all the editing, he says, will also be better.

Sony has not abandoned its three-quarter-inch line and, in fact, has been doing all it can to ease the wave and make sure it remains the line for ENG until the half-inch format takes over. Asserting that its goal is to enhance existing formats and not obsolete them, Sony introduced at the 1983 NAB kits for modifying the BVU-800 and BVU-820 three-quarter-inch videocassette recorders to improved their performance by correcting “luminance and chrominance noise and delay problems in multiple generations.” The two machines were also “enhanced” by the availability of remote control panels.

The phase-in approach is apparently not pervasive. Steve Ridge, manager of television consultancy, Frank N. Magid Associates, said the only broadcasters who are buying half-inch equipment are those replacing all of their existing ENG equipment because it’s wearing out. Broadcasters who are only replacing a few camera or a few recorders, he says, are continuing to avoid half-inch equipment because of the compatibility question and quarter-inch talk.

That studio and microwave equipment capable of handling the component-analog signals is lacking may be a short-lived problem. Manufacturers of all types of studio equipment are moving inexorably toward component-analog technology to accommodate not only the small tape formats, but also new transmissions schemes that could be used by direct broadcast satellites, cable and multichannel MDS. In an interview last April with Broadcasting, Joseph Flaherty, vice president, engineering and development, CBS/Broadcast Group, remarked that the 1983 National Association of Broadcasters convention was a milestone of sorts: “It was the year the NTSC composite signal was moved from seriously ill to critically ill. And next year, it may be dead in terms of signal processing. We’re going to broadcast it for a long time, but its just disappearing as a signal processing and production tool.”

Flaherty’s statement is underscored by the appearance of component-analog equipment. At the NAB convention and two months later at the International Television Symposium in Montreux, Switzerland, Grass Valley Group Inc., still pre-eminent among switcher manufacturers, showed a prototype of a component-analog switcher that accepts either RGB signals from cameras or the unique signals of the Betacam and M-format recorders. The prototype had all the basic switcher features. Also at the NAB, Shintom showed a production model of a switcher compatible with either of the half-inch formats. Although the Model 390 has a special port for hooking up with Convergence editors, the unit can “communicate” with most other editors through a sepa-
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rate port. The $15,000 switcher was developed in cooperation with WNEV-TV Boston, one of the few all M-format stations. To show what could be done and to get a handle on what users would look for in a component-analog videotape recorder, RCA demonstrated privately at the NAB one of its TR-800 one-inch type-C machines reconfigured to handle component-analog signals.

Most analog-component studio equipment that has been shown is experimental. Before manufacturers begin to churn out product in earnest, the industry must agree on some standards. That work has already begun under the aegis of the Society of Motion Picture and Television Engineers, Merrill Weiss, engineering manager, KPIX-TV San Francisco, and chairman of the SMPTE working group on component-analog standards, said the group has already reached a "preliminary consensus" on a standard: time division multiplex serial transmission of luminance (Y) and two color-difference signals (R-Y and B-Y); two-to-one time compression and a 5.5 mhz bandwidth for the luminance signal and 2.75 mhz bandwidth for each of the color-difference signals, and normalization of components to equal amplitude ranges.

According to Weiss, the intra-studio transmission standard is being planned with an eye to the future's all-digital studio. "We have decided to coordinate to the extent that we can the analog-component and digital-component standards and make transcoding between them as easy as possible," he says. For many years, digital and analog equipment will coexist in the "hybrid plant." Digital technology is ideal for long-distance lines, while analog is best for others. Although digital processing makes color matting difficult, he says, it facilitates the squeezing, expanding and manipulating video pictures.

If the working group succeeds in establishing a standard, Weiss predicts, component-analog equipment built to the standard could begin appearing on the market as early as the 1985 NAB convention. NTSC studio and transmission equipment will be around for a long time, he says, but by 1985 component-analog gear will be available for broadcasters and production companies that desire the improved quality it offers.

The list of today's state-of-the-art ENG cameras would have to include, among others, the RCA HC-2, the Ikegami HL-79E and HL-83, the Sony BVP-330A and BVP-3, the Harris TC-90, the Hitachi SK-97 and the JVC KY-950. But since they all contain either Saticon or Plumbicon tubes, they may all be obsolete before long. The rest of the RCA is in the final stages of perfecting a solid-state camera that may out-perform them all. A prototype of the camera, which uses three charged coupled devices (CCD's), silicon chips filled with thousands of microscopic light-sensitive elements, was shown to rave reviews to broadcasters at the NAB and at the Montreux television symposium. The camera has all kinds of advantages over tube cameras, which RCA's Woywood can readily tick off. The CCD chips eliminate lag, burn-in and comet tailing, he says. They also have a "tremendous overload capability"—they can handle bright spots in a picture without affecting adjacent areas of the picture, he said. "The dynamic resolution is perfect," he said. "You can see detail in moving objects without any smearing." The camera is also free from microphonic phase and the signal-to-noise ratio has improved. According to Woywood, the first product incorporating the chips will be an ENG camera compatible with a half-inch recorder. An announcement will probably be made sometime before the 1984 NAB convention, he said.

The camera may have some considerable drawbacks, however. It has an electro-mechanical shutter, which has raised some concerns about the camera's reliability. But Woywood downplays such concerns. The camera will work with the shutter locked in the open position, he says, although its ability to eliminate lag and handle overload will be severely impaired. The only other complaint heard about the camera is its horizontal resolution, which falls short of the better EF and studio cameras. Woywood said that work continues on the CCD technology and that eventually RCA will come up with a chip suitable for all television applications. If that day comes, the industry may have to count today's state-of-the-art studio cameras—the Hitachi SK-110, the Ikegami 322, the RCA TK-47B and the Philips LDK-6—among the obsolete.

In the realm of one-inch type-C videotape recorders—the state-of-the-art in studio videotape recorders—Sony and Ampex continue to vie for marketplace dominance. They agree that together they share between 80% and 90% of the entire one-inch market, but they disagree over their relative shares. Ampex's Mark Sanders claims the two companies each have a 45% share. Regardless of the split, the companies are going head-to-head to capture the remaining market, which is apparently still considerable. According to a Sony marketing survey, 45% of the nation's television stations have yet to buy a one-inch machine and each station that makes the switch to one-inch can be expected to buy two or three machines. Sanders says that Ampex's share is 50% and Sony's is 32%, while Sony's Felder claims the two companies each have a 45% share.
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higher priced, more sophisticated version of the firm's existing HR-200 unit. Does Hitachi really expect to challenge the big two? "We sure as hell can try," says Coleman. RCA's new machine will be an improvement of its existing TR-800, says RCA's Waywood.

Broadcasters are in the market for a new automatic cartridge machine to insert commercials. For more than a decade, the job has been handled by two-two-inch machines with incompatible cartridges: the RCA TCR-100 and the Ampex ACR-25. But since the technology that the machines are built upon is out-of-date, many broadcasters are urging RCA, Ampex and other manufacturers to come up with a new generation of cartridge machines, one in which the cartridges will be universally compatible. An NAB committee headed by CBS's Rupert Stow is trying to establish user specifications that it hopes will form the basis of a manufacturing standard. Stow's "optimistic prediction" is that the user specifications will be ready in four months. Although the committee has yet to reach any conclusions, it's assumed that the specifications will call for a smaller tape format than two-inch. A smaller standardized format may allow commercial distributors to ship cartridges to broadcasters. The distributors currently send out spots on two-inch or one-inch reels, which broadcasters must dub at considerable expense—$300,000 a year for the typical station, says Stow—to the two-inch cartridges.

A possible format for the new cartridge machine is one of the two-half-inch ENG stations, assuming advertisers are willing to accept their less-than-one-inch picture quality. According to industry sources, Sony is putting the final touches on a Betacam player. The system, which will feature four transports and handle as many as 30 of the 20-minute Betacam cassettes, is designed primarily for ENG playback, but it could be used for commercial insertion as well. Sony has shown a prototype of the machine to several broadcasters, including at least one of the networks. RCA and Panasonic have introduced programable multicassette systems as part of their half-inch M-format lines that could be used for spot insertion. Panasonic plans to unveil the first production model of its eight-deck machine, the MVP-100 M-Vision, at the SMPTE convention later this month. The TCR-10 sequencer, shown at last April's NAB, can handle up to 15 players.

Broadcasters and production houses not only have a death wish for the NTSC video, but also for a much more primitive medium—paper. Like many newspapers around the country, they are looking at specialized computers for videographics machines and electronic newsroom systems—to eliminate paper from art departments and newsrooms and, in the process, improve efficiency and quality.

The videographics machines, on which sophisticated graphics can be created for station promotional slides and identifications, news, sports and weather, span a range of prices and capability. Using an electronic stylus and palette, videographics artists can "draw or paint" images in full color on high-resolution video monitors. The pictures that result can be stored in the computer memory, transferred to a digital still store or videotape or converted to NTSC video for further processing or broadcast. Many of the machines are enhanced by fonts of electronic types and off-used graphic elements that can be quickly called up out of the computer memory. Indeed, some of the systems, like that of the Chyron Corp., are character generators that evolve in videographics machines. The best of them make the artist feel as though he were working in such conventional media as pen-and-ink, pencil, watercolor, oil paints or airbrush rather than in video. The state-of-the-art includes Aurora Systems' Aurora 100, Colorographics Systems Inc.'s Liveline III, Kavoir's Inc.'s Triton Graphics System, the Chyron Corp.'s Chyron IV, MCI/Quantel's Paint Box, Bosch-Fernsche's FPS-1000, Dubner Computer Systems' CBG-2, Mcnlinns-and Skinner and Associates' Weather Graphics and Graphics II, Thomson-CSF's Graphics V and Computer Graphics Lab's Images II.

Closely related to the videographics machines are the digital effects generators, which can take a frame of video and squeeze, expand and otherwise manipulate it. Since different digital effects machines perform different picture manipulations, the machines are complementary as well as competitive. Ampex's ADO can take a video image, spin it and create the illusion of tumbling it through three dimensions in perfect perspective. However, ADO's success—Ampex claims to have sold more than two hundred units—is based not only on what it does, but on how it does it. Using the world digital production standard, the ADO can put an image through the paces without degrading it. "The picture just holds up well," says Ampex's Sanders. Two other machines offer ADO-like capability: MCI/Quantel's DPE-5000 and NEC America's APR-400, an option to its low-priced E-Flex digital effect system. A system that seems to do all of ADO's tricks and more (for considerably more money) is MCI/Quantel's Mirage system. Among its many talents is the ability to transform video images in geometric shapes and to animate them. For instance, an image can be made to resemble a page in a book that can be turned in full perspective.

Broadcasters are just now beginning to take a serious look at electronic newsrooms. Not only would they improve newsroom efficiency and help create a better on-air product, but they could also save money. According to one news consultant, stations spend "tens of thousands of dollars" a year on carbon sets on which television reporters and anchors write their scripts. However, the consultant says that broadcasters are principally interested in systems that can store and organize wire copy and old scripts and that can help news directors manage the newsroom and schedule the newscast. Word processing and other functions that could save all the paper and money, is a desirable, but secondary attraction, he says. Most of the electronic newsroom systems were arrayed at last month's Radio-Television News Directors Association convention in Las Vegas. Among the systems on hand: UPI's Custom News, Colorographics and Integrated Technology's Newstar, BASIS's News Fury and Telesource Communication Services' BU2 2000.

New frontier opened with FCC deregulation of SCA's, but it's off to slow start; which and how many companies will tap business remain unclear, but Mutual is among those that plan to play

Everybody's got one, but not everybody knows what to do with it. Therein lies the problem with subcarrier communications auxiliary channels, commonly called SCA's, and the FCC deregulation for commercial use earlier this year (BROADCASTING, April 11). Since the FCC action, which opened the subcarrier FM band between 75 and 99 mhz, a number of companies have been scrambling to provide services and equipment for the new medium.

To date, however, that new medium appears slow to invent its market. Cautious broadcasters say they are still waiting for the FCC to make a final decision on upward modulation, that is, the degree of reception degradation to be tolerated by adjacent-
ALCOA-NEC Communications Corporation is able.

ALCOA-NEC (ANCOM) is the one source able to bring to market the best-tested, most reliable Direct Broadcast Satellite (DBS) system. Now.

With DBS, consumers will own inexpensive antennas to receive TV signals directly from a satellite. Current projections see as many as 30 million compact dishes in place by 1990.

Unlike newcomers to DBS, ANCOM offers the dependability of system integration. One reliable source for all DBS components—from dish to low noise converter to indoor receiver.

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For more information, call or write for Tuning in Tomorrow.
channel stations using peak modulation exceeding 100%. But engineers report that, to a great extent, they have allayed broadcasters' fears that introduction of more than one subscriber FM channel into the FM band would cause interference to the main channel.

But just because the market has not yet taken off does not mean that broadcasters are not interested.

An indication of where broadcasters may be headed came to light last week in a survey published by the National Radio Broadcasters Association. According to the NRBA, 42% of the FM broadcasters who responded to a poll reported they have used their SCA's in the past, while 58% have not. Of the group that said they had not, 77% reported they have plans to use them in the near future.

The NRBA survey also found that among stations that are using SCA's at present, 36% report they are used by background music services such as Muzak, while 20% are used for commodity reports, 12% for reading services, 11% for data transmission, 1% for business news and 20% for "other" purposes.

Among intended uses for SCA's, radio paging ranked the highest at 32%, followed by data transmission at 28%, music at 14% and utility load management at 10%. Nine percent said they needed more information, while 7% reported their SCA's would be used for "other" purposes.

One network that is going ahead with SCA expansion is the Mutual Broadcasting System. When the FCC deregulated SCA's last April, MBS announced it would launch Multicomm, an SCA audio and data service to be distributed via satellite, with MBS affiliates receiving a "negotiating preference."

MBS's first client is its parent, Amway, which wants to use SCA's to send information, news and motivational material to its network of Amway distributors across the country. According to Jim Kozlowski, director of corporate development at Multicomm, the service should be up and running in Washington, Cleveland, Detroit and Denver by the first of next year. The service will be test marketed for about three months before a national rollout, he said.

Subscribers will be charged an as yet unspecified fee and will be able to lease their receivers from Amway, Kozlowski added. Initially, he said, the service will be aural only, delivering news and Amway product information to distributors, but later hard copy receivers will be made available to accommodate a greater bulk of data.

Although it was launching in the market as recently as last June, Alexandria, Va.-based Telemet America Inc. is now providing stock market and financial news information 14 hours a day to FM stations in nine markets, which in turn are transmitting the information to subscribers over their SCA's. Telemet sells a calculator-sized quotation receiver for $349 to subscribers, who are also charged a $239-a-year subscription fee. A Telemet official declined to say how many units have been sold, other than to indicate it is in the thousands. New York Stock Exchange, American Stock Exchange, Chicago Options Board and NASDAQ figures are all available on the service, in addition to a business news "ticker tape."

The receiver can also be programed for up to 20 stocks to alert the subscriber when something important has happened to a particular issue, although, although the Telemet official pointed out, the subscriber would need to call his broker to find out more.

Radio Data Systems, a subsidiary of Bonneville International, now has 41 FM stations under contract, according to Joseph Meier, vice president of network and operations at Radio Data Systems. The Bonneville subsidiary supplies commodity and market quotations over SCA's. Deregulation, Meier said, "called attention to the fact that this is a technology that can be used."

But Meier added that the FCC must first conclude deregulation before the market will develop fully. And depending on what the FCC does, he explained, the market could or could not respond. If the FCC decides at some point to look at SCA's like common carriers, that would make broadcasters "very nervous," he warned. "Most broadcasters are reluctant to get involved in anything that smacks of common carrier regulation."

Two-year-old Modulation Sciences Inc. is engaged in the manufacture of SCA generators and processors, among other FM equipment. Eric Small, MSI's vice president for engineering, explained that the company has about two dozen of its combined SCA generators-processors in operation at radio stations. The units, which retail for $2,450, integrate components—SCA generator, audio processor, modulation monitor and tuning aid—that, assembled separately, cost a total of as much as $6,000. The generator processor provides audio-grade quality. Small said that MSI has also introduced an SCA generator for data.

Small admits "most people are still trying to figure out what to do with their SCA's," and believes the future market lies principally in data transmission. Eric Stoll, MSI president, explained that most of the SCA generators the company has sold have been for background-music applications. Stoll estimates that of the approximately 4,000 FM stations in the country, only 1,100 are at present using SCA's. Those that haven't ventured into SCA's, Stoll said, are hanging back because "the engineer says it won't work or they haven't found an operator."

Stoll contends an agent, or broker of sorts is needed to match up broadcasters with available SCA's and the proliferating SCA services and equipment manufacturers.

Richard H. Harris, president of Westinghouse Broadcasting & Cable's radio group, is unequivocal: SCA's exist to be used. Not
Light up Saturday night.
ON STAGE AMERICA, produced for Metromedia by Nick Vanoff, Gary Smith and Dwight Hemion and set to premiere in April, is an unprecedented venture in entertainment programming. A two-hour weekly advertiser-supported series offering an important and exciting alternative to current network fare. A show designed to capture and hold the eyes of America every Saturday night.

ON STAGE AMERICA is more than a variety show. It's a variety event, an innovative hybrid of entertainment and information. Each week's show offers a blockbuster combination of in-studio performances and on-location segments with top entertainers; comedy sketches featuring the show's own riotous company of players with appearances by the industry's leading comedians; saucy and satirical "Newz Reviewz"; and a regularly featured showcase of new talent poised on the brink of stardom. Broadway highlights and our exclusive Nashville Hotline deliver the best the country has to offer. And that's just the beginning.

For added dynamics, ON STAGE AMERICA features in-depth personal portraits of today's brightest stars, reported by a vibrant team of celebrity hosts. Each week, audiences are treated to intimate profiles of the celebrities showcased. At home or on the road, America gets to know the talent behind the excitement and the person behind the performance—everything that makes the glamorous great.
Ast, America has an entertainment program spotlighting both the magic and the mystery that is show business. A dazzling, compelling weekly extravaganza that combines the excitement of Broadway, Las Vegas and Hollywood with a day at the circus and a night on the town. For a wonderfully entertaining time, join us—every Saturday night.

Nick Vanoff, one of Hollywood’s consummate talents, brings to ON STAGE AMERICA his unique expertise as an actor, dancer, producer and director. His multifaceted gifts also include a golden touch: Nick Vanoff’s HOLLYWOOD PALACE was one of television’s biggest hits and he is responsible for one of the most successful syndicated shows ever, HEE HAW. Vanoff is the Emmy award-winning producer of over 2,000 hours of television programming, including THE KENNEDY CENTER HONORS, and specials starring Bing Crosby, John Wayne, Andy Williams, and more. His many other credits include: *SONNY AND CHER SHOW* *PERRY COMO SHOW* *THE TONIGHT SHOW* *THE JULIE ANDREWS SHOW* *Gary Smith and Dwight Hemion are the acknowledged masters of the television special whose award-winning style has attracted a glittering roster of stars unmatched in Hollywood. They have developed a signature style that gives a uniquely personal look to each of their specials and enables each star’s talents and personality to shine through with unprecedented clarity and depth. Smith-Hemion’s credits include:* *FRANK SINATRA—a Man and His Music* *ELVIS IN CONCERT* *MY NAME IS BARBRA* *THE JUDY GARLAND SHOW* *JAMES PAUL McCARTNEY* *THE NEIL DIAMOND SPECIAL* *BETTE MIDLER/OLE RED HAIR IS BACK* *BARYSHNIKOV ON BROADWAY* *PAVAROTTI AND FRIENDS* *THE ANNE MURRAY CHRISTMAS SPECIAL* *THE EMMY AWARDS*
only are most of Group W's FM stations using their SCA's, but Westinghouse is involved because it owns Muzak, the national background music service. But when it comes to the potential market for data transmission over SCA's, Harris is a detractor: "I don't think it will be a bonanza." SCA's are handicapped, Harris explains, because they provide a one-way service. According to Harris, data transmission will become the domain of services that are interactive, like cable. And broadcasters, he notes, "have put a very high value on their SCA's," but "when 20 SCA's go on in one market, prices are going to drop drastically.

However, Harris adds, that doesn't mean Westinghouse is looking away. In fact, he noted, one of the things he's looking at now is another music service that would be "compatible, not competitive," with Muzak. One idea on the drawing board is a "foreground" music service—as opposed to background—that could be transmitted over SCA's. John Hiddle, vice president, radio technical operations, ABC Radio, said ABC conducted experiments at WLS-FM Chicago and is satisfied the increased modulation of the subcarrier channels does not cause interference with the main channel. ABC will conduct another test at WPLJ-FM New York by the end of this year. "We want to have all our numbers in place before deciding which way to go," Hiddle said.

As Hiddle sees it, however, the "bread and butter" of SCA service will be industry or trade use, rather than consumer use. He envisions SCA's serving businesses on a large scale, not the individual consumer, who could probably get the information SCA services are offering from another source more economically.

Manufacturers and dealers of SCA equipment also report that orders are on the rise. Ted Henkenious of McMartin Industries, Omaha, said, "We've detected a lot of interest" since the FCC deregulated the service. Most of the buyers are seeking an SCA generator for background music purposes, he said, with the other principal group being those interested in providing stock or commodity market services. McMartin is also getting a lot of feelers from paging people," Henkenious said, but admitted to "not a lot of buying yet."

At the NAB last spring, McMartin unveiled its five-channel SCA generator-processor, which puts five separate SCA channels on one band with only 10% injection loss of the stereo signal. Henkenious reported that orders are brisk, although no units have been delivered yet.

SCA's are also being put to use for radio paging. Reach Inc., a Lincoln, Neb.-based radio paging service that has been in the paging business for over 20 years, is trying to convince broadcasters that paging over their SCA's is for them.

Lynette Green, Reach's director of communications, reports that over 100 stations have signed to become Reach affiliates, with paging terminals installed at present in about a dozen stations. Reach, which supplies both the transmitting and receiving equipment, is giving broadcasters the choice of running the paging service as an ancillary business or leasing the SCA's to an independent third party. Green said that broadcasters among its clients are stations are about equally split on which way to go. She added that the paging receivers will start to be delivered to stations by the end of this month.

Green, however, complained about the "misinformation" circulating among broadcasters about using their SCA's for paging services. "A lot of people see this as a threat to radio common carriers," she noted. And, she added, many broadcasters are under the false impression that SCA paging is of "lower grade and poorer quality" than RCC's. This is not true, she said. "Just because it's SCA doesn't mean it breaks any law of physics."

Conversion to satellite distribution by radio networks nears completion

Major radio networks' transition from landlines to satellites for program distribution is entering its final phase and due for completion by the end of the year.

Purchase and installation of satellite earth stations by network affiliates are so far along that the ABC and CBS Radio networks have begun disconnecting their landlines serving big chunks of the country, relying solely on satellite distribution, and they expect to cut their final landline services by Dec. 31. The NBC Radio networks are maintaining all landlines for the time being, although officials say they're reaching 85% to 90% of their networks' audiences by satellite now; they plan to drop all landline delivery in one swoop on Dec. 15. The Mutual and RKO Radio networks, of course, have been going solely by satellite for years—and RKO has just switched to a new bird and a new transmission system, as of Oct. 1. AP radio authorities say all of their 1,100-plus affiliates receive their feeds by satellite, and UPI Radio Network officials say about 80% of their 1,000 affiliates do, and that their total will be up to 100% by the end of the year.

ABC, CBS and NBC opted for a digital rather than the analog system used by Mutual, AP and UPI, National Public Radio and, until its recent changeover, by RKO. And Scientific-Atlanta, as virtually the only man-
**Our hearts are so very full**

When the applause at California's Pasadena Civic Auditorium subsided and producer Colin Callender stepped forward to accept the Emmy Award for Outstanding Limited Series for *The Life and Adventures of Nicholas Nickleby*, one could almost imagine Dickens applauding backstage. One could surely hear Smike, the crippled orphan whose wounded humanity is at the center of *Nicholas Nickleby*, exclaim as he did in the play, "It's my heart. It is so very full!"

Our hearts are full as well—with pride for bringing this nine-hour Dickens feast to American television audiences, and with humility. For while *Nickleby* was a "Mobil Showcase Network" presentation, its success was very much due to the combined efforts of an extraordinary and sizable group of people that made the dramaloom so large on the small screen.

So, in the venerable tradition of award show "thank you's," we'd like to offer some of our own:

- To producer Callender.
- To director Jim Goddard, aided by creative consultants John Caird and Trevor Nunn.
- To Richard Price, chairman of the production company, Prime Time Television.
- And especially to the Royal Shakespeare Company. The RSC managed the prodigious feat of marshaling 39 actors to play 150 different roles in a production that combined drama, a play-within-a-play, mime, and even musical comedy of a sort.

*Nickleby*’s Emmy is all the sweeter, because the competition was so excellent. It included the Australian epic *The Thorn Birds*, the spy thriller *Smiley's People*, and Herman Wouk's *The Winds of War*, fine shows all. Indeed, we found ourselves in competition with ourselves. The "Masterpiece Theatre" drama *To Serve Them All My Days* was also nominated for the Outstanding Limited Series Emmy.

The success of *Nickleby* and *To Serve Them All My Days* mirrors the critics’ growing awareness that quality isn’t a monopoly of the three major networks.

We’re proud, too, that we’ll be bringing you, for four successive evenings starting January 2, on PBS, the encore presentation of *Nicholas Nickleby* (check local listings for station and time). So if you missed the excitement the first time around, tune in and see why Mrs. Crummies, queen of the traveling players, exclaims, "The audience, sir, they could not stand it. It was too… tremendous!"

So where do we go from here? Well, the first offering of the new "Mobil Showcase Network" season, on January 25, will star Sir Laurence Olivier as King Lear. His performance, one critic raved, has "branded King Lear into our senses forever." The production also includes Diana Rigg as Regan and David Threlfall, who played Smike, as Edgar.

A suspenseful change of pace on March 28 will be *Two by Forsyth*, a TV adaptation of two short stories with surprising twist endings by Frederick (Day of the Jackal) Forsyth, who also narrates. Also on "Mobil Showcase," look for Lord Olivier again on April 18, as an eccentric, blind barrister in *A Voyage Round My Father*, which stars Alan Bates as the son.

We can't discuss TV without noting that "Masterpiece Theatre" launched the new season on PBS Sunday, October 2. It began with *Pictures*, a seven-episode comedy about a young movie fan who wishes upon a star…and then becomes one. Then it’s *The Citadel*, a 10-part series starting November 20 that features Ben Cross, who portrayed an Olympic long-distance runner in *Chariots of Fire*, as an idealistic young doctor.


There’s more: encores ranging from a high romance (*The Good Soldier, June 3*) to a high seas adventure (*Drake’s Venture, June 10*), and, as an added fillip, a repeat performance of *To Serve Them All My Days*, starting June 17.

We hope you’ll be watching, to fill your hearts—and your evenings—with joy, Nicholas Nickleby fashion.
er manufacturers of digital radio earth stations, is the big beneficiary of all the recent building.

Jamie Huff, Scientific-Atlanta's broadcast audio project line manager, said last week that, by the end of September, S-A had shipped approximately 1,300 units to ABC, CBS, NBC and RKO affiliates—at a typical system price of about $10,400 each.

Huff also estimated that about 1,200 others would be needed by other affiliates of those networks and said S-A has orders in hand for about 500 of these, leaving about 700 orders yet to come.

He said he was reasonably confident that S-A could deliver sufficient dishes for installation in time to meet the networks' December deadlines, although "it may be close" unless the remaining orders start coming in faster and although, in any case, in some markets two or more stations will be working off a single system.

In addition, Huff said, some stations are dropping their network affiliations, either for financial or for other business reasons. "I'd guess about 5% are disaffiliating," he said. Network sources affirmed that they expect to lose some affiliates, but not in major markets.

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The Nashville Network launched with a blaze in March and has been smokin' ever since. By year end we'll be in more than 11 million homes. And The Nashville Network is showing no signs of cooling off. In fact, we're setting the industry on fire. Subscribers love us. And when you carry The Nashville Network, they'll love you, too.

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Delco makes big news with automobile AM stereo

While the marketplace battle among the four AM stereo system proponents (Harris, Kahn/Hazeltine, Motorola and Magnavox) goes on, the new technology is beginning to come of age for consumers, thanks to receiver manufacturers such as Delco Electronics, Sony and Sansui.

Last week during the National Radio Broadcasters Association convention in New Orleans and the Broadcast Equipment Trade Show in Toronto, Delco Electronics and the Buick Motor division—both subsidiaries of General Motors—introduced a new AM/FM stereo car radio using the Motorola C-QUAM decoder system. Delco has been developing the Motorola design to GM for installation in its cars after completing tests on all the systems except Kahn/Hazeltine last year (BROADCASTING, Dec. 13, 1982).

The Delco radio, equipped with digital clock and seek-and-scan tuning capability, will be offered as a factory option in selected 1984 Buick car models beginning early next year. (See also page 98 for report of showing at NBRA convention.) "All American car manufacturers will decide to go with Motorola's AM stereo system by the end of the first quarter of 1984," predicted Oscar P. Kusisto, former director and vice president for Motorola, who is now a special consultant for the company's AM stereo division. Retail price was not announced.

On the portable side, Sony has begun marketing a new AM stereo/FM stereo receiver (SRF-A100), which is capable of receiving all four systems on one chip. The unit, which has been on the market for about two months, retails for $89.95. Additionally, Sansui is expected to begin marketing both AM stereo table-top and car radio tuners, prototypes of which were exhibited at last April's National Association of Broadcasters convention in Las Vegas. The tuners are also capable of receiving all four systems.

In the race to market their respective AM stereo transmitting systems (exciters) to stations and group operators, Harris appears to have the most stations on the air with 65, followed by Kahn/Hazeltine with over 50 stations; Motorola with over 35; and Magnavox with just a handful.

Harris, however, faced a small setback in late August when the FCC ordered stations to stop using Harris's STX-1 AM stereo exciter, charging that it was not properly type-accepted in 1982. However, the FCC has since given stations using that equipment permission to return to the airwaves in stereo while it continues type-acceptance testing ("In Sync," Oct. 3).

A year ago, some broadcasters were concerned that the AM stereo proponents and the audio processor manufacturers were developing machines that were not completely compatible (BROADCASTING, Oct. 11, 1982). Those fears have since been considerably allayed.

Al Resnick, chief engineer of WLS-AM-FM Chicago and one of those who worried, last week said that there are "reputable manufacturers making processors that are very good." Originally, he noted, the processor manufacturers "didn't know what to expect from each stereo system, so they had to design [their product] to be flexible."

WLS pioneered AM stereo in the Midwest on July 27, 1982, Resnick said, "a time when devices [to assure compatibility] were not available and I was just a bit impatient. You have something on the air that's supposed to improve sound; but the general manager listens, doesn't hear improvement and is wondering why."

J.B. McPherson, chief engineer at WMAL (AM)-WRQX(FM) Washington, is equally upbeat on compatibility. Though he declined to discuss the merits of the various processors, he indicated such problems at WMAL were minimal. WMAL started its AM stereo operation in August 1982 after extensive tests of its Kahn equipment and has since generated much favorable response in the Washington market, he said.

General owner Capital Cities Communications earlier had decided to play it cautiously and not retool its AM facilities for stereo until an industry standard was set. The picture appears to be changing. Last week, Robert O. Niles, vice president-director of engineering, broadcast division, said Cap Cities is testing at several of its stations with the Motorola and Harris systems, as well as others.

Sorenson Broadcasting Corp., a Pierre, S.D.-based group radio owner, is about ready to go stereo on its six AM's. "Unfortunately, there's more to starting AM stereo than putting a stereo board in the control room," Sorenson's chief engineer, Lynn Osborn, pointed out. "For example, I've been involved for about two years with making sure that our antenna systems are ready for it. We've got one antenna system at a Midwest station that dates back to 1948, when AM stereo certainly wasn't on the designer's mind."
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The 'other cablebird

Currently on Westar V: ARTS; Black Entertainment Network; CBS; Daytime; MSG Cable Network; Satellite News Channel; SelectTV; Spotlight; The American Network; The Disney Channel; The Nashville Network; WOR.

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Dedicated to cable, Westar V delivers top programming to more than 2,300 CATV systems, with a total of 19 million subscribers. And these numbers keep growing.

Western Union's proven satellite track record is an important reason why cable programmers are growing on Westar V. Since we launched the first U.S. domestic communications satellite in 1974, the Westar system family has provided customers with the reliability, quality and satellite longevity they need. And Westar V is designed to provide the high power and stability you expect from spin-stabilized birds.

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And, because it operates on either AC or DC, the 1740 can go wherever you go.
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And there’s more. The 1740 series operates on only 50 watts of power. And that means less heat build-up (which is important in crowded equipment racks).

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It wins opening outing with
18.1/29, ABC next with 17.2/28, NBC last with 14.6/23

CBS won premiere week, 1983. The same network that captured the honors in 1982 was able to grab 600,000 more television homes than ABC this year to give it 18.1% of all television homes and a 29% share of the audience. For the first week of the 1983-84 season, which ended Oct. 2, ABC came in second at 17.2/23 and NBC pulled up third with 14.6/23.

CBS won four nights—Monday, Thursday, Friday, and Sunday—ABC won Tuesday, while CNN walked away with five of the top 10 programs for premiere week, including three of the top five and the highest-rated show of all, AfterMASH, which premiered with a 31.47.

The three-network combined rating inched up 1% to 49.9 over the comparable week a year ago. Likewise, the HUT (homes using television) level also rose 1% to 62.1, compared with 61.6 last year.

CBS also won the evening news ratings with a 12.24, while NBC followed with 10.1/20.1 and ABC logged third with 9.7/20.

Returning programs, however, heavily dominated the top-rated shows of the week. This was especially true of CBS, which won Friday hands down with Dukes of Hazzard, and this season's premieres of Dallas and Falcon Crest.

Each of the entertainment heads at the three networks saw encouraging signs for his network in the A.C. Nielsen ratings. B. Donald Grant, president of CBS Entertainment, said: "We expected AfterMASH to do well, but I don't think you would have found anybody in the Entertainment Division who would have guessed it would get a 47 share."

Aside from movies, specials and reports, premiere week 1983 saw 50 series. Eleven were premieres of new shows, 12 were premieres of returning shows and the balance showed that jumped the gun and premiered earlier.

Brandon Tartikoff, NBC Entertainment president, noted: "Our rating for the first week is actually up what we got premiere week last year." In 1982, NBC placed third with 14.4/24. "The only thing we have been saying consistently to all the people who got excited over the summer about our ratings," Tartikoff defended, "is that we weren't saying we were going into first place or vying for second... what we said was that going into the fall of '83 we felt we would be more competitive than a year ago."

NBC's Cheers, Tartikoff pointed out, scored an 18.4/29, its highest rating ever, although it was beaten in the time period by CBS's Simon and Simon, which pulled a 23.3/36. But as for Cheers, Tartikoff said, "the people who said it was a summer fluke have to respect it now."

Lewis H. Erlich, newest of the network entertainment division presidents, noted that no calls could be made on most programs until the end of October or middle of November. Erlich said one of ABC's objectives this season was to "get sampled at any cost." That was the strategy behind introducing several programs before premiere week, he said. Erlich said it would take at least another month because sports over the next few weeks will disrupt the schedule enough to prevent the networks from seeing how their regular programs compete.

Night by night:

CBS won Monday with an average 23.1/35, receiving a generous boost from AfterMASH (31/47), followed by a two-hour premiere of Emerald Point N.A.S. But NBC's Monday Night Movie, Sessions, starring Hill Street Blues actress Veronica Hamil, was able to nudge out Emerald Point, 20.9/32 to 19.2/29.

Largely on the strength of returning series A Team and Remington Steele (both of which premiered the previous week), NBC was able to carry Tuesday night with an average 22.6/36 to CBS's Mississipi (21/30), with 13/20, but it was no match for ABC's 8-9 p.m. sitcoms, Just Our Luck (13.9/22) and the premiere of Happy Days (15.1/23).

Wednesday night was dominated by ABC, which had a strong lead-in with The Fall Guy (22.4/36), followed by the season's premiere of Dynasty (27.2/41) and the second showing of Hotel (26.1/44). That gave ABC a 25.2/40.3 average for the night. NBC placed second with a 14.2/22 and CBS, streaming a three-hour made-for-TV movie, Dempsey and Wolfe, came in third with an 11.5/18.

CBS climbed back on top Thursday with nary a premiere in the lineup. It averaged 22.3/36 as it led off with Magnum, P.I. (22.7/37), Simon & Simon (23.3/36) and Knot's Landing (21.36). ABC was a distant second, averaging a 13.6/22 with a lineup that started with Trauma Center (14.1/23), 9 to 5 (11.4/18), It's Not Easy (9.8/15) and 620 (16/27). NBC, even a more distant third, averaged 13.9/22.4.

CBS captured Friday, largely on the strength of its returning series, by averaging a 22.6/38. The premiere of Dallas (27.5/44), outflanked ABC's Lottery (12.7/20) and NBC's special two-hour Mininal (10/16). CBS's premiere of Falcon Crest (23.4/41) also powered ABC's Matt Houston (14.8/26) and NBC's For Love and Honor (8/5/15).

ABC easily captured Saturday night with T.J. Hooker (14.9/27) and the season's premiere of The Love Boat (22.7/38). NBC's premiere of returning Different Strokes (15.8/29) was doing well against CBS's premiere of Cutter to Houston (14.9/27) until 8:30 p.m., when NBC premiered a special new program-premiere episode.

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<td>Oh Madeline</td>
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<td>Alice**</td>
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<td>22</td>
<td>One Day at a Time**</td>
<td>CBS</td>
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T. J. Hooker (14.9/27) and the season's premiere of The Love Boat (22.7/38). NBC's premiere of returning Different Strokes (15.8/29) was doing well against CBS's premiere of Cutter to Houston (14.9/27) until 8:30 p.m., when NBC premiered a special 90-minute Rousters (10.17).

Sunday night narrowly went to CBS, with an average 18.9/31 as compared to NBC's 16.9/27 and ABC's 14.22. ABC's Hardcastle and McCormick, which has beaten out 80 Minutes for the past two weeks, this time was unable to do so with a 15/23. It was up against two returning 30-minute sitcoms on CBS, Alice (18.1/29) and One Day at a Time (17.9/27), and the first hour of a special two-hour premiere of NBC's Night rider (20.3.31).

NBC's long-awaited premiere of Yellow Rose (16.1/27), could not keep up with CBS's premiere of returning Trapper John (17.7/30), but both outflanked the ABC Sat-urday Night Movie, "Heaven Can Wait" (14.9/24).

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**Tribune Entertainment: exploring programing horizons**

Year-old company, having been successful with 'At the Movies, is moving quickly into other areas, including U.S. syndication of British mini-series, TV movie co-production deal; selling ad time for another syndicator and development of first-run TV series.

The rules of the game in first-run syndication are changing. In response to increasing demand from advertisers for alternatives to network TV and a growing need at stations for competitive product, producers, both new and established, are defining new ways to develop and market programs.

Among new entrants in the first-run marketplace is Tribune Entertainment Co., the year-old production-syndication subsidiary of Tribune Broadcasting Co. In addition to launching the second year of one of television's most successful weekly syndicated shows, At the Movies, Tribune is now undertaking a major expansion of its activities. This includes the U.S. syndication of a British-produced mini-series, A Married Man; the co-production of a made-for-TV movie based on the life of Rumanian gymnast Nadia Comaneci; the sale of national and regional advertising time in televised sporting events syndicated by Metrosports network, and the development, still being kept tightly under wraps, of a second first-run TV series.

At the helm of Tribune Entertainment's expansion is Sheldon Cooper, who left the presidency of Tribune Broadcasting's WGN Television in June 1982, to build the company's Tribune Productions from the tiny producer of the surprise hit, At the Movies, into an entity that could not only build on that first success, but also take advantage of new opportunities in first-run syndication. Those opportunities, according to Cooper, include a growing appetite among stations for special-event programs, such as mini-series and made-for-TV movies, and an increasing acceptance of overseas-produced programing on U.S. commercial TV.

After a year of preparation that included nearly tripling Tribune Entertainment's staff from eight to 23, Cooper recently launched a marketing campaign for the company's first major presentation, A Married Man, a four-hour mini-series starring Anthony Hopkins as a man whose life takes a tragic turn after he becomes involved in an extramarital affair. Produced by John Davies for London Weekend Television, it ran on the United Kingdom's channel four this past summer and is being sold in the U.S. for broadcast between April 9 and May 13, 1984. Tribune also owns the Canadian TV rights to A Married Man, but has not yet begun a marketing campaign there.

In the U.S., A Married Man, will be distributed on an advertiser-supported basis, according to Cooper, who said the owned stations of Chris-Craft Industries and United Television Inc. have joined Tribune's owned stations in committing to air the mini-series. Cooper anticipates the program will eventually clear enough stations to reach at least 80% of U.S. television households.

Another project in the works at Tribune is Nadia, a two-hour movie about the life and career of a young gold medalist who, after achieving international fame by the age of 17, settles into a life of obscurity.

Being produced in association with Dave Bell Associates, Los Angeles, Nadia may be released first in the U.S. as a theatrical film or to pay television, to capitalize on a tie-in with the 1984 Olympics.

Principal photography on Nadia is set to begin near the end of this month in Zagreb, Yugoslavia, by the production firm, Jadren, whose credits include the movies "Sophie's Choice" and "High Road to China."

Cornetia, a third project in development at Tribune Entertainment, is another mini-series, to be produced in association with Britain's HTV Ltd. and D.L. Taftner Ltd., about the life of a 1940's Philadelphia socialite who left her marriage to become a nun at the urging of her husband, who wanted to become a priest. According to Cooper, produc-

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radio rights. The Metrosports connection also builds on a business in which Tribune already has some activity, as the syndicator of Chicago Cubs baseball to a network of 14 regional TV stations.

Along with its new projects, Tribune continues with two already well established. At the Movies, a half-hour weekly movie review series starring film critics Roger Ebert and Gene Siskel, went into its second season on the air with 130 stations in its lineup, 53 more than aired the program its first time around. The U.S. Farm Report, another half-hour weekly series, has just entered its eighth year on the air. It is now seen on 82 TV stations and, according to a special survey by A.C. Nielsen, reached more than half of all farm homes in the U.S.

Group W plans program on supernatural

A daily half-hour magazine offering up-to-the-minute news, features and commentary on the occult, the other-worldly and the extraordinary is in development at Group W Productions, Los Angeles, which plans to broadcast the program experimentally as a five-part special in January and then offer it for national syndication next fall. Although a number of companies have first-run syndicated programs currently in the works ("Closed Circuit," Sept. 26), Group W's is among the first to be formally announced.

The proposed five-day-a-week strip, titled Extra Dimension, will be produced by Bob Guenette, whose past credits include production of Monsters, Mysteries and Myths, a documentary that captured a 31 rating/44 share when it aired on CBS-TV, and is thought to be the highest-rated documentary ever broadcast on network TV. He also produced The Making of Star Wars, Crime in America and a one-hour follow-up documentary to ABC-TV's mini-series, Roots.

Each episode of the series, which will be fed daily via satellite, will consist of seven segments, according to Group W President Edward T. Vane. A breaking news section, taped shortly before the daily feed, will report strange events occurring around the world that day as well as unusual or occult-related news stories. There will also be a daily feature story, a profile of someone with a notable relationship to the occult and a short feature by one of a group of regular contributors that might include a psychic, astrologist and clairvoyant. A five-part continuing feature will air each week and there will be periodic updates of ongoing stories, such as "Big Foot," the Bermuda Triangle and well-known ghost stories, such as that of the Amityville, N.Y., family. Finally, a daily commentary will round out each show, attempting to put its stories "into perspective," according to Vane.

A male and female co-host, yet to be chosen, will anchor Extra Dimension. Group W will not reveal what it plans to spend per episode on the series, but a budget of about "three quarters of a million dollars" has been set for the five-part special, Vane said.

Set to run the week of Jan. 9, the special

will air on each of Group W's owned stations and in a variety of time periods, including early fringe, prime access and late fringe. Stations outside the company may be permitted to run the special, said Vane, but only if they agree to Group W's criteria for promoting and scheduling. Stations may also purchase a right of first refusal to the series prior to its trial run, Vane said.

Shortly after its experimental run, Extra Dimension will be offered for national syndication at the NATPE International conference, set for Feb. 9-14, 1984, in San Francisco.

Looking back

Coming home. Once described as the "living-room war" because of its extensive television news coverage, the war in Vietnam is once again being brought into the homes of the American public. On Oct. 4, the Public Broadcasting Service premiered the first hour of its 13-part documentary, Vietnam: a Television History, which chronicles 30 years of conflict in Vietnam. The series, which took six years to develop, includes news footage and recent interviews with citizens, political leaders, soldiers and policy makers directly involved in the conflict.

Nielsen overnight ratings for New York, Chicago, Los Angeles, Philadelphia and San Francisco showed a five-city average of 7.5/11 for the first episode. According to a PBS spokesman, the only PBS public affairs program to get a higher rating was the premiere program of Frontline: The Unauthorized History of the NFL, which had an 8.2/12.

The way we were. Television became a social headliner in Washington last week when news personality Nancy Dickerson and her associates with Golden West Television invited several hundred luminaries to her home, Merrywood, for a screening of Being With John F. Kennedy, the two-hour documentary special she and Robert Drew produced to mark the 20th anniversary of the former President's assassination on Nov. 22, 1963. The production—which traces the Kennedy Presidency from the primaries leading up to his election through the final funeral moments—is being distributed by Golden West and has now been sold in 75 markets, including all of the top 10; it will be available from Nov 1 on. The special carries four national spots sold to Atari. Pictured here (1 to r): Jerome Kohlberg, chairman of Golden West Television; Dickerson, and Wilhelm Wachtmeister, the Swedish ambassador.
Annual meeting focuses on costs, trends and industry interrelationships

About 400 members and guests of the Association of National Advertisers spent the early part of last week in the Virginia hills at the group’s 74th annual meeting, which was held this year at the Homestead in Hot Springs, Va.

In between rounds of golf, matches of tennis and horseback rides, attendees participated in various clinics and panel sessions covering such topics as alternative advertising media to television, agency-client relationships and the role of television in the 1980’s.

At a closed business meeting last Monday, ANA members elected officers for the 1983-84 term. Robert Goldstein, vice president, advertising, Procter & Gamble, was elected chairman of the board, succeeding John Dowd, vice president, business development, Hershey Foods Corp. Spencer Boise, vice president, corporate affairs, Mattel Inc., was elected vice chairman, succeeding Goldstein. Peter Allport was re-elected as president. In addition, the membership elected five board directors to first terms and re-elected three existing directors.

Also at the business meeting, the membership was informed that the association is operating “just about at the break-even point,” according to Allport, made possible by a 20% increase in membership fees imposed last year. Fees are determined by a formula based on annual advertising expenditures by member corporations. The ANA’s annual operating budget currently stands at between $1 million and $1.5 million.

Members also were apprised of plans to establish a new ANA committee to keep abreast of how the international regulatory scene affects the advertising business. The committee was formed, in part, because of the McBride Report, published by the United Nations Educational, Social and Cultural Organization which, according to Goldstein, “took on advertising in a very negative and aggressive manner.” Goldstein said the ANA membership agreed it should form a committee to deal with international regulations affecting advertising. “Few national associations are so equipped,” he said.

Advertisers hear primer on how to get the most for their money

Although many television advertisers think the prices charged by the networks and stations for time are too high and that annual double-digit rate increases are unjustified, those advertisers, as a rule, acknowledge that television will remain their primary selling vehicle. The trick, according to executives participating on a panel session at last week’s Association of National Advertisers meeting, focusing on “media alternatives,” is to find creative ways of using other media and to purchase television time more efficiently.

Panelists at the session included Herbert Baum, vice president, marketing, Campbell Soup Co.; David Braun, director, media services, General Foods Corp., Robert H. Bolte, director, media operations, The Clorox International Co., and Philip Guarascio, senior vice president, director of media management, Benton & Bowles.

Acknowledging that he is a “brand management expert,” and not a “media person,” Campbell Soup’s Baum launched his presentation with a statement that any television sales executive would want to hear: “From my point of view, I’d rather have impact in a medium than worry about C-P-M’s, frequency [and the like].” Nevertheless, Baum said, “I believe the cost of television is too high and we’ve got to do something about it.”

Campbell’s marketing budget rose 25% in 1981 and 1982, said Baum, and 14% in 1983. And with the cost of television rising between 12% and 14% this year, he said, “What we have is a standoff,” which allows the company to purchase as much TV time as it did the preceding year, but no more, and at a substantially higher cost.

As a result, while Campbell’s television budget has grown in dollars, its share of ad dollars has dropped from 70% to 60% of the overall budget. And the company’s buys in prime time, where increases are perhaps hardest felt, have declined 5% this year, while daytime buys are up 11% and late-night pur-
phones have doubled. The company's budget for cable television advertising tripled this year, although Baum stressed that its cable expenditure is still relatively small. (Campbell's television budget for the U.S. is about $125 million.)

Campbell's magazine advertising dollars have tripled this year, said Baum, "and that money is coming out of television.

Campbell is now second to Sears, ROEBN in the purchase of radio time. Innovations in the company's radio advertising include sponsorships of major snow-storm coverage to promote cold-weather products, and what Baum referred to as the "V-8 WakeUp Call," where air personalities call up listeners on the air and give away free cases of the vegetable juice. The call is followed immediately by a V-8 commercial.

Campbell has also increased its use of "giant inflatables" for promotions at supermarkets. "We're really getting value received at the locations where we set them up," said Baum.

While Campbell used to target its advertising almost exclusively to women 25-49, the company is now pursuing the male audience "in a big way" with sports purchases, said Baum.

Baum concluded that while the mass media will remain Campbell's "primary" advertising vehicle, "shocking consumers with ads where they least expect them does have an impact."

David Braun of General Foods said his company faces a somewhat different problem. GF markets about 40 different brands, he said, "each with its own name, advertising strategy and budget." The consumer's association of the corporate name with most of GF products is slight, he added, and, "for us, quantitative measures like cost efficiency, reach, frequency and geographic balance tend to be of primary importance in evaluating media alternatives.

With television accounting for around 80% of GF's advertising budget, a fairly stable figure, Braun said, "the evaluation starts there."

Another question that must be considered, said Braun, is how much money to spend in the spot market. National spot buys are usually not as efficient as network buys, he said, but "a number of markets can usually be purchased at lower C-P-M's."

Syndicated programming is also making its mark as an advertising vehicle, said Braun. "The number of strong syndicated programs has increased significantly in the last two years," he said, "several with 80% to 90% coverage, respectable ratings and competitive C-P-M's."

Of cable, Braun said, "We're all aware of the problems associated with low-rated units, but a cable buy clearly offers the most direct TV solution to an underdelivery in cable homes."

Boile of Clorox International discussed the "commodity-like nature of network television." He said prices can fluctuate as much as 30% for primetime buys, and perhaps more in other dayparts. Knowing how and when to buy network time demands a "good knowledge of the marketplace," he said, and a willingness by advertisers to be "flexible" in scheduling and using spots so that the best buys can be acquired "as they materialize."

Boile also talked of what he termed "inflationary psychology," which advertisers can control to a degree by not discussing matters such as cost projections in public. "Cost projections can only fuel that psychology," he said.

Benton & Bowles' Guarascio said there are a number of steps an advertiser can take "to get more for each dollar spent" on television. Advertisers should develop "aggressive cost efficiency targets," he said. And advertisers should also "react fast to agency buy proposals. It's essential in a volatile marketplace." By insisting on fast and complete audits of buys, said Guarascio, advertisers can help insure a "tight operation."

To keep abreast of the marketplace, the agency executive said contact should be maintained with "key television executives." Flexible buying policies will also enable advertisers to take advantage of exceptional buys as they come along, he said.

Guarascio also said that perhaps first on an agency's "wish list" is to be given sufficient lead time by a client to develop and execute a desired media campaign. "It's axiomatic," he said, that the agency will possess "greater maneuverability" if given adequate lead time.

Concluding, Guarascio said: "Buying television better is the best way to cope with television inflation.

**Communication, flexibility seen as keys to improving relationship between agency and client**

Open and responsive lines of communication were called essential by an ANA panel session on the agency-client relationship.

Paul Harper, chairman and chief executive officer of Needham, Harper & Steers, suggested that too often the relationship between agency and client is "taken for granted."

Available research, said Harper, indicates that advertisers generally list a "superior creative product" as the most important service an agency can deliver. But in many instances the client fails to clarify his needs or acts contrary to specified demands. "Good ideas are often snuffed out too early in the process" by clients, Harper said, "making it harder the next time around."

But Harper also acknowledged that good creative talent is difficult to find, making it tough to develop superior campaigns. He said that perhaps 80% of the truly "brilliant and captivating" campaigns are "generated by 20% of the creative industry."

Despite that assessment, Harper offered several suggestions for bringing creative thinking to "blazing fruition." He said that while good creative people tend to act on intuition, they also "have a sense of reality. They are sensitive but very tough." Creatives, he said, should be accepted "as the stars" as "part of the strategic team." Clients should also respond with an open mind to creative ideas, said Harper. Responses should be specific and not automatic, he added. "That shows that at least you understand their intuition." And judgments about creative ideas should be expressed "first hand... by someone who knows as much or more about the product as he does." And once the client accepts an idea, Harper said, its commitment to that idea should remain firm throughout development of the campaign strategy.

Caroline Jones, executive vice president, creative director, Mingo-Jones Advertising, said that clients should have "respect" for an agency's creative ideas. "I like clients who discuss them all," she said. "Clients have the right to reject anything, but they should explain why."

Jones said that the more information an agency has about the client, its products and competition, the better prepared the agency will be to develop a campaign. "Creatives are responsible for the output of the agency," said Jones. "Ideas can come from anywhere," she said, "and clients should offer any that come to mind."

William Backer, president, Backer & Spielvogel, suggested that clients ought to explain to themselves and their agencies, perhaps in the form of a 30-second spot, what they expect from their agency. He also suggested that agencies should be compensated with commissions based on a percentage rather than fees. "You can change agencies," he said, "but you can't change human nature. People get involved more strongly when they are growing with an account. Let your agency grow with you as a marketing partner."

Backer said that agencies providing their top people to work on an account should be afforded the opportunity of working with the
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For the seventh year, the Champion Media Awards for Economic Understanding will recognize outstanding reporting to general audiences. The goal of the program is to stimulate economic reporting which is imaginative and easily understandable to the average reader, viewer or listener. Awards will be made to media professionals who do an outstanding job of improving the public level of economic understanding.

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Enteries must be original works published, broadcast or telecast between January 1, 1983, and December 31, 1983.

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The Amos Tuck School of Business Administration, Dartmouth College, has sole responsibility for overseeing the judging of entries. The 1983 judges are:

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  - Vice President/News The Wall Street Journal
  - Victor Gotbaum  
  - Executive Director District Council 37 American Federation of State, County & Municipal Employees
  - James F. Hoge, Jr.  
  - Publisher Chicago Sun Times
  - Norman E. Isaacs  
  - Senior Advisor National News Council
  - J.A. Livingston  
  - Economics Columnist The Philadelphia Inquirer
  - Paul W. MacAvoy  
  - Dean Graduate School of Management University of Rochester
  - Ray Marshall  
  - Bernard Rapoport Professor of Economics and Public Affairs Lyndon B. Johnson School of Public Affairs University of Texas at Austin
  - Robert C. Maynard  
  - President, Publisher & Editor Oakland Tribune
  - Ancil H. Payne  
  - President King Broadcasting Co.
  - Jane Bryant Quinn  
  - Financial Columnist Newsweek
  - Richard S. Salant  
  - President & Chief Operating Officer National News Council
  - S. William Scott  
  - President & Chief Operating Officer Satellite News Channels
  - Leon H. Sullivan  
  - Minister, Zion Baptist Church Philadelphia

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Deadline for entries: January 15, 1984, postmark.
Brandon Tartikoff, president, NBC Entertainment, has raised the possibility of the network providing split feeds of two separate programs during prime time entertain-
ment programming hours. He spoke at an ANA convention session.

The session on TV's roles and responsibilities was moderated by television talk show host Phil Donahue. Other participants included Merrill Panitt, editorial director, Tri- angle Publications, and Alvin Rush, presi- dent, MCA Television Group.

There are obstacles blocking the imple-
mentation of split feeds, said Tartikoff, fore-
most being advertisers' doubts that split feeds are a sound national selling vehicle.

Tartikoff pointed out how programs have performed disparately in the overnight rat-
ings in individual markets compared to their national performance. He noted that Bar-
bara Mandrell and the Mandrell Sisters, an hour-long variety program that aired on NBC several years ago, would often score a 15 rating in the overnight ratings in New York, Los Angeles and Chicago, while the program would score ratings in the high 20's or low 30's on a national basis. Other programs, such as the recently canceled Fame, would score a 28 or 30 rating in the overnight but only a 21 rating in the national Nielsens.

It's conceivable, said Tartikoff, that you could do two variety programs at 8 p.m., each at a cost of $400,000. A program featuring the Four Tops could be fed to urban markets, while another program, starring the country-based Gatlin Brothers, might be dis-
tributed to the rest of the country.

Donahue endorsed that concept and even suggested that perhaps the networks were "unrealistic" in their attempts to please the mass viewing audience with just one pro-
gram, given "this multiracial, multietnic, complicated, unemployed society of ours."

Addressing the broader issue, Panitt of Triangle Publications, publisher of TV Guide, said the biggest problem the television industry faces is producing enough pro-
graming to fill all the emerging outlets. He noted the continuing trend among basic cable networks to rely on old off-network pro-
graming to flush out their schedules. And despite HBO's attempts to develop original pro-
graming, its ratings are declining. MCA Television's Rush added that those

Tartikoff raises trial balloon: split network programing feeds
Fowler exhorts countries to embrace technical change

If world is to recognize benefits of new technology, governments must not restrict information flow

The overriding concern of communications policymakers worldwide must be to recognize technological change and adapt to it, FCC Chairman Mark Fowler said at the World Communications Conference in Tokyo.

But regulation isn’t the answer; the “sheer rapidity” of change has threatened to outpace the ability of governments to cope and to take effective advantage of the new opportunities technology offers. “Regulation cannot keep up with technological change. We believe that our approach has many benefits to confer on users throughout the world and urge our commercial partners to consider those benefits,” he said. “The information age will yield benefits for all the world’s citizens if we adopt policies which enhance, rather than seek to frustrate, change.”

According to Fowler, the “protectionist” moves of some countries—for example, restrictions on transborder data flow—pose a “serious obstacle” to the future development of communications and information services. “I believe the freedom of individuals to receive and to transmit ideas in a free marketplace should be undistorted by government control over content. A decent respect for human dignity and the global benefits derived from the expansion of knowledge through dialogue make imperative a re-examination of national and international barriers to the free flow of ideas, whether by terrestrial systems, satellite systems, or otherwise,” he said.

“Some nations fear that [their] people will be ill-served by exposure to viewpoints at variance with what its rulers desire. But, it is my view that these nations are dooming themselves to backwardness. They distrust the common man. Knowledge will forever govern ignorance, and a people inclined to govern themselves must arm themselves with the power knowledge gives. To stifle the international sharing of ideas is to stifle the discovery of political and other truths and to hold the minds of millions as slaves to an elite group of rulers.”

Fowler said the world’s policymakers had a choice. “We can look forward and adopt policies which will spur innovation or we can try to oppose change and be dragged along unwillingly. We cannot, however, go back to a quieter time or arrest the pace of change. Failure to move forward will be disastrous. Unless countries fashion policies which keep pace with other countries, their citizens will be consigned to the backwater for decades to come.”

Nations in the developed world must play a leadership role, he said. “Nations in the industrialized world must also champion the exchange of information without tariff barriers. The developed world must work to assure that no such barriers are imposed and those which now exist are removed. They can best do this by example. We in the United States assure that our communications and information networks are freely available. We urge all others to do the same.”

Fowler added that in the commission’s own inquiry into an integrated services digital network (ISDN), it will be paying special attention to ISDN standards to “make sure that any resulting ISDN serves the interests of our users.”

He also said that free international trade “is equally vital to the welfare of the common man.”

DBS doubts? If the direct broadcast satellite services, or other future developments, “seriously impair” local broadcast service, the FCC should do some rethinking, said FCC Commissioner James Quello at the World Communications Conference in Tokyo. “I concurred in the FCC report and order on direct broadcast satellite service with some reluctance because of the localism concept,” Quello said. “I believe it is a prime FCC responsibility to assure a stable, orderly transition into new technologies. In the event of future developments that seriously impair local broadcast service we should re-examine the issue.”

Quello pointed out that satellite distribution systems may be forcing changes in the concept of localism. Since satellite transmissions can reach directly into any residence, they don’t appear to offer any means of responding to purely local needs and interests. “For example, a candidate for local or state political office will not be able to economically reach his constituency via satellite broadcasting directly to the home. Nor can a local automobile dealer or retail merchant advertise his goods and services on a nationwide system of direct satellite broadcasting.”

“Direct broadcast satellites need not be a threat to localism so long as the current terrestrial broadcasting system remains viable. But direct broadcasting from satellites will probably become the most efficient means of distributing television signals meant for nationwide distribution. Most local television stations rely very heavily upon revenues from network or syndicated programming and advertising to help provide local service. Without such revenues, and with a diversion of audience to nationwide satellite distribution systems, the financial viability of local television stations might be threatened, thus impairing their ability to provide local news and public affairs programming.”

“The American public watches more local news than network news and relies on television news as a primary source of information. It wants to know about local weather, local conditions and local issues. Local television serves these interests in a way national DBS systems can’t. DBS can offer countries with few TV stations or undeveloped TV service an opportunity to quickly provide national TV service. However, it may pose a problem rather than a solution for the United States and its well-developed system of local stations.”

On a more optimistic note, Quello also said international communications could be a positive unifying force for mutual understanding and world peace. “I hope someday soon we can arrive at the millennium where, through universal satellite communications, international disagreements become looked upon more as intramural or family disputes, where TV programs and experiences shared by nations throughout the world engender an atmosphere of closeness, truth and cooperation, and where, hopefully, we can confine rivalry to public debates, open forums and the sports arena—where a country like Italy, for example, can recapture some measure of the glory that was once Rome with a championship soccer team on the athletic field rather than armies on the battlefield.”
Packwood introduces bill to free broadcasters from content regulation

Measure would repeal, among others, Section 315 and fairness doctrine

Senate Commerce Committee Chairman Bob Packwood (R-Ore.) last week introduced the “Freedom of Expression Act of 1983” (S. 1917), which would lift all federal restrictions that have made broadcasters second-class citizens in First Amendment protection. Packwood has pledged to hold hearings on the legislation.

The bill would repeal Section 315 of the Communications Act, which guarantees first-class candidates equal opportunities in broadcast exposure, assures them of paying the lowest unit rate for purchased time and includes the general fairness doctrine. It would also eliminate Section 312 (a) (7), which guarantees candidates for federal office the right of “reasonable access” to broadcast time.

Packwood, a chief advocate of First Amendment equality for broadcasting, said his bill would “remove the stigma of second-class citizenship for broadcasters that was imposed by the Communications Act of 1934 when radio was in its infancy.” Originally Packwood called for a constitutional amendment to attain First Amendment rights for broadcasters. Last May he changed course and announced plans to seek legislative relief instead. Packwood revised his plans when he failed to capture the support of broadcasters and the swift media for a constitutional amendment.

The senator, in a written statement, maintained that “when the founders amended the Constitution for the first time in 1791, they did it to protect the only two forms of communications known, press and speech. Our founders were concerned that the freedom of expression be guaranteed. It’s time we returned to that standard not only to insure better services and more information for consumers, but to guarantee a lively discussion of issues and a revitalization of our electoral process,” the senator said.

Packwood’s bill was endorsed by the National Association of Broadcasters and the Radio-Television News Directors Association. NAB backs the bill and urged its members to work with Packwood toward passage of the legislation. “We commend Senator Packwood for his continuing efforts and renew RTNDA’s support for the achievement of First Amendment parity for print and electronic journalism,” said RTNDA president Ed Godfrey.

The Freedom of Expression Foundation is also expected to promote the measure. FEF was created by Packwood to spearhead efforts to achieve parity for the electronic media. Craig Smith, FEF executive director, said the foundation will continue to act as a catalyst among groups and seek endorsement for the bill from the industry. “We are going to bring everybody together and tell them why they should endorse the bill,” he said.

The equal time rules require that if one candidate obtains time on a station, that station must provide equal opportunities to all other candidates running for the same office. Rate regulations require that stations must give candidates advertising rates no higher than the lowest charged commercial advertisers. The fairness doctrine forces stations to devote a reasonable amount of time to the discussion of important issues and provide a reasonable opportunity for the presentation of contrasting views.

Packwood’s deregulation bill would also remove all FCC content regulations for cable, satellites or new telecommunications technologies. It would expand Section 326 of the Communications Act, which prohibits censorship, to assure that “nothing in the act (including the public interest provisions) can be construed to permit the FCC to regulate content.” The bill would bar the FCC from examining a station’s record of past programming to determine if it has met a government-defined test of acceptability.

Sony, MCA square off before Supreme Court

Judges hear oral arguments in case involving copyright infringement and home videotaping by consumers

The first day of the fall term of the U.S. Supreme Court offered a rerun for the audience of lawyers, industry representatives and tourists who crowded the high court’s chamber on Monday—the last episode of the long-running Betamax case. At issue is the question of whether the use of videotape recorders to record televised programs for later viewing violates the copyright of the programs’ producers. MCA Inc. claims that it does and that the producers are being denied payment to which they are entitled. The Sony Corp., whose Betamax recorder is at the heart of the case, says otherwise—that the studios have already been paid for their product.

Those essentially were the arguments the high court heard in January (BROADCASTING, Jan. 24). At that time, the court was expected to issue a decision in the spring. But the court’s term ended in July, with the case still unresolved. Without explanation, the court said it would rehear the case in the fall.

Although the case has been working its way through the courts since 1976 and has been subject of decisions by a district court, which found for Sony, and an appeals court, which found for MCA-Universal, and was being argued a second time before the Supreme Court, the arguments of the lawyers were not lacking in vigor.

Sony’s lawyer, Dean C. Dunlavey, sought to ridicule MCA’s argument that it is being harmed by the proliferation of Sony recorders—some nine million homes are expected to have the recorders by the end of 1984. He said MCA has reported its highest first half-year revenue—a net income history—$782,314,000 and $76,173,000, respectively.

For his part, Stephen A. Kroft, counsel for MCA, led off his argument with the comment, “The petitioners [Sony] have built a billion-dollar business entirely on taking someone else’s property.” As for the impact on the movie business, he said, “We’re not talking about one or two copiers but millions. It’s only common sense to realize the economic loss to the [producers] is enormous.”

A key question in the case is whether use of the recorders constitutes “fair use,” a court-developed concept under which persons in certain cases are permitted to use copyrighted material without payment. The U.S. Court of Appeals for the Ninth Circuit, in overturning the decision of the district court in Los Angeles, said “fair use” was not involved. But Dunlavey said the appeals court was wrong. The law requires the application of “common sense,” he said. And he said the principal use to which the recorders are put is to permit the viewing of a program at a time more convenient than when the program is broadcast. Why, he wondered, must a person pay for changing the time he views a program? Indeed, he said the result of such “time shifting” is to enlarge the audience for a program.

Dunlavey contended the producers have no right to claim a fee for the recording of programs for whose broadcast they have already been paid. “If you want to play football, you have to give up your protection from assault and battery,” he said. “And if you want to make money off the public, you’ve got to bend. Copyright owners can’t tell the public what it can and can’t do if they want to make a profit.”

But Kroft, in answer to a question from Justice John Paul Stevens on whether the time shifting actually contributes to the audience for a movie, said, “It’s up to the copyright owner to decide how to exploit his product.” He also suggested that time shifters might not provide the kind of audience desired by advertisers, with resulting harm to the producers. “The name of the game is advertising,” he said. “If an audience includes the kind of people advertisers are not interested in,” he said, “advertisers are not
The thrills and excitement of Olympic caliber skiing come to the United States December through March. From the World Cup in Europe to the U.S. National Championships in Colorado, stations now have the opportunity to associate themselves with 5 international sports specials. With America’s Phil Mahre, Tamara McKinney and Christin Cooper on the brink of “Olympic Gold,” interest in the U.S. will be at its highest level ever in 1984.

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One question of concern to some of the justices was the implication of MCA's argument that Sony contributes to what MCA alleges is the illegal recording simply by selling and promoting the recorders, a charge Sony denies. (Dunlavey said the videorecorder is a "staple item" of commerce suitable for a number of noninfringing uses.) How does the argument relate to Xerox? Kroft noted that Xerox copiers were sold for use in business, but were later put to other uses. As a technical matter, Kroft said, copying of copyrighted material is illegal. But he pointed out that MCA has made clear it does not intend to attempt to recover damages from the owners of the videorecorders but from the manufacturer.

However, how MCA and other producers would be compensated in the event the Supreme Court affirms the appeals court decision would be determined after the case is returned to the district court. The appeals court suggested that the lower court require the manufacturer to pay damages or a continuing royalty on the sale of recorders and blank tapes. Such a royalty would be passed on to the consumer, however.

But the litigation is expected to be only a prologue to a resolution of the rights of the parties by Congress. Kroft, following the argument in the Supreme Court, told reporters he expects the producers to press for legislation, regardless of the high court's decision. Legislation requiring manufacturers to pay royalties on recorders and equipment was introduced in the last Congress and again in the current one. Videorecorder manufacturers have been equally active. Their supporters in Congress have reintroduced bills in the current session to exempt home taping from copyright liability.

High court to take up Oklahoma liquor ad case

The Supreme Court has agreed to consider the extent to which states may regulate advertising on cable television. The case is the first of its kind, and the high court's decision could have effects beyond cable; it could affect mass media generally.

At issue is an Oklahoma law banning liquor and wine advertising, while permitting their consumption. The U.S. Court of Appeals for the 10th circuit said it could be enforced against cable systems in the state that carry wine commercials, even those originating in out-of-state television stations.

Four cable systems in Oklahoma argue that the law violates the First Amendment. They contend the high court has held that truthful advertising enjoys First Amendment protection. What's more, in seeking Supreme Court review, the cable companies said the law opens the door to "an unprecedented state restriction on the press and on the interstate flow of information and ideas." (BROADCASTING, May 9). They note that FCC regulations, technical factors and the federal copyright law prevent cable systems from deleting advertising. As a result, the systems would be obliged to drop the programs carrying the offending commercials.

The cable companies' position has been supported by the FCC in a friend of the court brief. The commission says that the petitioners have raised serious First Amendment questions, but the burden of their brief rests on the federal pre-emption issue. It says the law being challenged would prevent cable systems from complying with the commission's rules requiring them to carry the signals of local stations, even if from out of state. Much of the programming is imported from Kansas, Missouri and Texas, as well as from more distant points via such superstations as Red Turner's WTSBTV Atlanta.

Oklahoma has argued that its authority for the ban stems from the 21st Amendment, which, while repealing the federal prohibition of liquor sales, grants states the right to continue the ban. However, the cable companies say Supreme Court decisions have held that the repeal amendment does not grant states the power to override the First Amendment's guarantee of free speech and free press.

The cable companies, then joined by the Oklahoma Telecasters Association, prevailed with those arguments in the U.S. district court. But on appeal by the state, a three-judge panel of the 10th Circuit Appeals Court reversed. The OTA dropped out of the case at that point, but the cable companies continued it—first seeking rehearing by the full court, then, when that was denied, petitioning the Supreme Court for review.

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ABC-Harvard symposium on voter turnout: searching to cure a disease with many symptoms

Elite group from government, media, academia recommend ways to increase voter participation

For Leonard Goldenson, chairman of the board of ABC, it was a celebration as well as the fulfillment of an ambition he had long held: to focus attention on what he sees as a major problem facing the country—the decline in voting in elections in America. For a day and a half, beginning on Friday, Sept. 30, scholars, politicians, members of government and representatives of the media who had gathered in Washington to participate in the Voting for Democracy symposium wrestled with the problem of how to reverse the trend.

And rarely has a symposium had such a cachet of power and elegance. On Friday night, former Presidents Carter and Ford addressed a glittering, black-tie dinner—one treated to a trooping of the colors and the playing of ruffles and flourishes—then participated in separate sessions of the symposium, which were held in the Russell Senate Office Building's Caucus Room, on Saturday. They also attended a luncheon for the participants under a tent in the courtyard of the building, and even the most jaded Washington hand turned to catch a glimpse of the two ex-Presidents entering together.

The symposium, held under the joint sponsorship of ABC and Harvard University's John F. Kennedy School of Government, generated five recommendations, one or two of them adopted despite the grumbling of some participants. Network representatives, for instance, were not pleased with a recommendation calling for restraint by the "electronic media" in early projections of election results and in the use of exit polling for projections. But the main benefit of the symposium seemed to be that it provided a forum for some of those most informed and concerned about the subject to help stimulate debate on it. And ABC, as part of a continuation of effort in the area, videotaped the conference for use in a documentary its news division will produce.

Goldenson, in opening the symposium on Friday, sketched the dimensions of the problem he had discussed in greater detail in announcing plans for the Voting for Democracy project, in December, in a speech at Harvard (BROADCASTING, Dec. 20, 1982). He said the decline in voting over the years—less than half of the eligible voters cast ballots in the presidential election—would harm democracy. He noted that the Reagan administration came into office with the support of about one-fourth of the voting-age population. The record, he said, "is the worst of any democracy," and is worse than an "embarrassment."

Not surprisingly, the role television plays in the electoral process loomed large in the minds of the 50 participants—who for the most part managed to restrain their enthusiasm for the medium. Rather than calling for repeal of Section 315 of the Communications Act, as Dan Brenner, legal assistant to FCC Chairman Mark S. Fowler, suggested as part of the electoral reform process, the symposium urged Congress to "consider a temporary waiver" of the equal opportunities provision of the section for presidential and vice presidential elections. That softer proposal—which deleted the specific reference to freedom to cover debates that was in the draft recommendation—was offered by former FCC Chairman Charles D. Ferris. But television was not the only factor the participants considered—or even the dominant one.

Carter, for instance, cited the legislated obstacles to voter registration as a serious problem. (How serious, some pointed out, was indicated by the fact that 87% of those registered voted in the 1980 presidential election. Therefore, it was felt that increasing the number of registrants would increase the number of voters.)

His proposed solution was universal voter registration and/or election-day registration, proposals he said have been resisted by Congress and state legislatures whose members, he added, find security in smaller rather than larger electorates. And Ford said voters' interest in elections is being dulled by the increasing length of presidential campaigns and the proliferation of primaries. He sug-
gested that the present state primaries be combined into five regions that would be held within a three-month period—April through June—of the election year.

The Carter proposal became the basis for the first recommendation adopted by the symposium, although it was reworked to meet the objections of a substantial number of participants to too much specificity. As adopted, the recommendation reads: "The symposium finds that easing the means of voter registration should have the highest priority, and urges Congress and state legislatures to give serious attention to all means of increasing voter registration—"including, but not limited to, election day registration."

The language of the others was similarly bland and general, as the symposium, which operated under the gavel of former Representative Richard Bolling (D-Mo.), strove for consensus. The one issue on which consensus could not be achieved involved the recommendation that, because "exit polling may intrude on the privacy of the voter," the electronic media "exercise voluntary restraint on early projections of election results and the use of exit polling for projections."

The suggestion for that recommendation originated with Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, who said he knew it would be "controversial." And it was. Network representatives, like the other participants, had not expected the symposium to consider such recommenda-

tions, and Ralph Goldberg, vice president and assistant to the president of CBS News, made it clear he objected to being asked to consider, "at 6:10 in the afternoon, a motion with important First Amendment implications." He also said the recommendation did not reflect what the networks have done in past elections or what they intend to do in 1984. A motion to table the matter failed, and then the networks were asked to table their objections. It was voted to table the objections, but noted that Canada imposes such a "saturated schedule" of public service announcements, editorials, talk shows, documentaries and vignettes used on RKO stations, in addition to outside activities such as mobile registration sites, rallies and remote broadcasts. Present at the press conference detailing the drive were RKO Radio President Robert Williams, (above lr), Howard Carter, WP public affairs, RKO Radio and Dorothy Ridings, president, League of Women Voters.

"Poll to poll," "Taking Charge," a voter registration drive co-sponsored by the League of Women Voters Education Fund and RKO Radio and targeted for September 1984, was announced Oct. 5 at a press conference in Washington. The four-week campaign will take place in the markets in which RKO's owned-and-operated stations are located: Boston, Chicago, Fort Lauderdale/Miami, Los Angeles, Memphis, New York and Washington, and is aimed at the 18-34 age group, which has the lowest registration rate. RKO has provided $200,000 to fund the effort, which will combine local league activities with a "saturated schedule" of public service announcements, editorials, talk shows, documentaries and vignettes used on RKO stations, in addition to outside activities such as mobile registration sites, rallies and remote broadcasts. Present at the press conference detailing the drive were RKO Radio President Robert Williams, (above lr), Howard Carter, WP public affairs, RKO Radio and Dorothy Ridings, president, League of Women Voters.

As the dispute over the recommendation indicated, the question of early projections of election results—as a factor in discouraging would-be voters from going to the polls—seemed to grip the minds of the symposium participants as did few others. Twenty-four-hour voting and uniform hours of closing, for instance, were advanced not only to give more people an opportunity to vote but also to prevent network projections based on election results in the East from affecting voting in the West.

Data on the effect of such projections is ambiguous; at most, the effect is generally regarded as slight. But Percy H. Tannenbaum, of the University of California at Berkeley, who presented a paper on the subject, expressed concern about the practice. "It is possible the margin of victory could be affected, converting an otherwise 'tight' election into an apparent presidential 'mandate,'" he said. And he also said projections based on early returns could affect voting within a state.

And Tannenbaum offered some drastic suggestions to deal with the problem. One was to call on stations not to carry network projections before local polls close. He noted that Canada imposes such a system by regulation. If voluntarism does not work, he suggested a bare-knuckles approach: "Pressure—based on election advertisers could help. If there is a difference," he said in the paper he presented. He was not sanguine about uniform hours of polls closing—a proposal the networks have endorsed—as a means of dealing with the issue. Competition among the networks, he said, will cause them to rely on exit polling—in which voters are questioned on their departure from the polls—for projections of results. Tannenbaum had some suggestions for dealing with the problem, including: "You're going to have to give up the responsibility," he said. If the networks know they are being given unreliable information, he said, they will stop exit polling.

A number of participants expressed the view that in making early projections, networks are providing an unwanted service. Wirth said: "People watching television were unhappy in 1980 for the projections made."

If that presidential election, which, long before the polls closed in the West, which was known results for the East were called, the networks were calling at least looking at a Reagan victory. They feel you infringed their rights. They were addressing the networks officials, he said, "I think you did yourself a disservice.

Those comments were echoed by Dr. Richard Smolka, editor of Election Administration Reports, a newsletter for election officials. There is a growing crescendo of complaints on the part of election officials that voters are willing to think their vote doesn't count," he said. He also suggested that exit polling could be discouraging voting in a way not anticipated by political scientists. He said election officials have heard complaints from voters who object to being approached by pollsters. He said the complaints come from the elderly and new voters who are not sure of their rights in refusing to answer. "They feel the questions were directed specifically to them," he said.

And Ridings, noting that the league, too, is disturbed by the impact of projections on the voters' perception of what their vote means, said, "The use of exit polls and the rush to project are odious." Roone Arledge, president of ABC News and Sports, offered the journalist's dilemma in reply: "I'll concede that it [early projection of election results] has an effect. Still, you're faced with the problem of not reporting information you know. Some participants could not accept the implication of that remark. Dr. Austin Ranney, resident scholar at the American Enterprise Institute, said, given the concession of harm: "What damage is done to the people in the East if they don't know until midnight who won?" Arledge said the networks are not in the business of suppressing news. "Any time you suppress news, you lose credibility with the people who depend on you for news."

Dr. Frank Stanton, president emeritus of CBS Inc., and Goldberg offered additional responses. Stanton said that focusing on the networks alone is not fruitful. "The genie is out of the bottle," he said. He noted that cable television and other technologies are capable of providing news with speed equal to the networks. "So it's not practical to silence the networks alone," he said. "And you're not going to throttle all." Goldberg acknowledged that CBS based projections on exit polling in the 1980 presidential election, but noted that a "landslide" was involved. But even reporting the vote as it came in—results are reported speedily, he noted—would have told the country Reagan was winning while the polls in the West were still open. He said 42% of the nationwide vote had been tabulated before those polls
were closed.

For a time, Arledge and the critics of projections debated the question of the use of exit polls if Congress were to adopt a uniform poll-closing law. Arledge said ABC does not use exit polls for projections because it considers them unreliable, except perhaps in elections being won by a landside.

Their principal purpose is for a demographic analysis of the voters, he said. However, he would not commit the network to forgo the use of exit polling for projecting results once the method had been perfected.

To Ford, who had been his two-and-a-half years as President had served 25 years in the House, nine of them as minority leader, the debate whether the networks would employ exit polls if uniform closing were adopted was irrelevant. He expressed doubt that Congress had the constitutional authority to adopt the necessary legislation. And when Dr. Kevin Gottlieb, professor of social science at Michigan State University, who had presented a paper advocating 24-hour voting and uniform closing hours, said the Department of Justice had advised that the proposal was constitutional, Ford remained unmoved. “I can’t visualize Congress deciding today that all states will have the same voting hours,” he said. “It’s totally impractical.” He noted that the law would have to apply to Hawaii and to the far western sections of Alaska, as well as the continental 48 states. His advice regarding the uniform-closing idea: “Don’t waste time on it.”

The networks were not entirely isolated on the issue of early projections. Michael Robinson, associate professor at Catholic University and a research professor on George Washington University’s Media Analysis Project, is an apparent news junkie. “I’d be disappointed with the networks if they didn’t provide the information [projections]. A lot of people want the information early,” he said.

But Robinson himself found cause for complaint about the networks: Their correspondents’ attitude regarding the presidential candidates they cover. He said they turn the maternal instruction inside out and say nothing if they can’t say anything critical of a candidate. The result, he said, as he and co-author Margaret Sheehan also concluded in their book, “Over the Wire and on TV: CBS and UPI in Campaign ’80,” is that both voters and voter turnout have become depressed. However, he says in both cases the depression is “limited,” and he does not think the networks should change their style very much. “The disease of declining participation,” he said, “is not worth the remedy.”

Robinson concedes that most stories express no judgment regarding a candidate. But for dealing with those that do, he offers some suggestions: Networks should return to the practice of rotating correspondents among the candidates. Familiarity, he said, “breeds more contempt than expertise, especially in a modern-day, made-to-manipulate-the-media campaign.” Another suggestion: “reduce ‘obituary reporting.’” He said candidates “always look best on the day they leave the race.” The result, he said, is that those remaining in the campaign appear to be “the worst of the lot.” And he would do with fewer “closers,” in which correspondents sum up their stories. Robinson believes half the “bad press” stories on network television became “bad press” in the closer. And his criticism is that closers do not constitute serious journalism. “They are the Twinkies of journalism—they have no nutritional value.”

Robinson believes he deserves some credit for not making the argument that the networks’ contribution to a declining voter turnout involves an insistence on focusing on the “horse race” aspect of the campaign rather than on the issues. The argument is routinely made. But the problem, he said, is “criticism, not ‘horse race.’” If the criticism is serious, he added, “the heavier responsibility for diminishing turnout will probably fall somewhere else.”

Whatever the significance, no one took issue with the thesis.

What did it all mean? Did the symposium offer suggestions, even attitudes, that would contribute to a reversal of the downward trend in voting in America? ABC’s David Brinkley seemed to be one of minds on the subject. First, he suggested there was very little the group could do, that the problems lay deep in the American psyche. “There is a great deal of embellishment about politicians and about the political process, a feeling that ‘politics don’t work for me,’” he said. “To change that would require changing the whole structure of government, from the White House, to Congress, to city hall.” But

North Carolina

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$150,000

Probe of journalism ethics. What the public thinks of broadcast journalism—and why—will be explored at a conference to be held Oct. 21 in New York by the Radio-Television News Directors Association. Ethics and the First Amendment will also be examined in the all-day meeting.

RTNDA said that Richard S. Salant, chief executive of the National News Council and former president of CBS News, will be moderator at a morning session on “Why Are We The Bad Guys?” Panelists will include news correspondents Connie Chung of NBC News, Peter Jennings of ABC News, Gabe Pressman of WABC-TV New York and Mike Wallace of CBS News. The discussion is set for 10:30 a.m.

In the afternoon a session on ethics and the First Amendment will be moderated by John Bartells, an attorney former chief of the Drug Enforcement Administration and former assistant U.S. attorney general.

The conference, planned by Lou Adler, vice president and news director of WOR (AM) New York and president-elect of RTNDA, will be held at New York’s Sheraton Center. New York Mayor Edward Koch will open it at 10 a.m. and New York Governor Mario Cuomo is a scheduled luncheon speaker.
then he switched from that dark vision to suggest that maybe there are some structural changes that could be made in the voting system that would improve voter turnout figures. Because the population is so mobile — 20% of the population moves every year — perhaps it should ease residency requirements for those wishing to become voters.

The word from ABC was that Goldenson and others felt the symposium "pretty much accomplished what it was supposed to," as one official put it. "It permitted an interchange among people and raised the issues." Goldenson, he noted, "feels strongly about this." The official noted that Goldenson has watched with concern as participation in presidential elections declined from 1960, when, he feels, turnout was stimulated by the first televised presidential debates — between Kennedy and Nixon.

If the effect of the symposium remains to be felt, Senate majority leader Howard Baker (R-Tenn.) offered an observation, in helping to open the proceeding, with which the participants probably would agree: They were embarked on "a noble task."

KPPIP(AM)-KPOP(FM) Roseville, Calif. sold by KPOP Radio to The Fuller-Jeffrey Group for $3.5 million. Seller is headed by Donnel C. Reeves, president (91%). It has no other broadcast interests. Buyer is equally owned by Robert F. (Doc) Fuller, Joseph N. Jeffrey Jr. and Edward F. Bock. It owns WOKQ(FM) Dover, N.H.; KJ(YF) Des Moines, Iowa, and WBLM(FM) Lewiston, Me., and has part interest in KCCY(FM) Pueblo, Colo. Bock owns 10% of KCHE Kent, Ohio, and has 20% of WCCI(FM) Savannah, Ill. KPIP is on 1110 kHz with 5 kw day and 500 w night. KPOP is on 93.5 mhz with 3 kw and antenna 299 feet above average terrain. Broker: William A. Eline Inc.

WROW-AM-FM Albany, N.Y. sold by Capital Cities Communications Inc. to Jag Communications Inc. for $3.2 million. Seller is publicly traded New York-based owner of six AM's, six FM's and six TV's and is MSO and publisher. Buyer is headed by John A. Gambling, chairman, who is on-air personality at WOR(AM) New York. It also owns WLKX-AM-FM Providence. R.I. WROW is on 590 kHz with 5 kw day and 1 kw night. WROF-FM is on 95.5 mhz with 9.4 kw and antenna 960 feet above average terrain.

WOSG(AM)-WKFM(FM) Fulton, N.Y. sold by Cassill Radio Corp. to WKFM-Syracuse Inc. for $1,504,250. Seller is owned by Anamarie Mitchell, who has no other broadcast interests. Buyer is owned by Donald L. Wilks, president, and Michael E. Schwartz (37.5% each) and Alben J. Makay (25%). It also owns WZDF(WF) Briarcliff Manor, N.Y. Wilks and Schwartz also have interests in WXYA-WAQY(FM) Springfield, Mass.; WPET(AM) Greensboro, N.C., WKKN-AM-FM Wilkes-Barre, Pa., and WZFM-FM White Plains, N.Y., and have sold, subject to FCC approval, WZKE-AM-FM Orlando, Mass. WOSG is daytimer on 1200 kHz with 1 kw. WKFM-FM is on 104.7 mhz, with 50 kw and antenna 310 feet above average terrain.

KRKY(FM) Castle Rock, Colo. sold by Baker Broadcasting Co. to Gibson Broadcasting Co. for $615,000. Seller, headed by James Baker, president, has no other broadcast interests. Buyer is owned by music promoter Richard D. Gibson, president, and wife, C. Madeleine (10% each), and 11 other Colorado investors, who have no other broadcast interests. KRKY is on 92.1 mhz with 3 kw and antenna 299 feet above average terrain.

WFXW(AM) Geneva, Ill. sold by Miller Broadcasting Inc. to Gamel Broadcasting Inc. for $530,000 including assumption of $260,000 debt and $60,000 noncompete agreement. Seller is owned by Howard A. Miller, president, and owns WMMR(AM)-WYRL(FM) Melbourne, Fla. Buyer is owned by Gerald W. Gamel, president, and wife, Ira L. (17% jointly); John A. Cassens and son, John E. H. (50% jointly), and four other Illinois investors. Gerald Gamel is farm director at WSDR(AM) Sterling, Ill.; Ira Gamel is part-time receptionist there. Both will cease employment upon FCC approval of application. Senior Cassens owns grain elevator and banking interests in Rock Falls, Ill. WFXW is 1480 kHz with 1 kw day and 500 w night. Broker: Blackburn & Co. Inc.

WIDD-FM Elizabethton, Tenn. sold by Southern Signal Corp. to Norman A. Thomas Jr. for $500,000. Seller is equally owned by H. Curtis Williams, president, and H. Gene Artrip. They also own 40% of WPTF-AM-FM Prestonburg, Ky. Buyer is also owner of WJSO(AM) Jonesboro, Tenn. WIDD-FM is on 99.3 mhz with 3 kw and antenna 79 feet below average terrain.

WUNI(AM) Mobile, Ala. sold by Radio Station WUNI Inc. to Tillis Communications Inc. for $475,000 plus other considerations. Seller is owned by James Kirk II who also owns WOIG(AM)-WSBI-FM Brunswick, Ga.; WJS(AM)-WKIR(FM) Jackson, Tenn., and KYOL(AM) Lafayette, La. Buyer is owned by country-music star Mel Tillis, who also owns KIXZ(AM)-KMML(FM) Amarillo, Tex. WUNI(AM) is on 1410 kHz full time with 5 kw. Broker: Chapman Associates.

WADK(AM) Newport, R.I. sold by Key Stations Inc. to Spectrum Communications Corp. for $337,000. Seller is owned by Peter Kuyper and his wife, Christine, president. It also owns WLOB(AM) Portland, Me. Buyer is publicly held corporation, headed by Philip B. Huff, president. It also owns KYLT(AM)-KZAQ(FM) Missoula, Mont. WADK is daytimer on 1540 kHz with 1 kw.

WCCQ(FM) Great Hill, Ill. sold by Nelson Broadcasting Co. Inc. to CHB Venture for $300,000 cash. Seller is owned by Larry Nelson and wife, Pamela. They are also major owners of WPOK-AM-FM Pontiac, Ill. Larry Nelson is applicant for new AM at Sandwich, Ill. Pamela Nelson has interest in

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new FM at Paxton, Ill. Buyer is headed by Herbert Channick, president, who is Highland Park, Ill. businessman and who also owns WLEA(AM)-WCKR(FM) Hornell, N.Y. WCCQ is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Chapman Assoc.

WAUC(AM) Wauchula, Fla. Sold by Poucher Broadcasting Inc. to Heartland Broadcasting Co. for $325,000. Seller is owned by Donald W. Poucher, president. It has no other broadcast interests. Buyer is owned by Terry D. Reed (49%), his wife, Laura W. (18); Jesse D. Newman and his wife, Anna L. (25% each). Terry Reed is a Buckhannon, W. Va., attorney. Jesse Newman also owns WBUA(AM) Buckhannon, W. Va. WAUC is daytimer on 1310 khz with 5 kw.

WKIK(AM) Leonardtown, Md. Sold by Continental Radio Corp. to J.B.J. Communications Inc. for $249,656. Seller is headed by Nathan H. Miller, Virginia state senator. Buyer is equally owned by Robert E. Johnson, president, John H. Swain and Joseph Salta. Johnson is Baltimore fund-raising and management consultant. Swain and Salta are Fairfax, Va., direct-mail consultants. They have no other broadcast interests. WKIK is on 1370 khz with 1 kw full time. Broker: Blackburn & Co. Inc.

Other proposed station sales include: WVOC(AM)-FM Columbus, Ga. (BROADCASTING, Oct. 3; WIDY(AM) Corydon, Ind.; WEEM(AM) Boston (BROADCASTING, Oct. 3); KTCR-AM-FM Minneapolis-St. Paul (BROADCASTING, Oct. 3); KXAK(AM) CP) St. James, Minn.; WGWR(AM)-WCSF(AM) Asheboro, N.C. (BROADCASTING, Sept. 26); and WPRX(AM) CP) Sabana Grande, P.R. (see "For the Record," page 108).

APPROVED BY FCC

KWLA(AM)-FM Dallas and WIBC(AM)-FM Indianapolis Sold by Fairbanks Broadcasting Co. to John Blair & Co. for $50 million. Seller is Indianapolis-based owner of four AM's, four FM's and cable systems serving Lawrenceburg, Ind., and Delray Beach, Fla., totaling over 14,000 subscribers. Earlier this year it bought KCOM(AM)-KCEZ(AM) Kansas City, Mo. (BROADCASTING, Jan. 10). Richard Fairbanks is president. Buyer is publicly traded station representative and owner of two AM's, two FM's, three TV's and has bought WKAQ-TV San Juan, P.R. (BROADCASTING, April 25). It also owns printing company and coupon business and is headed by Jack W. Fritz, president. KXLA(AM) is daytimer on 1150 khz with 1 kw. KXLA-FM is on 103.7 mhz with 100 kw and antenna 1,570 feet above average terrain. WIBC is on 1070 khz with 50 kw day and 10 kw night. WNAP is on 93.1 mhz with 12.6 kw horizontal, 9.8 kw vertical and antenna 990 feet above average terrain.

KNDE(AM) Tuscon, Ariz. Sold by KNDE Inc. to Rex Broadcasting Corp. for $2.65 million. Seller is owned by Raymond I. Kandel, president. It also owns KTCU(AM) Tuscon. Buyer is owned by James Stone, president (71.5%), Thomas Chandler and Robert L. Chandler (14.2% each). It also owns KCRU(AM) Tuscon; KROD(AM)-KLAQ(FM) El Paso, and KRUX(FM) Lubbock, all Texas. KNDE is on 99.5 mhz with 30 kw and antenna 73 feet above average terrain.

WWQW(AM)-WPFM(AM) Panama City, Fla. Sold by MediaSouth Inc. to Culppeper Communications Inc. for $2.105 million. Seller is headed by John Dorris, president and James Broaddus, executive vice president. Broaddus has interest in WMNX(AM) Tallahassee, Fla., which has been sold (BROADCASTING, Aug. 29). Buyer is headed by Barry Turner, president. It also owns KDKO(AM)-KFM(AM) Tyler, Tex., and is applicant for new FM's at Bryan, Tex., Idaho Falls and Helena, Mont. It also owns KAGC(AM) Bryan. WWQW is on 1430 khz with 5 kw full time. WPFM is on 107.9 mhz with 100 kw and antenna 840 feet above average terrain.

WELO(AM)-WLZQ(LF) Tupelo, Miss. Sold by Northeast Radio Inc. to Big Thicket Broadcasting Inc. for $1.46 million. Seller is owned by National Association of Broadcasters President Eddie Fritts, who also sold KCRU(AM)-FM Helena, Ark. (BROADCASTING, Aug. 29). Fritts also owns 85% of KMAZ-AM-FM Winnsboro, La., and 100% of WNLA-AM-FM Indianola, Miss. Buyer is owned by Richard Beauchamp (80%), Bud Polacek, president, (10%), and Henry Kane vice president-treasurer (10%). It also owns KTYL-AM-FM Tyler, Tex., and KRKK(AM)-KQS(FM) Rock Springs, Wyo. Beauchamp is president of Refrigerated Transport Co., Atlanta. WELO is on 580 khz with 1 kw day, 100 kw night. WLZQ is on 98.5 mhz with 100 kw and antenna 500 feet above average terrain.

KLBK-TV Lubbock and KTXS-TV Sweetwater, both Texas. Twenty-eight and one-half percent sold by John Lee to Charles Woods and Robert L. Dudley for $1.09 million. Seller is selling his interest in stations to other stockholders—Woods (47%) and Dudley (24%). KTXS-TV has been sold, subject to FCC approval, to W.M. Moore Jr. for $3.5 million (BROADCASTING, May 16). KLBK is CBS affiliate on channel 13 with 316 kw visual, 25.1 kw audio and antenna 880 feet above average terrain. KTXS-TV is ABC affiliate on channel 12 with 257 kw visual, 25.7 kw audio and antenna 1,400 feet above average terrain.

Other approved station sales include: KSMX(AM) Fort Dodge, Iowa; WTPA(AM) Tupelo, Miss.; KYKN(FM) Grants, N.M.; WKZK(AM) North Augusta, S.C., and WHDM(AM) McKenzie, Tenn. (see page 109).

PSN unveils DBS-for-business

Direct broadcast satellite technology has given birth to a new company and to what it calls a new kind of service. The company is Private Satellite Network Inc. and the service it will provide is the creation of private television networks for corporations and other large institutions with a need for linking offices or branch plants with a headquarters unit.

Satellite dishes four to six feet in diameter earth shoulders mounted on rooftops will receive satellite-delivered signals broadcasting in the Ku band, which is free of microwave interference and allows placement of antennas virtually anywhere. The signals are scrambled and addressed to specific audiences. What's more, the system permits interactive meetings, in which those at receiving sites may ask questions.

Marc Porat, president and chief executive officer of the new company and former executive director of the Aspen Institute communications program, says the service "solves a key management problem—the need for instantaneous and effective communication within organizations that are spread out across the country."

PSN plans to begin service later this year, initially on a Satellite Business Systems satellite. The DBS technology it employs is similar to that used by the three DBS services expected to be established within the next year to provide entertainment service.

PSN believes the new service marks an advance over techniques now used to permit communications among executives and other employees scattered among offices across the country, including gathering them in sites for a videoconference or flying them to a central meeting site. PSN, which is based in New York City, includes among its shareholders companies in the communications and investment industries—Warburg, Pincus Investors Inc., Concord Partners, The Centennial Fund and J. Rothschild International N.V., all venture capital firms; General Instrument Corp., an equipment manufacturer, and L.F. Rothschild, Unterberg, Towbin Inc. and J. Henry
Schrader Wagg Co. Ltd., all investment bankers.

Among the company's founders and officers is a former secretary of the Treasury, G. William Miller, who is an investment banker, and one-time chairman of the Federal Reserve Board and chairman of Tektronix Inc.

Others, besides Porat, are C. Thomas Rush, executive vice president, formerly with Satellite Business Systems and more recently vice president of commercial services at Warner Amex Cable Communications; Richard M. Neustadt, senior vice president and general counsel, who is a former White House communications policy adviser and partner in the Washington law firm of Wiley, Johnson & Rein, and Patrick J. Casey, vice president of sales, who is a former regional sales manager at American Satellite Co.

**PBS defends loan to Grossman**

Interest-free, $125,000 grant that enabled president to buy Washington home was justified as way around federal salary cap, Chairman Oaks declares

Public Broadcasting Service President Lawrence K. Grossman confirmed last week that he had received a 30-year, $125,000 interest-free secured mortgage loan from PBS in July 1982 to assist in his purchase of a house in northwest Washington.

The loan was given "on the authorization of the PBS board of directors." According to PBS Chairman Dallin H. Oaks, it was a form of compensation "to reward [Grossman's] efforts" and "to give him a greater financial tie with the organization" in order to keep him at PBS.

The loan was the result of "a regular annual salary and benefit review" that was conducted by the compensation subcommittee of the PBS board, which included Oaks, PBS Vice Chairmen Stanley Evans and Henry Cauthen and board member George Gruenwald.

Oaks said Grossman had been given a $10,000 bonus the year before, but that counsel advised it could not be repeated annually without violating the federal salary cap for PBS employes, which puts the maximum pay at the same level as cabinet officers. A bonus every year "is too palpable an evasion of the salary cap," Oaks said. When the loan was granted the cap was at $69,600, it subsequently was raised to $80,100.

Asked if the interest-free loan was a way to circumvent the congressional intent in terms of compensation, Oaks said: "That's exactly the question that we asked our counsel and that's why I insisted on legal opinion before we did it. They approved it." PBS refused to release the outside opinion—prepared by the Washington law firm of Arnold & Porter—on the grounds of lawyer-client privilege.

According to Oaks, "it had been a year and a half of two years since [Grossman] had had a bonus." At about that time, Oaks said, "Grossman advised me that his lease was running out... That situation was the answer to our problem. It was clear that we had the ideal way to compensate him, or to express our appreciation... providing it could be done appropriately within the legal framework we operated in."

The loan—to an unidentified "senior officer"—was first disclosed in a footnote to the 1982 PBS financial statement, prepared by the Washington accounting firm of Peat, Marwick, Mitchell & Co., and was in a draft of the 1983 report examined by the executive committee in a public session two weeks...
NRBA's convention: Bullish on Bourbon Street

Optimism runs rampant during annual meeting in New Orleans; outlook for sales and AM radio upbeat; AM stereo proves big attraction; Mann named president

The mood among radio broadcasters during last week's National Radio Broadcasters Association convention (Oct. 2-5) at the New Orleans Hilton hotel could be characterized as a reflection of the way the majority of industry executives seem to feel about the medium today—positive and upbeat.

Highlighting the association's 10th annual gathering was the election of Bernie Mann, president of High Point, N.C.-based Mann Media (WOKX-AM, WGLD-FM, High Point and WKKJ-AM, WYDD-FM, Raleigh, both North Carolina) succeeding Sid Kaplan, who stepped down after four years at the helm (see page 105). And the main attraction on the exhibit floor was a 1984 Buick Century equipped with a Delco Electronics' 2000 series AM stereo/FM stereo car radio using the Motorola C-Quam decoder system.

Attendance at the three-and-a-half-day event was estimated by NRBA to be upwards of 4,000 (including exhibitors, hospitality suite hosts, spouses, guests and walk-in registrants) with overall reaction to the convention generally favorable.

There were more than 30 workshops with sessions on large-market sales, garnering national/regional business for small and medium markets, the changing nature of the rep business, consultant George Burns's projections of programing trends and the selling of AM radio to agencies and advertisers among those capturing the most attention.

Traffic among the 80 hospitality suites ranged from light to moderate. Of the major radio networks, ABC and RKO were missing, although ABC Talkradio had a suite.

The exhibit hall was sold out with 130 booths—up from last year's count of 85—with traffic fairly moderate, especially on Monday and Tuesday afternoons (Oct. 3-4). The Delco car radio, which was on display at the Motorola booth, was being unveiled for the first time in the country. According to Larry Eads, sales promotion manager, Delco Electronics, the radio will be available as a factory option on selected 1984 Buick models after the first of the year with most other General Motor car divisions following suit with 1985 model lines. Motorola also announced at the convention that it just received a commitment from the Chrysler Corp. to use its C-Quam system for the construction of AM stereo car radios, which will be built by Mitsubishi.

In addition to the Delco car radio, other products that drew attention included Sony's SRF-A-100 AM stereo/FM stereo portable receiver which has the capability of receiving all four AM stereo systems; Comtech's Dart 384 digital audio 3.8-meter receiving dish and equipment, and McMartin's BFM-S-500 Super S Subcarrier generator. The last two were shown for the first time at a radio show.

Comtech's 3.8-meter dish and equipment are said to be compatible with that of Scientific-Atlanta's package, which many affiliates of ABC, CBS, NBC and RKO Radio networks are purchasing, but Comtech's retail for $1,500 to $2,000 less. Allen R. Scharf,
director, satellite audio/video operations, of the Scottsdale, Ariz.-based Comtech Data Corp., noted the company has received commitments for the equipment from about 35 stations since it began marketing the product just over a month ago.

The new McMartin subcarrier generator on display can handle up to five FM SCA channels for transmissions. The product is expected to be on the market by year's end.

Several new formats were also unveiled last week, including Satellite Music Network's "Rock America," a contemporary top 40 format designed by one of the company's founding partners, Kent Burkhard, Transtar's new country and contemporary hit radio services, expected to be launched in January, as is "Rock America"; Winton Communications' "Modern Adult," a light adult contemporary format (see "Riding Gain," page 46), and Golden Oldies Productions' "Music of America," a big band/pop adult format.

Eight format discussion sessions (nostalgia, adult contemporary, country, beautiful music, album-oriented rock, top 40, urban contemporary, news/talk/sports) took place on the first night of the convention (Oct. 2) with the majority experiencing good audience participation, most notably in the AOR session.

FCC Chairman Mark Fowler addressed the opening general session Monday morning (Oct. 3) and blasted the House Telecommunications Subcommittee's broadcast deregulation proposal. He called on

Remembering his roots. NRBA President Bernie Mann presented the association's highest honor, the Golden Radio Award, to veteran CBS newsman Walter Cronkite at the convention's Monday luncheon. Cronkite reminisced about his early days in radio, re-creating football play-by-play from Western Union telegraph dispatches for KNOWN Austin, Tex., and introducing a hillbilly band. But then he got serious.

"Radio has its own special strengths and contributions. While TV pulls the big audience, it's still radio that's there virtually everywhere, all day, all night. It's radio that's there when disaster strikes. Radio is the medium of the single sense and frees the imagination."

He then voiced some words of caution: "Don't let the new technological marvels distract you from informing your listeners. Don't let them squeeze out news and public affairs. The major problem of radio and television is that we are being asked to put five pounds of news in a one-pound package. We have a communications crisis today. Radio and TV have cut up the ad dollars and driven many newspapers out of business. So we in radio and TV have to take the place of those papers and we are not doing it as well as we could. Twenty-four minutes of [network TV] news is not near enough and two minutes on the radio every hour is not enough. Radio has a very specific responsibility—to inform and enlighten in this time of great crisis and peril."

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broadcasters to "hold out for true regulatory relief."

This year's NRBA Golden Radio Award went to CBS News special correspondent Walter Cronkite in a presentation during Monday's (Oct. 3) luncheon.

Mary Kay Ash, founder and chairman of the board, Mary Kay Cosmetics, addressed the radio broadcasters at Tuesday's lunch. And NRBA board member Bob Herpe announced the association will establish a scholarship fund in Abe Voron's name. Voron, who is NRBA's executive vice president and one of the original founders of the association in 1959 when it was known as the National Association of FM Broadcasters (NAFMB), will take a less active role in association activities and concentrate on government affairs.

The fund will provide tuition for college students studying communications.

This year's convention had no specific theme but NRBA billed the event as "the only all-inclusive, all-radio meeting in the country." Following is an in-depth look at this year's NRBA convention activities. [Image 0x0 to 581x797]

Fowler blasts House bill on deregulation

FCC chairman tells broadcasters at NRBA to hold out for 'true' regulatory relief

The House Telecommunications Subcommittee's proposed broadcast legislation, which is expected to introduce quantitative program standards for license renewal, is a step in the wrong direction, FCC Chairman Mark Fowler said in the keynote speech at the NRBA convention in New Orleans last week.

"There are two things that come in fixed, arbitrary amounts—quantitative renewal standards and cheap TV dinners. And I, for one, have trouble swallowing either one."

It is, according to Fowler, "important for broadcasters to get deregulatory legislation—if only to prevent another FCC from undoing the deregulatory initiatives the current commission has brought about. But the notion of requiring radio and TV stations to run specific percentages of news, weather or agribusiness reporting runs counter to the regulatory drift of the last 20 years. "It [the House legislation] would not give you the freedom you deserve," Fowler said. "I hope you will hold out for true regulatory relief," he added. "I intend to hold in there with you, to dissent vigorously to any legislation that does not restore to broadcasters the freedom that our founding fathers, under the Constitution, intended you to have."

On a separate topic, Fowler also said "many of us at the commission" thought class IV AM stations, currently limited to 250 watts at night, should be able to offer nighttime service up to 1 kw. "We've been active in our bilateral negotiations with Can-

Daytimers gear for expansion

FCC personnel tell NRBA gathering that new authorizations for operation may be ready for time change

AM daytimers should probably start checking their mail with more care than usual.

For the FCC is planning to start sending most of them notices soon—telling them when they can start expanding with post-sunset operations, and letting them know what their power limitations will be.

If all goes as planned, daytimers will be able to start expanding their hours of operation when clocks are adjusted from daylight saving time to standard time at the end of this month, said Jim McKinney, Mass Media Bureau chief, at a meeting of the Daytime Broadcasters Association at NRBA.

The notices will mark the beginning of implementation of the FCC's order authorizing expanded operations for daytimers (Broadcasting, Sept. 12).

Under the order, more than 2,000 Class II and Class III daytimers (there are 2,406 daytimers altogether) will be able to operate for as much as two hours after local sunset with a power of up to 500 kw. The precise hours they'll be able to operate—and the exact levels of power—are being calculated by the FCC with the assistance of a computer. The powers and hours of some stations will be less than others to avoid interference to the signals of full-time stations.

The order also should permit about 200 Class II daytimers, operating on Canadian clear channels, to start offering pre-sunset operations. It also should permit about 12 Class II stations on U.S. clear channels that are east of the dominant stations on the channel to offer pre-sunset operations. Moreover, it will permit about 24 daytimers on the U.S. Class I-A channels to operate with some of their pre-sunset restrictions relieved.

The commission also decided to use diurnal curves to predict how far an AM station's signal will travel during the transitional periods from day to night and vice versa. According to McKinney, those curves are more accurate than others and will permit the use of greater power during expanded operation. The new curves also will be used to recalculate the permissible operating power for all stations already eligible for pre-sunset operations.

McKinney also pointed out that before operations begin, a new AM agreement with Canada has to be signed, but that that should be forthcoming this month. A new agreement with Mexico also would have to be signed to fully implement the decision. Although he said he didn't expect a Mexican agreement to be reached until spring, he also pointed out that the existing agreement with Mexico permits post-sunset operation until 6 p.m.

McKinney also said the odds that the recalculation with diurnal curves would lead to those stations already operating with pre-sunset authorizations (PSA) having to cut

Radio broadcasters examine new tech opportunities

SCA's figure as most promising money maker for oldest medium

A question mark was the prevailing symbol used to punctuate much of the discussion at the NRBA called "New Tech, New Opportunities" last Monday. Everyone was sure there will be a multitude of changes in the radio business (and broadcasting in general), but no one really knows exactly how radio operators can cash in.

The workshop focused on what moderator Gary Worth of Wold Communications called "the alphabet soup" of emerging technologies—MDS, DBS, SCA.

The first set of initials discussed was the newest. Mark Foster of Microband Inc. gave a primer on multipoint distribution service and its latest version—MMDS, with the first "M" standing for multichannel. MMDS allows operators to offer more than one channel per market. There's a lot of confusion in the minds of broadcasters over the new service, Foster said, and many people applying for licenses really don't know what they're getting into. "It's a shame," he said, referring to the "laissez faire" attitude of the FCC in opening up new services. "Very few people know what to do with them."

He spelled out a brief history of MDS, from its inception and early use as a method of setting up teleconferences to its current application as a provider of pay TV services, especially in areas not served by cable TV. In markets where there is little cable competition, Foster sees opportunities for radio operators to get on the MMDS bandwagon. In addition to the pay TV offerings, the new service can offer voice and data transmission. But, he cautioned, MMDS and other new services are not "gold out there just for the taking." Venturers should be armed with the facts for that market and at MMDS as though it were cable. "Consider tiering, consider making your premium service pay-per-view," he said. "A big advantage MMDS has over cable is that it takes about one-fifth of the capital cost of cable to build a city like New Orleans."

Two options he mentioned in the data transmission area were teletext and institutional networks (direct hookups between computers).

The next set of initials is one that was discussed all over the lot at NRBA: SCA's. Paul Hedberg, owner of KEZ-FM Mankato, Minn., and a number of other stations in that state, told how he started using his subcarriers to make some money 12 years ago. His stations are in farming communities, and he realized the farmers could use livestock and grain quotations more frequently than the every half-hour his radio stations were broadcasting them. So he started sending out the figures over his SCA's. That sideline is now called Market Quoters Inc. and has more than 500 customers. His advice: "Keep it simple. Just think of what kind of information your market needs." Some practical advice: Don't lease all your SCA channels. Keep some for yourself in case you do want in. And any lease you do sign for them, make sure you sign for a percentage of the gross, not a flat rate.

An overview of satellites was offered by Ed Taylor of Southern Satellite Systems, who suggested some possible money-making combinations between broadcasters and satellites. "Your natural advantage is the subcarrier," Taylor said. He proposed distributing subcarrier programing over satellites to cable systems, a service with no commercials—pay radio. "Are you going to let it happen to you or offer it over your subcarrier?" Taylor asked. "Use a scrambler box, advertise it with your unsold avails and charge the cable operator one cent an hour. The key is to take a business [your business] and let technology help you do it better."

Advice on SCA's: keep eyes open

Panelists say subcarrier use can be profitable, but they urge caution in lease agreements and engineering

The jury still seems to be out on what FM broadcasters should do with their subcarriers, according to a panel at NRBA last week. (For a status report on subcarrier use, see page 62.)

Most panelists appeared to agree, however, that broadcasters would be well advised to enter subcarrier deals cautiously.

Irv Joel, director of field engineering for Schulke Radio Productions Ltd., warned broadcasters not to dismiss all those stories about subcarrier service possibly causing main channel degradation as "wife's tales or bologna."

Harold Kassens, NRBA engineering counsel, concurred. "You'd better have a darn good engineer," he said.

Dave Lockton, chairman, Datasep, however, urged broadcasters to lease their subcarriers, as soon as they can "on a revenue sharing basis to someone who will put it to its highest use."

According to Lockton, leasing the subcarrier to others who know what they're doing makes sense. "If someone says there's oil under your transmitter, are you going to wildcat it yourself?"

Also, according to Lockton, broadcasters should move quickly since FM subcarriers, which have the advantage of being able to transmit cheaply to mobiles, present only a "limited window."

Lockton contended that another advantage of subcarriers is that they offer a cheap way of distributing satellite-related information from earth stations to end user. Even-

L-r: Waters, Hedberg, Foster, Worth
NRBA schooled on how to buy and sell stations

How to buy a first broadcast station with an eye on eventually purchasing more was the subject of Tuesday's straightforwardly named session—“Buying and Selling Stations.”

Robin Martin, Deer River Broadcasting Group, New York, got things started with a general strategy: “Buy the right property at the right price and keep your debt and equity low.” He continued with explanations of seller financing (often “the lowest-cost financing you can get”) and the importance of “selling yourself,” not only to the lender, but also to the broker, so he can do the best job of communicating buyers to sellers. “Be sure to evaluate the soft aspects of the deal,” Martin cautioned, referring to, among other things, “the personnel and the station’s reputation, not only among the community but also with advertisers.”

Next was station broker Dan Hayslett of Dan Hayslett & Associates, Dallas, who ran down a checklist of do’s and don’ts for both buyers and sellers. He advised sellers to decide before putting a property on the market whether it’s an asset or stock sale, whether to offer a noncompete or consulting agreement; whether any outstanding debts are assumable; and to have copies of all contracts, tradeouts, profit-sharing or premium plans, employee vacations and sick leave and a current inventory (including a list of those things not to be included). He also advised cleaning up the facilities and making minor repairs. “If your shop isn’t in order, the buyer may wonder if your books are,” he advised.

 Buyers should: determine their capital limitations; determine the method of financing; update personnel financial statements; form a corporation; give the broker an outline of personal needs, geographic preferences and long-range goals; study the station’s finances and market; examine the station’s public file, and get a local lawyer and one in Washington.

Choosing an equity partner was discussed by David Croll, TA Associates, Boston, and W. Stewart Cahn, Chemical Bank of New York, who agreed that lending money to buy radio stations has become “institutionalized,” with many firms anxious to make such loans if the principals have good, well-rounded broadcasting backgrounds.

changing world of national reps

More sophisticated buyers, growing competition, shrinking number of reps are realities facing business; outlook for upcoming years, however, is bright.

There’s no denying among radio rep executives today that the way national spot time is sold is in a state of change. Tackling that issue during a Tuesday afternoon session were Ralph Guild of McGavren Guild Radio, Peter Moore of Torbet Radio, Bill Burris of Eastman Radio and Ken Swetz of Katz Radio. Bob Duffy of the Cristal Co. was moderator.

 Guild, who is also president of Interep (the holding company for McGavren Guild, Major Market Radio, Hillier/Newmark/Wechsler & Howard and Weiss & Powell), told the group that rep firms today need to take the marketing approach to selling radio advertising time by buying premium advertisers and agencies with “solutions to problems.” Buyers are more sophisticated now than 10 years ago, expecting quality over price, Guild said. “We need to sell the unique characteristics of a station.”

 Guild said this marketing approach is necessary to assure radio’s growth in coming years. All indicators point to a boom in national spot sales for 1984 and beyond, Guild said. He cited results from a McGavren Guild media planner study conducted by Ted...
Bolton Associates which showed that 41% of buyers surveyed expect to spend more money in spot radio next year. Guild also noted that from January to June 1983 radio outpaced inflation—10% to 6%—for the first time in more than 10 years.

Guild said there are two obstacles that could hinder radio’s growth: internal competition among the reps and lack of unity among the radio broadcasting industry. “We need to think in terms of our real competition—the other media,” he said.

Peter Moore, executive vice president and chief executive officer of Torbet Radio, agreed with Guild that “good marketing” in addition to “good salesmanship” is needed. “We are not in the business of selling spot, we are in the business of moving product,” said Moore.

“The future of the rep business is great,” said Ken Swetz, president of Katz Radio. Swetz underscored the importance of programming and ratings. The rep’s future is tied to how well a station does in its market, he said. And to assure the rep industry’s growth, Swetz said, some things can’t continue, including direct buying between stations and agencies or advertisers which bypasses the rep firm and reps using nonclient stations in a market when submitting an overall buy to an agency—a reference to the nonwired networking approach. Demand that your rep only sell your station in the market, Swetz told the group.

Both Guild and Swetz acknowledged that one of the biggest problems facing the rep industry is the decreasing number of rep companies. This is resulting in more stations that need national representation than there are firms. Guild indicated he may form another rep company by year’s end that would concentrate on small market stations.

How are new ad dollars brought into radio? Bill Burton, president of Eastman Radio, highlighted several ideas including getting local businesses to sponsor public service announcements and going after more classified advertising spots.

Future of AM: think positive
Panel concludes attitude is half the battle, but AM stereo may be a boost to success

AM broadcasters are mad as hell and they’re not going to take it any more. Take what? Having their medium called dying or dead. That was made perfectly clear at a Tuesday sales session entitled “AM Survival,” with strident comments from both the panelists and audience. “I’m sick and tired of this talk of AM as inferior,” was an oft-repeated phrase. Even the NRBA was criticized for the title of the session and others on the program. “It won’t survive if we keep saying it won’t,” said panelist Ray Saadi of La Terr Broadcasting in Houma, La. “It won’t survive if we keep taking all our best programm- ing and people and putting them on our FM’s.”

Saadi, Mid-West Family Stations, Madison, Wis.; Al Martine, WNNR(AM) Beckley, W.Va.; James H. Duncan Jr., American Radio, Kalamazoo, Mich., and moderator Kent Burkhalter, Burkhalter/Abrams/Michaels/Douglas & Associates, Atlanta, presented case histories of successful AM’s and opinions on what needs to be done to keep the medium healthy and to return it to a place of prominence.

High on the list of possible saviors was AM stereo while a few in the audience were concerned over the lack of an industry standard and were unsure as to whether to go stereo now or wait a year, most were gung ho. Said Saadi, “AM stereo will save AM because it will force manufacturers to make decent AM sets” and it will stop the trend toward the marketing of FM-only Walkman-type and other radios.

Several operators in the audience said they either had just gone stereo or were planning to shortly, and suggested that what was needed was an active promotion effort, both over the air and in conjunction with electronics dealers to push the sets.

But beyond AM stereo, the panel had several other suggestions for improving the AM outlook. Martine told of his station’s heavy involvement in promotions and remotes. “It’s our own attitude that’s killing us. Stop programming for the fringe markets. The listeners can’t tell the difference between AM and FM. We give them the best radio station we know how and they’re turning back to us.”

Programming is the key, said Saadi, in explaining the success of his station. AM broadcasters have to stop thinking they can’t program a certain format or show because they’re AM, he said. “Create programs and packages that you can sell and forget about the ratings,” he continued. Give the audience something it wants—local news, giveaways, but don’t be dull.

And according to Fisher, “We are not in the business of selling radio spots per se, but in selling franchises—people franchises. Each station has its own niche or position and it has to identify it.”

Duncan offered statistics on FM growth and said that it has been slowing down for the last few years. He thinks it will peak in 1986-87. “The large markets have used up their period of exploitive growth and have leveled. Growth now is in small markets that are experiencing the growth.”

Summing up the optimism toward their band, moderator Burkhalter said that with AM stereo, in 10 years AM might just stand for “All Music.”

Big marketers push for rate increases
NRBA panel hears call to raise C-P-M; medium seen as undervalued

Rodney Dangerfield isn’t the only one who wants more respect; so do radio stations, and they want it from the advertising community. That’s according to panelists at a session on large-market selling who focused on ways to accomplish that.

We are selling the ability to communicate an advertiser’s message to the most relevant, potential customers they can buy,” said Clarke Brown, commercial manager, WQXI-AM-FM Atlanta. Radio stations are still selling with “depressed” rates primarily because Arbitron ratings underestimate the medium’s potential reach, said Brown. “Put a dollar value on your station and stick to it. Be prepared to walk away from some business,” Brown told the well-attended session.

Brown offered tips on creative selling including a plan for getting paid overnight spots. Commercials currently running throughout the week can be augmented in positions between midnight and 5 a.m. at,
say, 10% more than the original buy, he suggested.
AM stations need to develop and sell personalities, said Jack Maloney, director of sales, WNBC(AM) New York. "If you don’t have them, get them," he said. "You will be selling stars instead of numbers."

Specialty-formatted radio station operators offer advertisers one major advantage: They know exactly who their audience is and what it is most likely to buy, said Warren Bodow, president and general manager of classical WQXR-AM-FM New York—stations that attract an upscale audience.

Bodow said the secret to WQXR’s success as classical stations is the ability to sell major advertisers 52-week “sponsorships,” either in one- or two-hour weekly musical programs or information features. Bodow echoed Brown’s call for higher rates. "We have a high cost-per-thousand (C-P-M) or cost-per-point because we know we are worth it,” said Bodow.

What is the key to maximizing a station’s potential revenues? The sales force, according to Brown, who advised the attendees not to put a ceiling on the money their salespeople could make. "Take pride in the fact that you have the highest priced sales force on the street," said Brown.

Showing full appreciation of work is the most important thing that can be done for a salesperson, said Dave Ross, executive vice president and general manager of Metroplex’s WHYI(FM) Miami. Salespeople in the 1980’s need to think of themselves as “predators” not “peddlers,” he said.

Ross suggested development of a weekly station sales newsletter for advertisers and agencies, featuring profiles of station salespersons, lists of new advertisers and contests for agencies as a way to get higher visibility in the market. It would cost between $200 and $500 a month, he said.

The small market side of radio time sales

The business of getting national/regional business on small- and medium-sized market stations seemed very much on the minds of station and sales managers, as evidenced by the huge crowd of executives attending a session on that subject last Tuesday morning.

The biggest problem facing radio in the 1980’s is rate credibility, said Gene Dickerson, general manager, KWKH(AM)-KROK(FM) Shreveport, La. "If we don’t set standards for rate cards, we’ll all be in trouble," he said.

Dickerson also called upon the attendees to sell on the strength of the TSA (total survey area) ratings as well as Arbitron metro numbers. "When we are not selling TSA, we are giving this audience away," Dickerson said. TSA figures will show double, triple or even quadruple audience reach, he told the group.

What information do agencies want from stations? For starters, they need to know a station’s total coverage area, said Greg Dumas, station manager, KXOR(FM) Thibodaux, La. Agencies study the Arbitron ADI (Area of Dominant Influence) data and look at rating trends in the market and/or country over a four-to-six-year period. Additionally, agencies want to know about format as well as industrial and population changes in the market, he said.

Dumas strongly advised the station and sales managers to alert their agencies to any special events occurring in the market. For example, he said, a movie company went to Thibodaux to shoot some scenes for a picture, bringing 400 people for a week. He also suggested if “you didn’t get a particular buy,” ask the agency contact why. “If you convince them that you will deliver, you will always get the buy,” Dumas said.

“Good selling is the same no matter if you are selling locally or nationally,” said Martin Lessard, vice president and general manager, WOKQ(FM) Dover, N.H. Lessard told the broadcasters to get to know the managers for the local outlet of a major franchise who will speak up on a station’s behalf at regional marketing meetings. Other tips from Lessard included maintaining a good relationship with the national sales rep firm by paying it promptly.

Look at the regional and national ads in your market’s weekly newspaper and then go after the advertisers, added moderator John Morris, president, WHWH(AM)-WPST(FM) Princeton, N.J. Morris recommended joining state broadcast associations whose periodic meetings establish a forum for exchanging ideas and making contacts.

The panelists emphasized the importance of getting to know local store managers, dealers and suppliers in small- and medium-sized markets. Dickerson also pointed to involvement in county fairs and festivals as a great avenue for local tie-ins with national advertisers. "Visit your regional ad agency quarterly," was his final word of advice. □

Maintaining radio identity despite competition

Media consultant shares advice including hiring program director with personality of audience

“There is an unrelenting crunch toward more and more radio stations,” and with that comes the problem of differentiating one station from another. That was the thesis of a Tuesday presentation by George Burns, Burns Media Consultants, Studio City, Calif.

“We have reached a parity problem in our industry,” he said, using as an example that all that separates the number-one station in Los Angeles the number-25 station is 5.6 share. And “with the additional 1,000 FM’s [authorized by the FCC’s recent docket 80-90 decision], the problem will come to your town.” And there’s also more “product parity” (the stations sounding alike), there’s also pricing parity, Burns said.

What can be done to make a station sound different? Instead of just copying another format, the station manager should use tools to make some programming and marketing predictions and start with some basic questions: “What’s it mean?” “What should I do?” “What’s hot today?” “What’s in the future?”

Burns suggested a station has to match its program director with the kind of audience it wants, because ambitious, expressive people have different tastes from those of amiable, analytical people. Another tip: “Learn how to tap the gut feelings of your sales people and apply it to programming.”

Responding to a complaint from the audience on ratings (“The cost keeps going up while the information is less and less useful”) Burns said: “If advertisers bought radio, not ratings, we’d be free to program” and not just try to get rating points. Advertising, he continued, starts with a creative idea and is filtered through many levels until the idea gets to the broadcaster in terms of a buy, then it’s reduced to a rating or demographic. “That’s what radio sells with,” he said, “and we need to start with the creative end, not those numbers.”

Some of Burns’s observations and predictions on the future:

Adult contemporary and contemporary hit radio will merge into one popular format.

There will be single radio stations appealing to the entire family.

News has ended one of its cycles. Radio needs to rethink its news function, especially since TV has the “news image.” Radio should now a “stay in touchness” service and needs Newspaper personalities.

There is an emerging 35-50 format, a new type of beautiful music.

There is a need for long-term ratings, but not continuous ones.

There is a need to develop long-term outlooks at trends, including ratings. “We are a psychographic industry, but we are rated demographically.” □
Bernard Mann intends to keep NRBA on course in efforts to gain true deregulatory relief and improve the lot of radio broadcasters

The guard has changed at the National Radio Broadcasters Association. But the organization’s mission will remain the same.

That was the word from Bernard Mann, who was elected to succeed Sis Kaplan as NRBA president at the association’s convention in New Orleans last week.

According to Mann, who also is president of WOKX(AM)-WELD-FM High Point and WDX(AM)-WYDD(FM) Raleigh, both North Carolina), the NRBA will continue to push for deregulatory legislation, offer counseling on ways members can improve their businesses, and continue to present a radio-only alternative to the lobbying of the National Association of Broadcasters. “I see us as continuing as a grass roots, broadcaster-helping, broadcaster kind of organization,” he said.

Mann has been an NRBA member since 1973, and a member of the organization’s board and executive committee for the past six years. He’s also been NRBA vice president, East, for the past two years, and has been in the broadcasting business since he graduated from Adelphi University in 1957. He started out as a salesman for WAKE Atlanta—now WIGO(AM). After serving in various capacities at a number of stations, he started building his station portfolio with a one-third interest in WAIR(AM) Winston-Salem, N.C., in 1965.

Mann said he didn’t seek the NRBA presidency, which offers no financial compensation, not even for out-of-pocket travel expenses. But he was happy to accept when it was offered. “When you’ve been fortunate enough to be in the business you love, and it’s been very good to you, you can’t be a taker: you have to give back,” he said.

Among his top priorities, he said, will be trying to see that members can receive the kind of business advice they need. “There’s a crying need for more help in sales... and for advice on how [broadcasters can] run their businesses better,” he said.

Mann made his first appearance before a congressional body as president of the NRBA last Thursday (Oct. 6). He was a witness at a deregulation hearing called by House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) (see “Top of the Week”). “I’d like to say [broadcasters serve their communities] because we’re altruistic, but I don’t know that’s true,” said Mann before leaving for Washington. “It’s the competitive environment of radio that protects the public interest; not legislation.”

Mann hopes deregulatory legislation can be had even though he’s not very optimistic about getting it.

“The big problem is that [FCC Chairman Mark] Fowler won’t be there forever,” said Mann. “And what happens if someone like [former FCC Chairman] Charlie Ferris comes back in? What has been done can be undone.”

Mann admits to disappointment over the NRBA’s inability to get its own legislative proposal through Congress. That proposal essentially would have offered a trade-off, such as 0.1% of a station’s annual revenue for an iron-clad, 50-year contract guaranteeing a frequency to a licensee.

Maybe the NRBA didn’t sell that well enough, he said. Maybe it should have stressed that such a proposal would have permitted licensees to start considering their licenses as assets on which money could be borrowed.

One of the attractions of that proposal, he said, was that it offered something to Wirth (for example, the fees could have been targeted for public radio). “Washington works on trade-offs,” he said.

A major problem now, he said, is figuring out what to give. “Here we were giving something and we were getting something in

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Casting, by the FCC, could lead more than 1,000 new FM stations to obtain necessary upgrades become effective rush, said McKinney, FCC Mass Media Bureau chief.

Class FCC Operators will have three years from construction to begin upgrading power. According to McKinney, 80% of the Class C stations are not operating at the minimum facilities required to keep their classifications: antenna heights of more than 984 feet and 100 kw of power.

Under the commission's new minimum mileage separations, co-channel Class C stations must be separated by 180 miles; co-channel Class C-1's must be separated from Class C stations by 168 miles, and co-channel Class C-1's must be separated by only 152 miles. As a result, McKinney said, if Class C stations are downgraded to Class C-1's, "we can drop someone in closer to you than we could otherwise."

McKinney also had advice for those who are prepared to file their applications for the upgrades by the end of November. The commission, he explained, would probably put a freeze on those applications 30 days before it releases its omnibus rulemaking proposing 500 to 600 amendments to the FM table of allocations ("Closed Circuit," Oct. 3). And McKinney said the omnibus rulemaking should be released in January.

The commission, moreover, probably won't accept applications for upgrading again until after the omnibus rulemaking is adopted, which he said probably won't happen until next fall.

According to McKinney, after the FCC issues the omnibus rulemaking, parties will be able to file counterproposals. McKinney said the commission should be ready to start accepting applications on the 500 to 600 allotments "as early as next fall."

McKinney also said he thought that anywhere from 1,000 to 1,500 stations could be created from the commission's action in 80-90 within five years.

McKinney also suggested that owners of Class A stations consider whether it would be cost effective to raise their antennas to the 320-foot maximum allowed under the new scheme. According to McKinney, studies showed that Class A's raising their antennas from 300 feet to 320 feet increased their service only by half a mile.

Henry (Jeff) Baumann, Mass Media Bureau deputy chief, said the commission still planned to issue a rulemaking—either on its own or included with the omnibus rulemaking—proposing to give AM daytimers a preference, or at least not to punish them with demerits, when they apply for new FM's. The commission will not, however, propose similar preferences for Class A owners seeking bigger properties, he said.

After the panel session, Baumann said the commission initially only will accept counterproposals that conflict with the 500 to 600 proposals the commission offers on its own.

Since Class C Operators will have three years to upgrade their facilities, the commission won't accept any short-spaced applica-
tions on the C's for three years after 80-90 becomes effective, McKinney said.

Howard Head, managing partner, A.D. Ring & Associates, said that Class C's have a "nominal" range of 57 miles while Class C-I's will have a nominal range of only 45 miles. Noting that negotiations for tower clearances with the Federal Aviation Administration can be trying, Head urged broadcasters to get cracking. "You'd better get to work because there's a lot of work to be done," Head said.

Joe Sitrick, vice president, Blackburn & Co., said that if a lot of Class C station owners decided to sell their stations before they had to face the expense of improving their facilities, "that could depress prices."

The NRBA has petitioned the FCC to grandfather the Class C's. If the commission won't do that, it should at least grant waivers to licensees of Class C stations where attempts to upgrade their facilities are thwarted by the FAA or zoning regulations, NRBA said in its petition to reconsider.

Is radio really deregulated? That was the question the above panel addressed at the NRBA convention in New Orleans last week. While the consensus appeared to be that the FCC has done a lot for radio, no one seemed to think radio had been deregulated: that is something Congress will have to do.

Henry Geller, former head of the National Telecommunications and Information Administration, and Erwin Krasnow, senior vice president and general counsel of the National Association of Broadcasters, did provide the handful of observers present with a bit of excitement when they squared off attempting to place the blame for the fact that deregulatory broadcast legislation has thus far not become law. According to Geller, broadcasters could have gotten Congress behind the "spectrum fee" proposal once proffered by FCC Chairman Mark Fowler, or the contract fee proposal that was being offered by the NRBA. "But TV doesn't want it; NAB doesn't want it, so you're not going to get it," he said. "The TV interests are calling the tune here and they're diserving your interest."

Krasnow, however, said the NAB would argue for a radio-only bill "if that was the only thing we can get." But, according to Krasnow, the "politicians" are linking TV and radio. The "real enemies" of deregulation, Krasnow said, are people who demand "unrealistic" trade-offs like spectrum fees. Krasnow also said he was "confident" that the NAB could get the support of the majority in the House of Representatives. The problem, he said, is the NAB has to deal with a "hostile" House Telecommunications Subcommittee.

Also participating in the panel were Thomas Schattenfield, NRBA general counsel; Henry (Jeff) Baumann, FCC Mass Media Bureau deputy chief, and Roger Halberg, attorney for the FCC Office of General Counsel.
New stations

As compiled by BROADCASTING, Sept. 26 through Sept. 30, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; AL—Administrative Law Judge; alt.—alternate ann.; announced, ann.—antenna; aux.—auxiliary; CR—critical frequency; CP—construction permit; D-day—directional antenna; Doc.—Document; ERP—effective radiated power; HAAT—height above average terrain, kilowatts—kilowatts, m—meters. MEOC—maximum expected operation value; mhz—megahertz; mod.—modulation; N.—night; PSA—pressurize service authority; RCL—remote control location; S.A.—Scientific Atlanta; SH—specified hours; St.—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output. U.—unlimited hours; vis.—visual; w.—watts; ——noncommercial.

AM application

Maryville, Tenn.—Dove Inc. seeks 1120 kHz, 5 kW-D.

FM applications

Prescott Valley, Ariz.—Mary Murphy seeks 106.3 mhz, 3 kW, HAAT: 1,480 ft. Address: 202 South Laurel, Ontario, Calif. 91761. Principal has no other broadcast interests. Filed Sept. 30.

Maurice, La.—Mercury Broadcasting Co. seeks 106.3 mhz, 3 kW, HAAT: 300 ft. Address: 200 Kingston Drive, Lafayette, La. 70503. Principal is equally owned by Kenneth E. Brown, James A. Caillier, Russell Chaisson and Lyle J. Mouton. None has other broadcast interests. Filed Sept. 13.

Ada, Minn.—Cecil A. Malone seeks 106.3 mhz, 3 kW, HAAT: 274 ft. Address: 1205 Pine St., Crookston, Minn. 56716. Principal has no other broadcast interests. Filed Sept. 29.


Erie, Pa.—Mercyhurst College seeks 88.5 mhz, .35 kW, HAAT: 11 ft. Address: Glenwood Hills, Erie, Pa. 16546. Principal is noncommercial education institution, headed by William C. Sennett, chairman. It has no other broadcast interests. Filed Sept. 27.

Gonzales, Tex.—Francie Morley seeks 106.3 mhz, 3 kW, HAAT: 300 ft. Address: 4430 Shavano Woods, San Antonio, Tex. 78218. Principal has no other broadcast interests. Filed Sept. 23.

Lubbock, Tex.—Mckinley Shepherd seeks 106.3 mhz, 3 kW, HAAT: 243.1 ft. Address: P.O. Box 1773, Lubbock, Tex. 79403. Principal is also owned by Lee Stafford (60%). It has no other broadcast interests. Filed Sept. 23.

TV applications

Reno, Nev.—Washoe Broadcasting Co. seeks ch. 4; ERP: 100 kw vis., 10 kw aud., HAAT: 2,100 ft.; ant. height above ground: 968 ft. Address: 723 S. Third Street, Las Vegas 89101. Principal is owned by James E. Rogers, president (30%) and five others. It also has interest in KRVG-TV Las Vegas and new FM's at Carson City, Nev., and Somerset, Ariz. Filed Sept. 1.

Jacksonville, Tex.—Tarzan Television Co. seeks ch. 56; ERP: 14 kw vis., 1.4 kw aud., HAAT: 424.75 ft.; ant. height above ground: 190 ft. Address: 650 North Bolton Street, Jacksonville 75766. Principal is owned by George E. Gunter, who is also applicant for new AM, five new FM's, two new TV's and six LPTV's. Filed Sept. 13.

AM actions


Colorado City—United Communications Network granted 1560 kHz, 2.5 kw-D. Address: P.O. Box 2531 Roswell, N.M. 88270. Principal is owned by International Communications Inc. (75%) and Michael C. Venditti (25%). Tom C. Biermann, president of International Communications. Venditti owns 15% of granted CP for Huntsville, Tex., and 25% each of applicants for new AM's at Wellington, Colo., and Ruidoso, N.M. (BP-8312A). Action Sept. 20.

New Castle—Wash. (49 %), his wife (51%), and four other Illinois investors. Gerald Gallen is farm director at WSRD(AM) Sterling, Ill.; Jim Rere is part-time receptionist there. Both will cease emission.

Ownership changes

Applications

KKY(FM) Castle Rock, Colo. (92.1 mhz, 3 kW, HAAT: 299 ft.)—Sells assignment of license from Bauer Broadcasting Co. to Heartland Broadcasting Co. for $25,000. Seller is headed by James Baker, president. It has no other broadcast interests. Buyer is owned by Richard D. Gibson, president, and wife, C. Madeline (10%) each and 11 other Colorado investors, who have no other broadcast interests. Filed Sept. 19.

WAUC(AM) Wauchula, Fla. (1310 kHz, 5 kw, DA-D)—Sells assignment of license from Pioneer Broadcasting Inc. to WMCN(AM) Wauchula, Fla. for $35,000. Buyer is owned by Donald W. Poucher, president. It has no other broadcast interests. Buyer is owned by Terry D. Reed (49%), his wife Laura W. (1%); Jesse D. Newman and his wife, Anne L. (25%) each. Jesse Newman also owns WUBU(AM) Buckhannon, W. Va. Filed Sept. 23.

WVOC-FM Columbus, Ga. (102.9 mhz, 100 kw, HAAT: 1,521)—Seeks assignment of license from Bluegrass Broadcasting Co. to Bobby L. Coleman for $2 million, including noncompete agreement (BROADCASTING, Oct. 3). Seller is headed by H. Hart Hagan, president. It also owns WHOO-AM Orlando, Fla.; WWAS(AM)-WCHY(FM) Savannah, Ga., and WVOK-AM-FM and WYKT-TV, all Lexington, Ky. Buyer also owns WXLK(AM) Roanoke Va. Filed Sept. 22.

WCCQ-FM Crest Hill, Ill. (98.3 mhz, 100 kw, HAAT: 300 ft.)—Seeks assignment of license from Bluegrass Broadcasting Co. to Aley B. Coleman for $2 million, including noncompete agreement (BROADCASTING, Oct. 3). Seller is headed by H. Hart Hagan, president. It also owns WHOO-AM Orlando, Fla.; WWAS(AM)-WCHY(FM) Savannah, Ga., and WVOK-AM-FM and WYKT-TV, all Lexington, Ky. Buyer also owns WXLK(AM) Roanoke Va. Filed Sept. 22.

WFSX(AM) Geneva, Ill. (1480 kHz, 1-D, 500 kw)—Seeks sale of 112 kHz, 5 kw-D to Miller Broadcasting Inc. to Game1 Broadcasting Inc. for $530,000 including assumption of $260,000 debt and $500,000 noncompete agreement. Seller is licensee of WDM(BM)-WYFL(AM)-WYRM(FM) Melbourne, Fla. Howard A. Miller is president and 100% owner. Buyer is owned by Gerald W. Gamel, president, and wife, Ira L. (17%) jointly; John A. Cassens and son, John E. H. (50%) jointly), and four other Illinois investors. Gerald Gamel is farm director at WSDR(AM) Sterling, Ill.; Ira Gamel is part-time receptionist there. Both will cease emission.

WJDM(AM) Corydon, Ind. (1150 kHz, 250 w)—Seeks transfer of control of Lifestyle Inc. from Jon D. Walsh and Dennis R. Hill (100% before; none after) to Turnkey Broadcasting Systems Inc. (none before; 100% after). Consideration: $170,800. Principals: Sellers also have interests in association for new FM at Vincennes, Ind., and LPTV at St. Matthews, Ky. Buyer is owned by Jon W. Smith, Sr., his wife, Mary L. Smith and Angela M. Palt (51% jointly). It also owns WAFM(FM) Vevay, Ind.,
and is applicant for new FM's at Vienna, Ind. and Mount Vernon, Ohio. John Smith Sr., who is station engineer at WIDW, is also 20% owner of WLSO-FM Spencer, Ind. Younger Smith, Nelson and Paul are children of John and Mary Smith. Filed Sept. 30.

[CP]WAPQ(TV) Saginaw, Mich. (ch. 34; ERP: 2,500 kw vis., 250 kw aur., HAAT: 324.4 ft., ant. height above ground: 268.4 ft.)—Seeks assignment of license from Saginaw Communications Inc. to Tri-State Christian T.V. for $50,000. Seller is owned by Doyal Forney, president, who also owns KGLM(AM) and KCKR(AM) Arizona City, both owned by his wife, Barbara. Filed Sept. 13, by Garth Coonen, buyer. Buyer has transfer of control application to acquire Ch. 27 Inc., licensee of WDDV-TV Marion, Ind. (BROADCASTING, Aug. 22). Filed Sept. 27.

[CP]KTCR-AM-FM Minneapolis-St. Paul. (690 kHz, 500 W D, DA; FM: 97.1 mhz, 50 kw, HAAT: 150 ft.)—Seeks assignment of license from Hennepin Broadcasting Associates Inc. to Parker Communications Inc. for $3.45 million. Seller is owned by Edward D. Parker, president. Buyer is KDZU-AM-FM Hutchinson, Minn. Buyer is owned by John B. Parker, president, and wife, Kathleen (50% each). They also own KIKJ(AM)-KMAI(AM) Honolulu and sold, subject to FCC approval, KOWL(AM) South Lake Tahoe, Calif. (BROADCASTING, Aug. 22). Filed Sept. 27.

[CP]KXAK(FM) St. James, Minn. (104.9 mhz, 3 kw, HAAT: 279 ft.)—Seeks transfer of control of Starship III Broadcasting Inc. from Darryl W. Hensley and Robert Ellefsen (73% before; none after). Seller is owned by Donald Ellefsen, trustee, and seller. Buyer is Darryl W. Hensley, trustee, and buyer. Buyer is also owner of KIDD-AM-FM Bowling Green, Ky. (49%). Buyer is also agent of KILO-AM-FM Cross Plains, Tenn. Buyer is also owner of KUBM(AM) Curland, and KROD(AM)-KOAX(FM) El Paso, and KRUX(FM) Lubbock, all Texas. (BAPL-8503020Y). Action Sept. 16.

[CP]WWQM(AM)-WPEM(FM) Panama City, Fla. (1430 kHz, 1,400 kw, 250 ft.; FM: 101.5 mhz, 160 kw) granted license of assignment of license from MediaSouthInc. for $3,105,000. Seller is owned by John Dorr, president and James Broadus, executive vice president. Broadus has interest in WMNX(FM) Tallahassee, Fla., which has been sold (BROADCASTING, Aug. 29). Buyer is owned by John C. Culpepper Jr. (51%) and said to own 3% interest. Buyer also owns KDKO(AM)-KFML(FM) Tyler, Tex., and is applicant for new AM's in Bryan, Tex., Idaho Falls, and Helena, Mont. It also owns KFSC(AM)-KRYH(FM) Bryan. (B-H-830820GW). Action Sept. 20.

[CP]WASA(AM) Sarasota, Fla. (1220 kHz, 1 kw, DA)—Granted assignment of license of SunCom Inc. to Horizon Communications Inc. for $210,000. Seller is owned by Arthur A. Rogers, president and Carroll P. Newton (50% each). It has no other broadcast interests. Buyer is owned by James Stenmiller, E.F. Schwarzer and Mario Anese. It has no other broadcast interests. (B-AL-830804EX). Action Sept. 23.

[KLE(AM) Kailua, Hawaii (1130 kHz, 10 kw-u)—Granted assignment of license from Carl L. and Dorothy L. Schmidt. Seller is retired attorney. Buyer also owns KZQZ(AM) for $375,000. Seller also owns KRZQ(AM) Santa Barbara, Calif. Buyer is owned by John R. Ward, president. It has no other broadcast interests. (B-AL-830804EX). Action Sept. 23.

[KFLJ(AM)-KQQZ(FM) Mountain Home, Idaho (1240 kHz, 1 kw, 250 w-n, FM: 99.3 mhz, 3 kw, HAAT: minus 67 ft.)—Granted assignment of license from KFLJ Radio Broadcasting Inc. to Mountain Valley Broadcasting for $375,000. Seller is owned by John C. Mitchell, president (two-thirds), his brother, George C., and their mother, Athsena (one-third each). It also has interest in KLIG(AM)-KQQZ(FM) Council, Idaho. Buyer also owns KIMN(AM)-KKNZ-FM) Kuna, Idaho; KNXQ(AM)-KJYK(FM) Kraemer. Neb. John Mitchell is also applicant for new AM at Bellevue, Neb. Buyer is owned by Jack H. Jensen (52%) and his wife, Mary (48%). It is also applicant for new FM at College Station, Texas. Seller is owned by John M. and Margaret Jensen, both of Las Vegas, Nev. (B-AL-830804Z). Action Sept. 23.

[KMFS(AM) Fort Dodge, Iowa (92.1 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license of Smithway Communications Corp. to ABC Radio of Fort Dodge Ltd. for $75,000. Seller is headed by Harold Smith, president. Buyer has no other broadcast interests. (BAL-830804AH). Action Sept. 21.

[WELO(AM)-WZQL(FM) Tupelo, Miss. (580 kHz, 1 kw-d, 500 w-n; DA: 2FM: 98.5 mhz, 100 kw; HAAT: 500 ft.)—Granted license of assignment of license from Natchez Broadcasting Inc. to Big Thicket Broadcasting Co. of Mississippi for $1.46 million. Seller is owned by Eddie Fritts, National Association of Broadcasters president. Buyer is owned by Fritts (10%), and Don Higginbotham, president (90%). Also owns KTLA(AM)-FM Tyler, Tex., and KRRK(AM)-KQSW(FM) Rock Springs, Wyo. (B-LH-830804FE). Action Sept. 22.

[WTUM(AM) Murfreesboro, Tenn. (1490 kHz, 1 kw, 250 w-n)—Granted license of assignment from WUTP Broadcasting Co. to Magnolia Communications Corp. for reduced interest in WTUM(AM) and WSEF(AM) (which will merge), and assumption of no other debt. It also has interest in KBNN(AM)-KWMJ(AM) Fulton, Miss., and WDAM(AM)-WGMG(FM) Gulfport, Miss. (B-AL-830817FE). Action Sept. 22.

[KYKN(FM) Grants, N.M. (95.3 mhz, 3 kw, HAAT: 215 ft.)—Granted assignment of license from Grants Broadcasting Co. to Rainbow Broadcasting Corp. for $115,000. Seller is headed by Richard E. Oppenheimer, president. It also has interest in WZEW(FM) Fairhope, Ala.; KLCD(AM)-KHBI-FM Fairhope, Ala.; KNLX(AM)-KNEL(FM) Bay Minette, Ala.; and KKKI(AM)-KWWI(FM) Big Spring, all Texas. Buyer is owned by Michelle Z. Elliott, president. It has other broadcast interests. (B-AL-830805FE) Action Sept. 22.


[WMEK(AM) Chase City, Va. (980 kHz, 500 w-d)—Granted license of assignment from Milecklebug Broadcasting Co. Inc. to Clarksville Broadcasting Co. Inc. for $210,000. Seller is owned by Arthur A. Moran Jr., president (51%), and wife, Violet (C). 49%. It and buyer are regular applicants for new FM at Clarksville, Va., and seller will put forward $375,000 to buy new FM. Buyer is headed by Robert R. Boyd, president (51%). Boyd is retired attorney. (B-AL-830808F). Action Sept. 22.

[KLKB-TV Lubbock and KTXX-TV Sweetwater, both Texas (KLKB-TV ch. 13; 316 kw vis., 25.1 kw aur.; HAAT: 880 ft.; KTXX-TV ch. 57; 257 kw vis., 21.4 kw aur.; HAAT: 1,400 ft.)—Granted transfer of control of Prima Inc. from John Lee (28.5% before; none after) to Charles Woods and Robert H. Park. Buyer owns 49% of WPFE(BM) Huntington, Tenn. (B-AL-830610EU). Action Sept. 22.

[WHDM(AM) McKenzie, Tenn. (1440 kHz, 500 w-d)—Granted license of assignment of license from B&P Properties inc. to Ed R. Perkins for assumption of debt. Seller is headed by Harold B. Butler, president, who also owns 51% of WALK-AM(AM) Memphis; 31% of WOJU(AM)-WZKI(FM) Memphis; 10% each; and WKKD(AM)-KFJL(AM)-KRKN(AM) for $267,500. Seller is also owner of WBOZ(AM)-KMMJ(AM) Fulton, Miss., and WZMA(AM)-WGMG(FM) Gulfport, Miss. (B-AL-830805FE). Action Sept. 22.

- WCNW (680 kHz) North Atlanta, Ga.—Seeks modification of license (20252) to change main SL. Ann. Sept. 30.

Accepted

- KGLK (830 kHz) Tucson, Ariz.—Seeks modification of CP (BP-810209AQ) to change TL. Ann. Sept. 30.
- WPRAZ (1250 kHz) Warren, Va.—Seeks modification of CP (811230AB) to reduce tower height. Ann. Sept. 27.
- KLCK (1400 kHz) Goldendale, Wash.—Seeks modification of CP (BP-820208AB) to change TL. Ann. Sept. 27.

**FM applications**

Tendered

- KSNI-FM (102.5 MHz) Santa Maria, Calif.—Seeks CP to change TL; change ERP to 17 kw; change HAAT to 775 ft.; and make changes in antenna system. Ann. Sept. 27.
- *WWSF (89.9 MHz) Stevens Point, Wis.—Seeks CP to change TL; increase ERP to 3.61 kw; change HAAT to 232 ft.; and change class of station to “C”. Ann. Sept. 30.

Accepted

- KOWN-FM (92.1 MHz) Escondido, Calif.—Seeks CP to change HAAT to 1,024 ft. Ann. Sept. 30.
- KFMU-FM (103.9 MHz) Oak Creek, Colo.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as “Oak Creek-Steamboat Springs.” Ann. Sept. 30.
- WAGQ (104.7 MHz) Athens, Ga.—Seeks CP to change TL; change ERP to 100 kw (H), 79 kw (V); and change antenna system. Ann. Sept. 30.


- KAOI (95.1 MHz) Waikiki, Hawaii—Seeks CP to change ERP to 1.227 kw and change HAAT to 219 ft. Ann. Sept. 27.
- WBNY (98.3 MHz) Earl Park, Ind.—Seeks modification of CP (BP810302AK) to change transmitter and change ERP to 3 kw. Ann. Sept. 27.
- KBCM (95.5 MHz) Sioux City, Iowa—Seeks CP to install new auxiliary system. Ann. Sept. 30.
- WOWR-FM (101.3 MHz) Versailles, Ind.—Seeks CP to change TL; change ERP to 3 kw; and change HAAT to 300 ft. Ann. Sept. 30.
- WMLN-FM (91.5 MHz) Milton, Mass.—Seeks CP to increase maximum ERP from 100 to 172 w and change antenna system. Ann. Sept. 30.
- KZMO-FM (94.3 MHz) California, Mo.—Seeks CP (W9H9082AK) to change ERP to 1.32 kw and change HAAT to 446 ft. Ann. Sept. 27.
- KASK (103.1 MHz) Las Cruces, N.M.—Seeks to change ERP to 3 kw and change HAAT to minus 111 ft. Ann. Sept. 30.
- KIKM-FM (96.7 MHz) Sherman, Tex.—Seeks CP to change TL; change ERP to 3 kw; and change HAAT to 300 ft. Ann. Sept. 27.
- KYTE (99.3 MHz) Yreka, Calif.—Seeks modification of CP (BP810302AK) to change ERP to 708 kw and change HAAT to 624.5 ft. Ann. Sept. 30.
- KEZB (93.9 MHz) El Paso, Tex.—Seeks modification of CP (BP810302AK) to change ERP to 96.2 kw; and change HAAT to 1,207 ft.; and change antenna system. Ann. Sept. 30.

**FM actions**

Accepted

- KWLX-FM (106.1 MHz) Waukesha, Wis.—Seeks CP to change SL and request waiver of section 73.1125 (B)(2) of rules. Ann. Sept. 27.

**TV applications**

- KNXX-TV (Ch. 15) Phoenix—Seeks modification permit (BPCT810040KE) to reduce ERP to 1,084 kw vis. Ann. Sept. 30.

**AM actions**

- WDLK (1450 kHz) Dadeville, Ala.—Granted CP to increase day power to 1 kw. Action Sept. 8.
- KUKU (1250 kHz) Wickenburg, Ariz.—Granted CP to increase power to 1 kw and specify TL. Action Sept. 20.
- KQJK (1010 MHz) San Francisco—Application returned for CP to change hours of operation to unlimited by adding night service with 2.5 kw, DA-2, and make changes in antenna system. Request to waive section 73.7(E) of rules. Action Sept. 20.
- WKZY (770 kHz) North Fort Myers, Fla.—Granted modification of CP (830325AD) to change TL. Major environmental action under section 1.1305. Action Sept. 7.
- WCNW (680 kHz) North Atlanta, Ga.—Application returned for CP to change city of license to Atlanta. Action Sept. 21.
- WNES (1050 kHz) Central City, Neb.—Granted CP to increase power to 1 kw. Action Sept. 22.
- WQCB (1420 kHz) Vicksburg, Miss.—Granted CP to increase night power to 500 w, day power to 5 kw, and change coordinates. Action Sept. 1.
- KYSS (930 kHz) East Missoula, Mont.—Granted CP to change city of license to “East Missoula, Mont.;” change hours of operation to unlimited by adding night service with 1 kw, and make changes in antenna system. Major environmental action under section 1.1305. Action Sept. 21.
- WAVY (1210 kHz) Dayton, Ohio—Granted CP to increase power to 1 kw. Action Sept. 21.
- KNBO (1530 kHz) New Boston, Tex.—Granted CP to increase power to 2.5 kw/1 kw. Action Sept. 20.

**FM actions**

- KJMB-FM (100.3 MHz) Blythe, Calif.—Granted CP to change TL; increase ERP to 50 kw; decrease HAAT to 213.27 ft.; and change TPO. Action Sept. 21.
- KGGI (99.1 MHz) Riverside, Calif.—Granted CP to change ERP to 3.1 kw. Action Sept. 21.
- KNCT (94.3 MHz) Jack Sutter Creek, Calif.—Granted waiver of section 73.1201 (B)(2) of rules to identify as “Jack Sutter Creek,” Jacksonville, Calif. Action Sept. 15.
- KLUV-FM (105.5 MHz) Haynesville, La.—Application dismissed for modification of CP (BP810104A2) as mod., to change TL; increase ERP to 281 kw, and change TPO. Action Sept. 21.
- WCME (96.7 MHz) Boothbay Harbor, Maine—Granted modification of CP to change SL and request waiver of section 73.1125 (B)(2) of rules. Action Sept. 19.
- *WDOG-FM (91.3 MHz) Framingham, Mass.—Granted modification of CP to (BP47-880102DF) to change antenna type; change antenna type; and change antenna type. Ann. Sept. 15.
- WYXX (96.1 MHz) Holland, Mich.—Application returned for CP to change TL; increase ERP to 17.7 kw; change HAAT to 753.1 ft., and make changes in antenna system. Action Sept. 16.
- WHNN (96.1 MHz) Bay City, Mich.—Application returned for CP to change antenna system; change antenna type; and antenna type. Change antenna type. Ann. Sept. 16.
- KEZB (101.5 MHz) Hastings, Neb.—Granted CP to change frequency to 101.5 MHz; increase ERP to 49 kw, and make changes in antenna system. Ann. Sept. 16.
- WAXX (95.3 MHz) Marshall, N.Y.—Application denied for modification of CP to change SL and waiver of section...
7.1325(B)(2) of rules. Action Sept. 16.

* WHTZ (100.3 mHz) Newark, N.J.—Granted modification of CP to change SL and waive section 7.1325(B)(2) of rules. Action Sept. 15.

* WLYV (96.9 mHz) Statesville-Charlotte, N.C.—Granted waiver of section 7.1320(B)(2) of rules to identify as “Statesville-Charlotte, N.C.” Action Sept. 17.

* WRQN (93.5 mHz) Bowling Green—Granted modification of CP (BPED-810720AN), as mod.J to make changes in antenna system, increase ERP to 1.95 kw and decrease HAAT to 360 ft. Action Sept. 22.

* KINF (94.3 mHz) Nowata, Okla.—Granted modification of CP (BPED-8202362AX) to change CP to 3 kw and change HAAT to 107 ft. Action Sept. 21.

* *KTA (103.3 mHz) Beaverton, Ore.—Granted modification of CP (BPED-863346, as mod.) to change TL, decrease ERP to 81 kw and increase HAAT to 1,654 ft. Action Sept. 21.

* *KERA-FM (90.1 mHz) Dallas—Granted CP to make changes in antenna system, change type antenna; change ERP to 100 kw; increase HAAT to 1,262 ft. and increase TPO to 39.57 kw. Action Sept. 22.

* WTDI (106.9 mHz) Suffolk, Va.—Granted modification of CP (BPED-800455) to change EL and request waiver of section 7.1325 (B)(2) of rules. Action Sept. 15.

* KLYK (105.5 mHz) Longview, Wash.—Granted modification of CP (BPED-830204AM) to make changes in antenna system; change TL; increase ERP to .218 kw, and increase HAAT to 917 ft. Action Sept. 15.

TV actions

* KIEM-TV (ch. 3) Eureka, Calif.—Granted CP to change ERP to 10 kw at and change antenna system. Action Sept. 19.

* KXMC-TV (ch. 13) Minot, N.D.—Granted CP to change HAAT to 1,380 ft. and replace transmitting system. Action Sept. 21.

* WTTE (ch. 28) Columbus, Ohio—Granted CP to change ERP to 1,916 kw vis., 383 kw az. and change HAAT to 965 ft. Action Sept. 22.

* KOAP-TV (ch. 10) Portland, Ore.—Application rescinded for CP to change ERP to 316 kw vis., 316 kw az.; change HAAT to 1,740 ft.; change TL, and change antenna system. Action Sept. 27.

* WSUJ (ch. 18) San Juan, P.R.—Granted CP (BPED-810431KI) to change ERP to 2,210 kw, 221 kw az., and change HAAT to 1,150 ft. Action Sept. 22.

* WKCH-TV (ch. 43) Knoxville, Tenn.—Granted CP (BPED-810031KI) to change ERP to 575 kw vis., 57.5 kw az., and change HAAT to 2,829 ft., make changes in antenna system. Action Sept. 18.

* WKBR (88.3 mHz) Brownsville, Tex.—Application dismissed for modification of CP (BPED-811184AF, as mod.) to change TL and SL. Action Sept. 16.

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

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<th>Service</th>
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* Includes out-of-market licenses.

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**New FM's**

* KWEF - FM Mountain Land Broadcasting, Weiser, Idaho
* KEZV - United Radio Group Inc., Spearfish, S.D.
* KGBE - Lord Broadcasting Co., Ellensburg, Wash.

**New TV's**

* WQOH - Rappaport Communications Inc., Key West, Fla.
* KOSJ - Mallock Communications Inc., Wemmershoek, N.W.
* KKSG - Citizens Rights Telecommunications Co., Carlsbad, N.M.
* WOBR-TV - Brotherhood Broadcasting, Watia Wata, Wash.

**Existing AM's**

* KEZL - KUDE Oceanside, Calif.
* KIQQ - KRTS Manitou Springs, Colo.
* WCKJ - WBIA Augusta, Ga.
* WCKZ - WCKJ Atlanta, Ga.
* WBGX - WGIG Brunswick, Ga.
* WUSD - WGGX Gainesville, Ga.
* WGGN - WGDN Gainesville, Ga.
* WDKG - WMMF Milledgeville, Ga.
* WMRZ - WQGA Moline, Ill.
* WIFE - WCNN Connersville, Ind.
* KMPY - KGBS Des Moines.
* WQXG - WSFX Springfield, Mass.
* WWIC - WQLO Lansing, Mich.
* WOKN - KAPR Claremore, Okla.
* KVRB - KBOY Medford, Ore.
* WFOX - WMPT South Williamsport, Pa.
* WZBA - WMOC Coats township, Pa.
* KEZ - KTLK Brantmore, Mich.
* WSNY - WGD New York, N.Y.
* KKEH - KSPC Spokane, Wash.
* WKSI - WPWR Parkersburg, W Va.
* XLNR - WCLX La Crosse, Wis.

**Existing FM's**

* KVMA-FM - Magnolia, Ark.
* KWAP - KMAH-1 Atherton, Calif.
* KKHK - KNX-FM Los Angeles
* KEZL-FM - KEZL Oceanside, Calif.
* KEZK - KCMX Palm Desert, Calif.
* KNSO - KFPM Walnut Creek, Calif.
* WZNE - WXCM Clearwater, Fla.
* WPQO - WNOF Lake City, Fla.
* WCWQ - WLTE Weyers Creek, Ga.
* KVKI - KSTEP Shelton, Md.
* WSYG - WSPH Baltimore, Md.
* WYCX - WHTC-FM Holland, Mich.
* WUCW - WUVS Lansing, Mich.
* KSPK - KAWS The Hill Falls, Minn.
* KEZS-FM - KFFM Cape Girardeau, Mo.
* KBZS - KFXZ Kalamazoo, Mich.
* WGWQ - KYNN-FM Omaha
* KER - KERK-FM Las Vegas
* KITT - KTWB Las Vegas
* WFMV - WFMV-AM Blairstown, N.J.
* WEEF - WEHS Cherry Hill, N.J.
* KCPK - KICA-FM Clovis, N.M.
* KWSI - KOHE Wrens Springs, Ore.
* WTU - WPHI Philadelphia
* WFXF-FM - WFMU South Williamsport, Pa.
* KALK - KXZM Denison, Texas
* KJNE - KBBR-Hillsboro, Texas
* WLXR-FM - WCLX La Crosse, Wis.

**Existing TV's**

* WEVV - WAVF Evansville, Ind.
* KKW - KWKL-TV Viniterra, Iowa
* KIAO - KYGO-TV Blend, Ore.
* KTTY - KSDT San Diego, Calif.
RADIO

HELP WANTED MANAGEMENT

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

Station manager for independent public radio station. Responsible for overseeing all operations. Part-time, 816, 100 year. Contact Don Allen, WTRE, 110 S. Ber- ford, Madison, WI 53703. Deadline: Oct. 21, EOE.

Strong selling general manager. AM/FM, Corpus Christi. Call Arnold Malkan at Le Pavilion during NFRB or later at 817-625-0951; or Ken Burgess, 512-833-3516.

Sales manager. Aggressive charger with strong local sales experience for leading northwest FM. Must be a peel people person with proven track record. Excellent sala- ry and benefits for right person. Send references and resume to Box E-35, EOE.

Sales manager, WTTM, Trenton, New Jersey—920 AM—only country station covering Philadelphia-Trenton market. Energetic sales staff needs motivator. Salary, commis- sion, overrides, other perks—group owner. Phone 215-326-4000, Mr. Fisher.

Station manager with strong sales/collections background for powerful AM/FM in medium Southern market. Salary and bonus. Send resume to Box E-42.

Sales manager-KGED-FM, San Francisco, seeks in- dividual for directing, planning, and implementing radio station activities that support balanced, quality broadcast services. Successful record managing ma- jor market public and/or commercial radio stations with significant programming and production experience required. Salary: $40,000 plus. DOE. Send resume: Personnel, KQED, 500 Eighth St., San Francisco, CA 94103. EOE.

Sales management-position requires at least 10 years progressive experience in radio sales and operations. Possibility of immediate advancement to station man- agement. Base salary plus percentage of collections. Send resume with salary history and references to: Peter Smith, 13007 Gansville Road, Jonesboro, LA 71251.

Manager of public student/volunteer FM radio station. Person must have experience in developing and managing a public radio station closely related to higher education institutions. Qualifications: Bachelor's degree and four years of volunteer and programming for a Master's degree and two (2) years experience. The ability to work with students, faculty and volunteer staff is essential. For application material, contact: Mr. Mi- chael R. Stowers, Director, Audio Visual Services, Uni- versity of Nevada, Las Vegas, 4505 South Maryland Parkway, Las Vegas, NV 89154. The deadline for the receipt of application material is October 31, 1983. EOE.

General manager/sales manager wanted for new AM station in southern California. Must have strong man- agement and sales background. Lambda Broadcast- ing Corporation, PO Box 1420, Yucca Valley, CA 92284, 619-365-1500.

HELP WANTED SALES

Central coastal California. AM/FM combo opportu- nity with one of the largest radio groups. Come live in our beautiful coastal paradise, enjoy the natural beauty, great money and enjoy selling direct retail. Send resume: KSUY/KUNA, PO Box 1400, San Luis Obispo, CA 93406, EOE.

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

Radio/TV salesperson wanted for AM/FM station. Top markets. Start at $25K. Send resume to Box B-72, EOE.

Get paid! Like to travel? Our salespeople are head- ing for Rio this Spring as a reward for selling our annual media trip package. Last year we went to Europe and new and we're considering Australia. Various markets now being considered in addition to current available positions. Send resume and letter to Box B-135, EOE.

Sales personnel. AM/FM, Corpus Christi. Call Arnold Malkan at Le Pavilion during NFRB or later at 817-625-0951; or Ken Burgess, 512-833-3516.

HELP WANTED TECHNICAL

Opening for chief engineer. Minimum five years ex- perience. Technical skills include AM/FM transmitters, directonal arrays, studio construction and mainte- nance. Must have management ability to participate as part of station management team. Call 915-779-6454, KYSR, El Paso, TX.

Engineer for team working on The Village Companies' Chapel Hill/Burlington, North Carolina operations. Properties include WCHL-AM, WBAG-FM, the Tar Heel Soothing Voice, and WEGG-FM. Must be a hand’s on, production-oriented engineer. Salary based on ex- perience. Send resume to The Village Companies, P.O. Box 3300, Chapel Hill, NC. 27514. Equal opportunity employer.


Chief engineer wanted, New York City metro FM. Im- mediate. Responsible full operation. Write Box E-46.

HELP WANTED NEWS

Strong anchor/reporter for afternoon drive. Ex- perience preferred for position with award winning news team. Tape and resume to: Jeff McMurphy, WKDO, PO Box 2389, Myrtle Beach, SC 29577, EOE.

News director needed for southeastern NY. Must be experienced in handling people, organization-minded, and community involved. Only pros with three to five years’ experience need to apply. Air shift with supervi- sion of three person staff. Must have the capability to direct local news and a good voice, send resume and salary requirements to Box E-15, EOE.

News director: news excellence is a tradition here! Lead by example: report, write, anchor, administer four-person department. Midwest 80,000 metro. A ca- reer move with a large group owner. Resume and writ- ten statement of news philosophy only to Box E-29.

Experienced newscaster, 4:30am rewrite 5 days. Tampa’s WXCR, Box B, Safety Harbor, FL 33752.

WANT/JAXX on Florida’s beautiful space coast is seeking an experienced newswoman for our expand- ing news department. Contact Rick Allen before 1:30pm EDT. 305—267-1060.

Hard working, aggressive, experienced reporter/an-chor eager to move up to a more competitive market needed for new all news station. Good writing skills a must. Tape and resume to Susan Giovati, News Director, Box 151, Anderson IN 46015. EOE.

Reportersanchor at one of the Midwest’s leading news operations. Must be a “journalist”, not just a “voice”. B.A. degree and minimum of two years radio experi- ence. Send resume and tape to Greg Moceri, WOOD AM/FM, 180 N. Division, Grand Rapids, MI 49505.
HELP WANTED PRODUCING, PROGRAMMING, PRODUCTION, OTHERS

Program director—Midwest location. Wide regional coverage featuring news, farm, sports, talk. Prior broadcast program management experience is an important consideration, as is a demonstrated creative capability. A successful record on as-the-air performer would be a positive influence. Send resume and salary requirements only to Box E-68. EOE.

SITUATIONS WANTED MANAGEMENT


Owners and/or brokers: vice president & general manager seeks to own! Promotory note in lieu of down payment. Will turn around and pay all company debts as well as promissory note within 2 or 3 years. Write Box B-124.

Four for one—sell team motivator and organizer to make your station a force in the community, winning sales, building audience, promoting, programming, innovator and research oriented: and your added bonus, engineering plus. Audio and RF, competitive, qualify sound. All for the price of one top administrator, bottomless. Call for details. Available immediately.

General manager with a strong tradition of success. Committed to professionalism and goal achievement. Superior leader and motivator. 18 years in management, both AM/FM, all markets. Competitor with knowledge and skill in both broad and small market. Top drawer with excellent credentials. Write Box E-1.

3 years of accomplishments in radio sales & sales management. Seeking sales management or major list in top 50 market. Prefer owner groups. Florida or Midwest. Write Box E-40.

Good 8-year small market sales record. Over 20 years radio experience. Desirably want to manage. 402-721-8300.

SITUATIONS WANTED SALES

I have a crazy idea that station managers want to sell time. If you are a MOR in the Southeast/Southwest, and need a night personality you will get a smooth professional, plus I will sell the time. Marketing plan using word processors and the mails. Call me for details. Jerry McCarthy, 702-731-1933.

SITUATIONS WANTED ANNONCERS

Can wear two hats. 9 years computer operator, now a trained broadcaster with sales skills. Seeking entry level position. All markets. Salary negotiable. Guy Hamilton, 212-297-4343.

Excellent knowledge of music. Willing to relocate anywhere for entry level position. Call Gary, 201-863-0917.

Dependable announcer with 10 years' experience. Mike, 373 Williams, Dayton, OH 45404. 904—864-6950.


Have you ever tried to cue a record with a glove on? Upper medium market job with 2 drive-time shifts & must be willing to relocate. Market in South, Southeast, Southwest, or. Strong in rock album & AC/CHR. Will take full-time, part-time, anytime. Craig, 10:30AM-6:30PM EDT. 717—673-3106. After 7PM, 717—207-2781.

Attention medium markets: 3 years' experience. Extensive live remote performances, news & sports director, skilled writer. Drive time job/country music expert. Will relocate. Call Justin, 212—926-4181.

Experienced, creative, humorous, conscientious female will relocate anywhere for a golden opportunity in management. Call first at 617—533-2967.

Female announcer seeking position in Indiana. Have Columbia School of Broadcasting training. Call Ruth Bull, 317—634-7956.

SITUATIONS WANTED TECHNICAL

Engineer, 30 years' experience, all aspects, including directional & construction, audio production. Top references. William Naramore, 212-457-5360.

Radio engineer with 18 years' experience in AM-FM production, direction with general class license. Contact Box E-36.

SITUATIONS WANTED NEWS

Basketball season's almost here. Need a steady, preapy personality, Big Ten experienced. Mark Rosman, 201-536-4183.

Excellent news pro, reporter, anchor, editor writer, producer, director. Dedicated, flexible, organizer. Call Steve, 904-796-5350.


Professional radio/TV sportscaster: PBP, football, hockey, baseball, soccer, anchoring; reporting; 5 years in NFL and KMOX-AM, St. Louis. Seeking new challenge in aforementioned capacities, medium to large market. Available now. 914—961-5432.

Female news anchor/reporter, currently radio news director & anchor in top 50 market & TV show host, seeks new position. Creative journalist, versatile voice, stable. 801—350-8668.

Sports enthusiast: ready for play by play opening. Excellent sportscaster in baseball, football, basketball, tape and resume upon request. Chuck Gordon, 312—204-3383, after 1 PM CDT.

Need move up! Small market operations manager wants news, sports position. Strong writer, interviewer, reporter. Does news, sports well! Knowledgeable, hardworking journalist. Want medium, larger market. Prefer East, but anywhere for right price! E-mail Box E-21.

Knowledgeable, knowhow & energetic minor- leader/salesperson, excellent with multi-operator. AA/ or AA position for 1984. Write Box E-23.

Excellent newscaster. Award-winner. Left last job in April to finish college. Now, I have my journalism degree and I'm ready to go again. 5 years' experience, 3 and 3/2 medium market station in Midwest. Jeff, 615—663-9173.

5 years' experience in news, radio & TV talk, features, copywriting. Production, DJ, plus demanding daily dic- gress gives fuller approach to news or talk. Currently employed. Looking for medium or major market. Write Box E-38.


Professional seeking a sports or news position. Energetic, knowledgeable, and personable. Play-by-play experience as well. 905—963-1896.

Experienced sportscaster. PBP, excellent interview- ing, production, and writing skills. B.S. Radio and TV Like news also. Write or call Howell Peiser, 6528 Brown- lee Dr., Nashville, TN 37205. 615—352-4044.

Experienced sportscaster looking for good opportunity. Descriptive PBP, will consider news combo. 703—943-9368.

SITUATIONS WANTED PRODUCING, PRODUCTION, OTHERS


TELEVISION

HELP WANTED MANAGEMENT

Promotion manager. Up-and-coming middle market network affiliate requires creative manager to head up promotion department. Must have excellent writing, communications skills, solid background in video and radio production techniques. Supervisory and budgeting skills a must. Previous promotion experience. Good agency or broadcast facility required. Salary commensurate with experience. EOE. Send resumes only to Box E-19.

Sales manager-Small market in SW needs aggressive sales mgr. Looking for mature salesman or asst. sales mgr. ready to move into sales and benefits with multi-operator. Send resume to Box 27206, Houston, TX 77027.

Accountant/assistant controller for rapidly expanding midtown Spanish TV network. Require accounting degree and minimum 5 years' full -charge accounting experience. Must have strong knowledge of GA, AP, A/R, and A/P and the preparation of monthly financial statements. Experience in broadcasting and in-house EDP preferred. Send resume and salary requirements to Mario Pedrotti, SIN, 342 Madison Ave., NYC 10017.

Chief engineer - good hands-on engineer needed in SW small mkt. Looking for asst. chief ready to move up. Excellent salary and benefits with multi-operator. Send resume to Box 27206, Houston, TX 77027.

HELP WANTED SALES

General sales manager—Excellent opportunity to manage sales force at solid #1 CBS affiliate in Sunbelt. Prefer prior management experience. Good administration, budgeter, and motivator. Foremost resume and salary history to Mike Peiser, 312—296-7623. An equal opportunity em- ployer.

Southeast network affiliate needs GSN to profit from new growth plan under new ownership. If you can guide undergrad to top dog and document it, send resume in confidence to: James J. Mathews, General Manager, WCCA, PO Box 13327, Tallahassee, FL 32317.

National sales manager—Excellent opportunity at sol- id #1 CBS affiliate in Sunbelt. Must have two years exp. radio sales background including advertising. Be part of management team and work with best in the business. Send resume, career goals, and salary history to: Rich Pagan, General Manager, WVTR-TV, 3301 West Broad Street, Richmond, VA 23220. An equal opportunity em- ployer.

Washington, DC — we are expanding our operations and accepting applications for immediate opening in sales department. Write: WTTX-TV, Box 3150, Ma- nassas, VA 20110, EOE.

Marketing and salesperson wanted to represent suc- cessful commercial meteorological services company. The person we are looking for would be innovative, highly motivated, and willing to travel. Experience in selling meteorological services, radio, television, or data services required. Candidates with demonstrable knowledge of meteorology, agriculture, graphics, broadcasting, and/or general sales experience preferred. Spec- ifically, we are seeking an individual with a strong background in advertising, with experience in the meteorological field preferred. Send resume and salary history to: Mike Smith, President, WeatherData, Inc., 833 N. Main St., Wichita, KS 67203.
HELP WANTED TECHNICAL

Television production engineer with 2-3 yrs. of video & maintenance experience. Must have experience with Hitachi cameras, Ampex & Sony VTRs, Chyron editing systems, Sony 3500, 751, 6000; or send resume to Teleproduction, 7770 E. 83rd St., NY 10019.

HELPFUL TECHNICAL

San Francisco film and video production facility desires anonymous or professional people with 5+ years experience with broadcast production. This would include computerized post-production editors, the edit of the show, editing software, production techniques, etc. The position would include a wide variety of maintenance and support tasks for post production facilities, and the use of the latest equipment. Excellent benefits. Jennifer Keltner, One Pass Inc., One China Basin Bldg., S.F., CA 94107.

Video maintenance engineer (non-smoker). Immediately opening with twelve-year-old Hollywood facility. Top salary and coverages experienced in installation and maintenance of Ampex and RCA Quad Rs, Sony 1"C and W BVUs, digital standards conversion, and other sophisticated signal processing and distribution equipment. Experience required, should be familiar with the 1717 E. Speedway Blvd., Tucson, AZ 85721. For further information, call Steve Levy or William Harrison. An equal opportunity/affirmative action employer.

KOV-TV, Stockton/Sacramento, is seeking an assistant chief engineer with proven management ability. Motivating "people" person who understands and translates technical data into effective strategies. Must be capable of maintaining and supervising personnel. Must be a self-starter. Contact: John Gehbhard, Chief Engineer, Teleproduction. 310 West Westlake Ave., Glenview, IL 60025. 312—729-5215.

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


Mobile television facilities company seeking technical personnel for AMC, Denver, CO. Must have a working knowledge of video production. Send resume to KCWS-TV, 3600 E. 10th Street, Glenwood Springs, CO 81611. Attn: L. Brown; EOE/M/F.

Mobile television facilities company seeking technical personnel for AMC, Denver, CO. Must have a working knowledge of video production. Send resume to KCWS-TV, 3600 E. 10th Street, Glenwood Springs, CO 81611. Attn: L. Brown; EOE/M/F.

Studio maintenance technician needed by this 15th market VHf independent. We are looking for someone to help us maintain our RCA, Grass Valley, and Sony-equipped facilities in the beautiful Pacific Northwest. Qualifications include 2+ years of studio maintenance experience and a general class FCC license. SBE certification or tech school is also helpful. Send resume to Larry Brandt, KCPO-TV, PO Box 98828, Tacoma, WA 98499-5481, EOE.

Washington, DC-master control engineer. Experience preferred. Other positions available. Manager, WITN-TV, Box 3150, Manassas, VA 22110, EOE.

Chief engineer for WMFM, 106.1 FM, and production facility. Send resume to Dennis Herzig, News Director, KTVO, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer: M/F.

News producer. Top five market station needs series/news producer. Must have skills in graphics, line-up, etc., and be capable of producing news and line-up for the operation and maintenance of studio and RF equipment. SBE certification preferred. General class license required. Send resume to: Bill Hix, 916—927—1313, or direct correspondence to Chief Engineer, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. KOVR-TV is an equal opportunity employer: M/F.

HELP WANTED NEWS

Reporter: top 20 network affiliate seeks reporter who can turn personal finance and national economic stories into interesting, lively reports. Must understand the world of business, finance, and economics, and be able to translate it all to the viewer in understandable, interesting terms. Must develop and supervise research. Send resume to Dennis Herzig, News Director, KTSP-TV, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer: M/F.

Sports/news combo. The best of both worlds. 50s going strong, looking for an all-around kind of 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.

News manager. If you're currently an executive assistant and are seeking a position as a news manager, send your resume to our flagship station. We are a top 10 market looking for a talented individual to steer news operations. Only those with experience need apply. Send resume only in confidence to Box E-13. Equal opportunity employer.

KSP-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 must be present. Experience on television preferred. Send resume and tape to Susan Steiger-Welsh, Executive Producer, KSP-TV, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer: M/F.

Producer/anchor for a new format in a fast-growing market. Must have great writing, producing, and cover lettering abilities. Send resume to Steve Nahake, KTVG, Box 2557, Billings, MT 59103.

KSP-TV is looking for a top-notch producer. We're looking for a self-starter who has an imaginative and innovative method of presenting the news. A great opportunity to work with the largest and newest producer in television in the upper Midwest. A comfortable, growing station. Send resumes to Guy Hempel, WITL-TV, PO. Box 715, Toledo, OH 43695. EOE, M/F.

News director-small market, group-owned, ABC affiliate, Midwest, seeks professional to lead large, progressive news operation. Degree and ability to recruit/teach journalists required. Send resume, salary requirements only to Box E-44. Equal opportunity employer.

Ready to move up? Send resumes to Steve Dodd-the shift to work with creative personnel. Should possess administrative skills to supervise staff assignments and the operation of art department, ENG units, and station program producers. Should be capable of handling and maintaining annual departmental program budgets and operating expenditures. Please send resume to John Hutchinson, WNDT, 1203, Box 1263, Buffalo, NY 10420. An equal opportunity employer: M/F.

Technical writer. Freelance. We are a major Eastern production company. We need a seasoned technical writer to adapt training and medical programs to a video format. We have business pending that requires your attention immediately. Please send resume, requirements, plus a written sample of your work only to Box E-24.

Executive producer for PTN station. Should have extensive experience in all forms of television production and management. Should possess administrative skills to supervise staff assignments and the operation of art department, ENG units, and station program producers. Should be capable of handling and maintaining annual departmental program budgets and operating expenditures. Please send resume and writing samples to Margaret Shadburne, WV/E 32970, L. Denver, CO 80432. No phone calls. EOE employer.

Assistant creative director. New position. Challenging creative opportunity for experienced advertising/promotion specialist. Requires ability to plan/administer all station advertising and promotion campaigns and budget. Must have strong creative, writing, production skills essential. Ad agency experience helpful. Resume/tape/salary requirements to Manager, Louisville, WV/E, Box 32970, L. Denver, KY 40032. No phone calls. EOE employer.

Director, Established Eastern production company seeking an experienced professional. Three to five years experience in production/directing commercials and corporate communications on film and video播放. Must be fast-paced, interesting television and in transcoding technical subjects into lively terms. Salary open. Must be willing to relocate to Midwest. Send complete resume, salary history, and cover letter with references and qualifications by November 1, 1983. White Box E-34.

Co-host needed, to complement female co-host, for magazine format show planned for rapidly growing top 30 SE market. EOE. Resume only to Box E-39.
Western Illinois University seeks two assistant professors to start January 1984. Teach two or more of the following: broadcast management, television or radio production, film and documentary broadcast writing, broadcast journalism, and introduction to broadcasting. Adverse undergraduate or graduate applicants. Academic rank and rank of appointments. Salary negotiable, depending upon department and experience. Send vita, letter of application and three letters of reference to: Dr. Sylvia White, Communication Arts and Sciences, Western Illinois University, Macomb, IL 61455. Application deadline: Oct. 31, 1983. EOE/AA.

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guaranteed Radio Supply Corp., 1314 Turfside Street, La Mesa, CA 91941. 

Good useable 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 line, studio equipment. Call Bili Kitchen, Quality Media, 404-324-1271.

FOR SALE EQUIPMENT


Quality broadcast equipment: AM-FM-TV, new and used, best buy and sell. Antennas, transmitters, VHF, UHF, and FM. Call for prices. LaRue, Custom Electronics Co., 813-685-2838.

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. Quality Media, 404—324-1271.

Studio equipment—new and used. Hundreds of items available. TVs, VCRs, switchers, cameras. 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. RTCA TK 27, like new, AM new. See P&G 1 tape, 1/2 new price; JVC portable recorder, thousands of other items. Call Jim Smith, Quality Media, 215—790-4330.

Amperex receivers AG 440C - AT 700 new, priced to close out. Special prices on ART 600’s and stock. RCA 44 BX and Neumann U47 microphones wanted in trade. We quote at bid pricing on 3M, Ampex, and AudioPak magnetic products. NorthWest, Inc., 800—647-2252.


Beclich AM transmitter, 870, $1,200 Molesky remote control, WRIT-107. $250. Schaefer 900 automation system, 903 controller, interfaces for instarco or revoxes, $3,000. 4K Radio, 208-743-2682.
Help Wanted Technical

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

Help Wanted News

VOA NEEDS FOREIGN CORRESPONDENTS

Experienced international radio correspondents are needed by the Voice of America for overseas and domestic assignments. Applicants must be seasoned professionals with demonstrated news gathering ability, including proven skills in writing and voicing, and the preparation of political-economic analytical pieces and correspondents' reports. Foreign language skills an asset. Most correspondents can expect language training before overseas postings. Working expertise in one or more major geographic areas desirable. Applicants must be American citizens and available for worldwide assignment.

VOA, part of the United States Information Agency, offers an excellent salary/benefits package, including overseas housing or housing allowance, retirement, and health insurance coverage. Frequent travel for overseas positions. Above all, this is an exciting opportunity for skilled foreign broadcast journalists to exercise their profession in a news-oriented international radio network. VOA broadcasts 970 hours weekly in 42 languages to 100 million listeners, and is one of the world's most prestigious and authoritative radio networks. Send resume and SF-171 government employment application form (available U.S. post offices, American embassies abroad, or from us) with recent writing samples and demonstration voice cassette to: Correspondent, B/PF Room 1274C, 330 Independence Ave, SW, Washington DC 20547. VOA is an equal opportunity employer.

Help Wanted Technical

Continued
HELP WANTED MANAGEMENT

REGIONAL SALES MANAGER
Los Angeles Office
Arbitron’s radio sales office in Los Angeles has an exceptional opportunity for a regional sales manager to join our radio sales department. The person we’re seeking should have at least 5+ years’ experience in agency media and/or radio broadcast sales management. You should be a self-starter, ready to travel, committed to hard work, & ready to meet the challenge of this exciting job opportunity.

We offer an excellent starting salary, plus incentives, generous & comprehensive fringe benefits, & a professional atmosphere conducive to personal advancement.

To explore this exceptional opportunity, send resume & salary history in confidence to:

Marvin Korach
The Arbitron Ratings Company
A Control Data Company
417 Montgomery St.
Suite 444
San Francisco, CA 94104
An affirmative action employer

For Fast Action Use
Broadcasting’s Classified Advertising

WANTED

MANAGER
Expanding, Midwest-based, medium-market group seeks profit-oriented general manager for fine larger AM/FM billing $2 million+ . All-around quality broadcasters with strong sales/community orientation who creates excitement in market/stations and grows people. Run your own business. Incentive compensation. Write Box E-62.

THE SILLELMAN MORROW BROADCASTING GROUP INC.
(3AM-3FM-1TV). Seeks energetic, enthusiastic professionals to join our fast track. Opportunities at all levels; particular needs are radio station & sales management. Experience is essential; but confidence you can handle “the next step” will put you in line for consideration. All replies confidential. An equal opportunity employer. Reply to: VP of Administrative Services, Sillerman Morrow Broadcasting Group, Inc., One Broadcast Plaza, Middletown, NY 10940.

For Fast Action Use
Broadcasting’s Classified Advertising

TELEVISION
Help Wanted Sales

ACCOUNT EXECUTIVE
WTVF/NASHVILLE
Top-notch CBS affiliate is seeking creative, promotion-oriented salesperson with television, radio, or other intangible sales experience. Experience in the broadcast computer system or the sales Mini-Pak computer would be desirable. Send resume to: Bill Nunley, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. An EEO employer, M/F.

Help Wanted Technical

ENG FIELD SUPERVISOR
WOR-TV, an RKO station in New Jersey, seeks skilled supervisor to assist in the management & administration of the engineering department.

Responsibility for all ENG operations & facilities, including microwave links, ENG vans, remote bureaus, in-house editing functions, & remote surveys as necessary. Qualified applicants should have TV broadcast technical training plus 5 years in a major market commercial TV news operation. Training should include 2 or more years of electrical or electronic engineering. In addition, candidates should be experienced in ENG microwave operations & be willing to work flexible hours. Candidates with supervisory or management experience plus FCC general class license strongly preferred.

Salary commensurate with experience. Please send resume & salary history in confidence to:

PERSONNEL DEPT.
WOR-TV
1440 BROADWAY
NEW YORK, NY 10018

Equal opportunity employer, M/F/H/V.

CHIEF ENGINEER
New 5 megawatt station in top 25 market seeks experienced high quality engineering chief. Must have strong design, hands-on operational skills, and good administrative abilities. Station will be a “state of the art” showcase facility. Outstanding working environment, benefits, and growth potential. If you seek the finest, contact: Arnold L. Chase, President, Arch Communications Corp., One Corporate Center, Hartford, CT 06103. EOE, M/F.

UHF FIELD ENGINEERS
 Comcast's expansion continues. We have immediate openings for TV broadcast transmitter engineers for field service operations and site planning. Experience with high power UHF-TV transmission systems required. Send resume or contact COMARK COMMUNICATIONS, INC., P.O. Box 275, Closter, NJ 07624. 201-567-1280.

Help Wanted Management

GENERAL SALES MANAGER
Number one rated station in hot Sunbelt market (top 50) needs a general sales manager who can coach and train and lead the troops. You’ll be our top motivator. This company believes in sales training and incentives. Must be able to supervise local effort while handling national business, too. Group owner. This is a major career move. Top guarantee and commission for the right man or woman. Send bio and references to Box E-53.

GENERAL MANAGER MID-SOUTH
AM/FM combo with $2 million gross billing in $13 million market. $70,000 salary plus profit sharing. Prefer candidates within 300 miles of Memphis. Mail resume in confidence to Box E-63. All replies acknowledged. EOE.

THE SILLERMAN MORROW BROADCASTING GROUP INC. (3AM-3FM-1TV) Seeks energetic, enthusiastic professionals to join our fast track. Opportunities at all levels; particular needs are radio station & sales management. Experience is essential; but confidence you can handle “the next step” will put you in line for consideration. All replies confidential. An equal opportunity employer. Reply to: VP of Administrative Services, Sillerman Morrow Broadcasting Group, Inc., One Broadcast Plaza, Middletown, NY 10940.

For Fast Action Use
Broadcasting’s Classified Advertising
Help Wanted Technical
Continued

CHIEF ENGINEERS
PLUS FULL & PART-TIME ENGINEERS
STAFF ENGINEERS

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

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

Help Wanted Programing,
Production, Others

WFSB TV-3
ART DIRECTOR

Are you great on the board & a whiz at electronic graphics? Do you like to set trends, not follow them? Can you easily initiate projects, then follow through to completion? If you've got talent in print, on air, set design, & sales promotion, can delegate responsibility & work well with lots of people, send resume & sample cassette to Barry Barth, WFSB, 3 Constitution Plaza, Hartford, CT 06115. No phone calls, please.

An equal opportunity employer, M/F.

Help Wanted Technical
Continued

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4th market VHF affiliate seeks dynamic live morning show producer. Individual needs 3-5 years middle to major market experience in producing talk shows. We're looking for a progressive, creative, take-charge person who knows how to book and produce ratings-getting shows and who has the knack for demanding and bringing out the best in cohosts, as well as staff. Rush resume, references, salary history to Cynthia Fenneman, Executive Producer, KYW-TV, Westinghouse Broadcasting, Independence Mall East, Philadelphia, PA 19108. Equal opportunity employer.

KYW-TV GROUP

Situations Wanted Programing,
Production, Others

WHITE VIETNAM VETERAN


ALLIED FIELDS
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.

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TTC/WILKINSON CORP.

a leading manufacturer of AM/FM/TV transmitters, is seeking 2 special people. Senior RF design engineer—project leader for high power AM/FM transmitter design, from concept through production. Requires 3-5 yrs. experience in the field; MSEE or equivalent. RF design engineer—MF-UHF design of state of the art filters, RF amplifiers, PLL equipment. Requires 1-2 yrs. RF experience. Send resume & salary history to the Engineering Department.

PROGRAM MANAGER

WMAR-TV, the NBC affiliate in Baltimore, seeks a program manager who is creative and a self-starter. Should have 5-7 years' experience in programming, and programming research must be a strength. The person we seek must have the ability to manage, as well as operate within established budgets and meet delivery dates. If interested, send resume to the General Manager, WMAR-TV, 6400 York Road, Baltimore, MD 21212 (no telephone calls, please). Your reply will be held in strict confidence, EEO/MA.

WMAR-TV 2 BALTIMORE

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Broadcasting Oct 10 1983 119
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2 Ikegami ltc-350 cameras. ENG, EFP package, 2 J13 X 9 BIE lenses, charger, CCUs, viewfinders & carrying cases. 3M switcher, character generator. Film chain-16 MM-Beaullieu camera with angeneux lens & film editing equipment. Nagra/Sony/Panasonic-all very good condition. Will sell as package or in part. For more information, contact C.W. Craig, Media Services, Lee Memorial Hospital, PO Drawer 2218, Ft. Myers, FL 33902. 813-334-5175.

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Bob Marshall, President

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Broadcasting Oct 10 1983 121
### For Sale Stations Continued

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**nationwide mergers & acquisitions**

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<tr>
<th>STATION</th>
<th>CONTACT</th>
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<tr>
<td>SE</td>
<td>Major Cl.C FM $7,000K Cash Bill Chapman (404) 458-9226</td>
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<td>W</td>
<td>medium Cl.C FM $1,550K Brian Cobb (404) 458-9226</td>
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<td>R.Mn.</td>
<td>Metro Cl.I/FM $1400K Greg Merritt (207) 623-1874</td>
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<td>FL</td>
<td>Medium Fulltime $950K 30% Randy Jeffery (713) 294-1843</td>
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<td>R. Mtn.</td>
<td>Small FT/CLC(CP) $800K $225K Elliot Evers (213) 366-2554</td>
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<td>NE</td>
<td>Small FM $700K 210K Jim Mackin (207) 623-1874</td>
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<td>R.Mtn.</td>
<td>Medium FM $625K $150K Greg Merrit (801) 753-8050</td>
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<td>SE</td>
<td>Metro Cl.IV $600K Terms Bob Thorburn (404) 458-9264</td>
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<td>Small FM $275K $75K Bill Whiteley (214) 680-2807</td>
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<td>SW</td>
<td>Small Cl.IV/FM $900K $175K Ernie Pearce (615) 373-8315</td>
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To receive offerings within your area of interest, or to sell, contact Janice Blake, Administrator, Chapman Associates Inc. 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. (404) 458-9226.

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816-259-2544

#### BROADCASTING’S Classified Rates

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

Payable in advance. Check or money order. Full & correct payment MUST accompany ALL orders.

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

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

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

Replies to ads with Blind Box numbers should be addressed to (Box number). 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 forwardable, & are returned to the sender.

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

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

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

Word Count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as $35mm, COD, PO, etc. count as one word each. Phone number including area code or zip code counts as one word each.
Media

Bill White, VP and general manager, KBHK-TV San Francisco, joins Metromedia’s KTTV(TV) Los Angeles in same capacity, succeeding Charles Young, now president, Metromedia Producers Corp. (BROADCASTING, July 18).

Joseph Sabatino, general manager, WVAQ(AM) Lynchburg, Va., named VP, general manager.

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


Appointments, Kopiar Communications’ KPLR-TV St. Louis and KBHK-TV Sacramento, Calif.: Barry Baker, VP and general manager, KMUM(AM) St. Louis, to VP and general manager, KPLR-TV, succeeding Harold Proctor, who left to become managing general partner in WNOL-TV New Orleans (“Fates & Fortunes,” Oct. 3); Michael Fischer, director of sales, KPLR-TV, to VP and general manager of KBHK-TV, and Terrence Brown, general sales manager, KPLR-TV, succeeds Fischer.

James Barnette, VP, sales, WIRK-AM-FM West Palm Beach, Fla., named VP and general manager.

Al Lucero, general sales manager, WCPO-TV Cincinnati, Ohio, joins KSAT-TV Santa Fe, N.M., as general manager.

Richard Pegram, general sales manager, WTVR-TV Richmond, Va., named executive VP and general manager, succeeding Ronald Phillips, resigned.

Bob Groothand, general manager, Rollins Telecasting’s WPTZ(TV) Plattsburgh, N.Y., joins Rollins’s WEAR-TV Pensacola, Fla., in same capacity. Carl Leahy, station manager, WEAR-TV, succeeds Groothand.

William Campbell, interim general manager, WLKY-TV Louisville, Ky., named general manager.

Robert Benson, VP, news and sports, ABC Radio, New York, named to newly created position of VP, senior executive, ABC Radio Networks.

Michael Lonneke, senior VP and general manager, WGSQ(AM) New Orleans, joins KRNT(AM)-KRNO(FM) Des Moines, Iowa, as general manager.

Carol Healey, program director, XETV(TV) Tucson, Mexico (San Diego), joins KTXA(TV) Fort Worth as station manager.

Gene Bolvin, general sales manager, KZEW(FM) Dallas, named station manager, KRQX(AM)-KZEW(FM) there.

Stan Pederson, program manager, KTV(TV) Springfield, Mo., assumes additional duties as station manager.


Mary Cotter, from Eastern Microwave, New York, joins Syracuse Cable Systems, Syracuse, N.Y., as VP and general manager.

Don Amez, from KOSI(FM) Denver, joins KOAX(FM) Dallas as operations manager.

Peter Falconi, operations manager, WKQX(AM) Framingham, Mass., joins WGAM-AM-FM Portland, Ore., in same capacity.

Dan Krieger, production manager, KVTX-TV El Paso, Tex., named director of operations and news.

Joe Dealy Jr., VP and secretary, A.H. Belo Corp., Dallas-based media company founded by his great grandfather, George Bannewray Dealy in 1985, has announced his resignation, effective Dec. 31, to pursue other opportunities.

Robert Fitzpatrick, staff attorney, corporate legal affairs department, ABC, New York, named assistant general attorney.

James Robbins, senior VP, operations, Western region, Viacom, Pleasanton, Calif., joins Cox Cable of New York City as VP. Joel Kobietz, from Tiger Air Inc., Atlanta, joins Cox Cable Communications there as director of new venture planning.

Lance Evans, manager, prime time, dramas based on fact, program practices, CBS/Broadcast Group, New York, named director, program clearance, program practices.

Marketing

In establishment of full-service agency in London, BBDO has named Bill Wilson, executive VP, BBDO International, president of new agency. Elected VP’s, BBDO, New York: David Chmura, manager, media systems; Tony De Gregorio, associate creative director; Thierry Demogue, director of international media services; Howard Finkelberg, associate director, marketing sciences; Jane Friedenthal, manager, media research, and Ken Schuman, associate creative director.

Gordon Berg, account supervisor, BBDO Detroit, named VP.

Named VP’s, Ted Bates Advertising, New York: Jonis Gold, senior art director; Susan Cleary, art director; Nancy Fields, casting director, and Marc Silverman, assistant controller.


Michael Gallagher, copywriter, J. Walter Thompson, San Francisco, joins D’Arcy-MacManus & Masius, St. Louis, in same capacity.

Lawrence Gianinno, account research supervisor, Benton & Bowles, New York, joins Marsteller Inc. there as VP, director of research.

Malcolm Mace, VP, management supervisor, Grey Advertising, New York, named senior VP.
Wayne Salo, and senior York: named senior sor, Philip World broadcast ministries: based advertising agency serving Christian TV

James Overn, creative director, to VP; Richard Parrish, account manager, to VP, client services; Steven Pittendrigh, assistant to president, to VP, special projects, and Doug Preudhomme, from Morris Cerullo World Evangelism, San Diego, to executive director, donor services.

Ned Anschutz, associate research director, Needham, Harper & Steers, Chicago, elected VP; Donald Bigda, from Dancer Fitzgerald Sample, New York, joins Needham, Harper & Steers there as account group director.

Emily Soell, creative director, Rapp & Collins, New York-based direct marketing subsidiary of Doyle Dane Bernbach, named VP, creative services.

Seymour Waldman, associate creative director, Ogilvy & Mather Partners, New York, named creative director. Patricia Wockley, associate media director, Ogilvy & Mather Partners, New York, named media director.

Tom Foreman, from Ogilvy & Mather Direct, New York, joins Foote, Cone & Belding there as art director. Steve Xenakis, senior research executive, Grey Advertising, New York, joins FC&B there as project director, research department.

James F. Borchert, art director, Lord, Sullivan & Yoder, Des Moines, Iowa, joins D'Arcy-MacManus & Masius, St. Louis, as senior art director.

R. Peter Zimmermann, VP and treasurer, Ford Foundation, New York, joins John Blair & Co. there as VP and controller.

Chris Gordon, from Bri-Ter TV, New York, joins Lexington Broadcast Services there as manager, station sales.


Richard Polgreen, local sales manager, WLKY-TV Louisville, Ky., named general sales manager.

Steve Slack, assistant general manager, WATE-TV Knoxville, Tenn., named general sales manager.

Mike Cefaratti, national sales manager, KVTK(TV) Phoenix, named general sales manager.

Mike Schultz, from KCBN(AM) Reno, joins KAHI(AM)-KHLY(FM) Auburn, Calif., as sales manager, KEWT(FM) Sacramento, Calif.

Richard Hughlett, sales manager, Cox Cable, New Orleans, named sales manager, Cox Cable, Tucson, Ariz.

Russ Bailey, from WNAX(AM) Yankton, S.D., joins KYNT(AM)-KKYA(FM) there as sales manager.

Kurt Mische, local sales manager, WQHK(AM) Fort Wayne, Ind., joins WXUS(FM) Lafayette, Ind., as general sales manager.

Paul Sacks, general sales manager, KZQ(TV) San Francisco, joins KFTY(TV) Santa Rosa, Calif., as sales manager.

Kevin McCarthy, from KSRR(AM) Houston, joins KLOS(AM) Los Angeles as sales manager.

Glenn Massey, account executive, KVUE-TV Austin, Tex., named national sales manager.

John Gorski, account executive, KXL(TV) Saint Cloud, Minn., named local sales manager.

David Alpert, account executive, WEE(AM) Boston, joins WHOM(AM) Mount Washington, N.H., as sales manager.

Linda Foren, promotion director, WASH(FM) Washington, joins KLAK(AM)-KPL(AM) Denver as local sales manager.


Charna Boggs, account executive, KJOY(FM) San Diego, joins Group W Radio Sales, Dallas, in same capacity.

Mark Mascarenhas, account executive, WCBS(AM) New York, joins CBS Radio Spot Sales there in same capacity.

Russ Bailey, from WNAX(AM) Yankton, S.D., joins KYNT(AM)-KKYA(FM) there as sales manager.

Steve Nettere, sales representative, TeleRep, New York, joins WBMM-TV Chicago as account executive.

Ed Lain, from WKBS-TV Philadelphia, joins WPHT-TV there as account executive.


Steve Kaplan, account executive, WTAL-TV Altoona, Pa., joins WXII-TV Winston-Salem, N.C., in same capacity. Mary Beth Morgan, sales assistant, WXII-TV, named account executive.

Elizabeth Gonzalez, administrative assistant to VP, finance and planning, CBS Television Sales, New York, CBS-owned WCBS-FM there as account executive.

Nancy Lark, from KJOI(AM) Los Angeles, joins KNX-FM there as account executive.

James Lewis, account executive, KPRO(AM) Riverside, Calif., joins KJOI(AM) Los Angeles in same capacity.

Peter Allen, from WGRY-FM Grayling, Mich., joins WXYY(AM) Detroit as account executive.

G. Michael Wingertzahn, from WRKR-AM-FM Racine, Wis., joins WBBC-FM Milwaukee as account executive.

Vicki Reinhard, from KE20(AM) Omaha, joins WMKE(AM) Milwaukee as account executive.


Executive appointments, Showtime/The Movie Channel: Julia Chasman, independent producer, New York, to VP, program development, East Coast; Nathalie Seaver, East Coast story editor, Leonard Goldberg, New York, to director of dramatic program affairs, West Coast, Los Angeles, Richard Albater, VP, development, Henry Winkler Productions Los Angeles, to director of comedy program development, West Coast there.

Richard Weston, senior VP, business affairs and administration, Paramount Pictures Corp., Los Angeles, named president of network television production division. Diane March, director of development for movies and mini-series, Warner Brothers, Los Angeles, joins Paramount Pictures Television there as director of movies of the week and mini-series.

Appointments, CBS Entertainment, Los Angeles: Robert Silberling, VP, motion pictures for television, to VP, CBS motion pictures for television; Peter Frankenfield, director, motion pictures for television, succeeds Silberling; Norman Powell, director, motion pictures for television, to VP, production operations; Greg Maday, director, dramatic specials, to director, motion pictures for television, and Lauren Joy Sand, director, late night development, succeeds Maday.

Leslie Moonves, Saul Ielson Productions in association with Columbia Pictures, Los Angeles, joins 20th Century-Fox Television there as director, movies and mini-series.

Jim Korris, programing executive, Universal Television, Los Angeles, named director of current programing and marketing.

Alan Zaretzky, VP, marketing and business affairs, On The Air, New York-based television production company, named president. Jack Steng, VP, sales, named executive VP.


Raymond Levy, account executive, Madison Square Garden Network, New York, named to newly created position of director of sales. J. Gordon Bridge, director of communications, Hughes Television Network, subsidiary of MSG, named VP, communications services division, which coordinates transmission of New York Rangers and Devils hockey games and New York Knicks basketball games for MSG.

Roger Williams, director, affiliate marketing, Eastern division, Entertainment and Sports Programming Network, Bristol, Conn., named VP, affiliate marketing. Loren Mathews, director, program planning, ESPN, named director of programing.

Jeffrey Schlesinger, national sales manager,
Art Sanders, regional manager, Peters Productions, San Diego, joins Noble Broadcast Consultants there as national sales and marketing representative.

Appointments, Rainbow Programming Services, Woodbury, N.Y.: Mindy Ralk, assistant manager, affiliate marketing, to manager, affiliate services; Jonathan Sehring, manager of film acquisitions, to director, film acquisitions, and Laura Pierce, film evaluator, succeeds Sehring.


Larry Anderson, operations director, Taft Broadcasting’s WDB(A)M Tampa, Fla., named manager of Primetime Radio, Taft’s national syndication company there.

Alan Berkowitz, Eastern sales manager, Blair Video Enterprises, New York, named VP, media marketing.

Peter Marino, advertising and promotion manager, Tribune-owned WGN-TV Chicago, named head of program development for Tribune Entertainment Co. there.

Jeffrey Schlesinger, national sales manager, Astral Television Films, Toronto, joins Telepictures Corp., New York, as director of international sales.

Jerry Sotzczak, manager, sales administration, CBS/Fox Video, New York, named director, sales and marketing administration.

Carole Kleinberg, director of community programming, Cablenet, Mount Prospect, Ill., named VP, programming and community affairs.

Steve Bilker, from Japan Cable Television, Tokyo, joins AMI News, San Francisco-based producer and distributor of radio features, as production director.

Kenneth Horseman, managing director, Florida Public Television Network, Tallahassee, Fla., joins Vermont ETV, Winooski, Vt., as executive producer, responsible for local production for statewide public television network.

John Davidson, former professional hockey player, New York Rangers, joins Madison Square Garden Network, New York, as commentator, Rangers telecasts.

Michael Deckor, operations manager, NuConcepts Broadcast Corp., Luray, Va., cable television systems, joins WSEM(A)M-WE(B)FM Sanford, Me., as program director.

Dave Kaneg, director of radio programming, noncommercial WOUB-AM-FM Athens, Ohio, joins noncommercial WNYC-FM New York, as program manager.

Art Sanders, from KZLA-AM-FM Los Angeles, joins WBA(A)M Fort Worth as assistant program director.

Paula Linzer, production secretary, WXIX-TV Cincinnati, named production coordinator.

Suzie Peterson, director of public relations, MCA Home Video and Universal Pay Television, Los Angeles, named director, new product development.

Georgette Bennett, criminologist and commentator for WNEW-TV New York, and Geoffrey Cowan, Los Angeles, communications attorney and director of Corporation for Public Broadcasting, named East and West Coast hosts, respectively, of Why in the World, Public Broadcasting Service public affairs program for teen-agers.

Jim Wood, program director and group programming consultant, KNEW(O)M Oakland, Calif.-KKSAN-FM San Francisco, named national program director for parent, Malrite Communications.

Neil Sabini, executive producer and assistant program manager, WIND(A)M Chicago, joins WPPR-TV Aurora, Ill., as program and promotion manager.

Tony Bernis, program-promotion manager, Cox Cable, San Diego, joins XETV(TV) Tijuana, Mexico, as program director, succeeding Carol Healey (see "Media" above). Bob Anderson, promotion manager, XETV, named production manager.

Dave Scott, music director, WKOX(A)M Framingham, Mass., named program director.

Ronald Olson, from KVOA-TV Tucson, Ariz., and Richard Noeltner, from KOLD-TV Tucson, joins KFOX-AM Phoenix as directors.

Mike Miller, from WXYZ(A)M Detroit, joins WHDH(A)M Boston as talk show host.

**News and Public Affairs**

Roger Bergson, news operations manager, WDIV(TV) Detroit, joins XIST(TV) Sacramento, Calif., as news director.

Henry Chu, news director, Pikes Peak Broadcasting’s KJCT(TV) Grand Junction, Colo., named to same position at Pikes Peak’s KRDO-TV Colorado Springs.

Paul Schaefer, anchor-producer, KMIR-TV Palm Springs, Calif., named news director and 6 p.m. anchor.

Bob Tayek, air personality, WERE(A)M Cleveland, named news director.

Ken Swartz, from KRON-TV San Francisco, joins NBC News there as producer, First Camera.

Estes Thompson, correspondent, Associated Press, Roanoke, Va., named news editor, Raleigh, N.C., bureau.

Angela Smith, from WAUR(FM) Aurora, Ill., joins WYEN(FM) Des Plaines, Ill., as news director.

Andrew Shinnick, executive producer, 11 p.m. news, KGO-TV San Francisco, named assistant news director. Pete Wilson, from KTVL(TV) Sacramento, Calif., joins KGO-TV as anchor.


Shelley Lewis, news director, The Source, NBC Radio, New York, assumes additional duties as executive producer for all political coverage.

Jackie Robbins, program director, KZFM(FM) Corpus Christi, Tex., joins KKBQ(A)M Houston as news director.

Appointments, WTSF-TV Tampa-St. Petersburg, Fla.: Frank Volpicella, 11 p.m. producer, to 6 p.m. producer; Deborah Trueman, night assignment editor, to associate producer-coordinator, and Don Wood, weekend assignment editor, succeeds Trueman.

Rob Pugliesi, news producer, WTSF-TV Tampa-St. Petersburg, Fla., joins WKBW-TV Buffalo, N.Y., as noon news producer. Sue Weber, news producer, WKBW-TV, named Newspace producer.

Lee Hammer, producer, KSFQ(A)M San Francisco, joins KBBS(A)M there as news editor.

Appointments, WISN-TV Milwaukee: Dave Begel, columnist, Milwaukee Journal, to editorial director; Philip Weintraub, news producer, KMOL-TV San Antonio, Tex., to producer, 10 p.m. news; Todd Weiler, assignment editor, WLHK-TV Green Bay, Wis., to weekend assignment editor and production assistant, and Robin Marshman, meteorologist, WISC-TV Madison, Wis., to same capacity.
Appointments, WBHQ-TV: Memphis: Robin Brown, from WDAI(AM) Memphis, to news assignment editor; Marjorie Ford, from KTUV(TV) Oakland, Calif., to reporter, and Jeffrey Prier, from wghp-Tv High Point, N.C., to noon weather anchor-reporter.

Amy Green, from WLS-TV Chicago, joins WJLA-TV Washington as field producer.

Ann Craig, news director, WNA(FM) Indianapolis, joins WPDS-TV there as anchor and public affairs director.

Jacque Walker, from WROC-TV Rochester, N.Y., joins WIVB-TV Buffalo, N.Y., as noon anchor.

Debra Wetzel, from WGBB(AM) New York, joins WCBS-FM New York as newscaster.

Appointments, KETY(TV) Omaha, Neb.: Karen Kelly, anchor-reporter, KTVB(TV) Boise, Idaho, to anchor-reporter; Rolanda Taylor, public service director, and Carol Kloss, from WOTV(TV) Grand Rapids, Mich., to reporters.

Mike Jacobs, 6 p.m. anchor, WJTV-TV Milwaukee, named Newscope anchor.

Denise Jimenez, from WMAQ(AM) Chicago, joins WGN(AM) there as morning anchor.

Nick Mills, from WITS(AM) Boston, joins WEHI(AM) there as morning news co-anchor.

David Wittman, proceeding to succeed John Prier, from Salem, Mass., joins John Pierce, Fla., as anchor.

Weldon Squires, from international division, Ampex Corp., Redwood City, Calif., joins Moseley Associates, Goleta, Calif., as manager of international sales.


Jeff Nordstrom, chief engineer, WAKY(AM)-WAVE(AM) Louisville, Ky., joins Allied Electronic Systems, Garland division, to same capacity.

Robert Knott, from Ampex Corp., Redwood City, Calif., joins Allied Broadcast Services, as sales engineer.

Allan Harding, director of finance, Electronics, Missiles & Communications, manufacturer of broadcast equipment, White Haven, Pa., elected VP, finance.

Michael Minkoff, from Q Media Group, Rockford, Ill., joins Allied Film Lab and Video Services, Denver, as chief engineer.

Bruce Harvey, from Ampex Corp., Redwood City, Calif., joins Smeloff Teleproductions, Denver, as chief engineer.

Erich Burlefinger, division VP, electro optics and power devices, solid state division, RCA, New York, named division VP and general manager of newly formed new products division, Lancaster, Pa.

Appointments, Wold Communications, Los Angeles: Brian Lookofsky, manager of TV traffic, to director, TV traffic and facilities; John Chin, supervisory director of TV traffic, succeeds Lookofsky, and Vicki Brascho, supervisory director of facilities, to manager, facilities.

Joseph Swiderski II, president and chief executive officer, Swiderski Electronics Inc., Elk Grove Village, Ill., retires, succeeded by Joseph Swiderski III, VP, sales manager.


John Huber, controller, information systems sector, Harris Corp., Melbourne, Fla., named corporate controller.


Jeff Nordstrom, chief engineer, WAKY(AM)-WAVE(AM) Louisville, Ky., joins Allied Electronic Systems, Garland division, to same capacity.

Robert Knott, maintenance engineer and crew chief, noncommercial WSB-E-AM Providence, R.I., named assistant director of engineering.

Allan Harding, director of finance, Electronics, Missiles & Communications, manufacturer of broadcast equipment, White Haven, Pa., elected VP, finance.

Michael Minkoff, from Q Media Group, Rockford, Ill., joins Allied Film Lab and Video Services, Denver, as chief engineer.

Bruce Harvey, from Ampex Corp., Redwood City, Calif., joins Smeloff Teleproductions, Denver, as chief engineer.

William G. Connolly, VP and deputy director, engineering and development, CBS/Broadcast Group, New York, joins Sony Broadcast Products Co. there as president and chief executive officer.

Appointments, E-Systems, Dallas: David Tacke, executive VP, to president and chief executive officer, succeeding Kenneth Smith, who is retiring; A.L. Lawson, general manager, Greenville division and officer of company, to senior VP, group executive, succeeding Robert Mitchell, who is retiring; E.G. Keiffer, general manager, Garland division and officer of corporation, to senior VP and group executive, and C.R. Farmer, VP, electronic systems, Garland division, succeeds Keiffer.

Warren O'Buch, director of marketing, Conrac division, Conrac Corp., Covina, Calif., named president of division.

Clifford M. Kirtland Jr., retired chairman of Cox Communications, and among founders of Broadcast Management Association 23 years ago, was named recipient of that organization's first annual Avatar award.

Frederick Jacob, director of public relations, Museum of Broadcasting, New York, joins Columbia Business School there as director of public affairs.

Jeanne Smoot, associate professor, North Carolina State University, Raleigh, N.C., joins United States Information Agency, Washington, as director of UI's office of academic programs.

David Ray, VP, Knight-Ridder, Miami, named president, Business Information Services, of newly formed operating group.

Gail Crotts Arnall, acting president, NPR Ventures, Washington, resigns to become independent communications consultant.

Ben Scrimizzi, senior VP, marketing, sales and customer service, Purolator Courier Corp., New York, joins Radio Advertising Bureau there as senior VP, marketing and sales.

Eric Fishman, attorney adviser, office of administrative law judges, FCC, Washington, joins Sullivan & Worcester there as communications attorney.

James Barron, partner, Barron & Caruso, Boston-based communications law firm, has joined Communications Strategies, Cambridge, Mass.-based communications technology research, planning and development firm, as senior consultant.

Edward Quilroz, director of operations, RTA Inc., Kensington, Md.-based time sharing computer firm, joins National Association of Broadcasters, Washington, as director of data processing.

Leonard Cohen, coordinator, Office of Telecommunications, New York, has formed own telecommunications consulting firm, Lencomm Associates there.

John K.M. McCaffery, 69, radio and television newscaster and quiz-show host on New York stations for almost three decades until his retirement in 1967, died October 3 at Torrington (Conn.) hospital. McCaffery's association with NBC's "7th Hour News" on WNBC-TV from 1952 to 1963 garnered him a local Emmy. He was later anchor for WPIX-TV and WNET(TV) Survivors include four sons.

Muriel Davidson, 59, VP, film and television development for Jay Bernstein Productions Hollywood, was found shot to death Sept. 27 at her home in Los Angeles. Robert Thom, 59, Pasadena, Calif., aerospace technician who was arrested and held without bail in connection with the incident. Davidson is survived by her husband, Bill.

Dennis Becker, 39, placement director for broadcasting, Brown Institute, Minneapolis, died Sept. 19 of complications following brain surgery at Minnesota hospital. He is survived by two children.
Changing the face of programing

Starting today (Oct. 10), 117 U.S. television stations and dozens of overseas broadcasters will begin airing new one-hour episodes of "Pam," the dramatic series canceled last spring by NBC-TV. Thanks in large part to MGM/UA Entertainment Co. and its television group president, Larry Gershman, the program is continuing in first-run syndication through a production agreement that many observers, Gershman among them, feel may become commonplace in the years ahead.

"I don't think you can extrapolate from this experience and say that this is going to happen with every show that gets canceled," Gershman cautions, "but the economics of this business are such that co-productions are necessary."

The agreement, which allows MGM/UA to go ahead with production of 24 original episodes of "Pam" (with a budget of about $700,000 per hour), involves commitments from Lexington Broadcasting Services (which is selling national advertising within the series), Metromedia (which will air the program on its seven major-market stations) and foreign buyers (some of whom are paying up to 50% more in license fees than last year).

"Pam" was just not ready to be canceled," Gershman declares, "it's too damn good." Getting the series assured of at least one more year of production, he adds, "has been a very emotional journey."

Gershman's journey into television production and distribution began as one of necessity.

"Eight weeks into law school [at Philadelphia's Temple University] I found out my wife was pregnant," Gershman recalls. "So I decided it was time to go to work."

The 21-year-old business administration graduate had never considered a television career, but a call to an industry executive whom Gershman had met while playing basketball for Penn State University landed him an unsalaried jack-of-all-trades position at National Telefilm Associates in New York. With only $47 in the bank, Gershman moved in with his sister while learning about television advertising and production at NTAs-owned WNTA-TV Newark, N.J., then a commercial station, now noncommercial WNET-TV.

Eventually, Gershman moved to WCBS-TV as an account executive, and within a year had become the station's top salesman. In 1966 he took a management position with RKO General while going to law school four nights a week at Fordham University, fulfilling in 1968 an ambition the younger Gershman and his father had long shared.

A nine-year stint with NBC-TV in New York began in 1968, first as director of East Coast spot sales and later as sales manager, and finally general manager of WNBC-TV there. Gershman helped expand and revamp the station's local news programming, which led to Emmy Awards and first-place ratings for the "Newscenter" format. "It was one of the most exciting jobs I ever had," Gershman recalls.

Restless to see what lay outside broadcasting, Gershman took a six-month turn as executive vice president of Chock Full O'Nuts, packaged and sold independent films and spent a year helping promoter Don King put together sports programming. Eventually, Gershman was lured back by Hank Gille- spie, then president of Viacom Enterprises, who wanted him to oversee the company's international sales division.

Gershman quickly warmed to overseas deal-making, learning much from the "top flight" staff he inherited at Viacom, but he also felt frustrated at not having the opportunity to develop the kinds of co-ventures he felt were desirable. Those frustrations disappeared with his move to MGM/UA in 1980, first as executive vice president for worldwide distribution, and later as president of television distribution.

"We are very, very heavily involved in co-production," Gershman points out. "This company has supported every co-production project I've brought in."

Indeed, other studio executives credit Gershman with dramatically changing the nature of program production and syndication. "Larry is part of a new generation at the major Hollywood studios," says one observer. "These are men who know what it's like to run a television station and how to make programing deals. They are changing the way Hollywood does business."

Co-production agreements with the BBC currently include 10 hours of "The Citadel," three hours of "The Barretts of Wimpole Street," and three hours of "Goodbye Mr. Chips. The studio is also co-producing a two-hour play with Britain's HTV, a 52½-hour animated series with Japanese broadcasters, and a one-hour special with the French on the music of Maurice Chevalier. MGM/UA, in association with Metro Media and Fred Silverman's InterMedia, is also producing "Thick of the Night," the first run nightly entertainment series that premiered Sept. 5.

"We believe in the Thoick show," Gershman says, while adding that "the show is not where I want it to be. Neither Fred [Silverman], nor Alan [Thicke], nor I, nor Metro Media is happy with it. But it's going to take a while for it to shake down."

The lesson to be learned from his new approaches at MGM/UA, Gershman feels, is that "the old rules are out."

"There are no rules any more. I'm not afraid to try something different and neither is Frank Yablans [MGM/UA vice chairman and chief operating officer]. Maybe that's why we've done so well. I mean, we're not crazy—but we're not afraid to try something new."

Gershman adds one caveat:

"The networks are still our primary revenue source and our primary customer. I believe that, domestically, the networks will still be the primary source of entertainment. But in the future, all television entities will have a bigger piece of a bigger audience pie."

MGM/UA has three new prime time entries this fall: "We've Got It Made, Cutter to Houston and For Love and Honor. The studio is also producing an eight-hour mini-series, "George Washington," for CBS-TV. When asked if he finds time for hobbies, Gershman replies: "My job is a seven-day-a-week job. And I love it."

Hours later, Gershman is on a plane to France to oversee final editing of the Maurice Chevalier special and then on to meetings in London with broadcasters airing the new "Pam" episodes.
Tri-Star Pictures, joint venture motion picture studio formed last year by CBS, Coca-Cola (Columbia Pictures) and Time Inc. (HBO) is expected to get advertising account valued at about $40 million to one of four agencies in next several weeks—McCann-Erickson or SSC&B, both of which have current accounts with Coke; Diener/Hauser/Bates Co., whose parent agency Ted Bates has held HBO account for several years, or Young & Rubicam, among others. Tri-Star's first film will be released in May 1984 and is entitled "The Natural," with Robert Redford and Robert Duvall, followed by "The Muppets Take Manhattan" in July and "The Evil that Men Do," with Charles Bronson, "The Texas Picture," with Sally Field and "The Songwriter," with Willie Nelson.

Representative Mickey Leland (D-Tex.) last week introduced bill that would prohibit FCC from repealing rule of seven—which limits broadcast ownership to seven AM's, seven FM's and seven TV's (no more than five VHF's)—for five years. Leland is contending repeal of rule would hurt minorities' chances of buying broadcast stations. Among 26 co-sponsors is Representative Cardiss Collins (D-Ill.).

House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) formally introduced cable deregulation bill last week. Preliminary draft of measure was circulated earlier among subcommittee members (Broadcasting, Oct. 3). Bill (H.R. 4103) is essentially same as companion measure passed by Senate, S. 66, although it requires cable operators to set aside from 10% to 15% of access channels for use by commercial programmers.

Arbitron Ratings announced last week it had filed suit against Jack Masia & Co., radio station rep firm, and United Broadcasting Co.'s KALI San Gabriel, Calif., seeking $1,055,000 in damages on charges of copyright, infringement and misappropriation and, additionally in Masia's case, breach of contract and fraud. Arbitron claimed Masia, Arbitron subscriber, used Arbitron audience estimates in sales presentation created for KALI (AM), nonsubscriber, in violation of agreement not to use Arbitron data on behalf of no subscribing clients. Suit, in U.S. Southern District Court in New York, seeks $55,000 compensatory and $1 million punitive damages.

Jesse Owens Story, four-hour mini-series about black athlete who emerged Adolph Hitler by winning three gold medals at 1936 Olympic games in Berlin and Stars with David Steinberg, series one-hour celebrity interviews, are first-run syndication specials under way for 1984 release by Paramount Television. Jesse Owens designed for airing in July, near time of summer Olympics, will have per-episode budget of $1.2 million to $1.5 million, according to Randy Reiss, president, domestic TV distribution and production at Paramount, while Stars, first two installments of which would air in first two weeks of July, has per-episode budget of about $200,000. Already interviewed for Stars, which described as "Barbara Walters-style interview series," are B. Reynolds, Sally Field, Mel Brooks and Jane Seymour. Commit to interviews are Mr. T. star of NBC-TV series, A Team, as Jacqueline Bissett. Paramount anticipates six Stars interviews specials, but will produce and market first two separately, then proceed with four more if first two are successful. Other first-run syndication project in works: half-hour strip based on US magazine from Colbert Television.

Freedom Newspapers Inc., Santa Ana, Calif.-based newspaper publisher and owner of two TV's, has signed "definitive agreement to purchase two of A.H. Belo's VHF stations, KFDM-TV Beaumont, Port Arthur, Tex., and WVTX-TV Chattanooga, for $49 million. S. brings Belo's VHF holdings within limit that would have been exceeded because of Dallas-based company's purchase of 6 VHF's and one UHF from Dun and Bradstreet for $606 million (Broadcasting, June 27). Belo bought WTXV in 1980 for $19.5 million and KDFM-TV in 1980 for $5.5 million. Freedom, privately held company, is also owner of KTVLRV Medford, Ore., and WLNT Providence, R.I.-New Bedford, Mass., which was purchased earlier this year (Broadcasting, Jan. 3).

After auditing Hispanic representation on network TV prime-time programs for first week of new season, League of United Latin American Citizens announced last week it was withdrawing its support for repeal of FCC's financial interest and syndication rules as was calling upon FCC, Congress and President for "three-yet moratorium on any changes that could enhance concentration power in the networks." Those three years, LULAC said, should be used to examine the mechanisms most likely to produce diversity and service the entire public interest.

George Back, president of syndicator All American Television, charged the National Broadcasting Co. with negligence of its ABC Television Syndication division which provides feature stories weekly to subscribing stations, represents violation of network syndication rule. Back, whose company has interest in NewsBank competitor,ocal Program Network, made charges in letter to FCC, asking commission to address situation. ABC spokesman said company position was that NewsBank did not constitute violation of syndication rules, which bar networks from program syndication business because service provides news segments only, not "stand alone products." NewsBank now has between 20 and 25 subscribing stations. Commission has yet to decide whether Back's charge has merit.

President Reagan last week signed legislation establishing Cuba-S Mexico-Wildlife Conservancy agreement to broadcast news of Cuba to country. Legislation represents compromise between backers of measure President had originally backed to create separate radio station, Radio Marti.

FCC Commissioner James H. Quello came to defense of PBS President Larry Grossman last week, decrying need for "creative financing" resorted to by PBS board in effort to increase its compensation (story page 97). Quello, who also is chairman of Tempor Commission on Alternative Financing for Public Telecommu
Postcard upheld. The FCC's decision to eliminate all the information it once sought from license renewal applicants except what it could obtain on a small postcard has withstood the scrutiny of a majority of a panel of the U.S. Court of Appeals in Washington. The panel, by a 2-1 vote, last week held that the commission decision to abandon its lengthy renewal form and to seek answers only to five questions was not arbitrary or capricious, even though information on programing was not sought. The opinion is a companion to one the same panel issued in affirming most of the commission's order deregulating commercial radio (BROADCASTING, May 16).

The Black Citizens for a Fair Media and Henry Geller and Ira Baron, of the Washington Center for Public Policy Research, had appealed the commission's action largely on the ground the agency had dropped questions regarding programing. They said the agency could not make the necessary public interest determination without the inclusion of program-related questions in the renewal form.

But the majority of the panel, in a decision written by Judge Robert H. Bork, said that the commission is not limited to the postcard renewal form as a source of information. Bork noted that the commission receives "input" from the public regarding licensees—and licensees, he noted, are required to keep program-related information in their public files. Furthermore, he said, the commission may rely on "a presumption of service in the public interest."

As for that last point, Bork wrote, "Neither the statute nor the legislative history precludes the commission" from making such an inference, "given that the inference is rebuttable and the regulatory environment provides strong incentives for operation in the public interest." Those incentives are generated by the commission's tools to find and punish violators, Bork said. Joining him in the majority was William J. Jameson, senior district judge for the district of Montana, who was sitting by designation.

Dissent was Judge J. Skelly Wright. He said while the court, in the May decision, approved most of the commission's efforts to deregulate commercial radio, the commission, in the postcard renewal proceeding, "has cut away too much." Like those appealing, Wright contended that the Communications Act mandates "an examination of the programming of each applicant. The public, as owner of the airwaves," he wrote, "deserves more protection than the commission's postcard renewal plan provides."

The court's decision was welcomed warmly by the National Association of Broadcasters. NAB President Eddie Fritts said in a statement that "it is a victory for sensible government regulation, showing that the volume of paper is not the measure for a broadcaster's performance."

FCC has granted Bell System's Advanced Mobile Phone Service Inc. license to launch what will be first U.S. commercial cellular radio system—in Chicago. One of competitors for nonwireline application, Cellular Mobile Systems Inc., had asked FCC to hold off on AMPS license until commission could issue license for nonwireline competitor. According to Cellular Mobile, that would be necessary to prevent AMPS from getting head start. FCC, however, said Cellular Mobile had not presented evidence demonstrating that AMPS's entry now would be detrimental to public. In initial decision in August, administrative law judge had granted application of Rogers Radiocall Inc., Cellular Mobile's competitor, for nonwireline allocation.

Turner Broadcasting System, contending FCC has had enough time to act on issue, last week petitioned U.S. Court of Appeals in Washington to direct commission to initiate rulemaking to re-examine its carriage rules. TBS notes it filed petition for such rulemaking on Oct. 15, 1980, but that commission officials continue to indicate no interest in acting soon. TBS also contends court action is warranted on grounds rules—which require cable systems to carry local signals before adding others—impose on First Amendment rights of cable programers, cable operators and public. It also says commission "repudiated" originally stated premises for rules—that cable is merely supplement to broadcasting—and that emergence of independent cable programers, which changes circumstances in marketplace, require review of rules. Issue sparked mini-debate between Thomas Wheeler, president, National Cable Television Association, and Edward Fritts, president, National Association of Broadcasters, during panel session at National Black Media Coalition's media conference last week (see page 39). Fritts said rules are "taking a personal" interest in Magnum, looking for it to do for company's coffers what E.T. did for it in 1982.

OCC Advertising. New York, has been formed by Ohmeyer Communications Co., New York, as full-service agency, replacing former Parkinson Advertising Agency.
S. 1917

Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, has made good his promise of a bill to repeal the two Communications Act provisions that directly restrict the broadcaster's editorial freedom and to strengthen the one provision, usually ignored when the others are invoked, that was intended to keep the government out of censorship. Nobody, least of all Bob Packwood, minimizes the political resistance that the bill will encounter. Everybody who admires the First Amendment will go into serious training for a long battle on the Hill.

It is more than the broadcasters’ battle, as Packwood said in introducing the bill. Cable is already incorporated explicitly in Section 315, the equal-time, fairness and lowest-unit-rate provision of the law. Publishing faces incorporation as it moves into the age of electronic distribution. It could be called the Act to Free the Fifth Estate, into which the Fourth Estate is perceptibly advancing.

The number of the bill is S. 1917. Remember it, and start working for its adoption.

Places, please

The day after Timothy Wirth introduced his bill to establish a quota for educational programing for children on commercial television, John Summers, of the National Association of Broadcasters, made a stab at explaining there was more such programing on the air now than Wirth had measured. Summers directed attention to the fare offered by the noncommercial WETA-TV in Washington.

Wirth, in real or mock astonishment, asked: “The argument you’re making is that public TV excuses commercial broadcasters from responsibility to children?” “No, I’m not saying that,” Summers answered, unfortunately without further explanation.

Of course, commercial television has the responsibility to keep the welfare of the young ever in its mind, but not since 1952, when the FCC set aside 242 channels for the express purpose, has the commercial system borne the responsibility to educate the young. That’s what the noncommercial, educational reservation was all about, Mr. Chairman. And whatever happened to the mission of the public schools?

Interested party

Knowingly or not, President Reagan muddied a process that was already muddy enough when he asked FCC Chairman Mark Fowler to explain what was going on with the FCC’s network financial interest and syndication rules. It may be true, as the participants swear, that the President was neutral in his questions and observations. The world outside the Oval Office will never believe that the Hollywood community from which the President originated played no role in arousing his interest in the subject. Hollywood is spending a fortune to prevent the FCC from repealing or indeed relaxing the rules.

Knowingly or not, the President has put the FCC in a grossly embarrassing position. Of the four commissioners in office, only two voted without qualification for the “tentative” decision of early August to repeal the rule that prevents television networks from acquiring financial interests in programs they buy from others and to liberalize the rule that excludes networks from the domestic program syndication business. Not the rock-hard majority that would be expected to stand up against the massive political assaults carried out by the rival sides since the August FCC action.

At the final showdown, commissioners must vote in the knowledge that their positions then will be compared with their positions of last August. A tilt toward Hollywood would remind folks that Fowler was summoned to a Reagan audience on Sept. 28 and that three of the four commissioners are Reagan appointees.

Maybe the President did the hometown boys no favor.

Wrong move for right reasons

Public Broadcasting Service officials knew there was a possibility that an unfortunate interpretation might be attached to their awarding Larry Grossman, the organization’s president, a $125,000, interest-free, 30-year loan to facilitate his purchase of a $315,000 home in Washington. They went to extraordinary lengths to sanction the arrangement’s legitimacy, including the obtaining of an outside opinion from a prominent Washington law firm. (Dallin Oaks, chairman of the PBS board, is himself a justice of the Utah Supreme Court, and presumably no slouch in determining permissibility in business and legal affairs.) Larry Grossman, of course, is of the highest integrity, and during his seven years as president has brought PBS to its highest distinction.

Yet all those right-minded people combined to produce a wrong. Unhappy with what they could pay the PBS president above the line (his compensation is admittedly modest when measured against counterparts in the private sector), they fashioned a way to pay him below the line—and to circumvent the salary cap Congress had imposed on the service’s executives. In so doing both Grossman and PBS were set up for charges that public funds—of whatever magnitude—were being diverted from the primary needs of a medium that was crying poverty in every forum in Washington.

Chairman Oaks has said that if the PBS board’s action is found to be illegal, he will “retrace my path.” Our own inclination would be not to wait. Public broadcasting has had enough to explain away in cleaning up after National Public Radio. Neither PBS nor the exceptional man who heads it needs the diversion this latest lapse will inevitably create.

"Here's the problem. Somebody folded the erection instructions wrong."
Vanscan Fever

Night after night, the van moved slowly through the streets, taking pictures of every home. But far from being an ominous event, it was a van from the Kalamazoo Nature Center Energy Office taking infra-red scans to reveal to homeowners areas where energy was being wasted.

The program, Vanscan Fever, was an ambitious one, requiring many trained volunteers to interpret the scans and suggest solutions to the costly problems. But WKZO-TV believed it was important. So the station began publicizing the project and inviting citizens to share their time. The response was overwhelming. And when the program was completed, the Energy Office cited WKZO-TV for its role in the tremendous success of Vanscan Fever.

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